

2017

Downtown Revitalization Initiative: Round Two

VILLAGE OF POTSDAM, NY
THE HON. REINHOLD J. TISCHLER, MAYOR

VILLAGE OF POTSDAM | P.O. Box 5168, Civic Center, Potsdam, NY 13676

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Nomination Proposal for the 2017 Downtown Revitalization Initiative

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BASIC INFORMATION

Regional Economic Development Council (REDC) Region: North Country REDC

Municipality Name: The Village of Potsdam, New York

Downtown Name: Downtown Potsdam

County: St. Lawrence

Vision for Downtown: The Village of Potsdam places great emphasis on the preparation of carefully considered, resident driven plans to guide community/economic development and land-use planning. The foundation of Potsdam's application for the 2017 Downtown Revitalization Initiative (DRI) support includes its "*2012-2022 Comprehensive Plan*," the "*2012 Downtown and Waterfront Revitalization Plan*" and its "*Complete Streets Policy*." The community's vision for Downtown Potsdam is captured in its *Downtown and Waterfront Revitalization Plan* and reads as follows:

"The vision for the Potsdam Downtown and Waterfront Revitalization Plan is to provide a future that balances the preservation of community character and natural resources with economic development. The plan envisions the development of a living, working and learning community that retains and attracts residents, businesses, students and visitors that want to be part of a place where nature and culture reinforce one another. The plan envisions a mixed-use, commercial, institutional and residential uses which characterize a vibrant downtown."¹

The Village of Potsdam's DRI nomination proposal advances an approach to revitalization that directly supports and advances its vision for Downtown Potsdam as articulated in the guiding planning documents cited above.

Justification:

Potsdam has designated its historic Central Business District, Clarkson University's downtown campus and the Village's oldest residential neighborhood adjacent to downtown as its Focus Area. The Downtown Focus Area is a vibrant retail and commercial center that has jealously guarded its unique character as a quintessential small college town.

Revitalization isn't a one-shot deal but is rather a longer-term continuum of actions intended to grow and sustain a community over time. Potsdam exemplifies this approach to downtown development and revitalization. Over the last 36 years, Potsdam has carefully planned and executed revitalization efforts that have:

- Renovated historic building facades and undertaken the gut rehabilitation of historic buildings that have been ravaged by fire.

¹ "*2012 Downtown and Waterfront Revitalization Plan*," page 4.

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- Developed four downtown waterfront parks providing unparalleled access to the Raquette River and meeting the recreational needs of residents, students and visitors to the community; and, adding to the scenic beauty of the downtown.
- Encouraged the use of upper stories in historic buildings for a wide range of housing options and the development of market rate and elderly housing downtown as a way of maintaining downtown vitality and providing a ready base of customers for downtown businesses.
- Provided technical assistance and micro-enterprise lending; Potsdam has and will continue to support the start-up and expansion of small businesses downtown.
- Promoted downtown to SUNY Potsdam and Clarkson University's student bodies who represent a ready market for a wide range of goods and services supplied by downtown businesses.
- Sparked the investment of \$63 million in public and private investments to revitalize downtown Potsdam and Clarkson University's downtown campus.

None of this has happened by chance or through dumb luck. Potsdam places a great deal of emphasis on the preparation of resident-driven plans for revitalization, including its Comprehensive Plan and Downtown and Waterfront Revitalization Plans and then working to implement the plans.

Potsdam's Downtown Focus Area is prime for participation in the DRI for the following reasons:

- It has many high-profile revitalization activities identified that will have a transformational impact on the vitality and vibrancy of downtown.
- Overwhelming community support exists for the revitalization of the Potsdam's Downtown Focus Area. Area and Village residents, downtown business owners, the Potsdam Chamber of Commerce, Canton-Potsdam Hospital, SUNY Potsdam, Clarkson University, the North Country Children's Museum, St. Lawrence Arts Council (downtown cultural anchors) and traditional economic development partners support Potsdam's proposal for DRI nomination and can be counted on to participate in the visioning, planning and implementation of the DRI program.
- Supportive Town and Village governing bodies who are committed to sustainable economic development and historic preservation.
- Skilled Village staff people who are experienced in the administration and delivery of state and federally funded community revitalization and economic development programs.
- A downtown that is ripe for transformation! Critical attributes for success include: a business community that has survived and thrived through the worst economic downturn since the Great Depression and is primed for success; the Market Street National Historic Register District – home to 28 mixed-use 19th century buildings representing one of the last intact Victorian-era downtowns in Northern New York; unparalleled access to the Raquette River; and a proven and growing university run small business incubator that is home to 37 firms employing 88 people downtown.

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- A community that is ready to roll-up its sleeves and begin the challenging work of community revitalization and renewal.

The Village of Potsdam appreciates the opportunity to submit this nomination proposal for the Downtown Revitalization Initiative. The investment of \$10 million will have a transformational effect on the Village, St. Lawrence County and the North Country as a region.

DOWNTOWN IDENTIFICATION

1. Boundaries of the Downtown Neighborhood:

Downtown Potsdam is among the last nearly intact Victorian-era downtowns in St. Lawrence County and is one of the most vibrant center of commerce, civic life and recreational activity in the North Country. Potsdam is a center for higher education, home to SUNY Potsdam which celebrated the bi-centennial of its founding in 2016 and Clarkson University. St. Lawrence Health Systems, owns and operates the Canton-Potsdam Hospital, a growing regional force in health care services. Together these three institutions form the base of Potsdam's economy. Potsdam's downtown contains houses of worship, mixed-use buildings that offer retail/commercial space with upper story rental housing, municipal offices, the library, museum and parklands on the scenic Raquette River.

Potsdam's DRI Focus Area includes the Central Business District, Clarkson University's downtown campus and one of the community's oldest residential neighborhoods adjacent to downtown. Exhibit 1 is a map that delineates the DRI Focus Area. The Market Street National Historic Register District dominates downtown Potsdam. The district features 28 mixed-use buildings representing architectural styles from the early 19th through the early 20th centuries. Several buildings outside the district are also listed on the National Register including: Trinity Episcopal Church, the Liberty Knowles Cottage and several buildings located on Clarkson University's downtown campus. Exhibit 2 is a map delineating the Market Street National Historic Register District.

Downtown Potsdam is bisected by the Raquette River; four downtown waterfront parks provide unparalleled access to the river. Exhibit 3 is a location map for the Village's downtown waterfront parks. Ives Park is Potsdam's formal park and contains a Promenade/Riverwalk, its iconic gazebo, a veteran's memorial plaza, an ADA compliant canoe/kayak launch; and, will be the site of a naturalized play space for children donated by a Village family. Ives Park is the setting for the Potsdam Farmer's Market, weddings, musical performances, community observances and celebrations.

Unlike many of the North Country's downtown business districts, Potsdam retains its character as a retail center. According to the 2010 American Community Survey, 42 percent of Potsdam's residents are employed in retail trade, the arts, entertainment, accommodations and food service. The DRI Focus Area is unique in that it provides in addition to retail outlets, two significant business clusters – groceries and food services. The downtown "Grocery District" includes the Potsdam Farmer's Market, an IGA supermarket, the Potsdam Food Co-op and Carriage House Bakery (artisanal breads and pastries), the Purple Rice Asian Grocery, Three Bears Gluten-Free Bakery, the Bagelry, a traditional NY bagel shop, two coffee roasteries, Jernabi Coffee and Park Bros. Coffee Lab and Blue Line Brewing a newly established brew pub. The DRI Focus Area has a thriving food service cluster including 13 food service operations providing a wide-range of dining options, such as: pizza and subs, ethnic foods (Thai, Chinese, Hawaiian,

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Tex-Mex and Italian), BBQ and fine dining. Several of Potsdam's food service operations offer outside dining overlooking the Raquette River.

Over the last 36 years, Potsdam and its partners have brought nearly \$63 million in public and private investments to bear on downtown's revitalization needs. Potsdam's efforts at historic preservation and downtown revitalization have been recognized by the NYS Department of State as a *Main Street New York Community* (1984), The U.S. Department of Housing and Urban Development through a *National Certificate of Merit* (1984) and the New York State Preservation League's *Main Street Revitalization Award* (1991).

Some significant and transformational opportunities for public/private investment exists in the DRI Focus Area. These include:

- Re-sculpting the streetscape on Market, Raymond, Depot and Willow Streets as proposed in the Downtown Waterfront Revitalization Plan; see Exhibit 4.
- The development of a Downtown Riverwalk; see Exhibit 5.
- The construction of a downtown Whitewater kayak park as part of the St. Lawrence Whitewater Park, an effort to develop a regional, experience-based whitewater destination in the hamlet of Colton and the Villages of Canton and Potsdam; see Exhibit 6.
- The renovation of Potsdam's East Dam Hydroelectric generator plant, downtown infrastructure that generates green power sold on the NYS power grid and a critical component of the Potsdam micro-grid demonstration project,
- The construction of a 40-room addition to the Clarkson Inn, an existing downtown waterfront hotel.
- Renovations of the Clarkson University downtown campus buildings, specifically Damon Hall (mixed-use, light industrial, institutional) and Congdon Hall (~ 60 rental units).

There are other opportunities for the construction of new commercial buildings, the adaptive re-use of vacant and underutilized spaces and small number of retail/commercial vacancies that could accommodate new retail or other commercial purposes. Exhibit 7 contains a listing of vacant properties in the DRI Focus Area.

2. Catchment Area:

Potsdam proposes a highly compact DRI Focus Area that is less than a square mile in size (see Exhibit 1). It encompasses Potsdam's Central Business District, the Business District, Clarkson University's downtown campus and an adjacent neighborhood containing an eclectic mix of owner-occupied homes, workforce and student rental units and group dwellings (Greek organizations). This area includes the Village zoning districts: Central Business District, B-1 Business District, the Innovation District (downtown campus) and R-2 residential districts; See Potsdam's 2017 zoning district map and schedules attached as Exhibit 8.

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According to the U.S. Bureau of the Census' American Community Survey, Potsdam's 2014 population was 9,617 people in 2,234 households. Potsdam's 2013 median household income was \$26,630 and 37 percent of its population lived below the federal poverty line. For the spring 2016 semester, the enrollment of both graduate and undergraduate enrollment at SUNY Potsdam and Clarkson University totaled 7,533 students.

Given the economic challenges facing Potsdam's residents, the community's strength and resiliency rests on the presence of 2 universities with a stable enrollment and a thriving regional health care facility. The presence of ~ 15,000 residents of the Town and Village of Potsdam, provides a ready market for goods and services and help to maintain a robust local economy. The U.S. Bureau of the Census reported that in 2007, Potsdam's retail sales topped \$147.6 million while accommodations and lodging reported \$33.5 million in sales. The top 5 employment sectors reported in the 2010 American Community Survey included:

Sector	Percent of Total Workforce
Education, health care, social services	35.5
Retail trade	21.1
Art, entertainment, recreation, accommodations and food service	20.7
Manufacturing durable and non-durable goods	4.5
Public administration	3.0

While serving the needs of its residents, students and workforce, Potsdam has a sprawling retail catchment area. An economic analysis recently published for the St. Lawrence Whitewater Park proposed for Potsdam reported that based on ESRI Business Analyst Online that: '145,000 people live within a one-hour and 2.1 million people live within a two-hour drive radius of downtown Potsdam.' Potsdam's two-hour drive radius includes the cities of Watertown and Plattsburgh the northern Adirondack Mountains, including the Villages of Tupper Lake and Saranac Lake as well as the Canadian provinces of Ontario and Quebec. Attached as Exhibit 9, is an ESRI map delineating Potsdam's retail catchment area.

The DRI Focus Area is the traditional heart of downtown and it offers a wide range of land uses including: retail/food service, business and personal services, a luxury hotel, entertainment centers, municipal government offices, the library and museum, and waterfront recreation. Importantly, downtown contains a 44-unit market rate rental housing complex, a 65-unit subsidized elderly rental housing complex and over 200 mixed-use upper story rental units largely leased to students and low/moderate income people. Immediately adjacent to the central business district is Clarkson University's downtown campus that provides a mixture of academic, university administration, a small business incubator and is home to the St. Lawrence Arts Council (artist's studios, classrooms, administrative space).

Potsdam's oldest residential neighborhood is adjacent to downtown and SUNY Potsdam's campus. It contains an eclectic mix of owner-occupied homes, workforce and student rental housing units and several fraternity and sorority houses. The majority of these units are one and two-family homes. A windshield survey of housing conditions in the neighborhood was conducted in May 2016 by the Director of Planning that identified a total of 201 housing units, of which 39 percent were determined to be in substandard condition.

Potsdam prides itself on being a community that has embraced Complete Streets. Based on a score of 75 percent, i.e.: most errands can be accomplished on foot, Potsdam is a highly walkable community

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(www.walkscore.com – 2 Park Street, Potsdam). The American Community Survey reported that 22 percent of Potsdam’s households do not own an automobile; and, that 39 percent of workers over the age of 16 commute to and from work on foot or by bicycle. Potsdam is strongly committed to providing enhanced facilities for pedestrians and cyclists through its zoning law and by implementing its Complete Streets Policy. The Policy is attached as Exhibit 10.

