



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: City of Ogdensburg

Downtown Name: Downtown Waterfront Core

County: St. Lawrence

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

Ogdensburg's downtown waterfront can provide a tranquil, yet active waterfront lifestyle for a combination of retirees and professionals working in Ogdensburg, City residents and their families, as well as seasonal residents through the enhancement of existing attributes. Our downtown has the availability of infrastructure and the capacity to support development. This application will advance the recently completed Step 2 Brownfield Opportunity Area (BOA), Local Waterfront Revitalization Program (LWRP) amendment, and Oswegatchie River Blueway plans all striving to establish Ogdensburg as a destination waterfront where people live and spend money.

Ogdensburg's downtown area provides a foundation of economic strengths that the DRI can support through strategic planning including:

- Intensify efforts to attract and retain new Canadian businesses.
- Collaborate with the Ogdensburg Bridge and Port Authority (OBPA), Chamber of Commerce, and Local Development Corporation to market and promote Ogdensburg as a point of origin.
- Enhance job training outcomes with stronger ties to business demand.

- Improve housing stock and create housing options on the waterfront to encourage people to move back to the City.

Furthermore, this downtown district works together with the existing city fabric to provide all the necessary functions and amenities necessary to support a vital urban center.

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.

Ogdensburg's Downtown waterfront is 330-acres, containing 520 land parcels, 38 of which are over 1 acre, and 4 miles of undeveloped waterfront is ripe for investment and provides significant opportunities for revitalization and reinvestment in the North Country Region. Ogdensburg's downtown waterfront stretches from the western most edge of the City east to Paterson Street and is bound by the St. Lawrence River to the North. The primary streets comprising the southern border include Main Street, Lafayette Street, Green Street, and Ford Street. Primary organizing features of this downtown include the St. Lawrence and Oswegatchie Rivers, Frederic Remington Art Museum, Fort la Presentation, Public Library, City Hall, Ogdensburg Port, Morrissett Park Greenbelt, Crescent Park, and the Maple City Trail. This downtown is also designated as 1 of 6 primary nodes in the Oswegatchie Blueway Trail Management Plan that encompasses a 5 county area in the North Country Region. These elements establish a structure for connecting established neighborhoods, districts, and nodes within the City and to the larger region. Furthermore, this downtown area was defined to include large clusters of waterfront brownfields (nearly 100 total acres) ripe for strategic investment. Incorporating 100-acres of brownfields in our application is unique because these properties should be the most prized real-estate in the City, however, in their present state they remain an untapped asset. Additionally, these boundaries would allow redevelopment efforts to benefit existing neighborhoods, while providing vibrant waterfront recreational and community activities that will enhance the entire North Country Region.

According to the New York State Department of Environmental Conservation (NYSDEC) Office of Environmental Justice, there are two identified potential Environmental Justice areas located within the City one of which is entirely within the defined downtown area. Specifically, Census Block Group 360894915001 (population of 664) and Census Block Group 360899914003 (population of 1,331) both satisfy the environmental justice criteria of having at least 23.59% of their population with a household income below the federal poverty level. Census Block Group 360899915001 is entirely within the downtown with 30.73% of the population having a household income below the federal poverty level. Furthermore, this block group is composed of nearly 30% residents over age 64 which increases the need for accessible downtown development and walkability.

Historically, the downtown waterfront was the industrial backbone of the City, providing economic prosperity and social vitality. However, the decline of industry, completion of the St. Lawrence Seaway and the impact of urban renewal have all contributed to significant job loss,

while simultaneously increasing the number of abandoned, vacant, and underutilized properties in and throughout the downtown waterfront. This defined area includes numerous opportunities suitable for revitalization and holds promise of significant development potential. This DRI application can build on the following assets identified by residents:

- Proximity to waterfront and natural scenic value.
- Strong cultural heritage and cross-border connections.
- Existing infrastructure and capacity to accommodate development.
- Significant public land and open space.
- Historical building details and varying architectural styles.

However, the strengths of our downtown require public support to cultivate their full potential. Without backing from the NCREDC, Ogdensburg's downtown and presence of brownfields represent a substantial impediment to future development within this region. This application for strategic investment planning in Ogdensburg's downtown waterfront will capitalize on the State's prior investments including the Brownfield Opportunity Area and Brownfield Cleanup Programs, Local Waterfront Revitalization Program, and Blueway Trail initiative.

