



# Public Meeting #2



*Brownfield  
Opportunity Area  
Nomination Study*

Lyons Falls, New York

October 12, 2011





WELCOME  
KATIE LIENDECKER, MAYOR



# Agenda



- BOA Program & Project Overview
- Vision Statement
- Redevelopment Program & Concepts
- Wrap up & Next Steps





# BROWNFIELD OPPORTUNITY AREAS (BOA) PROGRAM



# NYSDEC Defines...



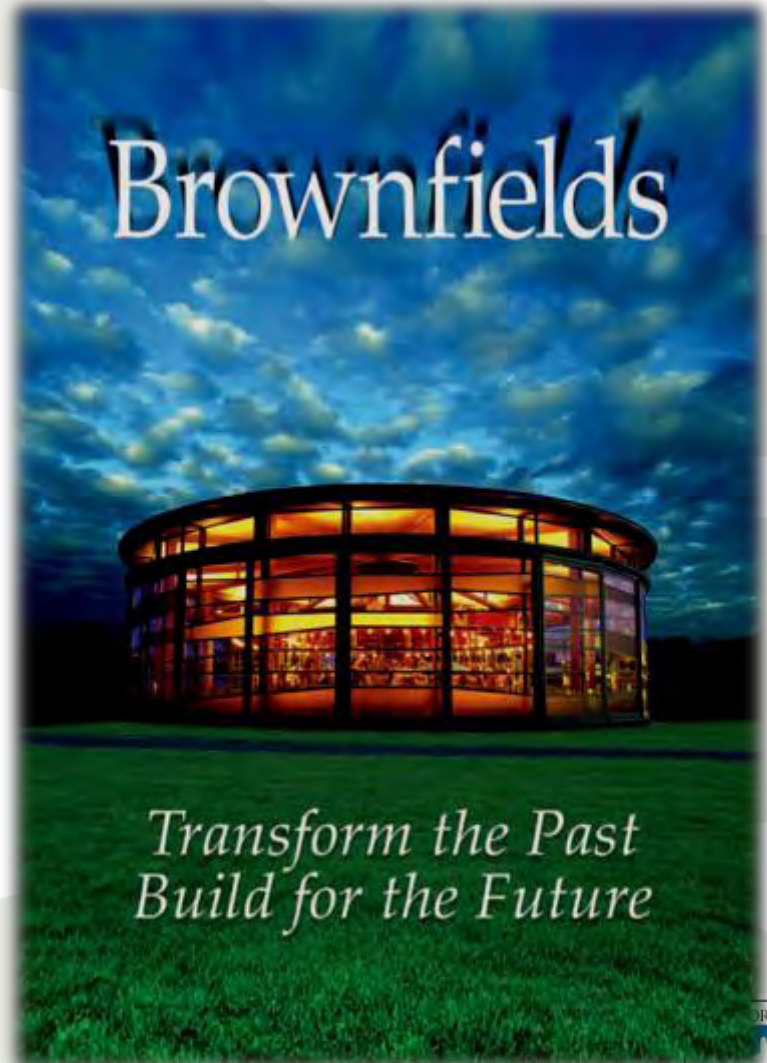
Brownfields are “any real property, the redevelopment or reuse of which may be complicated by the presence or potential presence of a contaminant.”



# The BOA Program



- Assist communities foster redevelopment
- Return blighted land into productive areas
- Restore environmental quality



# The BOA Program



## Step 1: Pre-Nomination

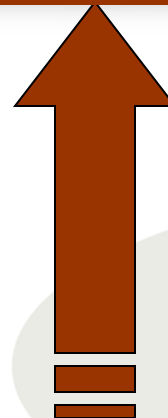
- Initial Community Outreach
- Defines Initial Project Area
- Initial Community Vision
- ID Compelling Reasons for Revitalization

