



**Adirondack  
Park Agency**

# **APA Economic Planning and Assistance**

**Dan Kelleher, Special Assistant for Economic Affairs, NYS APA**

**October 5, 2016**

# Agency's Economic Services Unit

## Hamlet Economic Planning and Assistance Initiative

Economic and Demographic Data Analysis

## Industry Retention and Recruitment

Community Planning

Project Siting and Permitting

Project Feasibility Analysis

# Goals of Economic Development

- Continue to provide the level of services desired by local residents **without raising taxes**
- Ensure a robust private sector that offers diverse commercial services to local residents



# Economic Development Overview

There are only three ways to expand the potential for public and private service provision:

**Increase Population**

**Increase Median Income**

-Higher wage/skill jobs

**Increase Visitor Spending**

-Extend seasons, bring more people, more tourism infrastructure

# Industry Recruitment

Challenges to Traditional Industry Recruitment: Distance to Markets/Transportation, Energy, Workforce, Infrastructure

Competitive Advantages: Natural Resources, Quality of Life.



# Market/Growth Segments

56% of Americans would like to live in walkable communities where shops, restaurants, and local businesses are within an easy stroll from their homes<sup>1</sup>

“Resort towns have the responsibility of being better than daily towns. People will not go on holiday unless the experience is better, more like their ideal than their regular places.”<sup>2</sup>

<sup>1</sup>The 2011 National Association of Realtors Community Preference Survey

<sup>2</sup>Resort Town Designer Andres Duany



# Population Growth, Design and Tourism

2010 Cornell study on Adirondack hamlets found:

- Correlation between hamlet design, tourism employment and population growth/retention



# Community Design and Millennials

Only 6 Adirondack municipalities have a higher percentage of 20-29 year olds than the State average:

NYS: 14.4%

V. of Dannemora: 22.4%

T. Of Dannemora: 20.5%

V. of Saranac Lake: 17.6%

V. of Lake Placid: 15.6%

T. Of North Elba: 15.6%

T. of Harrietstown: 14.6%



# Community Design and Millennials

Only 6 Adirondack municipalities have a higher percentage of 20-29 year olds than the State average:

NYS: 14.4%

V. of Saranac Lake: 17.6%  
V. of Lake Placid: 15.6%  
T. Of North Elba: 15.6%  
T. of Harrietstown: 14.6%



# Can Work at Different Scales



# Hamlet Economic Planning and Assistance Initiative

# Hamlet Economic Planning and Assistance

HEPA is a community-driven initiative, led by a local stakeholder workgroup with assistance from the Adirondack Park Agency, that develops and implements a plan for economic improvement of the community's commercial center.



# HEPA Objectives and Deliverables

Provide a framework for hamlet revitalization through an **economic plan**

**Build local capacity** for plan/project implementation with assistance from APA staff

Achieve success of **economic plan elements** (projects on the ground)