3. Past Investment, Future Potential:

Over the last 36 years, \$63 million in public and private financing has been invested in downtown revitalization efforts. Some of these investments include:

- \$5 million in NYS Department of Transportation funding to rehabilitate 2 bridges spanning the Raquette River in the focus area. DOT widened the bridge deck to enhance automobile, bike and pedestrian travel.
- \$403,348 in New York Main Street/private funding to renovate mixed-use, National Register listed buildings downtown.
- \$384,000 in Local Waterfront Revitalization Program funds and in-kind services provided by Potsdam to renovate Ives Park, its formal downtown waterfront park.
- \$2.3 million in Restore New York Communities Initiative funding for the rehabilitation of Peyton Hall as a small business incubator currently occupied by 37 firms having 88 full-time employees.
- \$120,000 in Restore New York Communities Initiative funding for the replacement of the roof at Congdon Hall on the Clarkson University Downtown Campus.
- \$10 million for the renovation of Clarkson University’s Old Main restoration effort providing space for a green data center, the IT department and a small business incubator currently housing 5 firms with employees; see Exhibit 11.
- \$5.5 million for the rehabilitation of Clarkson Hall on the university’s downtown campus to accommodate new M.S. programs for physician’s assistant, physical therapy and occupational therapy.
- \$4.1 million for the gut rehabilitation of 51-57 Market Street, a fire damaged block of the Market Street National Historic Register District returning 4 ground floor commercial bays and 13 - 2 and 3-bedroom workforce rental units to useful service.
- While not located downtown, SUNY Potsdam invested over \$55 million to construct a state-of-the-art Center for the Performing Arts on its campus. This new facility bolsters SUNY Potsdam’s position as the university system’s center for music and the performing arts.

The focus area is ripe for revitalization! Guiding Potsdam’s recent and its future investments are its “2012 - 2022 Comprehensive Plan”, its “2012 Downtown and Waterfront Revitalization Plan” and it’s “Complete

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Streets Policy." These planning documents envision downtown Potsdam as a lively and wonderful place to live, work, study and play. See Exhibit 12 for applicable excerpts from these plans Projects called out in the planning documents include:

- Streetscape enhancements targeting Market, Raymond, Depot and Willow Streets. The estimated cost is \$3 million.
- The development of a Downtown Riverwalk following the Raquette River through downtown and providing an attractive recreation amenity that will link to Clarkson University's Munter Trail and the Ives Park Riverwalk to downtown. The estimated cost is \$1 million.
- The construction of a downtown whitewater kayak park that is one of three locations in the County that comprise the St. Lawrence Whitewater Park, an experience-based whitewater destination that also will include sites in the Town of Colton and Village of Canton. The park will be marketed as a single destination with a beginner (Potsdam), intermediary (Canton) and expert (Colton) parks. The estimated cost ranges from \$900,000 to \$1 million.
- The construction of a 40-room addition to the Clarkson Inn, a luxury, waterfront hotel located in the center of downtown valued at \$8 million.
- The North Country Children's Museum, is a not-for-profit organization that seeks to educate children under the age of 13 in STEAM (cultural anchor). It proposes to purchase a commercial structure located on Raymond Street as its new home. The Museum will renovate the 1st floor of the building to provide class room, exhibit, experiential learning space and administrative spaces. The estimated cost of acquisition, 1st floor rehabilitation and exhibit installation is \$500,000.
- Clarkson University proposes to adaptively reuse Damon Hall a 3 story; 32,500 square foot building that had housed its civil engineering department as a new small business incubator. The estimated cost of renovation and retrofitting 6,000 square feet for L.C. Drives is \$2.7 million. Attached as Exhibit 11 is a news article from the "*Daily Courier-Observer*" covering the ceremonial ground breaking for the project.
- Clarkson University is actively seeking a developer to renovate the long vacant Congdon Hall, a former academic building as 60-unit rental housing project that may provide market rate housing as well as housing for university students. The estimated project cost for Congdon Hall is \$15 million.
- The development of a Multi-Arts Center by adaptively re-using Damon Hall located on the Clarkson University downtown campus. The project will be undertaken by the St. Lawrence Arts Council, a cultural anchor organization.

Exhibit 12 is news article that appeared in the "*Advance News*" on May 28, 2017 that discussed the Village of Potsdam's potential as a center for retail, commercial and emerging technologies firms.

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While not included in the Village's planning documents, other projects that would directly benefit the focus area include:

- The renovation of Potsdam's 400 KW East Dam Hydro-Electric Plant that generates green renewable energy that is sold on the Grid; net revenues are used as a source of revenue, relieving the tax burden on Potsdam's residents and businesses. The East Dam Hydro-Electric Plant is also a critical component of Potsdam's micro-grid demonstration project, a collaborative effort between Potsdam, Clarkson University, SUNY Potsdam, Canton-Potsdam Hospital and National Grid. The plant's renovation is estimated to cost \$1.8 million.

DRI funding will be a catalyst for new public investments through such programs as the Small Cities Community Development Block Grant, the Local Waterfront Revitalization Program and the Office of Parks, Recreation and Historic Preservation's Park Development and Planning Program as well as private financing provided with new cash equity and debt financing.

4. Recent or Impending Job Growth:

Crucial to the success of any downtown revitalization effort is the creation of full time employment opportunities for area residents through the start-up of new or the expansion of established firms. In Potsdam, this is critical given the community's low median household income and the number of its residents who live in poverty. As noted in the preceding section on investment potential, Potsdam anticipates the investment of \$32 million in projects undertaken by the Village and its for-profit and not-for-profit partners – before the development of a strategic investment plan.

Job creation is however an elusive metric. The Village of Potsdam will undertake capital improvement projects within the Downtown Focus Area that will accomplish, the following:

- Hold the line on tax increases through the generation and sale of green hydro power (critical because 27% of Potsdam's taxable value supports 100% of its operating costs); while increasing the share of renewable energy generated within NYS. Design, fabrication, material supply and construction jobs paying state prevailing wages rates will result from the project; it will be operated by Potsdam's existing hydro operators.
- Downtown streetscape improvements, the Whitewater Park and the Downtown Riverwalk will create a more visually attractive environment that enhances the quality of life for residents and offers a more satisfying experience for visitors. Design, material supply and construction jobs that pay state prevailing wage rates will be created during the construction phase of the project.
- The development of new hotel rooms and tourism destinations like the St. Lawrence Whitewater Park will directly support new and existing downtown retail, food service, entertainment and business service concerns.
- Contract opportunities will be created for marketing consultants and graphics artists who will be engaged in the preparation of a marketing strategy, branding and wayfinding signage for Potsdam.

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- The provision of technical and financial assistance (including grants and loans) for small business start-up and expansion in the focus area that the Potsdam Planning and Development Office estimates will result in the creation of new full-time equivalent employment for an estimated 20 people in 5 new downtown businesses.

Projects undertaken by not-for-profit and for-profit partners include for example:

- Jeffords Steel located on Maple Street will undertake a plant expansion in 2017 that will result in the creation of 10 new full-time jobs for metal fabricators.
- The North Country Children's Museum will create 4 full time jobs for an administrator, educators, curators and maintenance people. In advance of opening, jobs will be supported in the design, fabrication and installation of exhibits and short-term construction jobs.
- The construction of the addition to the Clarkson Inn will create full time jobs in management, housekeeping, grounds keeping and short-term job opportunities for designers, material suppliers, and construction workers during the construction phase.

Potsdam's downtown retains its unique character as a retail destination for shoppers because it has, as noted previously, heavily invested public and private dollars in re-building after fires, by periodically offering downtown building renovation assistance through such programs and the Small Cities CDBG and the New York Main Street Program. Potsdam has worked hard to provide waterfront recreational areas and facilities downtown. This has not occurred by chance, but rather nearly 40 years of careful and deliberate planning by village government, residents, business owners and major stakeholders.

Potsdam's objective is to use strategic investments to create an environment that:

- Provides all its residents with an outstanding quality of life. Potsdam desires to be **THE** place to live, work, play and study in Northern New York. Residency downtown and in the targeted adjacent residential neighborhood is critical to attract a wide range of residents including students, those in the workforce, educators and professionals. Access to housing choices ranging from "luxury" to "affordable" adjacent to downtown will help achieve this.
- Offers a unique "small town experience." Potsdam hopes to parlay an attractive downtown and waterfront access to recruit high quality university students, faculty and staff and accomplished medical professionals and administrators at Canton-Potsdam Hospital.
- Has at least 10 things to do downtown (with little repetition) including for example: shopping at the Maple Run Emporium, dining al fresco at the Cactus Grill and Cantina, attending an adult arts workshop offered by the St. Lawrence County Arts Council, a visit to the North Country Children's Museum, listening to an Orchestra of Northern New York musical performance at the gazebo in Ives Park, going for a spin in a kayak at dusk on the Raquette River, catching the NY Metropolitan Opera live in HD at the Roxy Theatre, having ice cream on the Riverwalk, window shopping on Market Street; and, having an espresso with friends at the St. Lawrence Valley Roasters.

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Potsdam's public and private investment in downtown over the last 36 years have set-the-stage for its renaissance with access to the technical and financial resources offered through the Downtown Revitalization Initiative.

5. Attractiveness of Physical Environment:

Potsdam's vision for downtown Potsdam was captured in its "2012 Downtown and Waterfront Revitalization Plan and reads as follows:

"The vision for the Potsdam Downtown and Waterfront Revitalization Plan is to provide a future that balances the preservation of community character and natural resources with economic development. The plan envisions the development of a living, working and learning community that retains and attracts residents, businesses, students and visitors that want to be a part of a place where nature and culture reinforce one another. The plan envisions a mixed-use environment of commercial, institutional and residential uses which characterize a vibrant downtown."

Downtown Potsdam is the quintessential, small college town, nestled along the Raquette River between the St. Lawrence River Valley and the Adirondack Mountains. Its downtown maintains the qualities that one imagines they might find in the center of a small town, a compact area that invites people to window shop, stroll along the river, go for a quiet paddle, or attend a musical event at the Ives Park gazebo.

Given significant private and strategic public investments, Potsdam retains its character as a retail center. In addition to specialty retail shops, downtown is a place to grab a slice of pizza or a steak and martini. Potsdam is blessed to have a "Grocery District" downtown that includes the Potsdam Food Co-op and Carriage House Bakery, the Purple Rice Asian Grocery, an IGA Supermarket, Three Bears, a gluten free bakery and café and the Potsdam Farmer's Market.

Despite a brush with Urban Renewal, the Market Street National Register District maintains its historic 19th century character. Twenty-eight register listed, mixed use buildings representing a range of 19th century architectural styles can be found in the district. Many buildings feature Potsdam Sandstone as a principal building material, a pink/red stone quarried extensively in the 19th century in mines surrounding the Village. Exhibit 15 is a self-guided tour brochure for Potsdam's historic buildings.

In 2017, the Board of Trustees amended Potsdam's zoning laws to include design guidelines and standards for the rehabilitation of historic structures situated in the Central Business District. The amended law applies to National Register listed buildings located in the Market Street National Register District as well as areas of downtown that fall outside the district. The amendment of Potsdam's zoning law to protect these unique structures preserves its heritage and helps create a greater sense of place.

Potsdam has actively encouraged the residential occupancy of upper stories in historic buildings downtown. Downtown is a wonderful place to live not only because of the convenience, but also because of its hip milieu. There are a variety of rentals from affordable workplace housing and student rentals, higher-end apartments for young professionals and subsidized elderly housing. The housing options available mirrors the character of the community making it a lively neighborhood that supports grocery stores, coffee shops, restaurants, arts and entertainment venues.

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Potsdam has a 75% walk score, i.e. most errands can be accomplished on foot. Potsdam's residents value the ability to undertake errands on foot or by bicycle, and walk or ride for physical fitness or for pleasure. Potsdam has made significant investments in its sidewalks and roadways to advance its Complete Streets Policy and used its zoning law to ensure that this policy is implemented during the site plan review process. By way of investments, the Village secured an American Recovery and Reinvestment Act grant in the amount of \$1.4 million through the NYS DOT to develop dedicated bicycle lanes, shared roadway and sidewalks. The geographic center of this network of pedestrian and bicycle routes is downtown.

Downtown's strengths are its sense of place, the resiliency of its retail, food service and personal service businesses that survived and thrived through the recent recession. The presence and engagement of 2 universities that contribute much to the economy and community life; and, its abundant natural resources. Potsdam will strategically build on these strengths as follows:

- Encourage and support the retention, start-up, expansion of small businesses downtown through the provision of technical and financial resources; and, assistance with building renovations.
- Provide the streetscapes and recreational opportunities that are inviting, that encourage better utilization of the Raquette River and its shoreline while fostering a sense of environmental stewardship.
- Protect and promote Potsdam's place in the history of Northern New York and fostering in its residents and visitors a unique sense of place; and, continuing historic preservation efforts.
- Build on the strengths of its partnership with its universities as engines of economic growth through research and development, the start-up and incubation of new businesses and the retention of graduating university students as new community residents.
- Support cultural anchors like the North Country Children's Museum, St. Lawrence County Arts Council and Ives Park Concert Series to enrich the lives of its residents, students and visitors.
- Continue to offer a wide range of housing options for a racially and culturally diverse community.
- Promote travel by foot and bicycle downtown and throughout the community by applying Complete Streets practices.

Digital images taken in the DRI Focus Area are attached in “**Other**”

6. Quality of Life Policies:

Potsdam's foundational planning document is the “2012-2022 Comprehensive Plan” developed by a working group that included residents of the Village, members of the Village Planning Board, the Zoning Board of Appeals, stakeholder groups such as the Chamber of Commerce, SUNY Potsdam and Clarkson University, the Town of Potsdam and the St. Lawrence County Planning Office. In addition to economic development recommendations, the plan includes recommendations for land-use, downtown revitalization, housing, transportation, recreation and environmental remediation.

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The Plan's Vision Statement cites a number of key policies, including:

- “Support a high quality of life for all Village residents through attention to economic development, public facilities and services, fiscally responsible governance, adequate housing, responsible land use, recreational activities, community character and a sustainable environment….”
- Capitalize on and preserve both the natural beauty of the Raquette River and our unique historical character to create a vibrant downtown that will brand our community, serve our residents and invite visitors.
- Elevate state and national recognition of the Village as a distinctive place to live, work, study and play.”²

Over the last year, the Village Board of Trustees working in concert with its Planning Board has undertaken 2 major revisions to §180, Zoning. These include:

The revision of land use definitions and permitted and special uses that more accurately reflects contemporary zoning law, promote Smart Growth, Historic Preservation Standards and Guidelines for the Market Street National Register District and Complete Streets.

