

VILLAGE OF POTSDAM

Civic Center - Park Street - P.O. Box 5168 - Potsdam, NY 13676

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Application for Funding through the Downtown Revitalization Initiative



The Hon. Reinhold J. Tischler, Mayor
May 27, 2016

**Village of Potsdam
Application for Downtown Revitalization Initiative**

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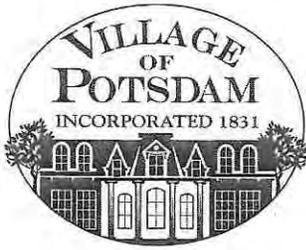
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RESOLUTION

Trustee Warr Moved and Trustee Hopke a resolution authorizing and directing the Village to apply for \$10 million in funding through the North Country Downtown Revitalization Initiative and further authorizing the Mayor or in his absence the Deputy Mayor to execute the grant application and supporting certifications and any resulting grant agreement.

AYES 4 (Mayor Tischler)
 (Trustee Warr, Hopke & Sheehan)

NAYS 0

CERTIFICATION

I, LORI S. QUEOR, clerk of the Village of Potsdam, County of St. Lawrence and State of New York, DO HEREBY CERTIFY that the above is a true and exact copy of a Resolution duly passed by the Village of Potsdam Board of Trustees at their Regular Meeting held on May 16, 2016.

LORI S. QUEOR, VILLAGE CLERK
VILLAGE OF POTSDAM, NEW YORK

**Downtown Revitalization Initiative Application
Basic Information**

Regional Economic Development Council (REDC): North Country

Municipality Name: The Village of Potsdam

Downtown Name: Downtown Potsdam

County: County of St. Lawrence

Downtown Description and Rationale:

The Village of Potsdam is pleased to submit this proposal for nomination to participate in the North Country Downtown Revitalization Initiative. Potsdam has designated its historic central business district, the downtown campus of Clarkson University and one of its oldest residential neighborhoods adjacent to downtown as its focus area. The Downtown Focus Area is a vibrant retail and commercial center that has maintained its unique character as a quintessential small college town. Over the last 35 years, the Village of Potsdam has carefully planned and executed revitalization efforts that have:

- Renovated historic building façades, undertaken gut rehabilitation of buildings that have been damaged by fire.
- Developed 4 downtown waterfront parks to meet the recreational needs of residents and students and add to the scenic beauty of 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 rental housing downtown as a way of maintaining downtown vitality and providing a ready customer base for downtown merchants.
- Provided technical assistance, and micro-enterprise lending, the Village has supported the start-up and expansion of small businesses within the Focus Area.
- Promoted downtown to SUNY Potsdam and Clarkson University's student bodies that represent ready markets for a wide range of goods and services supplied by downtown businesses.
- Sparked the investment of \$63 million in public and private resources to revitalize downtown Potsdam and Clarkson University's downtown campus.

None of this has happened by chance or dumb luck. Potsdam places a great deal of emphasis on the preparation of carefully considered plans to guide community and economic development and land use. The foundation for the Village's application for DRI funding are its: *2012-2022 Comprehensive Plan.*" the "*2012 Downtown and Waterfront Revitalization Plan,*" and its "*Complete Streets Policy.*"

Potsdam's strengths include:

- Overwhelming community support exists for the project including residents, the community's major employers, Canton-Potsdam Hospital, SUNY Potsdam and Clarkson University, downtown business people, traditional partners the St. Lawrence County Planning Office and the Small Business Development Center, local not-for-profit, cultural anchors including the North Country Children's Museum, and Potsdam Farmer's Market.
- Supportive Town and Village governing bodies and excellent working partnerships with organizations that have a major presence downtown such as the Potsdam Chamber of Commerce and the Shipley Center of Innovation.
- Skilled Village staff people that have experience 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 base that survived and thrived through the worst economic downturn since the Great Depression and is primed for success; the Market Street National Register District – home to 28 mixed-use 19th century buildings representing one of the last intact Victorian-era downtowns in Northern New York; unparalleled public access to the Raquette River; and, a proven and rapidly growing small business incubator that is presently home to 37 firms employing 88 people downtown.
- A community ready to roll-up its sleeves and begin the hard work of community revitalization and renewal.

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

Downtown Identification

Downtown Potsdam is among the last nearly intact Victorian-era downtowns in St. Lawrence County and is one of the most vibrant centers of commerce, civic and recreational activity in the North Country. Potsdam is a center for higher education, home to SUNY Potsdam and Clarkson University. Canton-Potsdam Hospital, a growing regional health care center is headquartered in Potsdam. Potsdam's downtown contains houses of worship, mixed-use buildings that offer retail, service and food service on the ground floor with upper story rental housing, municipal offices, the library, museum and parklands on the beautiful Raquette River.

Potsdam's DRI focus area includes the central business district, Clarkson University's downtown campus; and, one of its oldest residential neighborhoods adjacent to downtown. Ex. 1 is a map that delineates the DRI focus area. Downtown Potsdam is bisected by the Raquette River; four downtown waterfront parks provide unparalleled access to the river; see Ex. 2. Ives Park is Potsdam's formal park containing its iconic gazebo, a Riverwalk and an accessible canoe/kayak launch. Ives Park is the setting for the Potsdam Farmer's Market, weddings, arts and musical performances and community celebrations. The Market Street National Historic Register District dominates downtown. The district features 28 mixed-use buildings representing architectural styles from the early 19th through the early 20th centuries; see Ex. 3, historic district map. The Village Civic Center, Trinity Episcopal Church and several buildings on Clarkson University's downtown campus are also listed on the National Register.

Unlike many of the North Country's downtown business districts, Potsdam retains its character as a retail center. Its focus area contains the Potsdam Food Co-op/bakery and the IGA Supermarket (significant retail anchors) an Asian grocery store, gluten-free bakery and the Potsdam Farmer's Market (retail destinations). According to the 2010 American Community Survey, nearly 42% of Potsdam's residents are employed in retail trade, art, entertainment, accommodations and food service.

Over the last 35 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 DOS as a "Main Street New York Community" (1984), the Department of Housing and Urban Development through a "National Certificate of Merit" (1984) and the NYS Preservation League through its "Main Street Revitalization Award" (1994).

Some of the significant opportunities for public/private investment exist in the DRI focus area. These include:

- Streetscape enhancements on Market, Raymond, Depot and Willow Streets, see Ex. 4.
- The development of a downtown riverwalk, see Ex.5.
- The renovation of the Village's East Dam hydroelectric generator plant, downtown infrastructure that generates green power sold on the grid and a critical component of the Village's and Clarkson University's micro-grid demonstration project.

- The renovation of Clarkson University’s downtown campus buildings, namely Congdon Hall (~60 rental units) and Damon Hall (small business incubator/light manufacturing).
- The development and construction of the North Country Children’s Museum as a downtown cultural anchor.
- The construction of a 40 room addition to the Clarkson Inn, an existing downtown waterfront hotel valued at \$8 million.

There are opportunities for the construction of commercial buildings, the adaptive re-use of vacant and underutilized spaces and a small number of retail/commercial vacancies that could accommodate new retail or other commercial purposes. Ex. 6 contains a listing of available properties in the downtown focus area. Critical to the revitalization of downtown are Clarkson University’s plans to adaptively re-use vacant and underutilized space in its downtown campus. Clarkson has recently placed Old Main, its oldest academic building, back in service as a green data center, home to the university’s IT department and a newly commissioned small business incubator space. As former academic buildings are re-purposed for new community, housing and small business incubator space, the demand for retail services, entertainment and other services will continue to bolster the downtown economy; see Ex. 7.

Potsdam’s Board of Trustees has adopted its “*2012-2022 Comprehensive Plan*,” the “*2012 Downtown and Waterfront Revitalization Plan*” and a *Complete Streets Policy*. Excerpts from these planning documents that directly address downtown revitalization goals are attached as Ex. 8. Collectively, these planning documents seek to develop Potsdam’s potential as an area providing a wide range of housing options for students, working families, incoming educators, professionals and retired people; and, as a preeminent center for commerce, arts and culture and outdoor recreation.

Size

Potsdam proposes a highly compact DRI focus area that is less than a square mile in size (see Ex. 1). It encompasses Potsdam's central business district, Clarkson University's downtown campus and an adjacent neighborhood containing an eclectic mix of owner-occupied, work force and student rental units and group dwellings. This area includes the B-1 Central Overlay Area, B-1 Business District, the Business and Light Industry and R-2 residential zoning districts, see Ex.9, 2016 Village Zoning Map.

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 % of its population reported annual incomes below the federal poverty line. In the spring 2016 semester, SUNY Potsdam and Clarkson University undergraduate and graduate enrollment 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 hospital. The presence of 17,150 people residing in the community 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 reached \$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 & social services	35.5
Retail trade	21.1
Art, entertainment, recreation, accommodations & food service	20.7
Manufacturing durable & non-durable goods	4.5
Public administration	3

While serving the needs of its residents, students and workforce, Potsdam has a sprawling retail catchment area. An economic analysis recently published for a whitewater recreation project proposed for Potsdam reported that based on ESRI Business Analyst Online; that '145,000 people live within a one-hour drive and that 2.1 million live within a two-hour drive radius.' Potsdam's two-hour catchment area includes the cities of Watertown and Plattsburgh, the northern Adirondacks, including the Villages of Tupper Lake and Saranac Lake and areas of the Canadian Provinces of Ontario and Quebec. Ex. 10 is an ESRI map delineating the Village's retail catchment area.

The central focus area is the traditional heart of downtown and it provides a wide range of land uses including retail/food service, business and personal services, a luxury hotel, entertainment centers, local government offices, automobile repair shops, the library, museum and 4 waterfront parks. Importantly, downtown contains a 44 unit market rate housing complex, a 65 unit subsidized elderly rental housing complex, mixed- use upper story rental housing principally 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 provides a home for the St. Lawrence County Arts Council (classrooms, studios, arts incubator) and the North

Country Children's Museum, an organization dedicated to introducing school-aged children to STEAM (science, technology, engineering, arts and math).

Potsdam's oldest residential neighborhood is adjacent to downtown and SUNY Potsdam's campus and contains an eclectic mix of homeowners, renters, including university students and several group dwellings. The majority of units in the neighborhood were found to be 1 and 2-family dwellings. The neighborhood contains 201 housing units, of which 39% were determined to be in substandard condition based on a windshield survey of housing conditions conducted by the Director of Planning and Development in May of 2016.

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 (www.walkscore.com – 2 Park Street, Potsdam). The U.S. Census Bureau's 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 cyclist through its zoning law, and by implementing its Complete Streets Policy (the Village's policy is attached as Ex. 8).

Past Investments and Future Investment Potential

Over the last 35 years, \$63 million in public and private financing has been invested in downtown revitalization efforts. Some of these investments include:

- \$5 million in NYS DOT 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.
- \$203,348 in New York Main Street/private funding to renovate 2 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.
- \$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 Ex.7).
- \$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 bolster's 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 Streets Policy." These planning documents envision downtown Potsdam as a lively and wonderful place to live, work, study and play. See Ex. 8 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 \$900,000.
- 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 Ex. 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 55 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.

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 General Fund Revenue and help to relieve 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 Clarkson University, SUNY Potsdam, Potsdam and National Grid. The plant's renovation is estimated to cost \$1.8 million.

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

Job Growth

Crucial to the success of any downtown revitalization efforts is the creation of full time employment opportunities for area residents through the start-up of new firms or the expansion of established concerns. 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 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. Projects undertaken by the Village of Potsdam will undertake capital improvements within the downtown focus area that will accomplish, for example, 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 will result from the project; it will be operated by Potsdam's existing hydro operators.
- Downtown streetscape improvements and the Downtown Riverwalk will create a more visually attractive environment that enhances the quality of life for residents and more satisfying experience for visitors; design, material supply and construction jobs will be created during the construction phase of the project.
- 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.
- 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:

- 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; and, has additionally worked hard to provide waterfront recreational areas and facilities downtown. This has not occurred by chance, but rather over 40 years of careful and deliberate planning by village government, residents, and major stakeholders.

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

- Provides all of 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.

Potsdam's public and private investment in downtown over the last 35 years have set-the-stage for its renaissance with access to the technical and financial resources offered through the Downtown Revitalization Initiative.

Attractiveness of the Downtown

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 stroll along the river, go for a quiet paddle, or attend a musical event in Ives Park.

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. Ex. 12 is a self-guided tour brochure for Potsdam's historic buildings.

Potsdam has actively encouraged the residential occupancy of upper stories in historic buildings downtown. Downtown is a great 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 and entertainment venues.

Potsdam has a 75% walk score, i.e. most errands can be accomplished on foot (www.walkscore.com). 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 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.

Policies to Enhance the Quality of Life

The foundation for the Village of Potsdam's municipal policies is its "2012-2022 *Comprehensive Plan*" developed by a working group that included residents of the Village, members of the Planning Board and Zoning Board of Appeals, stakeholder groups such as the Chamber of Commerce, the universities and hospital and representatives of the Town of Potsdam and the St. Lawrence County Planning Office. In addition to economic development recommendations previously noted, the plan includes recommendations for land-use, transportation, housing, recreation and environmental remediation.

The Vision Statement for the plan 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 the 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."

Among the recommendations contained in the plan is the review and modernization of §180, Potsdam's Zoning Code to better reflect current best practices including Smart Growth. The Village Planning Board, Planning and Development Office and Code Enforcement staff have worked for nearly a year on the code's revision and have referred key sections of the law to the Village Board of Trustees; work continues on this task.

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 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 their electric utility costs.

The Village of Potsdam's "2012 *Downtown and Waterfront Revitalization Plan*" calls for specific projects to enhance the quality of life enjoyed by residents and visitors to the community. A list of high priority- short term projects is attached as Ex 8. Several of these include:

- Design of a branding and marketing strategy including a local strategy, logo, slogan, palette, web design, print materials.
- The development of wayfinding signage using the logo, slogan and palette.

- Develop and promote new downtown festivals and events in concert with community-based organizations, the Chamber of Commerce and the universities. These new events would augment those already held annually including: The Potsdam Summer Fest, Fright Night and the Rag-a-muffin parade held around Halloween and First Saturday an introduction to downtown for incoming university students.

Potsdam takes particular 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 the Village's "*Complete Streets Policy*"; and, by the capital projects undertaken in support of the policy. These include:

- The development and 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 DOT.
- The development and construction of the Ives Park Riverwalk along the east bank of the Raquette River connecting downtown to residential neighborhoods and SUNY Potsdam's campus on the southern side of the Village.
- The development and construction of the Munter Trail, along the west bank of the river on Clarkson University's campus, is a naturalized walking trail winds from the Bayside Cemetery to Maple St. and downtown Potsdam.
- Proposals to undertake a downtown pedestrian and bicycle friendly streetscape enhancement project and a Downtown Riverwalk project.

Through resident-driven planning efforts and the commitment of the Village Board of Trustees, Potsdam engenders and values a high quality of life that can be significantly enhanced with the technical and financial support of the DRI.

Local Support

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

Potsdam made the public aware that it was considering the submission of an application for funding through a radio interview with B99.3 radio in Potsdam and through a press release sent to the "Watertown Daily Times," "The Daily Courier-Observer", "North Country Now" and North Country Public Radio. Attached as Ex. 13 are 2 news articles that appeared in the "Watertown Times" and "North Country Now".

The press release announced a meeting to be held on Monday, May 23, 2016 to provide the public with information about the proposed application and seek its input on the proposal. Twenty residents of the Village, local business people and representatives of local universities attended the meeting; Ex.14 is the sign-in sheet for the information meeting.

Potsdam received 30 letters in support of the application from Village residents, downtown business people, St. Lawrence Health Systems (Canton-Potsdam Hospital), SUNY Potsdam, Clarkson University, the Shipley Center for Innovation, Town, Village and County officials. Collectively these provide a clear statement of support for Potsdam's application for DRI assistance; and, outline the community's aspirations for the transformational impact of the program on downtown. The letters of support are attached as Ex. 15.

Potsdam's residents and stakeholders have shown their willingness to volunteer on advisory boards and committees and many have worked conscientiously on long-term planning committees such as the comprehensive planning committee and local waterfront revitalization advisory committee. The Mayor will appoint a DRI Planning Committee that includes:

- A member of the North Country Regional Economic Development Council
- Representatives of the Potsdam Village Board of Trustees and the Potsdam Town Council
- Representative of the Village Planning Board, Zoning Board of Appeals
- Village residents (owner and renter-occupants)
- Downtown property owners, developers and realtors
- Downtown merchants and business owners
- The Potsdam Chamber of Commerce

- Cultural anchor organizations including the Potsdam Museum and Potsdam Library
- SUNY Potsdam and Clarkson Universities including a student representative from each college.
- Local not-for-profit organizations including 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 make-up and be reflective of the community as a whole.

The initial local lead for the DRI Planning Committee is:

The Hon. Reinhold J. Tischler
Mayor of the Village of Potsdam
P.O. Box 5168, Civic Center
Potsdam, NY 13676
(315) 265-7480
rtischler51@gmail.com

Other

Please see the attached digital images of Downtown Potsdam.