## Step 2: Nomination

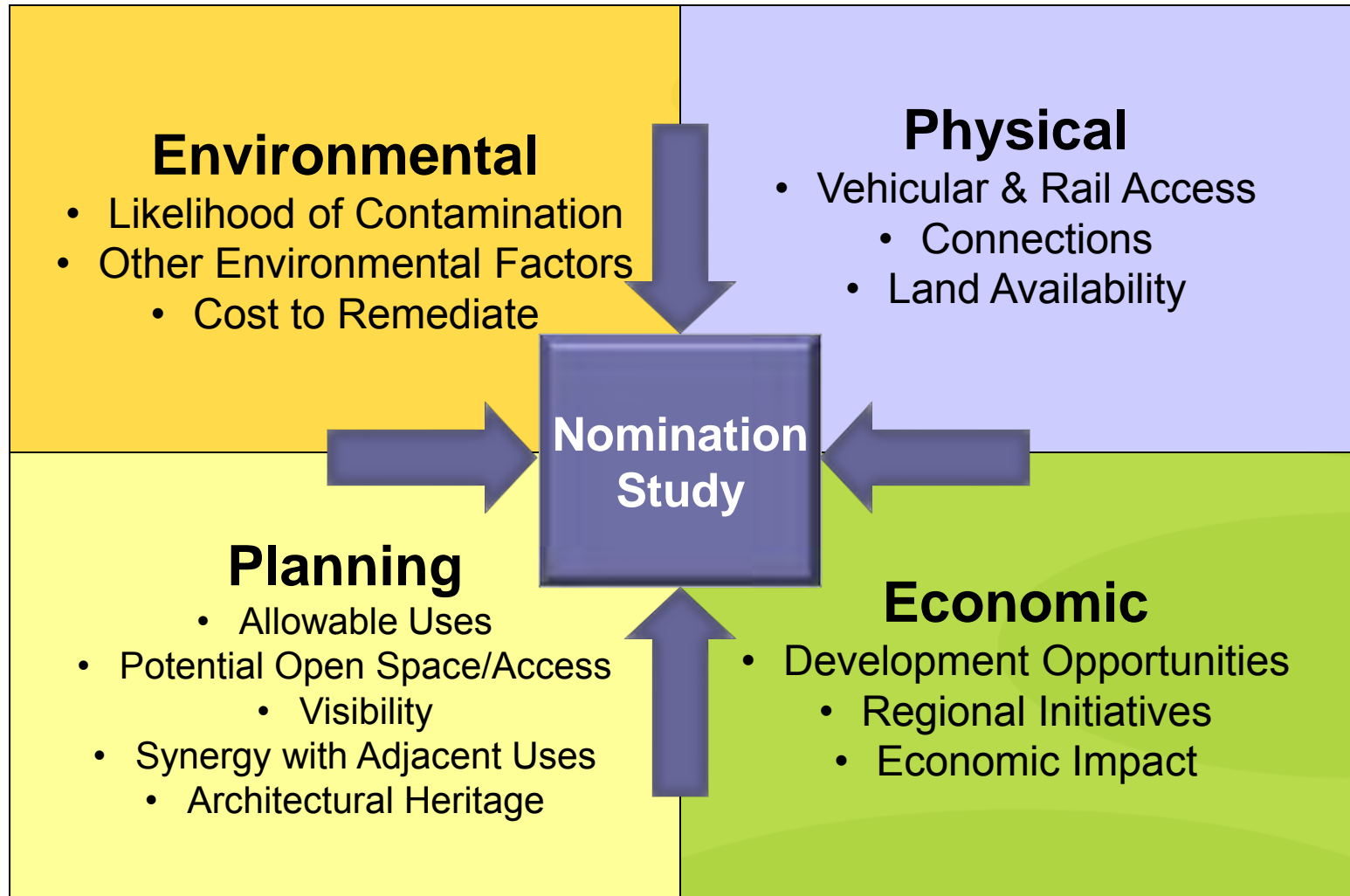
- Comprehensive Assessment
- Economic and Market Trends Analysis
- Description of all Brownfield Sites
- Recommendations for Future Uses
- ID Actions for Redevelopment