Potsdam's existing zoning code did not anticipate the widespread popularity of residential and commercial solar installations. The Planning Board developed a draft local law that clarified and streamlined the process by which homeowners, landlords, commercial concerns and owners of historic buildings might install solar collectors; and, importantly identified appropriate zoning districts and code language regulating the installation of utility scale solar collectors. In May of 2016, the Village Board of Trustees adopted the local law. By specifically permitting the installation of solar collectors as a standard use in Potsdam's residential neighborhoods, the community has taken a small step toward reducing its carbon footprint and provided opportunities for residents to reduce electric utility costs.

Potsdam's “*2012 Downtown and Waterfront Revitalization Plan*” calls for specific projects to enhance the quality of life enjoyed by Village residents, students and visitors to the community. A list of high priority, short-term projects is attached as Exhibit 12. Several of these include:

- Design of a downtown branding and marketing strategy including a logo, slogan, pallet, web design (including mobile app.) and print materials.
- The development and installation of enhanced downtown wayfinding signage using the logo, slogan and pallet.
- Develop and promote new downtown festivals and events in concert with community-based organizations, the Chamber of Commerce and Potsdam's 2 universities. These new events would augment those successful events already held annually, including: The Potsdam Summer Fest (celebrating its 50th anniversary in 2017). Fright Night and the Rag-a-Muffin Parade (Halloween events) and First Saturday, an introduction to downtown Potsdam for incoming and returning university students.

² The Village of Potsdam “*2012-2022 Comprehensive Plan*,” page 2.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Potsdam takes pride in the fact that it is a pedestrian and bicycle friendly community. Potsdam is a small town and accordingly it is easy to travel through on foot or by bicycle. The fact that residents, value this facet of community life is reflected in its adopted “*Complete Streets Policy*;” and, by the capital projects undertaken in support of the policy. These include:

- The construction of new sidewalks, shared roadways and dedicated bicycle lanes developed through a \$1.4 million grant through the American Recovery and Reinvestment Act administered by the NYS Department of Transportation.
- The construction of the Ives Park Promenade and Riverwalk along the east bank of the Raquette River connecting downtown to residential neighborhoods and the SUNY Potsdam campus located on the south side of the Village.
- The construction of the Munter Trail along the west side of the river on Clarkson University’s campus. The Munter Trail is a naturalized walking path linking downtown Potsdam to the university’s hill campus and Bayside Cemetery located on the south side of the Village.
- Potsdam also places a great deal of value on access to the Raquette River. Over the last several years, Potsdam has installed an ADA compliant canoe and kayak launching dock providing to the Potsdam hydro-impoundment south of Potsdam’s hydro dams.
- Potsdam has provided a canoe portage trail west branch of the river providing access to the Sissonville impoundment situated north of the dams.

Attached as Exhibit 16 is a paddler’s map published by the Village of Potsdam that provides information on a paddler’s route on the Raquette River from the Village of Potsdam to the Village Norwood.

In this nomination proposal, Potsdam proposes several specific projects that will enhance the quality of life for its residents, provide visitors with a high-quality experience and function as a recruiting tool for Potsdam’s universities and hospital. These projects include:

- An ambitious streetscape re-construction project targeting Market, Raymond, Depot and Willow Streets. Enhancements proposed include: the installation of bump-outs at major intersections, replacement of sidewalks, installation of new energy efficient LED streetlighting, wayfinding signage, plantings and street furnishing.
- The development of a Downtown Riverwalk Trail that will follow the Raquette River through downtown providing an attractive recreational amenity that will link Clarkson University’s Munter Trail and the Ives Park Riverwalk.
- The development of a downtown whitewater kayak park in downtown Potsdam as an element of the St. Lawrence Whitewater Park Project, an experienced-based whitewater park with venues in the Town of Colton, Town of Canton and Village of Potsdam. The St. Lawrence Whitewater Park will be branded and marketed as a single park with beginner (Potsdam), intermediate (Canton) and expert (Colton) parks.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Attached as Exhibit 4,5 and 6, are schematic plans for Potsdam's downtown streetscape reconstruction project, the Downtown Riverwalk and the Whitewater Park.

7. Support for Local Vision:

Potsdam's proposal for \$10 million in DRI funding rests on the foundation provided by its "2012 Comprehensive Plan," its "2012 Downtown and Waterfront Revitalization Plan" and its "Complete Street Policy." These plans were prepared by residents of the Village of Potsdam and representatives of stakeholder organizations. These plans were carefully considered, drafted, released for public review and comment and were ultimately adopted by the Village Board of Trustees.

Potsdam made the public aware that it was considering the submission of an application for DRI funding through press releases sent to local radio station B99-3 and through a press release sent to the "Watertown Daily Times" and "North Country This Week." Attached as Exhibit 17 are a duplicate of the release and subsequent stories that appeared in "North Country Now". The press release announced that the Village would conduct an information meeting on Monday, June 12, 2017 in the Potsdam Civic Center Board Room and invited the public to provide input on the proposal. Residents and representatives of stakeholder organizations attended the meeting. Attached as Exhibit 18 is a duplicate of the information provided to attendees.

Potsdam received nearly 30 letters in support of the proposal from Village residents, downtown business people, St. Lawrence Health Systems, SUNY Potsdam, Clarkson University, the Shipley Center for Innovation, Town, County and Village officials. Collectively, these provide a clear statement of support for Potsdam's 2017 DRI proposal; and, outline the community's aspirations for the transformational impact on downtown. The letters of support are attached as Exhibit 19.

Potsdam's residents and stakeholders have shown their willingness to volunteer on advisory boards and committees and many have work conscientiously on long-term planning committees such as the Comprehensive Planning Committee and the Local Waterfront Revitalization Advisory Committee. If selected as the 2017 DRI awardee, the Mayor will appoint a DRI Planning Committee that includes:

- Village residents.
- A member of the North Country Regional Economic Development Council.
- Representatives from the Village Board of Trustees and Potsdam Town Council.
- Representatives from the Village's Planning Board and Zoning Board of Appeals.
- Downtown property owners, developers and realtors.
- Downtown merchants and business owners.
- The Potsdam Chamber of Commerce.

Village of Potsdam, NY
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- Cultural anchor organizations such as: the St. Lawrence Arts Council, North Country Children's Museum, and the Orchestra of Northern New York, not-for-profit organizations headquartered in Potsdam.
- Local not-for-profit organizations including the universities and Canton-Potsdam Hospital.
- Social and public service organizations.
- Regional partners including the St. Lawrence County Planning Office, the St. Lawrence County Industrial Development Agency and the Raquette River Blueway Trail.
- Faith-based organizations.

The committee will be diverse in its composition and be reflective of the community as a whole.

The local lead for the DRI Planning Committee is:

The Hon. Reinhold J. Tischler, Mayor, Village of Potsdam
P.O. Box 5168, Civic Center
Potsdam, NY 13676
(315) 265-7480
rtischler@vi.potsdam.ny.us

8. Readiness:

As previously noted, the Village of Potsdam has devoted considerable time and resources to developing a vision for downtown Potsdam and has identified the following projects in its downtown revitalization plan that can be advanced relatively quickly if selected as a DRI awardee. These projects include:

- An ambitious streetscape re-construction project targeting Market, Raymond, Depot and Willow Streets. Enhancements proposed include: the installation of bump-outs at major intersections, replacement of sidewalks, installation of new energy efficient LED streetlighting, wayfinding signage, plantings and street furnishing.
- The development of a Downtown Riverwalk Trail that will follow the Raquette River through downtown providing an attractive recreational amenity that will link Clarkson University's Munter Trail and the Ives Park Riverwalk.
- The development of a downtown whitewater kayak park as an element of the St. Lawrence Whitewater Park Project, an experienced-based whitewater park with venues in the Town of Colton, Town of Canton and Village of Potsdam. The St. Lawrence Whitewater Park will be branded and marketed as a single park with beginner (Potsdam), intermediate (Canton – Canton has secured NYS grant assistance to begin the design and permitting process) and expert (Colton) parks.
- The development of a distinctive downtown brand, logo, slogan and palette that will be used in designing wayfinding signage, print and web-based advertising.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Dependent upon decisions by Potsdam's partners, other projects may include:

- The construction of a 40-room addition to the Clarkson Inn, an existing luxury hotel.
- The adaptive re-use of a long vacant downtown building as the home for the North Country Children's Museum. The Museum was selected as a Priority Project in the 2016 Consolidated Funding process and received grant assistance from Empire State Development.
- The development of a Multi-Arts Center by adaptively re-using Damon Hall located on the Clarkson University downtown campus. The project will be undertaken by the St. Lawrence Arts Council, a cultural anchor organization.

While not included in the plan, a high priority project for the Village of Potsdam is re-building its 400 KW East Dam Hydro-Electric Generating Plant located on the east branch of the Raquette River. The 40-year old facility had generated clean renewable power until it reached the end of its design life in 2015. Potsdam is coordinating the re-build of the station with the New York Power Authority through its "Energy Efficiency Program." When returned to service, the plant will through a remote net metering agreement, off-set the cost of electricity to operate Potsdam's municipal water and waste water treatment plants, the Pine Street Ice Arena, and site lighting at municipal facilities (Civic Center, etc.); any remaining credits are used to off-set the Village's operating expenses.

It should be noted that Potsdam has received a grant through the NYS Department of State's Environmental Protection Fund/Local Waterfront Revitalization Program in the amount of \$225,0000 to undertake the Downtown Riverwalk Project. The New York Power Authority may be able to cost share in the renovation of the East Dam Hydro-Electric Plant. With respect to other projects, the Department of State and the Office of Community Renewal have programs that can be used for downtown and waterfront revitalization projects; the Office of Parks, Recreation and Historic Preservation offers grant funding that might help finance the St. Lawrence Whitewater Park project.

9. Administrative Capacity

The Village of Potsdam has a small but highly skilled staff that will be tasked with administration of the DRI program, including:

- Village Administrator, Gregory Thompson
- Village Clerk/Treasurer, Lori S. Queor
- Director of Planning and Development, Fredrick J. Hanss
- Superintendent of Public Works, James Corbett

Staff résumés are attached as Exhibit 20.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

10. Other

**The Arlington Hotel Located at the Corner of Market and Main Streets/
Market Street National Historic Register District**



**Diners at the Bagelry – View from the Corner of Market and Main Streets
Market Street National Historic Register District**

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative



The Corner of Market and Elm Streets/ Market St. National Historic Register District



The Corner of Market and Raymon Streets/ Market Street National Historic Register District

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative



Corner of Market and Main Streets/ Market Street National Historic Register District.



The Ives Park Riverwalk and Clarkson Inn – The Arlington Hotel is in the Background.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative



The Clarkson Inn and Ives Park Promenade from the Maple Street Bridge over the Raquette River.



View of Maple Street from the Ives Park Promenade.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative



Trinity Episcopal Church, Maple Street taken from The Ives Park Promenade.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative



Potsdam's Iconic Gazebo Located in Ives Park



Cyclist Enjoying a Ride at Ives Park – the Clarkson Inn is in the Background.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative



Ives Park ADA Compliant Canoe and Kayak Launch



Potsdam Farmer's Market, Ives Park.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative



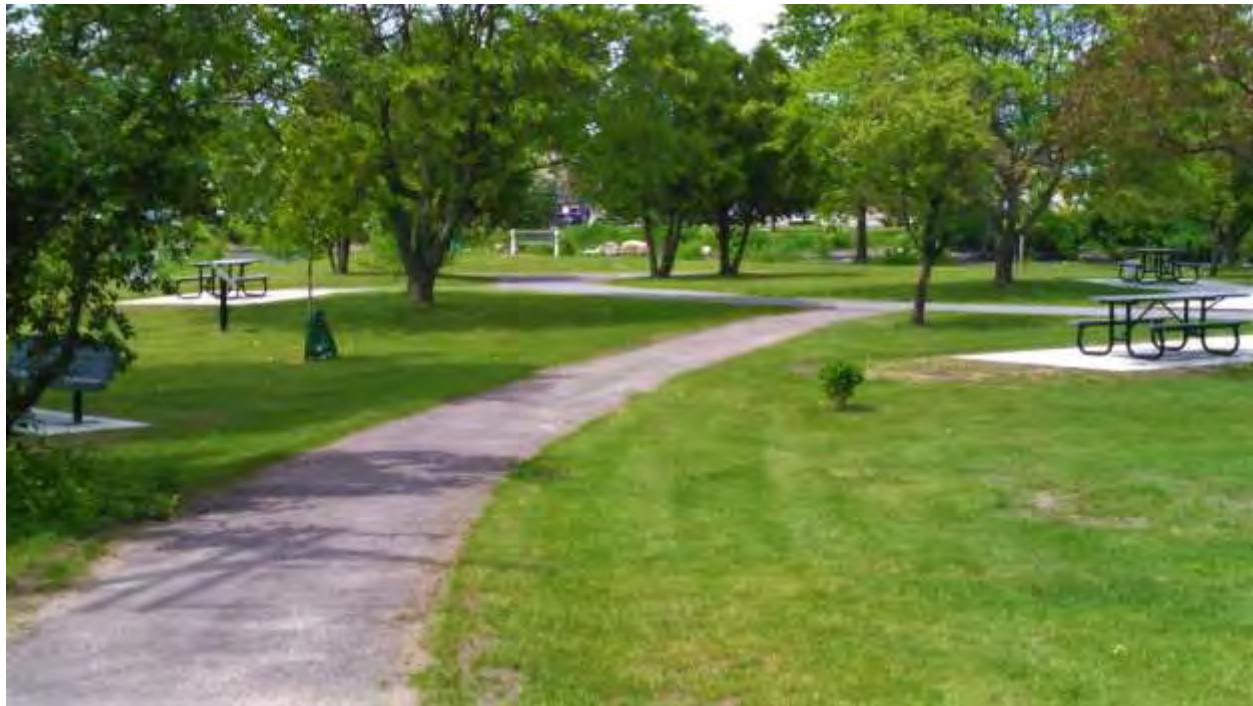
The Ives Park River Swing

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative



Fall Island Park River Swing overlooking the Western Waterfall on the Raquette River.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