## HEPA Process

Develop a local stakeholder workgroup

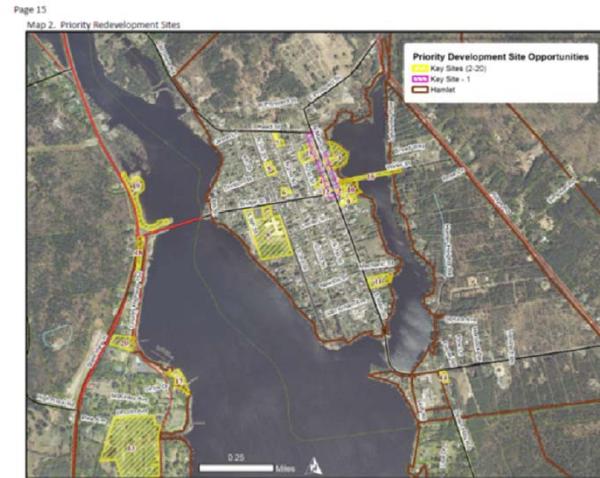
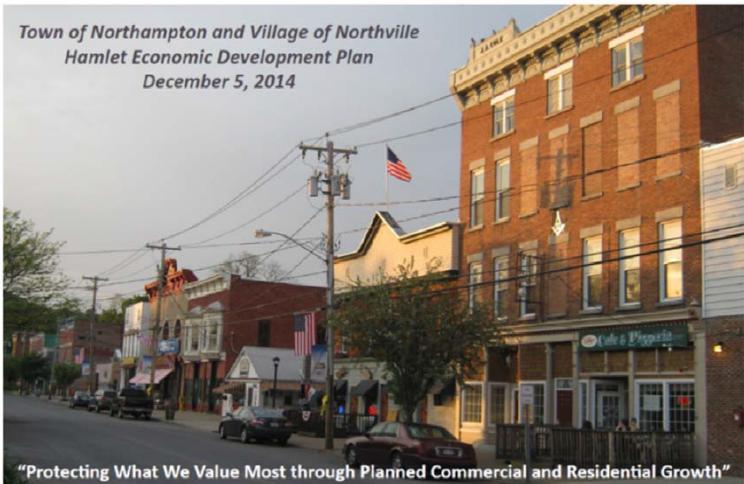
Develop vision statement and inventory of community goals, assets, needs

Identify and analyze existing assets, economic opportunities, redevelopment opportunities, etc.

Draft plan and present to public

Modify plan based upon feedback and gain municipal support

Implement the plan



#### Redevelopment Opportunities

The CCC and Agency used field studies, aerial photograph analysis, economic analysis, and public participation to identify needed uses and important developable lands. Among the most needed uses were boater access from Great Sacandaga Lake into downtown Northville, access points to Northville Lake, sites for cottage industry development, and diverse housing options for seniors and young professionals. This section outlines alternatives for Great Sacandaga Lake boat access to Northville, potential public access points to Northville Lake, and key redevelopment sites and their potential uses.

#### Waterfront Access Alternatives

The Town of Northampton and Village of Northville benefit from shorelines on both Great Sacandaga Lake and the smaller Northville Lake. As such, access to the water and augmentation of water-based recreation activities are integral components of the economic development strategy for the Town and Village. Several access points have been identified for both the Great Sacandaga Lake and Northville Lake. It should be noted that both public and private access to Great Sacandaga Lake and Northville Lake are subject to regulation by the Hudson River-Black River Regulating District and would require a permit from the corporation.<sup>6</sup> Map 1 highlights the potential options for access to both lakes. These potential sites have been prioritized based on location, feasibility and desirability of the site.

Map 1. Waterfront Access Opportunities



Page 12

Alternative 1 involves the expansion of existing dock structures at the inn at the Bridge to allow for more short term, transient docking. The inn currently provides slip space to inn patrons and invites them to explore downtown.

<sup>6</sup> The Regulating District, through its Permit System, provides Access Permits for use of this State land to nearby landowners. These Access Permits are temporary, provisional, and revocable. The Regulating District, on an annual basis, issues approximately 4,585 Non-Commercial permits to residents, either permitting a boat to have a few days of use or 54 Commercial permits to businesses located around the Great Sacandaga Lake (such as marinas, restaurants, etc.) and 90 Special permits to non-profit clubs and associations, churches, schools, local governments and other groups.

Tens of thousands of user days are spent by boaters on Great Sacandaga Lake. Boats are trailerered to the Lake for day use, moored at permanent homes and seasonal camps, and docked at large marina facilities around the Lake allowing for resident, seasonal resident, and visitor use. These thousands of boaters present an opportunity to attract customers to downtown Northville businesses. The following alternative access points have been identified to provide public access to Northville from Great Sacandaga Lake.

Page 13



Alternative 2 could provide boaters with direct access to the Village's Bridge Street. Several businesses are located on this main thoroughfare, and the road leads directly into Northville's downtown.  
Date Taken: 9/3/2014



Alternative 5 would use the Northville Public Library parcel to provide access to Great Sacandaga Lake. Constraints to the site include steep slopes and neighboring residential uses.  
Date Taken: 9/3/2014

current ownership provide an opportunity for public boat access. The shoreline at this location is slightly steeper than Alternative 1 requiring a significant investment in stair facilities. Additionally, landscape planning measures would be necessary in order to avoid conflicts between the boating public and school users.