## Step 3: Implementation

- Site Specific Redevelopment Strategies
- Priorities for Investment and Redevelopment
- Site Assessments
- Assemble Redevelopment Portfolio
- Marketing to Attract Investors



# The Redevelopment Roadmap





# BOA Project Team



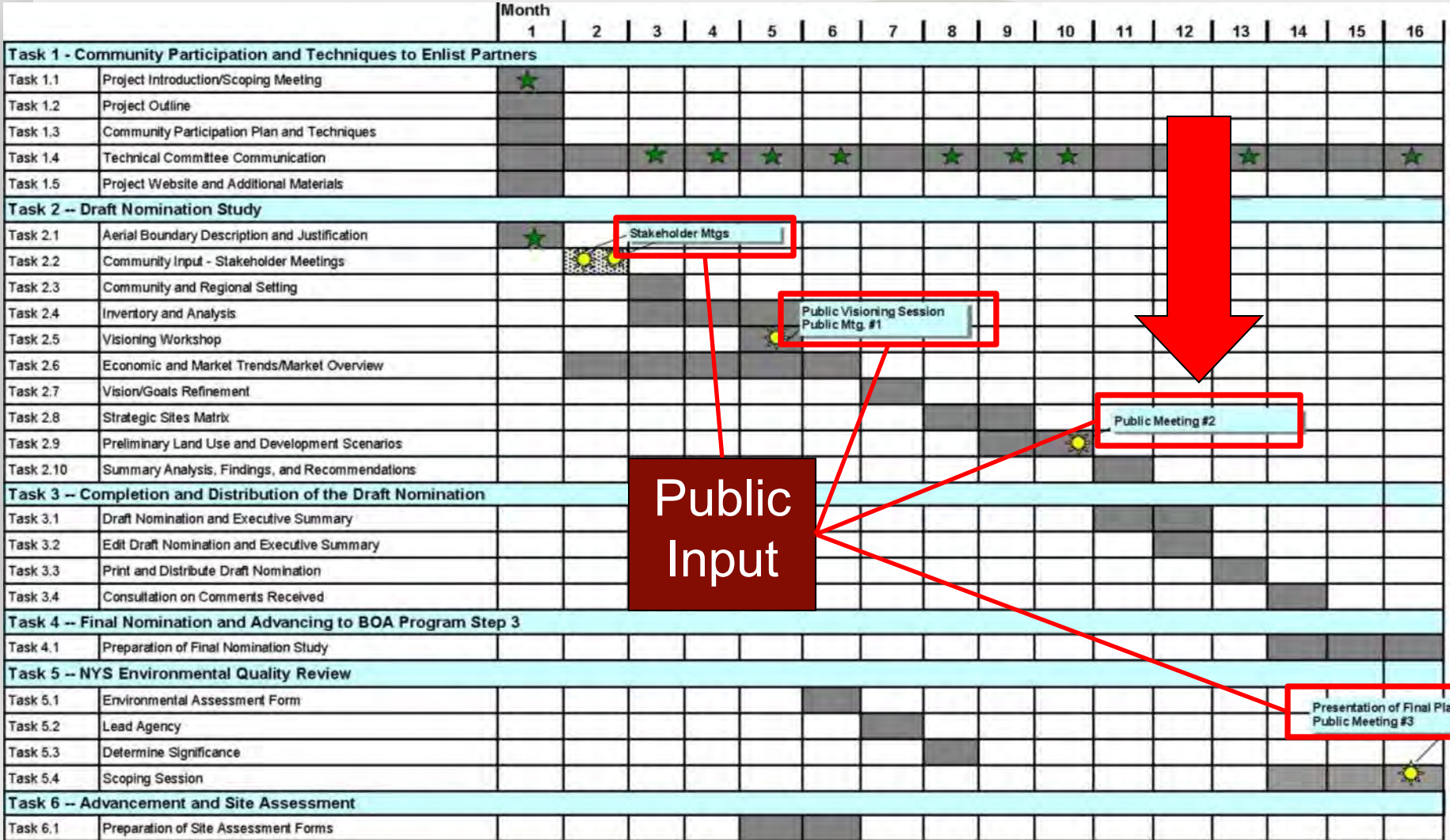
- **Elan Planning, Design, & Landscape Architecture, PLLC** : Multi-disciplinary firm based in Saratoga Springs, New York. Landscape Architecture, Planning, Grant Writing, and Economic Development Services. Work in all aspects of planning from policy-making to project development.
- **The Williams Group**: Real estate development, programming, strategic visioning, market and economic analysis.
- **HRP Associates**: Environmental assessments/investigations, remedial action projects, and brownfields redevelopment.