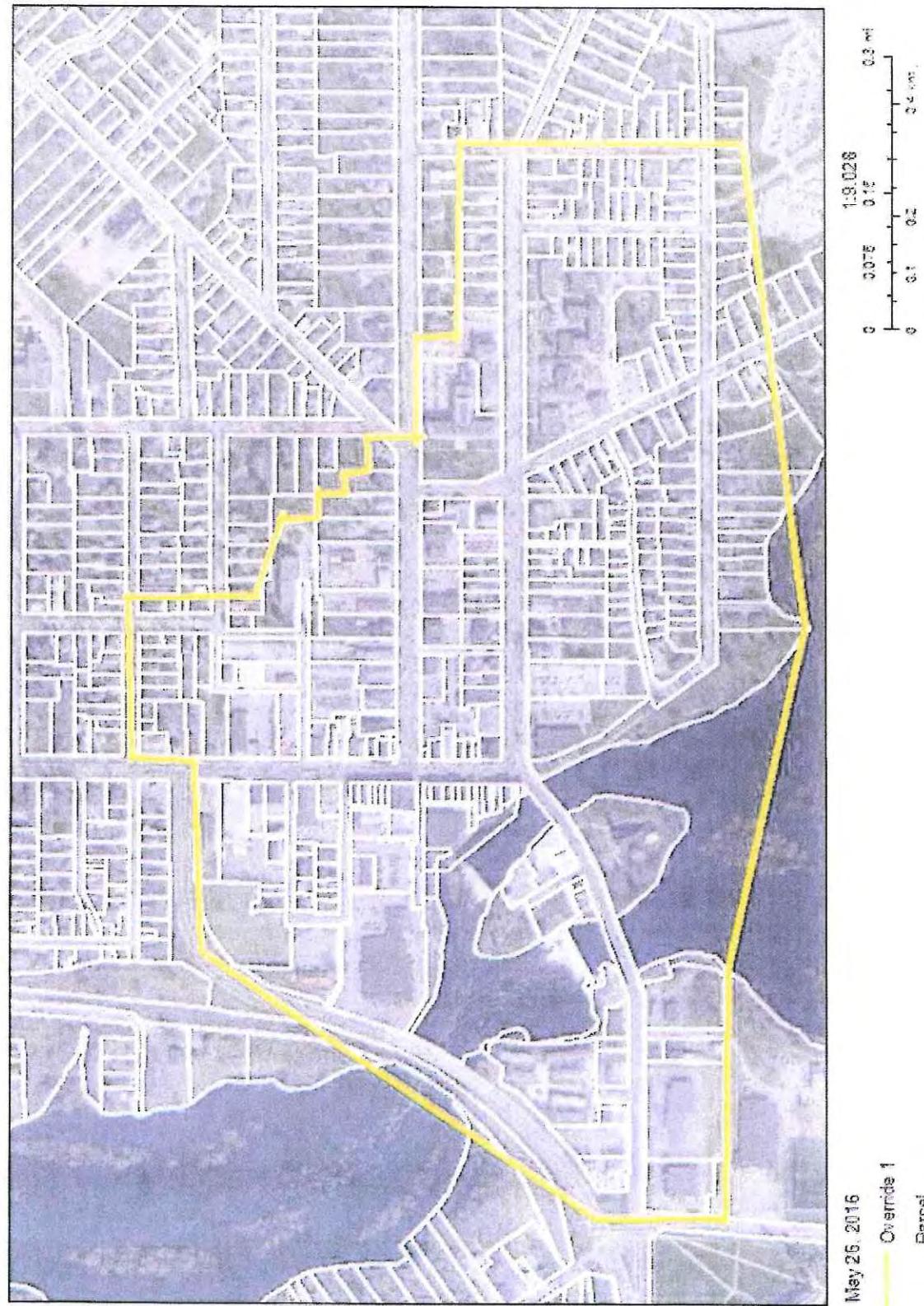


Fall Island & Lion's Club Park Picnic Grove.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Exhibit 1

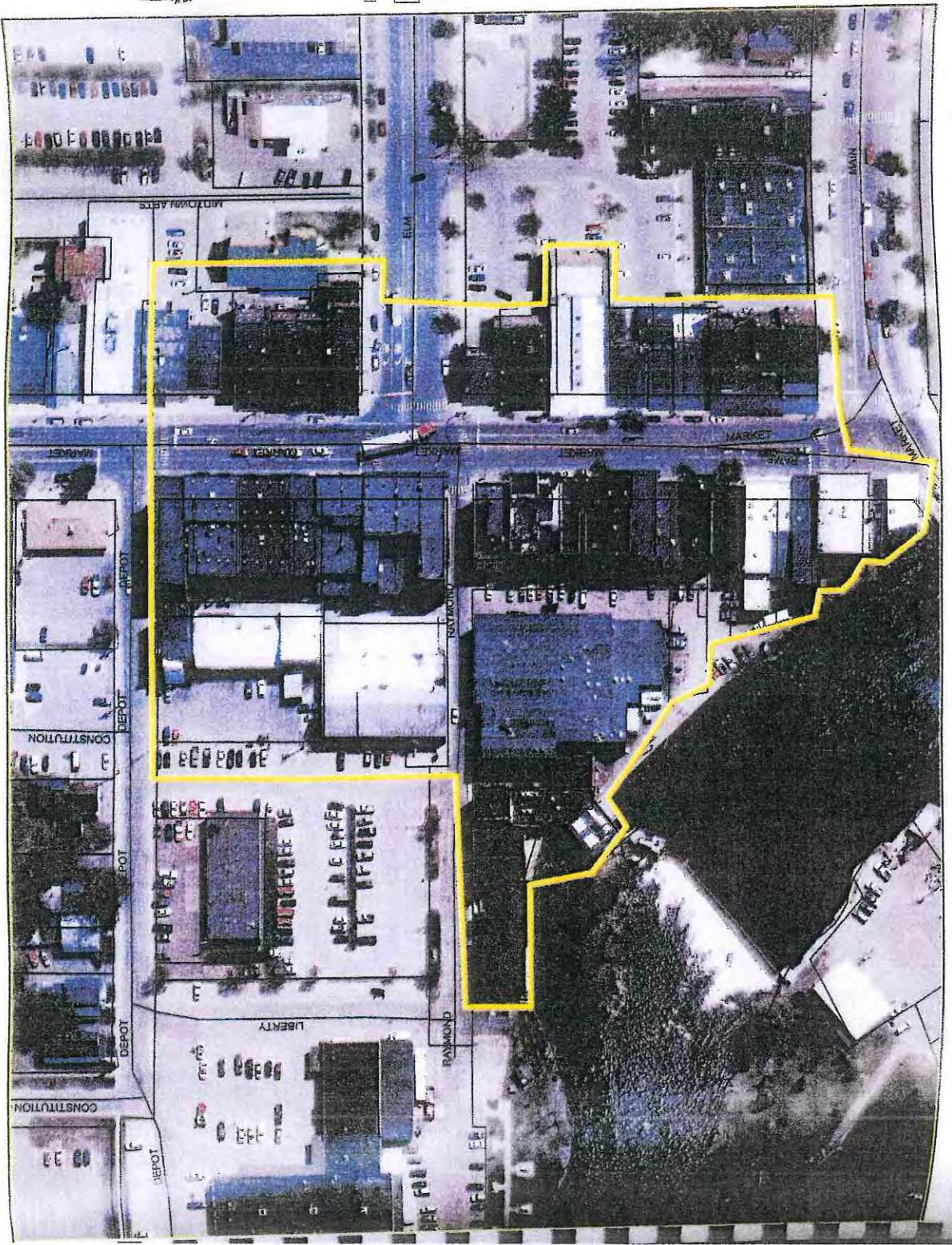
Downtown Revitalization Initiative Focus Area



Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Exhibit 2

Village of Potsdam
Market Street Historic Register District



Legend

parcels

Market St. Historic Register District



Feet

0 50 100 200 300

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Exhibit 3



Figure 21: Village of Potsdam waterfront parks.



Figure 29: Village of Potsdam waterfront parks.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Exhibit 4



Parking Lot Design Alternatives

Alternative parking lot designs for the municipal lot between Raymond and Depot Streets and for the privately owned mall are shown for the purpose of illustrating how access management and landscaping can improve both the function of parking lots and the aesthetics of the urban environment. In addition, these conceptual designs include consideration for pedestrian and transit vehicles, providing greater connectivity and mobility to downtown.

Specific Features Included in the Concepts

- * Alternative stormwater management techniques
- * more trees and green-space for comfort and aesthetics
- * Vegetative screening of large parking areas and service areas
- * Bus drop-offs and more clearly defined pedestrian spaces
- * Bike racks and benches to encourage walking and biking
- * Select use of one way traffic to enhance access management

Access Management

The goal of access management is to encourage the orderly and well planned points of vehicular access to businesses. Clearly defining entrances and reducing the amount of paving creates a safer pedestrian environment and frees up space for sidewalks, and trees amniotes.

Pedestrian Access, Safety and Mobility

Pedestrian access, safety and mobility are core components of downtown revitalization. Design features include sidewalks, curb bump-outs, pedestrian islands, crosswalks with high contrast paving patterns, bollards, pedestrian scale lighting, and wayfinding signage.

Traffic Calming

Reduced vehicle speeds help to lessen the number of traffic and/or pedestrian related accidents. Reduced speeds are also more conducive to creating a walkable environment and offer more opportunities for motorists to notice the downtown stores, restaurants and amenities. Traffic calming features such as curb bump-outs, and well defined crosswalks help to encourage motorists to travel at posted speed limits and give right-of-way to pedestrians.

Complete Streets

The overall design philosophy for the Village of Potsdam's downtown and waterfront landscapes is that the corridors should accommodate all users. This includes pedestrians, bicyclists, motorists, and transit riders and people of all ages and abilities, including children, older adults, and people with disabilities. While traditional roadway design used a system based on increasing volumes and speed, a more "complete street" integrates various design elements to control access and speed, thereby making for a more safe and efficient experience for all users. This integrated design approach helps to reduce vehicle miles travelled and promotes pedestrian mobility. And just as importantly, complete street designs offer more opportunities to improve the aesthetic quality of the roadway and reduce the impacts of stormwater runoff.

Streetcape Beautification

Streetcape beautification includes those elements that promote a sense of place and add to the overall aesthetic quality of place. These elements also help to create a pedestrian and people oriented downtown. Potsdam has many period and historic structures. Streetscape elements would enhance the appearance of these structures and provide a more aesthetically pleasing and comfortable environment for pedestrians. These elements include underground utility lines, large shade trees, pedestrian and traffic berths grouped around trees and urban gardens, scale lighting, signage, wayfinding, screening of large parking areas, and vegetative bump-outs provide space for outdoor dining and other activities that enhance the life of the streets and the allure of shopping and dining downtown.

Sustainable/Green Streets

Stormwater runoff can contribute to degraded water quality. The use of alternative stormwater management techniques, such as bio-retention areas, disconnected curbs, and wet and dry swales, promotes the direct infiltration of rain and stormwater.

MAP PREPARED FOR:



VILLAGE OF POTSDAM CONCEPT PLAN FOR STREETSCAPE REVITALIZATION



Streetscape Enhancements

Main Street
Divide sidewalks into street furnishing zone and pedestrian zone (see main street cross-section) and provide sidewalk bumpouts at intersections for:

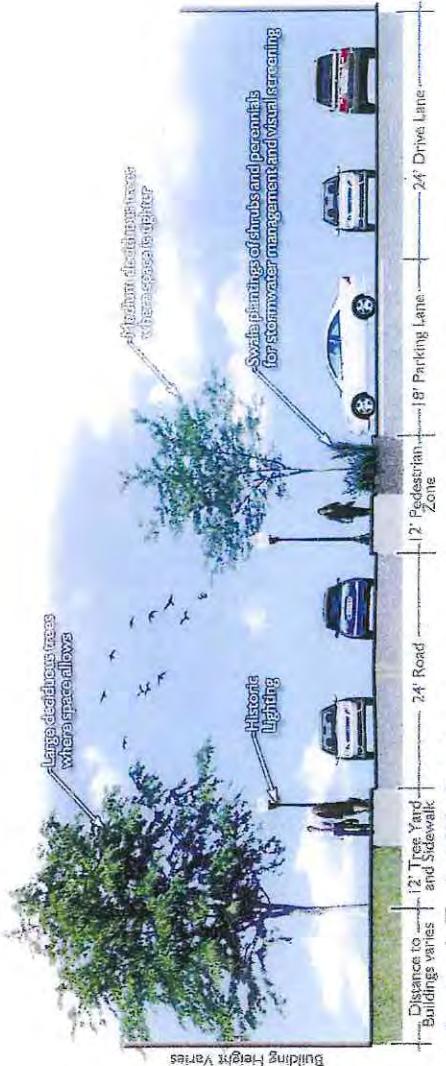
- * Traffic calming
- * Greater visibility of pedestrians at crosswalks
- * More flexible use of sidewalks

Street Furnishing Zone:
Style of all furnishings to be consistent with historic nature of the downtown

- * Incorporate public art on streets, buildings and furniture
- * Brick pavers replace concrete
- * Large trees and flower gardens added
- * Historic pedestrian scale lighting replaces utility style lighting
- * Benches placed in groupings around trees and flower gardens
- * Use street details to publicize village events and amenities
- * Small bike racks in several locations
- * Garbage cans replaced in several locations near benches
- * Utility lines buried under brick pavers for easier access
- * Sidewalk bumpouts expand the furnishing zone allowing for outdoor dining, small temporary signs, sidewalk vendors, bike racks, etc.