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.

Ogdensburg, the only City in St. Lawrence County, is a semi-rural city of approximately 11,000 residents. The City is located in the northern portion of the North Country Region slightly over eight square miles in size. The City showcases over seven miles of southern St. Lawrence River front, directly across from the Canadian towns of Prescott (population 4,300) and Brockville (population 22,000), Ontario, within an easy drive of over 2.5 million people.

Ogdensburg has greatly benefited from its location on the international border with Canada. Its location on the U.S./Canadian border has made the City ideal for merchandise distribution operations and other industries that depend on contact with urban markets. Canadian markets including Toronto, Kingston, Ottawa, Montreal, and Quebec are all located within a 250-mile radius of Ogdensburg's downtown waterfront. Furthermore, the Ogdensburg-Prescott International Bridge provides a direct linkage between NYS and Canada. The presence of this bridge means that Ogdensburg's downtown is accessible to two major Canadian cities, Ottawa (50 minutes/62 miles) and Montreal (119 miles). To its south, Ogdensburg is also strategically located close to Watertown, NY (50 minutes/60 miles) home of Fort Drum, and Syracuse, NY (128 miles), a major retail and medical center.

In addition to its network of highways and surface streets, Ogdensburg serves a unique position in the county and region as a multimodal transportation hub. The Port of Ogdensburg, operated by the Ogdensburg Bridge and Port Authority (OBPA), is one of the closest American ports to Northern Europe. It is located 57 miles from Ottawa and is within 100 miles of both Kingston, Ontario and Montreal, Quebec. Also operated by OBPA, Ogdensburg has one active railroad line, the New York & Ogdensburg Railroad. The rail line and facilities extend from the marine port terminal, within the downtown core, to the junction with the main Conrail line in the Village of Norwood. The New York and Ogdensburg Railway line provides freight service that could be expanded. The abandoned Penn Central line holds promise as a future multi-modal recreational path, connecting the

commercial/industrial Commerce Business Park to the downtown and Maple City Trail system.

The Ogdensburg International Airport (located just 1 mile south of the downtown area) is a full-service commercial airport also operated by the OBPA. The airport is a general aviation airport served by a scheduled certified air carrier, Cape Air, under the Essential Air Service subsidy program. Currently, one-stop passenger service to Boston is offered three times daily via Albany. The airport is presently undergoing a \$20 million expansion that will expand the passenger terminal, and extend the runway to accommodate larger aircraft. This project is slated for completion in October 2016, allowing larger commercial airlines to offer direct flights from Ogdensburg to destinations in Florida. The project is projected to result in an additional 30,000+ passengers annually. A significant portion of these passengers will be Canadian, originating from the Ottawa, Ontario region. The City and the Port Authority fully anticipate the increased airport traffic will create opportunities to draw passengers to the downtown waterfront area, either due to layovers or upon arriving in advance for early morning flights.

- 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.

Ogdensburg's downtown waterfront revitalization initiative provides an opportunity to capitalize on several previously funded strategic planning initiatives while presenting an unequalled opportunity to catalyze the transformation of our regions premier riverfront City. Ogdensburg has been fortunate to receive both state and federal support for strategic planning initiatives that have put in place a framework for redevelopment that the DRI is poised to implement.

The downtown waterfront area has been the focal point of the City's redevelopment efforts dating back to the early 1990s. During this time the city experienced the closing of many of our industrial centers including the Diamond National Paper Mill and the Joanna Shade Roller Manufacturer, both located on the St. Lawrence River. The paper mill was active from 1921-1987 before the City acquired the property through tax foreclosure in 1992. Upon taking ownership, the City conducted salvage operations to remove recyclable materials which led to the discovery of asbestos and other hazardous materials at the Site. Working with NYSDEC and the Environmental Restoration Program (ERP) the City has been able to remediate the site to the restricted residential standard which supports the community vision for mix-use development of this 17-acre shovel ready waterfront site. In 2002 the city acquired the adjacent 7-acre Shade Roller site again through tax foreclosure. The City has entered the City into the State's Brownfield Cleanup Program (BCP) and is actively engaged in remedial efforts. The cleanup efforts at this site have been supported by the U.S. EPA environmental site assessment, and brownfield cleanup funding for the removal of metals contaminated soils. However, the discovery of PCBs on site in 2013 has thwarted progress with insufficient funding in place to complete the necessary remedial workplan. The City opened bids on April 29, 2016 to complete the remedial actions necessary to comply with the commitment of the BCP, resulting in nearly 25-contiguous acres of developable waterfront within the downtown area ideal for mix-use, market rate and affordable. The low bid for completing the remedial workplan is from NRC Environmental Services at \$509,802.25 for which there is a funding gap of approximately \$300,000. DRI funds are essential to support the City's longstanding commitment to complete the remediation of our premier waterfront brownfields.

