



**Downtown
Revitalization
Initiative**

City of Amsterdam

Mohawk Valley Region

Strategic Investment Plan

Downtown Revitalization Initiative
March, 2019



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City of Amsterdam
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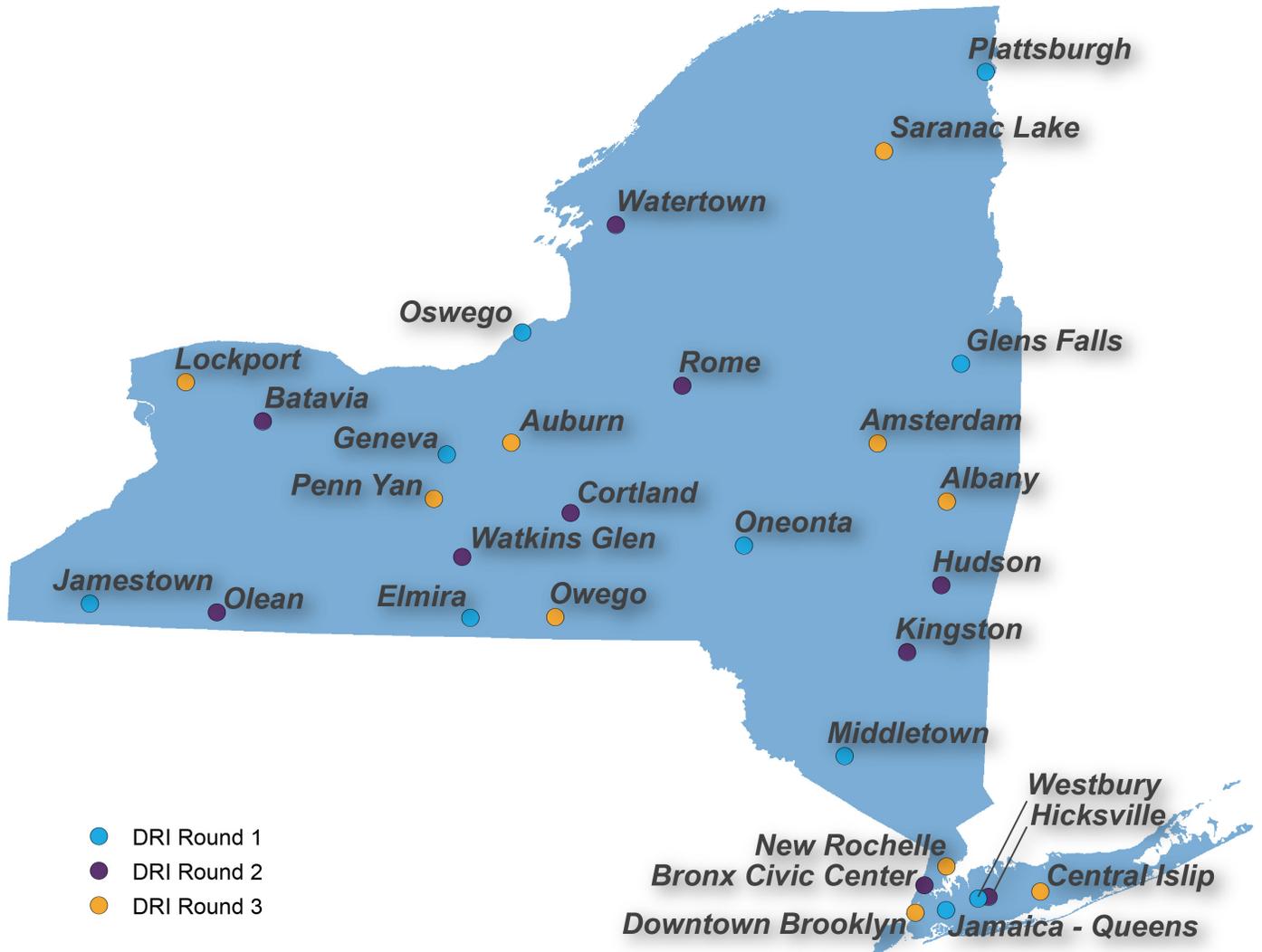
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Downtown Revitalization Initiative



Downtown Revitalization Initiative - Awarded Cities in all three rounds to date

FOREWORD

Business and development leaders worldwide recognize that vibrant downtowns with attractive public amenities and a high quality-of-life provide a catalyst for increased economic development, re-population (particularly by young professionals), and urban redevelopment. Recognizing this potential, Governor Andrew Cuomo launched a major new initiative in the spring of 2016 – the Downtown Revitalization Initiative (DRI).

The program's success in the first two rounds, and the tremendous excitement it generated among other interested communities, led the Governor and the Legislature to include another \$100 million in the 2018 state budget for a third round of DRI funding. As in the previous rounds, each of the Governor's ten Regional Economic Development Councils (REDCs) selected one community to receive \$10 million for projects that show the greatest potential to improve the economic and social vitality of their downtown areas.

Communities selected in Round Three include:

- Albany (Capital Region)
- Amsterdam (Mohawk Valley Region)
- Auburn (Central New York Region)
- Downtown Brooklyn (New York City Region)
- Central Islip (Long Island Region)
- Lockport (Western New York Region)
- New Rochelle (Mid-Hudson Region)
- Owego (Southern Tier Region)
- Penn Yan (Finger Lakes Region)
- Saranac Lake (North Country Region)

The DRI process involves an innovative combination of community-based strategic planning, inter-agency project support and strategic leveraging of outside investments. The process starts with a Strategic Investment Plan that develops the key ingredients needed for successful downtown revitalization: a clear vision for the downtown; goals and strategies to accomplish the vision; and

catalytic projects identified in the plan. The strategic planning process is led by Secretary of State Rossana Rosado and facilitated by staff from the Department of State Office of Planning, Development and Community Infrastructure, NYS Homes and Community Renewal, and Empire State Development. Based on the unique challenges, opportunities, and transformational projects identified in the communities selected, this collaborative, multi-agency effort also includes technical assistance from other state agencies, including but not limited to the Department of Transportation and Department of Environmental Conservation.

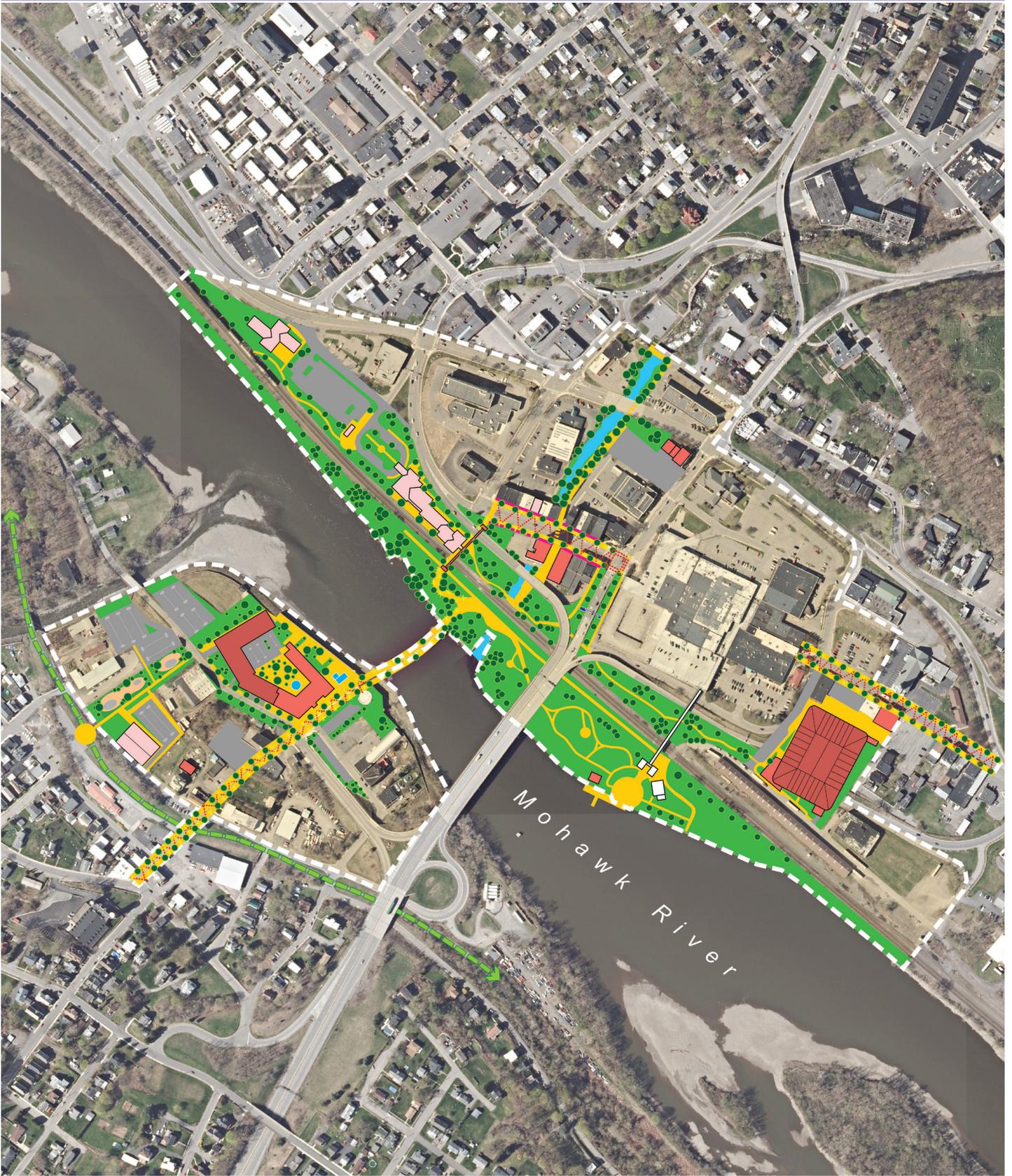
The DRI is much more than a \$10 million grant award. It serves a broader agenda for revitalization, growth, and transformation in ways that reflect the collective reimagining of the downtown and provides funding to help achieve that vision with a higher quality of life, amenities, and connection of place and community. The plans and projects also are intended to leverage additional public and private investments within and near the downtown, building upon the regional economic growth supported by the REDCs. To fully leverage the impact of the DRI, Local Planning Committees identify projects that total in excess of the available DRI funds to ensure a continued pipeline of projects in the event that alternative funding becomes available or projects drop from consideration. The most transformative and catalytic projects identified by the community will receive DRI funding.

With the assistance of the State, leadership from within the communities, and public and private investors, these communities are becoming vibrant centers where people want to live, work, experience life, and raise families. This high quality of life is a key driver of where businesses decide to locate.

Amsterdam DRI Strategic Investment Plan

Executive Summary

Framework Plan



 DRI Study Area Boundary

Executive Summary

Amsterdam “Home Again”

Introduction

The City of Amsterdam was selected in 2018 to receive \$10 million in funding as the Mohawk Valley winner of the third round of Governor Cuomo’s Downtown Revitalization Initiative (DRI). The DRI is an innovative and comprehensive approach to the revitalization of downtowns that aims to fund priority projects that will transform downtowns into vibrant communities and improve the vitality of urban centers across New York State. The New York State’s Regional Economic Development Councils (REDCs) nominated 10 DRI communities after evaluating each downtown’s potential for significant transformation. The DRI is chaired by New York Secretary of State Rossana Rosado, along with a specialized team of planners from the Department of State and the private sector, with support from the Empire State Development, the Division of Homes and Community Renewal, and other state agencies.

Amsterdam’s greatest assets are its people and its strength of community, which have sustained the City throughout its history. The theme for this initiative; “What was once home is home again—My Amsterdam” speaks to this sense of community and the innate capacity of

the people to revitalize their downtown. The residents of Amsterdam celebrated the news of being awarded a Downtown Revitalization Initiative (DRI) grant with renewed hopes for an improved City center. The most common description of the future was simply of a downtown with more people; more activities, more pedestrians and more places to live and visit. This is a highly plausible vision of the future because the seeds for urban revitalization in Amsterdam have already been sown. Recent investments in the Riverlink Park, the waterfront, and the Mohawk Valley Gateway Overlook (MVGO) Pedestrian Bridge have been enormously successful in attracting visitors and residents to the waterfront and the downtown for celebrations and special events. These places have effectively shifted the City center to the river where they function as a central gathering place for the entire community. This in turn has encouraged new businesses and restaurants to open along Bridge Street in the Southside, which create the foundation for a mixed-use, pedestrian oriented district.

With a population of over 18,000, Amsterdam is the largest City in Montgomery County, however very few people live within the DRI boundary.

This speaks to a lack of housing diversity in the City where 93% of all residential units are either one- or two-family homes. And though there is a high vacancy rate of 20.6% within the City, this is more an indication of housing condition than demand. The fastest growing demographic based on school enrollment data is the Hispanic / Latino population who currently comprise about 29% of Amsterdam's citizenry.

The people of the City of Amsterdam participated enthusiastically in the DRI planning process. Over thirty projects were submitted for consideration for inclusion in the plan, all of which address an improved public realm by either promoting street level activity, introducing new uses, enhancing public open spaces, or developing new focal points throughout the downtown. The DRI Local Planning Committee (LPC) met regularly to review the submissions and discuss their viability. The projects were evaluated and compared using 22 criteria that assessed their alignment with the State's and City's goals, catalytic potential, project readiness, public support, co-benefits, cost effectiveness and feasibility, and the capacity of the project sponsor to implement and sustain the project. Based on this evaluation, the LPC recommended 20 projects for DRI funding that together will advance the revitalization of downtown Amsterdam and spur additional investment in the years to come.

The proposed projects have a combined value of \$30 million and request approximately \$15 million in DRI funding. These projects are primarily focused on the public realm, and are estimated to generate between 80 – 90 new full time jobs. Additionally, these projects will provide the following benefits:

- More **activities and attractions** for visitors and residents.
- Attract more **downtown residents** to anchor an active mixed-use core.

- Improved presentation of the City at the **gateway** to the downtown, welcoming visitors to the downtown.
- Create a **walkable downtown** and a continuous pedestrian network between the north and south sides of the river with connections to regional trails and parks.
- **Easier and safer navigation** through the downtown for motorists and pedestrians.
- **Building upgrades and facade improvements** to allow for adaptive reuse and improve the character of downtown streetscape.
- **Public realm improvements and property investments** that will increase real estate values.
- **Increased green space** and a reduction of paved surfaces in the downtown that will reduce storm water runoff to sewers and streams.
- **New park space** that offers greater recreation opportunities and improves public health.
- **New community facilities** that cater to a growing population of young adults.

Once implemented, these projects will build a network of places and destinations that connects two commercial districts on opposite sides of the Mohawk River into what will be a unique downtown that embraces the river.

To build on the momentum that will result from the DRI investment, the LPC also identified six pipeline projects that are considered integral to the resurgence and viability of downtown Amsterdam, but were not ready to advance in the near-term. These large catalytic projects are part of the long-term community vision and include; connecting the downtown street grid, the redevelopment of Riverfront Center, and relocating the Amtrak station to the downtown to anchor a multi-modal transit hub. The City will pursue alternate funding sources to advance these projects.

Key Challenges and Opportunities

Challenges:

- The downtown is fragmented into separate communities and there is no apparent city center.
- Main Street is divided in half by the Riverfront Center thereby isolating commercial areas, reducing their visibility and hindering access to these businesses
- Roadways are designed to efficiently move automobiles through and away from the downtown and are not designed for pedestrians.
- Historic buildings are in a state of decay or unused.
- The network of one-way streets complicates navigation to destinations in the downtown.
- Existing rail and highway infrastructure blocks access to the waterfront from the downtown on the north side.
- The single pedestrian bridge between downtown and Riverlink Park is only accessible from an aging and partially closed, private parking structure.
- There is very little housing diversity in Amsterdam where 93% of units are one and two family houses.
- Over 75% of the downtown area is paved, impermeable surfaces for parking lots and roads, with very little greenery or pedestrian areas.
- Current commercial corridors appear rundown and unattractive.
- There are low graduation rates and high poverty rates in the City.

Opportunities:

- Connect the two commercial districts on both sides of the Mohawk River with a new pedestrian crossing over the railroad and NYS Route 5.
- Build upon the regional draw of visitors to activities on the Mohawk River and the MVGO Pedestrian Bridge.
- Renovate older buildings in the downtown that retain original ornamentation and period details with moderate restoration.
- Capitalize on the abundance of underutilized parking lots in the downtown as a land bank of future building sites.
- Provide housing options on the upper floors of existing buildings that will substantially increase the number of people living in the downtown.
- Expand on investments along Bridge Street in the Southside to support an emerging mixed-use district where older structures are being rehabilitated and food and beverage venues are appearing.
- Extend the Chuctanunda Creek Trail as a public amenity and natural feature that brings greenery into the downtown.
- Capitalize on the NY Empire State Trail in the Southside as a regional bicycle and hiking trail that extends to other communities along the Mohawk River.
- Build upon the enthusiasm of a strong local community to nurture and support the implementation of recommended DRI projects.

DRI Vision, Goals & Strategies

Amsterdam Vision Statement:

*“Amsterdam seeks to strategically build a **diverse, accessible and sustainable** downtown encompassing **both sides of the Mohawk River**. This new City center will offer a variety of opportunities to **enhance quality of life** now and in the future, including retail enterprises, community services, transportation, housing, recreation, education, employment, and inclusive community facilities.”*

Goals & Strategies:

1. Waterfront Redevelopment



Redevelop the Mohawk River and Chuctanunda Creek as assets and leverage existing historic and cultural resources.

This goal celebrates downtown’s two waterways; the Mohawk River and the Chuctanunda Creek, each of which has played a significant role in the development of Amsterdam.

Strategy #1: Capitalize on the Mohawk River as an asset, leveraging the history, geography and culture of the City.

Strategy #2: Connect all the trail systems, north and south of the river to create a continuous experience.

Strategy #3: Establish thoughtful and direct links to the waterfront to fully profit from assets and create meaningful pedestrian experiences.

2. Vibrant Place-making



Enhance public spaces for arts, cultural, and recreational activities that serve the local community, and draw in tourists from around the region and create a strong sense of place.

This goal focuses on public spaces to establish a distinct identity for downtown Amsterdam and create meaningful places.

Strategy #1: Establish Main Street and Bridge Street as the primary corridors that define the character and identity of Amsterdam.

Strategy #2: Create places that excite people and reinforce a sense of pride and progress.

Strategy #3: Create a cohesive and unified character and brand for downtown Amsterdam.

3. Year-Round Access



Develop key components including transportation, housing, recreation, education, employment, and community facilities to work as one.

This goal's intent is to make the downtown a local and regional destination that is self-sustaining year-round.

Strategy #1: Leverage the geographic beauty of Amsterdam's waterfront to establish a large event space, creating a unique regional destination.

Strategy #2: Increase activities and visitation to the downtown by expanding community programming and establishing unique neighborhood anchors that attract locals and regional visitors.

Strategy #3: Develop resources to encourage the growth and incubation of new skills and businesses looking to grow in Amsterdam.

Strategy #4: Create necessary access to existing and future assets.

4. Diverse Mixed-use Core



Create an environment that attracts and fosters economic opportunity for a diverse population and provides a sustainable and diverse range of housing and other uses in the downtown core.

This goal encourages a mixed-use downtown to create a robust community with uses that complement one another.

Strategy #1: Develop housing diversity by providing a mix of residential dwelling types and sizes that respond to changing housing needs and evolving population trends.

Strategy #2: Encourage mixed-use buildings with active local scale retail on the ground floors and housing on upper stories to diversify uses in downtown.

Strategy #3: Create distinct destinations that will introduce new activity, attract visitors and extend the amount of time people spend downtown.

Community Engagement

Conducting a robust public outreach process is the only way to fully grasp the needs and hopes of the community, the City, and all stakeholders who are actively working and living in the area. The project team, including the LPC, state agency representatives, city staff, and consultants made sure that all relevant issues were considered and vetted throughout the engagement process before making final recommendations. The public engagement process included a series of paired public workshops that were held during the early afternoon and evening hours, an interactive website that was periodically updated with information and announcements of the process, and LPC meetings, which were open to the public. The public was invited to solicit new projects at the beginning of the planning process, which yielded an additional 17 projects for consideration.



Public workshops

The purpose of the public meetings was, to solicit input on the goals and vision for Amsterdam, discuss the merits and shortfalls of potential projects and to suggest new ideas and projects for consideration. From these, the planning team was able to gain a greater and more detailed understanding of the key issues and concerns held by the community, and to augment the list of projects.



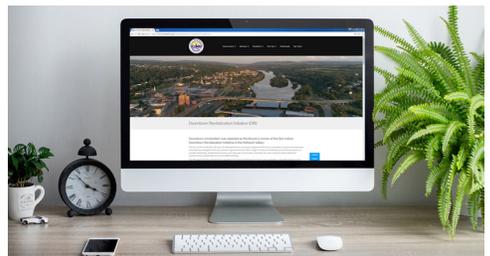
LPC meetings

The Local Planning Committee provided direction and guided development of the Strategic Investment Plan. Six LPC meetings were held over the course of the planning process. These meetings were open to the public and provided the LPC members with an opportunity to learn of the details of each proposal, discuss the merits and benefits of each, and finally to vote on the list of proposed projects for DRI funding.



Stakeholder Meetings

A series of small group dialogues and one-on-one discussions were held with key stakeholders in order to share information about the DRI process, identify and understand community interests and concerns, and gather relevant information/data related to individual projects. Key stakeholders included City Aldermen, property owners, and project sponsors.



Website

The DRI study was given a separate page on the City's website where announcements and project information was posted. There was also a portal by which individuals could submit project proposals as well as provide comments and suggestions.

Downtown Management and Implementation Strategy

Contract management for projects selected by New York State (NYS) for DRI funding will be assigned to an appropriate State agency whose staff will work with the City to identify the appropriate entity to hold the State contract, such as the City, a non-profit organization, or a private property owner for each project award.

The City of Amsterdam will serve as contract administrator for all DRI funded projects on publicly-owned properties. In some instances, the City may also manage DRI funded projects on privately-owned properties. The City has demonstrated its capacity to bring large-scale and complex capital projects to fruition by completing such projects as the MVGO Pedestrian Bridge.

The Mayor of Amsterdam, who served as Co-chair of the Local Planning Committee, will continue to provide leadership and guidance as the projects move through implementation. The Director of the Department of Community and Economic Development will serve as the primary liaison between the City and State administering agencies and provide project management, monitoring, and coordination of work undertaken by other City agencies.

While each proposed project has a different timeline for completion, most projects are ready to begin within six months following the award announcement.



Spring Fling Festival 2018, Amsterdam (source: The City of Amsterdam)

Projects Proposed for DRI Funding

The City of Amsterdam has explored multiple ways to revitalize the downtown for many years. The DRI planning process encouraged the submission of new proposals that were refined and strengthened through community input. The LPC reviewed over 30 projects and recommended the following 20 for DRI funding using specific criteria

that gauged project readiness and appropriateness. Many of these projects focus on enhancements to the public realm or improvements to community facilities. Privately sponsored projects will bring new activities to the downtown or lead to the renovation of historic downtown buildings.

Project Name / Description:	Total Project Cost:	DRI Funding Request:
1. Construct Pedestrian Connector to MVGO Bridge / Construct a new pedestrian bridge over the railroad to connect the East Main Street commercial district to the waterfront and MVGO Pedestrian Bridge.	\$ 5,300,000	\$ 3,300,000
2. Extend Chuctanunda Creek Trail / Install trail upgrades, signage, and benches to enhance the Chuctanunda Creek trail.	\$ 342,300	\$ 288,728
3. Install Public Realm Enhancements at Chalmers Mills Lofts / Install a boardwalk, landscaping, and streetscaping improvements around the proposed development to create an improved pedestrian environment next to the MVGO Pedestrian Bridge.	\$ 750,000	\$ 522,000
4. Provide Amenities for X-Squad Business Relocation / Provide a waterfront dock, boat lift, and storage unit to accommodate the relocation of the X-Squad waterski business to the Amsterdam waterfront.	\$ 60,000	\$ 60,000
5. Remove NYS Route 5 / Provide signage, temporary barriers, road striping, and demolition of a portion of NYS Route 5 to accommodate construction of a new recreation center.	\$ 547,087	\$ 547,087
6. Create Downtown Entry Gateway / Create a welcoming community entrance with custom gateway signage, lighting, and landscaping at the intersection of NYS Route 30 and East Main Street.	\$1,000,000	\$1,000,000
7. Construct Community Dog Park & Mid-Block Connector / Build a signature dog park in the Southside with a pedestrian connection to the NY Empire State Trail.	\$ 323,400	\$ 323,400
8. Relocate Amsterdam Skate Park / Relocate and improve the existing skate park to allow for the construction of the proposed recreation center.	\$ 93,000	\$ 93,000
9. Remove Utility Poles from Bridge Street / Remove utility poles and install underground power, telephone and cable utility lines to enhance the iconic view along Bridge Street.	\$ 1,252,000	\$ 939,000
10. Install Bridge Street / Main Street Enhancements / Install streetscape enhancements to highlight downtown's two main commercial corridors.	\$ 350,000	\$ 350,000

Project Name / Description:	Total Project Cost:	DRI Funding Request:
11. Develop Wayfinding Signage, Art & Marketing / Develop a cohesive branding and marketing strategy and install a network of wayfinding signage and public art.	\$ 500,000	\$ 500,000
12. Establish Design Guidelines / Establish design guidelines to assure new development and renovation projects preserve and enhance the downtown character, improve aesthetics, and encourage economic development.	\$ 50,000	\$ 50,000
13. Establish Downtown Improvement Fund / Establish a matching grant fund for applicants to implement exterior and interior building improvements.	\$ 600,000	\$ 600,000
14. Construct Chalmers Mills Lofts Banquet Facility / Construct a new banquet facility as part of the proposed Chalmers Mills Lofts mixed-use development.	\$ 4,298,004	\$ 500,000
15. Renovate and Expand Amsterdam Free Library / Renovate and expand the Amsterdam Free library to create a new business incubator and STEM education facility.	\$ 4,300,000	\$ 1,800,000
16. Construct Community Center/Recreation Center / Rehabilitate 149 East Main Street for use as a community center and develop an adjacent new 75,000 SF recreation center.	\$ 6,000,000	\$ 2,500,000
17. Create Parking on the Southside / Create new parking on the Southside to account for lost parking at the Chalmers Mills Lofts site.	\$ 500,000	\$ 500,000
18. Renovate Former Key Bank Building / Rehabilitate the historic building to accommodate a commercial use on the first floor and 20-30 residential units on the upper floors.	\$ 2,500,000	\$ 1,000,000
19. Renovate Sharpshooters Restaurant / Renovate the restaurant on the ground floor and create a new rooftop dining area and bar overlooking the Mohawk River.	\$ 225,000	\$ 90,000
20. Renovate Sweet Canal Store / Restore the historic Erie Canal era building at 65 Bridge Street to accommodate a tavern and retail space.	\$ 688,120	\$275,000

Amsterdam DRI Strategic Investment Plan

Section 1:
Downtown Profile &
Assessment



SECTION 1

Downtown Profile & Assessment

Overview

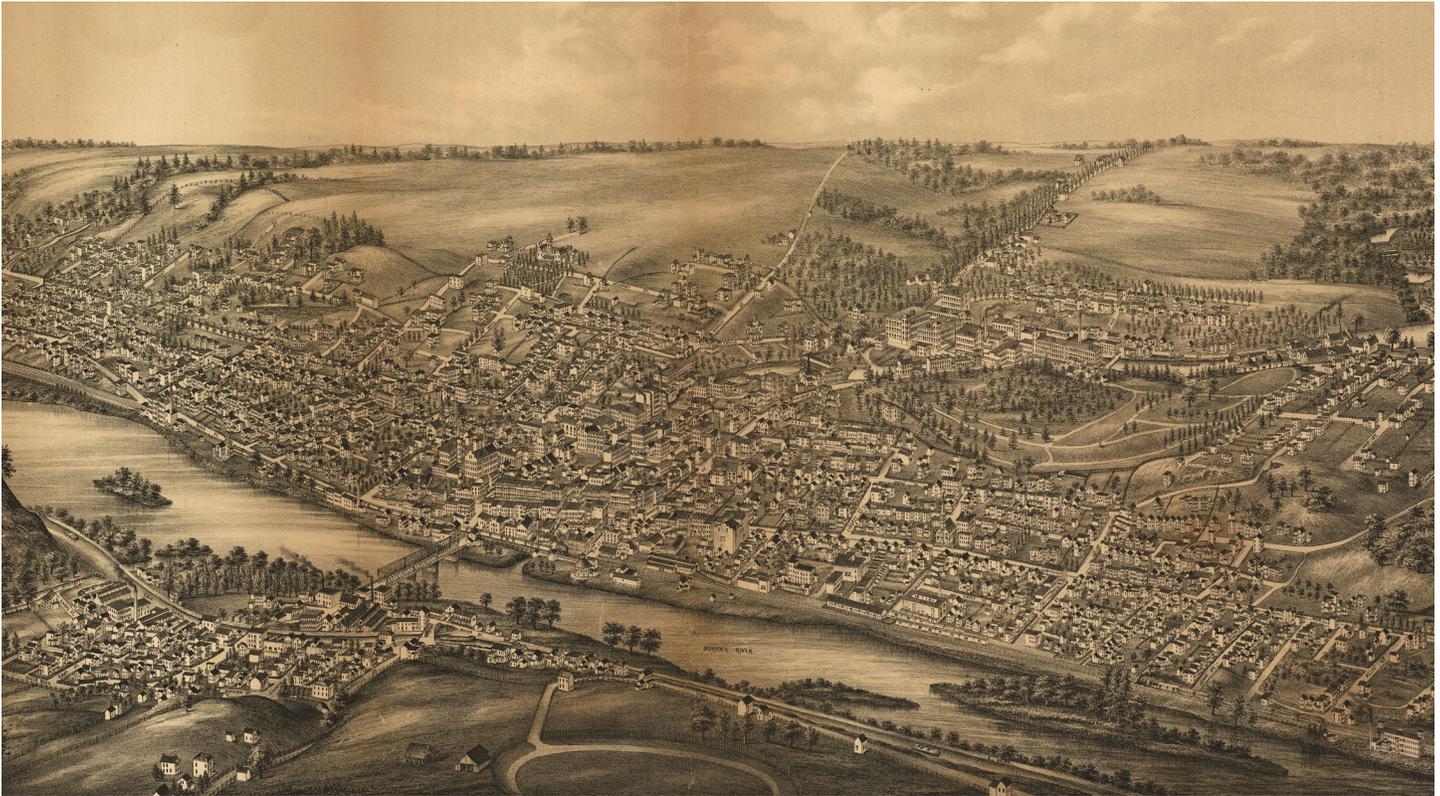
The City of Amsterdam, situated along the Mohawk River west of Albany, is undergoing a rebirth. The City was founded at the confluence of the Mohawk River and the Chuctanunda Creek—literally straddling the creek that once served as an ideal source of power for industries and manufacturing during the 19th Century. After a long period of slow decline, the City is focused on renewal and defining what the character of post-industrial Amsterdam is today. By celebrating assets, such as their world class waterfront parks, history and their diversity, Amsterdam is focused less on recreating what has been lost over time, and more to what comes next. By looking at unifying the downtown on both sides of the river, the City of Amsterdam is well positioned to create a unique and thriving downtown destination in the Mohawk Valley.

A Brief History

Although the City of Amsterdam originated on the north side of the Mohawk River, the first bridge across

the river was built in 1823 providing a connection to the recently completed Erie Canal. Amsterdam flourished and grew with the advent of the Erie Canal with numerous canal-related structures and warehouses built on the flatter, south side of the river. While new manufacturing buildings were constructed to the north of the downtown along the Chuctanunda Creek. During the 19th Century, the City of Amsterdam emerged as a center of carpet manufacturing and tapestries with the Sanford Mills becoming the largest carpet manufacturing facility in the world. The City's manufacturing fueled growth and yielded magnificent buildings that can be seen today such as the city hall, the library, several structures along East Main Street, the Key Bank Building, the facade of the First Niagara Bank, and of course the remaining industrial buildings along the creek.

As the city grew across a sloping terrain, a clear commercial center emerged on flatter land at the crossing of Main Street and Market Street, near the river and at the bridge crossing. During the 20th Century, following the closure and



Amsterdam, NY circa 1881

relocation of many industries, the population declined and never again reached its 1930's peak of nearly 35,000 residents. The once thriving carpet mills along the Chuctanunda Creek closed one by one crippling the economic base of the City. During the 1970's and thereafter, urban renewal schemes dramatically altered the scale and character of the downtown, effectively changing the downtown from one promoting pedestrian activity, to one that catered almost entirely to the automobile. Today, traffic flows past Main Street and through the heart of the City on a series of one-way roads that mimic highways in vehicle speed and roadway width. Essentially, the downtown has been converted into a broad-based highway interchange, designed to handle a large volume of vehicles at a scale that is completely out of proportion to the size and character of this City. In addition to slicing the downtown apart, the viaducts and overpasses leading to the Mohawk River Bridge block waterfront access from the downtown. To put this into perspective, the entire downtown, including both sides of the

river, is about a half mile square, yet it is nearly impossible to walk across it directly.

Layers of history define downtown Amsterdam, which tell a common story of success and decline. At the center of downtown, where many roads converge is the Riverfront Center, surrounded by largely empty parking lots that were, in the fashion of the day, designed to accommodate a one-day surge of holiday shoppers. This shopping mall was a once thriving center of commerce that brought people to downtown, but now it has been almost completely converted to an office park. And though many cities have underutilized shopping centers that are a blight on the downtown, the Riverfront Center is unique in that it singularly removed and occupied an entire segment of East Main Street and demolished its associated historic building stock. The effect was to isolate the remaining sections of East Main Street and effectively divide the downtown into an eastern and western half.

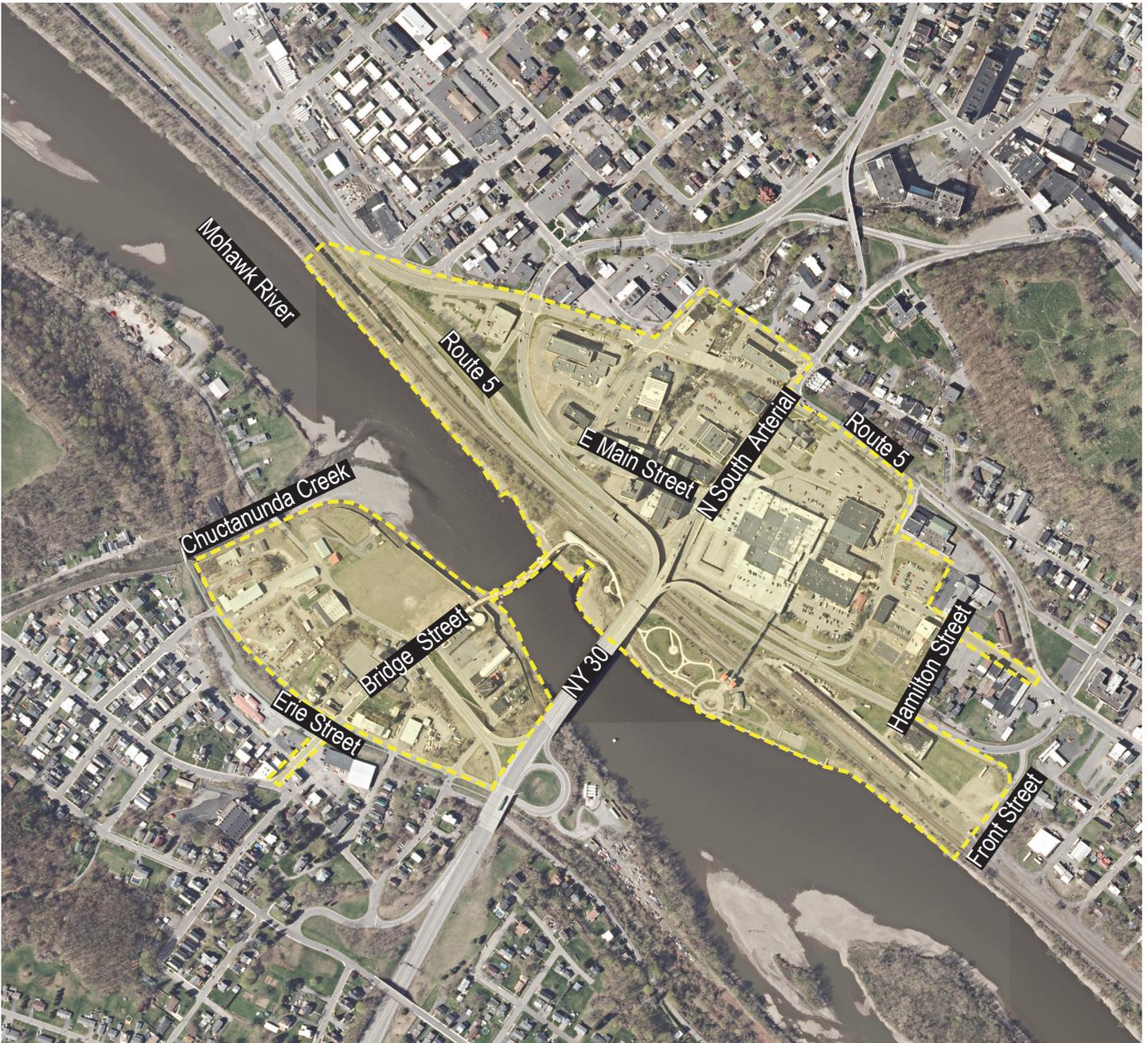
All of these changes have resulted in a city without a clear center. The structure of the built environment facilitates vehicular movement through the city but frustrates pedestrian access within it. The degree to which the downtown is auto-centric is visible by the number of roads and parking lots which exceeds 75% of all downtown land, leaving limited land for pedestrian spaces, buildings or greenery. As Downtown Amsterdam urbanized it is no surprise that the City naturally treats the Mohawk River as its signature open space and focal point. Absent any city square, town green, or a signature community gathering space, the population of Amsterdam has turned to the newly created Mohawk Valley Gateway Overlook (MVGO) Pedestrian Bridge as the recognized heart of the city, which speaks to the capacity of local leadership and the long-term resiliency of the community.



Amsterdam's 2nd Annual Spring Fling, 2012, Source: gskrocki.wordpress.com



Regional Context



Amsterdam DRI Area Boundary

DRI Area

Over the years Amsterdam's urban core has evolved to meet the changing needs and interests of residents and businesses. The boundary for Amsterdam's DRI encompasses not only the remaining intact historic downtown, it also extends to include the area of the City where activity hubs have developed over time. The boundary deliberately captures both the north and the south sides of the river to reinforce the idea of a

downtown that celebrates its location along the Mohawk River and actively plans to engage the waterfront with responsible development. The approximate 100-acre boundary represents a compact and focused area that will benefit greatly from catalytic projects.

Recent Investments and Planning Efforts

The City of Amsterdam is undergoing a rebirth, and its downtown has benefited substantially from past and ongoing public and private investment. Past investments total over \$60 million and investments currently underway and planned for the future amount to over \$151 million



Amsterdam DRI North Side



Amsterdam DRI Southside

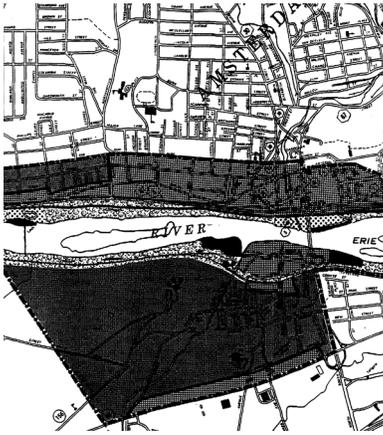
and counting. Public-investments have been carefully considered as part of a strategy of downtown and regional development. Private-sector projects can always be further aided and supported through directed public investment. With momentum underway, the influx of DRI funds will help to progress efforts exponentially. For the City's size and need, \$10 million dollars will truly prove to be transformational in the rejuvenation

of a once booming upstate New York community.

The City of Amsterdam is dedicating more funds toward demolition of unsafe and dilapidated houses and buildings than ever before, increasing the value of surrounding properties and vastly improving adjacent neighborhoods. The County Land Bank has demolished 26 deteriorating structures, rehabilitated 20 buildings

and spent more than \$1.2 million dollars to assist the City in rectifying issues of blight.

The following pages outline some of the most significant planning efforts over the last 25 years. Many of these studies directly relate to issues pertinent to the DRI and/or impact specific proposed projects.



1993 Local Waterfront Revitalization Program

In 1993, Amsterdam was the first municipality along an inland waterway to prepare a Local Waterfront Revitalization Program (LWRP) plan. In collaboration with New York State Department of State, the City was able to initiate a long-term community engagement process, and reclaim brownfield sites as waterfront parks, with the ultimate goal to unify the City's downtown. Since the adoption of the LWRP, Amsterdam has maintained partnerships with New York State agencies to plan and implement projects for the revitalization of its downtown.



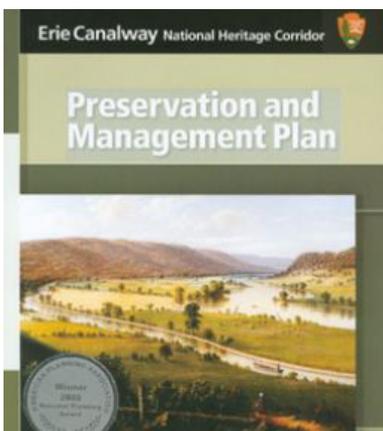
2003 The City of Amsterdam Comprehensive Plan

After almost 40 years since the last comprehensive, city-wide plan was undertaken, the City of Amsterdam completed its Comprehensive Plan in 2003, in an effort to respond to changing economic, social and cultural conditions that defined the community. Work on the Plan started in 2001 with the formation of a Comprehensive Plan Committee that met monthly in collaboration with City staff. The Plan's primary goals were the promotion of the City's image and regional identity, the strengthening of its economic foundation, the re-establishment of the downtown as a community center, the stabilization of the community, the redevelopment of Old Mill sites, walkability, as well as the creation of a citywide green-way system.



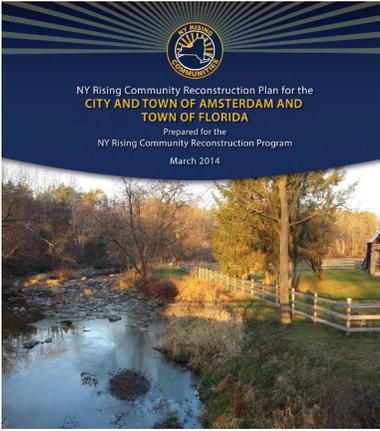
2004 Downtown Via Ponte District Revitalization Strategy

Created in 2004, this revitalization strategy envisions the future of the Southside and specifically the waterfront mill community. In the context of a neighborhood that thrived during the 1950s and then fell into economic distress by the end of the 20th century with the closure of the mills, the study proposes the transformation of the old coal gasification plant site into a waterfront park with multiple public amenities. The proposal aligns with a series of the City's priorities for the redevelopment of the waterfront. Following the study, the City started taking steps toward the implementation of the plan by utilizing state funds to improve streetscape and infrastructure as well as by building the MVGO pedestrian bridge.



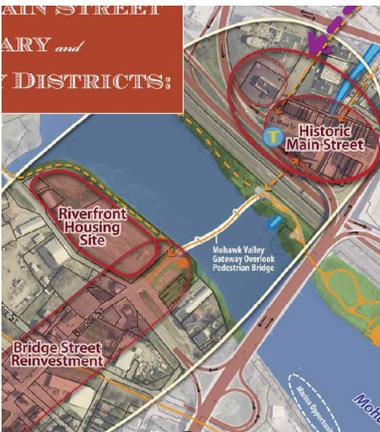
2006 Erie Canalway Management Plan

The Erie Canalway National Heritage Corridor passes through the South Side of the City of Amsterdam. The award-winning Erie Canal Preservation and Management Plan identified as primary goals the expression and protection of the corridor's distinctive and historic sense of place, the promotion of high environmental quality through the corridor's natural resources, the fostering of recreational opportunities in harmony with heritage resources, sustainable economic growth in conjunction with heritage development, as well as the establishment of the trail system as a major travel destination for regional, national and international visitors alike.



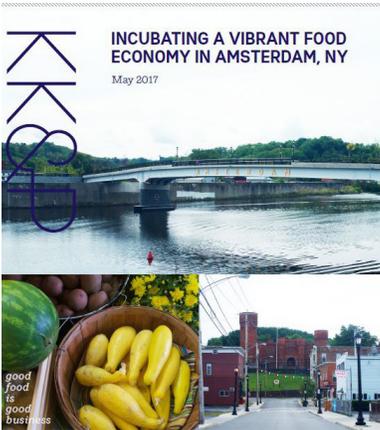
2014 NY Rising Community Reconstruction Program

The NYRCR Program is a participatory recovery and resiliency initiative established by the Governor’s Office of Storm Recovery (GOSR) in response to 124 New York State communities damaged by Superstorm Sandy, Hurricane Irene, and Tropical Storm Lee. In 2011, the City of Amsterdam was severely impacted by Hurricane Irene and is one of the communities along the Mohawk Valley that is being supported by federal funds for the planning and implementation of community-developed recovery and resiliency projects. The types of projects in the City of Amsterdam extend from community-wide drainage infrastructure improvements to retrofits of critical community facilities.



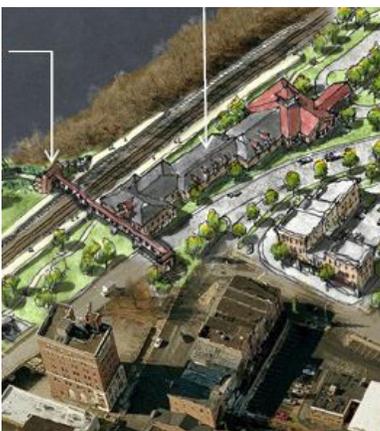
2015 Greater Amsterdam Opportunity Analysis

In 2015, Vandewalle & Associates prepared the Greater Amsterdam Opportunity Analysis report for Montgomery County. The report identified opportunities for the City of Amsterdam, Town of Amsterdam and Town of Florida as well as for Montgomery County. Five major opportunity districts were identified in the area. They consisted of the Downtown Historic River District (connecting the North and South sides of the river) with a culinary and hospitality focus, the Upper Chuctanunda Falls District, the Health and Wellness District, and the Uptown Business District—all of which extend from the downtown to the North, as well as to the Regional Tournament Sports District (further south, outside the City’s municipal boundary).



2017 Incubating a Vibrant Food Economy in Amsterdam, NY

In 2017, Karen Karp & Partners were retained by the Montgomery County Business Development Center (MCBDC) to develop a feasibility study as well as a preliminary concept plan for the development of a culinary incubator on Amsterdam’s Southside. After extensive research, interviews with stakeholders as well as demographic and business analysis, they identified that even though there is a food tradition in this portion of the City, the success of such a project depends on the existence of a well-connected network of entrepreneurs and adequate public infrastructure. Both domains need to be improved, before the City can proceed with the development of the project.



2018 Downtown Amsterdam Multi-modal Center

In 2018, the City of Amsterdam in partnership with The Montgomery County Business Development Center and the NYS Department of State conducted a feasibility study for the relocation of the existing Amtrak Station to the heart of the City’s downtown and by the waterfront. The train station would be expanded to a multi-modal station serving the community with a variety of transportation options currently either unavailable or with impeded access. The project would provide a community asset in the heart of the downtown, foster economic revitalization and create a hub for the City to connect to the region.

Brownfield Opportunity Areas (BOA)

The NYS Department of State's Brownfield Opportunity Areas (BOA) Program provides communities with guidance, expertise and financial assistance to complete revitalization plans for neighborhoods or areas negatively affected by brownfields. Through the BOA Program, brownfields are transformed from liabilities to community assets that generate businesses, jobs and revenues for local economies and provide new housing and public amenities. The program provides a neighborhood or area-wide approach, rather than the traditional site-by-site approach, to the assessment and redevelopment of brownfields and other vacant or abandoned properties. The neighborhood approach enables communities to comprehensively assess existing economic and environmental conditions associated with brownfield blight and impacted areas, identify and prioritize community supported redevelopment opportunities, and attract public and private investment.

Program grants support a wide range of community revitalization activities to spur investment in, clean-up of, and redevelopment of brownfields and other underutilized sites. Three areas within the City of Amsterdam have been the focus of past and planned BOA-funded activities:

Waterfront Heritage BOA

The Waterfront Heritage Area (WHA) consists of 104 acres of land and includes the Southside Neighborhood, portions of the Mohawk River waterfront and the City's Downtown. The WHA includes residential, commercial and industrial properties with spectacular views of the Mohawk River. The boundary is consistent with much of the DRI boundary. The DRI Strategic Investment Plan builds upon the Waterfront Heritage Area BOA's established four goals.

Goal 1: Continue to transform the Southside Neighborhood into a vibrant, mixed-use, live-work community.

Goal 2: Capitalize on the Waterfront Heritage Area's strategic location for cutting edge industries.

Goal 3: Create a mix of businesses and residents that sustain downtown as a social, civic, and cultural center of the community.

Goal 4: Establish the Waterfront Heritage Area as a cultural heritage destination.



The WHA revitalization plan (Nomination) was completed in 2015, and the area received formal BOA designation by the Secretary of State in 2016. As a designated BOA, the area is afforded benefits to encourage re-investment, including priority and preference for projects requesting certain NYS grants and other financial assistance. Additionally, developers that are participating in the Brownfield Cleanup Program (BCP) to remediate and redevelop sites in a designated BOA are eligible for a tax credit "bump-up" if the development conforms to the BOA Plan.