# PROJECT SCHEDULE

# Project Schedule



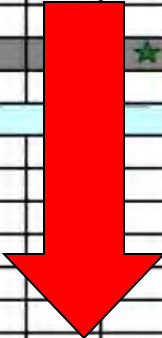
**Public Input**

Stakeholder Mtgs

Public Visioning Session  
Public Mtg. #1

Public Meeting #2

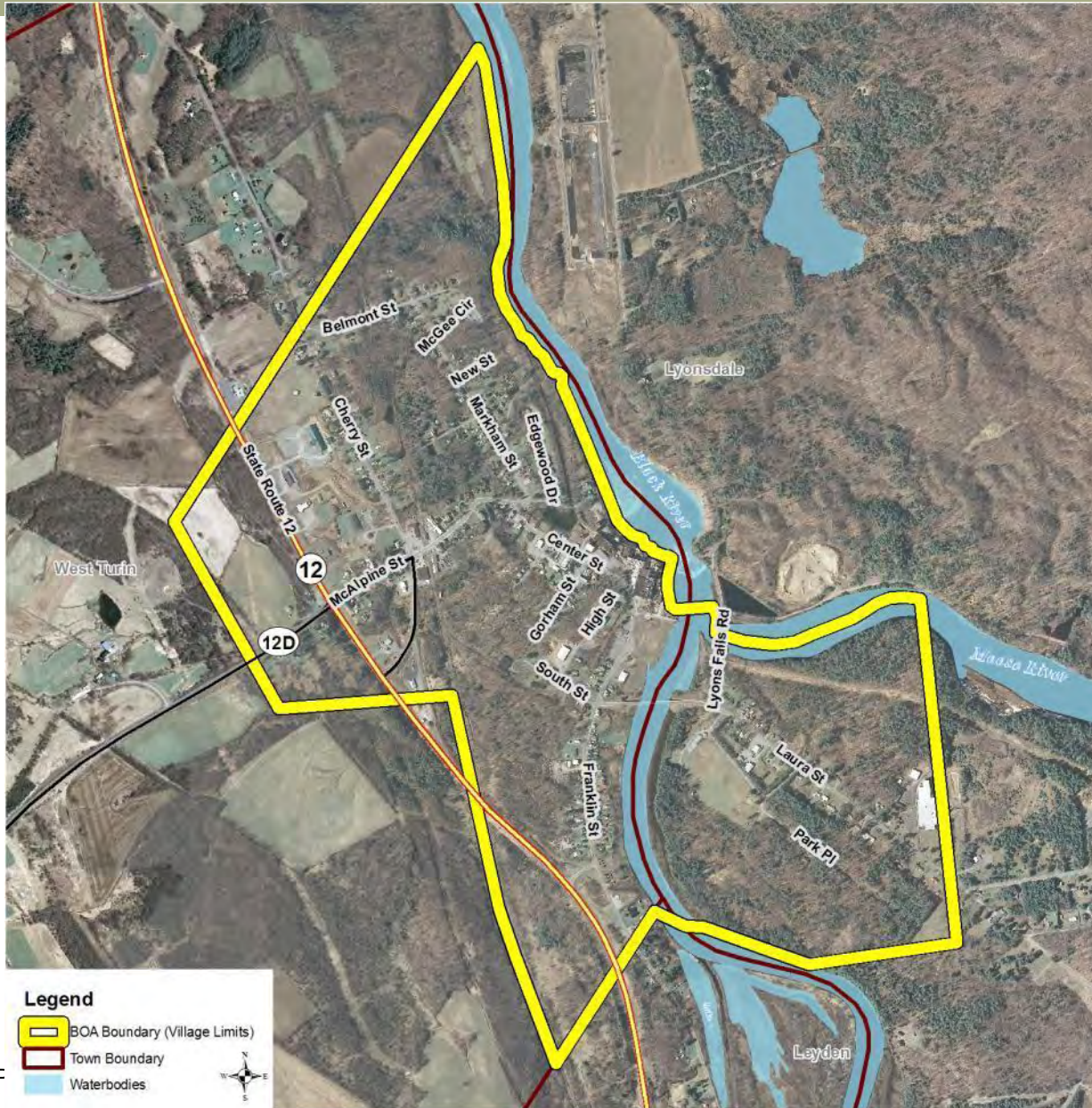
Presentation of Final Plan  
Public Meeting #3