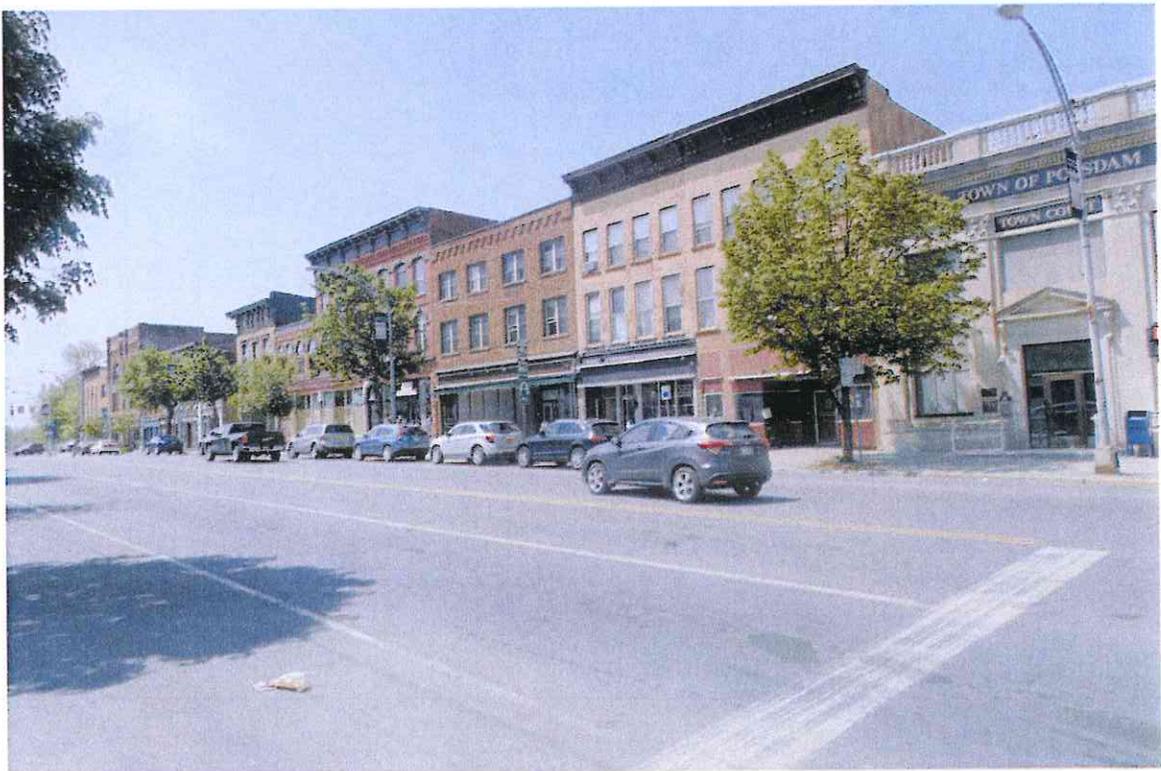








Exhibit 1

Downtown Revitalization Initiative Focus Area



May 26, 2016

- Override 1
- Parcel
- County Boundary

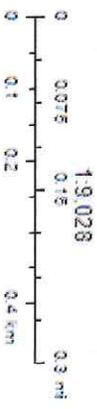
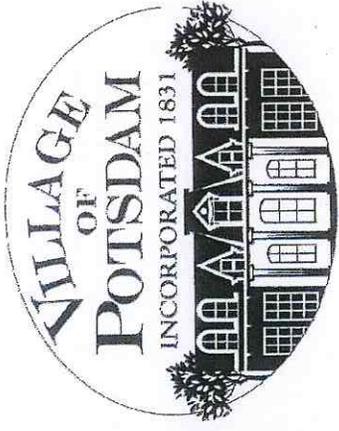


Exhibit 2

Village of Potsdam Parks

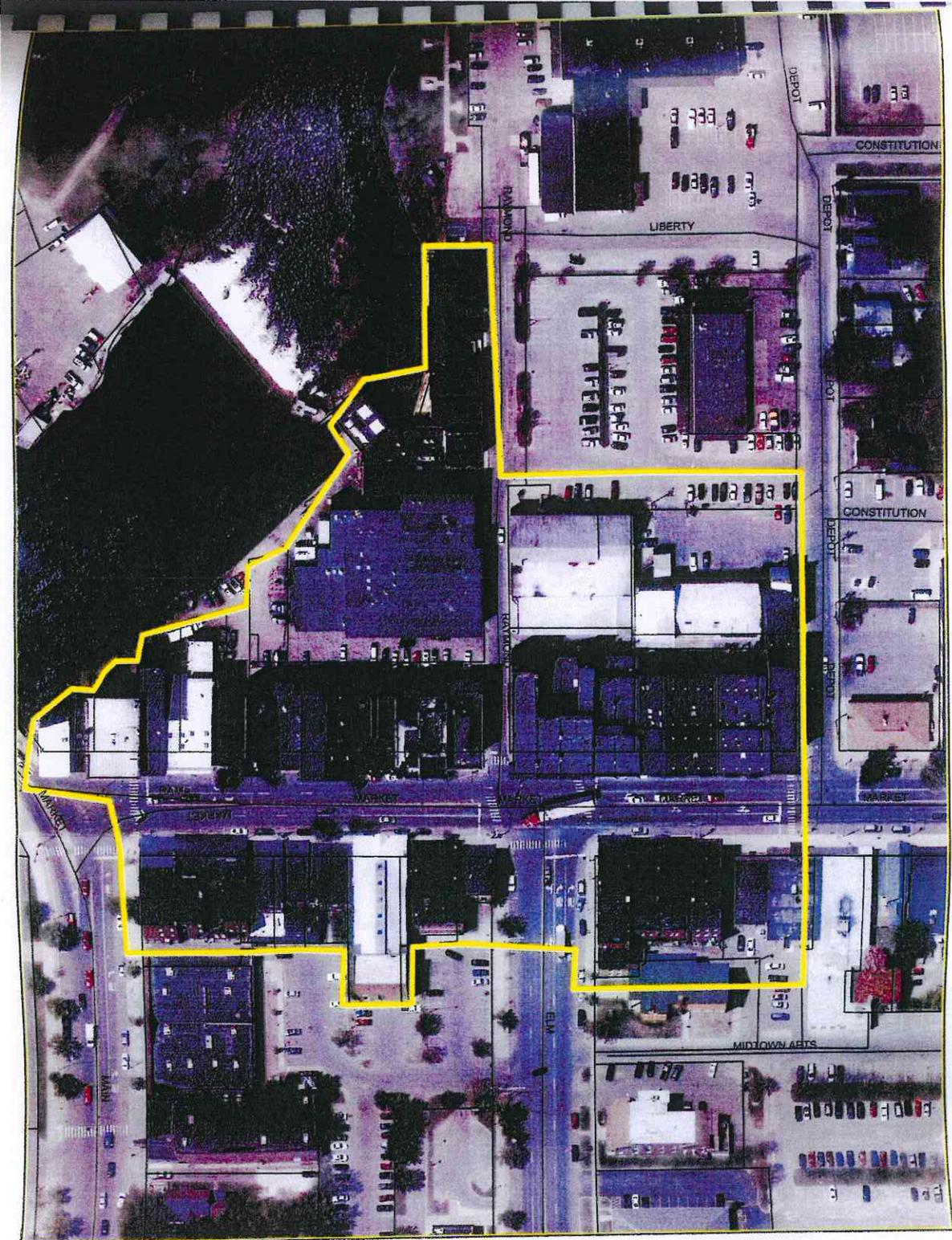


Legend Parks



Exhibit 3

Village of Potsdam
Market Street Historic Register District



Legend

▬ parcels
▬ Market St. Historic Register District

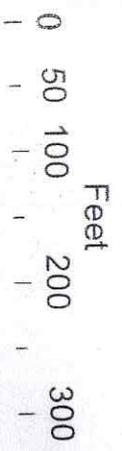
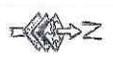


Exhibit 4



Conceptual Design of Intersections with Curb Bump-outs, Crosswalks and Street Trees



Conceptual Roundabout Alternative to Enhance Traffic Movement Through Downtown

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 storm-water management techniques
- More trees and green-space for comfort and aesthetics
- Vegetative screening of large parking areas and service areas
- Blue drop-off 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

Complete Streets
The overall design philosophy for the Village of Potsdam's downtown and waterfront streetscapes 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 speeds, a more "complete street" integrates various design elements to control access and speed, thereby making for a more safe and pleasant experience for all users. This integrated design approach helps to reduce vehicle miles traveled 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.

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.

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 amenities.

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.

Streetscape Beautification
Streetscape beautification includes those elements that promote a sense of place and add to the overall aesthetic quality of a 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 art traffic scale lighting, benches grouped around trees and urban gardens, flags, wayfinding signage, and vegetative screening of parking areas. Curb 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.

THE CHAZEN COMPANIES
Environmental Planning
100 State Street, 10th Floor
Potsdam, NY 13676
Phone: (315) 232-2500
Fax: (315) 232-2501

South County Office
100 State Street, 10th Floor
Potsdam, NY 13676
Phone: (315) 232-2500
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VILLAGE OF POTSDAM

CONCEPT PLAN FOR STREETScape REVITALIZATION

MAP PREPARED FOR:

THE CHAZEN COMPANIES
Environmental Planning

VILLAGE OF POTSDAM
Municipal Planning

This map was prepared for the Village of Potsdam, New York State Department of State with funding provided by the New York State Department of Transportation.

OCTOBER 2011

Streetscape Enhancements

Main Street

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

- Greater visibility of pedestrians at crosswalks
- More flexible use of sidewalks

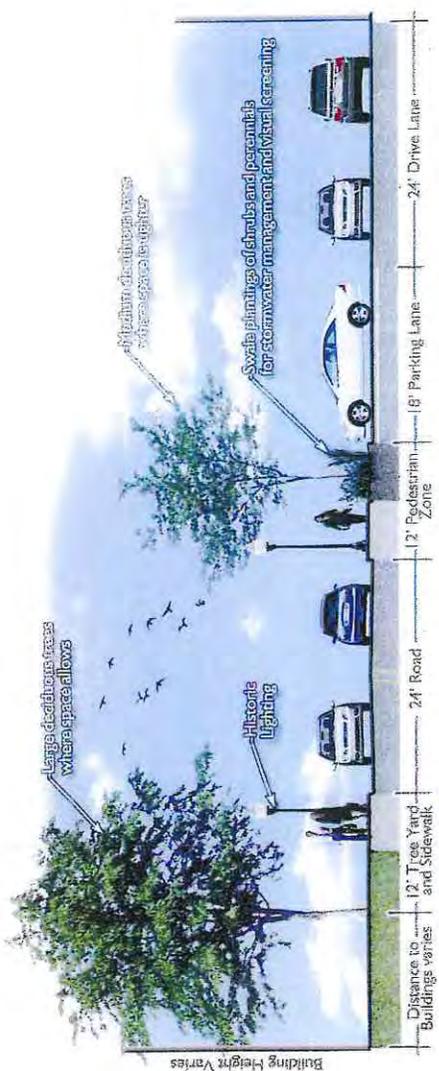
Street Furnishing Zone:

- 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 decks to publicize village events and amenities
- Small bike racks in several locations
- Garbage receptacles in several locations
- Utility lines buried under brick pavers for easier access
- Sidewalk bumpouts expand the furnishing zone allowing for outdoor dining, small temporary signs, streetwalk vendors, bike racks, etc.

Pedestrian Zone: Maintains a concrete sidewalk free of obstacles

Side Streets

- 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

THE CHURCH COMPANIES
 Landscape Architecture
 1000 West Street, Suite 100
 PotSDam, NY 12554
 Phone: (518) 537-4531
 Fax: (518) 537-4532
 Website: www.church.com
 PotSDam Office: 11700
 Phone: (518) 537-4531
 Fax: (518) 537-4532

VILLAGE OF POTSDAM

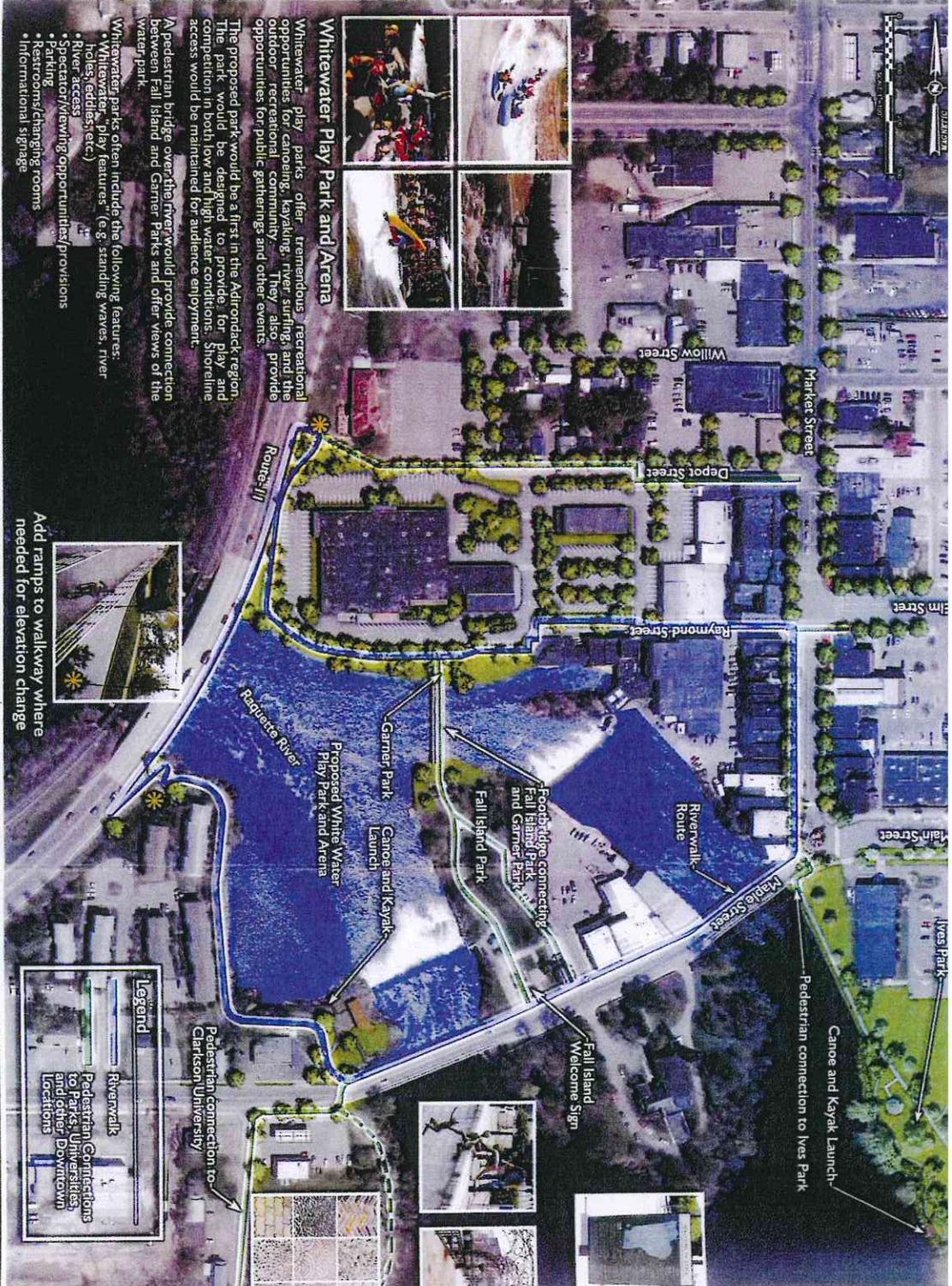
CONCEPTUAL STREETSCAPE CROSS-SECTIONS

MAP PREPARED FOR:
VILLAGE OF POTSDAM
 1000 West Street, Suite 100
 PotSDam, NY 12554
 Phone: (518) 537-4531
 Fax: (518) 537-4532
 Website: www.potsdam.org

NEW YORK STATE
DEPARTMENT OF STATE
 This map was prepared for the New York State Department of State with the assistance of the Village of PotSDam Environmental Protection Fund.

OCTOBER 2011

Exhibit 5



Riverwalk Features

The Riverwalk 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 winding signage, lighting, railings and flags, etc. could be planned and incorporated into the Riverwalk theme.

Wayfinding Signage

Art and Sculpture

Paving Materials and Patterns

Lighting, Railings and Flags

Whitewater Play Park and Arena

Whitewater parks offer tremendous recreational opportunities for canoeing, kayaking, river surfing, and the outdoor recreational community. They also provide opportunities for public gatherings and other events.

The proposed park would be a first in the Adirondack region. The park would be designed to provide for play and competition in both low and high water conditions. Shoreline access would be maintained for audience enjoyment.

A pedestrian bridge over the river would provide connection between Fall Island and Garner Parks and offer views of the water park.

- Whitewater parks often include the following features:
 - Whitewater "play features" (e.g. standing waves, river holes, ledges etc.)
 - River access
 - Spectator/viewing opportunities/provisions
 - Parking
 - Restrooms/changing rooms
 - Informational signage

Add ramps to walkway where needed for elevation change



**VILLAGE OF POTSDAM
POTSDAM RIVERWALK
CONCEPT PLAN**

Legend

- Riverwalk
- Pedestrian Connections to Parks, Universities and Other Destinations

THE CHARMAN COMPANIES

10000 Champlain Street, Suite 401, 13601
 Hudson, NY 12534-0003
 Phone: (518) 537-1200
 Fax: (518) 537-1201
 Website: www.charman.com

NEW YORK STATE
DEPARTMENT OF STATE
 This map was prepared for the New York State Department of State. For more information, please contact the Environmental Protection Unit.

MAP PREPARED FOR
VILLAGE OF POTSDAM
 OCTOBER 2011

Exhibit 6

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

Address	Class	Square Feet	Zoning
19 Market Street	Retail	3,200	B-1
20 Market Street	Retail	2,200	B-1
29 Market Street	Retail	2,800	B-1
8 Raymond Street	Retail/ Warehouse	4,500	B-1
32 Market Street	Retail/Office	1,900	B-1
63 A Market Street	Office	1,800	B-1
63 B Market Street	Office	500	B-1
75 Market Street	Office	1,800	B-1
27 Maple Street	Automobile Sales	8,000	B-1
1 Clarkson Avenue	Retail	2,000	B-1
Sandstone Dr. Redevelopment Site	Retail Commercial	2+ acres	B-1

Exhibit 7

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

Listen to this story

(http://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%2F160525dsClarksonspursentrepreneurship.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)

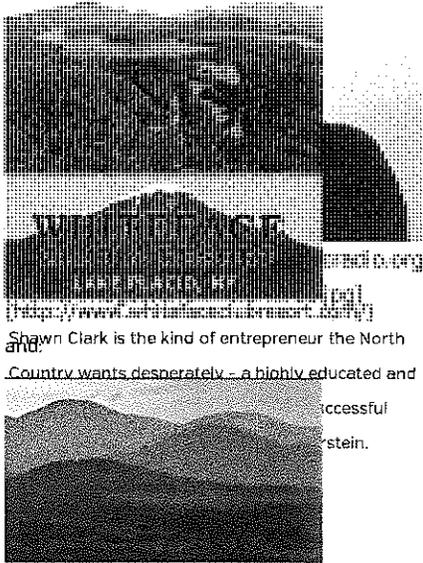
May 25, 2016 – St. Lawrence County is in the process of remaking its economic strategy. A new study by the New York Power Authority has become a blueprint. Clarkson University is positioning itself to lead that effort by example.

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. 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 successful institution if our region, if the North Country is not as successful as it can be. They're very interrelated and intertwined."

NCPB would like to thank:



Shawn Clark is the kind of entrepreneur the North Country wants desperately - a highly educated and successful entrepreneur.



Clarkson president Tony Collins took his place at the front of the room, complimented Clark on what looked like a local boy. "Born and raised where?" he asked rhetorically. "Right here in Clarksonville." Then, Collins bragged that Clark's a local boy. "Born and raised where?" he asked rhetorically. "Right here in Clarksonville."

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. 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 that 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->

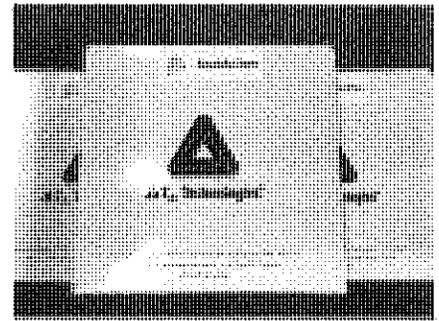
Clarkson is trying to lead by example, as evidenced by another gathering it held in late March. A group of St. Lawrence County leaders packed into a fluorescent-lit lab in Peyton Hall, another one of those recently renovated downtown Clarkson buildings.

"I would like to welcome you all to the Peyton Hall space," announced Shawn Clark, whose company Delta TM Technologies 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>

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 Power Authority's 5-year blueprint for economic development. One of the four main strategies the study recommends to improve St. Lawrence County's business climate is to create more local 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

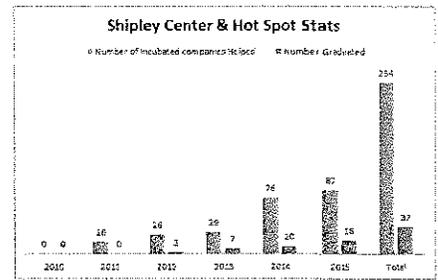
be-the-quarterback-for-st-lawrence-county-s-new-economic-plan]

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.

Related Topics

Exhibit 8

2012-2022
Comprehensive Plan
Village of Potsdam, New York
Adopted: January 7, 2013

Steven W. Yurgartis, Mayor
David Fenton, Village Administrator

Economic Development

As noted earlier in the demographics section of this plan, the Village of Potsdam faces significant issues with poverty and median income levels that are markedly lower than either the state as a whole or St. Lawrence County. Potsdam is however better positioned than many upstate, rural communities to recover from a prolonged period of economic stagnation.