Pedestrian Zone: Maintains a concrete sidewalk free of obstacles

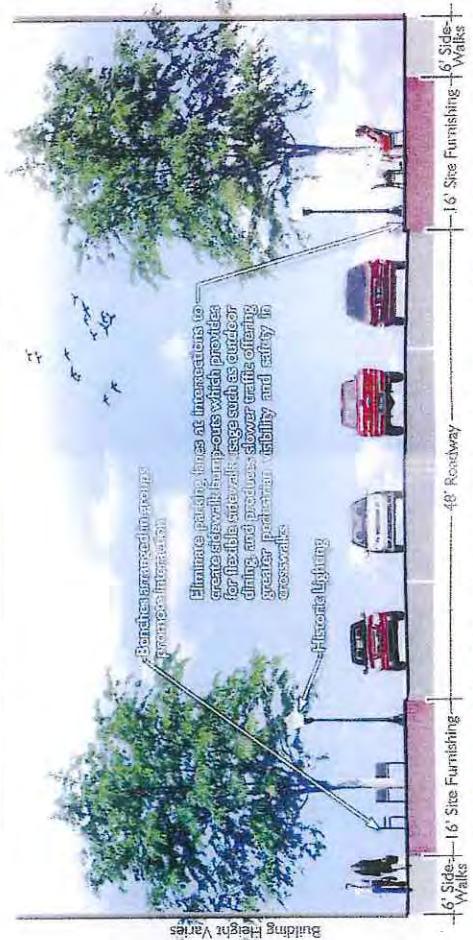
- * Minimize curb cuts on all properties
- * Add street trees on both sides of street
- * Add shrubs for visual screening of large asphalt lots
- * Use vegetated swales for stormwater management
- * Add historic lighting
- * Add concrete sidewalks



Section 1: Typical Side Street



Section 2: Typical Market Street



Section 3: Typical Market Street Intersection with Bump-out Sidewalks



MAP PREPARED FOR:
THE VILLAGE OF POTSDAM
IN CONCERT WITH THE
CITY OF PLATTSBURGH
DEPARTMENT OF STATE
OCTOBER 2011
98851

VILLAGE OF POTSDAM

CONCEPTUAL STREETSCAPE CROSS-SECTIONS

THE
Chazen
COMPANIES
North Country Consulting Engineers, Inc., PE, LEED AP
Phone: (609) 397-7433
Buckley, Gough & Associates, Inc., PE, LEED AP
21 Fox Chase Rd., Somers, NY 10589
Engineering Services Group
Gardner, Gough & Associates, Inc., PE, LEED AP
1110 Locust St., Philadelphia, PA 19107
Phone: (215) 523-3232

Preliminary Opinion of Probable Cost

CHAZEN ENGINEERING, LANDSCAPE ARCHITECTURE & LAND SURVEYING CO., P.C.

100 Glen Street, Suite 3D , Glens Falls, New York 12801
Phone: (518) 812-0513 Fax: (518) 812-2205
Web: www.chazencompanies.com



Dutchess County Office
Phone: (845) 454-3980

Capital District Office
Phone: (518) 273-0055

Village of Potsdam - Market Street Streetscape Improvements

Date:
10/25/2011

Description	QTY	Unit	Material & Labor	Mat. & Labor Cost
			Unit Price	
SITE PREPARATION				
Sawcut Asphalt Pavement	3,400	LF	\$2.50	\$8,500.00
Milling of Bituminous Asphalt	12,000	SY	\$2.25	\$27,000.00
Unclassified Excavation and Disposal (Asphalt Removal - Top, Binder, Subbase)	410	CY	\$40.00	\$16,400.00
Unclassified Excavation and Disposal (Concrete Sidewalk Removal)	36,000	SF	\$1.50	\$54,000.00
Removal of Curb (Concrete Curbing)	3,200	LF	\$10.00	\$32,000.00
Erosion & Sediment Control	1	LS	\$10,000.00	\$10,000.00
Tree Removal	5	EA	\$400.00	\$2,000.00
			Total for Site Preparation	\$149,900.00
EARTHWORK				
Topsoil for Tree Pits and Landscape Areas	50	CY	\$50.00	\$2,500.00
Select Granular Fill	120	CY	\$15.00	\$1,800.00
			Total for Earthwork	\$4,300.00
SITE CONSTRUCTION - PAVEMENTS / HARDCAPES				
Concrete Walks w/ Subbase	23,500	SF	\$6.00	\$141,000.00
Concrete Curb (Cast In Place)	3,600	LF	\$30.00	\$108,000.00
Brick Pavers (Pedestrian Zone)	20,000	SF	\$14.00	\$280,000.00
ADA Accessible Ramps	28	EA	\$250.00	\$7,000.00
Striping / Pavement Markings	1	LS	\$12,000.00	\$12,000.00
2" Asphalt Binder	200	TON	\$85.00	\$17,000.00
1 1/2" Asphalt Top Course	975	TON	\$100.00	\$97,500.00
			Total for Site Construction - Pavements / Hardscapes	\$662,500.00
SITE CONSTRUCTION - AMENITIES				
Signage Allowance - Pedestrian & Vehicular	1	LS	\$10,000.00	\$10,000.00
Metal Tree Grates	40	EA	\$500.00	\$20,000.00
Ornamental Bollard	24	EA	\$400.00	\$9,600.00
Benches	20	EA	\$950.00	\$19,000.00
Bike Rack	6	EA	\$1,000.00	\$6,000.00
Trash Receptacles	12	EA	\$700.00	\$8,400.00
			Total for Site Construction - Amenities	\$73,000.00
UTILITIES - SITE ELECTRIC				
Site Electric - Trench, Conduit and Wiring	3,000	LF	\$22.00	\$66,000.00
Pedestrian Lighting (Poles & Luminaires)	32	EA	\$2,500.00	\$80,000.00
Pedestrian Lighting (Bases)	32	EA	\$500.00	\$16,000.00
Remove and Dispose of Existing Luminaire	20	EA	\$750.00	\$15,000.00
			Total for Site Electric Utilities	\$177,000.00
UTILITIES				
12" HDPE Storm Sewer Pipe	300	LF	\$32.00	\$9,600.00
Trench and Culvert Excavation	200	CY	\$18.00	\$3,600.00
Manhole/Catch Basin Frame & Cover/Grate	12	EA	\$2,500.00	\$30,000.00
Adjust Existing Manhole/Basin Frames and Cover/Grates	30	EA	\$500.00	\$15,000.00
Adjust Existing Valve Box (Gas & Water)	50	EA	\$200.00	\$10,000.00
			Total for Utilities	\$68,200.00
LANDSCAPING				
Trees - Deciduous (3" - 3.5" Cal.)	45	EA	\$500.00	\$22,500.00
			Total for Landscaping	\$22,500.00
				Sub-Total Construction Hard Costs
				\$1,157,400.00
GENERAL REQUIREMENTS				
Mobilization (4% of Subtotal)	1	LS	\$46,000.00	\$46,000.00
Maintenance and Protection of Traffic (4% of Subtotal)	1	LS	\$46,000.00	\$46,000.00
Field Survey & Stakeout	1	LS	\$7,500.00	\$7,500.00
			Total for General Requirements	\$99,500.00
				Construction Sub-Total
				\$1,256,900.00
ENGINEERING & ADMINISTRATION				
Design & Engineering (8%)	1	LS	\$93,000.00	\$93,000.00
Administration & Construction Supervision (8%)	1	LS	\$93,000.00	\$93,000.00
Design Contingency (10% of Construction Subtotal)	1	LS	\$116,000.00	\$116,000.00
			Soft Costs Sub-Total	\$302,000.00
				PROJECT TOTAL
				\$1,558,900.00
Alternative - Roundabout	1	EA	\$400,000.00	\$400,000.00
Roundabout			Total for Roundabout Alternative:	\$400,000.00
*This Opinion of Probable Cost is conceptual in nature and has been developed in reference to conceptual site improvements. It is intended to give order of magnitude pricing information and is not intended to give final pricing information. It is an opinion of probable cost.				

Preliminary Opinion of Probable Cost

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Dutchess County Office
Phone: (845) 454-3980

Capital District Office
Phone: (518) 273-0055

Village of Potsdam - Streetscape Improvements (Willow, Depot, Raymond)				Date: 10/25/2011
Description	QTY	Unit	Material & Labor Unit Price	Mat. & Labor Cost
SITE PREPARATION				
Sawcut Asphalt Pavement	7,300	LF	\$2.50	\$18,250.00
Milling of Bituminous Asphalt	7,000	SY	\$2.25	\$15,750.00
Unclassified Excavation and Disposal (Asphalt Removal - Top, Binder, Subbase)	1,500	CY	\$40.00	\$60,000.00
Unclassified Excavation and Disposal (Concrete Sidewalk Removal)	14,000	SF	\$1.50	\$21,000.00
Removal of Curb (Concrete Curbing)	4,500	LF	\$10.00	\$45,000.00
Erosion & Sediment Control	1	LS	\$8,000.00	\$8,000.00
			Total for Site Preparation	\$168,000.00
EARTHWORK				
Topsoil for Tree Pits and Landscape Areas	40	CY	\$50.00	\$2,000.00
Select Granular Fill	150	CY	\$15.00	\$2,250.00
			Total for Earthwork	\$4,250.00
SITE CONSTRUCTION - PAVEMENTS / HARDCAPES				
Concrete Walks w/ Subbase	32,000	SF	\$6.00	\$192,000.00
Concrete Curb (Cast In Place)	4,000	LF	\$30.00	\$120,000.00
ADA Accessible Ramps	20	EA	\$250.00	\$5,000.00
Striping / Pavement Markings	1	LS	\$10,000.00	\$10,000.00
Subbase Course	700	CY	\$30.00	\$21,000.00
2" Asphalt Binder	400	TON	\$85.00	\$34,000.00
1 1/2" Asphalt Top Course	900	TON	\$100.00	\$90,000.00
			Total for Site Construction - Pavements / Hardscapes	\$472,000.00
SITE CONSTRUCTION - AMENITIES				
Signage Allowance - Pedestrian & Vehicular	1	LS	\$3,000.00	\$3,000.00
Benches	8	EA	\$950.00	\$7,600.00
Bike Rack	4	EA	\$1,000.00	\$4,000.00
Trash Receptacles	6	EA	\$700.00	\$4,200.00
			Total for Site Construction - Amenities	\$18,800.00
UTILITIES - SITE ELECTRIC				
Site Electric - Trench, Conduit & Wiring	2,500	LF	\$22.00	\$55,000.00
Pedestrian Lighting - Poles & Luminaires	26	EA	\$2,500.00	\$65,000.00
Pedestrian Lighting - Pole Bases	26	EA	\$500.00	\$13,000.00
Remove and Dispose of Existing Luminaire	12	EA	\$500.00	\$6,000.00
			Total for Site Electric Utilities	\$139,000.00
UTILITIES				
12" PVC Storm Sewer Pipe	400	LF	\$32.00	\$12,800.00
Trench and Culvert Excavation	275	CY	\$18.00	\$4,950.00
Manhole/Catch Basin Frame & Cover/Grate	6	EA	\$2,500.00	\$15,000.00
Adjust Existing Manhole/Basin Frames and Cover/Grate	15	EA	\$500.00	\$7,500.00
Adjust Existing Valve Box (Gas & Water)	15	EA	\$200.00	\$3,000.00
			Total for Utilities	\$43,250.00
LANDSCAPING				
Trees - Deciduous (3" - 3.5" Cal.)	60	EA	\$500.00	\$30,000.00
Trees - Coniferous (8'-10' Ht.)	8	EA	\$400.00	\$3,200.00
			Total for Landscaping	\$33,200.00
			Sub-Total Construction Hard Costs	\$878,500.00
GENERAL REQUIREMENTS				
Mobilization (4% of Subtotal)	1	LS	\$35,000.00	\$35,000.00
			Total for General Requirements	\$35,000.00
			Construction Sub-Total	\$913,500.00
ENGINEERING & CONSTRUCTION ADMINISTRATION				
Design & Engineering (5%)	1	LS	\$44,000.00	\$44,000.00
Administration & Construction Supervision (5%)	1	LS	\$44,000.00	\$44,000.00
Design Contingency (10% of Construction Subtotal)	1	LS	\$88,000.00	\$88,000.00
			Soft Costs Sub-Total	\$176,000.00
			PROJECT TOTAL	\$1,054,500.00