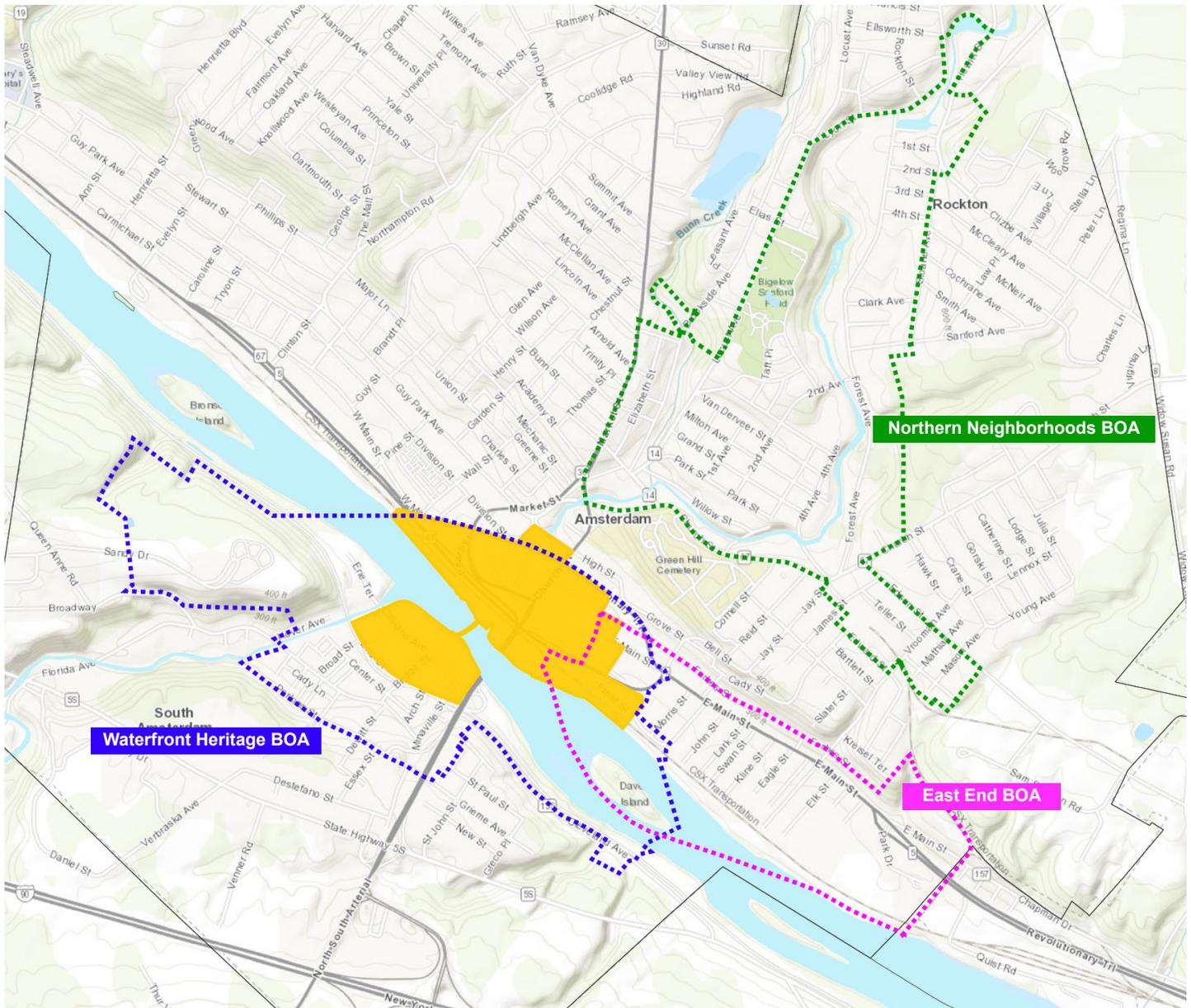
East End BOA

The City of Amsterdam's East End was part of a larger preliminary BOA planning effort that was completed in 2015 and included the City's Northern Neighborhoods. Both areas received additional BOA grants in 2018, with revitalization planning to commence in early 2019. Forthcoming planning will address the environmental, physical, social, and economic challenges facing each neighborhood and identification and implementation of revitalization strategies to address them. Upon completion of the revitalization (Nomination) plans, each area will be eligible for designation. The 129-acre East End area has a unique mix of residential, industrial, and commercial land uses, with 10 percent of the land classified as vacant. The majority of the area is bounded by NYS Route 5 to the north and the CSX railroad and Mohawk River to the south. The industrial uses are clustered in the southeastern portion of the area, with numerous commercial uses along NYS Route 5, some scattered within the residential neighborhoods, and a cluster of commercial uses in the western section. This boundary slightly overlaps with the DRI boundary to the east around the Centro Civico and the growing Latino Community. Similar to the goals of the DRI this BOA sets out to revitalize and catalyze future development.

Northern Neighborhoods BOA

The Northern Neighborhoods BOA is roughly bounded by NYS Route 30 and Locust Avenue to the west, Sloan Avenue and Forest Avenue to the east, NYS Route 67 to the south and Lyon Street to the north. The Northern Neighborhoods encompasses approximately 309 acres and approximately 898 individual parcels.

The proposed Northern Neighborhoods BOA includes some of Amsterdam's more significant existing and former industrial and manufacturing properties. These include the former Mohasco Mill complex on Forest Avenue; the former Sanford Carpet Mills located along NYS Route 67 and Prospect Street; the former Sonoco/Amsterdam Paper Mill along lower Forest Avenue, the former Kelloggs and Miller Linseed Oil factory along NYS Route 67 and Willow Street; and the 5-Corners vacant plaza, once the location of Kellogg Pond, also known as Oil Mill Pond, associated with the Kelloggs and Miller factory. While there is no overlap with the DRI boundary it is important to be aware of larger systemic issues throughout Amsterdam and to understand how recommended DRI projects may influence areas outside of the DRI boundary.



Brownfield Opportunity Areas (BOA)



Amsterdam Today

Amsterdam is a diverse place with a rich history. The words, “What once was home is home again - My Amsterdam” written by Maria Riccio Bryce for the Amsterdam Oratorio, a choral performance created to celebrate the history, heritage, and life of Amsterdam, are an important symbol of the City’s revitalization efforts. They speak to a connection with the past to encourage a future generation to strive to reclaim its former glory with the rebirth of its once vibrant urban core. While there are still many challenges regarding sustainable growth and economic prosperity, there is no doubt that the needle has shifted in the right direction.

Downtown Amsterdam already has many features and attractions, including pedestrian and cyclist friendly trail systems, kayaking, boating, fishing, the MVGO Pedestrian Bridge, Riverlink Park, concerts in the park, a walking program, outdoor yoga, theatrical performances, art and culture in the park, city-wide events and festivals, a farmer’s market, a castle-themed bed and breakfast, playgrounds, a skate park, and bars and restaurants. Capitalizing on these and adding to the momentum in this area will help Amsterdam attract more businesses, entice more day and weekend tourists, and appeal to residents who are looking for a community to call their home. With

strategic investments, Amsterdam’s downtown has the potential to be an economic driver for the area. The City has the opportunities and strengths to capitalize on revitalization and economic growth through tourism initiatives. The City works hard to support the business community through events that include local establishments, festivals that regularly bring residents and tourists to the downtown, and initiatives to provide assistance like the Amsterdam Micro-enterprise Program.

The following summary provides a snapshot of key characteristics and trends in Amsterdam. This analysis was used to inform the selection of potential DRI projects and evaluate how they will address Amsterdam’s needs.

AMSTERDAM CITY DEMOGRAPHIC DATA

Population

The City of Amsterdam has approximately 18,063 residents of which an estimated 4,000 (22%) live in the downtown area.

Composition of Community and Changes since 2010

The DRI is located within two of Amsterdam's eight Census tracts. Tract 702 includes the southern and northwest portions of the DRI and has a population density of 1,367 per square mile, and tract 709 includes the northeast portion of the DRI and has a population density of 3,484 per square mile. The DRI area itself is only 0.15 square miles and with a population density of 160 people per square mile there are very few downtown residents. Since the DRI area encompasses a small portion of tracts 702 and 709, demographic data for the entire tract is presented in order to provide context for the DRI area.

Several nearby counties, such as Saratoga and Schenectady, experienced a slight increase in population from 2000 to 2010. However, from 2010-2016 most of the counties in the Mohawk Valley region have experienced stagnation or modest population decline. And though population is slowly decreasing, the projects recommended as part of the DRI are intended to attract and retain residents in the DRI area and Amsterdam as a whole.

Age Distribution

The median age within the DRI area itself is 35. However, the median age varied in the two tracts (702 and 709) that include neighborhoods proximate to the DRI.

The northwest and south side of the DRI area have a significantly higher median age of 50 years old; a large population aged 65-85 and children aged 14 and under; and a smaller proportion of 15-24 year olds. The northeast side of the DRI has a younger median age of 34 years old due to a greater proportion of 25-54 year olds, children aged 14 and under, and 15-24 year olds, with a smaller proportion of older adults. The data could inform the location of projects and services that will be proposed in the DRI. For example, these data support the location of the Community Center and proposed programming in the downtown vicinity.

Overall, the DRI area has a higher ratio of seniors to youth than in NYS, Montgomery County and Amsterdam and that ratio is particularly higher in the northwest / south side Tract (702), likely due to the Sentinel of Amsterdam, assisted living community in that area.

POPULATION & AGE Key facts:

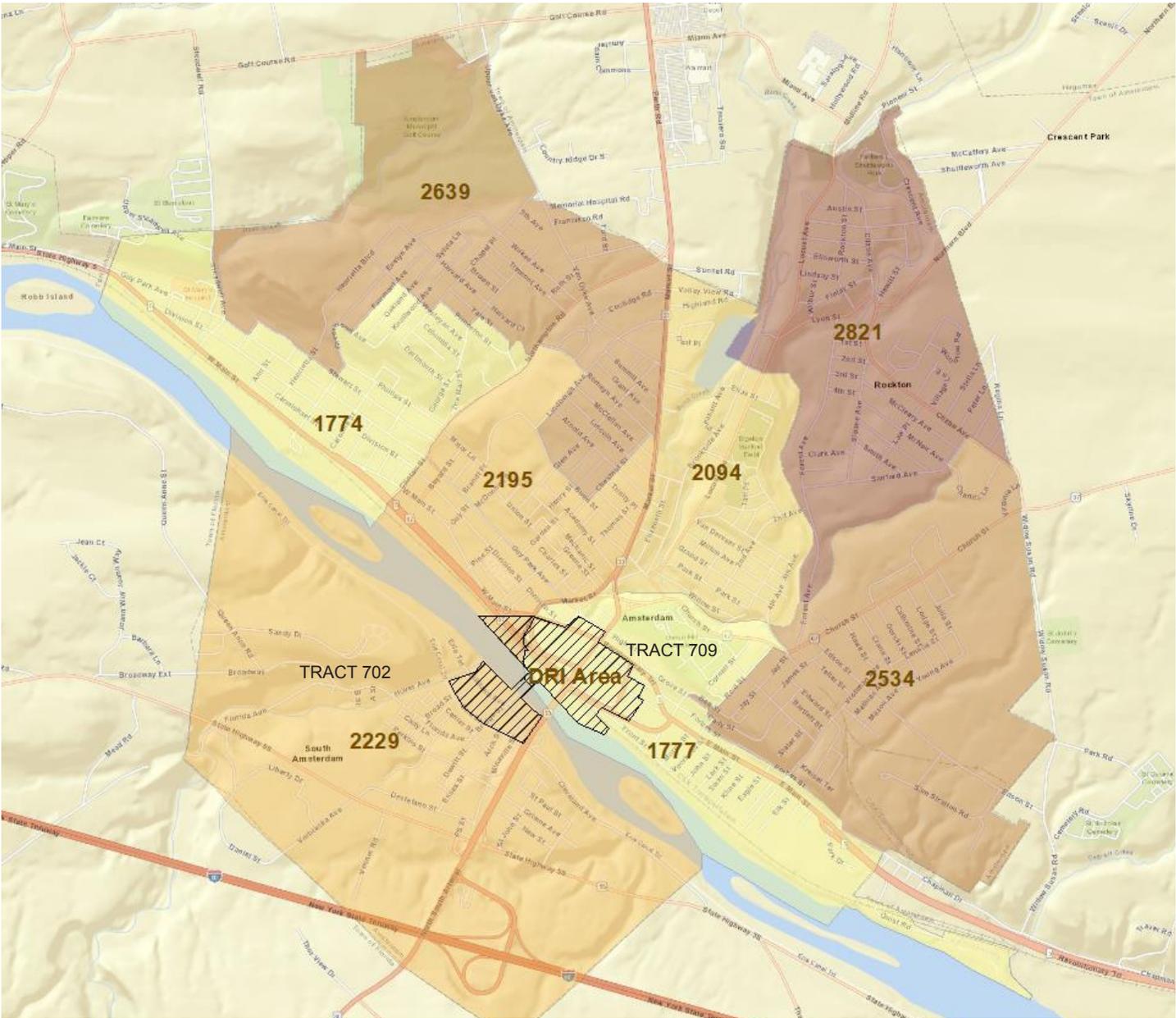
- Amsterdam is the **largest city in Montgomery County**, with a population estimated at **18,063** in 2016, which declined slightly since 2010.

- About **22% of Amsterdam's population** lives in the downtown area, but most live outside the DRI area.

- **Wide distribution of population age groups** in the areas surrounding the DRI. The northeast side has a much younger demographic than the northwest and south side areas.



East Main Street



Total population by census tract



Street Fair in the Southside

Race / Ethnicity

In terms of race and ethnicity, the data show that Amsterdam has some strong elements of diversity, specifically in the downtown area. And while there is a predominance of residents who identify as White, roughly 78% in all of Amsterdam, 16% are self-identifying as “some other race” and 6% African American.

The population just east of the downtown near the Centro Civico Community Center (tract 709) has a growing population of Hispanics/Latinos (currently 45.9%). Likewise the data provided by the NY State Education Department show the enrollment change from 2017 to 2018 having a significant rise in the Hispanic population enrolling in school in Amsterdam.

These data underline the need to support projects, programs, and activities within the DRI that have a multicultural focus and build off the growing foundation of the Latino Community around Centro Civico.

Household Size

Within the DRI boundary, household size is estimated to be 1.3 persons per household. In the downtown area, the northeast portion (Tract 709) has a higher percentage of 4 and over-person households (46.7%), while Tract 702 has a higher number of 1- and 2-person households (79.3%). These data can inform the changing needs of communities, especially as related to housing. When developing plans to rehabilitate/convert existing housing stock and/or build new housing, changing household size, which translates into changing demand, should be considered.

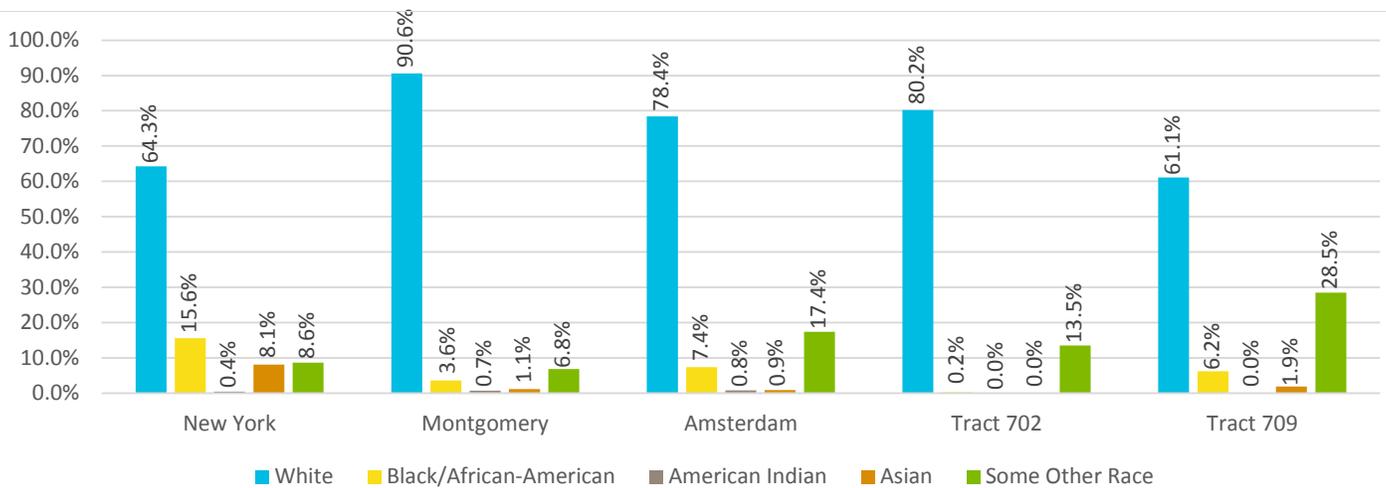
RACE/ETHNICITY

Key facts:

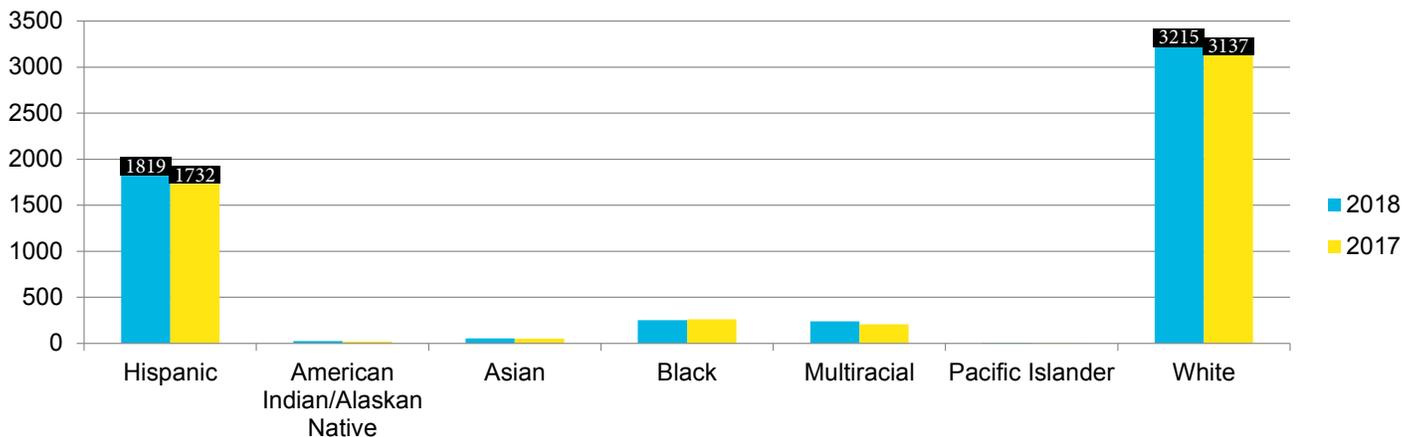
- Racially, Amsterdam is **predominantly white** (78.4%) with those self-identifying as “some other race” at 16%, and African Americans at 6%

- 29.3% of residents in the City of Amsterdam identify as **ethnically Hispanic/Latino** (of any race)

- Based on recent NY State Education Department enrollment data, the **Hispanic Population is the fastest growing** group in Amsterdam



Race and Ethnicity Percentages for the City of Amsterdam
Source: ACS 5-Year Estimates (2012 – 2016)



Ethnicity Enrollment for the Greater Amsterdam School District
NY State Education Department

Educational Status

Although the number of residents within the DRI area boundary is small, only 6.2% of the population has Bachelor's Degree or higher. This number only slightly increases when you extend out into the neighboring census tracts (see the figure below). Overall low educational attainment in the two tracts indicates a need to improve graduation rates in order to improve workforce opportunities. The data for these tracts also show that there are a significant number of individuals that have Associate degrees and some college. These individuals could be supported to attain or complete Bachelor's degrees

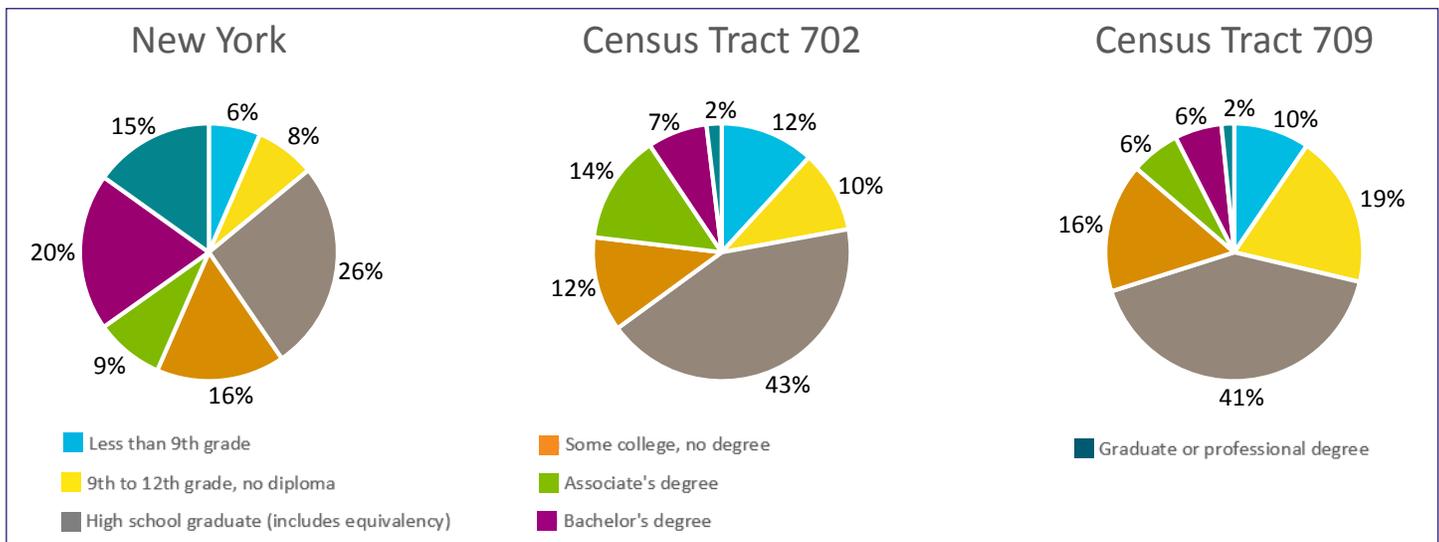
that would improve their ability to obtain higher wage jobs in the new economy. The DRI will focus on projects that encourage education at an early age and foster a community that attracts and retains a highly educated population.



EDUCATIONAL STATUS

Key facts:

- Educational attainment is a particular challenge for individuals that live **northeast of the DRI** boundary. **28.7% have not attained a high school diploma** and only 7.5% have a Bachelor's degree or higher.



Education Status

Employment Statistics

Although unemployment is slightly higher in the City of Amsterdam (6.3%) than in New York State (4.8%), the rate nearly doubles in the neighborhoods just to the northeast of the DRI boundaries (9.2%).

Income

Both the median household income and per capita income are lower in the City of Amsterdam (\$35,304 and \$20,543, respectively) than NYS (\$60,741 and \$34,212). The per capita income numbers drop significantly in the neighborhoods to the east of the DRI Area (\$12,644).

Poverty

The poverty rate in the City of Amsterdam is 27.8%, significantly higher than that of New York State (15.5%). The poverty rate of the census tracts that include the DRI area are significantly higher at 42.3% (tract 702) and 54% (tract 709). As demographics continue to shift it will be important to develop and support programs that can help raise individuals and families out of poverty.

ECONOMIC STATUS

Key facts:

- The City of Amsterdam's **average household income** is significantly lower than either Montgomery County or NYS.

- The City of Amsterdam's **poverty rate is 27.8%** vs. NYS 15.5%.

- The **poverty rates** in the larger tracts that include the DRI area, 42.3% in the northwest and southern area and 54% in the northeast, are significantly **higher than the State, County or City.**

AMSTERDAM LOCAL ECONOMY

As mentioned above, the City of Amsterdam has deep manufacturing roots that served as the foundation of this community for generations. Although nearly 14% of the local economy is still anchored in manufacturing jobs, there has been a significant shift to the healthcare and social assistance, and retail trade sectors. Shifts in manufacturing/high wage jobs have significantly impacted the local economy. The current commercial mix in the DRI Area reflects this change.

Commercial Core in Downtown Amsterdam

As discussed in previous sections, the DRI area is comprised of two areas on either side of the Mohawk River. The north portion of the DRI area includes Main Street, the Chuctanunda Creek Area, and Riverfront Plaza, with access to the Riverlink Park and the MVGO Pedestrian Bridge that lead to Bridge Street on the Southside. The south side of the DRI area includes Bridge Street and the Empire State trail.

A preliminary 2017 ESRI Retail Market Place analysis indicated that households within one (1) mile of the DRI Center could support \$25.5 million of additional retail expenditures and \$3.3 million in additional food and drink expenditures, demonstrating that each of these subareas of the DRI have an opportunity to leverage targeted investments.

Retail & Office in Downtown Amsterdam

The existing office and retail in the north side of the DRI Area is a mix of storefronts and freestanding buildings primarily along East Main Street and

Market Street. The existing office and retail tends to be small service businesses such as tax, legal, insurance, computer repair, personal services, an OTB, and small scale specialty stores such as a bridal/dress shop, tattoo parlor, comic store and bookstore. Dining options are limited to two restaurants, a small cafe/deli, and two pizzerias. There are no grocery stores or green markets in the immediate vicinity.

The Riverfront Center is the largest retail and office center in the DRI area and includes a mix of private, nonprofit, and government offices and services including medical and dental health providers, professional spaces for small businesses, a Workforce Development Board government agency, nonprofit organizations, and ground floor retail including a restaurant, a recently expanded pharmacy, a Rent-A-Center, a Metro PCS, a wine and liquor store and an Ace Hardware store. There are a number of vacant storefronts and second floor vacancies along East Main Street and Market Street and within the Riverfront Center, which reported a 35% vacancy rate.

On the Southside, The TD Dance Company and Stevar Roofing and Sheet Metal are located proximate to the MVGO Pedestrian Bridge entrance. Along Bridge Street there are a number of restaurants, a few specialty stores, boutiques, and a Mini-mart. The Bridge Street corridor and MVGO Bridge provide opportunities to serve as a local or regional destination for residents and tourists. The City of Amsterdam has targeted events to draw people to the Southside and the new MVGO Pedestrian Bridge. There is an opportunity, with continued

investment, to expand and/or attract businesses to this community that meet local community needs, as well as increase local and regional tourism.

The only point of access to Riverlink Park from the downtown is from a pedestrian bridge in an unappealing and hard to find location at the back of the Riverfront Center atop an aging parking garage. However, the Riverfront Center is the largest office and retail complex in the DRI and provides residents and small businesses needed goods and services, which should be considered in any plans to demolish or modify the Riverfront Center. Currently the majority of tenants are nonprofits, government agencies, healthcare offices, and some convenience retail.

The major competitors to existing downtown businesses are in a larger destination shopping area along NYS Route 30, which is approximately two miles from downtown. NYS Route 30 shops are also opened on evenings and weekends. Strategies to promote the vibrant, walkable downtown that is envisioned in the community's DRI plan such as attracting shops that open on evenings and weekends, and promoting entrepreneurial and small boutique/niche market shopping that provides both basic needs for residents and an interesting destination for visitors, can help new and existing DRI businesses capture a portion of the estimated \$28.8 million in local consumer spending that is currently expended outside the area.

Local Employment

The total number of jobs in the City of Amsterdam is 5,977. Over half of workers (53.3%) are 30-54 years old. The major industries by number of

employees are health care and social assistance, manufacturing and retail trades. Technology jobs are typically included in the manufacturing, information, and professional, scientific and technical services categories.

Of the 6,989 employees living in Amsterdam, 1,525 work locally, and 5,464 commute to jobs outside of Amsterdam; primarily to cities and towns in the southeast that are less than 24 miles away (70.8%). 4,452 employees commute into Amsterdam for work. These workers are commuting from towns and counties in the region that are primarily (82.9%) within 24 miles of Amsterdam.

Total employment in the Mohawk Valley is currently 168,996, down from 175,284 jobs in 2007. As of 2017, the largest employers by sector were government, health care, and social assistance. Manufacturing jobs have declined significantly from 2000 to 2010. However, niche manufacturing sub-sectors have contributed to some job growth which has helped offset some of the losses. The transportation and warehousing sectors have also grown in Montgomery County. Large-

scale distribution centers have begun to emerge because of excellent access to a robust transportation network. These new centers are large employers that often cannot find workers in Amsterdam, and therefore bus them in from surrounding communities.

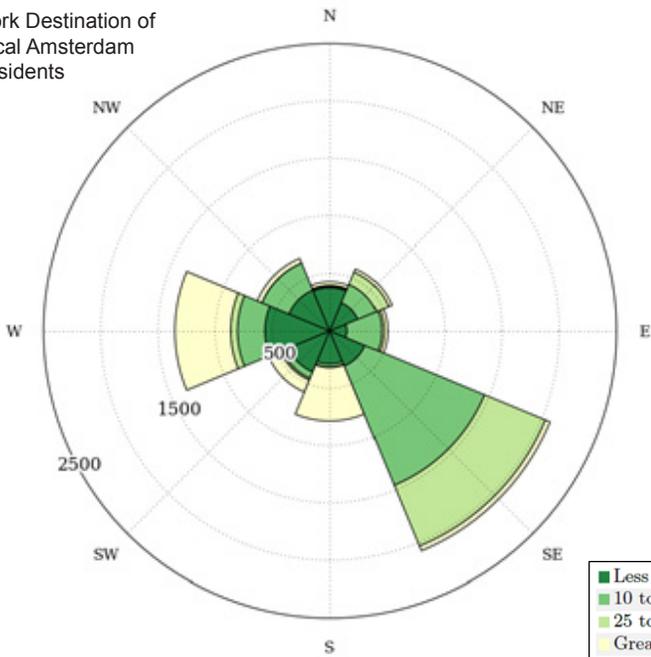
Future investment in Amsterdam, and more specifically the DRI area, should support the needs of businesses relocating to the City as well as those of the burgeoning small businesses in the area. Supporting projects that provide job training or educational opportunities will improve community facilities and support local businesses.

Additional investments to improve existing housing stock and potentially provide new housing types that reflect demographic trends, could encourage private economic investment in the DRI Area and surrounding neighborhoods.

Local Employment Key facts:

- The sectors with the higher number of employees were: **Healthcare and Social Assistance** (21.6%), **Manufacturing** (13.6%), and **Retail Trade** (13.2%).
- **1,525** local residents live and work in Amsterdam, while **5,464** local residents are commuting to jobs outside of Amsterdam (primarily to cities southeast).
- **4,452** employees are commuting into Amsterdam for work.
- In 2016, the **unemployment rate** in Amsterdam (11.5%) was significantly higher than that of NYS.

Work Destination of Local Amsterdam Residents



Place of Residences of Incoming Workers



Inflow and Outflow of Jobs in the City of Amsterdam
Source: US Census

AMSTERDAM COMMUNITY ASSETS

The City of Amsterdam has invested in several community assets that provide amenities and offer better quality of life for existing residents, daytime employees, and local businesses—as well as attracting new businesses and visitors to the DRI Area.

The City of Amsterdam is focused on increasing offerings to visitors, including food and shopping options along Bridge street, events along the MVGO Pedestrian Bridge, and recreational activities which are expected to attract additional tourists.

Montgomery County ranked 58th out of 62 Counties in New York State in the 2017 Economic Impact of Tourism in New York report. The methodology of the 2017 report included household surveys and industry data on lodging, airports, Amtrak, and attractions.

Tourism dollars expended in Montgomery County were \$39,826,000 up from \$39,034,000 in 2016.

Riverlink Park and MVGO Pedestrian Bridge

Riverlink Park is the premier open space destination in Amsterdam. It is approximately 8 acres and celebrates the Mohawk River, Amsterdam's history, and its thriving culture. It is a substantive park on the north shore that includes lush landscaping, a large plaza with an open air pavilion for events, a seasonal restaurant, a visitors center, 300 feet of mooring slips with freshwater facilities, recreational and play equipment, a 9-11 Memorial, and a collection of historic artifact and cultural displays. The recent MVGO Pedestrian Bridge was added to provide pedestrian access to the

south side of the river. The bridge is much more than a path as it provides an extension to the park and a critical link to the emerging neighborhood in the Southside. The bridge provides sweeping views, seating, cultural and history displays and is wide enough to host community events. Both spaces provide unparalleled views of the Mohawk River and Downtown Amsterdam.

The primary point of access from the north side is by way of a pedestrian bridge that is accessed from the roof of the Riverfront Center. The bridge is long and access to it uninviting. The addition of the MVGO Pedestrian Bridge provided a second, and more appealing point of access, and much needed parking.

The Park is overseen by the Amsterdam Waterfront Foundation. The Riverlink Park and MVGO Pedestrian Bridge are heavily programmed throughout the year and draw thousands of people. Some highlights include free concerts in the summer, Riverfest, ItaliaFest, Spring Fling, Summer Movies and the City's Tree Lighting Ceremony.

There are no other open spaces in downtown Amsterdam that replicate the size or prominence of the Riverlink Park and MVGO Pedestrian Bridge. As a result, these public spaces have become the default heart of the city. It is here that people come to celebrate, reflect and gather. It is a literal and figurative connection of both sides of the downtown. It is a tremendous asset to leverage and build upon, and provides a glimpse of where the city is heading.

Centro Civico

Centro Civico is a not-for-profit organization that is considered to be the heart of the Latino Community in Amsterdam. It is located in the eastern part of the DRI area where it provides a wide range of services to the Latino Community. Since its founding in 1986, and with the assistance of many volunteers and agency staff, it offers literacy and language courses for adults, voter registration drives, health and education programs, employment services, low-income housing opportunities, small business development, consumer advocacy for individuals with special needs (OPWDD, and HIV/AIDS), and cultural and social activities. Thousands of residents have benefited from the programs and services it provides. It was important to the community and leadership that the DRI boundary include this important community institution.

Other Community Assets within the DRI Boundary

The Empire State Trail, which runs through the Southside, features an asphalt paved trail that is used as a bike trail during the summer and a cross-country skiing trail during the winter. The trail is part of the New York Parks and Conservation Association and NYS Canal Corporation initiative to develop a 524-mile long trail following the state's canal system. Approximately 200 miles of the Trail have been built to date.

Chuctanunda Creek Trail is a bicycle and pedestrian friendly trail that passes by waterfalls, bridges and dams. This natural feature within an urban setting provides a unique 8-mile

trail from the Mohawk River up through the heart of the City. This mixed use recreational and educational trail leads users to various points of interest while referencing the history, geology, and ecology of Amsterdam. There is an opportunity to link the trail to Riverlink Park at a point near where the Chuctanunda Creek empties into the Mohawk River.

The Amsterdam Armory was a former National Guard Armory built in 1895. Today it is listed on the National Register of Historic Places and is a significant landmark at the end of Bridge Street on the Southside. The Armory was purchased as a residence in 1994 and then sold in 2005 to its current owners who converted the building into a boutique hotel and unique lodging destination.

Other historic structures, such as the Samuel Sweet Canal Store and the United States Post Office, represent Amsterdam's distinct history and character. These buildings provide opportunities to create new destinations while celebrating Amsterdam's waterfront heritage.

Lacking in the Area

There is a lack of quality lodging opportunities in the downtown so most visitors stay outside of Amsterdam where they patronize restaurants and retail establishments in those locations.

Programming around Riverlink Park attracts boaters to Amsterdam who moor and use the fresh water facilities. However, there are limited mooring points and no other facilities that cater to boaters within walking distance, such as grocery and convenience stores for supplies.

Once in Amsterdam there is limited signage and wayfinding to help navigate to and locate various tourist destinations. There is an apparent lack of overall branding or a sense of a cohesive downtown which leads to a confusing visitor experience.

Given the numerous recreational, cultural, and historic assets that exist in Amsterdam, there is an opportunity to invest in providing these missing features which would improve the downtown experience for everyone and offer additional incentives for visitors to stay in the downtown.



Chuctanunda Creek Trail.



MVGO Pedestrian Bridge



View to the Amsterdam Armory at the end of Bridge Street



Spectators at Riverlink Park

AMSTERDAM HOUSING

Housing Stock

The American Community Survey (ACS) 5-year Survey estimated that there were approximately 9,040 housing units in the City of Amsterdam, down from approximately 9,218 units in 2010. An overall reduction in housing units is indicated in the two tracts that include the DRI area. In part, this may be due to Amsterdam's efforts to demolish housing in poor condition through the County's Land Bank program.

The majority of the City of Amsterdam's housing stock consists of single unit detached structures (40%) or 2-4 unit structures (53%). On the northwest and south side of the Mohawk River, there are 1,159 units, 32% of which are single-family and 46% that are 2-4 family. In comparison, the housing units in the northeast of the DRI are primarily 2-4 unit structures (82%). These housing types reflect the data regarding household sizes (above), which show that smaller households tend to live on the south side and larger households live in the northeast side of the DRI area. The data could also provide insights on potential housing demand.

The DRI area itself has little existing housing stock. According to ACS data there are a total of 19 housing units within the DRI boundary. Opportunities exist to rehabilitate the upper floors of historic buildings for housing, which would increase activity downtown and provide building/property owners with additional income. Some properties are already in the process of rehabilitation. When developing plans to rehabilitate or convert existing housing stock and/or build new housing, changing

demographics and demand should be strong considerations for both existing residents and to attract new residents.

In general, there has been limited new construction activity since 2000 in both Amsterdam and the DRI tracts. The existing housing stock within the City of Amsterdam is significantly older than that found in Montgomery County or New York State. Over half of the housing stock in the city is 80 or more years old (57% of units were built in 1939 or earlier). This number increases to 60.1% when looking specifically at the northeast portion of the DRI (Census Tract 709).

The age of the housing stock as well as initial field observations indicates the need to further assess the housing stock and implement a housing plan that could include additional demolitions, preservation (rehabilitation), and new construction. The vacancy rate alone is not indicative of whether or not housing is needed in the area, but rather it speaks to the quality and condition of existing housing stock. Further assessment would be needed to determine the best approach to meeting any potential housing needs in the downtown area. Both new construction and rehabilitation initiatives should consider household demographic and national trends.

New construction will likely prove challenging without subsidies because the cost to build is above market sales prices. A preliminary search indicated that there are approximately 100 properties for sale in Amsterdam with an overall median house value of \$92,700. There were limited listings in the DRI area.

Assessing the existence of barriers to development (such as zoning/land use, permitting costs, approval procedures etc.) and addressing those barriers should also be a priority.

HOUSING

Key facts:

- The majority of the City's housing stock consists of **single unit (40%) detached structures** and **2-unit structures (53%)**.
- The City has experienced an overall **decline in the number of housing units**.
- Amsterdam has an **aging housing stock** with 56.7% of units built pre-1939.
- There has been **almost no new construction** in Amsterdam since 2000.
- The **vacancy rate in the City is 20.6%** which is significantly higher than that of Montgomery County or NYS. It is amplified in the northeast portion of the DRI area.



Housing along Liberty Street, Amsterdam.
Source: Google Earth



Representative housing stock along Bridge Street, Amsterdam.
Source: Google Earth



Housing in the east side of the City of Amsterdam.
Source: Google Earth



Housing stock in the Southside.
Source: Google Earth



Housing stock in the north side of the City of Amsterdam.
Source: Google Earth

Vacancy Rates

There was an increase in the total number of vacant units in the City of Amsterdam from 2010 to 2016.

The vacancy rate in Amsterdam City is estimated at 20.6%, which is significantly higher than that of Montgomery County (15.8%) or NYS (11.3%). The DRI Area itself, with a very small number of housing units, has a vacancy rate of 10%, which is up from 5% in 2010. The northeast portion of the DRI area, (Tract 709), has an extremely high vacancy rate of 29.8%, which has increased by over

6% since 2010, whereas the vacancy rate in the northwest and southern portions of the DRI area (Tract 702) is low (5.3%) and has decreased over 5% since 2010.

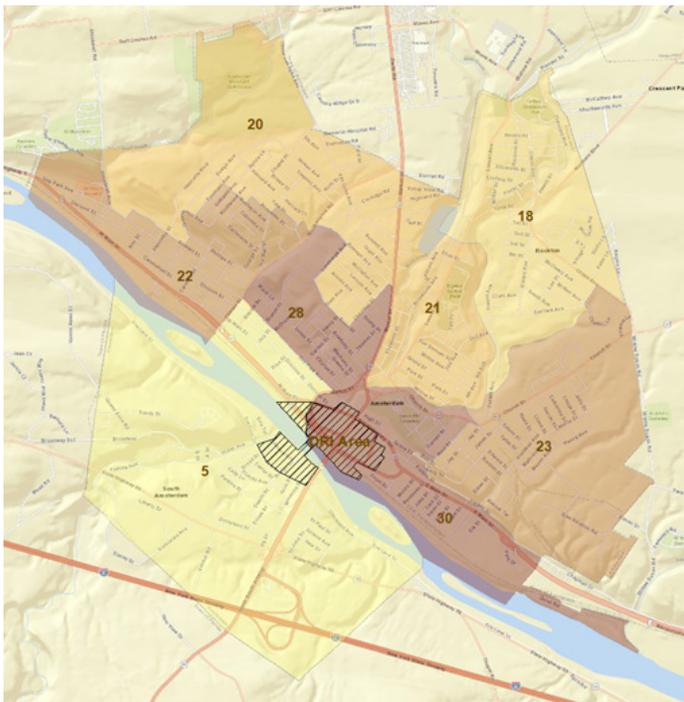
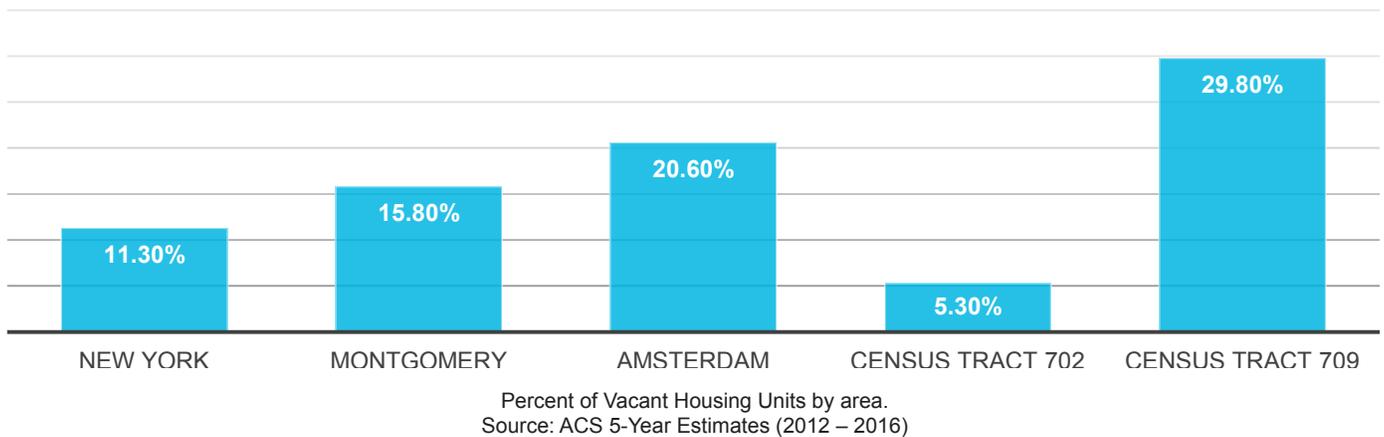
Homeowner - Occupied VS. Renter - Occupied Housing

Amsterdam has a low homeownership rate (49%) when compared to Montgomery County (66.7%) and New York State (53.6%). However, the rental rate in Amsterdam (51%) is significantly higher than Montgomery County (33.3%) and New York State (46.4%).

The northwest/Southside tract (702), which includes a portion of the DRI area, has a higher homeownership rate (35.1%) than the tract 709 (28.3%) that includes the northeast portion of the DRI. Conversely, there are more renters in the northeast area (71.7%) than on the northwest/south side (64.9%).

Homeownership and Rental Costs

The median monthly cost for homeowners in Amsterdam is \$867 for owners with a mortgage and \$572 for owners without a mortgage.



Vacancy Rate Percentages in the City of Amsterdam by Census Tracts
Source: ACS 5-Year Estimates (2012 – 2016)



Building stock along East Main Street within the DRI area

Homeowners have slightly higher costs on the northwest/south side (Tract 702) as compared to the northeast portion of the DRI (Tract 709). Although rates are relatively low, the affordability for owners based on their incomes is an important factor. 19% of homeowners with a mortgage in Amsterdam are cost burdened (>30% - 49.9% of income is needed for housing costs), and 10% of owners are severely cost burdened (>50% of income needed for housing costs), which approximate Montgomery County and New York State percentages.

In the northeast portion of the DRI area, close to half of owners (49%) are severely cost burdened. High cost burdens can lead to mortgage default, foreclosures, and an increase in vacancy rates that can have negative impacts on the local housing market and the community. In addition, these owners have limited dollars available for basic health care, clothing, food, and entertainment that could go to supporting the local economy.

In terms of renters, the median rent in Amsterdam is \$747, slightly higher than the Montgomery County median

rent (\$721). In the tracts that include portions of the DRI area, rents are significantly lower in the northwest/south side (\$438) when compared to the northeast tract (\$735). Not surprisingly, the percentage of renters in the northwest/south side tracts that are cost burdened (69%) is higher than in the northeast tract.



Median Gross Rent
Source: ACS 5-Year Estimates (2012 – 2016)



Building stock along East Main Street within the DRI area

AMSTERDAM TRANSPORTATION

Commute Times and Cars per Household

In the City of Amsterdam, nearly 24% of the households do not have access to a car and 40% have only one car. This number dramatically increases in the communities to the northeast and south of the DRI area, where approximately 40% of households do not have access to a car. The mean commute time for workers in Amsterdam is 21 minutes. Approximately, 60% of residents in the census tracts downtown use a car to commute to work. However, it is important to note that 17.2% of workers in census tract 702 and 12.4% of workers in census tract 709, which are the closest to the DRI area, claim that they walk to work. This is significantly higher than the State's percentage of 6.3%.

Use of Public Transportation for Work

According to the ACS 5-Year Estimate data for 2016, only 1.7% of people in Amsterdam use public transportation to get to work. That reduces to zero in the census tracts that cover the DRI study area. Just under 20% in census tract 709 (northeast portion of DRI), use means other than private vehicles. This is significantly higher than the percentage for the whole city and county.

Train & Bus Frequency

Amtrak service is located at the western end of Amsterdam, about two miles away from the downtown. The train station has limited service with only three Amtrak trains per day running eastbound (towards Albany) and three Amtrak trains per day

running westbound (toward Niagara Falls). Access to the station via public transportation is limited.

Gloversville Transit provides bus service from Gloversville to Amsterdam. The bus originates and terminates in Gloversville and has four runs per day starting at 7:50 AM and ending at 4:20 PM. It has limited stops in Amsterdam (Amsterdam Memorial Hospital, New Dimensions, St. Mary's Hospital, Amtrak, Amsterdam Riverfront Center, and Walmart). The cost is \$2.25 within the city of Amsterdam.

Greyhound, Brown Coach and other regional bus companies also have stops in or near the downtown.

Road Network

Amsterdam is located near Exit 27 off of Interstate 90 (NYS Thruway), with access to NYS Routes 5, 5S and Route 67. NYS Route 5 and NYS Route 5S are east-west routes serving the north and south sides of the Mohawk River respectively. However, as outlined in the City's 2018 Build Grant application, "the removal of the eastbound portion of NYS Route 5 is critical to driving more traffic into the City's downtown". This creates a potential opportunity for future removal of this portion of NYS Route 5. NYS Route 67 is a U-shaped east-west highway that ties Amsterdam to Fulton and Saratoga Counties. NYS Route 30 is a major north-south route that links the City to the Adirondack Mountains High Peaks Region to the north, and the Catskills to the south. The NYS Route 30 corridor has also developed into a major retail destination to the north of downtown.

These connections provide the DRI area with vehicular access to large consumer markets in Utica and Albany. The road network creates opportunities to link and connect but also creates barriers. The road network is currently a mix of one-way roads and highways that are often confusing to navigate and require many turns to reach downtown destinations. To ensure that the downtown area is attractive to consumers, tourists and private investment, it is imperative that the City study more efficient vehicular circulation patterns, consider physical enhancements to East Main Street in the downtown, and extend the streetscape enhancements that have already been implemented along Bridge Street to nearby commercial areas.

Parking

Residents and visitors value parking and expect available parking very close to destinations. An enormous percentage of land within the DRI boundary is paved (75%) and much of that is attributed to surface parking lots. On-street parking is permitted on most city streets, with some restrictions on locations and times, including on the Southside. No on-street parking is allowed on Bridge Street. There is a large private garage at the Riverfront Center that is in a state of decay with a large portion that has been closed. The parking garage at the Riverfront Center is the primary access point to the Riverlink Park and is the main parking area servicing the park. The garage is extensively used particularly during special events. There are several other small private parking lots located near or in the downtown.

While the north side of downtown has an overabundance of parking and paving, the Southside suffers from a lack of parking. Although the city has not recently commissioned a comprehensive parking study, they have noted from experience that during the waterfront events the Southside always has issues with parking and congestion. The City uses golf carts and shuttles to transport people from remote parking areas during events. Beyond a small municipal surface parking lot that accommodates approximately 50 spaces, the majority of visitors park on the dirt lot of the proposed Chalmers Mills Lofts. This informal lot is typically full during events and can hold roughly 200- 250 parking spaces at maximum capacity. It will be important to consider the need for parking in the Southside as land is developed to ensure that the City's waterfront events can still be accessed conveniently.