First, Potsdam's business community has adapted well to the changes in retailing, and in technology developing downtown Potsdam and the Outer Market Street retail corridor as the County's bricks and mortar commercial center while increasingly engaging in e-commerce.

Second, it has among the last nearly intact Victorian-era downtown areas in Northern New York State. Considerable public and private investments in downtown's many historic buildings has maintained a sense of place and a rich architectural heritage.

Third, its waterfront area is interesting, accessible and a central part of Village life. This asset will help make Potsdam a memorable place for residents and visitors alike and is a tool in the community's recruiting efforts.

Fourth, unlike many communities in Northern New York State, Potsdam is blessed with 2 universities and a hospital which play important roles in the region's economy. Clarkson University recently completed the Clarkson Small Business Incubator that holds the promise of providing a supportive environment for start-up companies that may help to commercialize university research resulting in a unique new economy sector in Potsdam.

Finally, Potsdam has nearly \$1 million available to provide debt financing for businesses proposing to expand or locate in the Village. In addition to helping leverage private investment, the Village's revolving loan funds also help to leverage public funds such as the recent Arts Micro-Enterprise Project funded through the NYS Community Development Block Grant Program.

The Village can influence economic development in three ways:

- Through its land use regulations.
- By providing reliable infrastructure with capacity for new residential and commercial connections.
- Through economic development incentives.

As noted in the discussion of land use issues, it is recommended that §180 and §A186 of the Village Code be thoroughly reviewed to ensure that each is up-to-date and consistent with Smart Growth principles. For example, the Village has a long-standing issue with its parking code that requires

commercial developers to provide more parking than may be needed to accommodate employees, patrons and deliveries. This requirement consumes real estate, creates impervious surfaces that require expensive storm water management measures thus driving up the cost to develop new businesses in the Village. By conducting a thorough review of its codes and making changes as necessary, the Village will be able to better compete for start-up businesses and retain existing corporate citizens.

The Village has adequate infrastructure to meet the needs of both existing and new businesses at the present time. To ensure that new residential and commercial development can take place, the Village should begin planning for waste water collection and treatment system upgrades and the reduction of infiltration and inflow of storm water to the Village waste water treatment system.

The Villages is fortunate to have nearly \$1 million dollars available for economic development lending through its micro-enterprise revolving loan fund and the Potsdam Growth Fund. In addition to debt financing, the Village has also secured grant funds from the NYS Office of Community Renewal that will help to develop the community's place as the center for arts and culture in Northern New York State. Finally, The Village has in the past, extended property tax relief through a variety of real property tax abatement programs and Payment –In-Lieu-Of-Tax (PILOT) agreements with developers. As opportunities present, it may beneficial for the Village to consider the development of tax abatement or exemption programs that will help support the location of strategic businesses in Potsdam.

Economic Development Recommendations

ED- 1 Preserve and enhance the prominent role of the B-1 Central Area Overlay District as the civic and commercial center of the community.

- a. The Planning and Development Office should encourage private investment in commercial property and business development through the use of revolving loan funds.
- b. Understand that the health and attractiveness of the community (especially the downtown) and the ability of the universities and the hospital to attract quality students and staff are to a large extent mutually dependent.
- c. The Village Board of Trustees should promote and encourage public and private streetscape improvements.
- d. The Village Board of Trustees should encourage historic preservation efforts, including the adoption of historic preservation ordinances to protect landmark properties and pursuing funding for preservation and rehabilitation.
- e. The Planning and Development Office should encourage retention and expansion of residential uses in and adjacent to downtown.
- f. The Code Enforcement Office should continue to enforce building and property maintenance codes to ensure public health, safety, welfare and Village appearance.

- g. The Village should support community events in the downtown area.
- h. The Village should encourage the universities, the Chamber of Commerce and other organizations, to develop new events to bring people downtown.

ED-2 Within the framework of a competitive marketplace, the Planning and Development Office should encourage retail diversity while encouraging small, independent niche retail retention and development.

- a. Large scale commercial development should be directed to the outer Market Street retail corridor.
- b. Promote smaller, compatibly scaled retail development in and adjacent to the downtown area.

ED-3 The Planning and Development Office should work with the Reh Center for Entrepreneurship to assist businesses located in Peyton Hall to transition to the next level of growth and remain in a Village location.

- a. Work with the Director of the Reh Center to pro-actively identify future needs for incubator businesses that reside in Peyton Hall.
- b. Locations and services should be identified for possible relocation once a company is ready to transition to the next level.
- c. Assistance in finding investment capital and grant as well as exploring tax incentives should be considered.
- d. A business friendly environment should be stressed at all levels of Village government to encourage companies to find value in relocating to a Village location.

ED-4 The Village should work to diversify the economic base of Potsdam to increase non-retail employment opportunities and increase net taxable property value.

- a. The Planning and Development Office should continue to promote and market the Village as a prime incubator for small light industrial and new economy businesses.
- b. The Village Board of Trustees should continue to encourage development of the Commerce Park.
- c. The Planning and Development Office should continue cooperative efforts with Clarkson University to support redevelopment of downtown campus buildings.

Village of Potsdam, New York, 2012-2022 Comprehensive Plan

- d. The Planning and Development Office should continue efforts to market the Sandstone Drive Redevelopment Area (SDRA) for commercial development compatible with and supportive of, the downtown area.

ED-5 Encourage the Planning and Development Office to continue to streamline regulations, application processes and other areas to make it easier to locate a business in Potsdam.

ED-6 The Village Board of Trustees should provide training and educational opportunities for Village volunteers and elected officials.

ED-7 The Village Board of Trustees should continue efforts to improve existing infrastructure and services to support both residential and commercial development.

ED-8 The Village should recognize the importance of higher education and health care to the local economy and work with the universities and hospital to strengthen their ability to grow consistent with their visions.

ED-9 Encourage the universities to help maintain and expand the local economy through such actions as:

- a. Creating local private sector business spin-offs from research and other programs.
- b. Investing resources in the local economy and municipal projects.
- c. Explore and support options for the University Bookstore to maintain a strong customer base. This could include ideas such as adding SUNY Potsdam merchandise or expansion into other types of products.
- d. Encouraging students to use local businesses and services.
- e. Marketing Potsdam to alumni for business growth and development opportunities.
- f. Active involvement in recruiting new businesses and other local economic development efforts.

ED-10 The Village should recognize the importance of the Canton-Potsdam Hospital (CPH) and its expansion needs including encouraging the hospital to collaborate with economic development opportunities compatible with its mission and vision and that of the Village.

ED-11 The Village Board of Trustees should provide a budget for economic development marketing and develop a plan to create a brand for the Village and the greater North Country area.

ED-12 The Village should strive to make Potsdam the center for the arts in Northern New York State by:

Village of Potsdam, New York, 2012-2022 Comprehensive Plan

- a. Supporting efforts to create a Multi-Arts Center in the Village.
- b. Coordinate with local arts organizations and the universities to promote arts events that occur on campus.
- c. Develop arts festivals.
- d. Develop financial and technical assistance products to assist artists, craftspeople and arts related businesses in the Village.

ED-13 The Village should take a regional view of economic development and encourage joint projects with neighboring communities. Continue to participate in planning activities undertaken by the North Country Regional Economic Development Council and similar state initiatives.

ED-14 The Planning and Development Office should balance its efforts between attracting new businesses and the retention of existing businesses.

ED-15 The Planning and Development Office should put special effort in developing businesses that are owned by residents of St. Lawrence County, and more particularly from the Town and Village of Potsdam, recognizing that wealth generated in the community tends to stay in the community.

ED-16 The Planning and Development Office should work to recruit hotel developers to develop and operate additional hotels within the Village.

ED-17 The Village Board of Trustees should give high priority to implementing the Village's 2012 Downtown and Waterfront Revitalization Plan (attached as Appendix 4).

ED-18 The Planning and Development Office, the Department of Public Works and the Recreation Department should work in concert to develop unique recreational facilities that will be a regional attraction (e.g. foot trails, mountain bike trails, whitewater park, canoe trails, and skateboard park).

ED-19 The Village should continue partnerships developed with communities along the Raquette River corridor and the Town of Canton to market the region's natural resources and tourist attractions.

ED-20 The Village should encourage the development of renewable energy resources in our area; and, support the economic expansion that comes with this development. In particular a market for biomass utilization.

ED-21 The Planning and Development Office should identify ways of developing Potsdam as a center for the processing, storage and distribution of locally produced agricultural products.

Village of Potsdam, New York, 2012-2022 Comprehensive Plan

ED-22 The Village should construct an open-air pavilion as part of Ives Park to encourage expansion of the farmer's market and other community activities.

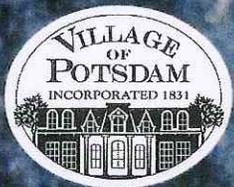
ED-23 The Village Board of Trustees should identify strategies to improve the coordination of economic development with the Town of Potsdam.

ED-24 The Village Board of Trustees should support and encourage the development and construction of the proposed "*North Country Children's Museum*".

Village of Potsdam

Downtown & Waterfront Revitalization Plan

2012



*This document was prepared for the
New York State Department of State
with funds provided under Title 11 of
the Environmental Protection Fund.*

FUNDING & IMPLEMENTATION STRATEGIES

The implementation of the following recommendations will depend upon the availability of funding and/or partnership opportunities. The timing to initiate each project is indicated as short (1-2 years), medium (2-5 years), and long term (5-10 years). However, it is important to note that short term projects may require a significant amount of resources and time to complete. Conversely, long term projects may be accomplished in a brief amount of time or with limited effort. Therefore, while it is recommended that Village of Potsdam first focus on higher priority or short term projects, it should also consider taking advantage of any opportunity that may advance an initiative.

Initiate	Project	Implementation Steps	Leadership & Partnerships	Potential Funding Source
Short Term	Enhance Ives Park*	<ul style="list-style-type: none"> ▪ Prepare local strategy (e.g. budgeting, capital improvement plan, etc.) to fund project components or grant match(s). ▪ Prepare and submit grant applications. ▪ Prepare design and engineering drawings for select improvements. ▪ Consult with local professionals regarding tree species and riparian vegetation. ▪ Select contractor and construct improvements. 	Village of Potsdam, Potsdam Farmers Market, Outdoor Recreation Businesses, NYSDOS	Village Funds, NYS Department of State (NYSDOS), NYS Office of Parks, Recreation, Historic Preservation (OPRHP), NYS Department of Environmental Conservation (NYSDEC), Environmental Protection Fund (EPF)

*Priority Project

Initiate	Project	Implementation Steps	Leadership & Partnerships	Potential Funding Source
<p>Short Term</p>	<p>Develop Raquette Riverwalk*</p>	<ul style="list-style-type: none"> ■ Prepare local strategy (e.g. budgeting, capital improvement plan, etc.) to fund project components or grant match(s). Prepare and submit grant applications. ■ Consult with local Arts Council regarding art installations. ■ Seek public input on overall design and amenities. ■ Prepare design and engineering drawings for select improvements. ■ Select contractor and construct improvements. 	<p>Village of Potsdam, NYSDOT, St. Lawrence County, Local Landowners</p>	<p>Village Funds, NYSDOS EPF, OPRHP EPF, NYS Department of Transportation (NYSDOT)</p>
<p>Short Term</p>	<p>Improve downtown and waterfront streetscapes*</p>	<ul style="list-style-type: none"> ■ Prepare local strategy (e.g. budgeting, capital improvement plan, etc.) to fund project components or grant match(s). Prepare and submit grant applications. ■ Work with NYSDOT on right-of-way, highway design standards, and funding opportunities. ■ Seek public input on overall design and amenities. ■ Prepare design and engineering drawings for select improvements and/or coordinate with NYSDOT. ■ Select contractor and construct improvements and/or coordinate with NYSDOT. 	<p>Village of Potsdam, NYSDOT</p>	<p>Village Funds, NYSDOT, NYS Environmental Facilities Corporation (EFC), NYSDOS EPF, NYSDDEC EPF, CBDG Funds</p>

*Priority Project

Initiate	Project	Implementation Steps	Leadership & Partnerships	Potential Funding Source
<p>Short Term</p>	<p>Design and implement signage and wayfinding System</p>	<ul style="list-style-type: none"> ■ Prepare local strategy (e.g. budgeting, capital improvement plan, etc.) to fund project components or grant match(s). Prepare and submit grant applications. ■ Consult with signage and wayfinding specialist to develop a comprehensive strategy that incorporates marketing and branding components (see below). ■ Consult with NYSDOT on uniform signage requirements. ■ Manufacture and install in accordance with strategy and streetscape improvements. 	<p>Village of Potsdam</p>	<p>Village of Potsdam, NYSDOS EPF</p>
<p>Short Term</p>	<p>Develop a Branding & Marketing Strategy*</p>	<ul style="list-style-type: none"> ■ Prepare local strategy (e.g. budgeting, capital improvement plan, etc.) to fund initiative. ■ Consider consulting with a professional marketing and communications firm. ■ Work with local and regional stakeholder, businesses, non-profits, and institutions, identify marketable community assets and cross-marketing opportunities. ■ Develop marketing and branding strategy that incorporates place identification and median contentment (e.g., logo, slogan, web design, print material, etc.) and outlets (e.g., websites, television, newspapers, magazines, etc.). 	<p>Village of Potsdam, Businesses, Chamber of Commerce, Universities, Associations & Non-Profits</p>	<p>Village of Potsdam</p>

*Priority Project

Initiate	Project	Implementation Steps	Leadership & Partnerships	Potential Funding Source
<p>Short Term</p>	<p>Advance the development of downtown hotel*</p>	<ul style="list-style-type: none"> ■ Contact and work with interested and qualified hoteliers to identify specific issues and opportunities. ■ Demonstrate financial feasibility using hotel pro forma (see Appendix E). ■ Identify possible/desirable downtown locations (e.g., along Sandstoner Bypass near waterfront). ■ Explore possible incentives (e.g., tax abatement, tax increment financing, etc.) 	<p>Village of Potsdam, Private Hotel Operator, Potsdam Chamber of Commerce</p>	<p>Limited Village Funds, Local & County IDA</p>
<p>Short Term</p>	<p>Promote and facilitate downtown business initiatives*</p>	<ul style="list-style-type: none"> ■ Survey downtown business owners in order to identify their specific needs. ■ Work with downtown businesses and the Potsdam Chamber of Commerce to identify solutions to issues and ways to capitalize on opportunities as identified in the survey. ■ Explore the creation of a Village downtown coordinator position that focuses on technical assistance, marketing, and events within the downtown. ■ Working with willing business owners to promote/advance building improvements and the creation of a downtown business association or business improvement district. 	<p>Village of Potsdam, Potsdam Chamber of Commerce, Local Business</p>	<p>Village Funds, New York Main Streets Program, Restore NY Communities Initiative</p>

*Priority Project

Initiate	Project	Implementation Steps	Leadership & Partnerships	Potential Funding Source
<p>Short Term</p>	<p>Develop, promote, and/or facilitate downtown and waterfront events*</p>	<ul style="list-style-type: none"> ■ Develop an inventory of existing downtown and waterfront related events. ■ Work with the Potsdam Chamber of Commerce, Business, Universities, Associations and, Non-Profits to identify ways to promote, improve, and cross-market existing events. ■ Identify and promote new events that may complement downtown and waterfront use and/or cross-marketing opportunities. ■ Help to identify long-term funding and organizational solutions for successful downtown and waterfront events. 	<p>Village of Potsdam, Potsdam Chamber of Commerce, Business, Local Universities, Associations & Non-Profits</p>	<p>Village Funds</p>
<p>Short Term</p>	<p>Design and develop whitewater park*</p>	<ul style="list-style-type: none"> ■ Prepare a whitewater park feasibility study and develop cost estimates for in water, shoreline, and upland features and amenities. ■ Prepare local strategy (e.g. budgeting, capital improvement plan, charitable donations, membership funds, etc.) to fund project components or grant match(s). ■ Prepare and submit grant applications and seek local and regional partnerships. ■ Prepare design and engineering drawings for select improvements. ■ Obtain relevant permits and approvals. ■ Select contractor and construct improvements. 	<p>Village of Potsdam, St. Lawrence County, Brookfield Renewable Energy</p>	<p>Village Funds, NYSDOS EPF</p>

Initiate	Project	Implementation Steps	Leadership & Partnerships	Potential Funding Source
Short Term	Enhance Village gateways	<ul style="list-style-type: none"> ▪ Identify select gateway locations for improvement. ▪ Identify project funding. ▪ Prepare design and engineering drawings (that incorporate marketing and branding and signage and wayfinding features) for select improvements. ▪ Select contractor and construct improvements. 	Village of Potsdam, Town of Potsdam, St. Lawrence County, NYS DOT	Village Funds, NYS DOS EPF (as part of Raquette River Blueway Corridor gateway)
Short Term	Work with Clarkson University to formalize waterfront public access	<ul style="list-style-type: none"> ▪ Coordinate with Clarkson University on identifying access issues and opportunities. ▪ Identify preferred public access locations. ▪ Develop relevant signage and informational material for public use. 	Village of Potsdam, Clarkson University	Limited Village Funds
Short Term	Work with SUNY Potsdam to formalize access to Lehman Park	<ul style="list-style-type: none"> ▪ Coordinate with Clarkson University on identifying access issues and opportunities. ▪ Identify preferred public access locations. ▪ Develop relevant signage and informational material for public use. 	Village of Potsdam, SUNY Potsdam	Limited Village Funds
Short Term	Enhance Fall Island Park	<ul style="list-style-type: none"> ▪ Consult with design and engineering professional and prepare drawings for select improvements. ▪ Seek public input on overall design and amenities. ▪ Select contractor and construct improvements. 	Village of Potsdam, NYS DOS	Village Funds, NYS DOS EPF, OPRHP EPF

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 Pierrepoint 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.