# PROJECT STUDY AREA BOUNDARY

# Proposed Study Area Boundary



## Legend

- BOA Boundary (Village Limits)
- Town Boundary
- Waterbodies





# VISION STATEMENT



# Drafting A Vision Statement



- A vision statement describes a desired future for the village
  - Broad, consensus based
  - Represents a collective view (residents, businesses, property owners, other stakeholders)
- Goals are established to guide future actions and implement the Vision

(DOS BOA Program Community Seminar Series)



# What We Want To Be...



Still on the map =

Thriving, Historic Village with Waterfront

Keep the kids here,  
Reason to stay =

Employment & education

Alive & smiling faces =

Friendly, active community

Peace and quiet =

Relaxed, rural setting

Self-sustaining  
downtown =

Sustainable, diverse economy with good infrastructure



# Revised Vision Statement



Lyons Falls is a thriving, historic, four-season Village located at the confluence of the Black and Moose Rivers.

Opportunities for employment & education in this friendly, vibrant community encourage multi-generations of residents to make the Village their home.

The Village's many assets, including varied infrastructure, support a sustainable, diverse economy. The easy-going, rural setting co-exists with adventure tourism opportunities and family-oriented activities.



# MARKET SUPPORTABLE FINDINGS

# Market Analysis Process



## ■ Goals and Objectives

1. Determine a development plan to successfully compete within the market
2. Identify businesses and industries with strongest potential to expand or relocate to the region
  - Offer the best prospects for "good jobs"

## ■ Approach:

- Focus on the Top 10 criteria for expansion and relocation



# Top 10 Expansion/Relocation Criteria



## 1. Quality of Life

- Cost of Living
- Access to quality housing and education
- Climate and atmosphere including crime and green space
- Access to culture, shopping, sports, downtown and travel