To further support the City's goal to revitalize our downtown waterfront, the City has completed a Step 2 Brownfield Opportunity Area (BOA) plan and has updated our 1983 Local Waterfront

Revitalization Program (LWRP) plan. The update to our LWRP has not yet been formally adopted, rather is presently being reviewed by NYSDOS. Both the LWRP and BOA promote reinvestment using an area-wide approach to revitalizing our downtown waterfront. Recommendations include preservation of floodplains for open space and parkland to promote climate resiliency; implementation of green infrastructure within parking areas, roadways, trails and parkland; cultivating an environment for business innovation and entrepreneurship, building partnership with regional colleges, universities and the Bridge and Port Authority; reuse planning for strategic vacant and underutilized property; and increasing the City's tax base through innovative revenue planning including implementation of a systematic PILOT program.

The DRI can also build upon the City's previously successful NYS Main Street (NYSMS) programs received in 2008 and 2009. NYMS provides funds to stimulate reinvestment in properties located within mixed-use commercial districts located in urban, small town, and rural areas of NYS. NYMS is a comprehensive grant program that provides match funding for local revitalization efforts and technical assistance to help communities build the capacity required to revitalize Main Streets. In total 17 commercial units and 2 civic units received support through the City's NYMS programs. The NYMS program leverages private sector investment from business owners to create meaningful impacts to a designated target area.

The City actively seeks NYSMS funding to assist small businesses in commercial districts in rotation with the State's Community Development Block Grant (CDBG) program targeted at assisting low-income, owner-occupied housing rehabilitation within the City's existing neighborhoods. Most recently, the City in partnership with the Development Authority of the North Country (DANC) has completed 1 owner-occupied rehab program for Ford Street and is currently administering a 2014 CDBG award for NY Ave. Both Ford Street and NY Avenue have been identified as primary corridors into the City's downtown waterfront, Ford Street as a primary east/west corridor, and NY Ave. as a north/south corridor. Both CDBG programs strive to assist substandard owner-occupied residential units as a means of improving the housing stock within the community and the quality of life for our low-income residents. Our 2012 program assisted 11 units, and we anticipate the NY Ave target area will assist an additional 12 units upon completion.

- 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.

The Ogdensburg DRI district will create the opportunity for investment and job prospects that will improve the quality of life for City residents and the entire North Country Region. Through the DRI, Ogdensburg will identify development opportunities and financial resources that will accelerate smart and innovative growth that enables residents to once again live, work, and play along the City's waterfront.

The downtown waterfront provides significant opportunities to grow and expand businesses, create new housing choices, and increase accessible recreation. The mix of uses will help to generate demand for goods and services that can be further supplemented by the existing business district and established neighborhoods.

Utilizing the City's strategic planning initiatives as a foundation for the DRI, and the BLS's discretionary figure for percentage of household income the Ogdensburg anticipates the

following impact that could result from project development within the downtown waterfront area.

Estimated Local Annual Discretionary Spending Active Senior Housing & Market Rate Housing	
Estimated Average Household Income	\$85,000
Percentage of Household Income for Discretionary Spending	34.0%
Estimated Discretionary Spending Per Household	\$28,900
Number of New Households	120
Estimated Total Discretionary Spending	\$3,468,000

As can be observed from the table above, the estimated economic benefit of the new households discretionary spending could be close to \$3.5 million for the City and regional economy. These figures are conservative estimates in order to take into account a number of factors, including seasonal living.

Based on the discretionary spending and development of new housing options alone, Ogdensburg anticipates potential job creation and economic benefits for the creation of 120 units as follows:

Project Phase	Temporary Construction Jobs	Seasonal Employment	Permanent Full Time Equivalent Jobs (FTE)
Phase I (years 1 – 5)	200	30	34
All Subsequent Phases (years 5-15)	750	70	50
Total	950	100	84

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.