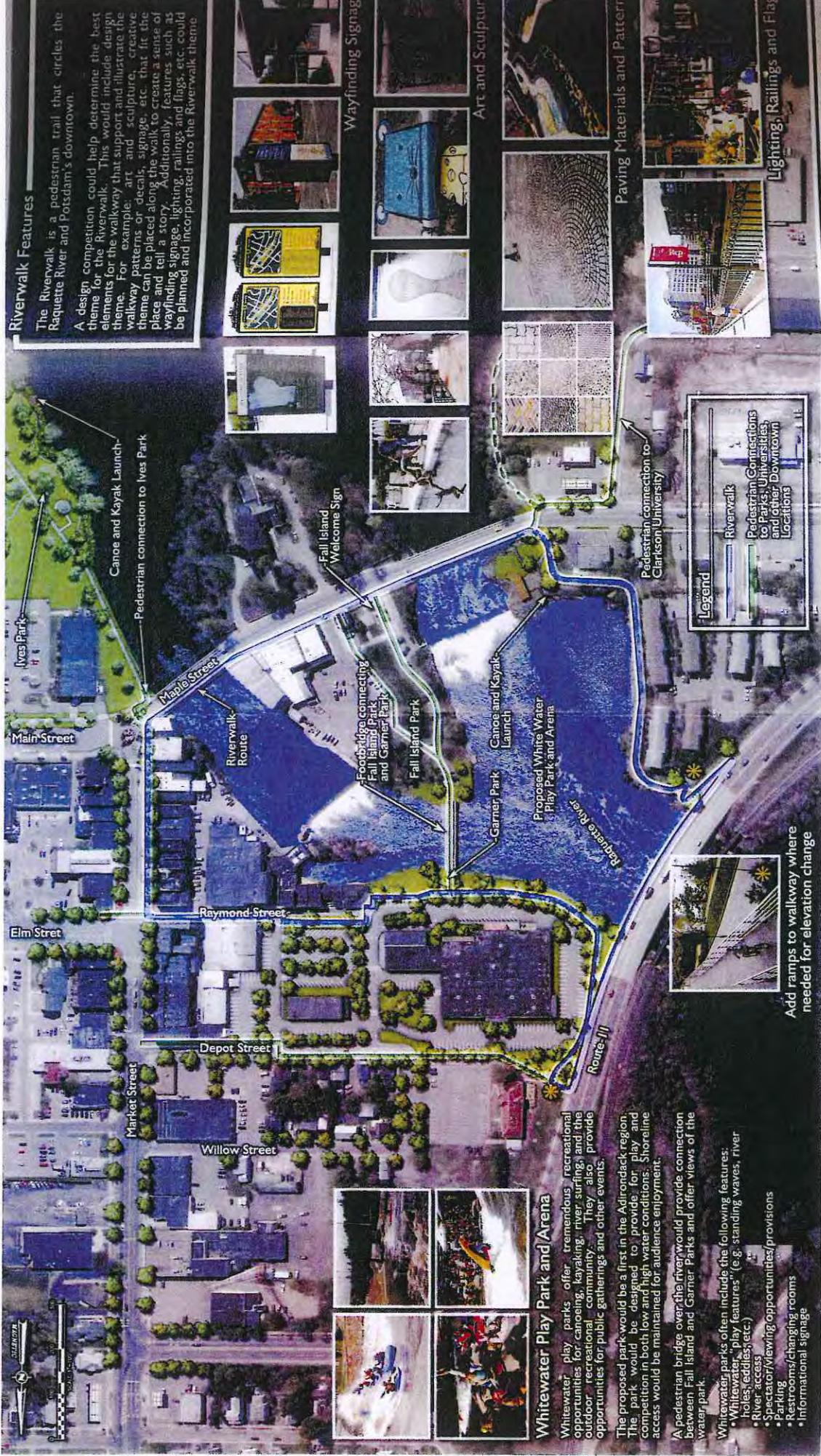
*This Opinion of Probable Cost is conceptual in nature and has been developed in reference to conceptual site improvements. It is intended to give order of magnitude pricing information and is not intended to give final pricing information. It is an opinion of probable cost.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Exhibit 5

Riverwalk East

The Rivquette River is a pedestrian trail that circles the Raquette River and Potsdam's downtown. A design competition could help determine the best theme for the Riverwalk. This would include design elements for the walkway that support and illustrate the theme. For example, art and sculpture, creative walkway patterns or decals, signage, etc. that fit the place and tell a story. Additionally, features such as wayfinding signage, lighting, railings and flags, etc. could be planned and incorporated into the Riverwalk.



VILLAGE OF POTSDAM
POTSDAM RIVERWALK
CONCEPT PLAN



Preliminary Opinion of Probable Cost

CHAZEN ENGINEERING, LANDSCAPE ARCHITECTURE & LAND SURVEYING CO., P.C.

395 Bay Road, Queensbury, New York 12804
 Phone: (518) 812-0813 Fax: (518) 812-2205
[Web: \[www.chazencompanies.com\]\(http://www.chazencompanies.com\)](http://www.chazencompanies.com)



Dutchess County Office
 Phone: (845) 454-3680

Capital District Office
 Phone: (518) 273-0055

Village of Potsdam - Riverwalk

Date:
 5/20/2014

Description	QTY	Unit	Material & Labor	Mat. & Labor Cost
			Unit Price	
SITE PREPARATION				
Sawcut Asphalt Pavement	600	LF	\$2.50	\$1,500.00
Unclassified Excavation and Disposal (Asphalt Removal - Top, Binder, Subbase)	1,700	SY	\$4.00	\$6,800.00
Unclassified Excavation and Disposal (Concrete Removal)	750	SY	\$6.00	\$4,500.00
Removal of Concrete Curb	600	LF	\$10.00	\$6,000.00
Erosion & Sediment Control	1	LS	\$4,000.00	\$4,000.00
			Total for Site Preparation	\$22,800.00
EARTHWORK				
Site Grading at Ramp Areas	300	CY	\$10.00	\$3,000.00
			Total for Earthwork	\$3,000.00
SITE CONSTRUCTION - PAVEMENTS / HARDSCAPES				
Concrete Walks w/ Subbase	11,600	SF	\$5.75	\$66,700.00
Concrete Curb (Cast In Place)	600	LF	\$30.00	\$18,000.00
ADA Accessible Drop Curb Ramps	2	EA	\$250.00	\$500.00
Striping / Pavement Markings	1	LS	\$1,000.00	\$1,000.00
Asphalt Walk (Includes Subbase)	4,350	SF	\$3.00	\$13,050.00
			Total for Site Construction - Pavements / Hardscapes	\$99,250.00
SITE CONSTRUCTION - AMENITIES				
Signage Allowance - Pedestrian & Vehicular & Wayfinding	1	LS	\$7,200.00	\$7,200.00
Benches	6	EA	\$800.00	\$4,800.00
Bike Rack	3	EA	\$1,000.00	\$3,000.00
Wooden Footbridge	1	EA	\$15,000.00	\$15,000.00
HC Accessible Switchback Ramp w/ Railing at Route 11	1	EA	\$50,000.00	\$50,000.00
			Total for Site Construction - Amenities	\$80,000.00
UTILITIES - SITE ELECTRIC				
Site Electric - Trench, Conduit & Wiring	2,200	LF	\$22.00	\$48,400.00
Historic Pedestrian Lighting - Poles & Luminaires (Maple Street)	7	EA	\$2,500.00	\$17,500.00
Standard Pedestrian Lighting - Poles & Luminaires	18	EA	\$1,000.00	\$18,000.00
Pedestrian Lighting - Pole Bases	25	EA	\$500.00	\$12,500.00
Remove and Dispose of Existing Luminaire	5	EA	\$1,000.00	\$5,000.00
			Total for Site Electric Utilities	\$101,400.00
			Subtotal	\$306,450.00
			10% Hard Cost Contingency	\$30,645.00
			Subtotal Hard Cost	\$337,095.00
			20% Construction Inflation	\$67,419.00
			Grand Total Hard Costs	\$404,515.00
SOFT COSTS				
Mobilization (4% of Subtotal Hard Cost)	1	LS	\$13,485.00	\$13,485.00
Design/Engineering, Construction Supervision, Administration (25% of Subtotal Hard Cost)	1	LS	\$84,275.00	\$84,275.00
			Total for Soft Costs	\$97,760.00
			GRAND TOTAL PROJECT COST	\$502,275.00

*This Opinion of Probable Cost is conceptual in nature and has been developed in reference to conceptual site improvements. It is intended to give order of magnitude pricing information and is not intended to give final pricing information. It is an opinion of probable cost.

Note: All Transportation Alternatives Program infrastructure projects must be designed according to the NYSDOT Highway Design Manual. All pedestrian facilities must meet design standards for the ADA compliance listed in the Highway Design Manual.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Exhibit 6

ISO



ISO 9001
Quality Management

ISO 14001
Environmental Management

ISO 45001
Occupational Health and Safety Management

ISO 22000
Food Safety Management

ISO 50001
Energy Management

ISO 13485
Medical Devices Quality Management

ISO 27001
Information Security Management

ISO 20000
Information Technology Service Management

ISO 19011
Management System Audit

ISO 21001
Social Responsibility Management

ISO 22000
Food Safety Management



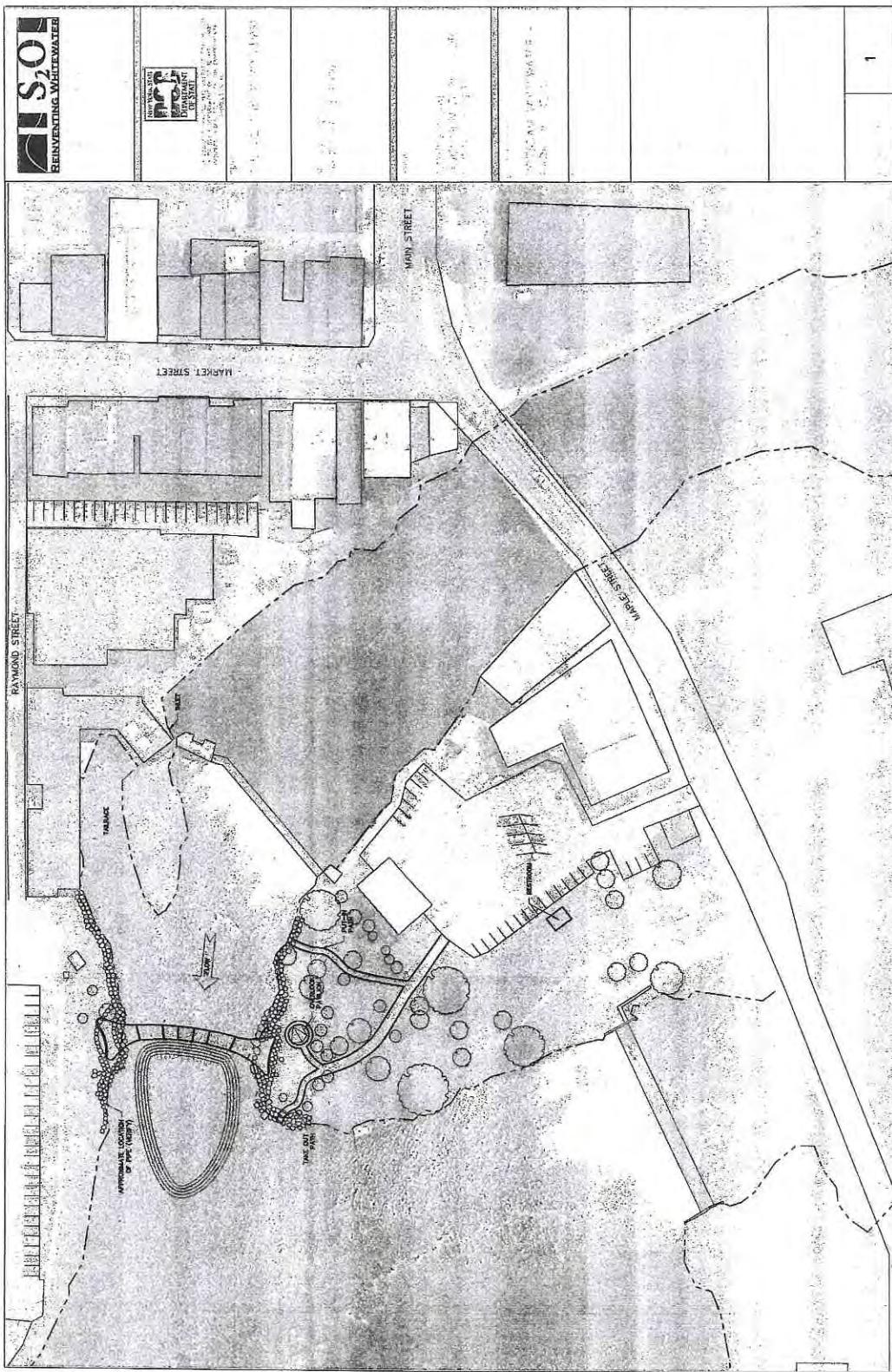


Figure 37: The proposed conceptual plan for Phase 1 of the Potsdam Whitewater Park