## 2. Workforce availability

- Skilled labor
- Education and links to higher education

## 3. Cost of Doing business

- Labor costs
- Operational costs including real estate, utilities

## 4. Presence of clusters of similar businesses

## 5. Access and transportation

## 6. Access to customers

## 7. Availability of Incentives

## 8. Ease of development of targeted location

## 9. Taxes

## 10. Ease of doing business—friendliness of community to business and Development



# Competitive Analysis

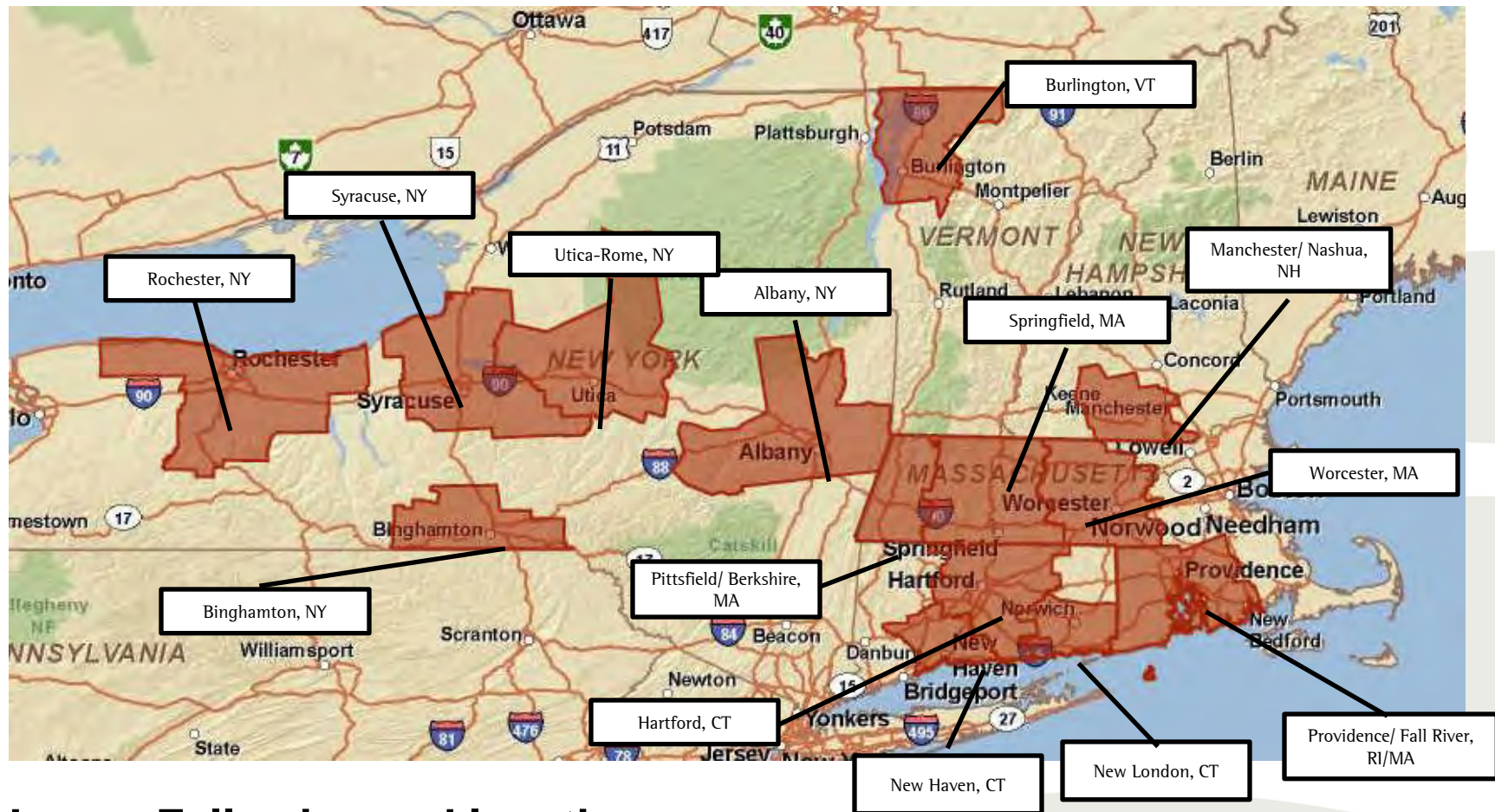


## Data was collected to determine Strengths and Weaknesses:

1. Demographics, Labor and Workforce
2. Educational Attainment and Industry Programs
3. Availability of Industry Partners
4. Transportation
5. Total Cost Environment
6. Availability of Suitable Facilities
7. Utilities
8. Tax Environment
9. Public Sector Assistance and Incentives
10. Climate and Natural Hazards



# Competitive Analysis



**Lyons Falls size and location necessitates a novel approach that is unique**



# Market Analysis - Findings



- Region has a cluster of tourism and agriculture sectors
- Village may have opportunity to take advantage of positive economic projections
- Goal is to match growing business trends with local industry strengths (existing employers):
  - Tourism
  - Retail
  - Educational Services
- Strong focus on Existing Clusters and niche Natural Environment