Exhibit 9

Village of Potsdam Zoning Map - 2016

LEGEND

[White outline]	Parcel Boundaries
[Yellow]	R-1: One-Family Residence District
[Pink]	R-2: Two-Family Residence District
[Light Orange]	R-3: Multiple-Family Residence District
[Orange]	R-4: Group Dwelling District
[Green with diagonal lines]	B-1: Business Overlay District
[Light Green]	B-1: Business District
[Light Green]	B-2: Light Business District
[Light Green]	B-1: Business and Light Industrial District
[Light Green]	BL-1: Business and Light Industrial 2 District
[Light Green]	IND: Industrial District
[Light Green]	H-1: Health Care Zone - 1
[Light Green]	H-2: Health Care Zone - 2
[Light Green]	SCH: Institutional and College District
[Light Green]	PUD: Planned Unit Development District
[Light Green]	A-D: Aviation District
[Light Green]	NC: Natural Conservation District

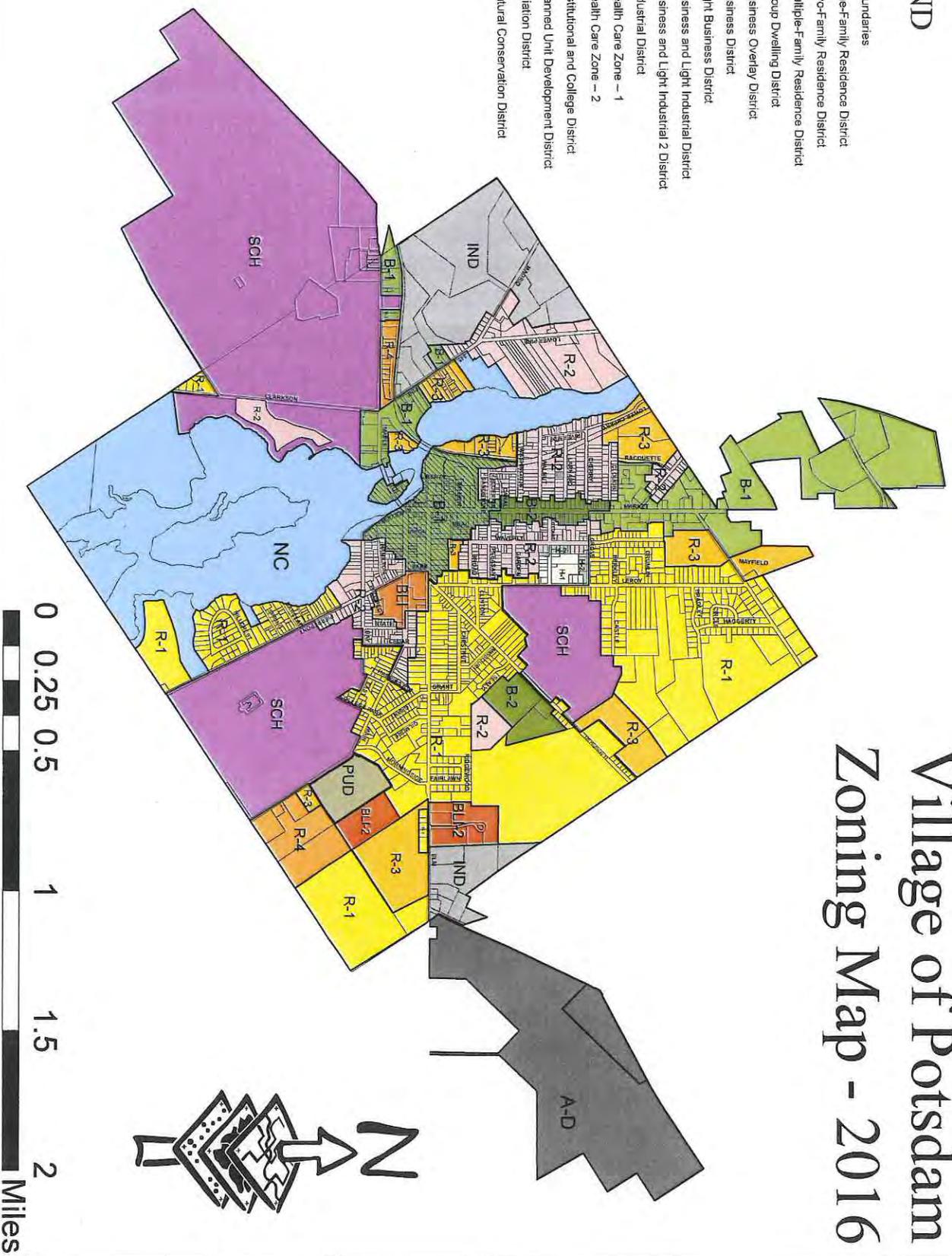


Exhibit 10

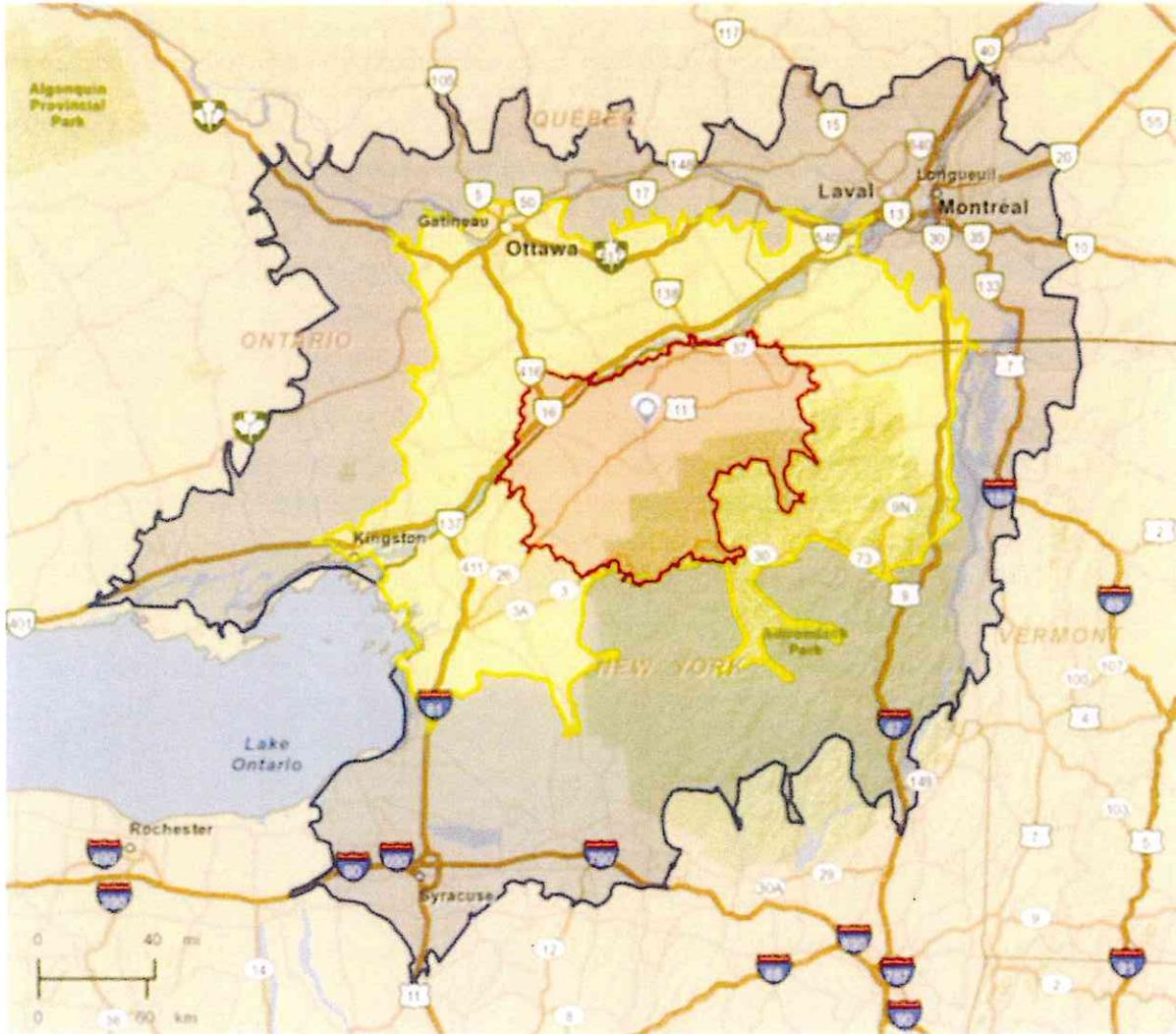


Figure 6: Geographic Market Area by Drive Time, 60 minutes, 120 minutes, and 180 minutes (ESRI Business Analyst Online, 2013)

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	

Exhibit 11



Serving the communities of Massena and Potsdam, New York



Damon Hall Business Incubator on its way

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SUBMITTED PHOTO

Northern Border Regional Commission Federal Co-Chair Mark Scarano, New York Deputy Secretary of State for Local Government Dierdre "Dede" Scozzafava, Clarkson University President Tony Collins and LC Drives CEO Russ Marvin break ground on Clarkson's new Damon Hall Business Incubator.

POTSDAM - Clarkson University broke ground for its new Damon Hall Business Incubator in downtown Potsdam on Monday afternoon.

Officials, including Northern Border Regional Commission (NBRC) Federal Co-Chair Mark Scarano, New York Deputy Secretary of State for Local Government Dierdre "Dede" Scozzafava, Clarkson University President Tony Collins and LC Drives CEO Russ Marvin, gathered for the ceremony.

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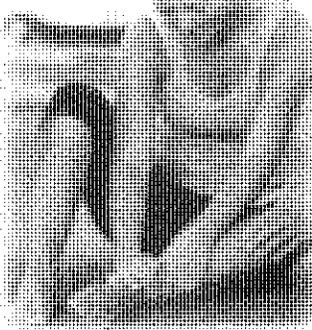
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A grant from the NBRC is providing partial support for Clarkson's Shipley Center for Innovation to renovate the 67 Main St. building into premium support and business incubator manufacturing space.

Need Medical Care?



Walk-In Clinic

Adults • Adolescents • Children

**OPEN EVERY DAY
10AM - 6PM**

Located at the MMH Levine Outpatient

No Appointment Necessary!



Damon Hall is being renovated into a safe, conveniently-situated manufacturing, support and storage option for the startup businesses in Clarkson's Peyton Hall Business Incubator, next door. LC Drives will be the first tenant of the new incubator, which will focus predominantly on manufacturing space. The company designs and manufactures ultra-efficient electric motors and generators for a variety of markets that include wind energy companies, oil and gas drilling businesses, and underwater use. It is among those companies already located in Peyton Hall.

The 6,000-square-foot Damon project, created through NBRC funding, will include asbestos removal, installation of a fire alarm system, roof repairs, window/door repairs, interior architectural repairs, installation of a heating system and installation of lighting.

This project aligns with the NBRC's focus on business and workforce development, as it focuses on the creation of new businesses and the retention/expansion of existing businesses in a dedicated incubator space.

In future phases of its Downtown Campus Revitalization Project, Clarkson envisions a premium mixed-use space that will house additional incubator businesses, as well the option of a food storage component (a stumbling block for many local food producers). This project is an opportunity to turn an unused building — vacant for more than 20 years — into a usable, thriving space with the potential to impact even more businesses and supporting services on a greater scale.

The NBRC is a growing federal-state partnership program that provides grants to innovative, job-creating projects in northern New York, Vermont, New Hampshire and Maine. Created by Congress in 2008, its mission is to help alleviate economic distress and encourage job creation throughout the northern regions of these states.

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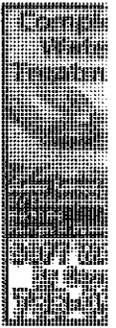
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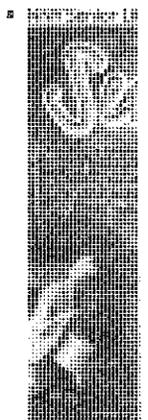
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NNY Spring Sp

Exhibit 12

Market Street Historic District

In 1979, Market Street from Main Street north to Depot Street was placed on the *National Register of Historic Places*. These two blocks are the original Village business district, dating from the 1830s to the 1930s. The buildings illustrate a variety of 19th and 20th century architecture, and the development of the use of Potsdam sandstone in construction.

Market Street, East:

Park Block, 84 Market Street
c. 1886. Italianate. Built by businessman George Part, this commercial building is brick, as was his Elm Street home.

Sewall Raymond Building, 30 Market Street

c. 1821. Potsdam's first commercial building of sandstone, in the slab-and-binder method, was built by Liberty Knowles, Sewall Raymond and Charles Partridge as an experiment to see if the stone was a viable construction material. It was originally used as Raymond's general store.

Ives Block, 22-24 Market Street

c. 1822. Italianate. The first block built by the Ives brothers, this brick building features bracketed windows and eaves. From 1929 to 1960 it was used as a theater.

Arlington Inn, 2-8 Market Street

c. 1890. Italianate. Built of brick and rough ashlar sandstone, this inn has multiple bay windows and balconies.

Market Street, West:

Ives Block, 45-47 Market Street
c. 1890. Romanesque Revival. Built of Gouverneur marble with rough ashlar sandstone arches, lintels and parapets.

Ives Block, 39-43 Market Street

c. 1890s. Italianate. Built of brick with sandstone used on the south side, and for lintels and quoins. The roof brackets were added after a fire destroyed the fourth floor.

Town Offices, 85-87 Market Street

c. 1924. Neo-Classical. Built as the People's Bank, this building is faced with Gouverneur marble.

17 Market Street

c. 1835. Another example of early slab-and-binder sandstone in a commercial building.

Cox Building, 6-7 Market Street

c. 1868. Romanesque Revival. One of the few rough ashlar sandstone commercial buildings, built by quarry owner Charles Cox. The year of construction is carved on the facade.

1 Market Street

c. 1840s. Built of slab-and-binder sandstone with Italianate brackets. Originally the Hopkins Tannery and Leather Shop, it still bears evidence of an advertisement for the "Grand Wardrobe" on the south side.

Potsdam Sandstone

Potsdam sandstone is a superior building material. It is soft when quarried but hardens when exposed to air, and does not become moldy or decay as will limestone. The stone was first quarried in 1809 by Nathan Farmer, who built his home of it on the Back Hamawa Road. In 1838 it became known as "Potsdam Sandstone," because it is found in such abundance in the township. By that time it had also been used for the construction of public and private buildings in the Village. By the mid-1860s, it was a prized building material, renowned for its red color. Numerous quarries were located south of the Village along both sides of the Raquette River. They were as much as 70 feet thick with even-bedded strata. The rock, sometimes 80 feet square, could be raised easily or broken into slabs three to four inches thick and several feet in length. According to a geologist's report of the time, the Potsdam quarries furnished "the most valuable stone in the state, being so perfectly workable and manageable, especially when first raised, that few materials for building could compete with it." The industry waned in 1922, when shipping costs became prohibitive. Today some of the quarries are flooded.

There are two distinct sandstone construction methods. The slab-and-binder method, used from 1809 to 1850, consists of alternating rows of horizontally-laid slabs and vertically-laid binders. This was said to add style and texture to a smooth wall, and to give added strength. The rough ashlar method, used after 1850, is more complex and was a purposeful change from the uniform horizontal look of slab-and-binder. With rough ashlar, the emphasis is on irregularity, with the balancing of sizes and shapes of the stone. The result is a dramatic difference in cast shadows as the sandstone catches the light throughout the day.

Potsdam red sandstone was used in construction throughout New York State, including Columbia College in New York City and All Saints Cathedral in Albany, and in cities as far away as Detroit and Washington, D.C. The most famous building incorporating Potsdam sandstone in its construction is the Library of Parliament in Ottawa, Ontario, Canada, where the stone was used for lintels and trim.

19th Century Architectural Styles

- Federal
 - c. 1790 to 1830
 - Formal, symmetrical facade
 - Simple gable or hipped roof
 - Elliptical windows in gable ends
 - Ornamental balustrades around roof
 - Slender 2-story pilasters on facade
 - Fan-shaped window over door
 - Light, graceful, delicate effect



Greek Revival

- c. 1800 to 1860
- Symmetrical design, heavy fluting
- Plain surfaces and ornamentation
- Free-standing columns with Doric, Ionic or Corinthian capitals
- Triangular pediments
- Heavy cornices at roof edge



Italianate

- c. 1840 to 1900
- Square towers and cupolas
- Flat or low-pitched roofs
- Bay windows, balconies, verandas
- Wide overhanging with brackets
- Round arch windows, doorways



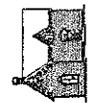
Romanesque Revival

- c. 1840 to 1900
- Stone construction
- Emphasis on mass and volume
- Semi-circular arches
- Pyramidal towers, parapets



Gothic Revival

- c. 1844 to 1880
- Steep pitched roof, gables, porches
- Bay windows, tracery on windows
- Pointed arches over doors, windows
- Scroll woodwork on porches, eaves
- Vertical board and batten siding



Second Empire

- c. 1840 to 1860
- Mansard roof, concave or convex
- Projecting dormer windows, cornices, brackets, eaves
- Ornamentation in wood or iron
- Detailed chimneys



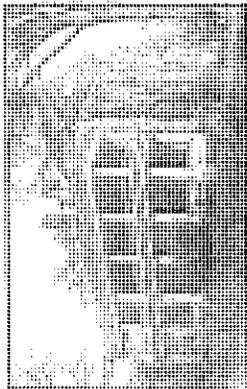
Queen Anne

- c. 1870 to 1890
- Irregular, asymmetrical facade
- Many gables and large chimneys
- Stained glass or geometric windows
- Bay windows and towers
- Different materials - stone, brick, shingles, clapboard - on each floor



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Barbara Beckwith, Editor.

Architectural Walking Tour Potsdam, New York



The Village of Potsdam was founded in 1803 by Benjamin Raymond, a land surveyor for the Clarkson family of New York City, majority owners of the 40-mile-square Town of Potsdam. Within a year, settlers moved to the town to plant farms in the wilderness, a sawmill was in operation and a grist mill was erected at the falls of the Raquette River. The next 100 years saw growth and prosperity in the Village, with sandstone, lumber and paper industries, two colleges and an active downtown business district.

This walking tour focuses on residential, educational, commercial and ecclesiastical buildings constructed in whole or in part of Potsdam sandstone dating from the 1820s to the present. The use of this durable stone was unlimited, bounded only by the creativity and ingenuity of the architects and craftsmen. It was widely used for architectural details such as chimneys, lintels and sills, as well as for walkways and hitching posts. Almost every building in the Village built before 1920 has a sandstone foundation, many made from scrap stone.

The walking distance of this tour is approximately 3.5 miles, 5 miles including Holcroft and Woodstock Lodge on the Clarkson University hill campus. If driving this route, there are several one-way or limited access streets. There are also many other structures in the Village and Town of Potsdam that are of historical or architectural interest. Explore, using the style guide and local maps.

1. Civic Center

c. 1876-1932. Neo-Classical. The Civic Center complex is composed of three connected buildings: the Potsdam Public Museum, the Potsdam Municipal Offices and the Potsdam Public Library. All are built of rough ashlar sandstone from Potsdam quarries. The Museum was built in 1876 as the First Universalist Church, and served as the library from 1940 until the library was built as an auditorium together with the Village Municipal Offices in 1932, using sandstone from the Opera House that had stood at this site.

2. Small Hall

c. 1918. Neo-Classical. Small Hall is another example of rough ashlar sandstone construction. It originally housed the Potsdam Normal School, and was the Potsdam State Teachers College until 1968, when it was given to Clarkson University. It was named for U.S. Congressman Bertrand H. Small, Potsdam businessman. This was the site of the St. Lawrence Academy (1825-69) and the First Normal School (1868-1918).

3. Alpha Epsilon Phi, 29 Elm Street

c. 1892. Greek Revival. One of the few early sandstone houses still standing, this home was built in the slab-and-binder method. The cobblestone porch was added in the 1890s.

4. Delta Upsilon, 30 Elm Street

c. 1890s. Queen Anne. This frame house was built by the Sanford family. It has a sandstone foundation, and is typical of the style.

5. 18 Elm Street

c. 1829. Queen Anne. This frame and sandstone house was built by teacher and banker F.L. Dewey, and has distinctive cast-iron chimneys.

6. George Post House, 16 Elm Street

c. 1825. Italianate. Built of brick by farmer and businessman George Post, this home features Gothic Revival scrollwork and a sandstone foundation.

7. Elks Club, 10 Elm Street

c. 1822. Federal. This was the first house in the Village to be constructed of Potsdam sandstone, and was built by surveyor John Call. The stone on the front is distinctively uneven. The rear porches were added in the 1890s when it became the Potsdam Town Club. The porch dates from the 1890s.

8. Hopkins House, 24 Main Street

c. 1837. Greek Revival. This sandstone house was built by A.T. Hopkins, who operated a tannery at T. Mackay Street, and also features elements of the Federal style. The porch and third story dormer date from 1890 and 1945. It is now Zeta Gamma alpha society.

9. Methodist Church

c. 1943. Richardson Romanesque. The Methodist Church is the only building entirely of Gouverneur marble in the Village, and stands at the site of the original wood frame church.