Taxi / Availability of Ride-share and Usage

There are a limited number of private taxi services within the DRI area. The limited available demographic data related to the number of vehicles per household, as well as anecdotal information suggests that there is a potential opportunity to provide additional transportation options through peer to peer ride sharing. As the city aims to attract a younger demographic, being able to actively support and encourage peer to peer ride-sharing will become increasingly important for residents that tend to have a lower rate of car ownership.

Key facts:

- On average there are **two cars per household** in Amsterdam. A majority of workers (84.6%) either use their own vehicles or carpool for work.
- Only **1.7% of Amsterdam's residents use public transportation** for work commutes.
- Close to **24% of households** in Amsterdam **do not have a car.**



Northbound traffic on Church Street in downtown Amsterdam, NY



NYS Route 5 eastbound in Downtown Amsterdam

AMSTERDAM LAND USE & ZONING

Zoning

The entirety of the DRI boundary falls within the Downtown Core Zoning District. The Downtown Core Zoning District is intended to accommodate a wide variety of uses in the downtown while optimizing development opportunities for mixed-uses, residential dwellings, pedestrian-oriented activity, entertainment and urban activity. The Downtown Core District allows numerous types of uses, including business, retail, residential, cultural, civic, hospitality, educational and other public and private uses. Increased development densities and building scale are encouraged in this district in order to create a walkable, attractive downtown for residents and visitors.

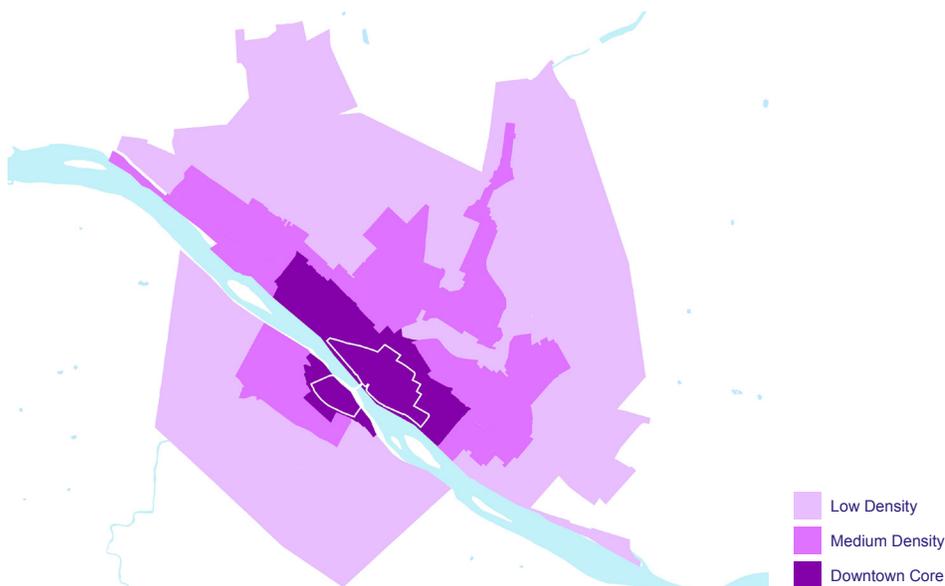
There is currently a maximum allowable building height of 150 feet and a 50% reduction to parking requirements within the downtown core. Additional regulations apply within the Gateway, Greenway and Historic Overlay Zones.

The Gateway Overlay Zone was established in the 2004 City of Amsterdam Comprehensive Plan to improve the function and appearance of important transportation corridors into the City. The intent of the Gateway Overlay Zone is to gradually improve the appearance of the major entrance roadways in the City by requiring special consideration for design and aesthetic improvements during site plan review as properties are developed, improved or redeveloped.

The Greenway Corridor Overlay Zone was established through the 2004 City of Amsterdam Comprehensive Plan to create a citywide greenway system to protect and enhance natural riparian corridors and create active and passive recreation opportunities. The purpose of the Greenway Corridor Overlay is to protect public health, safety and welfare from the effects of flooding on life and property; to protect against erosion by enhancing and protecting

Downtown Core Allowable Uses:

- Civic centers, conference centers, or banquet halls.
- Professional offices.
- Banks and financial institutions.
- Governmental building.
- Medical clinics.
- Personal service establishment.
- Second-story residential.
- Single-family dwelling.
- Two-family dwelling.
- Restaurants and taverns.
- Retail sales establishment.
- Shopping center.
- Garden center.
- School.
- Artist's studio.
- Motels and hotels.
- Theaters and auditoriums.
- Indoor commercial amusement.
- Community park or playground.
- Community gardening.
- Copy shops, mail services, and print shops.
- Health club.
- Child care.
- Laundry facility.
- Microbrewery.
- Any mixture of permitted Downtown Core uses in a single structure or property.



The City of Amsterdam Density Districts

Key facts:

- Zoning codes and existing LWRP are outdated and need updating to fully reinforce the goals of the DRI Program.
- No design guidelines or form based codes for buildings or the public realm which will result in varying degrees of design and quality.
- Despite promoting higher development densities, the Downtown has the lowest residential density in the City.

riparian buffers, to provide habitat for plants and wildlife within the greenway corridors, and to preserve, evaluate and protect specific areas for potential passive recreation areas, such as trails, overlooks, parks and nature sanctuaries.

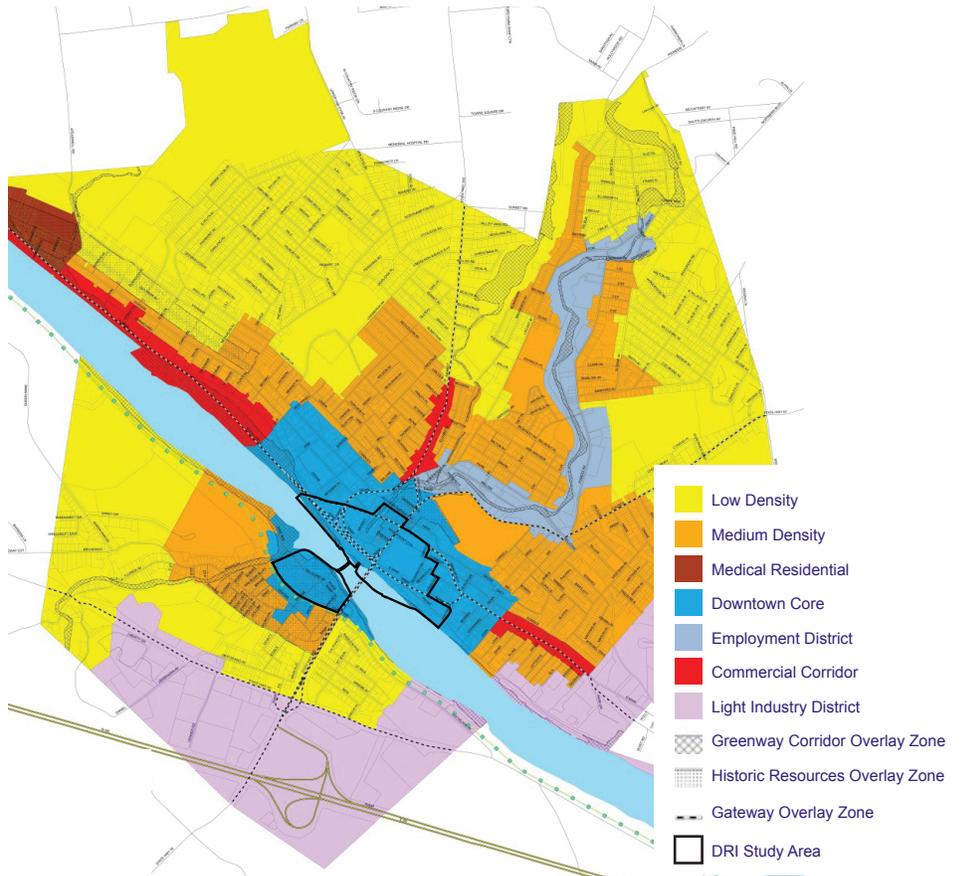
The Historic Resources Overlay Zone is intended to celebrate the past. The City of Amsterdam has many significant historic, architectural, and cultural resources for which protection, enhancement, and perpetuation of these resources is essential. The Historic Resources Overlay zoning is necessary to promote the economic, cultural, educational, and general welfare of the public.

Land Use

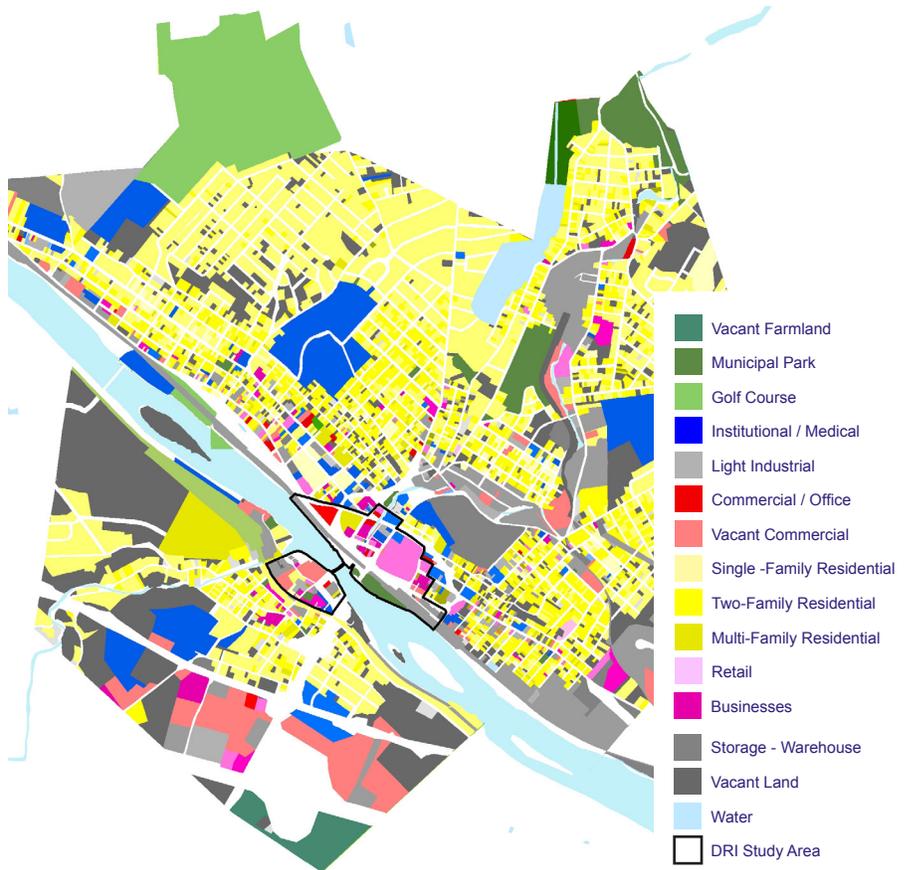
Currently, similar land uses are concentrated in distinct pockets of the City. South of the river is light industrial and commercial space, whereas north of the river along Main Street there is retail and some housing. The remainder of the downtown core includes stand-alone commercial and civic buildings with larger retail establishments located along East Main Street. The only designated park space is Riverlink Park that is effectively separated from the downtown by transportation infrastructure.

To date, the city has not established design guidelines for buildings or public realm enhancements. The lack of design guidelines can result in buildings with varying levels of quality and no unifying physical characteristics. The City and private developers have expressed interest in establishing design guidelines to maintain a degree of quality and standards and to improve predictability with future development.

The City’s zoning is outdated and does not reinforce the density, mix of uses and urban form to achieve the community’s vision for downtown revitalization. Additionally, the City’s LWRP, adopted in 1993, should be updated to reflect changing local conditions, align with current waterfront redevelopment strategies and identify priority waterfront revitalization projects.



The City of Amsterdam Zoning Districts



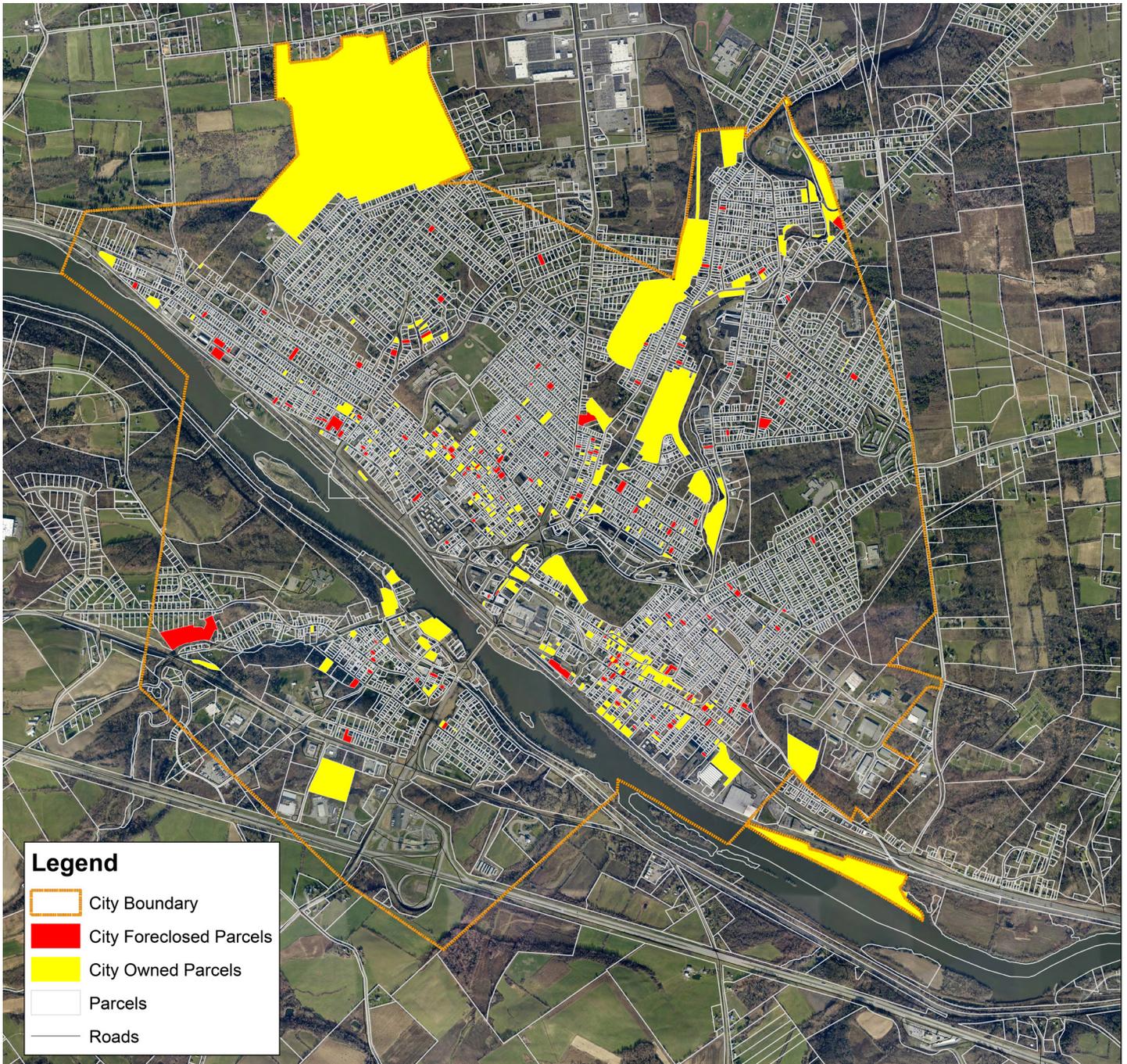
The City of Amsterdam Land Use Map

CITY OF AMSTERDAM LAND OWNERSHIP

The City of Amsterdam owns a tremendous amount of property throughout the city and within the DRI boundary. The City acquired many properties through property

tax foreclosures or building condemnations. This inventory, including the possible assemblage of parcels, may offer opportunities for DRI projects or other future downtown

revitalization activities. As DRI efforts take root and developer interest in the downtown increases, there may be renewed interest in these publicly owned properties.



Amsterdam Land Ownership Map

RELATIONSHIP TO REDC PRIORITIES*

The Regional Economic Development Councils (REDCs) were established by Governor Cuomo in 2011 as a key component of his transformational approach to State investment and economic development. In this effort, he established 10 Councils to develop long-term strategic plans for economic growth of the respective regions. The Councils are public-private partnerships made up of local experts and stakeholders from business, academia, local government, and non-governmental organizations. In 2011, each Council developed a long-term strategic plan for economic growth in its region.

The Mohawk Valley Regional Economic Development Council (REDC) includes the counties of Fulton, Herkimer, Montgomery, Oneida, Otsego, and Schoharie, within which are the urban centers of Rome, Utica, and Amsterdam. In September 2018, the Mohawk Valley REDC nominated the City of Amsterdam as the region's Downtown Revitalization Initiative (DRI) Round 3 Community. Amsterdam was chosen because of its alignment with strategies for economic transformation, leveraging significant private investment, and strengthening a rebounding community. The Amsterdam DRI area creates a livable, workable, walkable, mixed use district that the City hasn't seen in nearly a century. The DRI area is well-positioned to advance the strategic investment priorities identified by the Mohawk Valley Regional Economic Development Council including:

Build Vibrant Communities

Amsterdam is strategically building a new, sustainably diverse downtown, across an area that includes both

sides of the Mohawk River in a way that complements the retail aspect while incorporating crucial mixed-use components including transportation, housing, recreation, education, employment, and community facilities.

Agribusiness and Craft Food & Beverage.

The Southside is emerging as a growing food destination with businesses that attract residents as well as visitors. Meanwhile, continued discussions about a future Amsterdam Culinary Incubator suggest that the Southside will enjoy a major anchor point around the theme of food. A culinary incubator would attract and provide support to diverse food businesses across the Capital/Mohawk Valley and Upstate New York, and would solidify the Southside neighborhood's reputation as a destination for food and culture. Support should be given to the various existing food businesses in the area in order to set the stage for this project to happen.

STEM Industries.

The Amsterdam Free Library plans to implement STEM initiatives as a type of startup business incubator and teaching classroom. To counter increasing school dropout rates, space would be provided for youth to explore vocational alternatives such as writing a business plan, creating a logo, filming a commercial, printing prototypes, printing merchandise, recording podcasts, or producing YouTube videos and stop motion films.

Tourism.

By promoting the community's assets, recreation amenities, and exceptionally popular events, Amsterdam has made substantial

strides in generating tourism and improving community morale with award winning tourism and community development initiatives.

Opportunity Agenda.

Working with Centro Civico to create a Community Center Complex in the heart of the east side of downtown will maximize opportunities for families through programs specifically aimed at breaking down language and cultural barriers. The Amsterdam Free Library is also working on building an incubator space to help build a more business friendly environment and entice new business ventures in the City.

* Mohawk Valley Regional Economic Development Council (REDC), 2018 Progress Report "Home"

Key Challenges and Opportunities

Challenges:

- The downtown is fragmented into separate communities and there is no apparent city center.
- Main Street is divided in half by the Riverfront Center thereby isolating commercial areas, reducing their visibility and hindering access to these businesses.
- Roadways are designed to efficiently move automobiles through and away from the downtown and are not designed for pedestrians.
- Historic buildings are in a state of decay or unused.
- The network of one-way streets complicates navigation to destinations in the downtown.
- Existing rail and highway infrastructure blocks access to the waterfront from the downtown on the north side.
- The single pedestrian bridge between downtown and Riverlink Park is only accessible from an aging and partially closed, private parking structure.
- There is very little housing diversity in Amsterdam where 93% of units are one and two family houses.
- Over 75% of the downtown area is paved, impermeable surfaces for parking lots and roads, with very little greenery or pedestrian areas.
- Current commercial corridors appear rundown and unattractive.
- There are low graduation rates and high poverty rates in the City.

Opportunities:

- Connect the two commercial districts on both sides of the Mohawk River with a new pedestrian crossing over the railroad and NYS Route 5.
- Build upon the regional draw of visitors to activities on the Mohawk River and the MVGO Pedestrian Bridge.
- Renovate older buildings in the downtown that retain original ornamentation and period details with moderate restoration.
- Capitalize on the abundance of underutilized parking lots in the downtown as a land bank of future building sites.
- Provide housing options on the upper floors of existing buildings that will substantially increase the number of people living in the downtown.
- Expand on investments along Bridge Street in the Southside to support an emerging mixed-use district where older structures are being rehabilitated and food and beverage venues are appearing.
- Extend the Chuctanunda Creek Trail as a public amenity and natural feature that brings greenery into the downtown.
- Capitalize on the NY Empire State Trail in the Southside as a regional bicycle and hiking trail that extends to other communities along the Mohawk River.
- Build upon the enthusiasm of a strong local community to nurture and support the implementation of recommended DRI projects.



View of the City of Amsterdam along the Mohawk River.



Amsterdam DRI Strategic Investment Plan

Section 2:
Community Vision,
Goals and Strategies



II-2 | Downtown Revitalization Initiative

SECTION 2

Community Vision, Goals, and Strategies

COMMUNITY VISION

The vision statement for the City of Amsterdam was developed during the multiple iterations of the DRI application process which motivated the City to carefully refine the message to focus on the downtown core on both sides of the Mohawk River. The vision was further refined by input received at public engagement events and working closely with the Local Planning Committee to clearly articulate the community aspirations for the future of downtown Amsterdam. This vision statement serves as the framework for the DRI Strategic Investment Plan and guides decisions about the future growth and investment in downtown Amsterdam.

Amsterdam Vision Statement:

*“Amsterdam seeks to strategically build a **diverse, accessible and sustainable** downtown encompassing **both sides of the Mohawk River**. This new city center will offer a variety of opportunities to **enhance quality of life** now and in the future, including retail enterprises, community services, transportation, housing, recreation, education, employment, and inclusive community facilities.”*

GOALS & STRATEGIES

Introduction

The individual goals to achieve the vision for Amsterdam all describe an active, vibrant downtown. The most frequently talked about image of what downtown Amsterdam could be in the future is a downtown with more people and a rich diversity of activities and land uses. Recommended projects help to reinforce one or more of these goals.

Amsterdam Goal Areas:

#1 GOAL: Waterfront Redevelopment

#2 GOAL: Vibrant Place-making

#3 GOAL: Year-Round Access

#4 GOAL: Diverse Mixed-use Core

1. Waterfront Redevelopment



Redevelop the Mohawk River and Chuctanunda Creek as assets and leverage existing historic and cultural resources.

This goal celebrates downtown's two waterways; the Mohawk River and the Chuctanunda Creek, each of which has played a significant role in the development of Amsterdam.

Strategy #1: Capitalize on the Mohawk River as an asset, leveraging the history, geography and culture of the City.

Strategy #2: Connect all the trail systems, north and south of the river to create a continuous experience.

Strategy #3: Establish thoughtful and direct links to the waterfront to fully profit from assets and create meaningful pedestrian experiences.

How does GOAL #1 support the Vision?

The City's revitalization begins at the water. By focusing on existing buildings and new development sites along the waterfront, the City will be able to build off the tremendous momentum of Riverlink Park and MVGO Pedestrian Bridge to create new opportunities for downtown living and tourism.

2. Vibrant Place-making



Enhance public spaces for arts, cultural, and recreational activities that serve the local community, but also draw in tourists from around the region and create a strong sense of place.

This goal focuses on public spaces to establish a distinct identity for downtown Amsterdam and create meaningful places.

Strategy #1: Establish Main Street and Bridge Street as the primary corridors that define the character and identity of Amsterdam.

Strategy #2: Create places that excite people and reinforce a sense of pride and progress.

Strategy #3: Create a cohesive and unified character and brand for downtown Amsterdam.

How does GOAL #2 support the Vision?

The impact and importance of quality public spaces can be seen in the City's recent success of the Riverlink Park and MVGO Pedestrian Bridge. By extending this same thoughtfulness and approach throughout the downtown, the City will be able to create a network of exciting experiences and improve quality of life.

3. Year-Round Access



Develop key components including transportation, housing, recreation, education, employment, and true community facilities to work as one.

This goal's intent is to make the downtown a local and regional destination that is self-sustaining year round.

Strategy #1: Leverage the geographic beauty of Amsterdam's waterfront to establish a large event space, creating a unique regional destination.

Strategy #2: Increase activities and visitation to the downtown by expanding community programming and establishing unique neighborhood anchors that attract locals and regional visitors.

Strategy #3: Include resources to encourage the growth and incubation of new skills and businesses looking to grow in Amsterdam.

Strategy #4: Create necessary access to existing and future assets.

How does GOAL #3 support the Vision?

Increasing the accessibility and opportunities for locals and visitors to experience and grow will aid in building a more sustainable future for downtown Amsterdam.

4. Diverse Mixed-use Core

Create an environment that attracts and fosters economic opportunity for a diverse population and provides a sustainable and diverse range of housing and other uses in the downtown core.

This goal encourages a mixed-use downtown to create a robust community with uses that complement one another.

Strategy #1: Develop housing diversity by providing a mix of residential dwelling types and sizes that respond to changing housing needs and evolving population trends.

Strategy #2: Encourage mixed-use buildings with active local scale retail on the ground floors and housing on upper stories to diversify uses in downtown.

Strategy #3: Create distinct destinations that will introduce new activity, attract visitors and extend the amount of time people spend downtown.



How does GOAL #4 support the Vision?

Outside of single family homes there are few housing options and amenities to support a complete neighborhood to entice people to move downtown. Attracting a broad spectrum of residents and businesses will strategically build a diverse, accessible and sustainable downtown.



NYS Route 5 as it passes through Downtown Amsterdam



Amsterdam Castle Bed & Breakfast, Amsterdam, NY

Amsterdam DRI Strategic Investment Plan

Section 3:
Downtown Management
and Implementation
Strategy



SECTION 3

Downtown Management and Implementation Strategy

Introduction

The City of Amsterdam is committed to ensuring the successful implementation of DRI funded projects. In preparation for administering the DRI award, the City created the Office of Community and Economic Development in November 2018. Under the direction of the Mayor, the Office of Community and Economic Development will oversee coordination and implementation of the City's DRI Strategic Investment Plan. Additionally, the City's Engineer's Office, Planning Board, Department of Public Works, Department of Tourism, Marketing, and Recreation, and the Urban Renewal Agency will play a critical role in advancing DRI projects.

PROJECT CONTRACTING

Contract management for projects selected by New York State (NYS) for DRI funding will be assigned to an appropriate State agency, such as NYS Department of State, NYS Homes and Community Renewal, or Empire State Development. State agency staff will work with the City to identify the appropriate entity to hold the State contract, such as the City, a non-profit organization, or a private property owner for each project award. DRI awards will be subject to all requirements typically attached to State funding, including but not limited to minority- and woman-owned business enterprise goals, competitive procurement, and prevailing wages, as appropriate. All projects must meet local regulations

and obtain any required local or state permits and approvals. The City and State administering agency will need to work closely with project sponsors to ensure State requirements are met and the project is successfully completed.

The City of Amsterdam will serve as contract administrator for all DRI funded projects on publicly-owned properties. In some instances, the City also may manage DRI funded projects on privately-owned properties. The City has demonstrated its capacity for bringing large-scale and complex capital projects to fruition by completing such projects as the Mohawk Valley Gateway Overlook pedestrian bridge. The Mayor of

Amsterdam, who served as Co-chair of the Local Planning Committee, will continue to provide leadership and guidance as the projects move through implementation. The Director of the Department of Community and Economic Development will serve as the primary liaison between the City and State administering agencies and provide project management, monitoring, and coordination of work undertaken by other City agencies. The Department will be responsible for developing Request for Proposals to solicit consultants, contractor procurement, construction management, and monitoring project progress to make certain projects are completed in a satisfactory and timely manner.



Amsterdam City Hall (Source: The Daily Gazette)



PROJECT IMPLEMENTATION

Projects selected by the State for DRI funding will be announced in summer of 2019, after which project contracting will commence. The City anticipates completing DRI projects over a three-year period after the announcement.

As noted in the project profiles, several of the proposed projects have interdependent components which will require close coordination. Most significantly, construction of the Recreation Center is dependent upon closure and removal of the eastbound portion of NYS Route 5 as this land is needed to construct the Recreation Center as envisioned. The City will work with the NYS Department of Transportation to complete the necessary environmental assessment and land ownership transfer to allow the road closure to advance as quickly as possible. Additionally, the Community Center/Recreation Center, relocation of the skate park, and East Main Street enhancements must be designed in a complementary fashion so together they transform

this underutilized section of downtown into a recreation destination for the community and region.

Many projects will require permitting and approvals from State agencies, authorities, or other stakeholders. For example, improvements to the City's downtown gateway at the intersection of Church Street and East Main Street will also require coordination and approval from NYS Department of Transportation. The pedestrian bridge from East Main Street to the waterfront, which will cross over the NYS Route 30 ramp viaduct and the railway, will also need approvals from the NYS Department of Transportation, both CSX and Amtrak, and depending on the landing point of the bridge approval from the NYS Canal Corporation may also be required. The contracting entity will be responsible for obtaining all necessary permits and approvals prior to construction.

The Strategic Investment Plan recommends preparation and adoption

of Downtown Design Guidelines to establish standards for architecture, landscape and street furniture, ground level uses, and signage for new development and renovation projects. If funded, the City anticipates guidelines can be developed in six months and expects DRI funded projects would adhere to these guidelines, if applicable, to preserve and enhance the downtown character, improve community aesthetics, and encourage economic development.

While each proposed project has a different timeline for completion, most projects are ready to begin within six months after the award announcement. Projects which are contingent on the NYS Route 5 removal are expected to start within twelve months of the award announcement. The Projects Proposed for DRI Funding - Summary Table, included in Section V.3, identifies the responsible party and anticipated start and completion date for each proposed project.

Amsterdam DRI Strategic Investment Plan

Section 4:
Public Involvement



IV-2 | Downtown Revitalization Initiative

SECTION 4

Public Involvement

Overview

A public engagement process for a community's Downtown Revitalization Initiative (DRI) is grounded in the project's strategic goals and a commitment to gaining input that informs plan development and helps ensure successful implementation. The public engagement strategy aims to engage all key stakeholders by providing opportunities for relevant and meaningful feedback to create a lasting sense of ownership.

The success of any stakeholder engagement process is dependent on achieving two-way communication. A key objective of the Amsterdam DRI was to provide stakeholders with easy access to project information, and also offer the opportunity to provide feedback and know their ideas, interests, and concerns were heard. The project outreach team took great effort to translate complex project data into clear and consumable information in order to educate the community and inform decision-making.

Equally as important was ensuring adequate attendance and meaningful feedback at public forums. The public engagement process for the city of Amsterdam included actively recruiting representatives from

community organizations, agencies, and other leader/influencer groups and encouraging them to attend.

The project outreach team also developed project handouts and displays, conducted individual and small group stakeholder interviews and discussions, and held large group presentations and open house information sessions. Digital, public engagement activities included social media posts, public relations and the creation of a DRI web-page containing DRI program information, meeting presentations and summaries, project documents and feedback mechanism.

Engagement Activities:

- LPC Local Planning Committee Meetings
- Public Workshops
- Dedicated DRI Page on the City's website
- Stakeholder Interviews

LPC - LOCAL PLANNING COMMITTEE

Purpose of the LPC

The Local Planning Committee (LPC) is comprised of local and regional leaders, community representatives, and other key stakeholders. Led by two co-chairs, the LPC met monthly to guide development of the Amsterdam DRI Strategic Investment Plan including work to refine the City's DRI vision, develop strategies to achieve the vision, and recommend projects key to overall downtown revitalization for funding. Throughout the process, community feedback was used to inform decision-making and final recommendations.

**The LPC member is the
AMBASSADOR of the DRI.
They are responsible for
ensuring the public interest
is met!**

LPC Meetings

Meeting #1 (November 7th, 2018)

At the first LPC meeting, members were provided an overview of the DRI planning process, program goals and anticipated timeline. The role of the LPC was discussed and members were given an overview of the city's DRI vision, goals, and the potential projects that were submitted in the application phase. Following a brief presentation on the Amsterdam DRI

application, members were asked to share their thoughts on their vision for the city. The most common themes were education, housing, accessibility and connectivity of the downtown, quality of life including arts and culture and leveraging the waterfront, and attracting and retaining talent and business.

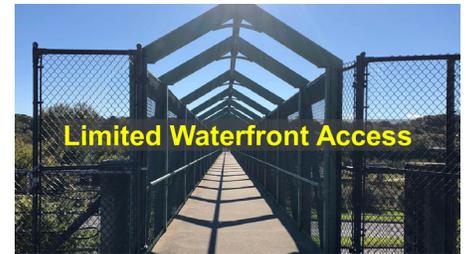
LPC Meeting #1

Visioning Exercise:

How would you like to be able to describe Amsterdam in 5 years?

- A "People first" approach
- Attract and support **young professionals, investment and activities**
- Stronger **business sector**
- More diverse **housing options**
- More **cultural activities**
- More **Education**
- Improved **Walkability and Access to the Waterfront**
- A **vibrant community** above and beyond special events
- **Locals and tourists** to enjoy bars, eateries, theatre, kayaking etc.
- Amsterdam as a **regional hub of innovation**

Initial Observations:



Meeting #2 (December 5th, 2018)

The consultant team provided a summary of the visioning exercise from the first LPC meeting and discussed the qualities of successful downtowns. Next, the LPC reviewed and provided feedback on the approach for the first community engagement event.

Qualities of successful downtowns:



The consultant team then provided an overview data related to population, employment, education, housing, and transportation, collected for the Downtown Profile and Assessment. Key characteristics of the City of Amsterdam were presented along with a summary of challenges and opportunities for the committee's consideration. Members then began to align challenges with opportunities and potential projects. Lastly, the LPC discussed the timeline for the open call for projects and evaluation criteria for proposed projects.

Meeting #3 (January 9th, 2019)

Feedback from the first community engagement session was shared with the LPC and refinement of the DRI vision and goals was completed. New projects proposals submitted through the open call for projects were presented to the LPC for consideration. The LPC established a leveraging target for privately-owned projects, and finalized the project evaluation process and timeline.

Meeting #4 (January 30th, 2019)

Project proposals were reviewed and categorized – projects moving forward for DRI funding consideration, pipeline projects for alternative funding sources, projects that are not ready to move forward, and projects that need more information in order to be evaluated.

The consultant team also presented new project ideas for the LPC to consider:

- **Downtown Entry Gateway** – Signage, lighting, and landscaping where NYS Route 30 meets East Main Street.
- **Riverfront Center Entrance Enhancements** – Entrance upgrades to create visual connection between east and west sides and increase walkability.

- **Pedestrian Bridge** – Phase one of the multimodal project would connect East Main Street with the Mohawk Valley Gateway Overlook (MVGO) Pedestrian Bridge.

- **Extension of Bridge Street and East Main Street Lighting/ Streetscape** – Continue past current DRI boundary to finish both streets.

At this meeting, the LPC also agreed to modify the DRI boundary to promote streetscape improvements for Bridge Street and East Main Street, and requested additional information on the new projects from the consulting team, including preliminary cost estimates and options.

Meeting #5 (February 13th, 2019)

Feedback from the second community engagement session was shared, project proposals were reviewed and the LPC made the following recommendations:

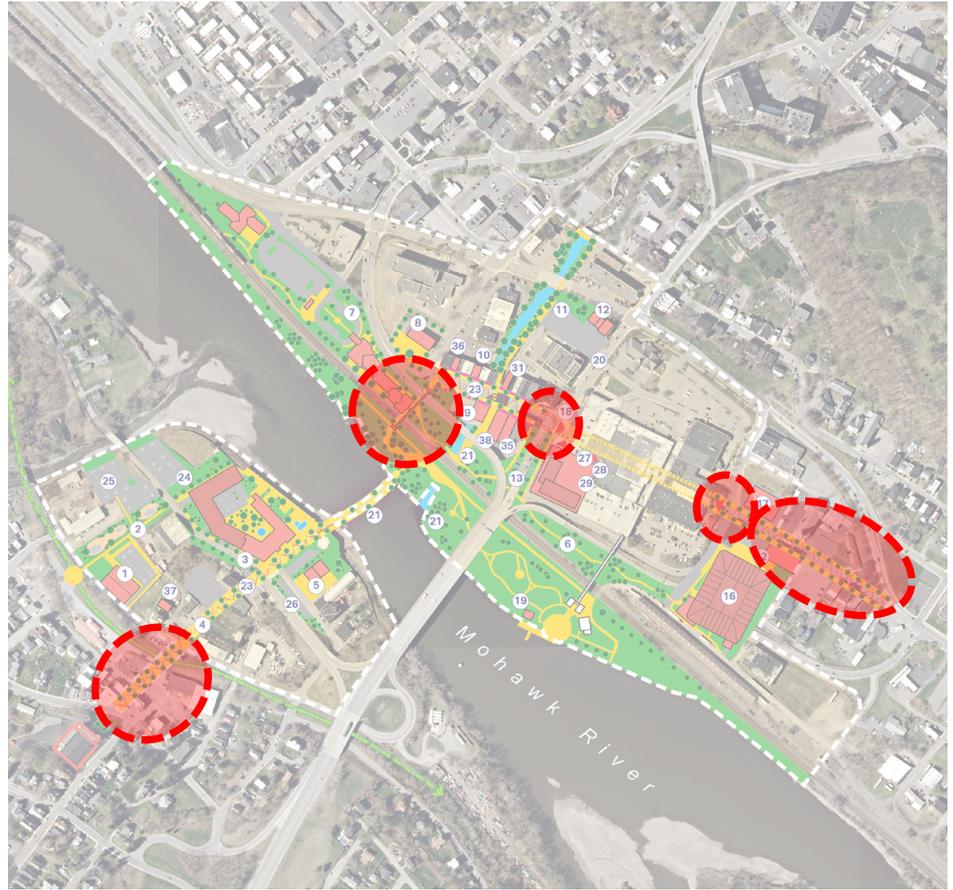
LPC Meeting #3 Open Call for Project Submissions Report:

14 Project Submissions

- 13 New Development, Redevelopment, Rehabilitation Projects
- 1 Marketing and Branding Project
- 2 Previously Submitted Projects
- 3 Projects outside the DRI Boundary

Projects to move forward:

- Community Dog Park and Mid-Block Connector
- Public Realm Enhancements at Chalmers Mills Lofts
- Bridge Street Utility Pole Removal
- NYS Route 5 Removal
- New Residents Downtown - Former Key Bank Building
- Chuctanunda Creek Trail
- Business Incubator and STEM Education - Amsterdam Free Library
- Wayfinding Signage, Art & Marketing
- Community Center / Recreation Center
- Downtown Improvement Fund
- X Squad Business Relocation
- Design Guidelines
- Relocation of the Amsterdam Skate Park
- Bridge St. / Main St. Enhancements
- Southside Parking
- Sharpshooters Rooftop Bar
- Sweet Canal Shop Restoration - 65 Bridge Street
- Pedestrian Connector to MVGO Pedestrian Bridge
- Downtown Entry Gateway



New project ideas presented by the consulting team during the LPC Meeting #4 in an effort to secure a unified and strategic approach for the downtown



Major hardscaped and softscaped, pedestrian corridors as framework concept for project synergies discussed at LPC Meeting #4

Meeting #6 (March 13th, 2019)

The final LPC meeting was held on March 13th, 2019 and project updates including refined financial information and further developed graphics and renderings were presented. The LPC members were reminded of the Community Engagement Process and how project profiles will reinforce community support.

The project evaluation process and the final list of recommended projects was reviewed. The proposed slate of Projects Recommended for DRI Funding was then voted on by the LPC members. The LPC endorsed the 20 Projects Recommended for DRI Funding and the 6 Projects Recommended for Other Funding that appear in this Strategic Investment Plan.



LPC Meeting #2 at Amsterdam's Housing Authority



LPC Meeting #2 at Amsterdam's Housing Authority

COMMUNITY ENGAGEMENT SESSIONS

Purpose

Throughout the DRI planning process, three community engagement events were held. These events were designed to share information and gather input related to the city's DRI vision, goals and to potential projects. The community provided critical insights regarding community values and priorities that were used to inform recommendations based on the city's immediate and future needs.

Community Engagement Session #1 / Workshop Format

After a presentation to provide an overview of the DRI process, vision and goals, and potential projects identified to date, participants broke into small groups for a series of exercises.

Participants were given an opportunity to review the vision and goals, and comment on any elements that they felt needed additional clarification, or provide additional suggestions for consideration by the LPC.

Generally, participants felt the vision and goals were clear and reflective of community needs and interests to revitalize the downtown, but suggested some clarification of terms and to specifically address the issue of accessibility.

Participants also felt the DRI goals were clear but should also include transportation needs. The majority of participants stressed the importance of honoring community history and existing architecture while integrating modern amenities when considering potential projects.

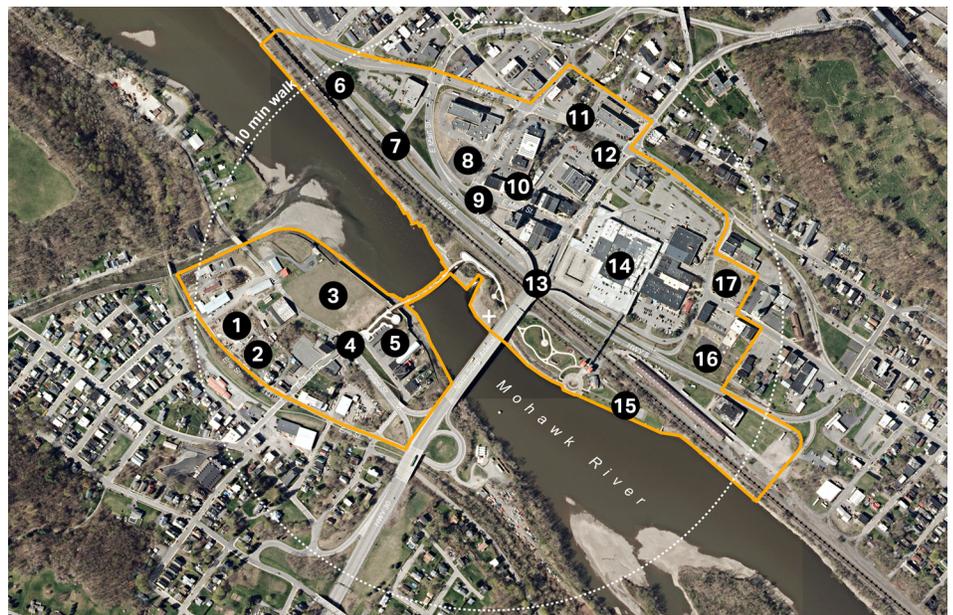
As part of a facilitated discussion, participants were given the opportunity to provide feedback related to projects organized according to the following categories:

- **Waterfront Development** – The majority of participants felt this area was an essential centerpiece of the city and the key to a successful future. They also felt indoor and outdoor recreational opportunities were critical to attracting people year-round. Connecting the north side to the south side and removing NYS Route 5 were also priorities.

- **Vibrant Placemaking** – Participants indicated that green spaces, arts/culture, and recreation, shopping, and dining options were priorities for residents and essential to attracting visitors. Bringing Back the Grid was

17 Preliminary Projects:

1. Culinary Incubator
2. Community Dog Park
3. Chalmers Mills Lofts Streetscape & Parking
4. Bridge Street Pole Removal
5. 2 River Street
6. Route 5 Removal
7. Multimodal Station
8. 6 Market Street.
9. Former Key Bank Building
10. 20-22 Main Street.
11. Chuctanunda Creek Trail
12. Amsterdam Free Library
13. Wayfinding Signage
14. Bringing Back the Grid
15. Marina/Ferry Service
16. Community Center / Recreation Center
17. Parking Garage



Community Engagement Session #1 - Preliminary Projects' Locations

VISION AND GOALS

Break-out Session 1



Community Engagement Session #1 - Public Workshop

viewed as a project with high impact, and suggested exploring phases to re-establish Main Street.

- **Year-Round Access** – In addition to addressing year-round sustainable business and recreation, participants indicated the Multimodal Center, Community Recreation Center, and the Amsterdam Library projects were core projects.

- **Diverse Mixed-use Core** – In addition to addressing overall walkability, participants indicated support for mixed-use options to support housing and amenity needs, and preferred preserving older buildings with historic elements to new construction, where feasible. Participants also felt parking should be address as needed, in the future.

Overall, these project categories reflected the City's goals and helped the team to group the City's needs and identify priorities, in collaboration with the local community.

DRI PROJECTS REVIEW

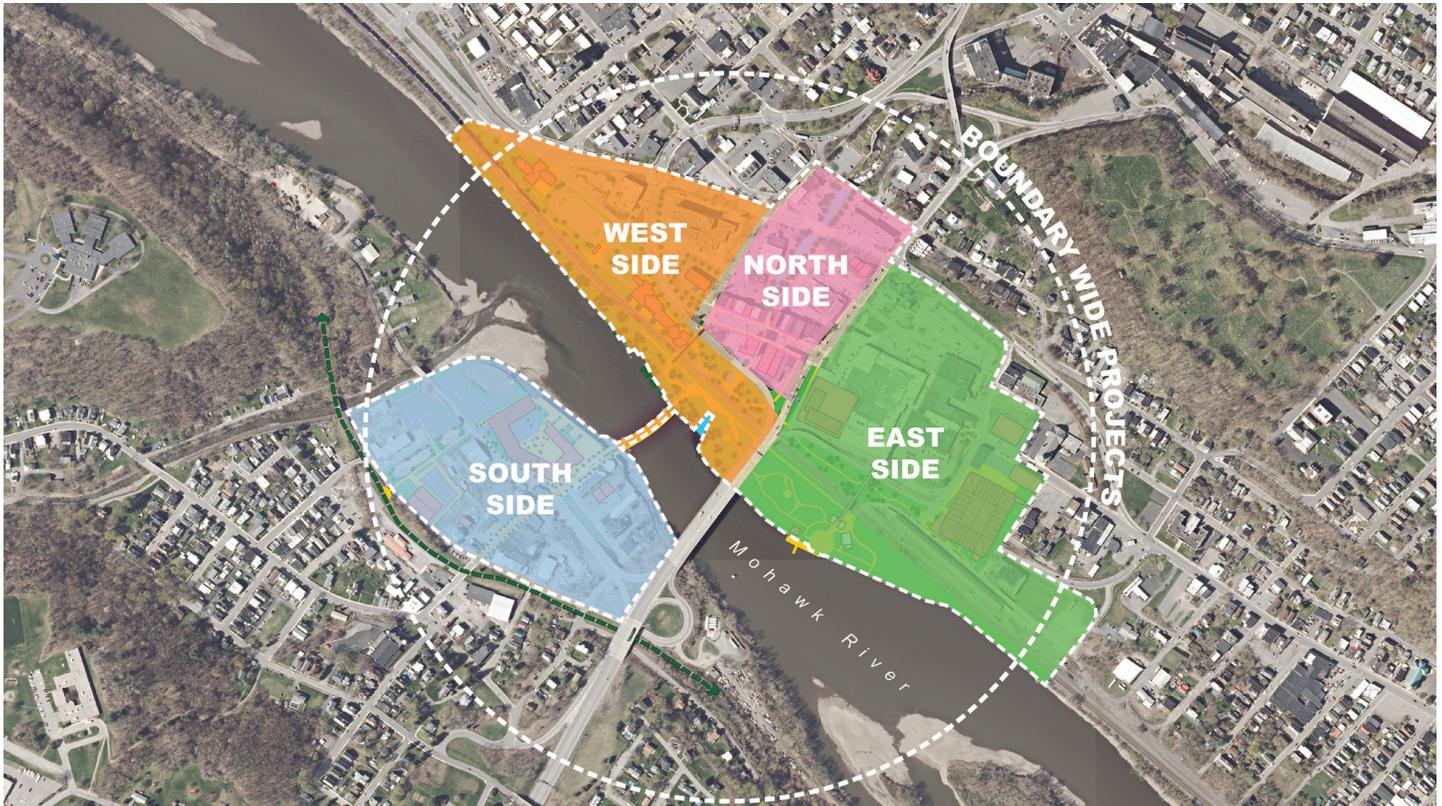
Break-out Session 2



Community Engagement Session #1 - Public Workshop

Community Engagement Session #2 / Open House Format

Following a presentation detailing the DRI process and progress to date, participants were invited to visit five information/display booths to learn about potential projects and provide feedback to a member of the DRI consultant team.



Community Engagement Session #2 - Open House / 5 Project Areas

- **North Side Projects** – Participants felt housing, family-friendly recreation and entertainment options, and improving the overall feel and look of downtown will bring people downtown. Participants also felt that the Free Amsterdam Library was a critical project and a resource for many in the community.
- **South Side Projects** – Participants indicated there was not an immediate need for parking in the city and improving Bridge Street was more important. Green spaces and the Dog Park were also priorities, as was

improving connectivity throughout the downtown.

- **East Side Projects** – Participant felt relocating businesses and removing the parking garage were priorities. They also felt Route 5 removal was critical to the success of other projects and the Community Recreation Center was a core project for the DRI.

- **West Side Projects** – A pedestrian bridge was viewed as the priority project and a critical in order to connect both sides of the river.

- **Boundary Wide Projects** – The majority indicated wayfinding was essential in order to improve overall navigation and highlight attractions/destinations throughout the City. Participants also felt the Downtown Improvement Fund was a good way to support existing local businesses and celebrate the City. Participants were in favor of design guidelines and viewed them as a way to balance history and the need for modern amenities and ensure a consistent look and feel throughout the City.