Ogdensburg’s downtown waterfront has the potential to be a densely developed “urban waterfront” within the rural context of St. Lawrence County and the North Country Region – “the River City in the Country”. Our DRI area includes the St. Lawrence and Oswegatchie River fronts, with over 25-acres of developed parkland and the potential for an additional 20+ acres of waterfront parkland and public access opportunities. Ogdensburg’s downtown area includes a well-rounded mixture of residential, commercial, and community service uses, however, there is a deficiency in public service and recreation & entertainment opportunities that the DRI will help address. Presently, the downtown area contains our waterfront Community Center and public marina, tennis courts, Kids Kingdom playground, and skateboard park, along with the Historic Library Park. The City’s year-round multi-modal Maple City Trail connects this core area with the Town of Oswegatchie along the Oswegatchie Riverfront.

Vacant parcels account for over one-third of the downtown area and present the greatest opportunity for development of mixed-use spaces, housing options, including affordable housing, and additional community open space for water-dependent and water-enhanced uses. Ogdensburg desires to encourage mixed-use development in the downtown waterfront area and to implement landscaping and design standards to establish a downtown aesthetic that is appealing and context sensitive. While the Planning Department is developing Design Standards, enacting such standards is critical to ensure the visual appeal and success of mixed-use developments.

Given the amount of vacant land and size of potential development sites (City-owned 17-acre, remediated and shovel ready Diamond National site), the locational advantages of waterfront access, and available municipal infrastructure, the development of this downtown district can support a vibrant waterfront downtown where tomorrow's workforce will want to live, work and raise families.

Ogdensburg's distinct downtown provides heritage resources and cultural activities including, the Frederic Remington Art Museum (FRAM), War of 1812 battle field, and historic Public Library enhance the City's more traditional economic development activities and the quality of life for residents. Heritage resources show that a community cares about itself and invests in quality of life; a powerful message that resonates with business leaders, whose first exposure to an area may be as a tourist. Ogdensburg's investment in heritage assets can deliver a number of measurable benefits:

- **Benefits to Ogdensburg's citizens.** Heritage assets strengthen ties between residents and their community. Residents who understand their heritage appreciate how others created societies, forged economies, and used ingenuity to contend with the land, the water, and other resources. For Ogdensburg, this perspective fosters an awareness of the community's role in the formation and maturation of a state and a nation. Heritage assets immerse people in environments that foster learning and appreciation, making real what is at stake.
- **Benefits to Ogdensburg's local businesses and overall economy.** Heritage assets deliver both direct and indirect economic benefits. Heritage-motivated tourists, spend about 22% more per person per trip than other leisure visitors, function as an export industry by bringing in outside dollars that circulate throughout the economy, create jobs, and generate local and state tax revenue. These dollars, and subsequent rounds of spending, cycle through the economy, disbursing benefits throughout the region. Given that border communities like Ogdensburg experience boom-bust cycles based on the strength of the Canadian and United States dollars, investments that increase the region's distinctiveness and appeal to high income travelers make economic sense.
- **Benefits to Ogdensburg's quality of life.** Heritage resources confer cultural, social, recreational, and aesthetic benefits, fostering community pride, civic engagement, and outdoor recreation. These benefits all correlate to personal well-being and validate the decision to choose Ogdensburg as a place to live, work, and pray.

In 2014 residents identified potential strategies and near-term actions that this DRI could address to advance economic development, improve quality of life, and enhance open space. Specific to quality of life, residents suggested:

- Improve streetscape and pedestrian amenities at critical gateways.
- Develop a plan for selective acquisition, demolition, property maintenance and reuse.

- Consider benefits of Land Banking as possible solution.
- Increase housing options on the waterfront.
- Assess options for adopting a PILOT to reduce the burden of property taxes with 59% tax-exempt parcels.

The strategic investment planning opportunity presented by the DRI can be used to further explore the public comments to improve quality of life for residents.

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.