Table 9: Cost Estimate for Potsdam Whitewater Park, Phase 1

Project: St Lawrence Potsdam Phase 1 Design					
Issue Date: 01/26/2015					
Developed By: DW					
Phase 1: Estimated Construction Costs					
Description	Quantity	Unit	Unit Cost	Item Total Cost	
Site Setup					
Traffic Control	1.0	LS	\$ 5,000.00	\$ 5,000.00	
Install & Maintain Best Management Practices	1.0	LS	\$ 5,000.00	\$ 5,000.00	
Circulation Path & Access Steps					
Furnish & Install Pavilion	1	EA	\$ 10,000.00	\$ 10,000.00	
Furnish & Install Crushed Aggregate (3/4 in minus)	85.6	Tons	\$ 55.00	\$ 4,709.38	
Furnish & Install Quarried Limestone Steps	6.8	Tons	\$ 300.00	\$ 2,037.04	
Excavate & Grade Native Material	63.4	CY	\$ 15.00	\$ 951.39	
Furnish & Install Landscape Fabric	380.6	SY	\$ 6.00	\$ 2,283.33	
Unclassified Hauloff	63.4	CY	\$ 20.00	\$ 1,268.52	
Phase 1 Drop Structure					
Operate & Maintain Water Control	2.0	LS	\$ 20,000.00	\$ 40,000.00	
Install Equipment Access Ramps & Roads	2.0	EA	\$ 1,500.00	\$ 3,000.00	
Reclaim Equipment Access Ramps, Roads, & Staging Areas	2.0	EA	\$ 2,500.00	\$ 5,000.00	
Furnish & Install Boulder (Avg 36" B Axis)	2344.8	Tons	\$ 85.00	\$ 199,311.56	
Furnish & Install Riprap Armoring (Type VH)	486.7	Tons	\$ 50.00	\$ 24,332.81	
Excavate & Grade Native Alluvium	4237.1	CY	\$ 22.00	\$ 93,216.44	
Furnish & Install Bedding Material	564.4	Tons	\$ 30.00	\$ 16,931.12	
Furnish & Install Mirafi 180n Filter Fabric	1607.5	SY	\$ 6.00	\$ 9,644.73	
Furnish & Install Concrete Grout, Including Rebar, & Marine Epoxy	42.1	CY	\$ 272.00	\$ 11,450.52	
Furnish & Install by Hand Washed Rock Veneer	17.5	Tons	\$ 120.00	\$ 2,100.88	
Unclassified Hauloff	4237.1	CY	\$ 20.00	\$ 84,742.22	
Additional Included Items					
Additional Excavator Time as directed by S2o	20	HR	\$ 220.00	\$ 4,400.00	
PROJECT SUBTOTAL				\$ 525,379.95	
Contingency (15%)				\$ 78,806.99	
CONSTRUCTION SUBTOTAL				\$ 604,186.94	
Construction Bonding/Ins				\$ 18,125.61	
Mob and Demob				\$ 12,083.74	
Construction Stakeout				\$ 5,000.00	
Construction Monitoring				\$ 55,000.00	
Construction Monitoring (as a % of Construction Sub-Total)				\$ 30,209.35	
Incidentals not included in items above (as % of Construction Sub-Total)				\$ 9,062.80	
Permitting & Design (as % of Construction Sub-Total)				\$ 72,502.43	
Design Contingency (as % of Design Sub-Total)				\$ 14,500.49	
Other (as % of Construction Sub-Total)				\$ 9,062.80	
TOTAL PROJECT COST OPINION				\$ 829,734.2	

Expected maintenance for the in-stream portion of this project is typically very low. S2o suggests recommends that \$30,000 be set aside for tuning and maintenance in the first five years, and that 1% of construction costs be set aside in subsequent years for maintenance and tuning.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Exhibit 7

Village of Potsdam, NY
Available Downtown Retail Commercial Space and Land
6/12/17

Address	Class	Square Feet	Zoning
16-18 Market Street	Retail	1,200	CBD
19 Market Street	Retail	2,880	CBD
38 Market Street	Retail/Food Service	2,141	CBD
63 Market Street/ 103	Retail/Office	487	CBD
63 Market Street/ 109	Office	1,365	CBD
Market Square Mall	Medical Office	2,500	CBD
71 Market Street	Office	1,800	CBD
4 Elm Street	Bank/Office	8,760	CBD
42 Maple Street	Automobile /Retail	15,600	B-1
4 Clarkson Avenue	Retail/Food Service	3,876	B-1
Sandstone Drive Redevelopment Site	Retail/Commercial	2.0 + Acres	CBD

CBD = Central Business District zoning district

B-1 = Business District zoning district

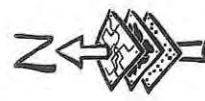
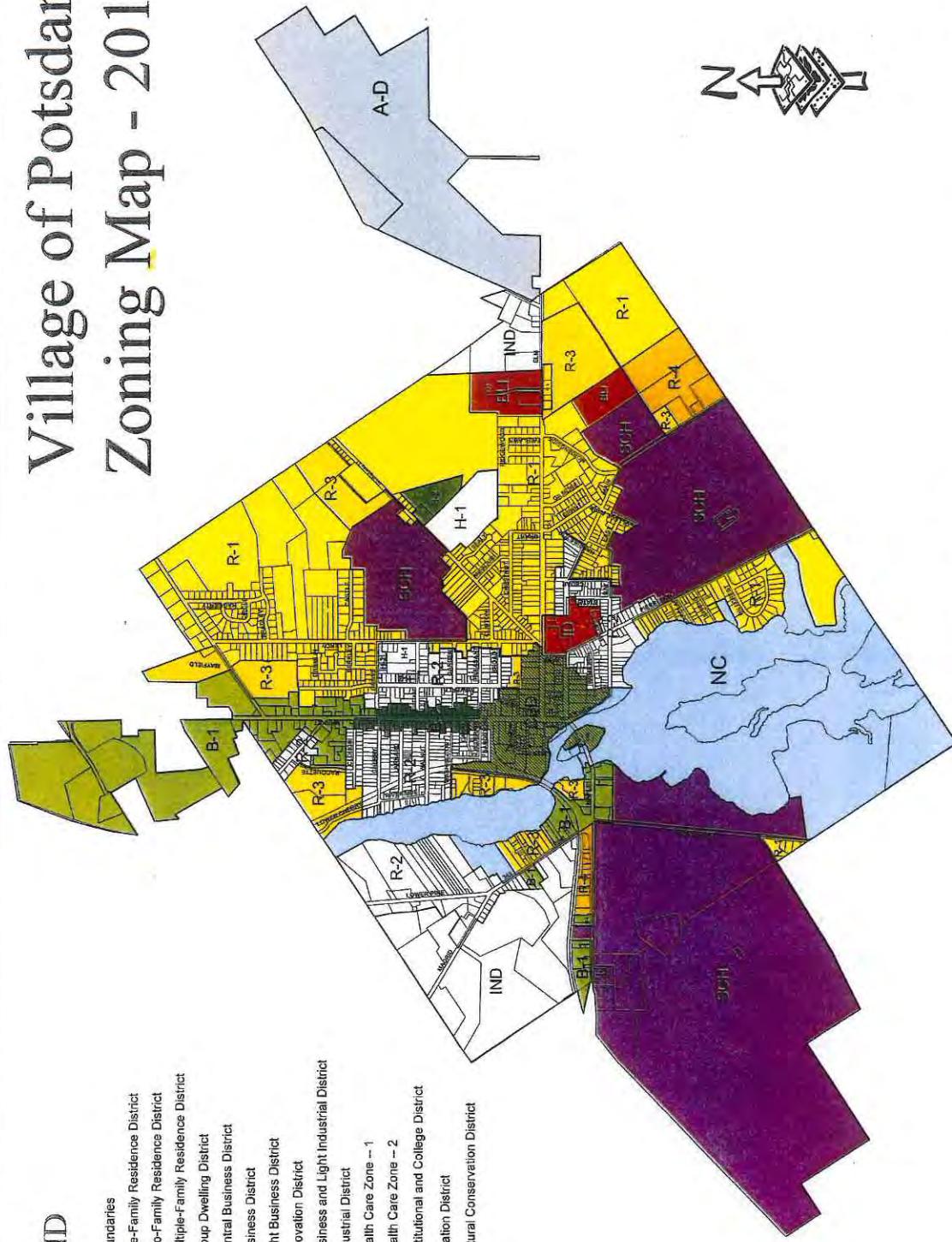
Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Exhibit 8

Village of Potsdam Zoning Map - 2017

LEGEND

	Parcel Boundaries
	R-1: One-Family Residence District
	R-2: Two-Family Residence District
	R-3: Multiple-Family Residence District
	R-4: Group Dwelling District
	CBD: Central Business District
	B-1: Business District
	B-2: Light Business District
	ID: Innovation District
	BL: Business and Light Industrial District
	IND: Industrial District
	H-1: Health Care Zone -- 1
	H-2: Health Care Zone -- 2
	SCH: Institutional and College District
	A-D: Aviation District
	NC: Natural Conservation District



2 Miles
1.5
1
0.5
0

Map prepared by the St. Lawrence County Planning Office, September 2011. Revised January, July, October 2015, March 2017
GIArcGIS/Potsdam Village NY SP2/Zoning Map/Zoning March 2017

§180 Attachment 13

Zoning District	Standard Uses	Special Uses	Minimum Lot			Minimum Yard Dimensions (Setback in Feet)			Maximum Lot Coverage (percent)	Maximum Building Height (Feet)
			Area (Sq. Ft.)	Width (Feet)	Depth (Feet)	Front (Feet)	Side Setback (Feet)	Both Sides (Feet)		
CBD Central Business District										
	Retail store		0	0	0	0	0	0	0	100
	Business and professional offices		0	0	0	0	0	0	0	100
	Personal service shop		0	0	0	0	0	0	0	100
	Hotel/motel		0	0	0	0	0	0	0	100
	Religious institution		0	0	0	0	0	0	0	100
	Community center		0	0	0	0	0	0	0	100
	Indoor recreation		0	0	0	0	0	0	0	100
	Financial institution		0	0	0	0	0	0	0	100
	Funeral home		0	0	0	0	0	0	0	100
	Public or private utility		0	0	0	0	0	0	0	100
	Accessory use or building		0	0	0	0	0	0	0	100
	Upper story multiple family dwellings		0	0	0	0	0	0	0	100
	Restaurant, bar		0	0	0	0	0	0	0	100
	Membership club		0	0	0	0	0	0	0	100
	Theater/cinema		0	0	0	0	0	0	0	100
	Enclosed light industry		0	0	0	0	0	0	0	100
	Uses determined to be compatible by the Planning Board		0	0	0	0	0	0	0	100
	Ground floor residential subject to § 180-17.1		0	0	0	0	0	0	0	0

Notes:

All uses permitted and specially permitted in the Central Business District shall require site plan review by the Village Planning Board.

All development and the rehabilitation of buildings listed on the National Register of Historic Places shall comply with special design guidelines for the Central Business District at § 180-17 (E) through (O).

180 Attachment 8

Zoning District	Standard Uses	Special Uses	Minimum Lot				Minimum Yard Dimensions (Setback in Feet)			Maximum Lot Coverage (percent)	Maximum Building Height (Feet)
			Area (Sq. Ft.)	Width (Feet)	Depth (Feet)	Front (Feet)	Side Set-back (Feet)	Both Sides (Feet)	Rear (Feet)		
B-1 Business District	Retail Store	District Area Min. 5 acres	15,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet
							(50 if abutting a residential district)				
	Business or professional offices		15,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet
	Personal service uses		15,000	100	100	25	10	20	10		
	Hotel, motel		40,000	150	200	25	10	20	10	65	Lesser of 3 stories or 40 feet
	Religious institution		15,000	100	100	25	10	20	10		
	Community centers		15,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet
	Indoor recreation		15,000	100	100	25	10	20	10		
	Financial institution		15,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet
	Funeral homes		15,000	100	100	25	10	20	10		
Public or private utilities Accessory uses or buildings	Public or private	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Accessory uses or buildings	N/A	N/A	N/A	N/A	25	10	20	10		

Zoning District	One and two family dwellings	Special uses	12,000	100	100	25	10	20	10	65	40
	Standard Uses		Minimum Lot			Minimum Yard Dimensions			Maximum Lot Coverage (percentage)		Maximum Building Height
			Area (Sq. Ft.)	Width (Feet)	Depth (Feet)	Front Setback (Feet)	Side Setback (Feet)	Both Sides (Feet)	Rear (Feet)		
B-1 Business District	Multiple dwellings	family	5,000 (+ 3,000 for each unit)	100	100	25	10	20	10	65	40
	Motor vehicle sales		20,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet
						(50 if abutting a residential district)					
	Gasoline stations		20,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet
	Restaurants, bars		15,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet
	Membership clubs		15,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet
	Convenience stores		15,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet
	Other similar uses as determined by the Village Planning Board		15,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet
	Light industry		15,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet
	Convenience store where gasoline is sold		20,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet
	Telecommunications towers									See §180-31(F) (11)	
	Enclosed motor vehicle repair		15,000	100	100	25	10	20	10	65	Lesser of 3 stories or 40 feet

Note:

1. All permitted and special uses shall require site plan review by the Village Planning Board.
2. All parking lots/areas shall comply with the applicable sections of §180-22 (8) (a) through (j).

§180 Attachment 11

Zoning District	Standard Uses	Special Uses		Minimum Lot			Minimum Yard Dimensions (Setback in Feet)			Maximum Lot Coverage (percent)	Maximum Building Height (Feet)
		Area (Sq. Ft.)	Width (Feet)	Depth (Feet)	Front (Feet)	Side Setback (Feet)	Both Sides (Feet)	Rear (Feet)			
ID Innovation District											
School	15,000	100	100	25	10	20	10	10	0		
Business research, arts and incubator use	15,000	100	100	25	10	20	10	10	60	60	The lesser of 4 stories or 60 feet
Business and professional office space	15,000	100	100	25	10	20	10	10	60	60	
Community center	15,000	100	100	25	10	20	10	10	60	60	
Theater	15,000	100	100	25	10	20	10	10	60	60	
Artist studios and galleries	15,000	100	100	25	10	20	10	10	60	60	
Museum	15,000	100	100	25	10	20	10	10	60	60	
Conference center	15,000	100	100	25	10	20	10	10	60	60	
Indoor recreation	15,000	100	100	25	10	20	10	10	60	60	
Variety store	15,000	100	100	25	10	20	10	10	60	60	
Café	15,000	100	100	25	10	20	10	10	60	60	
Multiple dwelling	15,000	100	100	25	10	20	10	10	60	60	
Off-street parking	15,000	100	100	25	20	20	10	10	60	60	
Other similar uses as determined by the Village Planning Board											

Note:

1. All uses permitted and specially permitted shall require site plan review.
2. All parking lots/areas shall comply with the applicable sections of §180-22.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Exhibit 9