10. 29 Main Street

c. 1890s. Queen Anne. This clapboard house has an irregular shape, differing materials, gables, towers and bay windows typical of its style.

19. 68 Elm Street

c. 1870s. Gothic Revival. This house is of brick construction. The gingerbread trim is cast iron.

20. Peck House, 59 Elm Street

c. 1856s. Italianate. Built of brick, this house features a square shape, heavy brackets, a flat roof and many narrow double windows.

21. Rufus Sisson House, 53 Elm Street

c. 1898s. Neo-Georgian. This large house with columns and a sandstone foundation was built by Rufus Sisson, Sr., son of Wing Sisson who, in 1860, started the lumber mill which gave the village its name. Rufus Sisson was a member of the now Delta Kappa Theta fraternity.

22. Knowles House, 48 Elm Street

c. 1940s. Greek Revival. This clapboard house was built by Judge Henry Knowles, son of Liberty Knowles, for his bride, Jane Brush. His style is simple and restrained, with cornice, pediments and columns.

23. Alpha Delta, 46 Elm Street

c. 1870s. Gothic Revival. Built primarily of wood, with vertical siding, a double pointed roof and fancy scrollwork, this house is an excellent example of "Carpeted Gothic."

24. Presbyterian Church

c. 1868. Gothic Revival. The Presbyterian Church, the parish of which was first organized in Potsdam in 1811, was built of sandstone in the rough ashlar method. The Presbyterian Center was added in 1970.

25. 9 Lawrence Avenue

c. 1890s. Italianate. The flat roof, prominent brackets at the roof line and decorative "eyebrow" over the windows are representative of this style.

26. St. Mary's Catholic Church

c. 1858. Gothic Revival. The Roman Catholic Church is built of rough ashlar sandstone from the Clarkson quarries, and features a rose window in the facade.

27. 22 Lawrence Avenue

c. 1865. Federal. This home is constructed of two layers of brick with air space between for insulation. It also features a sandstone foundation, Greek Revival details, and much of the original glass.

28. Sisson House, 14 Leroy Street

c. 1855. Neo-Georgian. This house was built in the Italianate style by Henry Watkins. It was purchased by George Wing Sisson in 1903. The Sissons remodeled the house in the Classical mode with a triangular pediment, portico and columns, a favorite Sisson trademark. It is now the home of Omron H. Omron.

29. David Clarkson House, 80 Leroy Street

c. 1830s. Greek Revival. One of the most elegant of early ashlar houses, this house is the work of the Sisson family. The Clarkson family owned the house from Market Street to Elm Street and north to the Village border. Purchased by General Edwin A. Merritt, c. 1860, the house remained in the Merritt family until 1937, through General Merritt's granddaughter, Esther Merritt Sisson.

30. 19 Pleasant Street

c. 1875. Second Empire. This house is built of brick with a sandstone foundation, porch, walkway and carriage block, as well as a concrete mansard roof, elaborate wooden brackets, cornices and porches.

31. Thatcher House, 100 Market Street

c. 1870. Italianate. This red brick house with a sandstone foundation was designed by its owner, Dr. Hervey D. Thatcher, a druggist and entrepreneur who invented, among other things, one of the first glass milk bottles.

32. 99 Market Street

c. 1828. Federal. This house shows the slab-and-binder method of construction at its finest. It features a symmetrical facade, a simple roof and triangular windows above the entrance.

33. Potsdam Depot

c. 1914. Depot Style. The New York Central train station on Depot Street was built of Potsdam sandstone in the rough ashlar method. It was moved to its present site in 1880, and is now on the National Register of Historic Places.

34. Potsdam Water Works

c. 1871, 1906. Romanesque Revival. The Water Works are also part of the Market Street Historic District. The original part of the building is a good example of sandstone construction in the rough ashlar manner, and features rounded window arches typical of its style.

35. Clarkson Land Office, 17 Maple Street

c. 1901. Richardson Romanesque. Built of rough ashlar sandstone to house a law office, this building was used for many years as offices for Trinity Episcopal Church.

36. Trinity Episcopal Church

c. 1836. Gothic Revival. The Episcopal Church was built of sandstone donated by the Clarkson family. The original building was in the Federal style, and constructed in the slab-and-binder method. The facade and chapel are built in the rough ashlar method, and date from the 1880s. The parish hall dates from 1915, and was built of sandstone from the demolished carriage building. The seven stained glass nave windows were designed by the studio of Louis C. Tiffany, and date from 1883 to 1927.

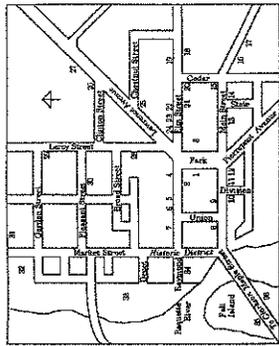
Two other houses of historic interest are located on the campus of Clarkson University:

37. Holcroft

c. 1822. Greek Revival. The original Clarkson mansion, Holcroft was built by John C. Clarkson, the first family member to settle in Potsdam, and features a sweeping view of the Village. The Second Empire-style mansion that was built in 1883. It has been restored inside and out by Clarkson University.

38. Woodstock Lodge

c. 1827. Federal. This is the second of three homes built by the Clarkson family on the hill where Clarkson University now stands. The third, The Homestead, which overlooked the Raquette River, burned in 1909. Woodstock, built of slab-and-binder sandstone, was abandoned for more than 100 years until restored by Clarkson University in the 1890s.



11. Clarkson-Knowles Cottage, 37 Main Street

c. 1830. Federal. This house of slab-and-binder sandstone construction was possibly built for John C. Clarkson, and used as a residence for Presbyterian ministers, c. 1831-1837. It was then purchased by lawyer Liberty Knowles, and remained in the Knowles family until 1873. It was restored during the 1880s, and is now listed on the National Register of Historic Places.

12. Newman Center

c. 1893. Modern. The Newman Center of the Roman Catholic Church is a contemporary version of the use of Potsdam sandstone.

13. Old Main

c. 1856. Richardson Romanesque. The original building of Clarkson University, built of sandstone from the Clarkson quarries. The architectural style embodies a return to the balance of the Georgian period.

14. 79 Main Street

c. 1820s. Greek Revival. Another example of early ashlar-and-binder sandstone construction. The front entrance shows more recent modernization.

15. 80 Main Street

c. 1872. Second Empire. Built of brick with tall, narrow proportions, this house features a sandstone foundation, a mansard roof and etched ruby glass over the front door.

16. 83 Main Street

c. 1890s. Second Empire. This elegant home features a modified mansard roof and sandstone foundation.

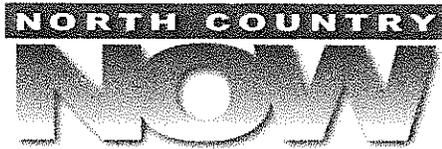
17. 85 Main Street

c. 1890s. Greek Revival. This brick house features a heavy wooden cornice and triangular pediments. The foundation and lintels over the windows are of Potsdam sandstone.

18. 73 Elm Street

c. 1920s. Dutch Colonial. Elm Street was once called "Turkey Hill," probably because it was the residence of many influential citizens. This is the only house in Potsdam built in the rough ashlar style of sandstone construction.

Exhibit 13



Monday meeting in Potsdam to look for ideas how to spend \$10 million to improve downtown

POTSDAM – The village hosts a meeting Monday to get input on priorities for redevelopment if an application for \$10 million in grant money is approved.

The meeting is set for 7 p.m. Monday, May 23 in the board room at the Civic Center, 2 Park St.

The money would come from the North Country Downtown Revitalization Initiative through the North Country Regional Economic Development Council's consolidated grant proposal in the next round of competitive regional grant awards.

The money would be used "to undertake a range of activities designed to revitalize and reinvigorate Potsdam's historic downtown," said Potsdam Planning and Development Office Director Fred Hanss in his meeting announcement.

"The program emphasizes using targeted investments to spur public and private investment in central business districts building on the growth spurred by the Governor Cuomo's Regional Economic Development Councils," Hanss said. The council will recommend a community from its seven-county region to receive the entire \$10 million award, one of 10 such awards in the next round of awards.

Residents, downtown business owners, property owners and local organizations are welcome at the meeting to make suggestions for the program's focus area downtown.

"Downtown Revitalization Program grant funding is a highly flexible program that may be used for planning, undertaking capital projects such as streetscape enhancement as well as the cost of professional services" such as engineering and design, Hanss said.

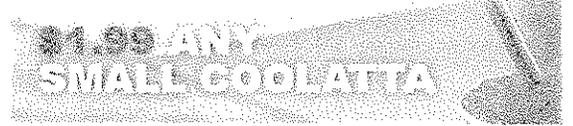
More info: fhanss@vt.potsdam.ny.us or 265-1670.

View Full Story at: <http://northcountrynow.com/news/monday-meeting-potsdam-look-ideas-how-spend-10-million-0171374>

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Potsdam Village facing \$525,000 in water tower repairs next year

By ALAN RIZZO
ARIZZO@WDT.NET
PUBLISHED: THURSDAY, MAY 19, 2016 AT 12:30 AM

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- ▀ With no pay increase in 2016-17, Potsdam

POTSDAM — The village may be facing a bill for \$525,000 next year, according to a new estimate on the cost of repairs to its water tower.

During a meeting Monday night, Village Administrator Everett E. Basford said according to the Development Authority of the North Country and Engineering Director Carrie M. Tuttle, Ph.D., who is overseeing \$200,000 in spot repairs planned for the tower, the poor condition of the structure's interior coating may mean it will need to be replaced once the tower is emptied for repairs.

"They contacted several paint suppliers, and they came back to us with a concern," he said. "The feeling is that once the tower is drained, that the coatings inside are so old that they will dry and shrink, creating new cracks."

As a result, DANC recommended stripping and repainting the entire interior of the tower, which they estimated would cost in the neighborhood of \$525,000. Mr. Basford said while that amount is better than a \$722,000 estimate for the same work given by engineering firm Barton & Loguidice, Liverpool, it's still a problem for the municipality.

"That's good news, but it's also bad news because the \$200,000 price tag we felt that we could afford; the \$525,000 price tag is something that we're going to have to really work hard at trying to figure out how to finance," Mr. Basford said, adding that draining the tower may also reveal that more working hours are needed to do repairs.

Mr. Basford recommended that the village wait until next year to do repairs, and instead focus this year on rehabilitating the cross-town canal using \$505,000 in Community Development Block Grant funding, indicating that DANC has expressed an interest in taking over that project with the board's permission.

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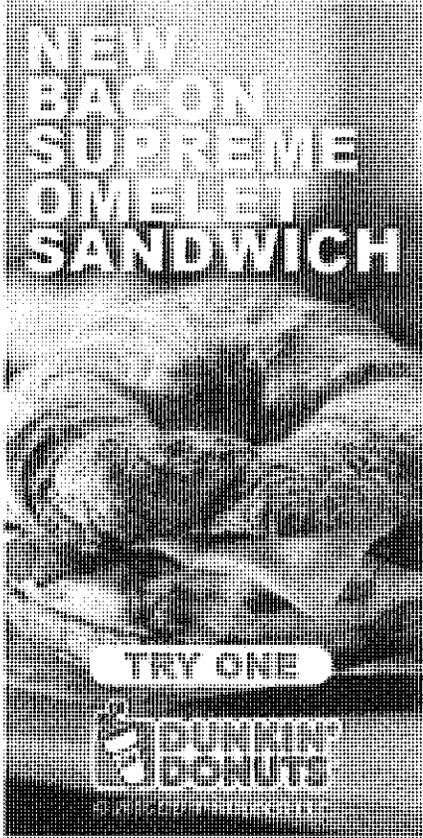
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village clerk/treasurer on the hunt for jobs

POTSDAM

- With no pay increase in 2016-17, Potsdam village clerk/treasurer on the hunt for jobs
- SUNY Potsdam dedicates Performing Arts Center room to president of board of trustees
- SUNY Potsdam welcomes home alumna for 2016 Vocal Arts Seminar



"Originally that was estimated to be \$700,000. DANC does not feel the price tag would come anywhere near that, so they're actually going to look into that with the engineers who did the original study, Barton & Loguidice, and get back to us on what their feelings are on that project."

Also during Monday's meeting, the Village Board:

- Unanimously approved a new solar law following a public hearing which drew no comment. The new law, which takes effect once filed with the state's secretary of state, governs both commercial and residential solar installations, and replaces a moratorium on the development of commercial solar arrays.
- Unanimously voted to set a public hearing at 2:30 p.m. June 6 in the Civic Center boardroom to receive public comment on a proposal to apply for \$750,000 in CDBG grant funding, which the village would use toward \$10.7 million in renovations to its wastewater treatment plant.
- Unanimously authorized the purchase of a high-lift pump from Eviolutions, LLC, which will replace a pump at the village's water treatment plant. Funds for the pump, which is not to exceed \$18,500, will come from the 2016-17 budget line for equipment.
- Unanimously authorized Planning and Development Director Frederick J. Hanss to apply for \$10 million in funding through the North Country Downtown Revitalization Initiative.

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Exhibit 14

Village of Potsdam
 Downtown Revitalization Initiative Application
 Information Meeting - 5/23/16
 Sign-In Sheet

Name	Organization	Telephone & Email
Matt Bogus	Shipley Center at Clarkson	mattbogus@clarkson.edu
Kelly Chozum	Clarkson Univ	kch22um@clarkson.edu
Eunice Bradford	Village of Potsdam	
Kathy Good	McDuffell's Pub	kathy_good1234@gmail.com
Margaret Ballou	Potsdam Chamber	304-9005
Bob Wheeler		261-4488 rickshof@redhatter.com
Roberta Verbeke	Muiry Halland	265-1660
Philipp Verbeke	75 Market	265-4513 - 772-913-2068
Nick Zira	McDuff's Pub	212-3479
Leon Dillon	Cwilly Delight	265-0365 leon.dillon@tuc.com
Dean Sotom	CU	268-6784 dsotom@clarkson.edu
John Munnery	Underdown Daily Times	461-2518 jmunner@tdt.com
Maagie McKenna	West Port Concert Series/Potsdam Corp	518-742-0280 mmckenna@volley.com
Sharon Williams	North Country Children's Museum	323-4842
Rose King	Mr. Duff's	265-8117 rrosezi@gmail.com
Renee Mck...	Addie Russell	600-6099
Name	Mikant	915-291-9071 Hannah Hickman, W. Conn
LYNN BARRÉ	RIVENDALE FARM	35/244-4375; lbageps@ic.com
Eric Jesner	Potsdam Food Corp	265-4630-eric@potdammccpa.com

Exhibit 15

Michael Weil
98 Leroy Street
Potsdam NY 13676

May 26, 2016

Dear Mayor Tischler:

I am writing in strong support of your application for the \$10 Million Downtown Revitalization Initiative grant for the Potsdam Village. I am writing as a resident and as the former Potsdam Village Administrator. I offer an historical view of where Potsdam has come from and what it has accomplished as a portal to see what we might expect to see if Potsdam is awarded this grant.

The Village of Potsdam has a very long history of working to execute long term visions for rehabilitating, preserving and revitalizing the downtown core as a means to promote economic viability. Complex, multi year projects funded by innovative multiple private/public sources have included:

- Complete gut-rehab and reconstruction of burned out historically significant buildings in the core downtown Market Street area that many deemed better suited for the wrecking ball.
- Direct support for rehabilitation, preservation and marketing of over 20 of the 28 buildings in the Market Street Historic District.
- Work during the Urban Renewal program to remove blighted properties on the former Water Street and working to support the development of a prominent downtown hotel which was developed to blend in with the historic nature of the downtown.
- Continued development of the downtown waterfront corridor with projects including several phases of the Riverfront Walk, Ives Park Pavilion, Ives Park Improvements, Sandstoner Park Development - all designed to enhance commercial and visitor access, aesthetics and activity, and thus improve the economic viability of the downtown corridor.
- Conversion of the former water plant into a economically viable and flourishing business that continues to be a draw to the downtown corridor and contribute the tax base of the community
- Sale and conversion of the former police department and assistance into converting the building into an attractive and fully occupied commercial building.
- Transformation of dilapidated river frontage into vibrant public park directly adjacent to large retail shopping center.
- Development of a new hydro power plant with public recreation access to the river.

The above list is *far* from complete, however it illustrates what the Village has been able to accomplish with vision, planning, and public/private financing. The Village has partnered with local businesses and the educational/medical institutions to attract new residents and other businesses. While not the sole result of the Village's efforts, the growth and sustainability of these operations is in no small part due to the emphasis the Village has placed on making and keeping Potsdam the kind of place people want to work, play, live, and raise families.

If the Village is successful in obtaining this grant, I have every confidence that the funding will be used wisely to continue to leverage public/private partnership of infrastructure and facility projects. Collaborative initiatives with the colleges, the hospital, and with local businesses will continue to stimulate and attract more business and investment. The importance of this work cannot be understated or undervalued.

Thank you for leading the efforts to realize this grant.

Sincerely,



Michael D. Weil

25 May 2016

The Honorable Reinhard J. Tischler
Mayor, Village of Potsdam
PO Box 5168, Civic Center
Potsdam, NY 13676

Mr. Fred Hanss,
Village Planning Officer

Dear Mayor Tischler and Mr. Hanss,

I am writing to say that I am pleased that the Village is going to enter the competition for the 2016 "Downtown Revitalization" grant announced by Governor Cuomo and administered by the New York Department of State.

As the significant turn-out at Monday night's public hearing on this matter demonstrates, there is popular support for Potsdam's revitalization proposal. I also believe that there is both the energy and the will to see the proposal's recommendations through to a successful conclusion should the Village be lucky enough to win this grant.

As a member of the Friends of the Potsdam Public Library, I was heartened to see that restoration of National Historical Register sites-- like the Civic Center complex which houses the library--has a high priority in the Village's Comprehensive Plan and, hence, in its proposal for revitalization monies. As you may know, our little library is one of the busiest and most successful in the whole of the North Country Library System. Some work on the library's foyer would not be money spent amiss.

I would like to thank Mr. Hanss and all of the Village officials who have spent time preparing the proposal for this grant competition. They know what many Village residents feel: that we have a tiny jewel of a community—one worth working hard to preserve and improve.

Sincerely,

Lou Ann Lange
54 Elm St.
Potsdam, NY 13676
315-244-9070
llange@twcny.rr.co

Zimbra

fhanss@vi.potsdam.ny.us

The Village of Potsdam

From : Romeyn Prescott <romeyn@gmail.com>

Thu, May 26, 2016 08:53 AM

Subject : The Village of Potsdam**To** : fhanss@vi.potsdam.ny.us

To Whom it may concern:

I write this letter in support of Potsdam's bid for a \$10 million grant for downtown revitalization from New York's Regional Economic Development Council. Not a Potsdam native, I moved to Potsdam to take my dream job and to raise a family.

When searching for a home, I gave the realtor only two constraints: 1) the home must be in the Potsdam school district and 2) I preferred it be in the Village. I knew well about the tax rate and how much of Village land was exempt; I had done my homework. But I grew up in a small village and valued the services and community of a small municipality. This year marks my 19th year living in Potsdam! I have no regrets.

My home town is a textbook example of small town decline in Northern New York. Once a bastion of economic leadership and growth, it languished for decades. The last grocery store closed a few years ago. The motels, once a haven for tourists, are now halfway houses for former convicts. And 2 years ago, the residents voted to dissolve the Village. It is very sad to see people lose so much faith in the potential of their community. It has started a comeback of sorts. The downtown buildings are all occupied with businesses again. There are some farm-based businesses that are drawing regional attention. I have hopes that it will thrive again soon!