# Industry Targeting - Growing Sectors



## NYS Fastest Growing Sectors--Cluster Related

Number of Companies in top 500	Sector	Annual Revenue \$ M
4	Travel and Tourism	\$ 733
8	Food and Beverage and related	\$ 182
19	Construction-specialized	\$ 765
6	Energy	\$ 265
2	Environmental	\$ 50
16	Health Services	\$ 409
15	Manufacturing	\$ 455
<b>TOTAL</b>		<b>\$ 2,859</b>

## Regional Hot Spots/News

- Otis—gun cleaning
- Adventure and Sports Tourism
- Sustainable food production and processing
- Paper related manufacturing

## Key Data

317 Companies On Inc's Top 5000 in NYS

35 of these companies in top 500

**Big News 228 of NYS top 500 and 1300 in USA top 5000 Inc. Companies for Growth**

**Otis**

234% growth; \$51M in sales





# Market Analysis - Findings



## Industry Areas to Target:

1. Adventure and nature tourism
2. Sporting tourism focusing on families and sportsman
3. Agriculture and sustainable food products
4. Specialized manufacturing—gun industry
5. Energy production





## Key Issues to Mitigate:

1. Thriving Downtown
2. Higher level of educational attainment possible if closer links with universities is provided – leads to higher paying jobs in management
3. Significant competition from larger more established centers—find a unique path

# Industry Targeting - Initial Connectivity



## Possible Links

1. Adventure Tourism is a must—snowmobiles, kayaking, dirt biking, white water rafting, game hunting, sport fishing
2. Clean Energy to fuel manufacturing
  - Bio-fuel link to strong agricultural presence
  - Geothermal
  - Hydro—Kruger
  - Bio fuel in Lyonsdale
  - Wind farms
3. Sustainable Food production and processing linked to major urban center—New York, Buffalo, Rochester, Syracuse, Albany
4. Supply chain links with Otis gun cleaning
5. Health services—new workers need health care
6. Paper related products and packaging



# Industry Targeting – Timing is Critical



## Early Implementation Ideas (1-5 years)

1. Adventure Tourism is a must—snowmobiles, kayaking, dirt biking, white water rafting, game hunting, sport fishing
2. Clean Energy to fuel manufacturing
  - Bio-fuel link to strong agricultural presence
  - Hydro—Kruger

## Ideas Needing More 'Lead Time' (6-10 years)

1. Sustainable Food production and processing linked to major urban center—New York, Buffalo, Rochester, Syracuse, Albany
2. Supply chain links with Otis gun cleaning
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# Building an Early Success



## Backcountry-Adventure Tourism:

### “Where the Backcountry is in your Backyard”

- Cluster already in place
- Minimal infrastructure to expand/start up
  - ✓ Winter and summer fairs, pop up retail
  - ✓ In-resident house bed and breakfast
  - ✓ Tent retail and restaurants with operators
- Can be grown in stages
- Market Draw – NYS Alone!
  - ✓ 19 Million people within 5 hours drive



# In Your Words....



# What is Adventure & Backcountry Tourism



# Why Adventure & Backcountry Tourism?



- Lyons Falls has the potential to do this very well
- It is the **most recession proof tourism product**, per *Adventure Industry Research Roundup*
- Ecotourism—nature oriented green tours is **expected to double by 2020**
- Close to major markets
- Creates local employment and entrepreneurial opportunities
- Typical client: age 35 to 55 years, earns between \$75K to \$150k per year, no kids at home, very **demanding of product and services** and **willing to pay** for it





# Adventure & Backcountry Tourism - Issues



- Lack of infrastructure in place to support growth:
  - Tour operators
  - Outfitters
  - Hotels
  - Food services
  - Transportation links
  - Advertising
  - Health services
  - Creature comforts within the backcountry experience