Alternative 4 involves parcels adjacent to the causeway at the southern end of the Village. There is existing residential development on the parcels but the location and visibility to Great Sacandaga Lake could make this a potential location for boater access. This site is further than other alternatives from Northville's commercial center and requires boaters to walk through the primarily residential-in-character area of South Main Street.

Alternative 2 involves parcels of land on the south side of the Bridge Street bridge (across from Alternative 1). Boat height is not limited at this site and the alternative still provides for direct access to downtown via Bridge Street. This location is slightly steeper than Alternative 1 and there is an existing residence associated with the site whose residents may not wish to have public docks located adjacent to their property. Additionally, new stairs would be necessary to provide access from the public docks to Bridge Street.

Alternative 3 involves the use of a shoreline parcel currently owned by the Northville Central School. The parcel is currently occupied by a bus garage but its location and

# Adirondack Business Recruitment Initiative

# Diverse Partners

## Point Positive, Inc.

*Fostering our Entrepreneurial Ecosystem through Angel Investing*



THE DEVELOPMENT  
CORPORATION

ROOST



ESSEX COUNTY IN THE PARK  
INDUSTRIAL DEVELOPMENT AGENCY



nationalgrid  
HERE WITH YOU. HERE FOR YOU.



TICONDEROGA AREA  
Chamber of Commerce  
Business Focused. Community Focused. Future Driven.



HERKIMER COUNTY  
Industrial Development Agency



ST. LAWRENCE COUNTY  
INDUSTRIAL DEVELOPMENT AGENCY



Adirondack  
Park Agency

Franklin County, New York



COUNTY OF FRANKLIN  
INDUSTRIAL DEVELOPMENT AGENCY



EDC  
Warren County, NY

adworkshop.

FULTON COUNTY CENTER FOR REGIONAL GROWTH

NEW YORK  
STATE OF  
OPPORTUNITY.

Adirondack  
Park Agency

# Initiatives

- Adirondack-Specific Website and Promotional Material
- Middleman Outreach
- Targeted Digital Marketing

# Other Assistance

Economic and Demographic Data Collection and Analysis

Project Feasibility Analysis

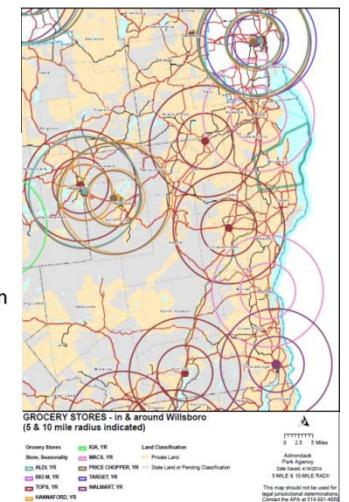
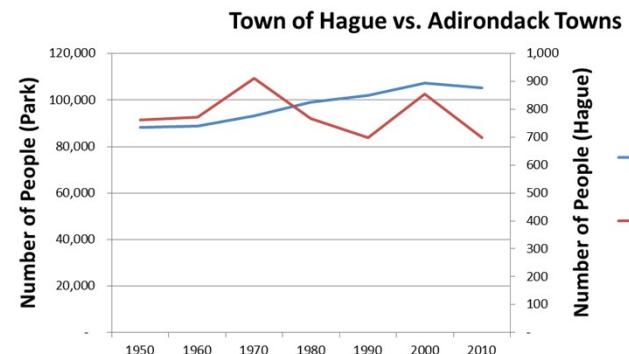
Grant Development

Community Planning Pro

Siting and Permitting

Industry Retention and Recruitment

Mapping and Brochures



# How to Reach Us

Dan Kelleher

Special Assistant for Economic Affairs

518-891-4050

[Daniel.kelleher@apa.ny.gov](mailto:Daniel.kelleher@apa.ny.gov)