Following the completion of the City's EPA are-wide planning initiative the City formed an Active Living Task Force (ALTF) to worked with the City's Planning Department to draft the community's first Complete Streets (CS) policy. The policy was adopted on 2/10/2014 and recognized as the #1 policy in the nation in 2015 by the National Coalition for Complete Streets and Smart Growth America. The policy places emphasis on creating a transportation system for all users stating, "*the City shall develop a safe, reliable, efficient, integrated and connected multimodal transportation system that will promote access, mobility and health for all users, and will ensure that the safety and convenience of all users of the transportation system are accommodated, including pedestrians, bicyclists, users of public transit, people of all ages and abilities, motorists, emergency responders, freight providers and adjacent land users.*" The policy encourages partnerships with the NYS, St. Lawrence County, neighboring communities, business and school districts to develop facilities and accommodations that further the City's CS policy and continue infrastructure beyond the City's borders in keeping with the Governor's philosophy and that of the REDC. The City's CS policy promotes design guidelines and a context sensitive approach.

The ALTF is currently pursuing the implementation of the City's first designated bike lane connecting the southern municipal border, State Highway 37, with the downtown waterfront via Paterson Street. This bike lane is a critical implementation step to connect the highway commercial corridor with the City's downtown waterfront by improving linkages via bike lanes, parks and landscaping improvements, and sidewalk connections that will create an interconnected network of complete streets for all users. The City is also in the process of completing a comprehensive zoning amendment, an in-house collaboration between Planning Staff and the Planning and Development Board. The Amendment began in 2012 and is anticipated to be presented to the public in the fall of 2016. The current zoning code is a conventional Euclidian zoning code focused on the separation of uses dating back to 1992. The proposed rewrite utilizes a hybrid approach incorporating design standards, and smart growth principals with elements of conventional Euclidian zoning. The goal of the City's zoning amendment is to establish a simplified, streamlined, predictable process to promote sustainable urban development within the community. Drawing from the public comments received through the Local Waterfront Revitalization Program (LWRP) and Brownfield Opportunity Area (BOA) planning outreach that was taking place simultaneously, "walkable urban areas" were identified and differentiated from "low-density neighborhoods", and "highway commercial areas". Defining "walkable urban areas" within the City's downtown waterfront allows the new code to promote walkable and bikeable urbanism by default, while seamlessly incorporating refined yet otherwise conventional Euclidian zoning tools for remaining areas of the community. This zoning amendment will allow development opportunities to emerge in a manner consistent with the City's CS Policy, and LWRP and

BOA plans. Technical assistance provided through the DRI can assist City Planning Staff with the final review of the proposed amendment and public engagement necessary for successful implementation.

Since 2010 Ogdensburg has been actively engaged in increasing energy efficiency and climate resilience. NYSDEC recognizes Ogdensburg as a *Climate Smart Community*, one of 2 communities in St. Lawrence County, engaged in reducing greenhouse gas (GHG) emissions and improving climate resilience. To this end, the City established a baseline for GHG emissions and tracks progress made to offset and reduce these. One of the strategies the City has employed to offset emissions is through additional tree planting and management of urban tree resources. The City is also pursuing a Complete Streets initiative as a means to promote non-motorized transportation as a vehicle for reducing GHG emissions. As an additional measure to enhance the quality of life for Ogdensburg residents and furthering our goal of energy independence, the City has converted an 8-acre portion of former landfill into a solar array and has joined the Tri-County Energy Consortium. The City's first solar array is a 1.1MW dc solar photovoltaic system that will generate clean, renewable energy beginning in the summer of 2016 and will offset a significant portion of the City's own electrical demands. The array will establish consistent energy costs for the City and contribute to a greener footprint for our residents.

In addition to generating our own solar electricity, the City has made significant advances to reduce energy consumption through the conversion of traditional street lights to LED fixtures. To date the City has converted all of the City owned street lights 993 and anticipate that this will generate more than \$100,000 in annual savings on the City's electric bill. The City is interested in partnering with National Grid to continue the conversion of conventional street lights to LED fixtures specifically within the downtown waterfront area.

As an additional means of enhancing the quality of life for our residents and those of the Region, the City sponsored the 2015 Oswegatchie Blueway Trail with support from DOS and ESD. The Oswegatchie River Blueway Trail Management Plan has been honored with an award for comprehensive planning by the Western NY Section of the Upstate Chapter of the American Planning Association this May. The study identifies strategies for economic development and sustainable tourism through recreational access to the Oswegatchie River across a 5-county portion of the North Country.

