



Downtown Revitalization Initiative (DRI) Instructions

The North Country Regional Economic Development Council (NCREDC) is accepting Downtown Revitalization Initiative (DRI) applications through May 27, 2016 at 4:00 p.m.

Completed applications can be e-mailed to NYS-NORTHCOUNTRY@esd.ny.gov

Answers to each question on the DRI application are limited to 5,000 characters.

If an answer to a DRI application question references an attached document or addendum, please reference the page number in the answer to the question to allow reviewers to consult the material.

DOWNTOWN REVITALIZATION INITIATIVE – DOWNTOWN TEMPLATE

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: North Country

Municipality Name: Village of Malone

Downtown Name: Main Street

County: Franklin

Downtown Description - Provide an overview of the downtown and summarize the rationale behind nominating this downtown for a Downtown Revitalization Initiative (DRI) award):

The Village of Malone is the downtown for the Town of Malone. It is the site of the Franklin County seat of government and is the largest community by population in the County.

The Village of Malone is the major job center for northern Franklin County. The village center, defined as the US 11 corridor (Main Street), extends from the east at the intersection of Porter Road going west to the intersection with Sawyer Avenue.

In conjunction with the surrounding communities of Chateaugay, Constable, Westville, and Fort Covington as well as the Town of Malone, the Village of Malone is the commercial hub of northern Franklin County.

This incentive grant is structured for a more densely constructed community. Nevertheless, this application is prepared and submitted to highlight the needs of the many smaller rural communities that are important contributors to the quality of life for hundreds of thousands of NY residents. Many such smaller communities throughout the North Country Council's boundaries need the type of financial incentive assistance to spur public and private investment to improve municipal infrastructure, revitalize existing buildings, and create jobs.

The Village of Malone and the named communities need this incentive to begin the long effort to revitalize the communities.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the criteria set forth in the DRI Guidelines. Answers to each question on the DRI application are limited to 5,000 characters.

- 1) Boundaries of the Downtown Neighborhood.** Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be compact and well-defined. Core neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment.

The central business district extends along the US 11 corridor (Main Street), from the east at the intersection of Porter Road going west to the intersection with Sawyer Avenue. A number of commercial businesses are located within a block of the central district and include lodging establishments, a large discount retailer, and grocery stores. Several banks are located in the district as well as fast food locales, a major auto dealership and several places of worship. North Country Community College has a campus in the Village and could become an engine of growth.

- 2) Size.** Outline why the downtown, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing, or increasing, population within easy reach for whom this would be the primary downtown.

The aggregate population of the communities of Chateaugay, Constable, Westville, Fort Covington, Malone Village and Malone Town exceeds 11,000 (2013). Residents in the outlying communities work in the Malone Central Schools, the County and State prisons, the Franklin County government offices and the numerous small businesses that exist within the Village and Town of Malone. The population count is declining slowly as job opportunities remain elusive. The Village remains the primary downtown for the named communities.

- 3) Past Investments & Future Investment Potential.** Describe how this downtown will be able to capitalize on prior, and catalyze future, private and public investment in the neighborhood and its surrounding areas.

This incentive grant would provide an impetus to the continuing efforts to redevelop the main intersection of Main and Elm Streets. The Flanagan Hotel property and the surrounding structures are sound buildings. Restoration of the hotel property will catalyze other investments. This grant incentive however is not solely for that property.

- 4) Job Growth.** Describe how recent or impending job growth within, or in close proximity to, the downtown will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

New jobs in the Village have been created by AseptPak, a sterile packaging company with world markets. The discount retail business continues to grow. Revitalizing the central business district will bring new investments and rekindle community pride.

- 5) Attractiveness of the Downtown.** Identify the properties or characteristics the downtown possesses that contribute or could contribute, if enhanced, to the attractiveness and livability of the downtown. Consider, for example, the presence of developable mixed-use spaces, housing at different levels of affordability and type, healthy and affordable food markets, walkability and bikeability, and public parks and gathering spaces.

The Main Street of Malone Village has a history of mixed-use spaces, retail commercial businesses at street level and residential spaces on upper floors. For certain housing is affordable and investment incentives similar to those in this program, tailored for a smaller community, would allow the otherwise sound structures to be upgraded to modern code and accessibility. A major full service market is located at the east end of the Village and is used by local residents – delivery is provided to customers no longer able to walk or drive due to age and health.

Bike paths and sidewalks exist and the Village Green is a prominent feature of the central core. The Green is the locale for concerts and other community events each year.

- 6) Policies to Enhance Quality of Life.** Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, complete streets plans, or transit-oriented development. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

The Village has supported and participated in complete streets for several years. Zoning codes are modern and enforced. Malone remains a walk-able community with schools located in residential neighborhoods and places of worship also nearby.

- 7) Local Support.** Set forth the local and community support that exists for the revitalization of this downtown and the commitment among local leaders and stakeholders to building and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a local DRI Planning Committee to oversee the plan.

Five separate strategic development plans have been written since 2001. Implementation has been spotty at best. The recently elected Village Board of Trustees has constituted a Downtown Business working group to begin a collaborative process to implement the many recommendations common to these strategies and plans. This group will continue and constitutes the local lead should an award be made to the Village. Representatives of the other communities will be invited to participate as well.

- 8) Other.** Provide any other information that informed the nomination of this downtown for a DRI award.

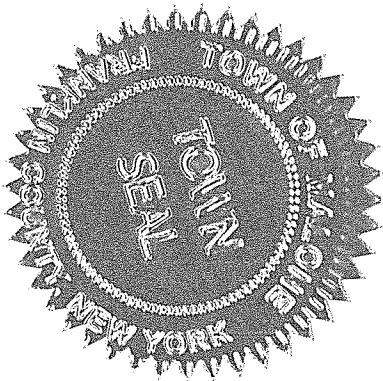
This application is made in an effort to identify these small rural communities as eligible for similar assistance. It is believed that the terms of reference for this specific incentive award program seem designed for larger entities. It is to be hoped that in future, the terms of reference will be designed to more directly focus on smaller rural communities as well.

Resolution #146-2016

Resolved: that the Town of Malone support the grant application for the Village of Malone for Downtown Revitalization Initiative.

**CARRIED (5- 0) – Supervisor Maneely – Aye Deputy Supervisor Sullivan – Aye
Councilor Lockwood - Aye Councilor Scharf – Aye Councilor Taylor - Aye**

Motion offered by: Councilor Mary Scharf
Second by: Councilor Louise Taylor



**STATE OF NEW YORK
COUNTY OF FRANKLIN**

SS:

I, Deborah A. Hutchins, Town Clerk of the Town of Malone, New York, do hereby certify that the foregoing resolution, #146-2016, was duly adopted at a regular meeting of the Malone Town Board, held on May 25, 2016; and the same is a true and complete copy of the record on file in the Office of the Town Clerk and of the whole thereof.

**IN WITNESS WHEREOF, I have hereunto set my hand and
affixed the corporate seal of said Town this 26th day of May, 2016.**

Deborah A. Hutchins