But Potsdam never stopped thriving. I grin to myself when I hear comments in the barber shop or read on Facebook about "the decline of Potsdam." Potsdam certainly has changed over the years, but it has never crumbled. By my observation it has teetered for decades on the edge of "greatness". As the Admissions department at SUNY Potsdam likes to say: We are in the middle of EVERYWHERE! We need to capitalize on that. We chide ourselves as being in the middle of nowhere, but nothing could be further from the truth. We are centrally located in Northern New York. We have the potential to be a beacon, calling to people from miles around to spend time, to shop, to eat and, most importantly, to come back!

Recent years have seen many improvements do our downtown corridor. There is room for plenty more! Potsdam needs transformation from a place where tourists wonder what there is to do and see to a place where they're scrambling to find a hotel room because they want to stay another day. The grant money being offered by the State would allow Potsdam to continue its transformation—to become that beacon.

Thank you for your consideration.

Sincerely,
Romeyn Prescott
2 Berkley Drive
Potsdam, NY

--

signat-url: <http://www2.potsdam.edu/prescor/signat-url.htm>

Margaret (Maggie) McKenna
131 Main Street
Potsdam, NY 13676
mmckenna.violin@gmail.com

The Hon. Reinhold J. Tischler
Mayor, Village of Potsdam
PO Box 5168, Civic Center
Potsdam, NY 13676
rtischler@vi.potsdam.ny.us

May 25, 2016

Dear Mayor Tischler,

Many thanks to you and Fred Hanss for holding an information session regarding the Village's application for Downtown Revitalization funding. It was incredibly encouraging to see the support of local residents and business owners at that meeting and to feel the enthusiasm they all have for making our village a wonderful place. I attended SUNY Potsdam for my bachelor's degree and Clarkson for my masters and never thought I would be back in the area after I graduated, but then I met and eventually married a local boy, Matt McKenna, who so passionately loves this area where he grew up that we could settle for nothing less than moving back up here to raise our family together. Now, we own a house and are starting businesses and community projects to help show our love and support for this area. Once people move here, they realize how great it is, but our downtown definitely needs some work to encourage others to stay up here year-round.

One of the main complaints you might hear from residents in Potsdam is that there is very little to do around here. I find that my family and friends always find something fun to do, but it is true that there are fewer amenities and events in our region than in some more bustling regions around our state and country. This is one of the reasons Matt and I decided to start the Ives Park Concert Series, a series of nine concerts over eight Saturdays running from August 13 to October 1, 2016. This is our inaugural year, but it will be an annual series. The concert series has received tremendous support from local individuals, and we are currently in the process of finding corporate sponsors for each of the concerts. We also received a grant through the St Lawrence County Arts Council with funds from the New York State Council on the Arts-Decentralization Program with the support of Governor Andrew Cuomo and the New York State Legislature that covers for approximately 35% of our budget. This concert series will begin to fill a gap that our Village has identified through the revitalization plan to develop downtown and waterfront events, and we will be greatly increasing the use of the existing gazebo in Ives Park. The concerts will encourage more people, local and non-local, to visit downtown Potsdam and shop or dine before or after the concerts. I am also working on plans to introduce new events throughout the year including during the winter and spring.

Other than the concert series, I have taken on leadership responsibilities at the Potsdam Food Co-op by joining the board and other board committees. I find that member-owners of the Co-op

make up their own very dedicated and passionate sub-community, but I believe that the Village of Potsdam government might be able to work with the Co-op in some capacity to engage this sub-community to the greatest extent. It is the best healthy food option available in the Village of Potsdam and should be included in some way for this grant proposal if possible.

Over the past year, I have become increasingly involved in local government goings-on. I have been working to encourage more younger people to get involved in local government through a new Facebook group that already has over 100 members just in the past two months. I invite all of my friends to attend Village board meetings and other special meetings, and I spark meaningful, positive conversations in that group that begin to develop new ideas to be brought to the Village board. I believe that the Village must engage the younger generation and offer an optimistic sense of ownership of our Village to encourage more people to stay and grow their families here. The Clarkson University incubator program is booming, and that is another reason to move up here, but they need to be able to maintain a strong workforce. This revitalization grant funding will enable the Village to do all of that when our Village may very well be at an economic turning point.

I see a great deal of enthusiasm for improving the downtown Village of Potsdam from people of all ages. Many want to play a role in our wonderful community, and everyone wants to see businesses and families thrive here. While our financial situation in the Village may seem a bit bleak at the moment, I do not believe it has discouraged many people from trying to help in any way they can. I believe this Downtown Revitalization grant will bring an incredible new life to our Village. In our surrounding area, St Lawrence County and beyond, Potsdam seems to be a hub for activity, even if the activities may be currently limited. I believe that even though Potsdam will only be covering about a square mile of revitalized downtown space, all of our surrounding areas will see a huge boost from Potsdam winning the grant as the village becomes a more widely known destination in the North Country and across New York State.

Thank you for all of your hard work on this grant application. I have all the faith in the world that the committee will see how Potsdam's revitalization will stimulate the entire North Country.

With fervent support,



Maggie McKenna

Zimbra

fhanss@vi.potsdam.ny.us

FW: 10 million dollar revitalization grant support....

From : Dean Laubscher <dlaub@twcny.rr.com>
Subject : FW: 10 million dollar revitalization grant support....
To : Fred Hanss <fhanss@vi.potsdam.ny.us>

Wed, May 25, 2016 09:34 AM

From: Dean Laubscher <dlaub@twcny.rr.com>
Date: Tuesday, May 24, 2016 at 1:02 PM
To: <rtischler@vi.potsdam.ny.us>
Subject: 10 million dollar revitalization grant support....

Too:
Hon. Reinhold J. Tischler,

May 24, 2016

Good Sir,

I am writing in regards to applying for the Downtown Revitalization grant of \$10 million voicing my undivided support.

I have now resided in the Village of Potsdam for exactly ten years, in those past ten years I have seen much change, some for the good, some for the bad, the state of our economy being responsible for most of the bad. As we all know, our taxable base is very limited and our fiscal situation has been described as of late by the NY State Comptroller as "one of the most fiscally distressed municipalities in New York state."

Of course this due to our numerous tax exempt entities located in the heart of the Village of Potsdam. A small percentage of property owners are paying for those tax exempt entities, it is just seemingly the nature of the beast, and something we all have to deal with.

There have been numerous projects that have greatly enhance our community, however there are numerous areas of our community in need of revitalization. A downtown community that attracts people to our downtown, a communal gathering place, I envision a type of Church St. such as that in Burlington VT., not as large mind you, but a smaller version perhaps. We obviously do not have the financial means currently to achieve this, or any other type of revitalization for that matter unless we entice an individual of financial means to help achieve this, in reality, at the current time, I don't see that happening.

What I do see is an amazingly diverse community and in some way we need to capitalize upon this dynamic culture. I do see the need for a citizen group that is excited to collaborate on any ideas that could be implemented in the revitalization of our downtown, similar to the Raquette River Corridor Committee that I personally served on a few years ago that helped to revitalize our river front.

I highly urge the Village Administration to seek any and all possible means, specifically this 10 Million dollar revitalization grant, in helping to achieve a more vibrant community.

Very Respectfully,
SMSgt. Dean Laubscher, USAF, (Ret.)
Village of Potsdam Resident.
55 Lower Pine St.
Potsdam, NY 13676

Sarah L Sachs
3 Prospect Place
Potsdam, NY 13676
315-265-8252
ssachs@potsdamlibrary.org

May 25, 2016

The Hon. Reinhold J Tischler
Mayor, Village of Potsdam
PO Box 5168, Civic Center
Potsdam, NY 13676

RE: Village of Potsdam Bid for the Downtown Revitalization Grant

Dear Mayor Tischler,

I am writing to affirm my support for the Village of Potsdam's application for the Downtown Revitalization Grant.

Rochester natives, my husband and I have lived in Potsdam for almost forty years, have raised our family here and both live and work in the core of the village. Downtown to us represents the heart of our community and we greatly value the continuous efforts of our elected officials, community development employees and local business leaders to keep the lifeblood of our area flowing. We value the determination of the community to maintain a place that is not only lovely, but one where families can maintain roots because there are opportunities for future generations.

The Downtown Revitalization Grant represents, for us, a unique opportunity to capitalize on our unique community assets, chief of which is the riverfront that enhances the hub of our village.

Sincerely,


Sarah L. Sachs

May 25, 2016

Karen Bage
33 S. Canton Road
Potsdam, NY 13676

The Hon. Reinhold J. Tischler
Mayor, Village of Potsdam
P. O. Box 5168, Civic Center
Potsdam, NY 13676

Dear Mayor Tischler,

I am writing to express my support of the Village of Potsdam's Downtown Revitalization Initiative application to the North Country Regional Economic Council. As a resident of the Town of Potsdam, I rely on the health of the downtown area of Potsdam – located in the Village – for my shopping, work, and entertainment/leisure. Currently the Village of Potsdam is a very nice one, with several restaurants, entertainment, and retail shops, however there are always things that catch my eye where I can see that financial investment from the Village could improve the overall experience of being in town.

In my employment, I work with municipalities to adopt Complete Streets policies and implement strategies to improve access for all, no matter the chosen mode (walking, biking, or car). The Village of Potsdam's vision to incorporate streetscape designs to encourage pedestrian travel in the downtown area, and lending support to the creation of destinations such as the arts center and children's museum, is forward thinking and just what the Village needs. With two higher education institutions, and a large medical facility, the community is filled with year-round residents. The amenities that make a downtown "whole" need improvement, and, I believe, will keep families and others from moving away after a few years.

I am hopeful the North Country Downtown Revitalization Initiative committee chooses the Village of Potsdam as the recipient of the region's award. There are many local folks, including myself, willing to participate in the planning and implementation of projects should Potsdam be the named community.

Sincerely,
Karen Bage

May 25, 2016

The Hon. Reinhold J. Tischler
Mayor, Village of Potsdam
PO Box 5168, Civic Center
Potsdam, NY 13676

Dear Mayor Tischler:

Canton-Potsdam Hospital, part of the St. Lawrence Health System, is a long-standing partner with the local municipalities to do community development. As the System and Hospital's President and Chief Executive Officer, I enthusiastically support the Village of Potsdam's application to the New York State Downtown Revitalization Initiative for funds toward fulfilling the Village's potential as a hub of tourism, investment, and entrepreneurial activity in New York's North.

The Village of Potsdam has taken proactive steps in this direction. Planning for the DRI grant has drawn on our input and that of our colleges, local businesspeople, cultural organizations, and houses of worship. The Village is committed to working closely with a team of urban planners to develop a DRI strategic investment plan that will draw on the Village's *2012 Downtown and Waterfront Revitalization Plan, 2012-2020 Comprehensive Plan*, and its *Complete Streets Policy*. Among other improvements, these plans call for development of a distinctive branding and marketing strategy for the downtown, improvement of streetscapes, way-finding signage, and advancement of plans for a downtown hotel. Potsdam needs additional support. I believe that the return on investment from a DRI grant will be quick and significant.

The **St. Lawrence Health System** is committed to the Village of Potsdam for the long haul. We hope you will assist us in completing a number of projects that draw people and businesses, boost employment and promote the livability of our community and continued access to high quality medical providers and services.

Sincerely,



David B. Acker, FACHE
President and CEO



THE STATE UNIVERSITY OF NEW YORK

Potsdam

May 26, 2016

To Whom It May Concern:

On behalf of The State University of New York at Potsdam, I am pleased to write in support of the Village of Potsdam's proposal for the North Country Downtown Revitalization Initiative. As the home of two universities and a hospital system, Potsdam is poised for development, investment and growth, especially in our historic downtown.

A visionary investment of \$10 million would transform Potsdam, and I believe, have lasting positive effects in the greater North Country region as well. SUNY Potsdam supports the Village's proposal through the Downtown Revitalization Initiative. The priority projects include the development of a distinctive marketing and branding strategy for our downtown, improve streetscapes, improve way-finding signage and to encourage historic preservation within the Market Street National Historic Register District. All of these projects would have a positive benefit for SUNY Potsdam faculty, staff and students who live, study and work in Potsdam, as well as for the many visiting families and alumni who visit Potsdam to attend Commencement, performances, athletic events, orientation or Reunion Weekend.

Potsdam's unique Victorian and red sandstone structures are the backdrop to the educational, cultural and scientific opportunities available on our campus. Downtown Potsdam offers beautiful, walking-friendly neighborhoods and a historic downtown core. SUNY Potsdam attracts hundreds of visitors, parents, and prospective students each year; a revitalized downtown would be just one more incentive encouraging them to stay here.

Among the recommendations in the Village's proposal is the goal of making Potsdam the center for arts and culture in Northern New York. SUNY Potsdam is uniquely positioned to support this endeavor, as one of only three arts campuses in the SUNY system and as a catalyst for creativity, with well-known programs at The Crane School of Music, in visual arts, creative writing, theatre and dance. The College's new \$55 million Performing Arts Center was recently voted one of the best architectural designs for a new theatre facility in the world. Programs such as the Community Performance Series and the Orchestra of Northern New York bring hundreds of audience members to concerts, plays and musicals on our campus each year.

SUNY Potsdam takes pride in its community's historic downtown and residential neighborhoods; this project would serve to brighten the streets our students, faculty and staff call home. In the long term, a transformed downtown may also encourage more young people, such as our graduates, to stay here and raise families, as well as helping the College to recruit the best talent to our area.

Sincerely,

Kristin G. Esterberg, Ph.D.
President



OFFICE OF EXTERNAL RELATIONS

May 27, 2016

The Hon. Reinhold Tischler, Mayor
Village of Potsdam
P.O. Box 5168
Potsdam, NY 13676

Dear Mayor Tischler,

On behalf of more than 3,800 students and 790 employees who live, study and/or work within the boundaries and walking distance of downtown Potsdam's catchment area, Clarkson University welcomes the opportunity to support the Village of Potsdam as a leading nominee for New York State's Downtown Revitalization Initiative in the North Country.

We are an active partner in the sustainability of Potsdam's downtown and its vitality and attractiveness to promote new business development as well as consumer services for students, employees and visitors alike. In addition to the students and employees who call the Village of Potsdam 'home,' the University brings thousands of visitors to the Village each year through its alumni, corporate, athletic, admissions and conference activities – our economic impact on the region is more than \$327 million annually (*more than 25 events bring more than 2,000 visitors each time to the Village*). Together we encourage active patronage of downtown local businesses through a variety of events and promotions such as immersions downtown during orientation sessions, alumni reunion festivals, parades, passes and coupons with local establishments, tours and advertising opportunities. Clarkson parents also fund student "Knight Cards" which were used last year to purchase more than \$881,000 in goods from merchants in the Village of Potsdam.

We remain fully committed to ongoing upgrades to the main University Bookstore as a key anchor on Market Street. Clarkson's investment of more than \$100,000 in the Munter Trails along the Raquette River and new commitment to the Bayside Park Gatehouse further connect the campus and community together. The University and its J.R. Westin for-profit subsidiary master plan also calls for doubling the hotel capacity of the Clarkson Inn from 40 to 80 beds (\$6-8 million new investment), as well as reuse of Congdon Hall into residential apartments for young professionals and graduate students adding 75+ residents to the downtown area. A successful proposal by the Village of Potsdam for the Downtown Revitalization Initiative investment would be a key factor in advancing the board's approval of these plans which seeks to leverage opportunities to best serve our students as well as the community.

In the last decade, the University has expended more than \$24 million in capital improvements from private, federal, state and its own resources for Old Main, Clarkson Hall, Peyton Hall and Damon Hall on our downtown campus and will continue to advance related projects. These improvements were geared towards enrollment growth of 125+ graduate students in health science programs and the operations of the Shipley Center for Innovation, which has incubated 234 companies, graduating 37 and creating 88 new jobs for the region since 2011. Recent press by North Country Public Radio on this activity is at: <http://tinyurl.com/gufa6bb>.

This is a truly once-in-a-century opportunity to transform the economic forefront of Potsdam, the center of St. Lawrence County and a key anchor community in the North Country. We are available to talk further and respond to questions in support of the Village of Potsdam for the Downtown Revitalization Initiative.

Sincerely,

Kelly O. Chezum
Vice President for External Relations

Kelly O. Chezum, Vice President for External Relations
Clarkson University | PO Box 5500 | Potsdam, NY 13699-5500
Office 315-268-4483 | Fax 315-268-7993 | Cell 315-345-5454 | chezumk@clarkson.edu



**SHIPLEY CENTER
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Clarkson University
Box 5790, 8 Clarkson Avenue
Potsdam, NY. 13699
Matt Draper
Executive Director
mdraper@clarkson.edu
www.clarkson.edu/shipley
315-268-6763

May 25, 2016

Mr. Fred Hanss
Director – Planning and Development Office
Village of Potsdam
2 Park Street
Potsdam, NY 13676

To whom it may concern,

The Shipley Center for Innovation at Clarkson University is pleased to provide this letter of support for the Village of Potsdam's Downtown Revitalization Initiative proposal. The Shipley Center provides services and resources to accelerate the commercialization of disruptive innovations. Through a supporting infrastructure that includes rapid prototyping, investors, developers, and interns, the Center assists innovators from idea to market entry with a focus on pursuing activities in parallel to maximize learning and accelerate development. The Center oversees 58,000 square feet of startup incubation space across three buildings on our downtown campus, with 100% of this space located within the boundaries of this proposal. Since launch of the incubator in July 2011, the space has incubated 234 companies, graduating 37 which have collectively created 88 jobs and over \$5.8 million in investment. We recently opened an additional 7 spaces in our Old Main building's center corridor this month, 5 of which are already occupied with startup companies, and we have broken ground on our Damon Hall building to convert it into a light manufacturing incubator space. We are happy to support the Village on this proposal if successful and thank you for your time and consideration.

Sincerely,

Matthew Draper
Executive Director
The Shipley Center for Innovation
mdraper@clarkson.edu

Matthew Draper
Executive Director
The Shipley Center for Innovation
mdraper@clarkson.edu

315-268-6763 (voice)
315-268-3810 (fax)



24 Market St. Potsdam NY 13676 315-274-9000

The Hon. Reinhold J. Tischler

Mayor, Village of Potsdam

P.O. Box 5168, Civic Center

Potsdam, NY 13676

Dear Sir:

The Potsdam Chamber of Commerce and its 250 business members express our committed support for the Village of Potsdam's proposal for DRI assistance.

The Potsdam Chamber has supported and participated in both the Comprehensive planning and the Downtown and Waterfront Revitalization planning processes and see this as a next step to fully realizing and implementing the projects outlined in those foundation documents. Potsdam is in the perfect position now to make the most of such an investment in our central business district.

We look forward to working with the village and all Potsdam partner businesses and institutions in further improvements that will continue the development of a living, working, and learning community for the benefit to all.

Sincerely,

A handwritten signature in blue ink that reads "Marylee Ballou".

Marylee Ballou

Ex. Director

Potsdam Chamber of Commerce

potsdam@slc.com



Trillium

Center for Yoga and Health, LLC

P.O. Box 462, 25 Market St., Potsdam, NY 13676

trilliumyogacenter.com

Dear Mayor Tischler,

As owners of a fledgling downtown business we want to thank you and Fred Hanss, Director of Planning and Development, for applying for the Downtown Revitalization Initiative grant for Potsdam Village. Fred was helpful to us in our early days exploring the Village for properties and helping us to do all the right things to get our business up and running.