North Side

9. Former Key Bank Building
10. 20-22 Main Street
11. Chuctanunda Creek Trail
12. Amsterdam Free Library
23. Bridge Street / Main Street Streetscape Lighting
31. 32 East Main St., Renovation to 2nd fl. apartments
35. Sharpshooters 1st fl. renovations and Rooftop Bar
36. Riverside Pizzeria Facade Improvements & New Roof
38. New Paris Shop Rehabilitation



South Side

1. Culinary Incubator
2. Community Dog Park & Mid Block Connector
3. Chalmers Mills Lofts Streetscape and Parking
4. Bridge Street Pole Removal
5. 2 River Street
23. Bridge Street / Main Street Streetscape Lighting
24. Southside Parking #1 - Adjacent to Chalmers Site
25. Southside Parking #2 - Santos Property
26. Southside Parking #3 - Route 30 Off-ramp
37. 65 Bridge Street Samuel Sweet Canal Shop



West Side

7. Multimodal Station
8. 6 Market Street
21. Celebrating our Waterways - Lighting and Creek Trailhead Park



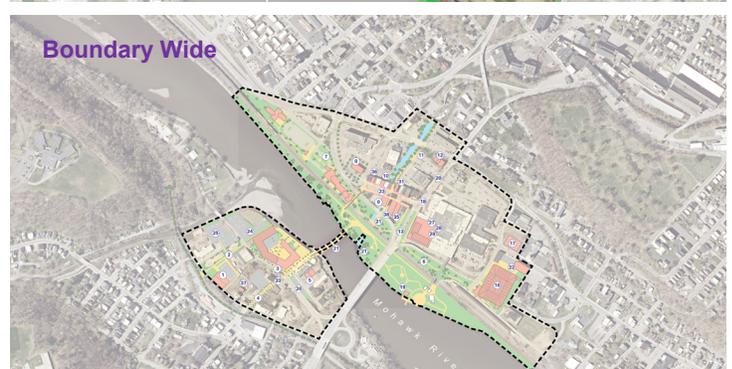
East Side

6. Route 5 Removal
16. Community Center / Recreation Center
17. Community Parking Garage
19. X Squad Business Relocation
22. Re-location of Amsterdam Skate Park
27. Parking Structure Removal
28. Downtown Condominiums
29. Downtown Hotel and Meeting Space



Boundary Wide

13. Wayfinding Signage
18. Downtown Improvement & Art Fund
20. Design Guidelines





Community Engagement Session #2 - Open House

Community Engagement Session #3

A final public workshop was held on March 20th to share the LPC's endorsed recommended list of projects for DRI funding as well as Projects Recommended for Other Funding with the community. The presentation was at the main lobby at City Hall and was well attended with approximately 35 community and LPC members in attendance.

The presentation included overviews of the DRI process, the community engagement process, the project selection and evaluation process and then a review of all 20 Projects Recommended for DRI Funding as well as the 6 Projects Recommended for Other Funding.

The presentation concluded with a talk about how this is just the beginning, a description of the next steps, the

process of how projects get selected by the State, and what happens when a project is awarded DRI funding.

Guests were then invited to explore boards with a map and description of the full list of projects that will appear in the City's Strategic Investment Plan.



Community Engagement Session #3 - City Hall, Amsterdam



Community Engagement Session #2



Community Engagement Session #2



Community Engagement Session #3 - City Hall, Amsterdam

OTHER ENGAGEMENT ACTIVITIES

Purpose

It is important to provide various options for engagement to ensure the broadest spectrum of feedback and give as many people as possible a chance to ask questions and give insight. Various forums were provided for smaller more intimate conversations. As well and larger more open ended virtual experiences to reach as many people as possible. This approach allows people who are intimately involved in projects and issues multiple avenues for learning and inquiring.

Digital Public Engagement

DRI Webpage and Feedback Mechanism

In addition to the project website created by New York State, a DRI webpage was created on the city's website. The webpage provides DRI process information, Amsterdam's vision, goals and strategies, LPC and community engagement presentations, potential project descriptions, and other DRI-related announcements. The webpage also provides a form that residents and other stakeholders could use to share feedback or ideas about the city's DRI.

Online Project Portal

The City of Amsterdam hosted a virtual online project profile that allows the community users to explore the refined, but not finalized, proposed project list. This was a mapping platform where people could click on projects to learn more about them to understand the requested DRI funding. There was also a place

to leave a comment or question regarding a project or theme. These project profiles were in progress and it was noted that it was anticipated that these will be further refined in advance of the final Strategic Investment Plan.

Stakeholder Meetings

A series of small group dialogues and one-on-one discussions were held with key stakeholders in order to share information about the DRI process, identify and understand community interests and concerns, and gather relevant information/data related to individual projects.

Stakeholders included:

- City Aldermen – shared information related to the DRI process and identified and gained a better understand of constituent interests and concerns; established protocol for updating Aldermen throughout the process, which included a DRI update at monthly Council meetings by city officials.
- Property owners – shared information related to the DRI process and opportunities to provide project ideas through the Open Call for Projects; identified interests and concerns, and opportunities to provide feedback throughout the process.
- Project sponsors – shared information related to the DRI process and project requirements for consideration; gathered data related to individual projects for consideration; provided individual project status related to the LPC decision-making process.

Meetings with Project Sponsors

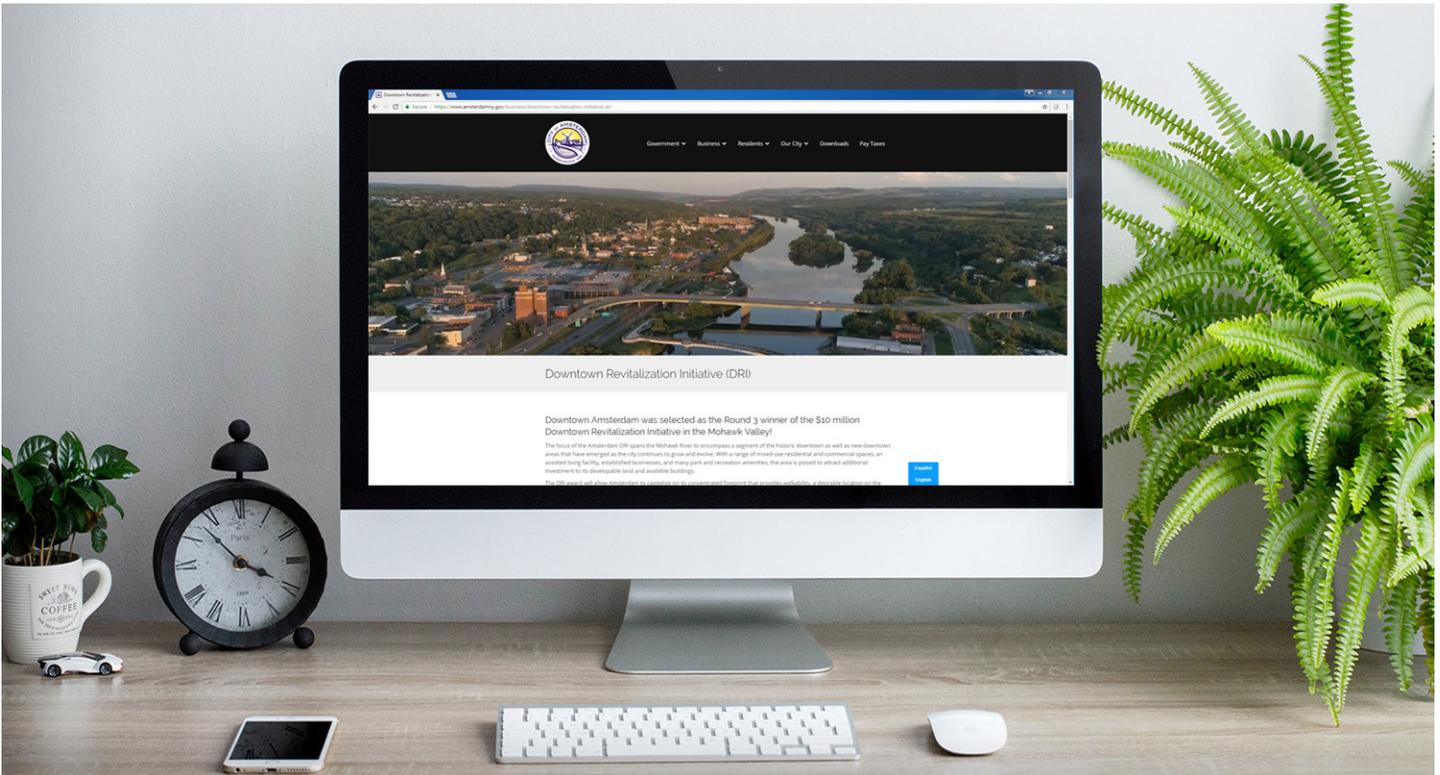
Each project sponsor was engaged by in-person sponsor interviews and on-going outreach as projects developed to refine project information and finalize financial details. Creative working sessions were held when possible to discuss place making strategies and how projects fit into the larger vision of a revitalized downtown.

Common Council Meetings

Alderspersons whose wards are directly impacted by DRI projects were met with in person to inform them of potential projects and explain the DRI process. It was also an opportunity for them to discuss major concerns of their constituents and give feedback on any proposed project. They were also encouraged to propose new projects that were in the community's best interest. The Common Council members who the consultants met with were James Martuscello, 5th Ward Aldersperson, Paul Ochal, 2nd Ward Aldersperson, David Dybas, 4th Ward Aldersperson, and Irene Collins, 3rd Ward Aldersperson.

Meetings with NYSDOT

The NY State Department of Transportation was consulted to understand ongoing and planned projects in the area. It was also important to engage NYSDOT to understand the potential of removing Route 5 and redirecting traffic to the north of downtown because Route 5 space was needed for a handful of other proposed DRI projects. They continue to be an advocate and partner as solutions are explored.



DRI program information linked to the city's website: <https://www.amsterdamny.gov/business/downtown-revitalization-initiative-dri>



Community Engagement Session #3 - City Hall, Amsterdam



Community Engagement Session #3 - City Hall, Amsterdam

Amsterdam DRI Strategic Investment Plan

Section 5:
Projects Proposed for
DRI Funding.

PROJECT ALIGNMENT TO VISION AND GOALS

Goal 1 Waterfront Redevelopment

- Construct Pedestrian Connector to MVGO Bridge
- Extend Chuctanunda Creek Trail
- Install Public Realm Enhancements at Chalmers Mills Lofts
- Provide Amenities for X-Squad Business Relocation
- Remove NYS Route 5

Goal 2 Vibrant Place-making

- Create Downtown Entry Gateway
- Construct Community Dog Park & Mid-Block Connector
- Relocate Amsterdam Skate Park
- Remove Utility Poles from Bridge Street
- Install Bridge Street / Main Street Enhancements
- Develop Wayfinding Signage, Art & Marketing
- Establish Design Guidelines
- Establish Downtown Improvement Fund

City of Amsterdam *Vision*

Goal 3 Year-round Access

- Construct Chalmers Mills Lofts Banquet Facility
- Renovate and Expand Amsterdam Free Library
- Construct Community Center/Recreation Center
- Create Parking on the Southside

Goal 4 Diverse Mixed-use Core

- Renovate Former Key Bank Building
- Renovate Sharpshooters Restaurant
- Renovate Sweet Canal Store

Overview

Multiple revitalization ideas have emerged throughout the planning process and the community outreach sessions. The final list of recommended projects has been organized into four categories that directly reflect the City's DRI Goals. While all projects affect multiple goals, for the purpose of this report they are categorized according to the predominant goal which they address.

Waterfront Redevelopment: These are projects that will provide improved access to the waterfront from the downtown.

Vibrant Place-making: These are projects that will help generate unique, active places within the downtown.

Year-round Access: These are projects and programs that will activate the downtown throughout the year.

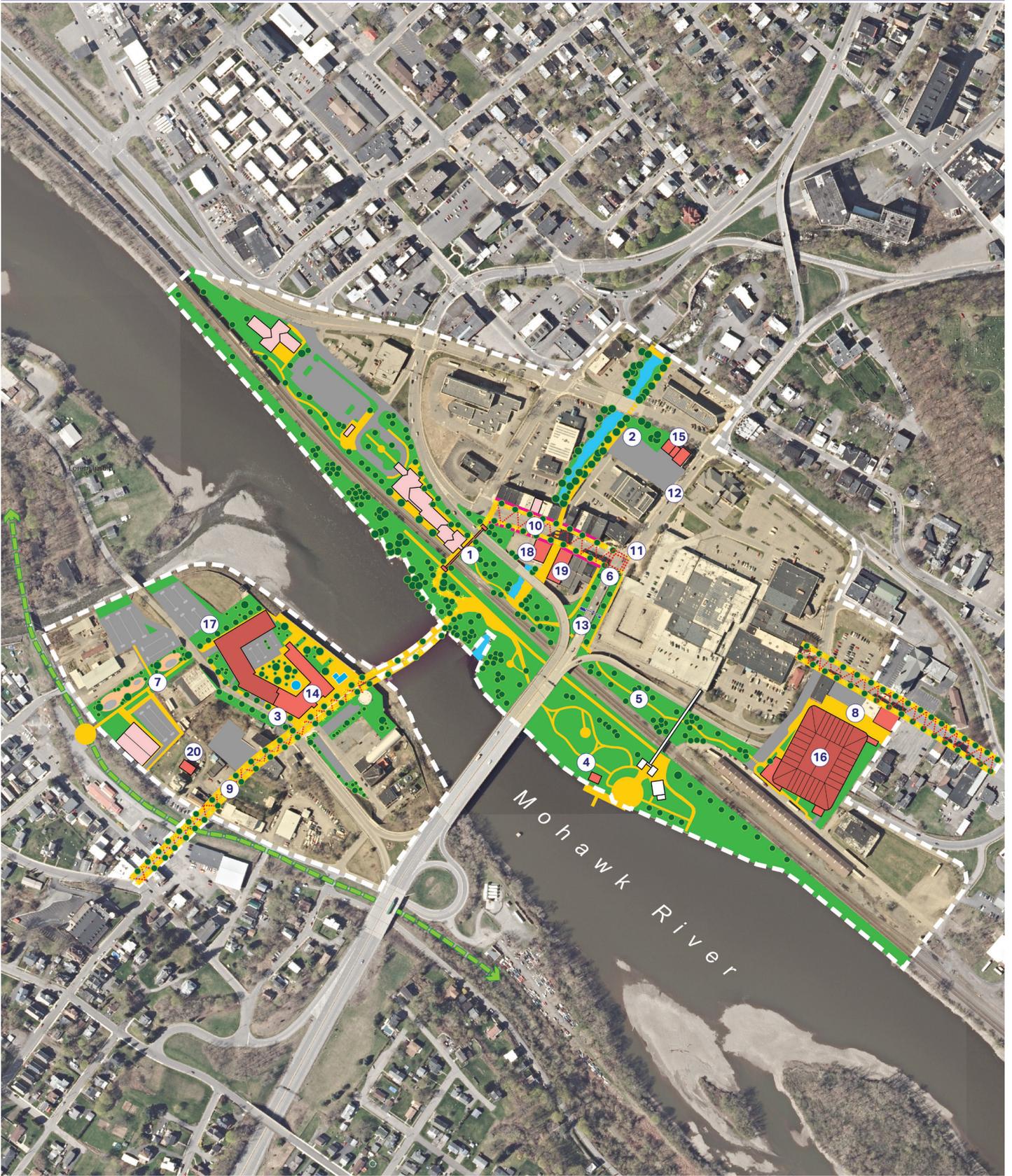
Diverse Mixed-use Core: These are projects that will bring a variety of uses to the downtown and create a strong and diverse City center.

Together, the proposed projects form a network of places and destinations throughout the City and connects both sides of the river. The projects on the Southside establish a mixed-use neighborhood that is connected to East Main Street and the Chuctanunda Creek Trail on the north side by way of the proposed pedestrian bridge. The

proposed pedestrian connector will allow the two sides of the downtown to function as a single destination, with programmed events and activities. Additional projects will establish anchors throughout the downtown—creating a unique downtown that fully embraces its waterfront.

The full suite of proposed projects, once realized, will dramatically alter the character of the downtown and encourage future private investments in new residences, restaurants, retail, hotels, and new businesses—all of which will set the stage for the implementation of other proposed projects that were not recommended to receive DRI funding.

Framework Plan



DRI Study Area Boundary



Projects proposed for DRI Funding

Projects Proposed for DRI Funding

	Project Name:	Page Number:
Waterfront Redevelopment	1. Construct Pedestrian Connector to MVGO Bridge	06
	2. Extend Chuctanunda Creek Trail	12
	3. Install Public Realm Enhancements at Chalmers Mills Lofts	18
	4. Provide Amenities for X-Squad Business Relocation	24
	5. Remove NYS Route 5	30
Vibrant Place-making	6. Create Downtown Entry Gateway	36
	7. Construct Community Dog Park & Mid-Block Connector	42
	8. Relocate Amsterdam Skate Park	48
	9. Remove Utility Poles from Bridge Street	54
	10. Install Bridge Street / Main Street Enhancements	60
	11. Develop Wayfinding Signage, Art & Marketing	66
	12. Establish Design Guidelines	72
	13. Establish Downtown Improvement Fund	76
Year-round Access	14. Construct Chalmers Mills Lofts Banquet Facility	82
	15. Renovate and Expand Amsterdam Free Library	88
	16. Construct Community Center/Recreation Center	98
Diverse Mixed-use Core	17. Create Parking on the Southside	112
	18. Renovate Former Key Bank Building	116
	19. Renovate Sharpshooters Restaurant	124
	20. Renovate Sweet Canal Store	128

1. Construct Pedestrian Connector to MVGO Bridge



Rendering of the proposed pedestrian connector project

Sponsor / Contracting Entity:

City of Amsterdam

Total Project Cost:

\$5,300,000

DRI Funding Request:

\$3,300,000

Description:

The critical link from the MVGO Pedestrian Bridge to the historic core of downtown Amsterdam is missing. There currently are very few options to get from the waterfront to downtown and the Pedestrian Connector to MVGO Pedestrian Bridge would finally unlock the full potential of the waterfront. This pedestrian bridge will link the existing MVGO Pedestrian Bridge by crossing over the existing rail tracks and on-ramp to NYS Route 30, and land at East Main Street. The bridge will have a set of stairs and elevator at each end to help with accessibility. The design and site work will be designed to aesthetically blend with the MVGO Pedestrian Bridge.

Address:

East Main Street to MVGO Pedestrian Bridge, Amsterdam, NY



Site Location Map of Pedestrian Connector Bridge

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Waterfront Redevelopment Strategy #1: Capitalize on the Mohawk River as an asset, leveraging the history, geography and culture of the City.

- This project complements existing and planned waterfront development and creates a key final link between East Main Street to the waterfront.

Waterfront Redevelopment Strategy #2: Connect all the trail systems, north and south of the river to create a continuous experience.

- This project will provide a more direct connection between the Chuctanunda Creek Trail and the Empire State Trail System.

Year-round Access Strategy #4: Create necessary access to existing and future assets.

- This project ensures accessibility to the downtown and waterfront as new programs and spaces are developed and allows upland businesses to capitalize on visitors to the waterfront.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project will link to regional amenities such as the Empire State Trail System, the Mohawk River Waterfront and the Chuctanunda Creek Trail.

Innovation enabling infrastructure

- This project incorporates infrastructure that unlocks additional downtown potential and links together various assets increasing accessibility and convenience.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Downtown Revitalization

- Beyond increased connectivity, this project will support new uses and residents in downtown and create revitalization through thoughtful design.

Tourism

- This project will promote local businesses by connecting the City's major retail and recreation corridors.

Ownership:

The Pedestrian Connector Bridge will be constructed on City owned land but will transverse over the NYS DOT controlled NYS Route 5 and the CSX controlled railway.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project. However agreements and easements may be necessary with CSX, Amtrak and NYSDOT.

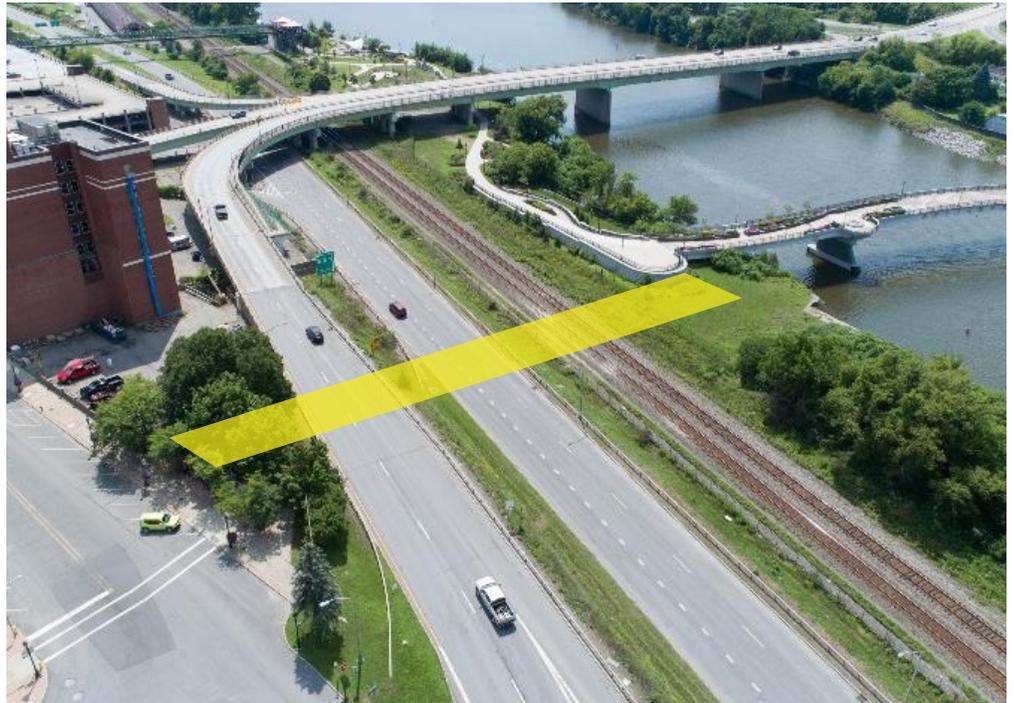
Budget:

Total Project Cost:	\$5,300,000
DRI Funding Request:	\$3,300,000

Project Cost Breakdown:

Construction Cost	\$4,246,053
Soft Costs: A/E fees, Legal Fees, Surveys, Site Investigations, Testing, Project Management, Permits etc.	\$1,053,947

Existing Site:



Proposed pedestrian connector project alignment

Funding Sources:

The City is applying for a LWRP Grant through the 2019 CFA process for an amount of \$2,000,000. The remaining \$3,300,000 will be funded by the DRI. In addition, the City will apply for full funding through the State's BUILD Grant. If the City is awarded the BUILD Grant no other funding will be necessary.

Jobs Created:

The proposed project will not create any new permanent jobs.

Anticipated Revitalization Benefits:

A pedestrian bridge between East Main Street and the Riverlink Park would provide multiple benefits to the City of Amsterdam. This project would create a direct connection from the MVGO Pedestrian Bridge and waterfront over the CSX railway tracks to downtown East Main Street. This would establish links to existing trail systems including the Chuctanunda Creek Trail on the north side and the Empire State Trail trail on the Southside.

Currently, East Main Street is visible but not accessible from the MVGO Pedestrian Bridge. Connecting East Main Street to the MVGO Pedestrian Bridge will provide a direct route for people to walk from the restaurants along Bridge Street on the Southside to the businesses on East Main Street. This would allow these two commercial districts to function as a single larger downtown rather than as two separate, isolated neighborhoods.

A new pedestrian bridge would also affect the way people choose to access the MVGO Pedestrian Bridge. Currently, most people drive to the Southside, however, parking is limited. The new pedestrian connector would allow visitors to park on the north side near East Main Street, and easily access the MVGO Pedestrian Bridge, thereby easing demand for parking on the Southside and increasing pedestrian access and activity along East Main Street. Increased pedestrian volumes will bolster revenues at local shops, restaurants and bars, and reinforce the image of Amsterdam as an active and exciting place to live and visit.

Finally, a new pedestrian bridge could be used to access the future train platforms if the Amtrak station is relocated to the downtown at East Main Street.

Feasibility & Cost Justification:

The project budget, which is based on standard construction estimating methods, was prepared by a licensed architect and engineer familiar with the proposed design improvements associated with this project. The pedestrian bridge will provide elevated access from James T. Bergen Veteran's Memorial Park over the NYS Route 30 ramp, NYS Route 5 and CSX railroad, to the existing landing on the north side of the Mohawk River for the MVGO Pedestrian Bridge. It will be an open air, steel structure with an elevator and stairs at each end and a concrete path connecting to the existing MVGO Pedestrian Bridge. This project will be the critical connection to the waterfront. It will provide a direct path linking East Main Street with Bridge Street and allow far more accessibility throughout downtown and across the Mohawk River.

Providing an alternate connection to the MVGO Pedestrian Bridge will improve access between the downtown and Southside areas of the City for both residents and visitors, and encourage private investments and expenditures along the waterfront and on both sides of the river.

Regulatory Requirements:

The proposed project will require local approvals and building permits. In addition design and permitting will need to be in compliance with the NYSDOT Bridge Manual, Amtrak, AASHTO LRFD Guide Specifications for the Design of Pedestrian Bridges, CSX Public Project Manual, ADA Standards for Accessible Design, and the Amsterdam LWRP.

Capacity:

The City would oversee the effort to construct the pedestrian bridge. The City has demonstrated their capacity to manage this project through the completion of similar projects including the pedestrian bridge to the Riverlink Park and the recently completed MVGO Pedestrian Bridge.

Public Support:

This project enhances walkability and connectivity throughout the City and, as expressed in the feedback from the community engagement #2 meeting on January 30th, is viewed as a critical project by the public to create an opportunity for residents and visitors to experience the waterfront. There are currently very few options to get from the waterfront to downtown.

Partners:

This project will be administered by the City of Amsterdam in partnership with CSX and DOT.

Timeframe for Implementation and Project Readiness

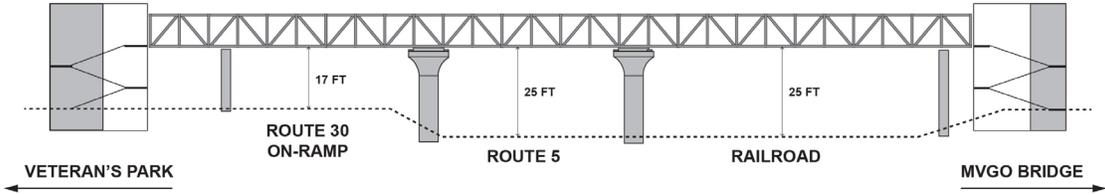
The total anticipated timeframe for this project is 18 months. Design and permitting would not begin until BUILD grant awards are announced in December of 2019. At that time, final estimates for DRI funding will be determined. The following is the anticipated timeframe:

- Design & Permitting: 4 months (months 1 - 4)
- Bidding & Award: 2 month (months 5 - 6)
- Construction: 12 months (months 7 - 18)

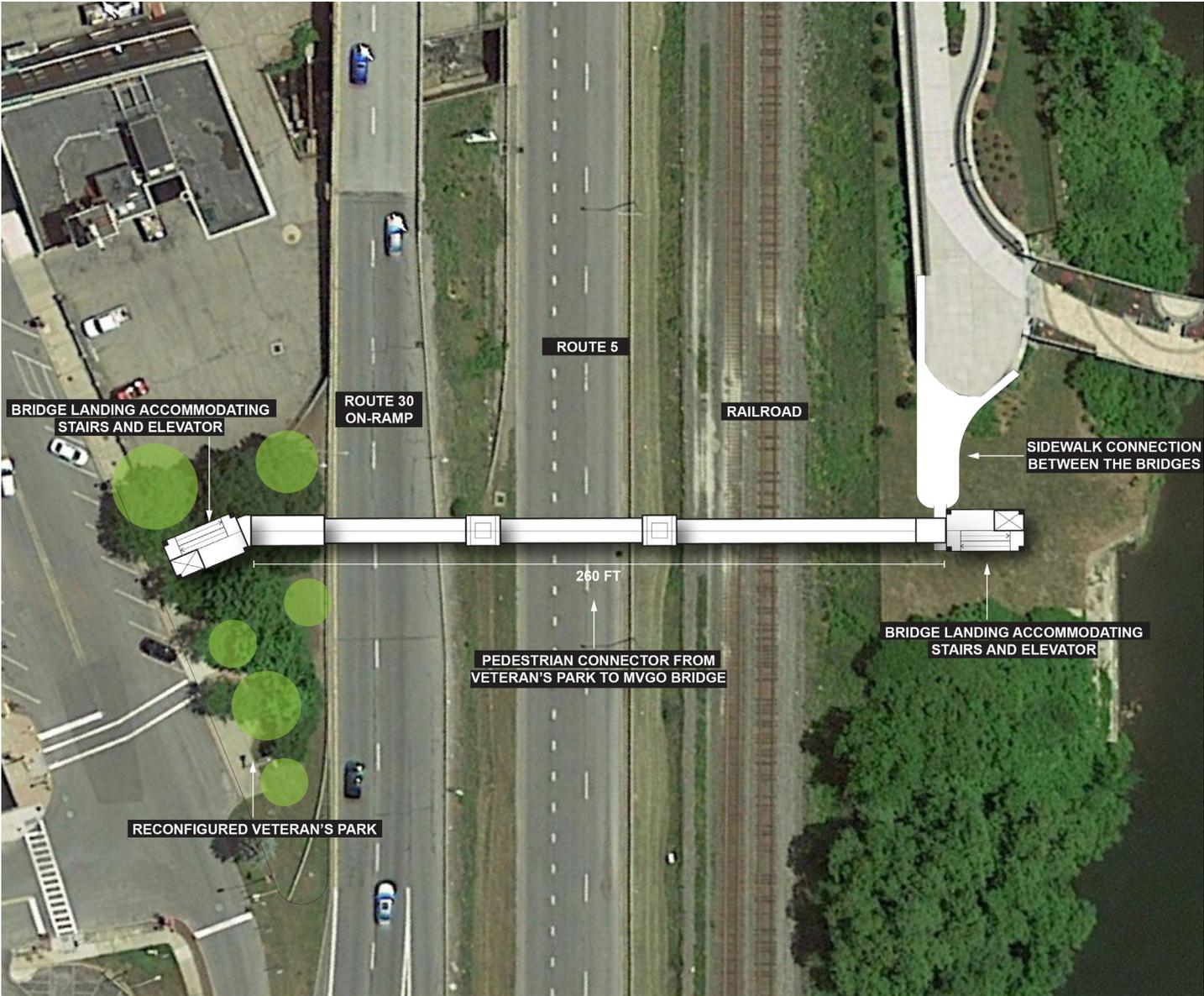
- Total Timeframe: 18 months

Reporting:

The new pedestrian bridge will increase pedestrian volumes along East Main Street which will be immediately evident when events and celebrations are held on the MVGO Pedestrian Bridge. Parking on the north side of the river should increase and help balance demand on the Southside during public events. This balancing of activity on the north and south sides of the river should appear in the form of increased sales and patronage to the commercial areas along East Main Street.

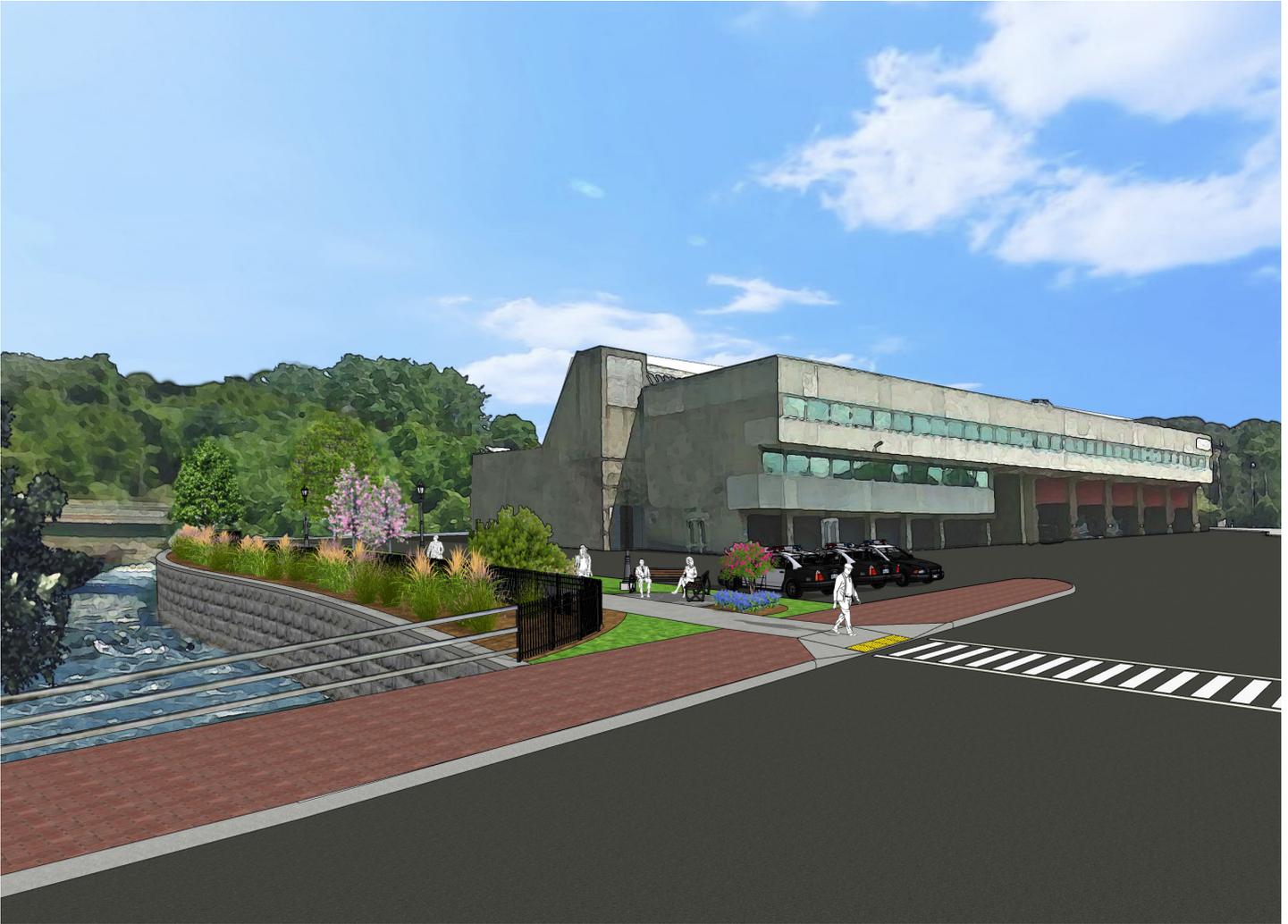


Section diagram of the proposed pedestrian bridge project



Plan diagram of the proposed pedestrian bridge project

2. Extend Chuctanunda Creek Trail



Rendering of proposed Chuctanunda Creek Trail project at NYS Highway 5 and Amsterdam Public Safety Building

Sponsor / Contracting Entity:

City of Amsterdam

Total Project Cost:

\$342,300

DRI Funding Request:

\$288,728

Description:

The Chuctanunda Creek Trail project is a four-mile path that begins at the Mohawk River Trail and follows the creek through the downtown along a route mixed with industrial artifacts and natural settings. The trail contains numerous points of interest including waterfalls, bridges, and historic structures. This project expands on improvements being made along the trail north of the DRI boundary and would establish a clear path through the downtown and provide enhanced signage, lighting, and safety measures. It would also connect to the proposed library expansion. This will allow the downtown to serve as a trailhead for this four-mile trail.

Address:

Chuctanunda Road (between Guy Park Ave and East Main Street), Amsterdam, NY



Site Location Map of Chuctanunda Creek Trail Project

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Waterfront Redevelopment Strategy #2: Connect all the trail systems, north and south of the river to create a continuous experience.

- The proposed project will provide opportunities for people visiting downtown to access the Chuctanunda Creek Trail from East Main Street.

Vibrant Place-Making Strategy #2: Create places that excite people and reinforce a sense of pride and progress.

- This project not only creates an opportunity for recreational activity but it also establishes much needed green space downtown and celebrates one of the City's two distinct waterways.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project expands the regional trail network and builds on the other existing outdoor and natural resources in the region.

Increase spatial efficiencies

- This project takes underutilized space and creates a meaningful open space in the heart of downtown and directly connects East Main Street to the northern section of the Chuctanunda Creek Trail.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project will invite trail enthusiasts and provide an additional activity for people visiting Amsterdam.

Build vibrant communities

- The project will create a new unique amenity downtown and aid in attracting businesses and residents.

Ownership:

The City of Amsterdam owns the trail property that will be enhanced. NYS Department of Transportation owns NYS Route 5 where a pedestrian crossing is proposed.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project.

Budget:

Total Project Budget:	\$ 342,300
DRI Funding Request:	\$ 288,728

Project Budget Breakdown

Landscaping and Trail Upgrade	\$168,182
Decorative Fencing	\$ 19,500
Concrete Sidewalks and Median	\$ 61,142
Soft Costs: A/E fees, Legal Fees, Surveys, Site Investigations, Testing, Project Management, Permits etc.	\$ 25,000
25% Contingency	\$ 68,476

Funding Sources:

The majority of this project will be funded through the DRI. The City Tourism, Marketing, and Recreation Department will provide in-kind services totaling \$53,572 for clearing and grubbing, trench and culvert excavation, pavement removal, and landscaping.

Existing Site:



Existing Chuctanunda Creek Trail at Guy Park Avenue

Jobs Created:

This project is not anticipated to create any permanent jobs.

Anticipated Revitalization Benefits:

As the second phase of a well-received interpretive trail along the Chuctanunda Creek, this investment would not only create an attractive recreation trail, but an educational opportunity highlighting nearby destinations and landmarks. Additionally, this investment would complete the missing links of a much larger recreational trail system thereby connecting the downtown to important historic destinations and an established recreation area to the north of the downtown. The trail would improve visibility and attract more tourism to the downtown, particularly from visitors using the Empire State Trail or arriving at the boat landing at Riverlink Park.

Currently, as the creek passes through the downtown, it runs past the back of buildings, parking lots and loading areas. As the trail gains in popularity and generates more pedestrian traffic, it is anticipated that private property owners will in turn make investments to their properties to attract trail-going customers, either through building rehabilitations, or by redeveloping the property all together. This may be realized very soon with the proposed expansion and outdoor activity area at the Amsterdam Free Library, and already occurs at East Main Street where the Chuctanunda Creek Trail coincides with the street as the creek runs below the street.

The trail also provides one of the only green recreation areas in the downtown, and will serve as an attractive amenity to fuel the growing downtown residential community, and promote physical activity among the City's residents.

Feasibility & Cost Justification:

The project budget, which is based on standard construction estimating methods, was prepared by a licensed architect and engineer familiar with the proposed design improvements associated with this project. The cost of this project is in line with industry standards and assumes a modest design to highlight and demarcate the trail where it doesn't exist today. It will create a new distinct, linear public open space and celebrate one of the City's most prominent features. The existing Chuctanunda Creek Trail is a regional attraction that allows extensive hiking through beautiful landscapes and rich historic buildings. This project extends the trail into the heart of downtown and allows East Main Street to serve as a new trail head. People can now experience downtown before and after taking a walk and expand their time learning about Amsterdam's history.

Trail upgrades will attract additional visitors to the area and help the City of Amsterdam capture a larger portion of tourism spending.

Regulatory Requirements:

The proposed project will require local approvals and building permits, as well as NYS Department of Transportation approvals for pedestrian crossings.

Capacity:

The City has been conducting improvements to the Chuctanunda Creek for nearly 20 years, and has a long and successful track record to implement this project. The Chuctanunda Creek Trail already has a Steering Committee in place that includes members representing the City, Montgomery County, Montgomery County Tourism, the Historic Amsterdam League, the Erie Empire State Trail National Heritage Corridor, and Montgomery Soil and Water Conservation District. This entity would help guide this project to completion.

Public Support:

This project has overwhelming public support in its ability to promote healthy, active lifestyles and allow the downtown area to serve as a trailhead for the four-mile trail. The trail has various points of interest, including waterfalls, bridges, and historic landmarks along the route. Enhanced signage, lighting, and safety measures would encourage year-round use.

The public has provided direct feedback throughout the DRI process that supports this project, including its ability to:

- Provide greenspaces and outdoor activity for families
- Create opportunities to see and experience more of the creek
- Increase connectivity for a potentially large impact on downtown

Partners:

This project will be a partnership of various public agencies including Amsterdam Public Safety, the US Post Office, the Amsterdam Free Library, and NYS Department of Transportation. It will be run and maintained by Amsterdam's Tourism, Marketing & Recreation Department, which currently maintains the existing Chuctanunda Creek Trail, and who will continue to partner with local and regional organizations that use the trail for events. They will look to expand these partnerships as the trail reaches East Main Street.



Timeframe for Implementation and Project Readiness

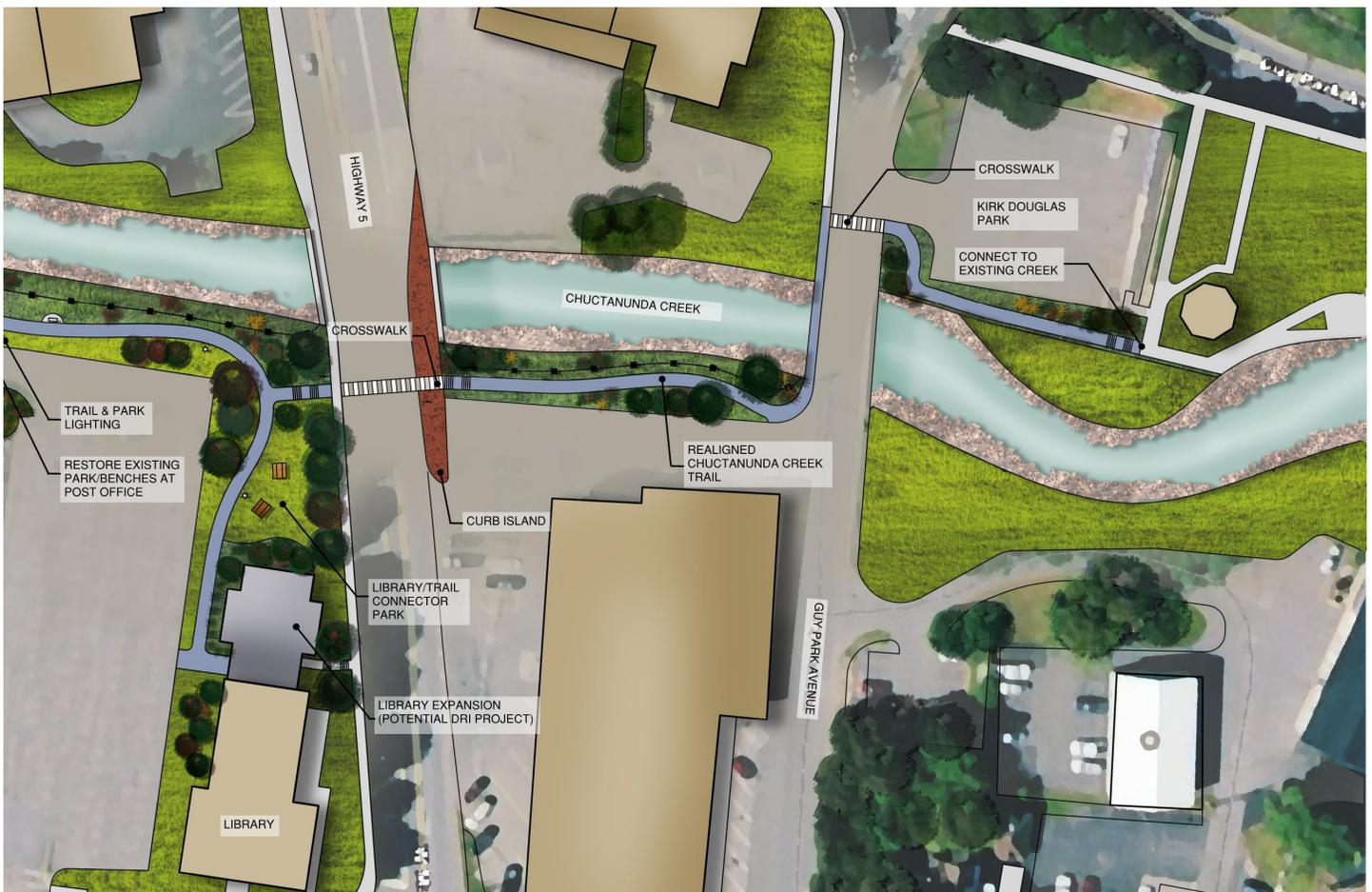
This proposed project will take 12 months from start to finish and can start immediately once funding is awarded. The following is the anticipated timeframe:

- Design & Permitting: 3 months (months 1 - 3)
- Bidding & Award: 3 months (months 4 - 6)
- Construction: 6 months (months 7 - 12)

- Total Timeframe: 12 months

Reporting:

The DRI funding is directed to the segment of the trail that passes through the downtown, with benefits to local businesses as the result of increased visitation and activity. In the long term, this investment should trigger private investment to reposition properties, and provide improved access and commercial frontage along the creek.



Plan rendering of the proposed Chuctanunda Creek Trail project

3. Install Public Realm Enhancements at Chalmers Mills Lofts



Plan diagram of the proposed project

Sponsor / Contracting Entity:

KCG Development

Total Project Cost:

\$750,000

DRI Funding Request:

\$522,000

Description:

The DRI funding would be used for public realm enhancements and amenities to compliment the proposed private Chalmers Mills Lofts development. These enhancements include streetscape, sidewalks and civic space improvements that will create a connection between the existing public realm and the new development. KCG Development with local Saratoga Springs based partner, DEW Ventures, LLC, has agreed to acquire the three-acre former industrial Chalmers Knitting Mill parcel from the City of Amsterdam. KCG's planned \$30 million mixed-use development already has approval from the City Planning Commission. The

proposed development project features four stories of housing and a new 300-seat event banquet facility. It will also include a boardwalk along the river to connect with adjacent trails and an outdoor community space and market. The Chalmers Mills Lofts rental housing is anticipated to include 84 two-bedroom and 46 one-bedroom units.

Address:

21 - 41 Bridge Street, Amsterdam, NY



Site location map of proposed public realm enhancements at Chalmers Mills Lofts project

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Waterfront Redevelopment Strategy #1: Capitalize on the Mohawk River as an asset, leveraging the history, geography and culture of the City.

- This project extends the public space of the waterfront into the Southside.

Vibrant Place-Making Strategy #2: Create places that excite people and reinforce a sense of pride and progress.

- The proposed project will take a space everyone loves and stretch it into the Southside. It will create a safe and inviting pedestrian experience and complement the proposed new development.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Increase spatial efficiencies

- The proposed project takes under utilized public right of ways and creates an extension of a waterfront amenity and open space.

- 2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- Many people enjoy the waterfront and attend events; this project will aid in the Southside's overall resurgence by creating a vibrant public space for people to enjoy.

Build vibrant communities

- This project will serve as an amenity and standard of quality as other investments are made on the Southside.

Ownership:

These enhancements will be installed along both the City owned right-of-way and within the KCG Development. Where improvements occur in the public realm, KCG has worked with the City of Amsterdam to ensure that appropriate design standards have been followed.

Acquisition of Real Property:

KCG Development is currently in the process of purchasing the Chalmers Mills site with an anticipated closure date of April 2019. A portion of these enhancements will take place in the public right-of-way and will require no additional property acquisition.

Funding Sources:

KCG Development has committed \$78,000 to the project and \$522,000 would be funded by the DRI. A 2018 CFA Canal Corporation grant award for \$150,000 will fund construction of additional public amenities including an elevated pedestrian boardwalk and community space along the waterfront.

Existing Site:

Budget:

Total Project Cost:	\$750,000
DRI Funding Request:	\$522,000
Other Funding Sources:	
Canal Corporation Empire State Trail Grant, awarded	\$150,000
KCG Development, committed	\$ 78,000

Cost Breakdown:

Chalmers Improvements- Gilliland And Bridge Street	\$ 14,500
Stone Walls	\$ 78,142
Sidewalks/ Decorative Concrete	\$218,000
Landscaping/ Plantings	\$ 40,700
Wood Decking	\$ 29,300
Boardwalk Enhancements	\$300,000
Soft Costs: A/E fees, Legal Fees, Surveys, Site Investigations, Testing, Project Management, Permits etc.	\$ 69,358
	\$750,000

Jobs Created:

This proposed project is not anticipated to create any new permanent jobs.

Anticipated Revitalization Benefits:

These public realm improvements are an enhancement to the proposed Chalmers Mills development and specifically target those areas that are of the highest visibility from the MVGO Pedestrian Bridge. Ultimately, these improvements will encourage pedestrian activity along Bridge Street and vastly improve the pedestrian environment from the bridge to the emerging restaurant and commercial venues further up the street.

The benefits of these enhancements extend beyond the Chalmers Mill property and will improve the setting, and hence the value of adjoining properties. These public realm improvements will extend the MVGO Pedestrian Bridge experience into Amsterdam’s Southside community. Greater pedestrian activity in the Southside will encourage the development of more street level restaurants and shops that will further establish this area of the City as a truly walkable, active, mixed-use community.

Feasibility & Cost Justification:

Improving the overall appeal of the public realm surrounding the Chalmers Mill project will support the marketing and lease-up of the Chalmers Mill project itself and potentially leverage additional demand for future rental and homeownership housing developments.

The cost estimate was performed by the project sponsor’s licensed architect and is based on standard construction estimating methods. The overall development is expected to be the first piece in the puzzle in establishing the Southside as a desirable new mixed-use neighborhood. This particular component of the overall development will dictate how the development meets the public realm and extends the MVGO Pedestrian Bridge experience into the site. It will be critical to establish a level of quality that is equal to the waterfront park and provide a pleasant extension of the highly successful waterfront amenity.