- 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.

Beginning in 2002 Ogdensburg embarked upon a public engagement process to revitalize our community's downtown waterfront. In 2003 the City developed and disseminated surveys to all its citizens, businesses, and organizations to learn more about their perceptions of the City and their vision for its future. Outreach continues to this day and has included community design workshops, property-owner interviews, public presentations and updates, and visual preference surveys. Throughout this process downtown beautification and waterfront redevelopment have remained our biggest challenges.

The City has taken concrete steps to address these challenges and pursue our vision to establish “*(T)he downtown waterfront area as a destination in northern New York where individuals and families can live, work, visit, and play. The downtown waterfront core is an essential urban experience with a sustainable employment base, mixed-use neighborhoods, and a vibrant collection of housing options. The St. Lawrence and Oswegatchie riverfronts offer a full spectrum of amenities and services to enhance the quality of life for residents and visitors alike.*” The City’s approach to overcoming these challenges is setting and achieving measurable and attainable goals. Most importantly, we have empowered volunteer, not-for-profit groups, and the business community to spearhead beautification and community development projects. The Ogdensburg City Council has established the Pride and Beautification Commission (P&B Commission), whose purpose is to:

- A. *Encourage the beautification of the City of Ogdensburg;*
- B. *Work with businesses and residents to encourage new plantings, beautification projects, and to engender civic pride;*
- C. *Organize work groups and encourage contributions to be used to improve the aesthetic quality of the City;*
- D. *Encourage the beautification of buildings and structures and the preservation of historic structures; and*
- E. *Advise the City Council on all matters involving beautification of the City and recommendations for improving the attractiveness of public property, streets, and ways.*

The P&B Commission has restored pride in our citizenry through their downtown beautification efforts including the installation of decorative lighting, flower boxes, and unique banners, while their installation of park benches and decorative wrought iron waste receptacles in our parks have contributed to a cleaner and more pleasant park experience.

The City Council has also established a Tree Commission to assist City staff on the implementation of our comprehensive tree management plan and city-wide tree inventory. The City has leveraged NYSDEC Urban and Community Forestry funding with Federal Great Lakes Restoration Initiative (GLRI) funds to develop our 2013 comprehensive Tree Management Plan and city-wide tree inventory. Funding through the GLRI has enabled the City to plant nearly 200 trees within the downtown waterfront park system since 2014. These tree planting initiatives advance the NYS Forest Action Plan goals of increasing urban tree canopy, decreasing stormwater runoff, and improving water quality within the Great Lakes watershed.

The City’s tree planting projects, executed with assistance from the Tree Commission restore tree canopy within the river corridor going beyond minimizing harm to proactively rehabilitating the Great Lakes watershed to ensure its water quality is better for the next generation as stated in the Great Lakes Action Plan. In 2015, the Tree Commission and the City of Ogdensburg celebrated 23 years as a “Tree City USA” community.

Also active in the revitalization of our downtown waterfront is the City’s Historical Preservation Commission. This is an 11-member volunteer board whose purpose is to recommend and implement historic preservation programs and promote historic resources within Ogdensburg. The downtown waterfront area boasts the City’s sole designated National Historic District, Library Park. Library Park Historic District includes 7 architecturally or historically significant structures, a park, and a war memorial monument. The district is primarily a 19th-Century district occupying a portion of land of paramount importance in the settlement and development of the City. The District includes the federal style Frederic Remington Art Museum (1809-10), Greek Revival Public Library, formerly a residence (1810), Library Park laid out in 1903

containing the Soldiers and Sailors monument erected in 1905 in memory of 2 local Civil War veterans, and 5 additional significant residences featuring Queen Anne style architecture.

The community and City Council unanimously supports this DRI application for which a certified resolution is attached hereto.

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

While Ogdensburg has made significant investments in revitalizing our community, addressing brownfields, promoting infill development and smart growth principles, developing and adopting policies to enhance the quality of life and establish a framework for future development; support from the North Country Regional Economic Development Council remains critical. The DRI presents an opportunity to capitalize on prior investments made by Federal, State, and local investors; and catalyze future private and public investment in our unique waterfront downtown. The DRI investment of resources and capital will ensure the City move its waterfront vision from readiness to implementation of development.