Yoga studios are everywhere in cities and larger college towns, and yoga has become mainstream in most large communities. It took a leap of faith for three yoga teachers to open Trillium Center for Yoga and Health in a small college town, in a rural, economically depressed area. Despite these obstacles, the timing felt right because our friends, relatives, and yoga students told us they wanted to take classes in a yoga space in Potsdam.

We took the leap because we wanted to create an oasis in downtown Potsdam, a sacred space that is accessible to people of all ages, abilities, and interests. Our vision is of a flourishing community, rooted in yogic principles, where people gather and find support from their teachers and each other. We offer a wide range of yoga classes every day, taught by certified yoga instructors. North Country Tai Chi and Community Acupuncture have a home at Trillium. Our Healing Arts room allows four part-time counselors, a massage therapist, a Reiki Master, and a Yoga Therapist to see private clients without having the financial burden of a full time office.

Trillium is located on Market Street in a space that once housed Northern Music and Video, a thriving business for three decades that, sadly, went out of business. We are surrounded by empty storefronts. We need a vibrant downtown scene with great restaurants, interesting shops, and artistic expression. Larger college towns like Ithaca and Burlington have developed beautiful downtown areas by setting aside a few blocks for pedestrians only. Perhaps we could do this.

Potsdam has creative and energetic people ready to contribute to turning our town around. A pavilion could be built in Ives Park to house the Saturday Farmer's Market and other events. There is an enthusiastic group organizing Ives Park Concert Series. Creating a green downtown, by retrofitting buildings with solar, installing stations for people to charge their electric cars, and other projects would make Potsdam attractive and unique.

The St Lawrence Valley is a special place with natural beauty, rivers, woods, and year round recreation and tourism opportunities. Developing Potsdam as a fun and vibrant destination will boost the economy of the entire area.

Sincerely,

Terry de la Vega, NP, CTN

Jean Benvenuto

Shannon Miller, LMT



Marc and Christine Compeau
341 Sweeney Road
Potsdam, New York 13676
315-212-1611

May 26, 2016

Dear Mayor Tischler:

We would like to thank you for applying for the Downtown Revitalization Initiative grant for the Potsdam Village. As village property owners and as owners of a restaurant, we certainly have a vested interest in protecting the economic viability of our region, but we also have a more personal reason: we love the area and its people. We want to stop the exodus of young people and other talented professionals/artists who would love to stay, but simply can't, because they don't have job opportunities.

Potsdam is a very unique and special place. We are an education hub which brings creative, innovative people with a broad mix of backgrounds, philosophies and world views, all of which blend so nicely with our hard working, humble, friendly locals who keep us all grounded. Together we form a wonderful community where we still look out for one another, where we can allow our children to safely roam and where we can enjoy a simpler pace.

At Jake's on the Water, our restaurant, we entertain many guests from outside of the area. We frequently hear comments about how friendly the local people are, how beautiful our little village is, how lucky we are to live here. We need to capitalize on this; we need to "shine up" the jewel that is Potsdam so more people will want to visit. We need a plan. We need to work together.

Potsdam is a beautiful village that was once thriving. We believe we can get there again. With some downtown revitalization, solid leadership steered from a clearly established vision for the village, utilization of our passionate and educated populace, and the money this grant would provide, we can return the village to its heyday where the downtown corridor was the heart and soul of our community.

Thank you for your work on this grant application. Potsdam, and the whole North Country region, will surely benefit if the Village of Potsdam is the recipient.

Sincerely,

Marc and Christine Compeau

**BROOKS
WASHBURN**
ARCHITECT, PC

Brooks Washburn, AIA, LEED, AP BD+C

26 May 2016

The Hon. Reinhold J. Tischler
Mayor, Village of Potsdam
P.O. Box 5168, Civic Center
Potsdam, NY 13676

Dear Mayor Tischler:

This letter is in strong support of the Village of Potsdam's application for Governor Cuomo's "Downtown Revitalization Initiative" funding to continue the planned development of downtown Potsdam.

We observe a trend of real potential for the downtown district in Potsdam, as a local and regional center of business services, hospitality venues, and most importantly, the emerging new enterprise incubators developing around Clarkson University's business and engineering programs.

The local St Lawrence Health Systems hospital and medical services are growing, as well as Clarkson University's expanding Health Sciences programs, in the downtown area.

These expanding businesses and programs need the support of a complete and complex downtown area for additional downtown housing, a continued retail presence, downtown recreation activities, and a municipal infrastructure of streets, walkways, and utilities to attract and continue to support the next wave of new building and renovation that is occurring.

The Village of Potsdam is an active participant and supporter of the potential for new business and new employment in the area, deriving from the local institutions and businesses that can capitalize on the resources already in place in the area. The additional support through this program, as outlined in the Village application, will ensure that downtown Potsdam will continue to provide a place for and allow the expansion of this potential.



Brooks Washburn, AIA

22 DEPOT STREET SUITE 16
POTSDAM, NEW YORK 13676
TEL/FAX 315.268.1338
brooks@northnet.org

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MAINTENANCE AND REPAIR

May 24, 2016

The Hon. Reinhold J. Tischler
Mayor, Village of Potsdam
PO Box 5168, Civic Center
Potsdam, NY 13676

Dear Mayor Tischler:

Thank you for the opportunity to hear about the Downtown Revitalization Initiative proposal last night. The meeting was informative and this letter shows my support, both as a downtown Potsdam small business owner and town of Potsdam resident.

I have been an employee at SUNY Potsdam for 29 years, a resident in the town of Potsdam for 17 years, and my husband and I raised 2 children here, both having attended Potsdam schools since kindergarten and graduated from Potsdam High School. Our daughter also just graduated from SUNY Potsdam on May 21 and our son owns a downtown business as well, Dillon's Barber Shop.

In November, 2013, my husband and I took a chance and opened Chilly Delight, Self-Serve Frozen Yogurt, in downtown Potsdam and it has been a great decision. We work extremely hard to have a successful business and have a huge sense of pride in it. We love having families stop in, enjoy their favorite treat, and just sit and relax while their children play with our oversized connect 4 game!

This compilation of my life shows my commitment to Potsdam and I would love to see it grow into a popular destination where people want to live, work, and play. My hope is that Potsdam will be a place where my future grandchildren can get a solid foundation of community.

Sincerely,

Lori Dillon
Chilly Delight
12 Main Street
Potsdam, NY 13676

Stephen J. Easter
Attorney at Law
27 State Hwy 72
PO Box 69
Potsdam NY 13676-0069
(315) 265-6324

25 May 2016

The Hon. Reinhold J. Tischler
Mayor, Village of Potsdam
PO Box 5168, Civic center
Potsdam, NY 13676

Re: Village bid for Downtown Revitalization grant

Dear Mayor Tischler,

I write in support of the Village of Potsdam's application for the Downtown Revitalization grant.

Many years ago I maintained a private law practice in the Village, and in 1982-1984 I was the Village Attorney. In that capacity I had the good fortune of working closely with Robert Juravich, who was in charge of village planning and also ran the revolving loan fund for grants to business owners who wished to improve their business properties. That program made a huge improvement in the appearance of the village properties. Mr. Juravich also had wonderful vision for the potential development of the Raquette River waterfronts.

Despite scarce funds the Village and the Town have worked together to make some wonderful changes in the waterfronts. As an enthusiastic user of canoes and kayaks I was thrilled to see the jointly-maintained boat launch and dock in Ives Park, and have used it quite a bit.

My family has regularly attended concerts in Ives Park, and has enjoyed shopping at the Farmers' Market. Slowly but steadily some of the dilapidated older homes are being upgraded or torn down and replaced. The ongoing efforts to improve hotel space, traffic flow, water treatment facilities and the hydro dams all deserve mention and support.

Thank you for your efforts and for those of the Village Board of Trustees to keep these dreams alive by continuing with needed upgrades. Best of luck with the grant application!

Sincerely,



Stephen J. Easter

May 25, 2016

The Hon. Reinhold J. Tischler
Mayor, Village of Potsdam
PO Box 5168, Civic Center
Potsdam, NY 13676

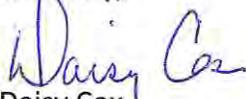
On behalf of the Potsdam Farmers Market, I'd like to express sincerest support in the North Country Downtown Revitalization Initiative.

Farming is the most significant industry to St. Lawrence County. The ability for farmers to market their product directly to the communities they live contributes to the maximum nutritional value of food and health, while providing a income source to farmers.

However, as economic conditions dwindle, Farmers Markets are ceasing to operate. For a Market to thrive, shoppers are necessary. Shoppers want to come to areas that are vibrant with economic activity as well as having their own funds to shop. As of this date, the county is now down to only four Markets.

As one of these four remaining markets, Potsdam supports any and all efforts to enhance the economic conditions of the Village. The efforts outlined in the Proposal for the North Country Downtown Revitalization Initiative will be very beneficial to the Farmers Market.

Sincerely,


Daisy Cox,

Market Treasurer



St. Lawrence County
COMMUNITY DEVELOPMENT PROGRAM, INC.

NEIGHBORHOOD CENTERS

May 25, 2016

The Hon. Reinhold J. Tischler
Mayor, Village of Potsdam
P. O. Box 5168, Civic Center
Potsdam, NY 13676

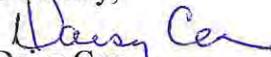
Please accept this letter in support of the Village proposal for the North Country Downtown Revitalization Initiative.

The Neighborhood Center serves almost 300 households each month who are reaching out for food and financial assistance. Poverty is the root cause of these needs, as evidenced through the lack of resources necessary to cover the most essential and basic of needs. The one true and meaningful solution to the causes and conditions of poverty rests with employment opportunities. Any effort on the part of the State of New York and the Village of Potsdam to enhance the economic situation and increase employment opportunities will be greatly appreciated by not only the Center but by all of those exponentially affected by economic growth.

We are specifically enthusiastic about the meaningful partnerships between Clarkson University's Business Incubator projects and the Village. These ventures are slated to yield jobs that are much needed to the area. The Village's clear commitment to its local resources, including its human capital, as it strives to make Potsdam the center for arts and culture in Northern New York, is noteworthy and as it recognizes the culture of the community as a strength to build.

There is talent and people power in Northern New York, and investments made by the State of New York and the Village of Potsdam will certainly enhance productivity and the overall quality of life for all residents.

Sincerely,


Daisy Cox,

Director

Potsdam Neighborhood Center

ONE COMMERCE LANE • CANTON, NEW YORK 13617 • TELEPHONE (315) 386-1102 • FAX (315) 386-1454 •

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May 23, 2016

Dear Mayor Tischler,

I am writing this letter to offer my full and enthusiastic support for the Village of Potsdam's application for the Downtown Revitalization Initiative. I am confident that the State's support through this grant initiative will ensure the viability of businesses and economic development that is much needed in our rural region of Northern New York.

As Executive Director of the North Country Children's Museum (NCCM), I believe the Downtown Revitalization Grant will ensure that the Museum's mission of enriching the lives of children and families through STEAM-based (science, technology, engineering, arts, and math) education will come to fruition. I moved to Potsdam eight years ago after having lived in other areas across the state and the country where the local Children's Museum served as a focal point for the community. In cities both large and small (Rochester, NY and Durango, CO) the Children's Museum was an economic driver and a community resource in historic downtowns. Based on the tremendous support and attendance we have had for our traveling Museum Without Walls over the last five years, a permanent home in the historic downtown district of Potsdam will build on this success.

Through our current traveling exhibits, NCCM has collaborated with faculty from the four local universities, artists, and businesses. We are very excited to bring these collaborative partnerships to the forefront in our future home in Potsdam. NCCM has located an historic building in our downtown to establish as the Museum's permanent home. Funds from the Downtown Revitalization Initiative will be used to support the complete renovation and purchase of this historic landmark building. With funds from the Downtown Revitalization Initiative, NCCM will improve community life through increased educational and cultural opportunities for families and job creation in the community. In closing, I offer my full support for Potsdam's application for this initiative.

Sincerely,

Sharon Williams

Dr. Sharon Vekh Williams, PhD
Executive Director
North Country Children's Museum
www.northcountrychildrensmuseum.org

The
Orchestra
of
NORTHERN NEW YORK

KENNETH ANDREWS
Music Director/Conductor

PO Box 488 • Potsdam, NY 13676
315-267-3251
www.onny.org

May 27, 2016

The Hon. Reinhold J. Tischler
Mayor, Village of Potsdam
PO Box 5168, Civic Center
Potsdam, New York 13676

Dear Mayor Tischler:

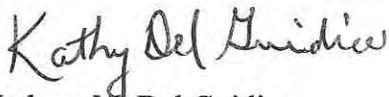
The Orchestra of Northern New York (ONNY) is the only professional orchestra north of the New York State Thruway. For our concerts we regularly hire professional musicians from Montreal and Ottawa as well as the Eastman School of Music in Rochester, Julliard School of Music in New York City as well as professional musicians from New Jersey and the Crane School of Music. Concerts are held throughout Northern New York including Watertown, Clayton, Massena, Canton and Potsdam. ONNY's mission is to enrich the quality of life in northern New York and southeastern Canada through live performances of orchestral music by outstanding musicians and to emphasize the engagement of area youth in the appreciation of music.

We are proud to call Potsdam our home. With many musicians coming to Northern New York to play in our concerts we often hear favorable comments about Potsdam's downtown with its lovely sandstone buildings and wonderful restaurants.

ONNY, the Crane of Music and the Performing Arts Center at SUNY Potsdam along with other arts organizations including the St. Lawrence County Arts Council help make Potsdam a center for arts and culture in Northern New York.

We support the application by the Village of Potsdam for Governor Cuomo's Downtown Revitalization Initiative to revitalize downtown Potsdam.

Sincerely,



Kathryn M. Del Guidice
Executive Director



Celebrating Twenty-Five Years of Power, Beauty and Elegance!



RAQUETTE RIVER BLUEWAY CORRIDOR

WWW.RAQUETTERIVER.COM 94 MAIN STREET, COLTON, NY 13625 315.262.2810

May 27, 2016

The Hon. Reinhold J. Tischler
Mayor, Village of Potsdam
P.O. Box 5168, Civic Center
Potsdam, New York 13676

Dear Mayor Tischler:

On behalf of the Raquette River Blueway Corridor we support the Village of Potsdam's downtown revitalization grant application. The 174 mile long Raquette River, the second longest river in New York State, flows from its source near Blue Mountain Lake to its confluence with the St. Lawrence River at Akwesasne/St. Regis Mohawk Reservation.

The 2010 *A Raquette River Corridor Blueway Trail Plan: Experiencing it All from Mountain to Valley* noted that The vision of the Raquette River Corridor is to encourage cooperation and interaction among the townships along the river thereby creating a sense of unity, and to encourage in the joint promotions of the recreational opportunities and natural beauty of the river so that residents and visitors can best experience the second longest river in New York State. Enhanced facilities along the corridor should promote tourism and encourage tourists to spend time along the river while conserving and protecting the natural resources of the area. Increased tourism and recreational activities will encourage revitalization of riverside hamlets. Each township may emphasize its own features while supporting those of the adjoining communities.

The Village of Potsdam is worthy of support with its scenic location along the Raquette River. Clarkson University and SUNY Potsdam and its Crane School of Music make Potsdam an educational and cultural center in Northern New York.

In 1979 Potsdam's downtown area with its buildings constructed of Potsdam sandstone was placed on the National Register of Historic Places. The buildings date from the 1820s to 1930s and illustrate a variety of 19th and 20th century architecture using Potsdam sandstone which was quarried near the village. A walking tour of the village goes past about 40 sandstone buildings.

We consider Potsdam to be a great place to live, work, and play.

Very truly yours,

Mary Jane Watson
Secretary



PO Box 516, Canton, NY 13617
www.gardenshare.org
315-261-8054

May 26, 2016

The Honorable Reinhold J. Tischler
Mayor, Village of Potsdam
PO Box 5168
Potsdam, NY 13676

Dear Mayor Tischler:

GardenShare is pleased to support the Village of Potsdam's application for the Downtown Revitalization Initiative (DRI).

GardenShare partners with the Village in the operation of the Potsdam Farmers Market in downtown Potsdam. Farmers markets can be a significant source of foot traffic and help with downtown revitalization efforts, as has been demonstrated in many other communities.

The Potsdam farmers market is also important to the larger region's economy, helping area farmers and crafters sell their products, make a living and support their families, and keeping dollars in the local economy.

The DRI will support Potsdam's Downtown and Waterfront Revitalization Plan by improving the downtown streetscapes and signage, as well as develop a "brand" and marketing plan. GardenShare will be happy to partner with the Village on these plans to help strengthen the Potsdam Farmers Market.

Sincerely,

A handwritten signature in black ink that reads "Gloria J. McAdam". The signature is written in a cursive style.

Gloria J. McAdam
Executive Director

THE ST. LAWRENCE COUNTY PLANNING OFFICE

Public Safety Complex – 2nd Floor, 48 Court Street
Canton, New York 13617-1169

VOICE (315) 379-2292

FAX (315) 379-2252

E-MAIL Planning@stlawco.org

WEB SITE <http://www.stlawco.org/Planning/SLCPL.htm>

May 24, 2016

Fred Hanss
Village of Potsdam Director of Planning and Development
PO Box 5168
Potsdam, NY 13676

RE: North Country Downtown Revitalization Initiative Letter of Support

Dear Mr. Hanss:

It is my understanding that the Village of Potsdam is applying to the New York State Office of Homes and Community Renewal for financial assistance through the New York Downtown Revitalization Initiative program. The Village intends to use the requested \$10,000,000 for a variety of Main Street improvement initiatives.

With these funds the Village of Potsdam will provide rehabilitation assistance to numerous historic structures that are located in the Village of Potsdam Market Street National Historic Register District. Several structures are early 20th century academic buildings that have been surplus by Clarkson University and are located in the heart of the Village. Portions of these structures have already been repurposed as start-up businesses and additional work is necessary to allow them to meet their true potential.

Completion of these revitalization activities will further enhance and sustain an already vibrant main street in Potsdam. All of these endeavors are consistent with the Village of Potsdam's Comprehensive Plan, the Village's adopted Smart Growth strategies and will help to build a stronger local economy, promote job growth and encourage an active and healthy community.

I believe downtown Potsdam and the entire County of St. Lawrence would benefit dramatically from Downtown Revitalization Initiative funding and encourage the Office of Homes and Community Renewal to look favorably upon your request.

Sincerely,



Director of Planning

*Heidi J. Ames, Grants Manager Matilda M. Larson, Planner II Jason C. Pfofenhauer, Deputy Director
Denise S. Russell, Office Manager John F. Tenbusch, Planner II Keith J. Zimmerman, Director*

Town of Colton

*94 Main Street
Colton, NY 13625
(315) 262-2810*



*Dennis B. Bulger
Supervisor*

*Donna M. Arquiatt
Town Clerk*

*Kevin S. Hawley
Supt. of Highways*

*Darren T. Richards
Supt. of Public Works*

May 26, 2016

The Hon. Reinhold J. Tischler
Mayor, Village of Potsdam
P.O. Box 5168 / Civic Center
Potsdam, New York 13676

Dear Mayor Tischler:

As the Town of Colton's Tourism & Beautification Coordinator and a Raquette River Blueway Trail partner I am pleased to support the Village of Potsdam's proposal for Downtown Revitalization Initiative assistance. As a regional hub for Raquette River Blueway Trail activities, the Village of Potsdam has assisted smaller communities including the Town of Colton in improving access to the river and in marketing the entire river corridor through a variety of projects.