Regulatory Requirements:

The proposed project will require local approvals and building permits. In addition the boardwalk will need to comply with the Army Corps of Engineers standards to assure the integrity of the Mohawk River retaining wall. The Canal Corporation will require additional compliance and reporting in accordance with the terms of the Empire State Trail Grant Program.

Capacity:

The proposed project will be undertaken by the project sponsor, KCG Development, in partnership with the City. If selected for DRI funding, the City and state administering agency will need to work closely with the project sponsor to ensure State and local requirements are met and the project is successfully completed.

Public Support:

This project has public support in its ability to improve the public waterfront and attract residents and visitors to the area. The enhancements would be linked to existing public spaces and increase walkability and connections to the waterfront.

The public has provided direct feedback throughout the DRI process that supports this project, including:

- Brings new business to nearby small business owners and an overall positive economic impact to the community
- Important to the overall downtown revitalization effort

Partners:

The City of Amsterdam and KCG Development will establish an agreement on the scope of work and long-term maintenance of the public realm enhancements. It is understood that once work is complete, KCG Development will deed back the public portion of the site to the City.

Timeframe for Implementation and Project Readiness

This proposed project will take 12 months from start to finish and is anticipated to commence within 18 months of DRI funding. The majority of these improvements can take place within 6 months but will require other site work in conjunction with the mixed-use development before they can be completed. The following is the anticipated timeframe:

- Design & Permitting: 2 months (months 1 - 2)
- Bidding & Award: 1 month (month 3)
- Construction: 9 months (months 4 - 12)

- Total Timeframe: 12 months

Reporting:

The value of these improvements can be measured by increased pedestrian traffic along the local streets bordering the Chalmers Mill development, and by increased revenues to adjacent commercial properties.



The Chalmers Mills Lofts site at the landing of the MVGO Pedestrian Bridge - current state



Rendering of the Chalmers Mills Lofts mixed-use development

4. Provide Amenities for X-Squad Business Relocation

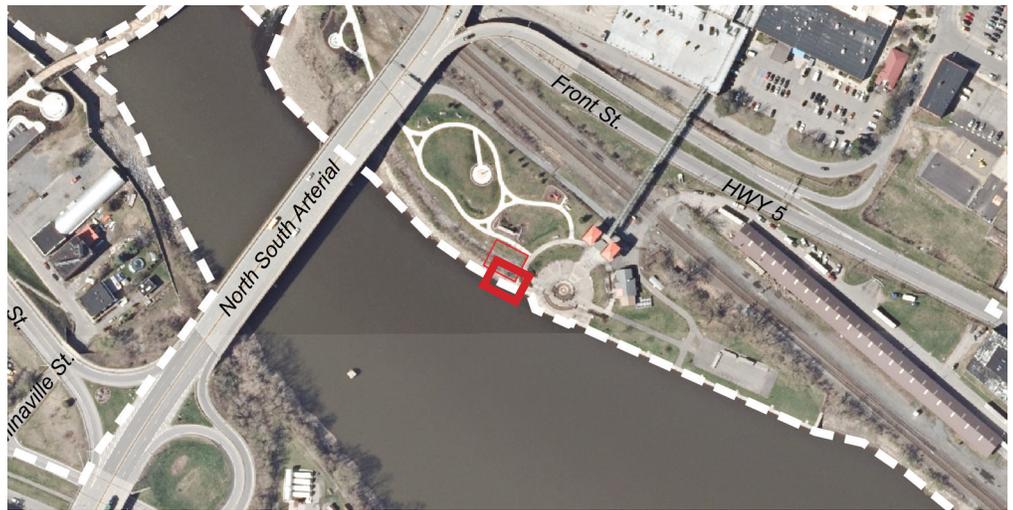


Rendering of the proposed Amenities for X-Squad Business Relocation project

Sponsor / Contracting Entity:	City of Amsterdam
Total Project Cost:	\$60,000
DRI Funding Request:	\$60,000
Description:	X-Squad Water Ski Show Team is a not-for-profit registered 501(c)(3) entity and will relocate to Amsterdam to train and perform weekly shows along the Mohawk River. The project consists of constructing a 300 square foot storage unit for the company and the construction of a new dock and boat lifts. The relocation of the waterski business will contribute to improving the City's tourism and recreation facilities, especially during the summer months. Patrons who attend the shows could stay and linger to enjoy the other amenities of downtown.

Address:

Riverlink Park, Amsterdam, NY



Site Location

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Waterfront Redevelopment Strategy #1: Capitalize on the Mohawk River as an asset, leveraging the history, geography and culture of the City.

- Existing events along the waterfront are extremely successful. This project would provide an additional opportunity to attract people to the water and downtown Amsterdam.

Diverse Mixed-use Core Strategy #3: Create distinct destinations that will introduce new activity, attract visitors and extend the amount of time people spend downtown.

- This project will create unique events that are not offered elsewhere in the region and encourage visitors to spend time in downtown inland from the waterfront.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project builds on the various regional outdoor attraction and expands the programming of events along the waterfront.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project will attract local and regional visitors to the downtown.

Build vibrant communities

- This project develops additional waterfront and recreation amenities to attract and support a mix of new uses in the area.

Opportunity agenda

- This project invites diverse spectators and encourages inclusiveness and local youth to get involved in waterfront sports.

Ownership:

This proposed project will take place on City owned park land and the City will retain ownership over the new facilities. It will need to comply with the Canal Corporation and NYS Parks Bureau of Marine Services to operate a business on the Mohawk River and use the proposed floating dock.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project.

Budget:

Total Project Cost:	\$60,000
DRI Funding Request:	\$60,000

Project Cost Breakdown:

300 SF building to house waterski team equipment	\$15,000
Construct and install 16 x 40 foot floating docks for ski-shows and daily practices	\$15,000
2- Floating boat lifts	\$30,000

Funding Sources:

This proposed project will be fully funded by DRI.

Existing Site:



Jobs Created:

This proposed project will not create any new jobs. However, the sponsor will work with the community to recruit 10 children from Amsterdam to the 20 person club by the end of this year. The program can expand over time to accommodate additional children, and ‘open ski’ is open to any child who wants to practice.

Anticipated Revitalization Benefits:

This investment would permanently locate a popular waterski show to the Amsterdam waterfront, where it would attract visitors to performances and rehearsals throughout the summer months. It will bring greater activity to the waterfront and catalyze private investment by businesses that can capitalize on increased tourism and visitation to the downtown and waterfront. The new attraction would also call attention to the City of Amsterdam as a destination for unique waterfront entertainment.

Feasibility & Cost Justification:

Adding new attractions to the waterfront will increase visitor traffic and local expenditures that support the economy. New waterfront amenities may also encourage repeat visits and expenditures.

This cost estimate was prepared by the X-Squad Waterski Team who have built similar structures. Once operational, the X-Squad Waterski Team would be a fully self-sustaining enterprise bringing large groups of users and spectators to watch their events. This would tremendously benefit the City of Amsterdam by bringing more people to the waterfront and to downtown. Currently the X-Squad Waterski Team has planned the following methods for sustaining their operations:

Funding

- X-Squad will rent the dock and storage shed from the City of Amsterdam for a subsidized agreed upon amount.
- X-Squad will perform 4 road shows outside of Amsterdam that will raise approximately \$10,000
- There will be a few special events such as the one held last year, Amsterdam turned to Alpin Haus to sponsor the event for \$3,000. With the help of the City of Amsterdam, this sort of sponsorship will be critical to financing the summer 2019 events.
- In addition they will host 9 smaller weekly events that are anticipated to bring in \$1,000 per show through local business sponsors and partnering.
- Construction of the storage shed and dock will be achieved through DRI funding.

Skier Development

The primary goal of the X-Squad is to provide a positive experience for children who maintain passing grades and at no expense to their parents. The goal for the 2019 season would be to select 10 children from the City of Amsterdam, teach them to ski and feature them in water ski shows. This will be done through ‘learn to ski’ days and active recruiting through both the Amsterdam school district and sports programs.

Advertising

Advertising and promotion of the X-Squad Waterski Team and its events will be key to the success of the program and support by the public.

Regulatory Requirements:

The proposed project will require local approvals and building permits. In addition, approvals from the NYS Canal Corporation and NYS Parks Bureau of Marine Services may be needed for the proposed project.

Capacity:

The construction of the storage and changing rooms , and the construction of the floating dock would be the responsibility of the City of Amsterdam. This work will require approvals from the City's building department, the NYS Canal Corporation and likely NYS DEC for anything that might permanently alter the water edge. The City has demonstrated the capacity to complete waterfront projects with the construction of the Mohawk Valley Gateway Overlook Pedestrian Bridge and Riverlink Park and therefore is well positioned to undertake this project.

Public Support:

This project has received widespread support by the public. Relocating the business to the Amsterdam waterfront will allow X-Squad to offer weekly shows that expand tourism and recreation activities, and increase traffic in the downtown area.

Partners:

This project would be a partnership of the City of Amsterdam and the X-Squad Waterski Team.

Timeframe for Implementation and Project Readiness

The intent is to be fully operational for the 2020 Season. In preparation for this, the X-Squad Waterski Team would set up a temporary operation of practice and events during the 2019 Season to raise awareness and get people excited about the full move in 2020. This project will take 3 months starting in the spring of 2020. The following is the anticipated timeframe:

- Design & Permitting: 1 month (month 1)
- Bidding & Award: 1 month (month 2)
- Construction: 1 month (month 3)

- Total Timeframe: 3 months

Reporting:

The benefits of this program will be measured by increased visitation, increased commercial activity, and increased revenues to the City.

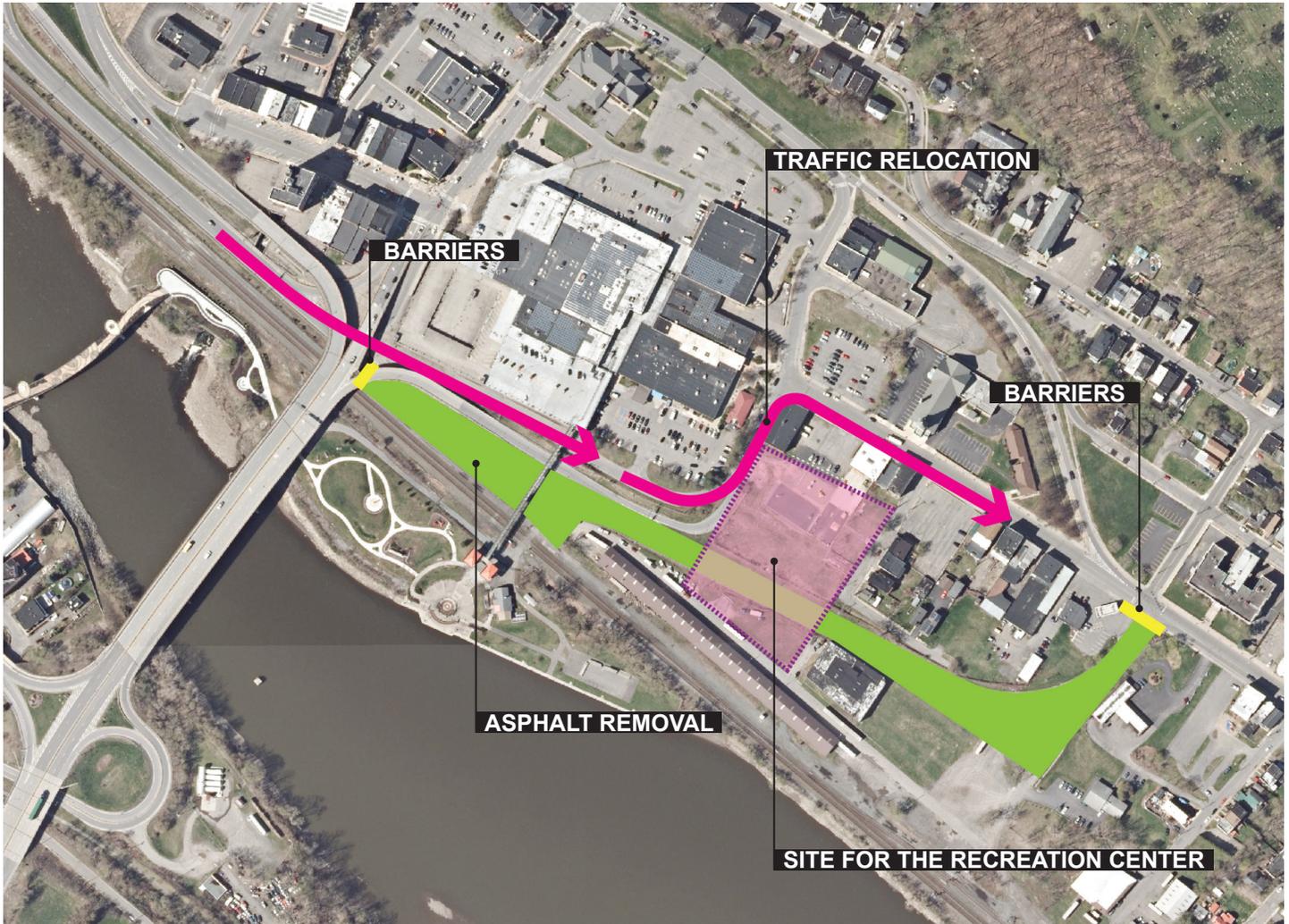


Photo from an X-Squad waterski event (source: X-Squad promotional material)



Photo from a recent X-Squad waterski show (source: X-Squad Facebook page)

5. Remove NYS Route 5



Plan diagram of the proposed NYS Route 5 Removal project

Sponsor / Contracting Entity:

City of Amsterdam

Total Project Cost:

\$547,087

DRI Funding Request:

\$547,087

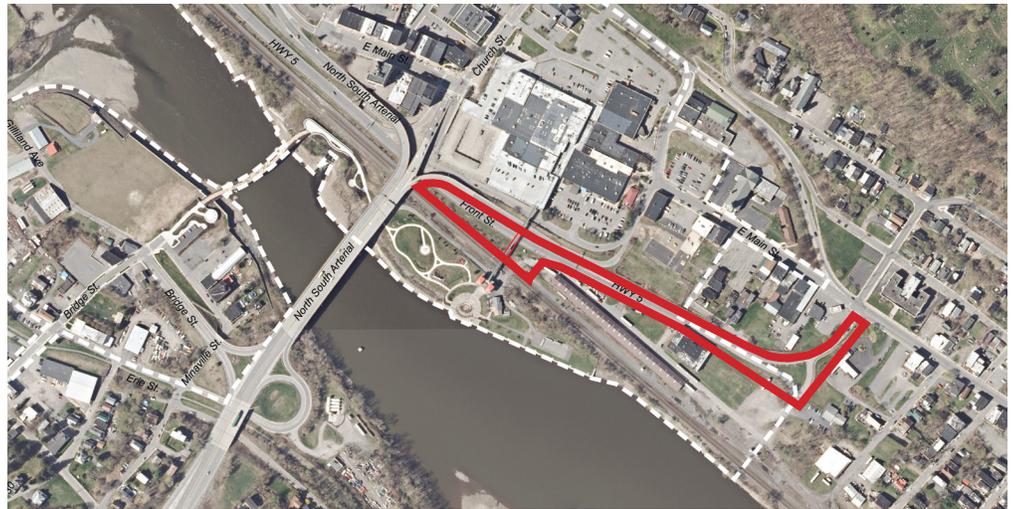
Description:

The removal of the eastbound portion of NYS Route 5 and the re-purposing of it to create desirable “Greenspace” is critical to driving more traffic into the City’s downtown and preparing key sites for development. This funding would aid in redirecting traffic underneath the NYS Route 30 Bridge toward Washington Street where traffic would turn right to reconnect with NYS Route 5. This will free land for the development of the proposed Recreation Center. Funding would specifically be used for temporary barriers, signage, striping and the removal of asphalt and paving at the Recreation Center site. The City of Amsterdam has worked closely

with the NYS Department of Transportation to realize this project. An environmental review is necessary for closing this portion of NYS Route 5 will be included with the Community Center/Recreation Center design.

Address:

NYS Route 5, Amsterdam, NY



Site Location

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Waterfront Redevelopment Strategy #1: Capitalize on the Mohawk River as an asset, leveraging the history, geography and culture of the City.

- This project removes infrastructure parallel to the waterfront and creates opportunities for public amenities.

Vibrant Place-Making Strategy #2: Create places that excite people and reinforce a sense of pride and progress.

- The space made available by this project can be used for the relocation of the Amsterdam Skate Park and make way for the Recreation Center. These two projects will be a significant sign of progress and establish a much needed community anchor on the east side of downtown.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Increase spatial efficiencies

- The land parallel to the Mohawk River can be better utilized for the good of the community. This project frees up space for various projects that would be more meaningful for the revitalization of Downtown Amsterdam.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project will facilitate future place-making and tourism opportunities, especially through the planned Recreation Center that will draw a regional crowd to events.

Build vibrant communities

- Currently as infrastructure the site provides few community benefits. This project will encourage new community anchors and amenities.

Ownership:

This land is under the legal jurisdiction of NYSDOT. Once this portion is closed, NYSDOT has agreed to transfer the land over to the City of Amsterdam, as long as the land remains for public use. This section of Route 5 is planned to remain as public use for the foreseeable future.

Acquisition of Real Property:

The transfer of NYS DOT land to the City of Amsterdam will be required. If the future use will be for public use, then the land can be transferred to the City at no cost. If the future use is for private activities, then the fair market value will be paid for the acquisition. This land is currently intended for public use.

Funding Sources:

This proposed project will be fully funded by DRI.

Jobs Created:

It is anticipated that this project will not create any permanent jobs.



Precedents of designed temporary barriers



Existing condition of NYS Route 5 looking east

Budget:

Total Project Cost:	\$547,087
DRI Funding Request:	\$547,087

Project Cost Breakdown:

Removal of Route 5 - asphalt, sub-base and curbs	\$110,000
Remove from site and dispose	\$40,000
Allowance for diversion of utilities	\$50,000
Water filled temporary barriers	\$12,000
Signage to reroute traffic	\$40,000
Striping	\$20,000
Sub-total	\$272,000
General Conditions, Profit and Overhead	\$40,800
Design Contingency	\$62,560
Construction Contingency	\$37,536
Escalation to mid point (18 months at 4% PA.)	\$24,774
Sub-total	\$165,670
Total Construction Cost	\$437,670
Soft Costs: A/E fees, Legal Fees, Surveys, Site Investigations, Testing, Project Management, Permits etc.	\$109,417
TOTAL PROJECT COST	\$547,087



Proposed reclamation and potential future uses of the land previously occupied by NYS Route 5

**Anticipated
Revitalization
Benefits:**

The clearest benefit of the partial closure of NYS Route 5 would be public land made available for much needed green space and proposed recreational uses. Full closure of the roadway in the downtown would allow for the potential relocation of the Amtrak station and multi-modal center to the downtown, and the daylighting of a portion of the Chuctanunda Creek, all projects that enhance and help to revitalize the downtown. NYS Route 5 also contributes to an unusually high amount of paved surfaces in the downtown; its removal decreases the amount of impervious surfaces and thereby reduces storm water runoff into the Mohawk River.

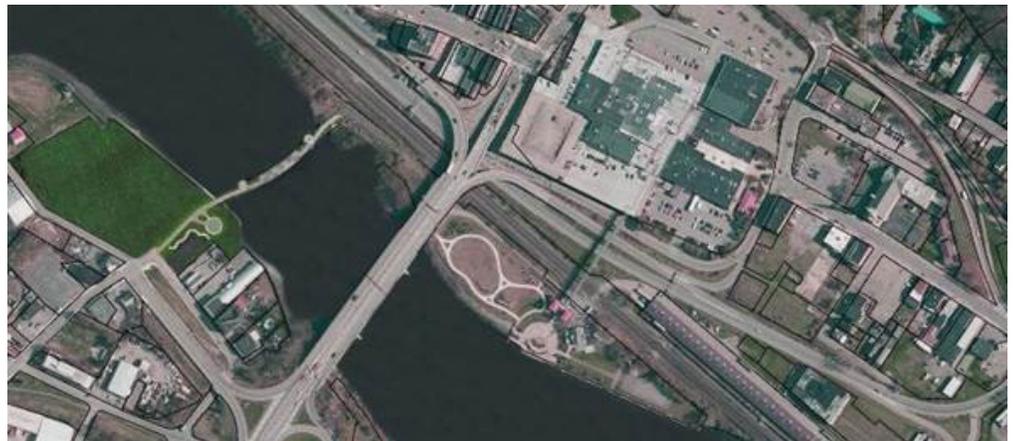
The full closure of NYS Route 5 is a long-term undertaking, but a truncated, more immediate removal of the eastern segment of NYS Route 5 offers similar benefits. The partial closure would reroute traffic onto East Main Street east of the Riverfront Center thereby benefiting local businesses through greater exposure and improved vehicular access, and open the possibility to construct the Community Center/ Recreation Center on the newly obtained land. The turning maneuvers needed to navigate this rerouting of traffic onto East Main Street, and the subsequent navigation along a two-way road system will slow, or calm traffic, thereby improving pedestrian safety at key intersections at the eastern edge of the downtown.

**Feasibility &
Cost Justification:**

The project budget, which is based on standard construction estimating methods, was prepared by a professional cost estimator familiar with the proposed design improvements associated with this project. This project is necessary in order to create a critically needed development parcel for the proposed Recreation Center. The closure of NYS Route 5 begins to create opportunities for additional green space and future public amenities such as surface parking. Since the road currently provides redundant access to the City, reclaiming this land and using it for larger revitalization strategies is important.

**Regulatory
Requirements:**

The proposed project will require approvals and permits from NYSDOT. In addition, the project will require an environmental review, which is being completed as part the Community Center/Recreation Center project. There will be additional due diligence and coordination required for the transfer of land from NYSDOT to the City of Amsterdam. The proposed project will require local approvals and building permits. In addition, coordination with the local utility company will be required.



Existing condition of NYS Route 5

Capacity:

Once land is deeded to the City, its maintenance would be the responsibility of the City. The City's capacity to maintain public parks and pedestrian ways near the river can be seen by the quality and care applied to the MVGO Pedestrian Bridge and Riverlink Park.

Public Support:

This project has overwhelming public support in its ability to create new green spaces, improve navigation in the downtown, and allow for other desired developments, including the proposed Recreation Center.

The public has provided direct feedback throughout the DRI process that supports the need for this project, including:

- Brings more people into the downtown area
- Addresses connectivity between the river and downtown
- Creates opportunities for additional development and public spaces

Partners:

This will be a partnership between the NYSDOT and the City of Amsterdam.

Timeframe for Implementation and Project Readiness

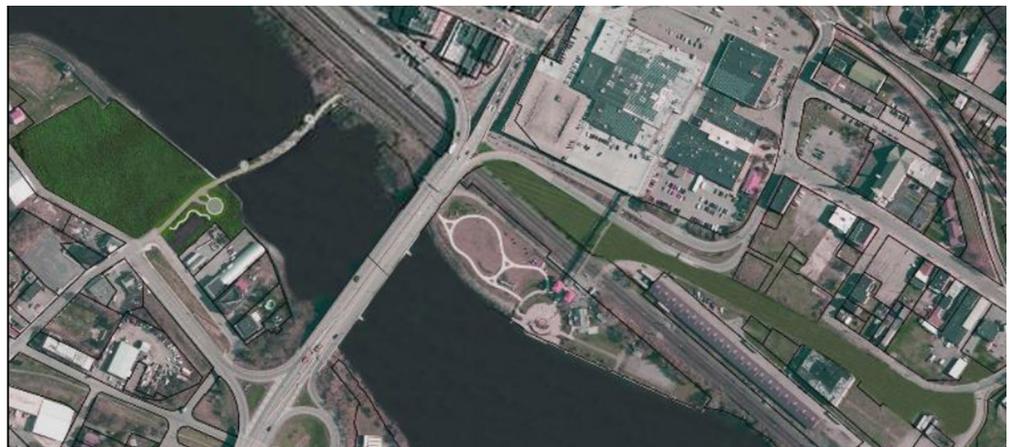
It is anticipated that the proposed project will take approximately 1 year to complete after the award of DRI funding with an anticipated start in Fall 2019. The design and permitting can be completed while the environmental review is being completed as part of the Community Center/Recreation Center Project. The following is the anticipated timeframe for the proposed NYS Route 5 Removal Project:

- Design & Permitting: 6 months (months 1 - 6)
- Land Transfer, Bidding & Award: 3 months (months 7 - 9)
- Construction: 3 months (months 10 - 12)

- Total Timeframe: 12 months

Reporting:

The partial closure of NYS Route 5 would enable the construction of the proposed Recreation Center and yield additional park space near the river. The increased traffic on East Main Street and the additional exposure this would bring to local businesses should yield increased revenues to East Main Street businesses.



Proposed partial closure of NYS Route 5

6. Create Downtown Entry Gateway



Rendering of the proposed project

**Sponsor /
Contracting Entity:**

City of Amsterdam, NY

Total Project Cost:

\$1,000,000

DRI Funding Request:

\$1,000,000

Description:

The main arrival point into the City of Amsterdam from the NYS Thruway is an uninspired descent from the MVGO Pedestrian Bridge that lands abruptly in a confusing jumble of signs and streetlights. This project will create an exciting and defined gateway into downtown that includes art, new lighting, landscape improvements, sidewalks and new signage. This is the first look at the City of Amsterdam that most visitors will encounter, and it should reflect the strong sense of community and pride held by the residents of Amsterdam.

Address:

Amsterdam, NY; intersection of Church Street and East Main Street



Site location map of proposed Downtown Entry Gateway Project

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Vibrant Place-Making Strategy #2: Create places that excite people and reinforce a sense of pride and progress.

- This project establishes a first impression for people entering the downtown and sets the tone for revitalization. The redesign of this intersection in the form of a celebratory gateway to the City will reinforce citizens' pride in their community. Through lighting, signage, enhanced landscape and a refreshed intersection this project creates an exciting front door for pedestrians and drivers.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- As Amsterdam focuses on growth this project highlights progress and creates a beautiful starting point for the City.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project promotes the City's reputation as a tourist destination and will undoubtedly provide a more inviting environment for pedestrians, tourists and residents alike.

Build vibrant communities

- This project celebrates local community through enhancements that will create a unique and exciting gateway to the downtown.

Ownership:

This proposed project would take place on public land under the jurisdiction of both the NYSDOT and the City of Amsterdam, and will involve the cooperation of private property owners facing the intersection.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project.

Budget:

Total Project Cost: \$1,000,000
DRI Funding Request: \$1,000,000

Project Cost Breakdown:

Sidewalk upgrades	\$ 50,000
Street Trees	\$ 80,000
Paving	\$ 79,750
Landscape/Street Furniture Allowance	\$ 61,000
Art Allowance	\$ 70,000
Gateway Lighting Allowance	\$ 75,000
Gateway Signage	\$ 135,000
General Conditions	\$ 82,612
Design Contingency	\$ 63,336
Construction Contingency	\$ 76,000
Escalation	\$ 50,062
Soft Costs: A/E fees, Legal Fees, Surveys, Site Investigations, Testing, Project Management, Permits etc.	\$ 177,240

Existing Site:



Funding Sources:

The proposed project would be fully funded by DRI.

Jobs Created:

The proposed project will not create any new permanent jobs.

Anticipated Revitalization Benefits:

The Downtown Entry Gateway at the intersection of Church Street and East Main Street will provide a positive impression of the downtown at the point where most people and visitors enter the City. The enhancements to the intersection are also meant to make the intersection more pedestrian friendly, effectively extending the enhancements along East Main Street outward into the intersection and ideally, encouraging pedestrians to walk across Church Street to the Riverfront Center entrance.

The purpose of this investment is to change the impression of Amsterdam as a predominantly auto-centric downtown, and instead present a highly animated, colorful and exciting downtown environment where people are actively walking on the street and enjoying the City.

The benefit of this investment is to encourage visitors to stop in the City, patronize the restaurants and shops and generally enjoy the downtown. Ultimately, visitors who are attracted to stay in the City will raise the revenues for commercial enterprises. An appealing public front door to the City can encourage individuals to consider moving to and living in the downtown.

Feasibility & Cost Justification:

The project budget is based on standard construction estimating methods and was prepared by a licensed architect and engineer familiar with the proposed design improvements associated with this project. The design calls for a modest balance between the creation of a focal point for the arrival at Amsterdam and setting the tone for revitalization. It is a blend between public realm enhancements scaled to the pedestrian, and larger, bolder interventions needed to resonate with motorists moving at higher speeds.

Altogether, an intentional, clear and inviting entrance to East Main Street will improve resident and visitor access and promote local investment.

Regulatory Requirements:

The proposed project will require local approvals and building permits. In addition, design and permitting will need to be in compliance with NYSDOT design guidelines.

Capacity:

As with other public realm enhancements completed by the City of Amsterdam, the City has the structure, manpower, and the capacity to undertake this type of work.

Public Support:

This project is viewed by the public as a foundational project that can help build community pride, enhance visitor experience, and begin to transform the gateway neighborhoods. Improving this entrance to the City helps establish a sense of place for first-time visitors to Amsterdam’s downtown and supports overall City branding efforts.

Partners:

The City's Community & Economic Development and Tourism, Marketing, and Recreation Departments will oversee this project. They will partner with private business owners and NYSDOT to ensure the project succeeds as a distinct gateway to Amsterdam while having a minimal impact on businesses, drivers, and

Timeframe for Implementation and Project Readiness

This project is anticipated to take 18 months and start in Fall 2019. The following is the expected timeframe:

- Design & Permitting: 4 months (months 1 - 4)
 - Bidding & Award: 2 months (months 5 - 6)
 - Construction: 12 months (months 7 - 18)
- Total Timeframe: 18 months

Reporting:

The value of this type of investment is difficult to measure, as a visitor's decision to stop and visit a place is the product of many factors. However, this type of intervention, if done in a way that generates excitement and interest about Amsterdam, will lead to more frequent citations in the press and the creation of a defining place for the City.



Project precedent - Gateway Signage, Ithaca Commons, NY



Project precedent - Signage, Amsterdam, The Netherlands



Project precedent - Community murals, Buffalo, NY



Project precedent - Public sculpture, Fenway Park, Boston, MA

7. Construct Community Dog Park & Mid-Block Connector



Rendering of proposed project

Sponsor / Contracting Entity:

City of Amsterdam

Total Project Cost:

\$323,400

DRI Funding Request:

\$323,400

Description:

This project includes construction of a fenced-in, leash-free dog park on the Southside of Amsterdam. There are currently no dog parks within the City of Amsterdam or in all of Montgomery County, so the park would become a destination for all residents. It will create a local amenity to attract new residents, most notably to the future Chalmers Mills Lofts apartments, to the north. The proposed site is approximately 33,000 SF in size and could accommodate large and small dogs of all breeds. It will also create a critical mid-block connector that will provide connections from the waterfront and the Chalmers Mills Lofts to the Empire State Trail, and

the future culinary incubator and key parking areas. This allows larger regional amenities to be tied to new local amenities and reinforces the idea of a complete neighborhood on the south side. The park would be owned and maintained by the

Address:

198-100 Erie Street, Amsterdam, NY



Site location map of proposed Community Dog Park & Mid-Block Connector project

Strategies:

The proposed project addresses the following local and regional strategies.

- Amsterdam DRI Strategies:

Vibrant place-making Strategy #2: Create places that excite people and reinforce a sense of pride and progress.

- This project provides an amenity to residents to aid in the attraction and retention of people living in the Southside. It also creates a unique destination for people walking their dogs along the Empire State Trail.

Year round critical mass Strategy #2: Increase activities and visitation to the downtown by expanding community programming and establishing unique neighborhood anchors that attract locals and regional visitors.

- This project becomes a local anchor for downtown dog owners and regional destination for people enjoying the waterfront.

Waterfront redevelopment Strategy #2: Connect all the trail systems, north and south of the river to create a continuous experience.

- This project creates a place for dog owners who are walking their dogs along the Empire State Trail to stop in Amsterdam and meet with other community members.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Increase spatial efficiencies

- The proposed project will transform a large site into a public amenity and provide a mid-block connector breaking up the scale of the City grid and making the Southside more walkable.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project will invite local and regional visitors into a well-designed and meaningful open space.

Build vibrant communities

- This project creates an amenity that aids in the attraction and retention of new residents who may be looking for housing with community based amenities.

Ownership:

The City currently has a verbal agreement with the owner, Santos Construction Corporation, to look at options moving forward, with a plan to acquire the property once Chalmers Mills site has been purchased in spring of 2019. This property is the proposed site for multiple revitalization projects including the Community Dog Park & Mid-Block Connector, a potential Southside surface parking lot and the future Culinary Incubator. The City views this land acquisition as critical to the overall success of the redevelopment of the Southside and is committed to these negotiations.

Acquisition of Real Property:

The property is currently owned by Santos Construction Corporation and this project requires the City to purchase this property. Santos Construction Corporation has expressed interest in selling to the City. The City plans to purchase this property with land sale profits from the Chalmers Mills Loft site, which is expected to close in spring of 2019.

Existing Site:



Budget:

Total Project Cost:	\$ 323,400
DRI Request:	\$ 323,400

Project Breakdown:

Fencing:	\$ 44,078
Landscaping, walkways, water fountain and site work:	\$ 214,578
4% Mobilization:	\$ 10,345
Soft Costs:	\$ 25,000
10% Contingency:	\$ 29,399

Funding Sources:

This proposed project will be fully funded by DRI.

Jobs Created:

Once completed, the City’s existing park staff who maintain the existing MVGO Pedestrian Bridge and waterfront park, will maintain this area. No future permanent jobs will be created.

Anticipated Revitalization Benefits:

The community dog park would be the only dog park in Montgomery County and is expected to draw visitors both locally and from out of town. The dog park offers an amenity to dog owners who are looking to exercise their dogs off-leash, and serves as a manicured green space that will add value to properties surrounding the park. The mid-block connector is that section of the park that passes alongside the fenced-in dog area and offers a full mid-block pedestrian connection between the Chalmers Mill site and the NY Empire State Trail. This provides increased recreational opportunities for local residents and would potentially encourage greater activity along the NY Empire State Trail as more people move to this area in the future.

In the long term, there is a strong possibility that the properties adjacent to the dog park, which are currently proposed for parking lots, will eventually be developed for residential uses as the area becomes more appealing to residents. In this scenario, the dog park and mid-block connector can be considered catalysts for additional development in Amsterdam’s Southside and serve as a public open space at the center of a complex of residential buildings.

Feasibility & Cost Justification:

By providing a link between the NY Empire State Trail and the Southside, the community dog park and mid-block connector become an amenity that can serve existing residents (over 41% of which own dogs and spend approximately \$240 per household/per year on pet services), attract new residents, and promote resident and visitor foot traffic and spending in the Southside neighborhood.

The project budget, which is based on standard construction estimating methods, was prepared by a licensed architect and engineer familiar with the proposed design improvements associated with this project. The cost of this project is in line with industry standards and assumes a modest but elegant dog park that incorporates aesthetically pleasing fencing and landscaping to ensure that this park is more than just a chain-link fenced field. It has been designed and priced to be a distinct regional destination and allows for separation between small and medium/large dogs, as is desirable with owners. Likewise the mid-block connector portion is a simple sidewalk path with landscaping and designed to set a standard of new public realm construction beyond the MVGO Pedestrian Bridge. The costs of the project

are justified by the expected economic development and community revitalization benefits.

- Greater residential attraction to the Southside.
- Enhanced safety by providing lighting and more “eyes on the streets” through programming.
- New regional visitors willing to spend more time and money in the area.
- Increased foot traffic along Bridge Street.

Regulatory Requirements:

The proposed project will require local approvals and building permits.

Capacity:

The dog park and mid-block connector would be maintained and operated by the City of Amsterdam. In addition, through organizations, such as Amsterdam Volunteer Connection, residents are expected to step forward to help with the care and maintenance of the dog park in the same manner that they have extended their efforts to care for the MVGO Pedestrian Bridge.

Public Support:

This project has overwhelming public support in its ability to bring people together and provide a needed amenity for local and regional pet owners. This project would also provide connections to the bike trail and options for walking to and in the downtown area. The majority feel this project would have a big impact on the quality of life for residents and provide additional opportunities to explore year-round events in the park.

The public has provided direct feedback throughout the DRI process that supports the need for this project, including:

- Cost effective with a big impact; will attract people
- Brings people together and out of their own neighborhood
- Provides a needed recreational outdoor space for pet owners

Partners:

This project will predominantly be run and managed by the City of Amsterdam Tourism Marketing & Recreation Department. The City will develop key partnerships with local businesses, residents, and community based organizations such as dog training clubs and animal shelters to help with programming and awareness events.

Timeframe for Implementation and Project Readiness

The total anticipated timeframe for this project is 12 months and can begin as soon as DRI funding is awarded. It is anticipated that the City will close on this property in July 2019. The following is the anticipated timeframe:

- Design & Permitting: 8 months (months 1 - 8)
- Bidding & Award: 1 month (month 9)
- Construction: 3 months (months 10 - 12)

- Total Timeframe: 12 months

Reporting:

The City of Amsterdam will be responsible for project monitoring during and after implementation, assessment of progress, performance, and the impact on downtown revitalization.

Potential metrics that may be used to judge the overall success include:

- Total number of local users and users from outside the neighborhood
- Visitor satisfaction, as determined through surveys
- Increased residents and number of dog owning residents
- Increased sales and visitors to local businesses along Bridge Street



Rendering of proposed project

8. Relocate Amsterdam Skate Park



Current usage of Amsterdam Skate Park (source: The City of Amsterdam)

Sponsor / Contracting Entity:

City of Amsterdam

Total Project Cost:

\$93,000

DRI Funding Request:

\$93,000

Description:

In 2017 the City of Amsterdam Skatepark and Playground was completed, featuring eleven unique structures that allow skaters of all skill levels to enjoy the area's largest outdoor skatepark. The facility, located at 143 East Main Street, also has a regulation size basketball court and plenty of playground equipment for kids of all ages. In order to make room for the proposed Community Center/Recreation Center, this skate park will need to be relocated. Given the success of this skate park it will be important to replace the park with an improved facility so that the youth of the City have a safe and inviting place to go. The skate park will be relocated in the immediate vicinity of the new recreation center and community center.

Address:

143 East Main Street, Amsterdam, NY



Potential future site locations

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Vibrant place-making Strategy #2: Create places that excite people and reinforce a sense of pride and progress.

- This project relocates a successful community amenity and supports local young residents.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project builds on the local and regional recreation opportunities and growing action sports.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Build vibrant communities

- This project provides a unique open space that creates an exciting and energizing spectator and recreation opportunity.

Opportunity agenda

- Located within the eastern portion of the City whose demographics are some of the most diverse in Downtown, this project provides a community anchor and reinforces a mix of uses and diversity.

Ownership:

This proposed project would be on Centro Civico property or City owned land, depending on which site is selected. It would be part of the larger Community Center/ Recreation Center Project.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project.

Budget:

Total Project Cost:	\$93,000
DRI Funding Request:	\$93,000

Project Cost Breakdown:

Construct 50' x 200' blacktop pad	\$18,000
Move and set up existing skate/playground equipment	\$10,000
Lighting for Park	\$40,000
Purchase and installation of Splash Pad water feature	\$25,000

Funding Sources:

This project is requesting full DRI funding.

Jobs Created:

It is not anticipated that this proposed project would create new permanent jobs.

Existing Site:



**Anticipated
Revitalization
Benefits:**

The Skate Park already provides a popular outdoor recreation space for youths and is a compliment to the Centro Civico Community and Recreation Center, which would provide oversight of its usage. The Skate Park provides a designated and safe location for skateboarders, as opposed to unsupervised activity in other public parks or on streets where skateboarding is known to damage benches, steps, planters, monuments and other property. Additionally, the Skate Park serves as its own community center for youths, being a common place for meeting and socializing after school hours and under the supervision of Centro Civico.

The Skate Park establishes a popular destination that will result in more people along East Main Street. Additionally, it prevents damage to public property from skateboarders who would otherwise have no other place to go.

**Feasibility &
Cost Justification:**

The Skate Park is already a unique local amenity that attracts local residents to the downtown. Relocating the Skate Park as part of the design of the new Center will maintain and possibly expand the use of this local asset.

This cost estimate was completed by the City of Amsterdam using costs associated with the original Skate Park construction, which was completed in 2017. The current park features eleven unique structures that allow skaters of all skill levels to enjoy the area's largest outdoor skatepark. This project moves the existing park to make way for the proposed sports facility. A large portion of the existing equipment and materials can be reused. Because this park is so well utilized it is an important community amenity that should be replaced when the Community Center / Community Recreation Center moves ahead.

**Regulatory
Requirements:**

The proposed project will require local approvals and building permits.

Capacity:

The Skate Park would be constructed and managed by Centro Civico, which has already demonstrated a capacity to do this with the existing skate park.

Public Support:

This project has overwhelming public support as it supports amenities for community youth and promotes a safe, healthy, and active lifestyle. The relocation of the existing skate park will also accommodate the new Community Center / Recreation Center, which is viewed as a key, catalytic project for downtown Amsterdam.

Partners:

This project would involve a partnership between Centro Civico and the City of Amsterdam, which would build and maintain the park through the City's Tourism, Marketing, and Recreation Department.

Timeframe for Implementation and Project Readiness

This project is anticipated to take 3 months and start in Fall 2020 in conjunction with the construction of the Community Center/Recreation Center. The following is the expected timeframe:

- Design & Permitting: 1 month (month 1)
 - Bidding & Award: 1 month (month 2)
 - Construction: 1 month (month 3)
- Total Timeframe: 3 months

Reporting:

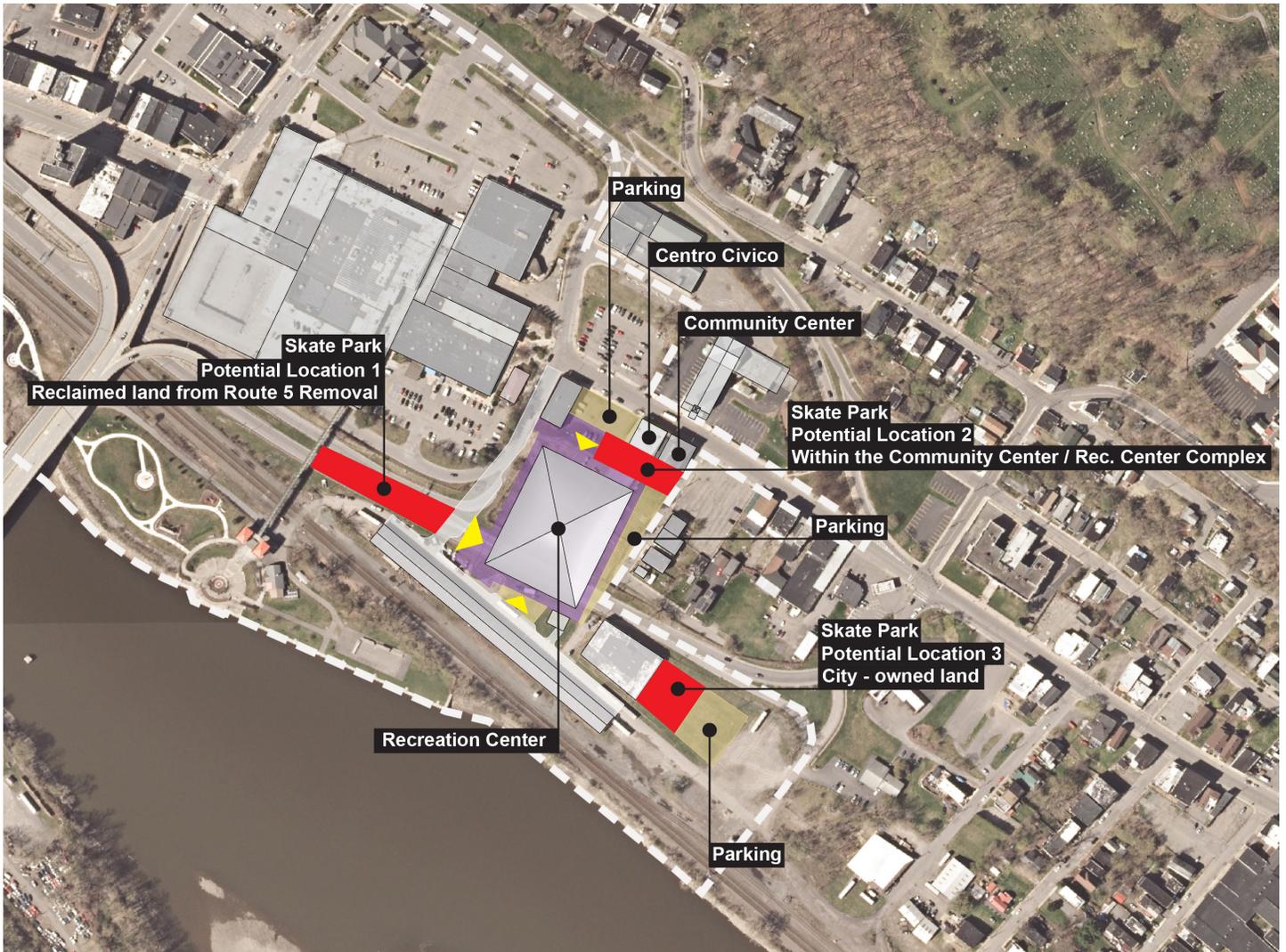
This project will be used by skateboarders, so the most obvious measure of its benefits would be an increased number of skateboarders using the park, and fewer incidents of damage in other public spaces caused by errant skateboard use.



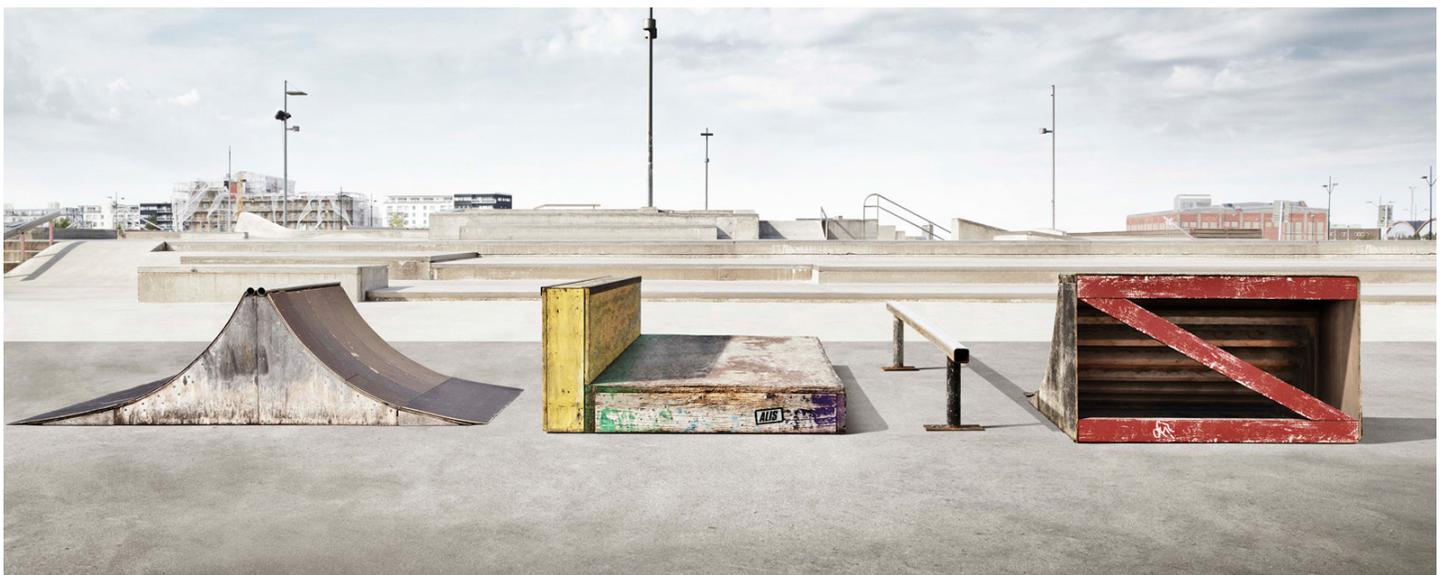
Existing Amsterdam Skate Park



Current usage of Amsterdam Skate Park



3 Potential locations for Amsterdam Skate Park



Skate Park obstacles - precedent image (source: DDB Copenhagen)

9. Remove Utility Poles from Bridge Street



Rendering of proposed project

Sponsor / Contracting Entity:

City of Amsterdam

Total Project Cost:

\$ 1,252,000

DRI Funding Request:

\$ 939,000

Description:

This project proposes to remove the unsightly telephone poles, and power and cable lines located on the Southside of Amsterdam on Bridge Street. Placing these lines underground will completely change the appearance of this downtown area and make it more aesthetically appealing and attractive to residents and business owners. The streetscape transformation will place a greater focus on the beautiful features of this area, including the quaint restaurants, the Amsterdam Castle Bed and Breakfast, and the Southside Veterans Memorial Park. Amsterdam's Southside is stabilizing and becoming increasingly vibrant with activities and events. This will

visually enhance the area and open up the view from one end of the street to the other to create a signature image for the City. These streetscape improvements will spark further aesthetic improvements, and encourage future investments to the area.

Address:

Bridge Street, Amsterdam, NY



Site Location

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Vibrant place-making Strategy #2: Create places that excite people and reinforce a sense of pride and progress.

- This project will improve one of the City’s major view corridors and will set the stage for an improved pedestrian experience along one of the most visited streets in the City.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Increase spatial efficiencies

- This project will make better use of the sidewalks and visually enhance the view along Bridge Street.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project will improve the aesthetic qualities of one of the major retail corridors of the City and attract even more visitors to the area.