Ogdensburg has demonstrated a commitment to our downtown waterfront for over 20 years and has with limited resources and capacity made measurable improvements. Most recently the completion of our Step 2 BOA Nomination Study and comprehensive LWRP amendment have set the stage for implementation of our strategic reuse vision 2030.

As a community we have identified catalytic short-term projects, analyzed our zoning code and developed tourism recommendations that will serve as the foundation for redevelopment.

In addition to a mix of residential, commercial, and institutional uses, a key aspect of all new developments and activity within our downtown waterfront is the improvement of public waterfront access for all Ogdensburg residents. It is crucial for citizens to be able to benefit and enjoy their waterfront, whether by boat, foot, or on bike. As such, all short-term and long-term initiatives must ensure that sizeable waterfront areas, that are presently largely inaccessible, are returned to active use by citizens which in turn will promote climate resiliency.

The DRI Strategic Investment Plan will advise the City on how to best leverage our assets and limited capacity to encourage appropriate private investment, and to ensure that Ogdensburg becomes one of the premier communities in the North Country Region. As a community we are eager to work with the private sector regarding timing, and take advantage of any opportunities that arise. In deciding which initiatives to tackle, we will collaborate with DRI experts, State agencies, and private partners to weigh the benefits of each initiative against its public costs and ease of implementation at a particular time and phase.

For Ogdensburg, the DRI is an approach to attracting investment rather than a means of spending public funds. The DRI is the essential tool Ogdensburg needs to incentivize the private sector to invest in our downtown waterfront; the key that will unlock the potential of our community.

CERTIFICATION OF RESOLUTION

At a regular meeting of the City Council of the City of Ogdensburg, held on Thursday, May 26, 2016, at 7:00 p.m. in the City Council Chambers, City Hall, Ogdensburg, New York, at which meeting the following were:

PRESENT: Mayor Ashley, Councillors Davis, Mitchell,
Morley, Price, Skamperle and Stevenson

ABSENT: None

The attached resolution was introduced by Councillor Skamperle who moved its adoption, seconded by Councillor Price to wit:

The vote on the roll call resulted as follows:

AYES: Mayor Ashley, Councillors Davis, Mitchell,
Morley, Price, Skamperle and Stevenson

NAYS: None

CARRIED, AYES ALL

State of New York)
County of St. Lawrence)

I, Kathleen A. Bouchard, City Clerk of the City of Ogdensburg, New York, do hereby certify that the attached is a copy of a resolution passed by the City Council of the City of Ogdensburg, meeting in Regular session, May 26, 2016, and do further certify that it is a true and correct copy of and the whole of said original resolution is on file in my office in the minutes of the Ogdensburg City Council Meeting.



DATED: May 27, 2016

Kathleen A. Bouchard, CMC
City Clerk, City of Ogdensburg

**RESOLUTION PROVIDING COMMUNITY SUPPORT FOR THE SUBMISSION OF A
DOWNTOWN REVITALIZATION INITIATIVE (DRI) APPLICATION AND
AUTHORIZING THE CITY MANAGER TO SUBMIT SAID DRI APPLICATION**

WHEREAS, on May 2nd Governor Cuomo announced the 2016 Downtown Revitalization Initiative (DRI) intended to provide 10 communities, ripe for development, each with \$10 million “*to transform them into vibrant communities where tomorrow’s workforce will want to live, work and raise families*”; and

WHEREAS, the City of Ogdensburg desires to be considered by the North Country Regional Economic Development Council as an applicant for this DRI through the submission of an application; and

WHEREAS, the Ogdensburg City Council hereby establishes the 330-acre downtown waterfront area as the target area for DRI investment; and

WHEREAS, the Ogdensburg City Council offers its full and unified support of this DRI application and our commitment to building and implementing a strategic investment plan for our City’s downtown waterfront.

NOW, THEREFORE, BE IT RESOLVED by the Ogdensburg City Council that it hereby authorizes the City Manager to submit an application for DRI consideration to the North Country Regional Economic Development Council for the downtown waterfront area and if awarded to administer the DRI program, including executing all necessary documents relating to the project or administration of the program.

BE IT FURTHER RESOLVED that the Ogdensburg City Council, in accordance with the DRI application requirements, identify City Manager Sarah Purdy, as our *initial local lead* for the program who will work with outside experts to convene a local DRI Planning Committee to oversee the plan.