Some of the Village's past priority projects, such as designing and installing way-finding signage, have also been priorities of Raquette River partners who seek to develop the unique recreational opportunities available for residents as well as visitors to the area.

Improvements to the Village's central business district will undoubtedly increase community pride and encourage a strong local economy made up of many small businesses serving residents as well as visitors. It also supports a larger vision of sustaining jobs and services needed by residents and visitors year round.

The assistance has the potential to increase awareness about the Village's downtown, help showcase and support existing and emerging downtown businesses, find new uses for obsolete and underutilized properties, and increase property values. And it also will likely support the larger regional partnership of Raquette River communities that seeks to promote tourism through each community emphasizing its own assets while supporting those of adjoining communities.

Sincerely,

A handwritten signature in cursive script that reads "Ruth T. McWilliams".

Ruth T. McWilliams
Tourism & Beautification Coordinator

TOWN OF POTSDAM

18 Elm Street
Potsdam, New York 13676

Supervisor Rollin A. Beattie 315-265-4310
Town Clerk Cindy Goliber, 315-265-3430
NYS TDD Service, call 711 System

Highway Supt. John Keleher, 315-265-3470
Assessor James Snyder, 315-265-2810
Code Officer Michael Boysuk, 315-265-0670

May 25, 2016

The Honorable Reinhold J. Tischler
Mayor, Village of Potsdam
PO Box 5168
Potsdam, NY 13676

Dear Mayor Tischler:

It is with enthusiasm that I write this letter in support of the Village of Potsdam's application to receive \$10 million from Governor Cuomo's "Downtown Revitalization Initiative. I am a lifelong resident of Potsdam, a 40 year resident of the village, and have been Potsdam Town Clerk for 21 years. For all of my adult life, both professionally and personally, I have witnessed the Village of Potsdam's commitment to investing time, effort, and money into our beautiful downtown community.

The Village of Potsdam already has a foundation in place with their 2012 Downtown and Waterfront Revitalization Plan and its 2012 – 2022 Comprehensive Plan and Complete Streets Policy. They have worked with local communities along the Raquette River to promote our natural resources by building boat launches and access to our waterway, which is located in our downtown area. They have worked with businesses to promote upkeep and proper development in the downtown corridor. They supported the Town of Potsdam's grant application to the NYS Office of Parks, Recreation and Historic Preservation to refurbish our former town hall into our new town court, which is located in the center of "downtown." They supported building our New Town Hall in downtown. The Village continues to work with Clarkson University to bring business and life back to the old downtown campus.

Considering the number of tax exempt parcels in Potsdam and considering everything that Potsdam has accomplished with its limited tax resources, I have no doubt that this \$10 million dollars would be used to improve our downtown, promote our downtown, bring businesses back into downtown, and make downtown Potsdam a regional destination that would benefit, not only Potsdam, but St. Lawrence County.

Sincerely:



Cindy Goliber
Potsdam Town Clerk

The Town of Potsdam is an equal opportunity provider, and employer.
To file a complaint of discrimination, write: USDA, Director of Civil Rights,
1400 Independence Avenue, S. W., Washington, D.C. 20250-9410,
or call (800) 795-3272 (voice) or (202) 720-6382 (TDD).

May 23, 2016

Dear Mr. Tischler,

I am writing to support the Potsdam Village's application for the Downtown Revitalization Initiative.

Potsdam is my community. It is a great place to live, but I feel It has potential to be considered a model community - a place people want to live, work, and play. We have a vision outlined in the 2012 Downtown and Waterfront Revitalization Plan as well as our village Comprehensive Plan. Some parts of that vision have been realized. Other parts of that vision await the possibility for realization.

Many in our community want to see our downtown thrive. Cooperative efforts with Clarkson University to develop entrepreneurial efforts in the community continue. The downtown building facades have been improved over time. One example is the Town of Potsdam built a new town hall within the village when it outgrew the historic building it occupied, and with the help of grant funding they renovated the historic building to be the combined court for the town and village. These are only two examples of efforts to work towards a vibrant village center.

The Raquette River runs right through downtown and Ives Park offers a place to stroll and sit nearby. Since I've lived in the village grant opportunities have made it possible for a boat launch, a lighted walkway, and a gazebo to be added to the park. The tree canopy has been improved through some private donations. Plans are underway for natural play areas to be added for children in the park through a private gift.

I give the above examples to demonstrate the potential and the commitment our community has to make the downtown space a destination for the surrounding areas. The funding provided by the Downtown Revitalization Initiative will be used to move the vision forward of making Potsdam a model village in the North Country with a vibrant commercial center.

Respectfully,



Rose Rivezzi

Potsdam village resident

Potsdam Town Councilwoman

When my husband was offered a job at Clarkson 27 years ago, we came out to see whether “Mom could live in Potsdam.” It was early December, the temperature was below zero (Brrrrrr), but it was still a quick “Yes.” This wasn’t too long after the last time there was an effort to “spiffy up” the downtown, and it worked on us. We only looked for a house inside the Village because we wanted to be quickly to work and within walking distance of the most important shopping and business needs.

There’s an active music and visual arts scene in Potsdam. There’s an international/independent film shown weekly during the academic year. There are concerts, plays, dance at SUNY Potsdam. Our theater is one of the select sites for the Metropolitan Opera’s “Live at the Met” performances. We have music groups for all levels, from a beginners’ band to the professional Orchestra of Northern New York. There will be a new Ives Park Concert Series this year, and musicians gather more casually to play in the gazebo at other times. There is frequent live music in some of our restaurants. Visual arts are displayed in Potsdam galleries and artists’ studios, too.

We have a fine Victorian downtown. Buildings have been put to a wide variety of uses, adapting as times and interests change. We have coffee shops, restaurants and bars, a hotel, grocery store, food co-op, Asian food store, banks, post office, churches, hardware store, book store, specialty shops, movie theater, barber shops and hair salons, etc.,etc., all in our central core downtown. We have green spaces along the Raquette River which runs through the downtown.

While there is much here to continue to build on, the overall appearance of downtown needs serious help. To get people feeling better about and wanting to go to our downtown, it needs a real face-lift to make it more appealing again-- streetscape work. There is much enthusiasm from business and non-business people in Potsdam to improve it, and receiving the \$10 million grant would make possible doing major work we simply cannot afford now with only about 30% of our property taxable for raising funds.

Clarkson University is working on a microgrid project, and as part of that they need renewable hydro power from the Village. One of our two hydro plants is currently non-functional. This also means that we are not getting income from the power generation to lower our taxes, which is a real loss. We would really like to get this renewable resource operational again.

Improving our downtown will help our major employers in recruiting new employees to be willing to move to Potsdam. It will help new businesses want to start up in Potsdam. We have some empty storefronts we would like to see filled. In the very active business incubator at Clarkson people are starting some creative businesses. As these businesses grow, we would like them to decide to expand and stay here in the Village. Having a more vibrant, improved downtown will help make Potsdam a place people want to visit, a place where people will want to live, a place where new and existing businesses can thrive.

Revitalizing downtown will boost spirits, get the community thinking more about what can happen than about what isn’t. That will make a very big difference to the Village of Potsdam.

Eleanor Hopke, Deputy Mayor



Adirondack Economic Development Corporation
67 Main Street, Suite 300 - Saranac Lake, NY 12983
Phone: 518-891-5523 888-243-2332 Fax: 518-891-9820.

May 26, 2015

The Hon Reinhold J. Tischler
Mayor, Village of Potsdam
PO Box 5168, Civic Center
Potsdam, NY 13676

With this letter, the Adirondack Economic Development Corp. (AEDC) lends its unqualified support to the Village of Potsdam's efforts to receive funding through New York State's Downtown Revitalization Initiative.

AEDC has contracted with the Village to manage its small business lending programs for the past three years, providing underwriting and entrepreneur counseling services to local businesses who need financing or technical assistance to open small businesses, particularly in the Village's downtown corridor that would be the focus of this initiative. The Downtown Revitalization Initiative would significantly enhance our efforts to help Potsdam microbusinesses get their start or expand operations and serve as a catalyst for other public and private investments in the downtown corridor.

On the surface, the Village of Potsdam may not seem to be in as much need of significant revitalization to its downtown corridor as other communities, because it has worked for more than 40 years with New York State and other partners to make significant investments to control blight and deterioration. But the factors that endanger all downtowns in North Country communities – vacant storefronts, aging infrastructure and inconsistent branding/marketing - are all certainly in play in Potsdam.

We feel the best way to protect and enhance the significant investments already made in Potsdam is to continue to support community revitalization efforts that have had a long track record of success and that have resulted in "the most bang" for the state's economic development investments. This has been clearly the case in Potsdam, which has used strategic state, college and private investments to make its downtown areas more vibrant and appealing to residents and visitors alike. This is particularly vital for a college community like Potsdam, where downtown corridors play an even more important role in recruiting students that support the Village's higher education industry.

In short, the Village of Potsdam has a plan for downtown redevelopment, the capacity to implement these plans and a track record of achieving the goals outlined in the Downtown Revitalization Initiative.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Murphy", is written over a horizontal line.

Jim Murphy
Executive Director

"AEDC is an equal opportunity provider, and employer."

To file a complaint of discrimination, write to: USDA, Assistant Secretary for Civil Rights, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, S.W., Stop 9410, Washington, DC 20250-9410. Or call toll-free at (866) 632-9992 (English) or (800) 877-8339 (TDD) or (866) 377-8642 (English Federal-relay) or (800) 845-6136 (Spanish Federal-relay)."

www.aedconline.com

Telecommunication Services for the Deaf: 1-800-662-1220



Administered by The State University of New York • Funded in part by the U.S. Small Business Administration

May 26, 2016

The Honorable Reinhold J. Tischler
Mayor, Village of Potsdam
PO Box 5168, Civic Center
Potsdam, NY 13676

Dear Mayor Tischler:

RE: Letter of Support – Village of Potsdam “Downtown Revitalization Initiative”

The SUNY Canton Small Business Development Center (SBDC) is writing this letter of support for the Village of Potsdam in their efforts to apply for the “Downtown Revitalization Initiative” (DRI) to assist the Village of Potsdam in their continued efforts to improve upon their work in revitalizing Potsdam.

The Village of Potsdam has worked with the area businesses, colleges, community officials, general public, historians, chambers, hospital and many advocates in developing a plan over the past several years to improve upon their Village and the North Country. They have developed a broad plan which includes the cosmetics of the Village (streetscapes), a strategic marketing and branding plan, signage, encouraging historic preservation, and working with Clarkson University on a business incubator and also the redevelopment of Clarkson’s downtown campus buildings. The Village has also included plans for developing an arts and cultural center, and recreational opportunities all to promote regional tourist destinations.

Supporting and building strong downtown communities are an extremely important part to local, state, and national economic development efforts. The Village of Potsdam’s vision and plan to build a strong downtown to support the community, its businesses, the educational institutes, the arts and recreations to create tourist destinations; are smart goals and visions that can be catalyst for other public and private investments in downtowns across New York State. It is with great hope that the Village of Potsdam will be selected as the DRI grantee. Their team work thus far most certainly proves their willingness to continue that team work with urban planners to develop a strategic investment plan for its downtown.

Best regards,

Dale A. Rice
Director





101 Main Street
Canton, NY 13617
315-386-4000
www.NorthCountryGuide.com

May 25, 2016

Mr. Anthony "Tony" G. Collins & Mr. Garry Douglas, Co-Chairs
North Country Regional Development Council
Dulles State Office Building
Watertown, New York 13601

Dear Mr. Collins and Mr. Douglas:

I enthusiastically support Potsdam's efforts to secure a Downtown Revitalization Initiative Grant.

Potsdam has been focused on downtown improvements and substantial development in partnership with Clarkson University to be a nesting ground for entrepreneurship and innovation. The historic Market Street corridor has seen increased pedestrian traffic and commercial visitation due to smart planning and investment. Continued upgrades will solidify the community as a hub of activity and entrepreneurship.

Potsdam is known for their art and culture, with a natural creativity embodying many residents, partnered with the faculty and student body from SUNY Potsdam, and the St. Lawrence County Arts Council. A multi-art center in the Village would place Potsdam on the map as the creative center of the North Country, attracting residents and visitors from surrounding areas, including the Canadian metropolitan centers of Kingston, Ottawa and Montreal.

The downtown is a gathering space for residents, students, visitors and business people engaging in small business, events and recreation. The projects outlined in their proposal to advance streetscapes, business opportunities and marketing initiatives could leverage work accomplished and fulfill the potential of this vibrant community. As a college town, Potsdam has the opportunity to attract and retain millennials with their initiatives and revitalize the population for future sustainable growth.

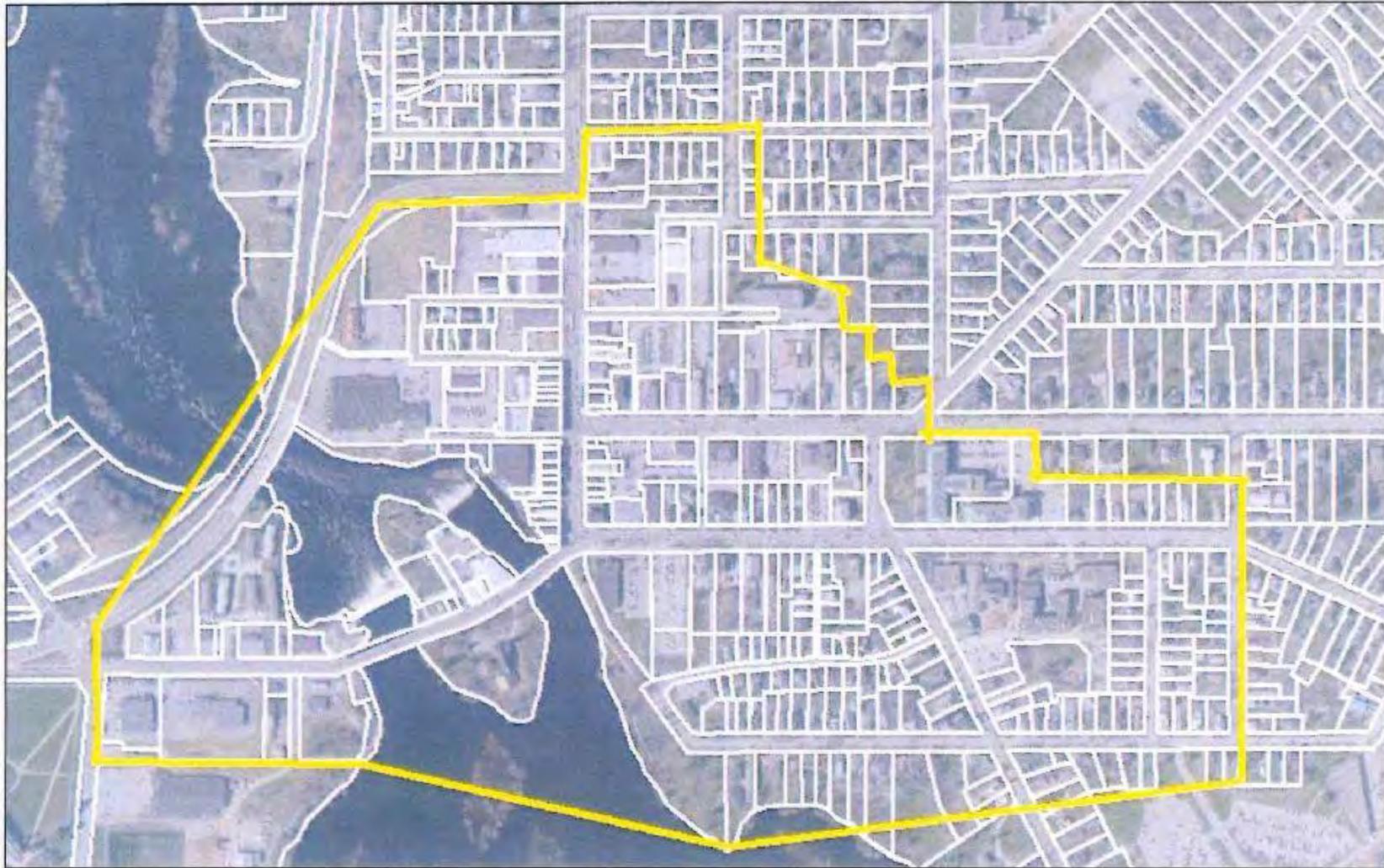
The St. Lawrence County Chamber of Commerce is a 500 business membership network and serves as the Tourism Promotion Agent in the County in partnership with Empire State Development's I LOVE NY tourism department. Please support this application, and help Potsdam be the center for entrepreneurship, recreation, art and culture!

Sincerely,

A handwritten signature in black ink that reads "Brooke Rouse".

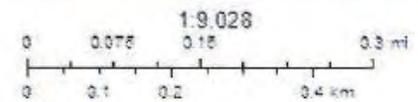
Brooke Rouse
Executive Director

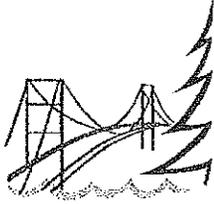
Downtown Revitalization Initiative Focus Area



May 26, 2016

- Override 1
- Parcel
- County Boundary





ST. LAWRENCE COUNTY INDUSTRIAL DEVELOPMENT AGENCY

Ernest J. LaBaff Industrial Building ~ 19 Commerce Lane, Suite 1 ~ Canton, New York 13617
Phone: (315) 379-9806 / TDD: 711 ~ Fax: (315) 386-2573 ~ www.SLCIDA.com

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Weekes Agency

*

CHIEF EXECUTIVE OFFICER

Patrick J. Kelly
St. Lawrence County
Industrial Development Agency

*

CHIEF FINANCIAL OFFICER

Kimberly A. Gilbert
St. Lawrence County
Industrial Development Agency

May 27, 2016

Mr. Frederick J. Hanss
Director

Village of Potsdam Office of Planning & Development
Potsdam Civic Center
PO Box 5168
Potsdam, NY 13676

RE: Letter of Support

Dear Mr. Hanss:

The staff of the St. Lawrence County Industrial Development Agency (IDA) has reviewed the Village of Potsdam's "Proposal for North Country Downtown Revitalization Initiative".

The proposal makes eminent sense. It not only capitalizes on Potsdam's many strengths but also fits well within the context of the County's Comprehensive Economic Development Plan, a document that the IDA is currently revising.

The IDA both supports the Village's application and would be pleased to play a role in the Village's implementation of the proposal when it is successful.

Sincerely,

Thomas A. Plastino
Deputy Executive Director

Zimbra

fhanss@vi.potsdam.ny.us

Revitalization Initiative

From : cdurand@twcny.rr.com
Subject : Revitalization Initiative
To : fhanss@vi.potsdam.ny.us

Fri, May 27, 2016 03:21 PM

To whom it may concern,

I have been a resident of Potsdam for most of my life. I recall when our downtown area was full of life and businesses buzzing with activity. Several years ago some businesses fell on hard times leaving empty storefronts - eyesores to our once picturesque area.

Over the last year or two that trend seems to be changing as new businesses have begun to arrive, filling in those once empty spaces. My wife and I are the owners of one of the new downtown businesses: 3 Bears Gluten Free Bakery & Café.

We support the efforts of Potsdam to make improvements to the area and would encourage you to consider them for your Downtown Revitalization Initiative. I believe the Potsdam downtown community is in a growth period and the DRI will help support and sustain that growth which will be a benefit for all residents.

Sincerely,
Christopher Durand
Faye Ori
3 Bears Bakery & Café
51 Market Street
Potsdam, New York 13676
315-323-0277 cell
315-274-9308 store