Ownership:

This project would occur within the City right of way.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project.

Budget:

Total Project Cost:	\$1,252,000
DRI Funding Request:	\$ 939,000
Other Funding Sources:	
National Grid 25% Grant awarded with project commencement	\$ 313,000
Construction Costs:	\$1,097,765
Soft Costs: A/E fees, Legal Fees, Surveys, Site Investigations, Testing, Project Management, Permits, etc.	\$ 153,954
Total:	\$1,251,719

Funding Sources:

The majority of the proposed project will be funded by DRI with a supplemental 25% of the project cost provided by National Grid.

Jobs Created:

It is anticipated that this project will not create any permanent jobs.

Existing Site:



Anticipated Revitalization Benefits:

The benefit of removing the utility poles is primarily aesthetic, but the improved public realm will make the area more attractive and conducive to pedestrian activity, which will add value to businesses along Bridge Street and the surrounding area. Removing the utility poles also permits a more consistent and symmetrical street tree arrangement and will allow the trees to grow unfettered by the overhead wires, thereby reducing maintenance costs in the future.

Feasibility & Cost Justification:

Improving the aesthetics along Bridge Street will create a more attractive public realm that can result in additional visitors and residents to the area.

The project budget, which is based on standard construction estimating methods, was prepared by a licensed engineer familiar with the proposed design improvements associated with this project. This project will elevate the experience on Bridge Street and create a public realm that truly celebrates the character of Amsterdam’s Southside renaissance. It will further beautify Bridge Street and increase patronage of local businesses.

Regulatory Requirements:

The proposed project will require local approvals and building permits. In addition, extensive coordination and agreements with the local utility company will be required.

Capacity:

This work will be entirely undertaken by the City of Amsterdam and will follow the City’s standards for utilities and utility maintenance. The City of Amsterdam currently maintains Bridge Street and with these improvements in place, any maintenance associated with utility pole replacement or repairs to downed cables after storms will be eliminated.

Public Support:

The community agreed to extend the DRI boundary to include the entirety of Bridge Street in order to apply the aesthetic improvements to the full length of the street. Burying these lines will dramatically change the appearance of this corridor, making it more visually appealing and attractive to residents, business owners, and visitors. The public has provided direct feedback throughout the DRI process that supports this project, including its ability to:

- Create a cohesive look in the area
- Provide an immediate impact
- Change the look and feel of the Southside

Partners:

This would be a partnership between the City of Amsterdam and National Grid.

Timeframe for Implementation and Project Readiness

This project is anticipated to take 24 months and start in Summer 2019. The following is the expected timeframe:

- Design & Permitting: 3 months (months 1 - 3)
- Negotiations with Utilities, Bidding & Award: 6 months (months 4 - 9)
- Construction: 15 months (months 10 - 24)

- Total Timeframe: 24 months

Reporting:

This would be a partnership between the City of Amsterdam and National Grid.



Bridge Street today view from the Amsterdam Castle



Bridge Street today at Erie Street



Bridge Street today looking towards the Amsterdam Castle

10. Install Bridge Street / Main Street Enhancements



Rendering of the proposed project at East Main Street and Church Street

Sponsor / Contracting Entity:

City of Amsterdam

Total Project Cost:

\$350,000

DRI Funding Request:

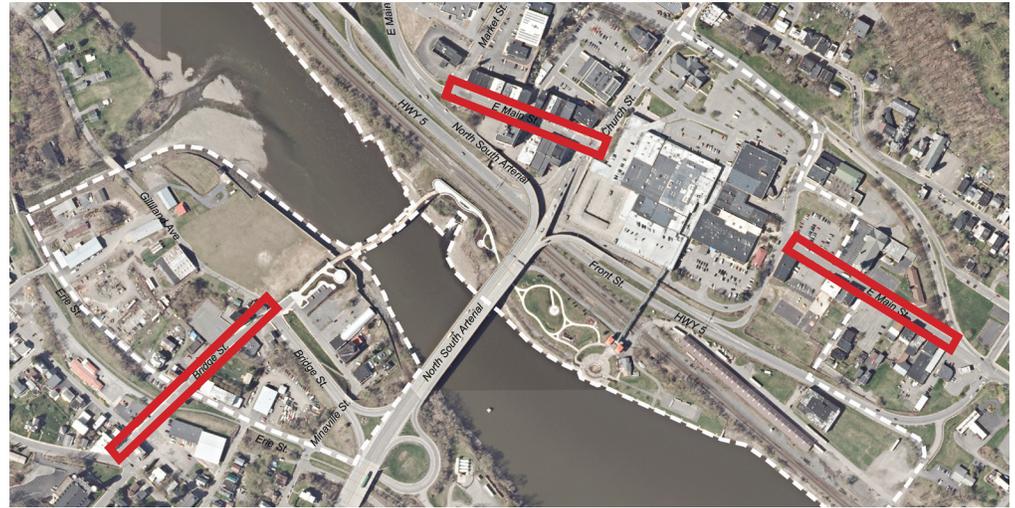
\$350,000

Description:

Street and East Main Street are the two principal commercial streets in downtown Amsterdam. Enhancements to these two streets will attract additional patrons and benefit local businesses. This project focuses on public realm enhancements in the form of decorative lighting, sidewalk upgrades, landscaping and street furniture along both Bridge Street and the two segments of East Main Street. The addition of decorative lighting will create a consistent streetscape along the downtown corridor between Bridge Street and Main Street, particularly in the evening hours. The decorative lights will be installed for year-round use and will positively contribute to the branding and marketing of the City's downtown.

Address:

Bridge Street and East Main Street, Amsterdam, NY



Site Locations

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Vibrant Place-Making Strategy #1: Establish Main Street and Bridge Street as the primary corridors that define the character and identity of Amsterdam.

- This project uses streetscape amenities including lighting, landscaping and street furniture to create a unique experience which sets these streets apart from others in the City.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project will support neighborhood businesses and encourage investment along these two commercial corridors.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project will help establish a downtown identity and generate synergy with local attractions to support the advancement of tourism in downtown Amsterdam and the region.

Build vibrant communities

- This project will create quaint beautiful streets that improve the overall visitor experience and supports walkability and a mix of uses.

Ownership:

The entirety of this work will be completed within the existing City-owned road right-of-way. It is not anticipated any work will be done in the state owned right-of-way.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project.

Budget:

Total Project Cost: \$350,000
DRI Funding Request: \$350,000

Project Cost Breakdown:

30 Lighting strands that extend over Bridge St. and Main St.	\$ 70,000
40 light decorative light posts with installation	\$ 30,000
Landscaping Allowance	\$100,000
Street Furniture Allowance	\$ 65,000
Site Work	\$ 25,000
Soft Costs: A/E fees, Legal Fees, Surveys, Site Investigations, Testing, Project Management, Permits etc.	\$ 60,000

Funding Sources:

The proposed project would be fully funded by DRI.

Jobs Created:

This proposed project is not anticipated to create any new permanent jobs.

Existing Site:



Existing East Main Street at Centro Civico looking west

Anticipated Revitalization Benefits:

Developing an attractive streetscape along Amsterdam's two commercial corridors will encourage investment and support the City's vision to create a vibrant place to socialize, work, shop, and live. Streetscape improvements will improve aesthetics and create a welcoming and safe walkable environment downtown. This should also increase demand for restaurants and bars which would promote additional investments in new food and beverage establishments along Bridge Street and East Main Street. Additionally, these enhancements will form a more appealing location for businesses and residents thereby increasing property values.

Feasibility & Cost Justification:

Enhancing these two vital commercial corridors will promote walkability and improve downtown vibrancy that in turn will help the City attract additional residents and businesses to improve the local economy.

The project budget, which is based on standard construction estimating methods, was prepared by a licensed architect and engineer familiar with the proposed design improvements associated with this project. Budget allowances appear adequate to ensure the proposed enhances will meet a high design standard and relate a sense of commitment. The City's Tourism, Marketing, and Recreation Department will maintain these improvements within its existing operations.

Regulatory Requirements:

The proposed project will require local approvals and building permits.

Capacity:

The City has already undertaken street improvements along East Main Street and Bridge Street, demonstrating its capacity to conduct this type of work. The City also has the experience and equipment needed to install and maintain decorative lighting displays year-round.

Public Support:

This project has overwhelming public support as it creates a cohesive look for the City and improves nighttime safety. This project involves two streets in the City that are viewed as critical commercial corridors that define the City's downtown. The streetscape enhancements will improve the City's image and support overall branding efforts.

The public has provided direct feedback throughout the DRI process that supports this project, including its ability to:

- Create a sense of place, and a nicer feel for tourists or visitors
- Provide a sense of pride of place for City residents

Partners:

This project will be coordinated by the City of Amsterdam's Community and Economic Development Department and the City's Tourism, Marketing, and Recreation Department. The City will work closely with private business owners along these corridors to ensure that the best strategy is achieved to attract more business to the area.

Timeframe for Implementation and Project Readiness

This project is anticipated to take 12 months and start in summer 2019. The following is the expected timeframe:

- Design & Permitting: 3 months (months 1 - 3)
- Bidding & Award: 2 months (months 4 - 5)
- Construction: 7 months (months 6 - 12)

- Total Timeframe: 12 months

Reporting:

This investment should yield an immediate increase in visitation to the City during evening hours which can be measured by increased restaurant activity and retail sales. The other measure of the benefits would be the announcement of new restaurants or shops in the downtown after these enhancements are installed.



Project Precedent



Bridge Street at Erie Street



East Main Street looking towards St. Mary's Church

11. Develop Wayfinding Signage, Art & Marketing



Project precedents - Environmental Graphic Design by Russell Design (www.russelldesign.com)

Sponsor / Contracting Entity:

City of Amsterdam

Total Project Cost:

\$500,000

DRI Funding Request:

\$500,000

Description:

This project includes the development of a vehicular and pedestrian wayfinding system for destinations throughout the downtown, a public realm art program and the marketing of downtown assets through a unified branding strategy. The City has many great amenities, but some can be difficult to find or navigate without proper signage. This wayfinding system will create a cohesive and consistent approach that will help with marketing initiatives, place making efforts, and tourism generation. The right messaging can help create an overall identity for the City and celebrate its past, present and future. This project includes the design and implementation

of signage that is complementary to downtown’s character, installation of public art that reinforces the vibrancy and culture of Amsterdam, and the development and deployment of a marketing campaign to promote downtown Amsterdam.

Address:

Downtown Amsterdam, NY



Site location map of where the Wayfinding, Signage, Art and Marketing can be deployed

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Vibrant Place-Making Strategy #2: Create places that excite people and reinforce a sense of pride and progress.

- This project creates unique experiences and points of interest throughout downtown with the installation of public art.

Vibrant Place-Making Strategy #3: Create a cohesive and unified character and brand for downtown Amsterdam.

- This project creates a common language of pedestrian focused signage, branding and communication to share information and link points of interest.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project celebrates key downtown assets as well as regional cultural and recreation opportunities by providing clear information and directing people to them.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project provides critical information to visitors throughout downtown to ensure points of interest are experienced to their fullest.

Ownership:

Wayfinding, Signage, Art: Predominantly this project will occur in the public realm and within existing rights-of-way. There may be some instances that involve private property, but these will be dealt with as needed in cooperation with the property owner.

Marketing: This will be done within the jurisdiction of public agencies and any physical advertising will take place in public spaces or on surfaces the City has permission to use.

Acquisition of Real Property:

It is not anticipated that acquisition of real property will be required for this project; however as design concepts are developed some property acquisition may be needed.

Budget:

Total Project Cost: \$500,000
DRI Funding Request: \$500,000

Project Cost Breakdown:

Wayfinding \$200,000
Art \$150,000
Marketing & Branding \$150,000

Funding Sources:

This project will be fully funded by DRI.

Jobs Created:

This proposed project is not anticipated to create any new permanent jobs.

Existing Signage:



Example of existing signage to one of the City's assets

Anticipated Revitalization Benefits:

In addition to wayfinding, this project will effectively rebrand the downtown through the use of graphics and art. In addition to directional guidance, the signage also functions as a marker to identify the downtown as a singular district, which is important given the disparate nature of the downtown caused by the unfortunate position of the Riverfront Center and the tangle of highways that slice through the downtown. Coordinated sign graphics would help to reduce the visual clutter caused by all manner of directional and informational signs and make it substantially easier to navigate through the downtown and reach destinations—which should improve pedestrian safety at major intersections.

Ultimately, the signage will serve as a marker to distinguish the downtown district, which adds value to properties associated with the downtown as the area grows in popularity.

The use of public art, either as strategically placed sculptures, wall murals, decorative lighting, or installations, will draw visitors to the City as these are introduced and become publicized. The use of public art as a revitalization tool is well known as it has a direct correlation to increased visitation, and investments in new businesses, retail and restaurant establishments. As with property upgrades, the presence of art in public spaces indicates a sense of caring from the community that translates to a perception of safety to visitors, which in turn encourages more visitors to the downtown.

This type of investment has the capacity to increase visitation to, and improve the visibility of downtown businesses, landmarks and institutions. Additionally, the perception of downtown Amsterdam as a visitor-friendly destination will increase the desirability of the downtown as a place to work, live and visit.

Feasibility & Cost Justification:

This investment will improve access to the City of Amsterdam's cultural assets that in turn are expected to attract the growing number of visitors, and can capture an increase in visitor expenditures which totaled \$39.8 million in Montgomery County in 2017.

Wayfinding Signage, and Marketing: This project develops a comprehensive communication strategy across both physical and virtual platforms. \$200,000 is being requested to install wayfinding signage throughout downtown. This funding will be used for the strategy, design, and fabrication of these signs. Signage will be used to identify downtown destinations, provide necessary and interesting information, and create a unifying downtown brand. The remaining \$150,000 will be used towards branding and marketing to attract tourism and advertise Amsterdam. This will allow Amsterdam to reach a greater number of people and increase attendance to events and local businesses.

Art: This project would establish a dedicated source of funding to solicit and incorporate public artwork in the downtown, which is defined as any site or property within the DRI area. The \$150,000 requested for public art could include, but are not limited to, the following media:

- Paintings and murals
- Landscapes and earthworks
- Sculptures, statues, and monuments
- Photographs, banners, drawings, and collages

Proposals for public art projects may be solicited through one of the following methods:

- **Open Request for Proposals.** Artists submit proposals in response to a public advertisement. After reviewing the responses, interview invitations will be extended to a small number of artists, with one selected for the award.
- **Limited Invitational/Curated Pool of Artists.** A select group of artists submits proposals in response to a direct invitation. After reviewing the responses, interview invitations will be extended to a small number of the artists, and one selected for the award.
- **Blind Request for Proposals.** Artists submit proposals in response to a public advertisement. Submissions will not contain any information about the artist; each submission will have an identification number for evaluation purposes. After reviewing the responses, interview invitations will be extended to a small number of artists, and one selected for the award.
- **Direct Invitation.** A single artist submits a proposal in response to an invitation. The artist will present his or her work at an in-person interview.

Additional financial support could be solicited from private donors or from New York State Council on the Arts, which supports individual artists as well as local arts councils.

Regulatory Requirements:

The proposed project will require local approvals and building permits.

Capacity:

The City has already undertaken a smaller scale signage program with the Chuctanunda Creek Trail, so can apply the same administration to a larger downtown wayfinding program. The City would be responsible for maintaining, lighting, updating and replacing signage as needed, and this can be integrated to work being done by the Tourism, Marketing and Recreation Department; who work with the City parks and recreation trails, and the Department of Public Works; who already oversee the maintenance and replacement of City signs and street lighting.

Public Support:

This project supports residents and visitors by providing a user-friendly system to navigate the City. The project enhances marketing activities and supports tourism efforts that help establish the City as a destination for visitors. It also creates opportunities for residents to celebrate the City through art and further fosters community pride.

Partners:

This project will be coordinated by the Tourism, Marketing, and Recreation Department and the Community & Economic Development Department. The City will work with community focused groups such as, New York State's Council on the Arts and local businesses to promote events and cultural assets.

Timeframe for Implementation and Project Readiness

This project is anticipated to take 12 months and start in Summer 2019. The following is the expected timeframe:

- Design & Permitting: 4 months (months 1 - 4)
- Bidding & Award: 2 months (months 5 - 6)
- Construction: 6 months (months 7 - 12)

- Total Timeframe: 12 months

Reporting:

The measure of effectiveness of this investment would be an increase in out of town visitors, and increased visitation to key destinations or landmarks that have heretofore been unnoticed or poorly attended. New art installations should bring a noticeable increase of visitation to the downtown.



Project precedent - Diamond Teague Park, Washington D.C.
Signage design by Russell Design (www.russelldesign.com)

12. Establish Design Guidelines



Signs and storefronts - East Main Street

Sponsor / Contracting Entity:

City of Amsterdam

Total Project Cost:

\$50,000

DRI Funding Request:

\$50,000

Description:

Currently there is little cohesion to the buildings or site development in downtown Amsterdam. Design Guidelines would work to establish a set of high-quality and aesthetic standards to create a cohesive and attractive downtown. These guidelines would dictate both renovations and new construction, including site work. The creation of design guidelines will apply to the entire DRI boundary area, but have specific regulations developed for East Main Street and Bridge Street to emphasize these key corridors. The guidelines will address facade improvements, signage regulations, lighting, landscaping, and beautification efforts to create a special coordinated character to the downtown.

Address:

Downtown Amsterdam, NY



Site location map of where the Downtown Design Guidelines will be defined

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Vibrant Place-Making Strategy #3: Create a cohesive and unified character and brand for downtown Amsterdam.

- This project focuses on future building and establishes a set of rules to ensure high quality and aesthetic standards are achieved.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Increase spatial efficiencies

- This project focuses on the character of downtown Amsterdam and creates the necessary framework to maximize aesthetic impact.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project creates a desirable place for people to visit and experience and directs investment to achieve this goal.

Ownership:

The City of Amsterdam would be responsible for administering the Design Guidelines, adopting them into law, and enforcing them. Any new construction or remodel after the Design Guidelines are adopted would need to be in compliance with these guidelines and design standards.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project.

Budget:

Total Project Cost:	\$50,000
Requested DRI Funding:	\$50,000

Funding Sources:

This project is requesting full DRI funding.

Jobs Created:

This proposed project is not anticipated to create any new permanent jobs.

Anticipated Revitalization Benefits:

There are many benefits to developing design guidelines for the downtown including providing a clear description of the City's expectations for new development and renovations, promotion of urban design principles that will significantly improve the walkability and public amenities, and ensuring development complements the neighborhood character. Generally, design guidelines provide a long-term method to steer property owners in a common direction so the combined efforts of their individual improvements result in a more appealing downtown environment.

Design guidelines will provide the City a mechanism to reject or approve development or property improvements that might be inappropriate or detrimental to the character or functioning of the downtown. This will give the City a strategy to encourage ideas such as reconnecting the street-grid, for example, when a large parcel is redeveloped in the future.

Additionally, design guidelines provide a sense of predictability on what a land owner can or cannot do to their property. This gives individual owners confidence that any improvements or investments made to their property will not be devalued by the incompatible design or redevelopment of an adjacent property. Design guidelines will promote private investment, improve property values, nurture a greater sense of community pride, and encourage public involvement with important redevelopment decisions. This will increase visitation and hence commercial and retail activity in the downtown.

Existing Site:



Various building types and standards along waterfront parcels on River Street

Feasibility & Cost Justification:

An investment in long-term planning will support the City’s vision for a vibrant community and will provide potential developers and investors with clear guidelines that will encourage investment in the City.

This cost estimate is in line with other communities producing design guidelines for their downtown areas. It includes the drafting of these guidelines and writing the appropriate regulatory documents for the City to adopt into code. This project will ensure that the quality and long-term vision of a revitalized downtown Amsterdam is maintained. It holds those doing work accountable to a unified vision and benefits all property owners by upholding a certain level of quality that positively impacts property value and rents. By creating both a clear set of guidelines and a straightforward process for approvals, proposed projects can quickly move through regulatory phases with minimal risks to property owners.

Regulatory Requirements:

The proposed project will require local approvals and permits and will require the appropriate procedures for adopting code into the City’s bylaws.

Capacity:

The City would incorporate design guidelines as an appendix to the zoning ordinance and would require that all building permit applications in the downtown undergo a review by the City Planning Board. The City already enforces a zoning code, so the guidelines would be an extension of that process. The guidelines themselves would be assembled by a private contractor under the oversight of the Department of Economic Development.

Public Support:

This project creates policy and foundational standards for future development that aim to create a unified downtown character and experience. Supported by the public, these guidelines will ensure that any future development honors and preserves the City’s history while accommodating modern aesthetics and amenities.

Partners:

The City of Amsterdam’s Community & Economic Development department would partner with relevant agencies to ensure that proper historic and cultural characteristics are included in the guidelines and that relevant regulatory mechanisms are in place.

Timeframe for Implementation and Project Readiness

This project is anticipated to take 6 months and start in summer 2019. The following is the expected timeframe:

- Design Guidelines Development: 4 months (months 1 - 4)
- Adoption and Incorporation into City Code: 2 months (months 5 - 6)

- Total Timeframe: 6 months

Reporting:

Design guidelines are meant to encourage responsible architecture, graphics, landscaping, and overall urban land development decisions, so the immediate benefits might not be evident. Over the long-term however, there will be more private investment in properties and increased property value on resale, and a much more coordinated look to downtown properties.

13. Establish Downtown Improvement Fund

Restored Architectural Character

- Restored Facades / Bricks
- Painting of Cornices
- Restored Windows



Enhanced Pedestrian Experience

- Upgraded storefronts
- Unified awning design
- Enhanced retail signage

Downtown Improvement Examples

Sponsor / Contracting Entity:

City of Amsterdam

Total Project Cost:

\$1,200,000

DRI Funding Request:

\$ 600,000

Description:

This project will establish a matching grant fund for applicants within the DRI area to implement exterior and interior building improvements. A number of downtown property owners have expressed an interest in facade and building upgrades but are in need of financial assistance to undertake this work. These community members are committed to the revitalization of the downtown and understand that improving the physical appearance of the downtown will have a significant impact on its economic success and potential for attracting and retaining businesses. The \$600,000 requested for the Downtown Improvement Fund will be used to leverage

private investment privately-owned buildings to allow for their adaptive reuse with a preference for projects that promote mixed-uses, job creation, and DRI goals. The City will administer the fund and will form a Downtown Improvement Fund Committee to oversee distribution of funds.

Address:



Site location map of where the Downtown Improvement Fund can be applied

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Vibrant Place-Making Strategy #2: Create places that excite people and reinforce a sense of pride and progress.

- This project provides the opportunity for aesthetic and maintenance improvements to create an overall sense of renewal and beautification downtown. Guidelines can address ground floor retail frontage, awnings, signage, facade improvements and other cosmetic upgrades such as cornices to create a more exciting and beautiful downtown.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project unifies downtown and highlights the character of downtown Amsterdam through partnerships with local property owners and targeted upgrades.

Increase spatial efficiencies

- This project focuses on improving existing buildings and maintaining the historic character of downtown.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project creates a unified and restored downtown that makes a desirable place to visit, live and work.

Ownership:

The City of Amsterdam will have jurisdiction over this project and will be responsible for monitoring compliance and issuing funds. The City will work with the Downtown Improvement Fund Committee to ensure a consistent framework is followed.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project.

Budget:

Total Project Cost: \$1,200,000
DRI Funding Request: \$ 600,000

Funding Sources:

This proposed project will be 50% funded by DRI and the remaining 50% will be a combination of private funds, private leverage and other potential grant funding at the discretion of the property owner.

Jobs Created:

This proposed project is not anticipated to create any new jobs. The fund will be administered and managed by the City's Community & Economic Development Department.

Existing Site:



Possible candidate for Downtown Improvement Fund - Riverside Pizzeria, East Main Street

**Anticipated
Revitalization
Benefits:**

This fund will stimulate property upgrades and investments. The availability of funds is critical to the businesses and entities that have remained committed to remaining downtown but are in need of funding assistance to help create an attractive business district. Perhaps more than any other program, these small- scale, incremental beautification projects will be recognized almost immediately as a sustained renewal effort for the downtown.

As is often cited in urban revitalization success stories, it was the initial evidence of individual care and investment to structures and public spaces that were the strongest indicator that an area was on the rebound. These individual upgrades will serve to encourage more private investment and attract new users and businesses to capitalize on the rising tide of investment which will subsequently raise the value of properties throughout the downtown.

**Feasibility &
Cost Justification:**

The Fund would provide local property owners access to capital that will encourage the rehabilitation of properties within the DRI that are currently underutilized and/or in poor condition, potentially improving the current 20.6% vacancy rate for housing. The elimination of blighted and vacant properties can help attract new residents and business that will contribute to the overall revitalization plan and increase economic activity.

Throughout the open call for project proposals numerous property owners of existing buildings requested funding for maintenance and facade upgrades to elevate their buildings to better fit in line with the desired character of a revitalized downtown. This project would create a Fund to support small businesses and building owners



Possible candidate for Downtown Improvement Fund - New Paris Shop, East Main Street

to improve the built environment in the DRI area. The \$600,000 requested for the Downtown Improvement Fund will be used to leverage private investment in such buildings to allow for their adaptive reuse with a preference to projects that promote mixed-use, job creation, and DRI goals.

Criteria will be further defined by the Downtown Improvement Fund Committee but the Fund will likely cover no more than 50% of the cost for each project with at least 25% of the project cost made up of private contributions. Total project cost for each project will vary based on individual projects and private equity contributions. Site acquisition costs are not eligible under this fund. The grants are secured as a second mortgage on the property for a period of ten years. If an owner moves or sells the building the grant must be repaid to the City on a pro-rata basis.

Final guidelines will be drafted should this request be awarded, and may include the following criteria:

- Location
- Mixed-use
- Private match
- Job creation

Regulatory Requirements:

The proposed project will require local approvals and building permits. Each Downtown Improvement Fund recipient must comply with the terms established by the City of Amsterdam.

Capacity:

The City Department of Community and Economic Development will oversee the distribution of funds through a new Downtown Improvement Fund Committee. The committee will establish fund guidelines, solicit applications from downtown businesses, and review applications.

Public Support:

Supported by the public, the fund supports efforts to improve the overall look of downtown, while preserving historic building features and architecture. The fund will support small business owners, which is essential in the City's ability to retain current businesses and help them be successful.

Partners:

The City of Amsterdam will partner with local property owners who are seeking funding and support for upgrades and necessary restoration in order to revitalize downtown.

Timeframe for Implementation and Project Readiness

Because of the City's long history of administering adaptive reuse programs and the fact that the City has already identified a number of property owners willing to participate, the proposed Downtown Improvement Fund has a very high degree of readiness and can be implemented immediately upon award.

Funds will be dispersed on a rolling basis as applications are received and funds are awarded and dispersed.

Reporting:

The benefits to this program will be measured by increased visitation to the City, increased commercial activity, and increased revenues to the City.



Possible candidate for Downtown Improvement Fund - 32 E Main Street

14. Construct Chalmers Mills Lofts Banquet Facility



Rendering of the proposed Banquet Facility project

Sponsor / Contracting Entity:

KCG Development

Total Project Cost:

\$4,298,004

DRI Funding Request:

\$500,000

Description:

This project includes construction of a banquet facility as part of the proposed Chalmers Mills Lofts mixed-use development. The proposed 300 seat banquet facility will fill a much-needed demand in the area as currently there is no large destination venue event space capable of facilitating food and entertainment at this scale. Coupled with the views and beautiful waterfront park, this space would have a regional draw capable of sustaining the facility and bring hundreds of people to Amsterdam every time an event is hosted.

This facility will be part of the Chalmers Mills Lofts Development where KCG Development, with local Saratoga Springs based partner, DEW Ventures, LLC, have agreed to acquire the three-acre former industrial Chalmers knitting Mill footprint from the City of Amsterdam. KCG's planned \$30 million mixed-use community development is approved by the City Planning Commission. The project features four stories of housing, a boardwalk along the river to provide further trail linkages and will also include an outdoor community space and market. In addition, the Chalmers Mills Lofts will include 120 rental housing units - 80 two-bedroom and 40 one-bedroom units.

Address:

21 - 41 Bridge Street, Amsterdam, NY



Site Location Map of Chalmers Mills Lofts Development and proposed Banquet Facility

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Year-round Access Strategy #1: Leverage the geographic beauty of Amsterdam's waterfront to establish a large event space, creating a unique regional destination.

- This project creates a banquet facility to host large groups and bring multi-day events to Amsterdam, such as weekend weddings and conferences.

Waterfront Redevelopment Strategy #1: Capitalize on the Mohawk River as an asset, leveraging the history, geography and culture of the City.

- This project is directly on the water and adjacent to the MVGO to capitalize on events and people enjoying the natural beauty of the valley.

Diverse Mixed-Use Core Strategy #2: Encourage mixed-use buildings with active local scale retail on the ground floors and housing on upper stories to diversify uses in downtown.

- This project creates a unique facility to complement other smaller scale retail and new housing on the Southside.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project establishes a regional destination and reinforces Amsterdam being able to support larger events and longer stays in Downtown.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project creates a new tourist destination that can benefit other revitalization efforts by bringing people into the City.

Build vibrant communities

- This project creates a lively facility at the waterfront.

Ownership:

The City of Amsterdam Owns the site. KCG Development, LLC is currently in negotiations with the City to acquire the property.

Acquisition of Real Property:

KCG Development is currently in the process of closing on the Chalmers Mills site with an anticipated date of April 2019.

Funding Sources:

In order to assure the full fit out of the banquet facility, the DRI request of \$500,000 will be used to supplement an anticipated CFA award amount of \$500,000 from ESD. The remaining project funding is through a \$2,000,000 Community Investment Fund Program Loan and \$1,298,004 Merchants Bank of Indiana Loan.

Jobs Created:

It is anticipated that 29 jobs will be created through this proposed project. The average estimated annual salary of these jobs is expected to be \$45,000.

Existing Site:



Budget:

Total Project Cost:	\$4,298,004
DRI Funding Request:	\$ 500,000

Project Cost Breakdown:

Land	\$ 30,000
Appraisal / Market Study	\$ 1,500
Survey	\$ 41,000
Soils/Environmental Testing	\$ 105,018
Architecture/Engineering	\$ 342,000
Legal Fees	\$ 10,000
Cost Certification/Audit	\$ 1,500
Insurance	\$ 7,602
Construction Period Interest	\$ 307,500
Title and Recording Fees	\$ 25,000
Site Work	\$ 258,309
Structure	\$1,584,576
General Conditions	\$ 99,328
Builder's Overhead	\$ 39,449
Builder's Profit	\$ 56,834
Furniture, Fixtures, and Equipment	\$1,000,000
Project Contingency	\$ 388,388
Marketing	\$ 30,900

Anticipated Revitalization Benefits:

The banquet facility would fill a long identified need for a large event space that is currently not available anywhere in the downtown. The benefit to the City in obtaining a facility capable of hosting large events, celebrations, and meetings, includes an increase in out-of-town visitation, a rise in hotel room occupancy, a greater demand for restaurants and caterers, and the capture of money by Amsterdam based businesses that would otherwise have been directed out of town.

A banquet facility generates a great deal of activity and creates opportunities for other businesses. For example, a large event might require florists, decorators, caterers, servers, chefs, musicians, graphic artists, and other support staff which be provided by local businesses. The location of this banquet facility near the waterfront would animate the areas nearby including the waterfront plaza and the pedestrian bridge as events extend outside, particularly during warmer months. Visible activity will effectively animate the rest of Bridge Street and encourage more people to visit the area.

Other benefits to the City in addition to increased spending and jobs, are increased tax revenues and a general increase of revenues and walk-in customers to all businesses within walking distance of the proposed banquet facility.

Feasibility & Cost Justification:

In general, banquet facilities can help capture a portion of expenditures that are currently spent at similar facilities outside of the community. In addition, they can be marketed as destination locations that introduce the City of Amsterdam to new businesses and individuals that might ultimately invest or visit the area.

This project budget, which is based on standard construction estimating methods, was prepared by a licensed architect and engineer familiar with the proposed design

improvements associated with this project. This event and banquet facility is part of KCG's planned \$30 million mixed-use community development approved by the City Planning Commission. KCG Development, with local Saratoga Springs based partner, DEW Ventures, LLC, have agreed to acquire the three-acre former industrial Chalmers knitting Mill footprint from the City of Amsterdam. The larger project features four stories of workforce and middle income housing which will add 120 apartments - 80 two-bedroom and 40 one-bedroom units – to the neighborhood. It will also include a boardwalk along the river to provide further trail linkages, and will also include an outdoor community space and market.

The proposed 300 seat banquet facility will fill a much needed demand in the area. Currently there is no large destination venue event space capable of facilitating food and entertainment at this scale. Coupled with the views and beautiful waterfront park this space would have a regional draw capable of sustaining the facility, and bringing hundreds of people to Amsterdam every time an event is hosted. The DRI funding will be specifically applied to fitting out a facility that would be a key component to the revitalization of Amsterdam.

Regulatory Requirements:

The proposed project will require local approvals and building permits.

Capacity:

The sponsor is KCG Development, LLC , a developer with a positive track record for large projects such as the AP Lofts at Larkinville in Buffalo and the Lofts at Glove Mill in Utica that is currently under development. The banquet facility a component to the overall Chalmers Mills project, but will be run by an outside operator. The Lanzi family, who operate Lanzi's on the Lake, a large banquet facility on Great Sacandaga Lake, have provided a letter of support for the project expressing interest in running the facility. However, no formal agreement is in place at this time.

Public Support:

The public feels a space along the waterfront for large events, such as weddings or corporate retreats, would attract people to the City from outside the area.

Partners:

The developer has been in discussion with the Lanzi Family, who own and operate a successful restaurant on Great Sacandaga Lake, to run the banquet facility. The banquet facility is part of the larger KCG Development's \$30 million dollar mixed-use community to be constructed with their local Saratoga Springs based partner, DEW Ventures, LLC.

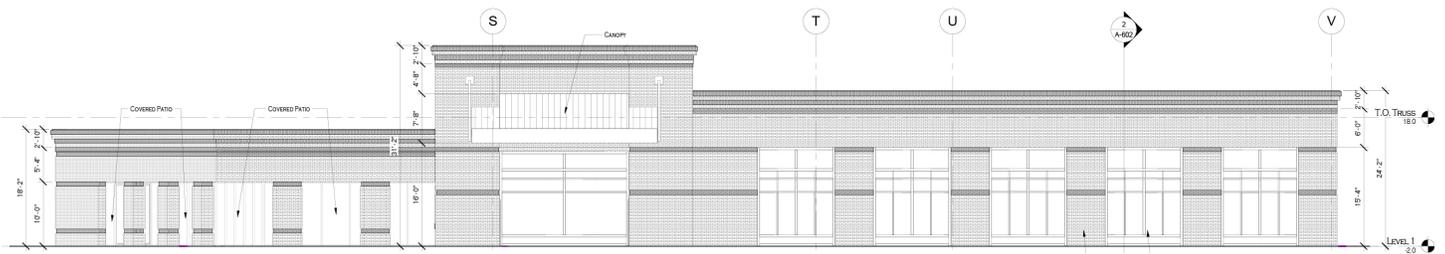
Timeframe for Implementation and Project Readiness

- This project is anticipated to take 18 months and start in Fall 2019. The following is the expected timeframe:
- Design & Permitting: 5 months (months 1 - 5)
 - Bidding & Award: 3 months (months 6 - 8)
 - Construction: 10 months (months 9 - 18)

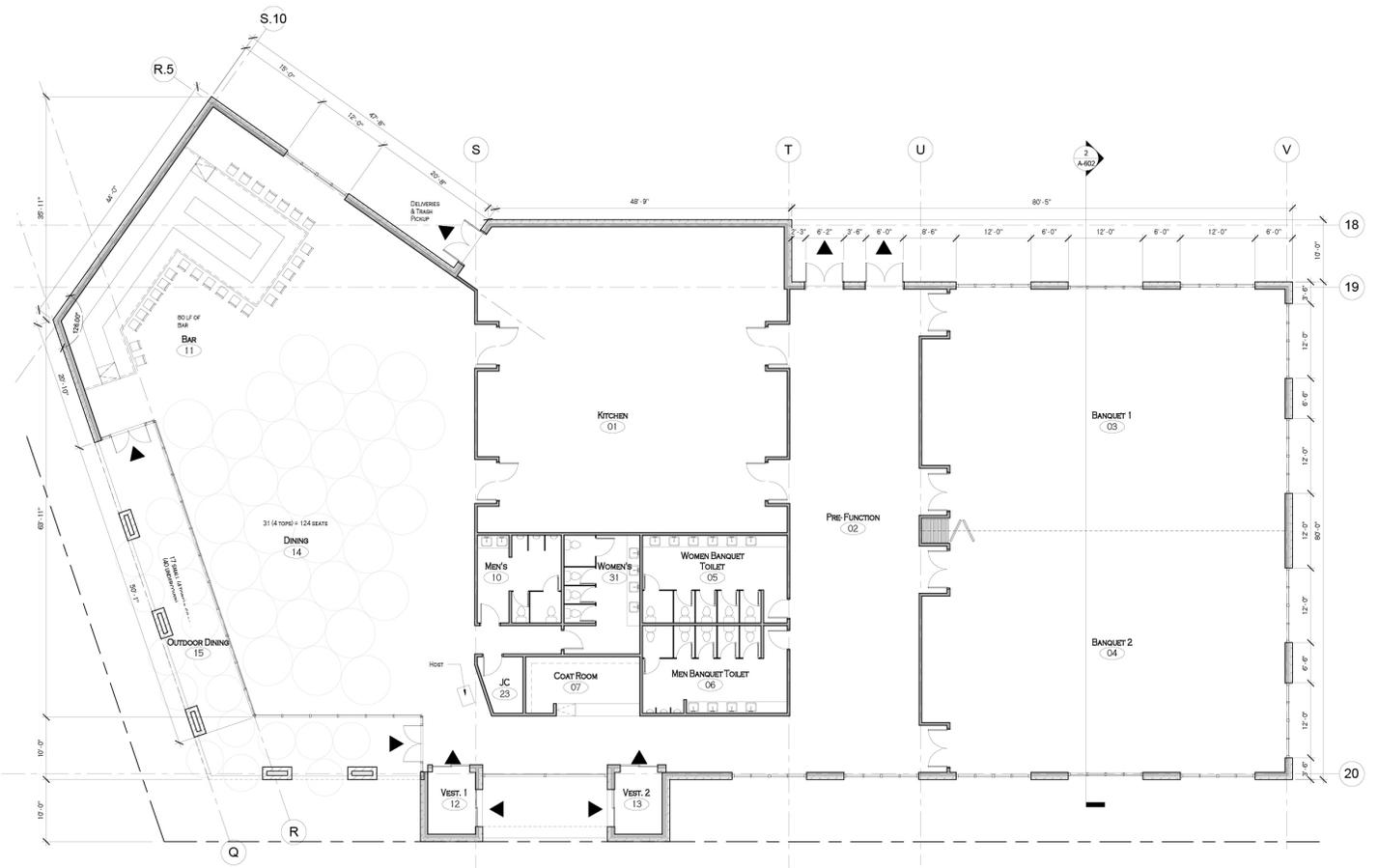
 - Total Timeframe: 18 months

Reporting:

The investment in this project should trigger a noticeable increase in commercial activity and sales in Amsterdam, an increase in hotel room occupancy rates, more jobs, and likely, the creation of new businesses as needed to support events and celebrations.



Elevation of the proposed Banquet Facility project.



Proposed floorplan of the Banquet Facility project

15. Renovate and Expand Amsterdam Free Library



■ New Space ■ Restored Space

Rendering of Amsterdam Free Library Expansion

Sponsor / Contracting Entity:

Amsterdam Free Library

Total Project Cost:

\$4,300,000

DRI Funding Request:

\$1,800,000

Description:

Located in the center of Amsterdam’s downtown, the Amsterdam Free Library provides resources and services to achieve its mission of inspiring lifelong learning, advancing knowledge, and strengthening the Greater Amsterdam Community. This project includes renovation and expansion of the Amsterdam Free Library to create a new business incubator and STEM education facility. A notable feature of the expansion is the creation of a large, multi-use community room that includes a stage, sound and light equipment, screen, and projector.

Address:

28 Church Street, Amsterdam, NY



Site location map of the Amsterdam Free Library

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Year-round Access Strategy #2: Increase activities and visitation to the downtown by expanding community programming and establishing unique neighborhood anchors that attract locals and regional visitors.

- This project is will allow the library to expand its offerings to include a variety of STEM, education and workforce focused programs.

Year-round Access Strategy #3: Include resources to encourage the growth and incubation of new skills and businesses looking to grow in Amsterdam.

- This project will specifically focus on structured programming to aid and mentor people and businesses who want to develop and succeed locally.

Diverse Mixed-Use Core Strategy #3: Create distinct destinations that will introduce new activity, attract visitors and extend the amount of time people spend downtown.

- This project will provide events and programs that will draw in local and regional visitors as well as businesses owners and workforce looking to tap into resources.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project addresses the needs of the City and provides opportunities to learn, explore, and grow under a single roof.

Workforce alignment & education

- This project introduces a business incubator and STEM education facility and will act as an innovation hub in downtown Amsterdam.

Increase spatial efficiencies

- This project partially utilizes an existing structure and creates a new addition to meet the needs of the specialized program to create a balance of old and new.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

STEM intensive industries / Cyber cluster

- This project will specifically incorporate STEM education programs including specialized learning modules, CAD and 3D Printing.

Workforce and education

- This project will include a business incubator and workforce training programs to specifically support local community members with limited education background.

Build vibrant communities

- This project will increase the available entertainment and educational activities for local community members of all ages.

Ownership:

The building and site is fully owned and operated by the not-for-profit Amsterdam Free Library.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project.

Funding Sources:

\$1.8 million will be covered by the DRI funding. The Amsterdam Free Library will apply for a \$1 million CFA Grant through NYCSA's Arts and Cultural Facilities Improvement Program in 2019. Similarly the Amsterdam Free Library will apply for \$1 million (\$500,000 over the next two years) through the NYS Library Construction Aid (applications due in August annually) and the remaining \$500,000 will come from fund raising. Because the supplemental funding is through future grants that are not guaranteed, the The Amsterdam Free Library has agreed to do bonding for any portion of the funding that does not get awarded. The Amsterdam Free Library is also undertaking an aggressive fund raising campaign with opportunities for naming rights to offset some of the funding in case the additional grants are not awarded.

Jobs Created:

Initially, the Free Library anticipates staff levels to remain the same as currently operating. However they anticipate two new positions will be created when new programs are implemented. It is anticipated the Amsterdam Free Library will make one or two of their current part-time staff members full time, increase benefits and pay, and hire two additional part-time clerks.

As well, this project will focus on workforce training for the local community by providing practical life skills and trades with an emphasis on job placement.

Budget:

Total Project Cost: \$4,300,000
 DRI Requested Funding: \$1,800,000

(Refer to Preliminary Financial Analysis for further breakdown)

Preliminary Financial Analysis:

AMSTERDAM LIBRARY PROJECT BUDGET NOTES:

OVERALL ASSUMPTIONS

- Budget provided by JGWA Associates, Architects

SOURCES AND USES ASSUMPTIONS

- Hard Cost Contingency - 10%
- Soft Cost Contingency - 10% (architects and engineers were funded outside this exercise)
- Exterior Restoration will include necessary construction work at the intersection of the historic library and new addition
- Interior restoration will include construction work that is made necessary by the new program and library addition. This work will include removing the existing lift and lift shaft, demolishing the existing fire stair, recapturing this floor area, and retrofitting the floor area near the connection to the new addition.
- Minor changes to the MEP will be necessary

OPERATING BUDGET ASSUMPTIONS

- Estimates for income categories provided by Sponsor.
- Expenses are estimated and only cover costs for building addition.

SOURCES AND USES		
USES	SOURCE	COST
New Construction		
Site Work		\$ 150,000
General		\$ 1,500,000
Construction HVAC		\$ 292,000
Plumbing		\$ 120,000
Electrical		\$ 300,000
	Subtotal	\$ 2,362,000
Restoration of Existing Building		
Exterior Restoration		\$ 230,000
Interior Restoration		\$ 800,000
Existing MEP		\$ 70,000
	Subtotal	\$ 1,100,000
General Conditions		
Contingency (10%)		\$ 100,000
	Total Construction Costs	\$ 3,910,000
Other Soft Costs (legal, insurance, etc.)		
		\$ 390,000
TOTAL PROJECT COSTS		
		\$ 4,300,000
DRI Request		
		\$ 1,800,000
CFA Grant - NYCSA's Arts & Cultural Facilities Improvement Program (2019)		
		\$ 1,000,000
NYS Library Construction Aid (August 2019)		
		\$ 1,000,000
Capital Campaign		
		\$ 500,000
		\$ 4,300,000
GAP		
		\$ -

OPERATING BUDGET

<u>Income</u>		
Meeting/Conference Rentals @ \$100/hour; 20 hours/month	240	\$ 24,000
Halfday Conferences @ \$300; 4x/year Fundraising (STEM/Programming)	4	\$ 1,200
		\$ 10,000
		\$ 35,200
<u>Expenses (addition only)</u>		
Utilities	450	\$ 5,400
Insurance	500	\$ 6,000
Maintenance & Repairs	750	\$ 9,000
Cleaning & Maintenance Supplies Program	150	\$ 1,800
Expenses	1000	\$ 12,000
		\$ 34,200
NET OPERATING INCOME		
		\$ 1,000

**Anticipated
Revitalization
Benefits:**

Amsterdam Free Library Business Incubator and STEM Education facility will vastly improve what is already a strong community center in the downtown. The proposed enhancements would substantially improve the inner workings and library layout resulting in a more efficient use of space and improved accessibility, and would allow the Library to function as an innovation hub, business incubator, and a more robust community center.

With a more efficient interior arrangement, the library would provide much needed facilities for the community and provide opportunities to host more events. The new extension is proposed to open to the outdoors so that the Library can incorporate outdoor activities into its offerings. Additionally, the Library will capitalize on and expand upon the improvements taking place along the Chuctanunda Creek Trail that runs behind the property.

The proposed work is more than simply an enhancement to the building but is in fact a structural necessity as the current addition is pulling away from the original structure. This investment therefore serves to restore this important landmark, protect it structurally, and establish a stronger community center with a regional draw. All of these benefits will attract visitors and help to establish downtown Amsterdam as a destination for cultural events and activities.

This project will provide resources to individuals and small businesses, support both local entrepreneurship and investments that are critical to the City's ongoing revitalization plans, and help capture economic and job growth through New Economy STEM businesses. This investment aligns with the broader Mohawk Valley Economic Development Council's strategic priorities.

Existing Site:



Existing Amsterdam Free Library entrance along Church Street

Feasibility & Cost Justification:

The project budget, which is based on standard construction estimating methods, was prepared by a licensed architect and engineer familiar with the proposed design improvements associated with this project. The cost of this project is in line with industry standards and assumes a sensitive design that celebrates the history of the existing library building while creating a new exciting addition. The historic building is in need of space to grow and expand. An addition was constructed in 1980, but due to structural issues is pulling away from the original historic building. Remodeling this addition, and extending the footprint by 10-12 feet with energy efficient construction would accommodate additional services and programs that are not available anywhere in the City or region.

This project will create a place to foster and develop a workforce of prepared individuals before leaving high school, provide alternatives to the traditional college path, and teach practical life skills and trades that some students don't realize are open to them. Starting with the City's youngest patrons, the Library has embraced STEM education with a Preschool Learning Hour that introduces children to the wonders of science and exploration. STEM based programs are also offered on a regular basis to student of all ages, including numerous outreach programs that bring both CAD design and 3D printing into classrooms. The proposed project will advance the education network to develop a workforce aligned with the region's focus to double the number of STEM jobs by 2030, and create an entrepreneurial ecosystem.

The new three-story addition would include a large, ground level, multi-use community room with a stage, sound and light equipment, screen and projector. This type of space is currently not available anywhere in the region and given its adaptability would see continuous use hosting business conferences, trade shows, science fairs, live plays/acting, poetry recitals, writing and poetry workshops, movie screenings, classes, or community meetings. This is anticipated to be a revenue source for the Library to offset ongoing maintenance and programming expenses. The Amsterdam Free Library is currently ADA compliant but newer wheelchairs are too heavy and bulky to fit into the current elevator, so a new full size elevator will be provided in the new addition. New, shorter stacks will be provided to make it easier for persons with disabilities to reach materials.

There will also be a number of offices available for use by emerging entrepreneurs who don't have their own equipment and need space for meetings, developing plans, prototypes, etc. Computers, printers, fax machines, copy machines, and a conference area would all be a part of this business incubator. This area could be secured from the main library so that it is accessible during off hours.

An outdoor deck is planned to be used for preschool and children's programming during the week and during the Summer Reading Program. This outdoor space will be available for book discussions, outdoor movies and a variety of additional programming. Raised garden beds along with an integrated water catchment system and solar panels will help to reduce the Library's footprint and serve as a model for the community.

The top floor is divided between a new Makerspace and an industrial teaching kitchen which would offer increased teaching options and also serve as an arm of the business incubator. Additionally, the Library owns a 3D printer which is used for both in house and outreach programming, but currently lacks a dedicated space for the tools, substantial 'tinkering' and STEM exploration.