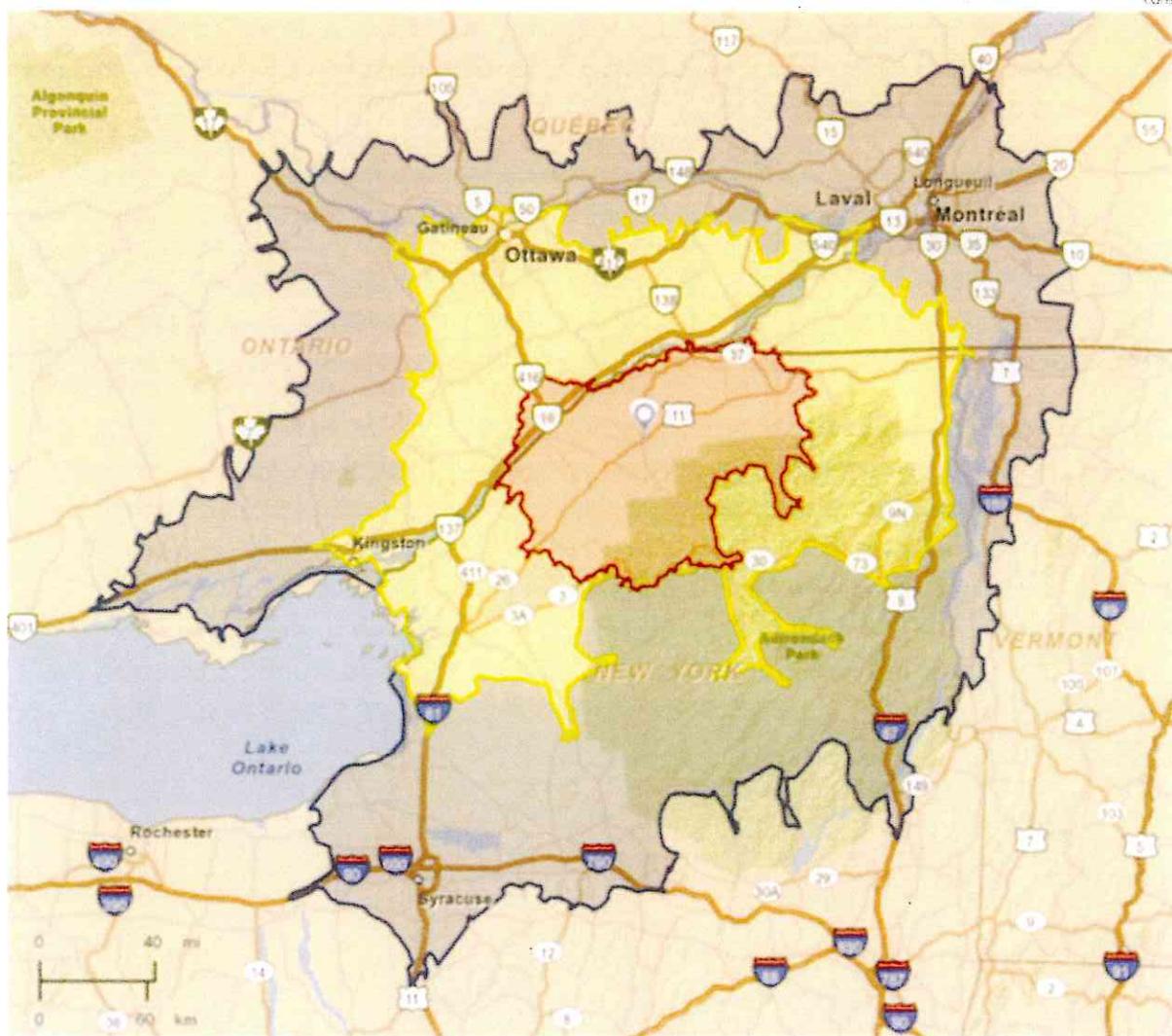


Figure 6: Geographic Market Area by Drive Time, 60 minutes, 120 minutes, and 180 minutes (ESRI Business Analyst Online, 2013)

Despite being a relatively rural area, over 7.4 million people live within three hours of the area. Ottawa and Watertown are within two hours and Montreal, Syracuse and Utica are all within three hours of the area. 145,000 people live within one hour of the local area, 2.1 million live in a two-hour drive radius, and 5.2 million live in the three-hour drive radius, as seen in Table 1.

Table 1: Total Population by Drive Radius from Potsdam (Statistics Canada: Population Geosearch, 2013) (ESRI Business Analyst Online, 2013)

Drive Radius	Total Population	% of Regional Population
60 Minutes	145,000	2%
120 Minutes	2,136,000	29%
180 Minutes	5,207,000	69%
Total Regional Population	7,488,000	

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Exhibit 10

Village of Potsdam Complete Streets Policy

The Village of Potsdam will employ the Complete Streets Program as its guideline for traffic planning efforts, enhancements, maintenance and operation of the community's transportation infrastructure.

It is the policy of the Village of Potsdam to provide transportation infrastructure that is suitable for use by all, including pedestrians and bicyclists of all ages and abilities as well as automobiles, motorcycles, buses and trucks. This policy will guide decision-making by the Village Board of Trustees, the Village Planning Board and the Department of Public Works. The policy will also be communicated to the St. Lawrence County Highway Department and the New York State Department of Transportation.

The Village of Potsdam shall require that all transportation projects or sub-divisions that require the development of public or private roadways:

1. Encourages connectivity to the Village's existing network of sidewalks, shared roadways and roadways.
2. Uses the latest and best practice designs to accommodate all potential users.
3. Is compatible with the community context.

Specific implementation steps shall include:

1. The construction of sidewalks in connection with any proposed new construction or the major renovation of existing residential or commercial developments.
2. The extension of sidewalks to those areas of the Village bearing heavy pedestrian use including: the west side of Pierrepont Ave. south to Lehman Park; Both sides of outer Market Street and particularly the west side; outer Main Street on both the north and south sides of the street and outer Lawrence Ave; and, the proposed Riverwalk pedestrian and bicycle trail.
3. The installation of maps and signage identifying bicycle routes and the installation of bicycle racks throughout the Village to promote bicycle ridership in the Village.
4. Install wayfinding signage in the community to help residents and visitors navigate between key places including parks, commercial destinations such as the museum and library, the downtown and outer Market Street retail districts and the universities.
5. Techniques to calm traffic particularly in the downtown area, Leroy, outer Main and Pine Streets.
6. Access management on Maple Street, outer Elm Street, outer Lawrence Avenue and outer Main Street.

The Village Planning Board in cooperation with the Department of Public Works and Planning and Development Office will be responsible for the implementation of this policy.

Village of Potsdam, NY
Nomination Proposal for the 2017 Downtown Revitalization Initiative

Exhibit 11

regional news

news: [rss \[/dailyrss.php\]](#) email [\[/contact/subscribe.html\]](#) podcast [\[http://feeds2.feedburner.com/topstoriesfromncpr\]](http://feeds2.feedburner.com/topstoriesfromncpr)

Clarkson steps out front to spur entrepreneurship in St. Lawrence Co. [<http://www.northcountrypublicradio.org/news/story/31862/20160525/clarkson-steps-out-front-to-spur-entrepreneurship-in-st-lawrence-co>]

by David Sommerstein [Reporter/Asst. News Director] [[/news/reporters/2/david-sommerstein](#)] , in Potsdam, NY



[<http://www.northcountrypublicradio.org/news/images/oldmainweb.jpg>]

Clarkson University renovated, with state aid, its original campus building, Old Main, to use as part of its business incubator program. Photo: David Sommerstein

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[[/listennow.php?segment_guid=http://www.northcountrypublicradio.org/news/story/31862/20160525/clarkson-steps-out-front-to-spur-entrepreneurship-in-st-lawrence-co&width=325&height=350&segment_program_title=NCPR+News&segment_title=Clarkson+steps+out+front+to+spur+entrepreneurship+in+St.+Lawrence+Co.&segment_audio_url=http%3A%2F%2Fwww.northcountrypublicradio.org%2Fnews%2Faudio%2F160525dsClarksonspurentrepreneurship.mp3&segment_display_url=http%3A%2F%2Fwww.northcountrypublicradio.org%2Fnews%2Fstory%2F31862%2F20160525%2Fclarkson-steps-out-front-to-spur-entrepreneurship-in-st-lawrence-co](#)]

May 25, 2016 – St. Lawrence County is in the process of remaking its economic strategy. A new study by the New York Power Authority has become a blueprint. Clarkson University is positioning itself to lead that effort by example.

Earlier this month, Clarkson University celebrated the re-opening of Old Main, the hulking sandstone building in downtown Potsdam that was built in 1896 to house Clarkson's first classes. Old Main had sat vacant for more than a decade. The \$8-million renovation, funded in part by state grants and from the New York Power Authority, is the latest in a series of upgrades to Clarkson's original

downtown campus. Now, much of that space houses an incubator program to develop new businesses.

At the ceremony, President Tony Collins emphasized the importance of the regional economy to his university. "We cannot be a success as an institution," Page, if our region, if the North Country is not as successful as it can be. They're very interrelated and intertwined."

NCPR would like to thank:



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The logo for the Adirondack Council features the organization's name in a bold, sans-serif font. Above the text, there is a graphic element consisting of two black silhouettes of loons swimming on water, facing each other.

COUNCIL Clark PhD, looks like a surfer [he is a surfer] crossed with a Jon Bon Jovi look-alike, hardly the stereotype of a biochemist. Clarkson president Tony Collins took his place at the front of the room, complimented Clark on what looked like a ~~share it out envelope~~. Then, Collins bragged that Clark's a local boy. "Born and raised where?" he asked rhetorically. "Right here in ~~Postcard from New York City~~operatively.

</support/under1.html>] support. Collins does this often at press conferences. He invites an entrepreneur in Clarkson's business incubator program to the podium and engages in a sort of Socratic method dialogue for the benefit of those gathered.

"Has it been a good experience coming back?" asked Collins with a grin. "It has been phenomenal," answered Clark. "It is with great pride that I bring myself, my team, and my companies here." This is the stuff the North Country's economic developers' dreams are made of.

Clark's company is one of 234 incubated at Clarkson's Shipley Center for Innovation [<http://www.clarkson.edu/%28S%28m0jyyrqzgxcadv55cjdis1as%29%29/shipley/index.html>]. The number includes startups at satellite sites in Massena, Ogdensburg, Watertown, Plattsburgh, and Saranac Lake. They've attracted almost \$10 million in private investment. The Potsdam site has become so popular [/news/story/27884/20150406/will-the-hot-spot-in-potsdam-create-the-next-generation-of-north-country-entrepreneurs] startups have spilled into neighboring Old Main and Damon halls, those newly renovated buildings.

[Related stories:](#)



Who will be the quarterback for St. Lawrence County's new economic plan?

[<http://www.northcountrypublicradio.org/news/story/31839/who-will->

Clarkson is trying to lead by example, as evidenced by another gathering it held in late March. A group of St. Lawrence County leaders packed into a fluorescent-lit lab in Peyton Hall, another one of those recently renovated downtown Clarkson buildings.

"I would like to welcome you all to the Peyton Hall space," announced Shawn Clark, whose company Delta TM Technologies [<https://deltatmtech.com/>] uses this lab. He pointed to a stack of white cardboard boxes with the company logo on them. Inside each was his product—a kit for testing and analyzing body proteins. Their biggest buyers are pharmaceutical companies.



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[[http://www.northcountrypublicradio.org
/news/images/deltaweb.jpg](http://www.northcountrypublicradio.org/news/images/deltaweb.jpg)]

Shawn Clark's company, Delta TM Technologies, sells kits for testing and analyzing body proteins to drug companies across the country. Clark says he's planning to move manufacturing facilities from Boston to Potsdam. Photo: David Sommerstein.

The people watching this show were members of the advisory committee for the New York Po economic development. One of the four main s improve St. Lawrence County's business climat entrepreneurs—more people like Clark.

President Collins, who is also a member of the study committee, wanted to show off that it's already happening at Clarkson. "Even as small as our county is, people don't know the opportunities, the services, the resources that are available right here in our county," he

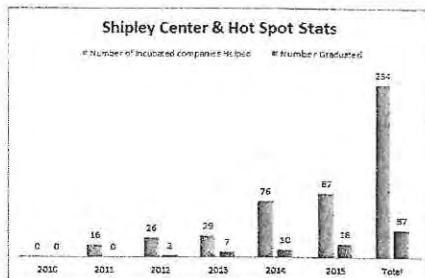
be-the-quarterback-for-st-lawrence-county-s-new-economic-plan]

said.

A big finding of the NYPA plan was that St. Lawrence County can be parochial. Massena

and Star Lake and Canton and Gouverneur often don't know what one another is up to. Sandy Wright, Waddington's town supervisor, admitted this whole incubator thing was new to her. "It's a small community and Potsdam is 20 miles from Waddington," Wright said. "Did I have a clue? Absolutely not. I have to be honest and say I did not. He opened my eyes."

Historically, towns in the county have even competed against one another for grants and projects from the state. When the plan was released over the winter, NYPA CEO Gil Quiñones exhorted local leaders to change that. "They have to have skin in the game. They have to be unified," Quiñones said. "They have to not be thinking in silos—you know, my town or my school district."



[http://www.northcountrypublicradio.org/news/images/Shipley_Stats.png]

Of the 234 startups the Shipley Center for Innovation has helped incubate, 37 have "graduated" to try to make it on their own. Graph courtesy Shipley Center.



[<http://www.northcountrypublicradio.org/news/images/insideoldmainweb.jpg>]

Arthur Bell operates Lexingford Publishing out of one of the newly renovated offices in Old Main. Photo: David Sommerstein.

Tim Currier, the village of Massena's mayor, said working on the NYPA plan is already improving the way towns relate. "Many of us that are leading communities are understanding. Maybe we have or haven't, but at least we're understanding now that if it's good for somebody else, it's good for us, too, so we're thinking more regionally."

The NYPA's blueprint has a long way to go to succeed, and Clarkson still has to prove its entrepreneurship model will work in the long term. Thirty-seven companies have graduated from the incubator program, trying to "fly on their own," so to speak. Of them, 20 are still in operation in the North Country. They've created 47 jobs.

That's progress, but it'll take many more to turn around a county economy that regularly rates among the worst in the state.

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