The Amsterdam Free Library works with The Schoharie River Center, a science-based educational group based in Burtonsville, NY. This Amsterdam Environmental

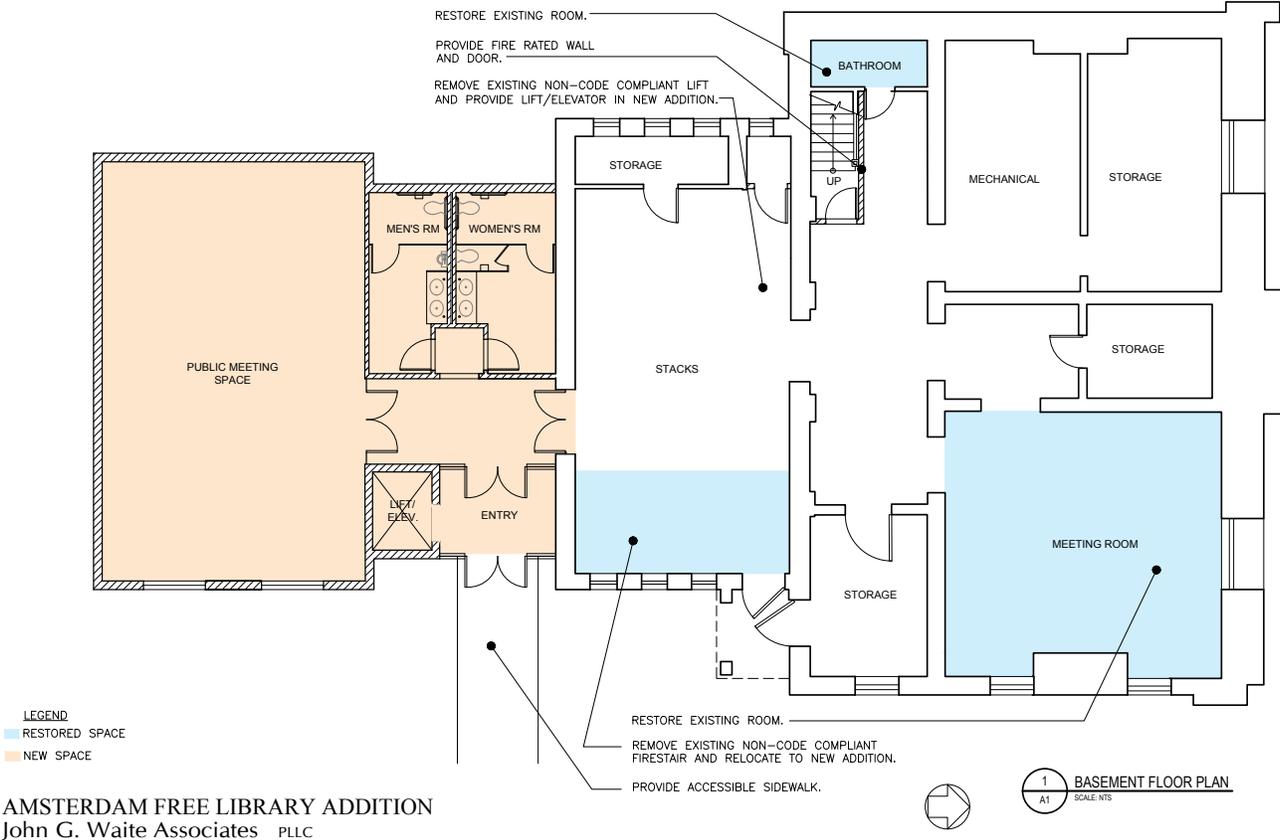
Science Team regularly conducts water quality testing on the Chuctanunda Creek, Mohawk River and the Schoharie River. Equipment, microscopes, and dedicated space would allow the Schoharie River Center to expand and offer this unique educational program to more students in the City of Amsterdam.

Capacity:

The project will be managed by the Library staff and administrators who have demonstrated their capacity to manage and complete repairs and maintenance to the building.

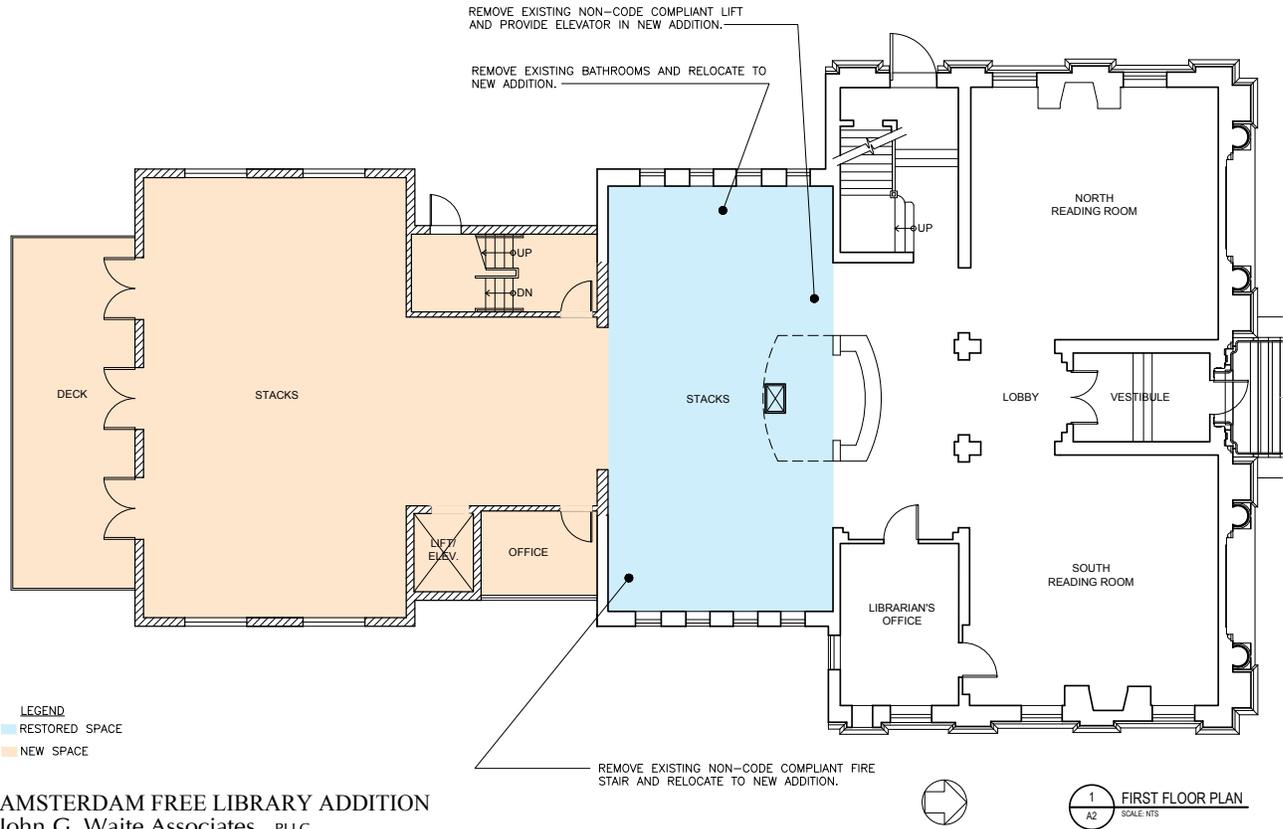
Regulatory Requirements:

The proposed project will require local approvals and building permits.



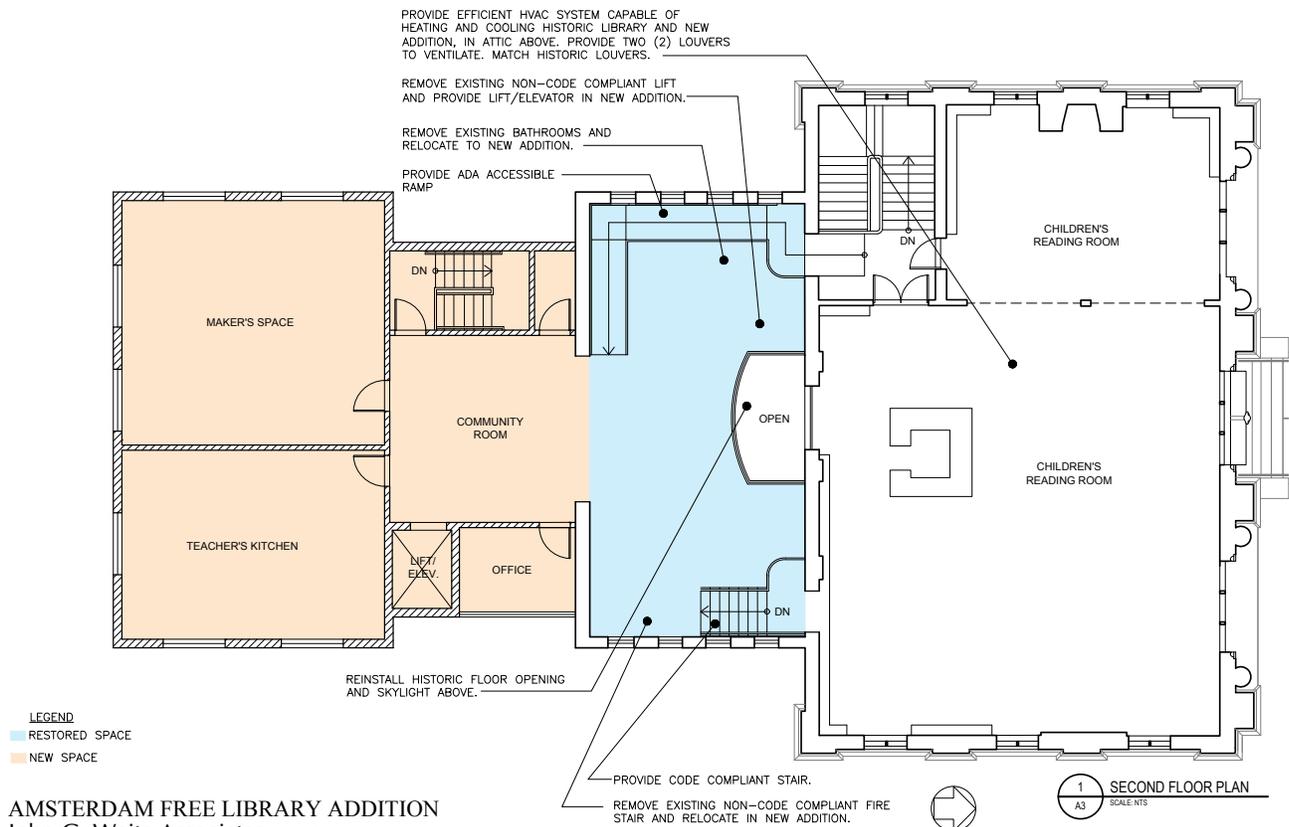
AMSTERDAM FREE LIBRARY ADDITION
John G. Waite Associates PLLC

Proposed Ground Floor Plan



AMSTERDAM FREE LIBRARY ADDITION
John G. Waite Associates PLLC

Proposed First Floor Plan



AMSTERDAM FREE LIBRARY ADDITION
John G. Waite Associates PLLC

Proposed Second Floor Plan

Public Support:

This project has overwhelming public support, as the Amsterdam Free Library is viewed as a vital source of knowledge and resource for all residents. The public has provided direct feedback that supports this project throughout the DRI process, including:

- Critical project with immediate impact that fosters a sense of community and long-term benefits.
- Supports youth and families and creates a gathering place downtown.
- Essential to the City's ability to retain and attract new talent and industries.

Partners:

The Amsterdam Free Library will facilitate this project with many collaborative partners including the City of Amsterdam, Montgomery County, Greater Amsterdam School District, the Schoharie River Center and the Historic Amsterdam League. The Amsterdam Free Library will work with local and regional partners to program the new STEM and Business Incubator spaces.

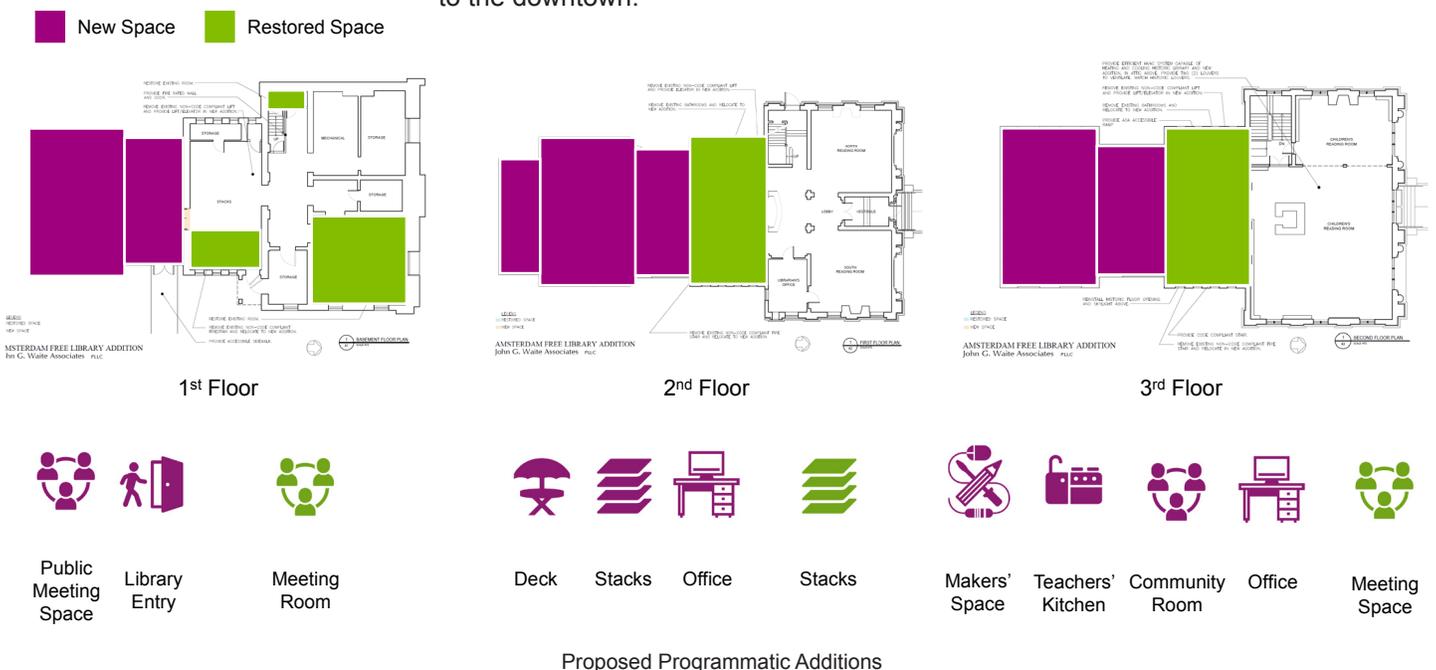
Timeframe for Implementation and Project Readiness

This project is anticipated to take 14 months and start in summer 2019. The following is the expected timeframe:

- Design & Permitting: 6 months (months 1 - 6)
 - Bidding & Award: 2 months (months 7 - 8)
 - Construction: 6 months (months 9 - 14)
- Total Timeframe: 14 months

Reporting:

The project is designed to strengthen and vastly improve an established community asset. The degree to which the Library can offer more services to a growing downtown population will make it a more relevant and a stronger destination in the downtown. Metrics to measure its immediate impact would include the number of library visitations, the increase in the number of hosted events, and greater visitation to the downtown.





Church Street view of Amsterdam Free Library

16. Construct Community Center / Recreation Center



Access diagram of the proposed Community Center / Recreation Center complex

Sponsor / Contracting Entity:

Centro Civico / City of Amsterdam

Total Project Cost:

\$6,000,000

DRI Funding Request:

\$2,500,000

Description:

This project includes rehabilitation of 149 East Main Street for use as a community center and construction of a new Recreation Center. The Community Center will serve as a communal hub for arts, education and recreation activities and will include a computer lab, an art gallery, a shared kitchen, and a space for a variety of community activities including music, reading, tutoring, watching movies, dancing, aerobics, painting, photography, and more.

The 75,000 square foot Recreation Center will house four basketball courts, a 200 M track and a 30 x 70 yard turf field. The enclosed sports complex will be equipped to host a variety of sporting events as well as conferences and conventions. A facility of this type will not only serve residents, it will also attract tourists and bring related economic spending to Amsterdam's downtown.

Address:

143 East Main Street, Amsterdam, NY



Site Location

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Year-round Access Strategy #2: Increase activities and visitation to the downtown by expanding community programming and establishing unique neighborhood anchors that attract locals and regional visitors.

- This project will drastically increase the visitation in downtown Amsterdam by bringing structured community facility programming and year-round scheduled regional sporting events.

Diverse Mixed-Use Core Strategy #3: Create distinct destinations that will introduce new activity, attract visitors and extend the amount of time people spend downtown.

- This project will provide a variety of uses such as educational programs, art classes, cooking classes, recreation and organized sporting events.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project creates a cluster of community activities that can be experienced year round by both local and regional visitors.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Build vibrant communities

- This project creates an exciting array of uses and invites a diverse range of community members to engage and interact.

Opportunity agenda

- This project will create a new destination in one of downtown’s most distressed areas and offer programs that will provide education and workforce training skills to aid in workforce entry and advancement. It also provides affordable activities to keep youth engaged and focused.

Ownership:

The proposed Community Center at 149 East Main Street is owned by Centro Civico. The Remaining land for the proposed Recreation Center is owned by the City.

Acquisition of Real Property:

Construction of the proposed recreation center will require the closure of a portion of eastbound NYS Route 5 and the transfer of land ownership to the City of Amsterdam. As this land will be publicly-owned and remain in public use, NYS DOT has indicated land ownership can be transferred to the City at no cost.



Rendering of the proposed project - View from East Main Street

Budget:

Total Project Cost: \$6,000,000
 DRI Funding Request: \$2,500,000

Cost breakdown between the two project components:

Community Center: \$1,000,000
 (Refer to Preliminary Financial Analysis for further breakdown)

Recreation Center: \$5,000,000
 (Refer to Preliminary Financial Analysis for further breakdown)

Funding Sources:

The DRI funding request for this project is \$2.5 million dollars for design and construction costs. The City has requested \$2 million in discretionary funding from State Legislative officials. Additionally, the project sponsors will apply for a \$1.2 million dollar CFA ESD grant, a \$250,000 National Grid grant, and a \$500,000 NY Main Street CFA grant this year. There is also an aggressive fund raising campaign in place that will include naming rights for the sports complex. This is underway and is projected to reach \$550,000.

Jobs Created:

Community Center - It is anticipated that there will be a maximum of 100 child limit for community center activities. The Boys and Girls Club of the Capital Area (BGCA) anticipates 1 staff member per 10 children and is planning on 10 FTE to run and operate the Community Center.

Recreation Center - The daily staff will include a director with an annual salary of \$50,000, two FTE custodial staff at \$14 an hour, and 2-3 FTE activity staff also at \$14 an hour to be hired as City staff.

Additional event staff will be incorporated into the rental rate of the space and will fluctuate with the type of event.

In addition, this project will focus on workforce training for the local community to provide practical life skills and trades with an emphasis on job placement.

Anticipated Revitalization Benefits:

The Community Center and Recreation Center constitutes an identified community need and would establish a substantial anchor to this underutilized area of the downtown. By extending across land currently occupied by NYS Route 5, the new recreation complex would bridge the gap between East Main Street and the newly created park space, and would influence the type of activity that might occur in this yet to be programmed public space.

This investment stands to establish a stronger community focus for the entire downtown and bolster the eastern portion of East Main Street, which has generally been isolated from the rest of downtown because of the presence of the Riverfront Center. The nature of this facility would draw visitors from across the region and transform this portion of East Main Street to a true destination in its own right during all seasons of the year. All these factors will dramatically change the perception of this area of the City and with increased visitation and activity to the area, should spur more private investment that could ultimately lead to infill development along East Main Street. Increased visitation and future private investment will increase property values, retail sales and improve tax returns to the City.

Feasibility & Cost Justification:

The Community Center's programming is expected to serve the needs of existing families and youth in the City of Amsterdam. The east side of Amsterdam is experiencing population growth, predominately in Latino families. Studies have shown that recreation centers improve the educational, employment and health outcomes for local youth. Investing in, enhancing and supporting local families in Downtown Amsterdam will not only improve their ability to contribute to the local economy, but also potentially increase local property values. The Community Center and Recreation Center will help the City to attract new families seeking to rent and purchase homes in communities that provide access to services for their children.

Community Center - The Boys and Girls Club of the Capital Area will run and maintain the community center facility in partnership with Centro Civico. They will not be charged rent and will collect revenue by charging a membership fee for people to attend and participate in the programming. This fee will be in alignment with community income levels and be offset by the BGCA broader funding, such as fundraising and discretionary funding. Although terms are still being considered, it is anticipated that out of the fee per child that BGCA will be receiving from foundations and/or Department of Social Services, a portion will be paid to the City of Amsterdam.

Recreation Center - Ongoing maintenance and scheduling will be handled by new City Staff positions that will be created specifically for the Recreation Center and supported through renting out the facility. It is anticipated that the monthly operating cost will be roughly \$8,000 a month including utilities such as HVAC, electric and communications. A single weekend event is anticipated to bring in at least \$16,000 easily covering the costs to keep the lights on. Events such as birthday parties and small youth programs will bring in additional revenue as well as individual memberships, concession revenues, sponsorships, advertising, and ongoing fund raising events.

The project budget, which is based on standard construction estimating methods, was prepared by a licensed architect and engineer familiar with the proposed design improvements associated with this project. The cost of this project is in line with industry standards and assumes the renovation of an existing structure next to Centro Civico at 149 East Main Street. The building will be modernized and upgraded to serve as a communal hub for arts, education and culture. It will have a computer lab, an art gallery, a shared kitchen and space for a variety of community activities including music, reading, tutoring, watching movies, dancing, aerobics, painting, photography and more. The Boys and Girls Clubs of the Capital Area would operate the facility as explained above.

Currently the City of Amsterdam offers a variety of programming which takes place at various locales throughout the City. These activities will be relocated to the Recreation Center. It has been expressed that these activities generate revenue to cover not only the costs associated with the specific programming but create positive cash flow as well. Existing programs include; Summer Camp, St Mary's Walking Program, Amsterdam Recreation Basketball League, Amsterdam Little League Baseball, Travel Baseball, Professional Sports Camps, Amsterdam Girls Softball League, Elk's Hoop Shoot, Wishful Thinking Basketball League, Amsterdam High School (various teams) events and practices, indoor movies, and more. With the completion of the Recreation Center, additional programming will be added, including but not limited to; pickleball, dodgeball, whiffleball, youth basketball, aerobics, yoga, Zumba, CPR Classes, CPR babysitting, professional baseball lessons, professional basketball lessons, dances, arts and crafts, soccer leagues (all ages), expansion of basketball leagues (all ages), flag football (all ages) and more.

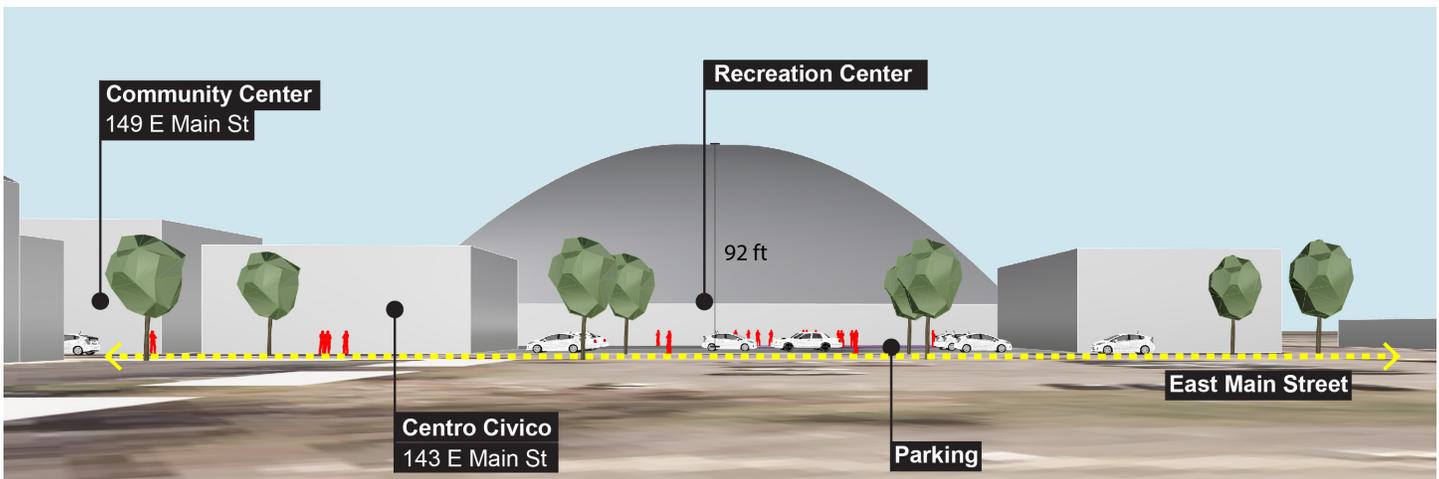
The facility will begin hosting professionally run leagues in sports such as soccer, flag football, basketball, volleyball, etc. Leagues will offer organized participation for people of all ages and abilities.

While the above mentioned activities will serve local and area residents, they will also provide a continuous revenue stream to support the Center. This, however will not be the main source of revenue generation. The Recreation Center will host events throughout the year and draw participants not only from around New York State but regionally as well. The Center will host events related to many youth sports such as AAU Basketball, USA Volleyball, Youth NFL Flag Football, Youth Travel Soccer.

Events such as these can generate upwards of \$20,000 per weekend. Monies can be raised in a variety of ways with weekend tournaments. Teams entering tournaments minimally pay \$300 per team for participation. Add in admission fees, concession stand revenues, and souvenir sales, and a 30-team tournament can reach the anticipated revenue goal.

Over the past few years, talk of this project with many groups has laid the groundwork for immediate success. The Tri-County Indoor Track League (TCITL) has agreed to move all meets and invitational meets to Amsterdam. Their season runs from November through early February. A contract to host all TCITL meets will generate over \$25,000 in rental fees, not including additional revenues from weekend invitational meets.

Another major source of revenue will be derived from the aforementioned rental of the facility. Countless schools and programs have already made inquiries about how to secure time at the Center. Areas that can be rented include: indoor turf field, 200 Meter indoor track, and 4-basketball courts for upwards of sixty hours each per week. Teams and schools will use the Center for practices throughout the year. Because this will be the only full 200 Meter indoor track between New York City and Utica it is anticipated that there will be constant demand to rent the Center. Other locations such as the University of Albany and Union College, that do not offer the same type of facilities proposed here, charge over \$125 per hour for usage. The multiple batting cage systems will have a fee of \$75 per tunnel while the four basketball courts and turf field can be rented for a wide array of activities. The 75,000 square foot facility will also be used to host conferences, conventions and other types of gatherings.



Elevation rendering of the proposed project - East Main Street

**Preliminary Financial
Analysis -
Community Center:**

**COMMUNITY CENTER BUDGET
NOTES:**

OVERALL ASSUMPTIONS

- The Boys & Girls Clubs of the Capital Area will provide programming to the local community in the newly rehabbed Community Center building.
- The Boys & Girls Clubs of the Capital Area will provide oversight of their programs and cover all costs associated with them including staffing, program specific costs, utilities, program liability insurance.

SOURCES AND USES ASSUMPTIONS

- Construction costs are estimated. Sponsor has not provided line-item budget
- Hard Cost Contingency - 10% of Construction costs (estimate)
- Soft Cost Contingency - 25% of Total construction costs (estimate)

OPERATING BUDGET ASSUMPTIONS

- The Boys & Girls Clubs of the Capital Area will provide oversight of their programs and cover all costs associated with them including staffing, program specific costs, and program liability insurance.
- The Boys & Girls Clubs of the Capital Area anticipates income from membership fees, grants and donations. Budget numbers provided are estimates.
- The Boys & Girls Clubs of the Capital Area will cover cost of building overhead including: utilities, insurance, maintenance and repairs, and cleaning.

SOURCES AND USES

USES	SOURCE	COST
Site Work		\$ 60,000
General Construction		\$ 442,300
Mechanical		\$ 95,000
Plumbing		\$ 80,000
Electrical		\$ 50,000
	Subtotal	\$ 727,300
Contingency (10%)		\$ 72,700
Total Construction Costs		\$ 800,000
Architectural & Engineering Fees &		
Other Soft Costs (legal, insurance, etc.) (25%)		\$ 2,000,000
TOTAL PROJECT COSTS		\$ 1,000,000
DRI Request		\$ 1,000,000
GAP		\$ -

OPERATING BUDGET

<u>Income</u>		
Membership Fees		\$ 15,000
Foundation Grants		\$ 20,000
Corporate Grants		\$ 15,000
Donations		\$ 15,000
		\$ 65,000
<u>Expenses</u>		
Utilities		\$ 14,000
Insurance		\$ 10,000
Property Tax		\$ -
Maintenance & Repairs		\$ 20,000
Custodial Labor (0.5 FTE; 20 hours @ \$18 per hour)		\$ 18,720
		\$ 62,720
NET OPERATING INCOME		\$ 2,280

Preliminary Financial Analysis - Recreation Center:

COMMUNITY CENTER BUDGET NOTES:

OVERALL ASSUMPTIONS

- City of Amsterdam will provide oversight of the facility, including administrative functions, such as scheduling, staffing, maintenance and repairs.
- The Recreation Center revenue will cover the costs associated with these functions.

SOURCES AND USES ASSUMPTIONS

- The budget breakdown was provided by the City of Amsterdam and C.T. Male.
- Contractor profit reduced to 15%
- Architectural Engineering reduced to 5%
- Hard Cost Contingency - 5 %
- Soft Cost Contingency - reduced to 10%; assumes partial offsets for in-house costs that will be provided by City of Amsterdam for items such as legal, fee waivers etc.

SECTION 2 - OPERATING BUDGET ASSUMPTIONS

- The facility will host 15 major weekend sporting events - These events will include state and regional youth sports tournaments (i.e. AAU Basketball, USA Volleyball, Youth NFL Flag Football, Youth Travel Soccer). In addition, the Tri-County Indoor Track League will host all meets and invitational meets to this facility. The income for these events includes facility rental, admission fees, concession stand revenue, and souvenir sales.
- The facility track/fields will be rented by local sports teams for at least 10 hrs/week at \$125/hour.
- Community events will be held in the facility 60 times per year.

SOURCES AND USES

USES	SOURCE	COST
Site Work		\$ 305,935
General Construction		\$ 2,870,000
Mechanical		\$ 32,000
Plumbing		\$ 139,200
Electrical		\$ 214,000
	Subtotal	\$ 3,561,135
General Conditions (5%) Contractor's		\$ 178,057
Overhead and Profit (15%)		
Contingency 5%		\$ 534,170
	Total Construction Costs	\$ 178,057
Architectural & Engineering Fees 5%		\$ 4,451,419
Other Soft Costs 10%		
		\$ 178,056.8
		<u>\$ 370,524</u>
	TOTAL PROJECT COSTS	\$ 5,000,000
	DRI Request	\$ 1,500,000
	Discretionary NYS	\$ 550,000
	ESD CFA	\$ 1,200,000
	National Grid	\$ 250,000
	NY Main Street	\$ 500,000
	Fundraising/ Naming Rights	<u>\$ 1,000,000</u>
		\$ 5,000,000
	GAP	0

OPERATING BUDGET

<u>INCOME</u>		
Host Weekend Sporting Events @ \$18K per event	15	\$ 270,000
Track/Field rentals/week @ \$125/hour	10	\$ 65,000
Community Use Rentals @ \$300 (Parties, etc.)	60	\$ 18,000
Other Income (sponsorship, advertising, parking, etc.)		\$ 15,000
Sales/Concessions (net)		\$ 22,000
		<u>\$ 390,000</u>
<u>EXPENSES</u>		
Director		\$ 50,000
Custodial Staff (2FTE's)		\$ 58,240
Activity Staff (3FTE's)		\$ 87,360
Subtotal Staff		<u>\$ 195,600</u>
Employee Taxes/Benefits	Assumes 35%	\$ 68,460
Total Staff		\$ 264,060
Insurance		\$ 10,000
Utilities		\$ 20,400
Cleaning		\$ 9,600
Garbage Removal		\$ 2,880
Security		\$ 660
Pest Control		\$ 300
Building Supplies		\$ 6,000
Reserves for Replacements		\$ 24,000
		<u>\$337,900</u>
NET OPERATING INCOME		\$ 52,100

Capacity:

Centro Civico:

Centro Civico is a Latino not-for-profit organization started in 1986, with the capacity to administer funds, deliver vital services, housing initiatives, and support community economic development. The existing administrative leadership has demonstrated their ability to operate a not-for-profit institution and would continue to operate their facility and run programs at the additional spaces. Centro Civico will also act as landlord of the 149 East Main Street Community Center Facility but will not be involved in the operations and management of the facility.

Boys and Girls Clubs of the Capital Area:

The Boys and Girls Clubs of the Capital Area currently provide programming in 18 locations throughout Albany and Rensselaer County for over 1,800 children and teens each day. Additionally, the clubs provide over 225,000 meals for multiple youth organizations on an annual basis. They would expand this capacity by running and operating the 149 East Main Street facility. Staff will be hired as necessary to successfully manage the proposed programs. They will also utilize programming space at the recreation center.

City of Amsterdam:

The City of Amsterdam will act as the landlord of the Recreation Center and would be responsible for renting the facility to users. This will require the hiring of dedicated facility management and operations team members once the facility is completed.

Tri-County Indoor Track League:

The Tri-County Indoor Track League is a governing body of the 54 school sub-league within Section 2 for Indoor Track and Field. The league hosts a total of 44 track meets from the end of November to the middle of February within the capital region. The Tri-County Indoor Track League rents these types of spaces all over the region and operates highly successful events and will expand this operation at the Recreation Center.

Public Support:

This project is viewed as a catalytic project by the public as it supports youth activities and programming, and provides access to a variety of programs, such as reading, tutoring, dancing, and aerobics for all ages. At the same time, it establishes Amsterdam as a destination for sports enthusiasts throughout the region. The public has provided direct feedback throughout the DRI process that supports this project, including:

- Creates opportunities for youth in their own community
- Provides youth a safe environment and encourages an active lifestyle
- Draws tourists and current residents into the downtown area

Partners:

Beyond the key partnership between Centro Civico, one of Amsterdam's anchor community organizations, with the City of Amsterdam, a number of other partners have expressed interest in this project. Most notable is the Boys and Girls Clubs of the Capital Area who have provided the project sponsors with a letter of support outlining their anticipated partnership in running and operating the Community Center. Similarly, the City is in conversations with large tournament operators who could potentially use the recreation facilities for larger regional events. This City has received a letter of support from the Tri-County Indoor Track League describing interest in renting the proposed facility for one, if not both weekend days from the end of November through the middle of February.

Regulatory Requirements:

The proposed project will require local approvals and building permits.

Timeframe for Implementation and Project Readiness

Community Center: This project is anticipated to take 8 months and start in Fall 2019. The following is the expected timeframe:

- Design & Permitting: 2 months (months 1 - 2)
- Bidding & Award: 1 month (month 3)
- Construction: 5 months (months 4 - 8)

- Total Timeframe: 8 months

Recreation Center: This project is anticipated to take 9 months and start in summer of 2020, once NYS Route 5 closure process has begun. The following is the expected timeframe:

- Design & Permitting: 2 months (months 1 - 2)
- Bidding & Award: 1 month (month 3)
- Construction: 6 months (months 4 - 9)

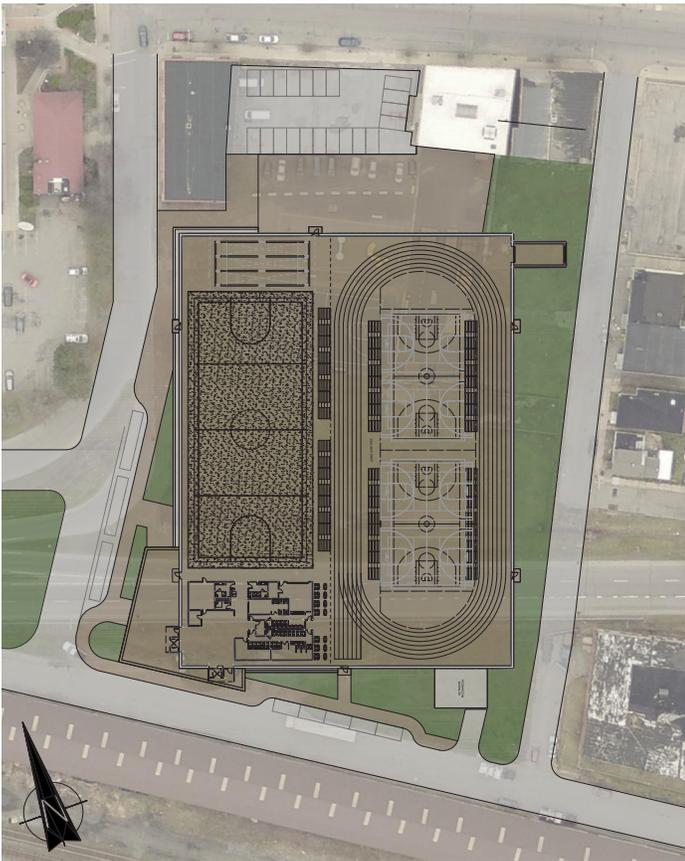
- Total Timeframe: 9 months

Reporting:

This project stands to dramatically change the level of activity on this segment of East Main Street. This will measurably increase visitation to the area, and increase spending at local and adjacent businesses.



Rendering of the Community Center component of the project from East Main Street



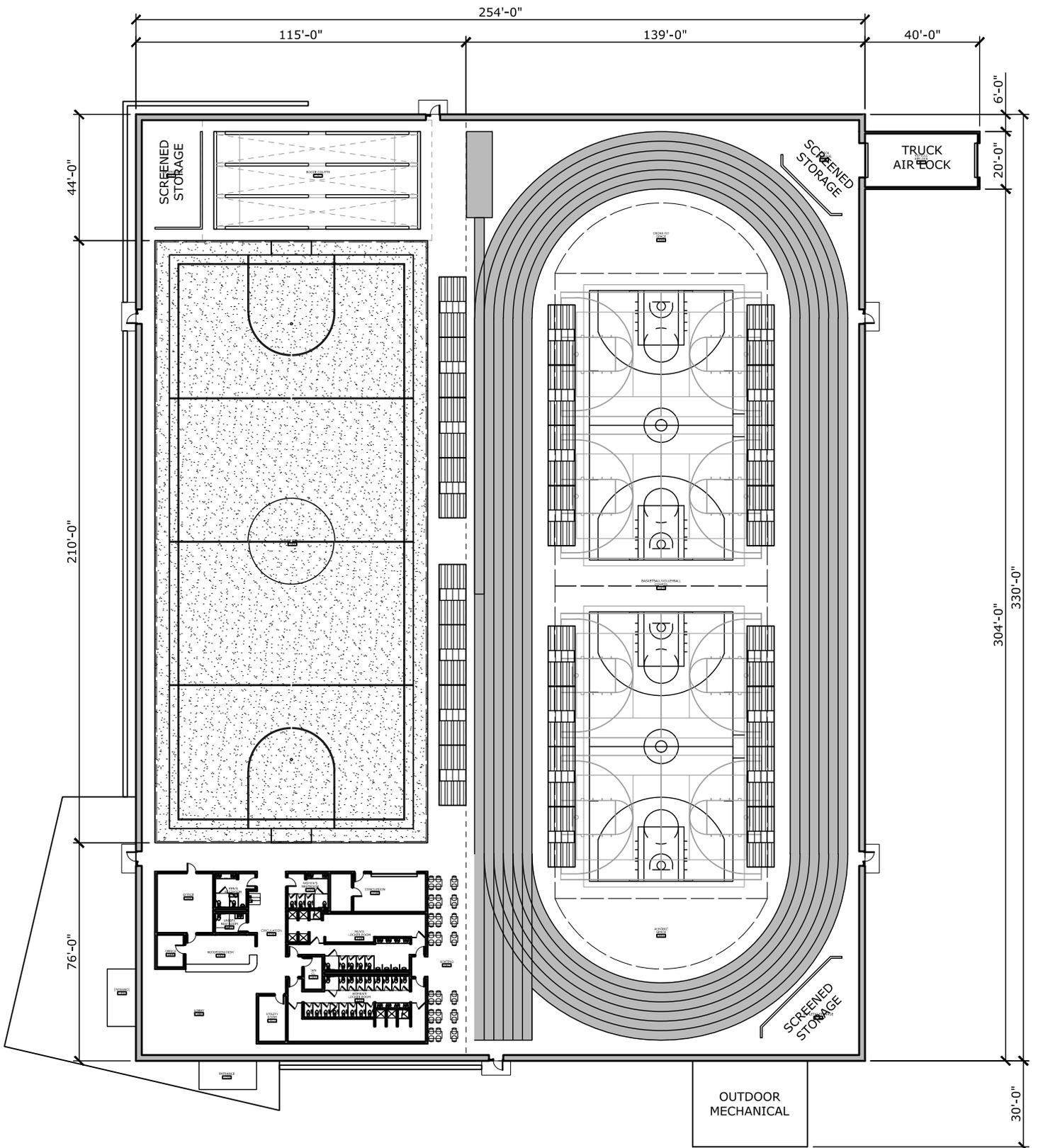
Plan Rendering of the Recreation Center and context
(Source: C.T. Male Associates)



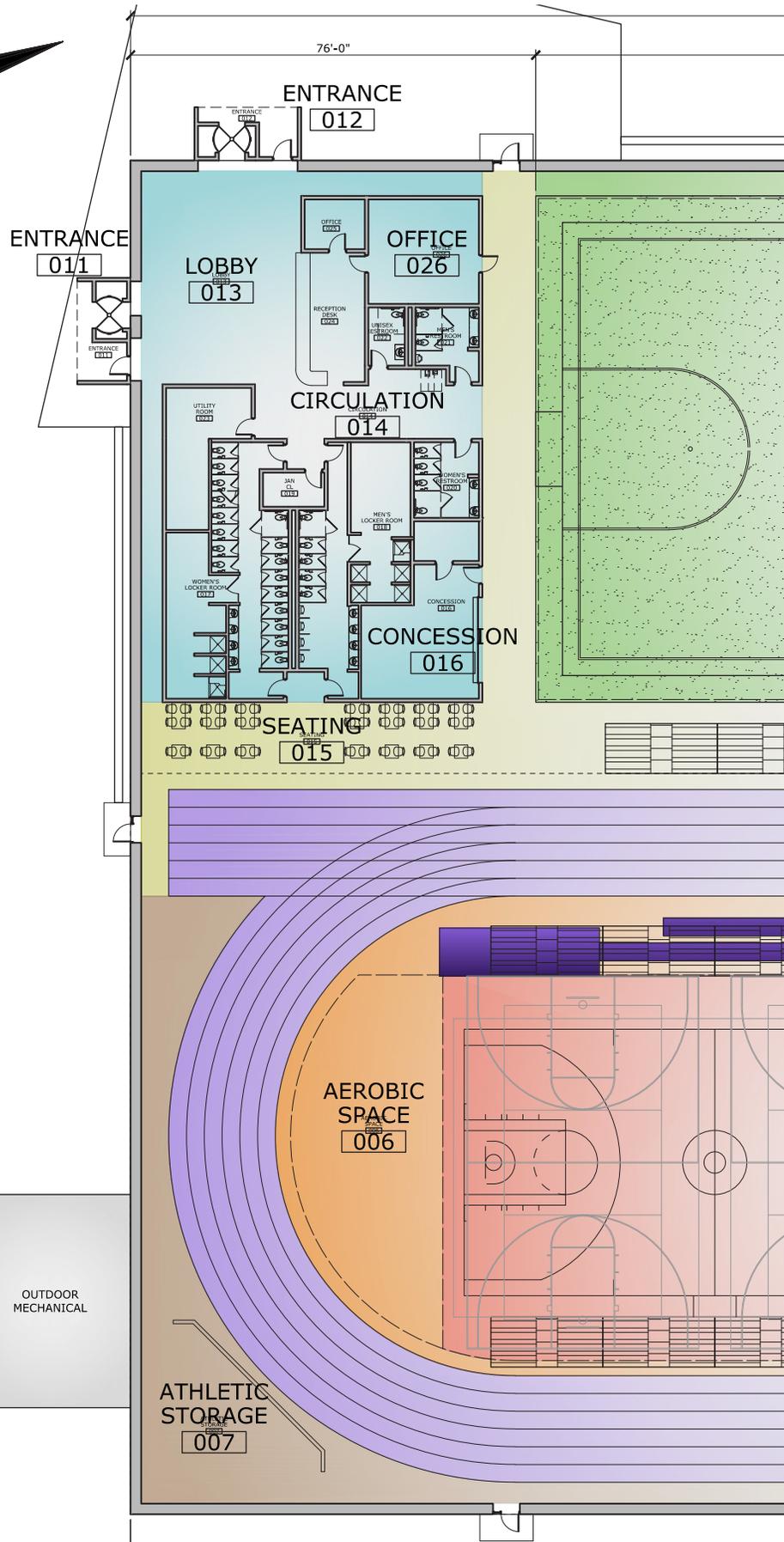
Precedent image of similar sports structure - Interior
(Source: Air Structures American Technologies, Inc.)



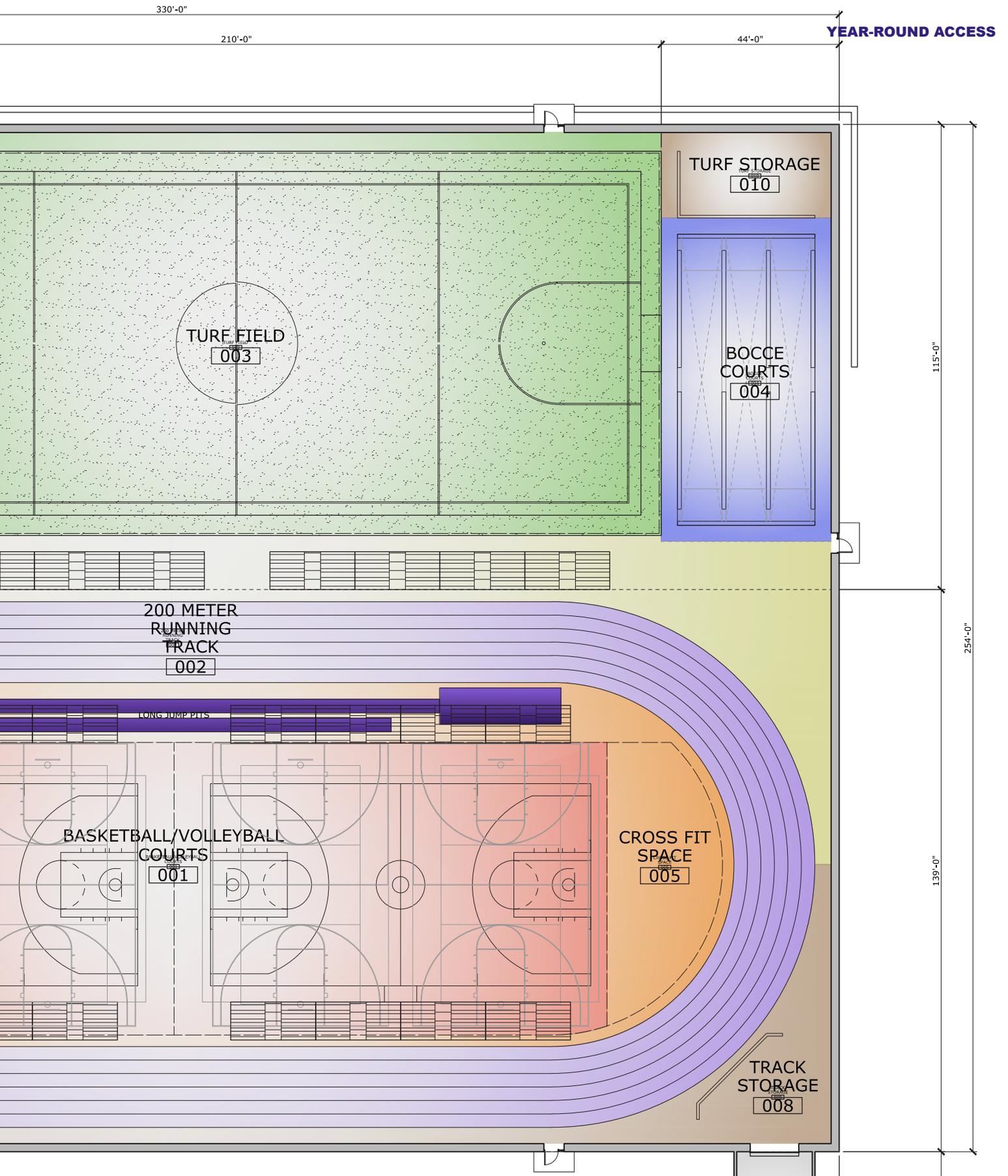
Precedent image of similar sports structure - Interior
(Source: Air Structures American Technologies, Inc.)



Proposed 1st Floor Plan of the Recreation Center
(Source: C.T. Male Associates)



PROGRAM SUMMARY		
ROOM NO.	ROOM NAME	SQ. FT.
001	BASKETBALL/VOLLEYBALL COURTS	15,479
002	200 METER RUNNING TRACK	24,392
003	TURF FIELD	24,860
004	BOCCE COURTS	3,859
005	CROSS FIT SPACE	1,578
006	AEROBIC SPACE	1,574
007	ATHLETIC STORAGE	850
008	TRACK STORAGE	757
009	VEHICLE AIRLOCK	734
010	TURF STORAGE	764
011	ENTRANCE	200
012	ENTRANCE	200
013	LOBBY	1,200
014	CIRCULATION	912
015	SEATING	896
016	CONCESSION	578
017	WOMEN'S LOCKER ROOM	906
018	MEN'S LOCKER ROOM	728
019	JAN CL	73
020	WOMEN'S RESTROOM	172
021	MEN'S RESTROOM	147
022	UNISEX RESTROOM	74
023	UTILITY ROOM	289
024	RECEPTION DESK	322
025	OFFICE	105
026	OFFICE	407
		82,057
OVERALL BUILDING FOOTPRINT		85,000



Proposed Programmatic Distribution on the 1st Floor of the Recreation Center
 (Source: C.T. Male Associates)

17. Create Parking on the Southside



Project precedent of surface parking and green infrastructure

Sponsor / Contracting Entity:

City of Amsterdam

Total Project Cost:

\$500,000

DRI Funding Request:

\$500,000

Description:

Programmed festivals and events held at Amsterdam’s waterfront attract thousands of visitors from all over the region. On the Southside, the vacant Chalmers Mills site has provided convenient parking for these events which is critical for their success. However, as the Chalmers Mills site is developed, it will be important to continue to provide adequate parking for waterfront events. This project identifies four potential sites to provide new surface parking, with the goal of replacing approximately 100 - 150 parking spaces throughout the Southside. The parking lot design will also incorporate green infrastructure measures to limit impervious surfaces and enhancements to better integrate these lots into the emerging residential community.

Address:

4 potential sites on Southside, Amsterdam, NY



Alternative future, City parking locations

Note*: The project might include the extension of the existing City parking lot.

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Year-round Access Strategy #4: Create necessary access to existing and future assets.

- This project replaces surface parking that will be removed with the development of the Chalmers Mills Lofts and ensures waterfront event parking is still easy and convenient.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project supports the many cultural and entertainment events that happen at the waterfront each year by providing necessary parking within walking distance.

Ownership:

There are a range of potential locations for Southside parking that will need to be analyzed by the City of Amsterdam. Location options include utilizing existing City owned land, negotiating with private property owners for purchase of land, or using underutilized NYS Thruway Authority rights of way.

Acquisition of Real Property:

Depending on the preferred site for parking, the acquisition of real property may be required. The City may acquire property if necessary, however, acquisition is not included in the total cost for this project.

Budget:

Total Project Cost: \$500,000*
Requested DRI Funding: \$500,000

Project Cost Breakdown:

100 surface parking spaces \$400,000
Landscaping \$ 25,000
Soft Costs: A/E fees, Legal Fees, Surveys, Site Investigations,
Testing, Project Management, Permits etc. \$ 75,000

*This cost does not include any site acquisitions. The City of Amsterdam would fund site acquisitions, if necessary, outside the DRI project funding.

Funding Sources:

The proposed project would be fully funded by DRI.

Jobs Created:

It is not anticipated that this proposed project will create new permanent jobs.

Anticipated Revitalization Benefits:

There is already a strong demand for parking in Amsterdam's Southside during events and festivals held on the MVGO Pedestrian Bridge and Riverlink Park because the Southside provides the most direct and easy access to the MVGO Pedestrian Bridge. When the Chalmers Mill site is redeveloped, vehicle parking will need to be replaced nearby to ensure the continued success of these events. Maintaining accessible parking is important for ensuring that visitors driving to the Southside of the City to shop, dine, and/or participate in special events can access the area easily and contribute to the local economy.

Feasibility & Cost Justification:

The project budget, which is based on standard construction estimating methods, was prepared by a licensed architect and engineer familiar with the proposed design improvements associated with this project. Currently the events at Riverlink Park and the MVGO Pedestrian Bridge are the biggest public draw to the City of Amsterdam. The existing Chalmers Mills site is currently where most people park to attend these events. When this site is developed it will be critical to provide sufficient parking near the City's most successful asset. These surface parking lots will be modestly designed but incorporate some landscaping to ensure the quality of the emerging community is maintained. As the market expands on the Southside whichever sites are purchased by the City could be sold for future development to capitalize on this investment.

Regulatory Requirements:

The proposed project will require local approvals and building permits.

Capacity:

The City, which has a proven track record of managing parking for large events at the Chalmers Mill site, will provide management for the new parking created on the Southside.

Public Support:

This project is supported by the public who believe that planning for future parking demands on the Southside is essential to supporting current and future businesses in the area. Parking will also be critical to attracting residents and visitors along the waterfront, and encouraging people to park their vehicles and walk throughout the downtown area.

Partners:

The City has been in conversations with various private owners and NYSDOT to discuss these future surface parking lots.

Timeframe for Implementation and Project Readiness

This project is anticipated to take 8 months and start in Summer 2019. The following is the expected timeframe:

- Design & Permitting: 2 months (months 1 - 2)
- Bidding & Award: 2 months (months 3 - 4)
- Construction: 4 months (months 5 -8)

- Total Timeframe: 8 months

Reporting:

The success of this investment can be easily measured by the number of vehicles using the parking lots during events and activities on the MVGO Pedestrian Bridge or along Bridge Street, as well as increased revenues and sales by local businesses.



Illustrative example of Southside surface parking lot adjacent to proposed dog park

18. Rehabilitate Former Key Bank Building



Existing condition

Sponsor / Contracting Entity:

Cranesville Properties LLC

Total Project Cost:

\$2,500,000

DRI Funding Request:

\$1,000,000

Description:

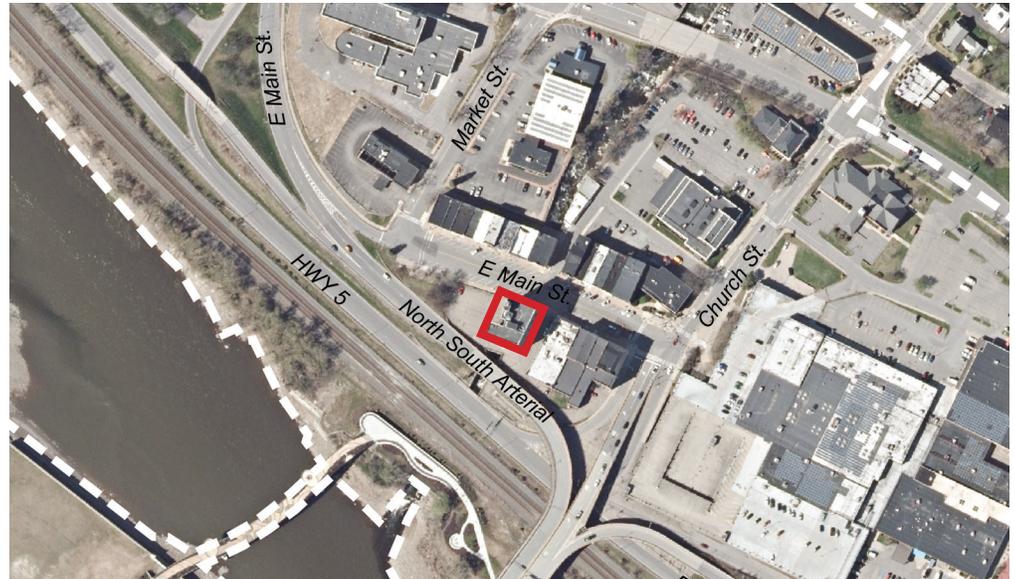
This project includes the rehabilitation of the former Key Bank building in Amsterdam’s historic downtown to accommodate commercial use on the first floor and residential units of the upper floors. With substantial private investment by the owner, work renovating the top floors of this eight-story building into one- and two-bedroom apartments overlooking the City’s downtown and waterfront is underway.

This is an ambitious adaptive reuse project that will become a major downtown anchor by providing 20-30 market rate residential units, substantially increase the

number of residents and traffic in the downtown. Restoration of the tallest building in downtown and will serve as a beacon of revitalization and become a catalyst for future residential conversions downtown. The upscale apartments will attract professionals with spending power, while the restaurant will bring increased tourism and open the doors for future food and beverage opportunities and partnerships.

Address:

27-31 East Main Street, Amsterdam, NY



Site location map of the proposed Key Bank Building project

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Year-Round Critical Mas Strategy #2: Increase activities and visitation to the downtown by expanding community programming and establishing unique neighborhood anchors that attract locals and regional visitors.

- This project establishes a unique destination brewery restaurant that celebrates craft beer and food at the ground floor to attract local and regional visitors.

Diverse Mixed-Use Core Strategy #1: Develop housing diversity by providing a mix of residential dwelling types and sizes that respond to changing housing needs and evolving population trends.

- This project creates 20-30 new residential units in the heart of downtown Amsterdam aimed at attracting a younger population who are looking to move to Amsterdam without purchasing or renting a large house.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Increase spatial efficiencies

- This project revitalizes an existing iconic downtown structure into a new mixed-use building.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Build vibrant communities

- This project creates a mixed-use building and would be the catalyst for future residential conversions in the area. By providing both amenities and residential units this begins to shape downtown as a self-sustaining neighborhood.

Ownership:

The site is owned by Cranesville Properties LLC which was established in 1947 and remains a family owned business and institution in Amsterdam. They own a number of buildings in downtown Amsterdam including the Riverfront Center and are committed to the revitalization of the City.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project.

Funding Sources:

\$1,000,000, or 40% of the total project cost, is being requested through DRI funding. The remaining \$1,503,922 is being supplied by the project sponsor.

Existing Site:



Key Bank Building entrance from East Main Street

Budget:

Total Project Cost: \$2,503,922
 DRI Funding Request: \$1,000,000

(Refer to Preliminary Financial Analysis for further breakdown)

Preliminary Financial Analysis:

KEY BANK BUILDING BUDGET NOTES:

SOURCES AND USES ASSUMPTIONS

- Construction costs derived from construction budget submitted by Sponsor
- Included 5% for general conditions and 5% for contingency.
- Per Sponsor budget no GC profit is included.
- Soft Cost total provided by Sponsor

SECTION 2 - OPERATING BUDGET ASSUMPTIONS

- Assumed 24 apartments (based on provided unit costs)
- Assume Crane Properties is acting as property manager.
- Commercial Income Includes Restaurant/Brewery and Ice Cream Novelty
- Spaces and was provided by Sponsor.
- Rents for apartments were provided by Sponsor
- Applied a 10% Vacancy rate
- Insurance, Taxes, Maintenance/Repair numbers from Sponsor
- Utilities (all), estimated for common areas @ 1,500 per month

SOURCES AND USES

USES	SOURCE	COST
Site Work		\$ 72,800
General Construction		\$ 635,999
Mechanical		\$ 174,720
Plumbing		\$ 515,242
Electrical		\$ 273,000
Fixtures & Equipment		\$ 531,804
	Subtotal	\$ 2,203,565
General Conditions (5%)		\$ 110,178
Contingency (5%)		\$ 110,178
	Total Construction Costs	\$ 2,423,922
Soft Costs (architect, engineer, insurance, etc.)		\$ 80,000
	TOTAL PROJECT COSTS	\$ 2,503,922
	DRI Request	\$ 1,000,000
	Crane Properties	\$ 1,503,922
		\$ 2,503,922
	GAP	\$ -

OPERATING BUDGET

Income

	Rent PSF	
Commercial (4,500 SF)	7.5	\$ 33,750
	Subtotal	\$ 33,750
Gross Apartment Income	Per Unit Rent	Annual Gross Rents
2-Bedroom Units (6 units)	\$ 1,175.00	\$ 84,600
1-Bedroom Units (18 Units)	\$ 850.00	\$ 183,600
	Subtotal	\$ 268,200
Gross Income		\$ 301,950
Vacancy and Collection Loss (10%)		\$ 30,195
Adjusted Gross Income		\$ 271,755

Expenses (Common Areas Only)

Utilities (common gas,electric, water/sewer)	1500	\$ 18,000
Insurance		\$ 6,000
Real Estate Taxes		\$ 76,860
Legal/Accounting		\$ 10,000
Maintenance & Repairs		\$ 40,000
Reserves for Replacements	1000	\$ 24,000
Total Expenses		\$ 174,860

NET OPERATING INCOME \$ 96,895

Jobs Created:

The project sponsor has identified 5 new jobs that will be created. However, a proposed 100-plus seat brewery restaurant will likely generate 25 - 30 full time jobs to service the restaurant and the brewery production and operations.

Anticipated Revitalization Benefits:

The introduction of new market rate residences, and a ground level brewery would establish a consistent level of activity to this area of the City year-round. The brewery would increase visitation to the area throughout the year, and the occupied residential units would guarantee a human presence on East Main Street during off-hours and weekends.

The value of bringing residential development to the downtown is an important step toward urban revitalization as residents tend to attract other activities, retail, and ultimately more residences. The former Key Bank building has a substantial presence in the downtown due to its height, so its occupancy at night would signal an active downtown to anyone approaching the City from all directions. This highly visible image of downtown vitality could serve as a catalyst to attract future private investment to the area.

The building is also a local landmark of sorts, so re-purposing it for new uses will ensure its continued maintenance and presence on the skyline. Other benefits include increased tax revenues to the City, increased tourism and the general spill-over benefits that more visitations will bring to other East Main Street businesses.

Feasibility & Cost Justification:

The availability of residential units in a historic downtown building will attract residents within and outside of the City of Amsterdam who are looking for downtown living opportunities that provide a vibrant, walkable environment. New residents will also increase foot traffic that can support the City's efforts to attract new businesses. The restaurant component will not only create local jobs, but will also improve dining options for local residents and visitors and provide a dining experience not available on NYS Route 30 north of the City. This investment may also encourage other existing property owners in the downtown area to rehabilitate and reactivate existing storefronts and upper floor apartments that will also increase economic activity.

The cost estimate for this project was established by the property owner's architects and design team who are familiar with the project, and construction costs that the owner has encountered for restoration work done to date. This includes an anticipated residential renovation cost of roughly \$70 per square foot. The restaurant and the required brewing equipment is a substantial investment and would be a unique feature in the region. An extensive investment has already been devoted to the building by installing a new elevator and completing a substantial asbestos removal. The owner is committed to the revitalization of Amsterdam and this development will be a catalyst to bring people downtown.

This project cost is justified by creating one of the most substantial projects on the north side of downtown, and creating a new standard for mixed-use buildings. It will be a residential anchor and create a destination for visitors. It will also help to revitalize East Main Street by generating more foot traffic for other business and providing an incentive to attract people visiting the waterfront to come inland.

Regulatory Requirements:

The proposed project will require local approvals and building permits.

Capacity:

The property owner, Cranesville Properties LLC, is a privately-owned business with over 40 years of experience with property development and management in the City of Amsterdam. If selected for DRI funding, the City and state administering agency will need to work closely with the project sponsor to ensure State requirements are met and the project is successfully completed.

Public Support:

This project has public support in its ability to improve the downtown area and support diverse housing and retail options that would attract people to the downtown. This historic building is a key project for the overall enhancement of East Main Street.

Partners:

Project sponsor will continue to partner with the City to revitalize the downtown. In addition, the owner is exploring partnerships and relationships with various brewers and industry experts to ensure the restaurant and brewery are successful.

Timeframe for Implementation and Project Readiness

This project is anticipated to take 24 months and start in summer 2019. However the apartment rentals will start on a rolling floor-by-floor basis within 12 months of DRI funding. The following is the expected timeframe:

- Design & Permitting: 7 months (months 1 - 7)
- Bidding & Award: 3 months (months 8 - 10)
- Construction: 14 months (months 11 - 24)

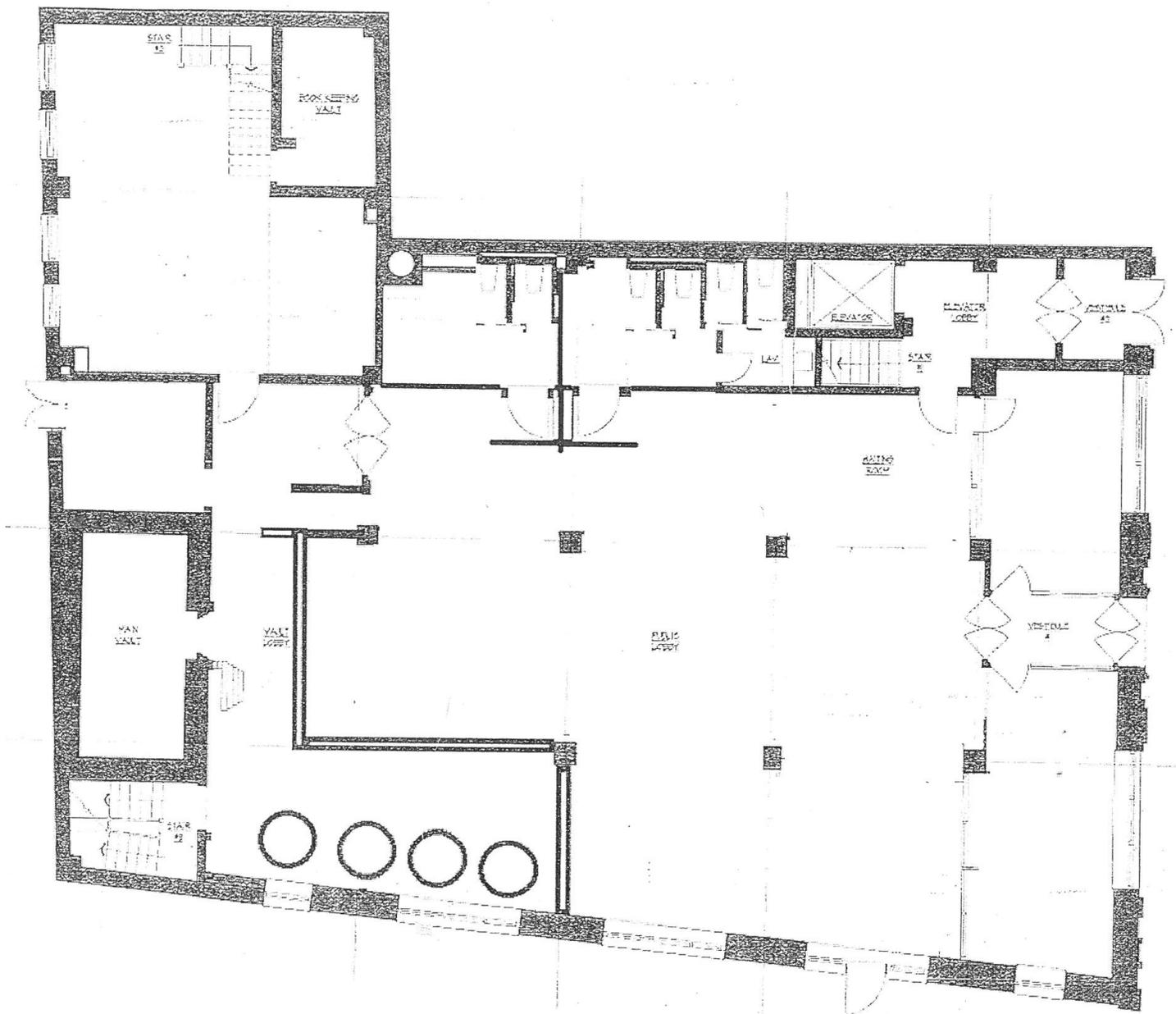
- Total Timeframe: 24 months

Reporting:

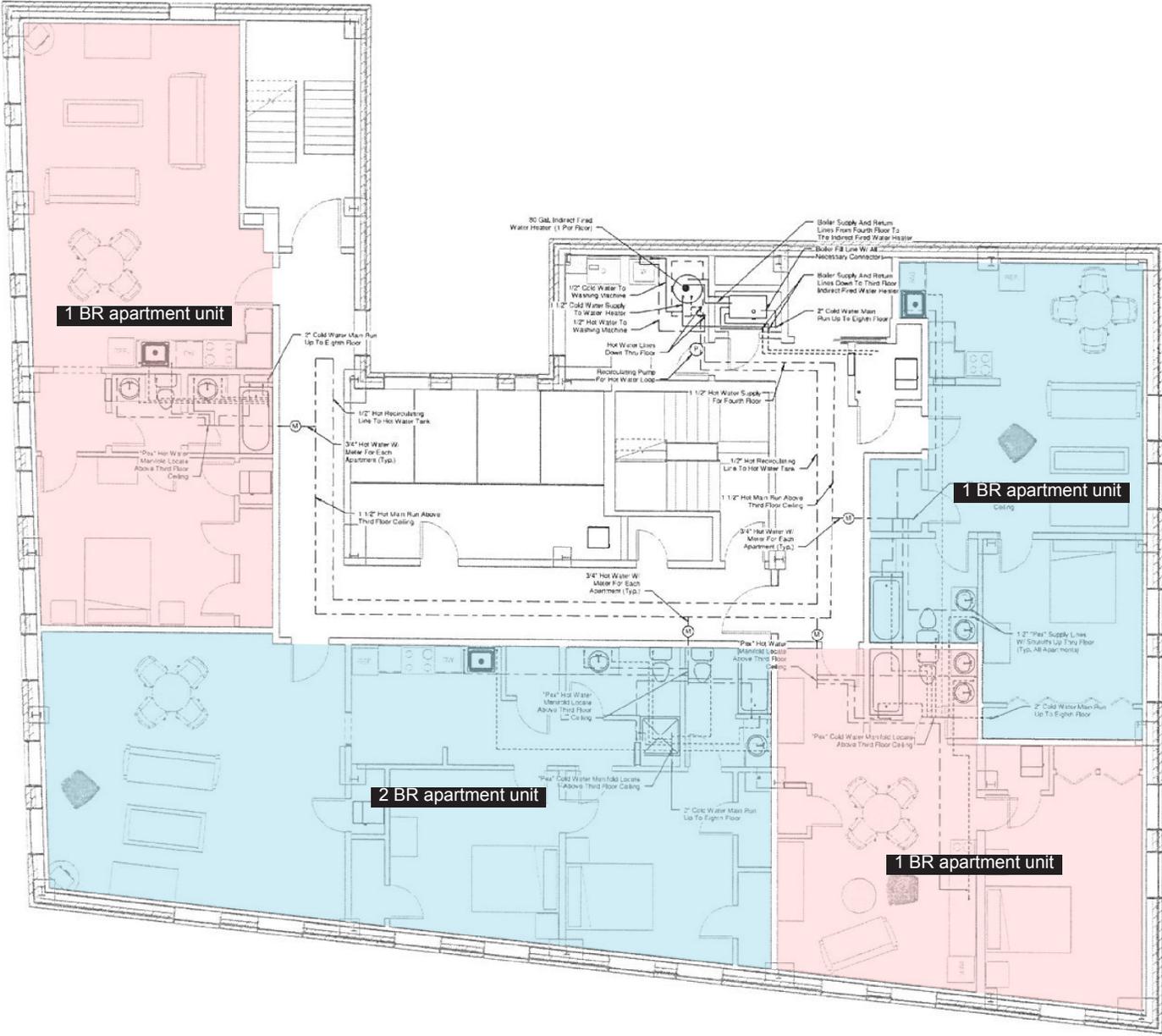
The benefits of this investment can be measured in additional tax revenues to the City from the new development and increased spending in downtown commercial establishments due to greater visitation.



Key Bank Building from East Main Street



Ground floor plan
 (Source: Cranesville Properties LLC)



Typical floor plan [4 apartment units: 3 1BR + 1 2BR]
(Source: Cranesville Properties LLC)

19. Renovate Sharpshooters Restaurant



Existing Sharp Shooters Restaurant Rooftop

Sponsor / Contracting Entity:

Timothy Berlin, Owner

Total Project Cost:

\$225,000

DRI Funding Request:

\$90,000

Description:

This project includes renovation of the ground floor of Sharpshooters Restaurant and providing access to the roof of the building to accommodate a rooftop bar and an outdoor dining area overlooking the Mohawk River. Sharpshooters is a well-established business on East Main Street. Enhancements will make the restaurant more inviting to visitors, create new jobs, add to the variety of dining options available, and bring more people to downtown Amsterdam.

Address:

35 East Main Street, Amsterdam, NY



Site location map of Sharpshooters Restaurant

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Diverse Mixed-Use Core Strategy #3: Create distinct destinations that will introduce new activity, attract visitors and extend the amount of time people spend downtown.

- This project creates a rooftop dining destination with sweeping views of the Mohawk Valley and River that are a unique draw.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project builds off of the energy of East Main Street and expands the efforts of establishing further destinations to draw people visiting the waterfront to the downtown.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project takes advantage of unique rooftop setting with amazing views to attract local and regional visitors.

Ownership:

The site is owned by the project sponsor, Timothy Berlin, who will be responsible for the long-term implementation of the proposed project.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project.

Budget:

Total Project Cost: \$225,000
DRI Funding Request: \$ 90,000

Project Cost Breakdown:

- Permits \$ 1,000
- Design and Construction \$174,000
- Equipment \$ 50,000

Funding Sources:

\$90,000, or 40% of the total project cost, is being requested through DRI funding for design and construction costs. The remaining \$135,000 is being supplied by the project sponsor.

Jobs Created:

It is anticipated this project will create 5 new jobs downtown.

Anticipated Revitalization Benefits:

This project provides another food and beverage venue along East Main Street for downtown residents and visitors. This is precisely the type of use and activity that should be supported as it creates a destination and adds to the variety of available downtown dining options for visitors and local residents. Coupled with other public realm improvements to East Main Street, this investment will help generate night time activity and hence promote more tourism to downtown. The Sharpshooters Rooftop Bar would also increase revenues to the City and encourage private investment in adjacent properties to capitalize on increased activity in the area.

Feasibility & Cost Justification:

Expanding the amenities of this existing and active downtown bar will provide an incentive for existing and new patrons to visit, increase expenditures that support the local economy, and help to distinguish downtown restaurants from those along NYS Route 30 north of the City. The expansion will also create local jobs. The cost estimate was commissioned by the project sponsor who understands this type of work and what would be required to make a successful restaurant amenity. Introducing a unique dining and entertainment destination with views of the Mohawk River will create new jobs and bring more people to downtown. It creates a special place that does not currently exist and provides an opportunity for visitors who come to events at the waterfront to venture inland and stay a while longer in Amsterdam.

Regulatory Requirements:

The proposed project will require local approvals and building permits.

Capacity:

The property owner, Timothy Berlin, currently operates two successful establishments – Sharpshooters Billiards & Sports Pub in Amsterdam and Trick Shot Billiards & Sports Pub in Clifton Park, NY. If selected for DRI funding, the City and state administering agency will need to work closely with the project sponsor to ensure State requirements are met and the project is successfully completed.

Existing Site:



Existing Sharp Shooters Restaurant Rooftop with Mohawk River Views

Public Support:

The public feels that supporting existing businesses is essential to the overall success of the DRI. Beautifying the ground floor and creating a roof-top bar will be more inviting to visitors and has the potential to encourage people to support local businesses.

Partners:

The project sponsor is committed to working with the City toward revitalizing East Main Street.

Timeframe for Implementation and Project Readiness

- This project is anticipated to take 7 months and start in fall 2019. The following is the expected timeframe:
- Design & Permitting: 2 months (months 1 - 2)
 - Bidding & Award: 1 month (month 3)
 - Construction: 4 months (months 4 - 7)

 - Total Timeframe: 7 months

Reporting:

The benefits to the City can be measured by increased tax revenues from Sharpshooters, increased visitation and future investment to other properties along East Main Street.



Existing Sharp Shooters Restaurant entrance on East Main Street

20. Renovate Sweet Canal Store



Existing Sweet Canal Store building

Sponsor / Contracting Entity:

David Nelson, Owner

Total Project Cost:

\$688,120

DRI Funding Request:

\$275,000

Description:

The Samuel Sweet Canal Store, built around 1847, served as a warehouse for goods shipped to, from, and through Amsterdam on the Erie Canal. This project includes renovation of this historic building to accommodate a tavern and retail space. The project will complete the conversion of the building's second floor into a tavern space, add public sewer and water hookups, install a new roof, and construct a parking lot. Additionally, the first floor will be converted into a retail space.

Address:

65 Bridge Street, Amsterdam, NY



Site location map of Sweet Canal Store building

Strategies:

The proposed project addresses the following local and regional strategies.

Amsterdam DRI Strategies:

Diverse Mixed-Use Core Strategy #3: Create distinct destinations that will introduce new activity, attract visitors and extend the amount of time people spend downtown.

- This project will create a unique restaurant and general store that will not only serve the local community on the Southside but will also provide a stopping point of interest along the NY Empire State Trail that offers cultural and historic significance as well as food.

Year-round Access Strategy #2: Increase activities and visitation to the downtown by expanding community programming and establishing unique neighborhood anchors that attract locals and regional visitors.

- This project will aid in creating a complete neighborhood on the Southside by providing another food option but also by providing a general store in an area where there are limited options for groceries and other common goods.

2011 Mohawk Valley REDC Strategic Plan Regional Strategies:

Enhance regional concentrations

- This project supports focused investment on the Southside to create a complete neighborhood and support residents and visitors to the waterfront.

Increase spatial efficiencies

- This project transforms an underutilized historic building into a unique destination that creates a new attraction on the Southside.

2018 Mohawk Valley REDC Progress Report Regional Priorities:

Place-making and tourism

- This project will attract tourists drawn by its unique programming and historic context and support the large number of people who come to the waterfront for leisure and events every year.

Build vibrant communities

- This project will be an exciting addition to the neighborhood and complement the various other investments happening on the Southside.

Ownership:

The project property is owned by the project sponsor.

Acquisition of Real Property:

No acquisition of real property is required for this proposed project.

Budget:

Total Project Cost:	\$688,120
DRI Funding Request:	\$275,000

Project Cost Breakdown:

Initial Site and Building Preparation	\$100,000
Architecture & Engineering Services	\$120,757
Construction	\$467,363

Existing Site:



Existing Sweet Canal Store building from Bridge Street

Funding Sources:

The DRI funding request for this project is 40% of the total project cost or \$275,000 for design and construction costs. The project sponsor has already contributed \$100,000 towards initial site and building preparation. As a means of offsetting the remaining project costs of \$313,120 the project sponsor will seek funding available to properties on the National Register of Historic Places and from the New York State Regional Council Capital Fund Program.

Jobs Created:

It is anticipated that this proposed project will create 6 - 10 permanent jobs between the tavern and the general store.

Anticipated Revitalization Benefits:

The Samuel Sweet Canal Store is a historic structure associated with the Erie Canal and is listed on the Register of Historic Places. This building is one of the few structures remaining from this period, making it critical to telling the story of Amsterdam’s past. This investment will introduce a new use to this former Erie Canal era warehouse—and thereby preserve it—and create a new tavern and gift shop that will cater to out-of-town visitors and patrons.

Rehabilitating an older, historic structure such as the Sweet Canal Store, provides a sense of authenticity to the character of this district and offers something that cannot be reproduced elsewhere. Ultimately there will be new development on the parcels nearby, but very few of the actual historic structures that established the initial character of Amsterdam in the first place remain. A renovated historic structure attracts visitors and as such raises the value of the other adjoining properties. The creation of another food and beverage establishment increases the options available to out of town visitors and further enhances the downtown as a regional destination.

It is the creation of a critical mass of businesses coupled with the introduction of new residential units that will establish Amsterdam’s Southside into the pedestrian oriented multi-use development that all cities are striving to achieve. Other benefits include increased tax revenues to the City, more jobs, and a stronger food and beverage district on the Southside.

Feasibility & Cost Justification:

Restoring the store will enhance the amenities available on the Southside and will encourage additional visitations thereby increasing local economic activity while generating new local jobs.

The project budget, which is based on standard construction estimating methods, was prepared by a licensed architect and engineer familiar with the proposed design improvements associated with this project. The Samuel Sweet Canal Store is a historic structure, which was built around 1847. It is a three-story, rectangular building measuring approximately 30 feet by 70 feet. It was originally constructed to serve as a forwarding warehouse for goods shipped to, from and through Amsterdam on the Erie Canal. It is built of rough-cut, pale gray limestone and has a shallow pitched gable roof. It requires significant restoration work to not only upgrade the facility for contemporary uses but also responsibly celebrate the historic structure.

Regulatory Requirements:

The proposed project will require local approvals and building permits. The building was added to the National Register of Historic Places in 1989, therefore NYS SHPO compliance will be required.

Capacity:

The property owner, David Nelson, has a proven track record of successfully renovating and operating a bar. In 1979, Mr. Nelson purchased the old Pietro's Tavern on Bridge Street and converted the fire-damaged space into Amsterdam's first sports bar, which he operated profitably from 1980-85, when it was sold to new ownership. Mr. Nelson has demonstrated his commitment to undertake this project through his investment of personal funds. If selected for DRI funding, the City and state administering agency will need to work closely with the project sponsor to ensure State requirements are met and the project is successfully completed.

Public Support:

The public feels this project has the potential to support efforts to establish the area as a destination for tourists and gathering place for local youth. The project encourages people to visit the Bridge Street neighborhood and establishes a connection to the nearby NY Empire State Trail.

Partners:

The property owner, David Nelson, will manage the second floor tavern.

A third party will be sought to manage the first floor retail space. One of the store management entities being explored is an alliance of various Amsterdam agencies (e.g. Amsterdam Senior Citizens, Centro Civico, the Historic Amsterdam League, etc.) to form a public enterprise to manage the general store and a Walk of Fame which will commemorate New York State's sixty two counties with exhibits.

Michael Cinquanti, president of Genium Group Inc, will take responsibility for the effort to initiate the Walk of Fame concept. Genium is a GE spin-off that has been in business for 34 years as a technical publishing enterprise. Cinquanti has developed significant management, marketing, branding and new product development experience in that role. He is also a historian and author, specializing in local history.

In addition, the project sponsor has a letter of interest from the historic preservation architecture firm Politi+Siano Architects, PLLC showing the sponsor's commitment to proper historic restoration.

Timeframe for Implementation and Project Readiness

This project is anticipated to take 12 months and start in Fall 2019. The following is the expected timeframe:

- Design & Permitting: 3 months (months 1 - 3)
- Bidding & Award: 2 months (months 4 - 5)
- Construction: 7 months (months 6 - 12)

- Total Timeframe: 12 months

Reporting:

The benefits to the City for this investment can be measured in increased revenues, jobs and activity in the Southside neighborhood. Other indicators would include an increase in citations on this landmark destination in travel publications and websites.



View of west facade (back) of the Sweet Canal Store



View of south facade of the Sweet Canal Store



View of north and west facade of the Sweet Canal Store

Project Number / Name:	Project Description:
1. Construct Pedestrian Connector to MVGO Bridge	Construct a new pedestrian bridge over the railroad tracks to connect the East Main Street commercial district to the waterfront and MVGO.
2. Extend Chuctanunda Creek Trail	Install trail upgrades, signage, and benches to enhance the Chuctanunda Creek trail.
3. Install Public Realm Enhancements at Chalmers Mills Lofts	Install a boardwalk, landscaping, and streetscaping improvements around the proposed development to create an improved pedestrian environment next to the MVGO Pedestrian Bridge.
4. Provide Amenities for X-Squad Business Relocation	Provide a waterfront dock, boat lift, and storage unit to accommodate the relocation of the X-Squad waterski business to the Amsterdam waterfront.
5. Remove NYS Route 5	Provide signage, temporary barriers, road striping, and demolition of a portion of NYS Route 5 to accommodate construction of a new recreation center.
6. Create Downtown Entry Gateway	Create a welcoming community entrance with custom gateway signage, lighting, and landscaping at the intersection of NYS Route 30 and East Main Street.
7. Construct Community Dog Park & Mid-Block Connector	Build a signature dog park in the Southside with a pedestrian connection to the NY Empire State Trail.
8. Relocate Amsterdam Skate Park	Relocate and improve the existing skate park to allow for the construction of the proposed recreation center.
9. Remove Utility Poles from Bridge Street	Remove utility poles and install underground power, telephone and cable utility lines to enhance the iconic view along Bridge Street.
10. Install Bridge Street / Main Street Enhancements	Install streetscape enhancements to highlight downtown's two main commercial corridors.
11. Develop Wayfinding Signage, Art & Marketing	Develop a cohesive branding and marketing strategy and install a network of wayfinding signage and public art.
12. Establish Design Guidelines	Establish design guidelines to assure new development and renovation projects preserve and enhance the downtown character, improve aesthetics, and encourage economic development.

Responsible Party:	Est. Total Project Cost:	DRI Funding Request:	Funding Sources:	Proposed Start Date:	Anticipated Completion Date:	Jobs Created:
City of Amsterdam	\$ 5,300,000	\$ 3,300,000	N/A	Winter 2019	Summer 2022	-
City of Amsterdam	\$ 342,300	\$ 288,728	In-kind services	Summer 2019	Summer 2020	-
KCG Development	\$ 750,000	\$ 522,000	Private & Canal Corporation Grant	Spring 2020	Spring 2021	-
City of Amsterdam	\$ 60,000	\$ 60,000	N/A	Spring 2020	Summer 2020	-
City of Amsterdam	\$ 547,087	\$ 547,087	N/A	Fall 2019	Fall 2020	-
City of Amsterdam	\$ 1,000,000	\$ 1,000,000	N/A	Fall 2019	Spring 2021	-
City of Amsterdam	\$ 324,000	\$ 324,000	N/A	Summer 2019	Summer 2020	-
City of Amsterdam	\$ 93,000	\$ 93,000	N/A	Fall 2020	Fall 2020	-
City of Amsterdam	\$ 1,252,000	\$ 939,000	National Grid 25% matching grant	Summer 2019	Summer 2021	-
City of Amsterdam	\$ 350,000	\$ 350,000	N/A	Summer 2019	Summer 2020	-
City of Amsterdam	\$ 500,000	\$ 500,000	N/A	Summer 2019	Fall 2020	-
City of Amsterdam	\$ 50,000	\$ 50,000	N/A	Summer 2019	Spring 2020	-

Project Number / Name:	Project Description:
13. Establish Downtown Improvement Fund	Establish a matching grant fund for applicants to implement exterior and interior building improvements.
14. Construct Chalmers Mills Lofts Banquet Facility	Construct a new banquet facility as part of the proposed Chalmers Mills Lofts mixed-use development.
15. Renovate and Expand Amsterdam Free Library	Renovate and expand the Amsterdam Free library to create a new business incubator and STEM education facility.
16. Construct Community Center/ Recreation Center	Rehabilitate 149 East Main Street for use as a community center and develop an adjacent new 75,000 SF recreation center.
17. Create Parking on the Southside	Create new parking on the Southside to account for lost parking at the Chalmers Mills Lofts site.
18. Renovate Former Key Bank Building	Rehabilitate the historic building to accommodate a commercial use on the first floor and 20-30 residential units on the upper floors.
19. Renovate Sharpshooters Restaurant	Renovate the restaurant on the ground floor and create a new rooftop dining area and bar overlooking the Mohawk River.
20. Renovate Sweet Canal Store	Restore a historic Erie Canal era building to accommodate a tavern and retail space.

Responsible Party:	Est. Total Project Cost:	DRI Funding Request:	Funding Sources:	Proposed Start Date:	Anticipated Completion Date:	Jobs Created:
City of Amsterdam	\$ 1,200,000	\$ 600,000	Private Funds, Private Leverage and other potential Grant Funding	Summer 2019	Summer 2021	-
KCG Development	\$4,298,004	\$ 500,000	CFA Grant, Private Funds	Fall 2019	Spring 2021	29
Amsterdam Free Library	\$ 4,300,000	\$ 1,800,000	Grants, Fund Raising	Summer 2019	Fall 2020	2
Centro Civico / City of Amsterdam	\$ 6,000,000	\$ 2,500,000	Discretionary Funding, Fund Raising, Grants	Com. Center Fall 2019 Rec. Center Summer 2020	Com. Center Spring 2020 Rec. Center Spring 2021	Com. Center 10 Rec. Center 6
City of Amsterdam	\$ 500,000	\$ 500,000	N/A	Fall 2019	Spring 2020	-
Cranesville, Owner	\$ 2,500,000	\$ 1,000,000	Private	Summer 2019	Spring 2021	25
Timothy Berlin, Owner	\$ 225,000	\$ 90,000	Private	Fall 2019	Spring 2020	5
David Nelson, Owner	\$ 688,120	\$ 275,000	Private, Grants	Fall 2019	Fall 2020	6
	\$ 30,279,511	\$ 15,238,815				83



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Projects Recommended for Other Funding

In addition to the twenty projects proposed for DRI funding, the LPC has also identified six pipeline projects. While the LPC viewed these projects as integral to the long-term resurgence and viability of downtown Amsterdam these projects were not ready to move forward in the near future. These projects received tremendous community support and will be critical as the City and its partners continue their revitalization efforts. Each of these projects have inter-connected relationships with the recommended DRI projects, and the vision and goals and will be considered and advanced by the City through partnerships, collaboration, and other funding resources.

Construct Multimodal Station

Project Cost:

\$29,000,000

Project Sponsor:

City of Amsterdam

Status of Other Funding:

-

Project Timeframe:

5 - 7 years

As recommended in the 2018 Downtown Amsterdam Multimodal Center Study, the City of Amsterdam is planning to relocate the existing Amtrak station that is currently located outside of the downtown and establish a multimodal facility in the heart of the City. The new facility would provide space for all future transit needs, including rail, bus, car share services, taxi service, and bicycle facilities. The main train station hall would be fully integrated into the proposed Pedestrian Connector to the MVGO Pedestrian Bridge DRI Project. It would also link to the Celebrating Our Waterways- Lighting and Creek Trail-Head Park project that is recommended for other funding. This will create a nexus of transportation, development and open space in the heart of downtown north of the tracks while linking to existing open spaces on the waterfront. The site requires the removal of NYS Route 5, a long-term plan for the city. The Multimodal Station will include:

- A Transit Oriented Development (TOD) component to create a vibrant, livable, sustainable community.
- A train station that is easily accessible by local and regional users.
- A feasible economic redevelopment catalyst project for Amsterdam
- A tie into proposed connectivity and access to the waterfront.
- Integration into public space design at future Chuctanunda Creek Trail-Head Park
- A visual anchor for historic downtown redevelopment.
- Opportunity to leverage additional NYS Department of State and Department of Transportation funding for future phases.



Construct Culinary Incubator

Project Cost:

\$3,265,200

Project Sponsor:

TBD

Status of Other Funding:

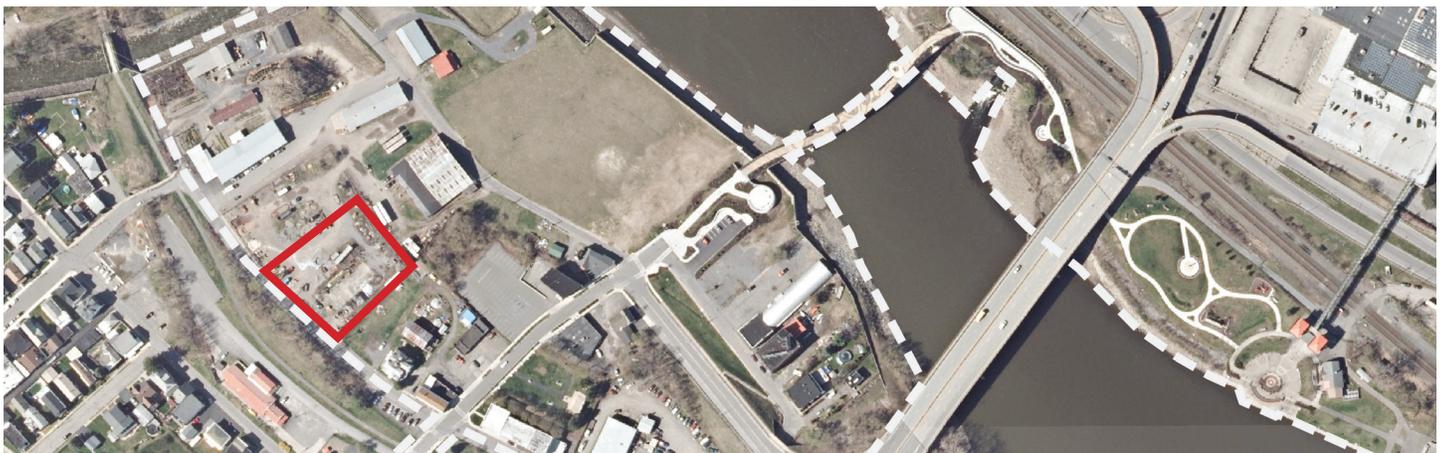
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Project Timeframe:

TBD

As identified in the Incubating a Vibrant Food Economy in Amsterdam, NY 2017 Study, there is support from food entrepreneurs as well as potential customers, and with the proper steps to establish a well-connected network, a culinary incubator could be successful in Amsterdam. The Amsterdam Culinary Incubator will attract and provide support to diverse food businesses in a range of stages, from new to established, from across the Capital / Mohawk Valley and Upstate New York regions, while developing and solidifying the Southside neighborhood's reputation as a destination for food and culture. It is proposed to be located adjacent to the proposed Dog Park and Mid-Block Connector DRI project and the NY Empire State Trail creating both a local amenity and regional destination. It will also be in proximity to the various waterfront amenities and be able to supplement events and other program uses. The incubator will provide:

- A hub of activity that combines multiple functions of dining, education, food production, events and festivals, retail, and business support within a concentrated geographic area.
- A flagship for the Southside's identity as a food destination, with highly visual, immersive, and delicious experiences to be had by visitors.
- An engine for the Southside's development as a food and culture destination, nurturing food businesses that will graduate beyond the incubator, many of which may seek to establish permanent homes in the Southside.



Celebrate Our Waterways

Project Cost:

\$2,500,000

Project Sponsor:

City of Amsterdam

Status of Other Funding:

City is applying for 2019 LWRP Grant for \$2,000,000

Project Timeframe:

12 months

Once NYS Route 5 is removed, this project will create a new public park at the trail head of the Chuctanunda Creek Trail by daylighting the creek. It will create a new downtown destination open space on the north side of downtown accessible without crossing the railroad tracks. This project would reveal the hidden Chuctanunda Creek, create a signature open space that marks the beginning of the Chuctanunda Creek, and also create a unique feature along East Main Street. To draw attention to unique park features, the project would also include installation of lighting features to highlight the MVGO Pedestrian Bridge and the Chuctanunda Creek where it meets the Mohawk River. The project will include:

- A day-lit creek park that celebrates the historic and cultural assets of Amsterdam and restores the waterway to its natural and ecological state.
- Surface parking for the new park and waterfront access.
- Trailhead for Chuctanunda Creek Trail system and trail information and historic background information.
- Public realm enhancements with landscaping, seating, lighting and a connection to the proposed multimodal station and Pedestrian Connector to the MVGO Pedestrian Bridge DRI project.
- A direct linkage to East Main Street.



Bring Back the Grid

Project Cost:

\$40,000,000

Project Sponsor:

Cranesville Block

TBD

Status of Other Funding:

-

Project Timeframe:

TBD

This project seeks to reopen East Main Street and reconnect the city street grid, providing a great opportunity for redevelopment and increased traffic into downtown. There are currently two ideas as to how restoring the grid could be accomplished. The first idea is to open up the ends of the Riverfront Center structure and pave the middle section of what is the first floor as either a new road or a pedestrian only promenade. This would provide a natural continuation for Main Street as this is where the original street was before the mall was built. Then, rebuild the facades on either side of the structure to create a walkable and pedestrian focused experience. The other option is to demolish the entire structure and rebuild a traditional mixed-use East Main Street. This would provide incredible opportunities for development with its proximity to the river and other amenities, while dramatically increasing the City's downtown footprint. This large site would require master planning and significant investment for the restoration of the urban center. However, reopening the city street grid can redirect traffic into downtown and establish access to the waterfront. Both options require a certain maturity of the real estate market to support the demolition and construction of future program, which is why this is a long-range project. This project will include:

- A reestablished Main Street and pedestrian scaled blocks.
- New mixed-use development opportunities.
- A re-imagined waterfront access strategy that includes pedestrian access and parking for events.
- Integration with existing and planned community anchors.



Reconstruct 20-22 East Main Street

Project Cost:

\$3,338,278

Project Sponsor:

TBD

Status of Other Funding:

TBD

Project Timeframe:

12 - 18 months

The 20-22 East Main Street project will include the demolition and rebuilding of a mixed-use building along downtown's East Main Street corridor. It will consist of two stories of residential above ground floor retail. The foreclosed and deteriorated building on East Main Street is owned by the City of Amsterdam. The City would look for a developer who would take ownership of the land and redevelop the land into a mixed-use development. This new development will bring needed retail space and apartments to the core of the downtown, and attract professionals who are looking for a downtown setting with a live, work, play capacity. This project will include:

- A mixed-use development that fits with the City's vision.
- A building with close proximity to other recreation amenities.
- A reduction in blight, spurring further revitalization downtown.
- Additional economic development in the downtown area.



Build Marina with Ferry Service

Project Cost:

\$16,000,000

Project Sponsor:

City of Amsterdam

Status of Other Funding:

-

Project Timeframe:

5 years

The City of Amsterdam is looking to create a public and private marina and establish a ferry service along the Mohawk River and historic Erie Canal. While sites are still being evaluated, creating a marina and ferry service in proximity to the already successful Riverlink Park will add more jobs and bring increased tourism to the City's waterfront, while bringing people to both sides of the City's downtown. The City's Local Waterfront Revitalization Program encourages water-dependent recreational facilities especially a marina within the Southside of Amsterdam and notes that a key aspect in the revitalization of the City will be capitalizing on the recreational boating opportunities offered by the Canal. The marina and ferry service would be in close proximity to the new 120 units apartment complex, banquet facility, Southside area restaurants, bocce courts, NY Empire State Trail Bike Trail, kayak rental business, and boat launch, and would create additional place making and tourism opportunities. This project would include:

- Short term and long term boat slips.
- Proximity to other waterfront amenities such as the MVGO Pedestrian Bridge and Riverlink Park.
- A ferry service to other waterfront communities and regional destinations.
- Public and private boat slips.
- Surface Parking.
- Public Restrooms.