# PRELIMINARY LAND USE AND REDEVELOPMENT PROGRAM

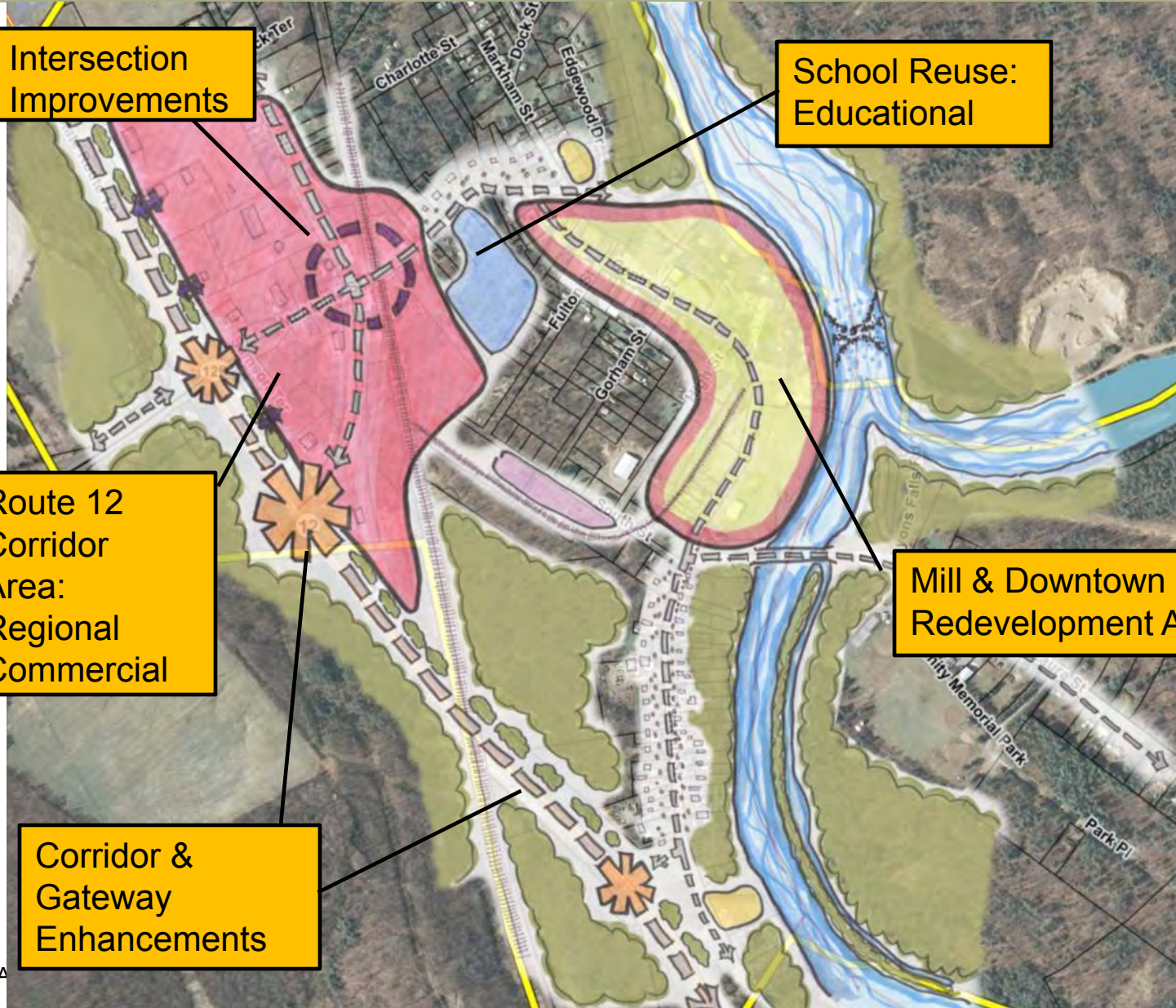
# Redevelopment Scenario



★ Key Sites



# Redevelopment Scenario – Village



Intersection Improvements

School Reuse: Educational

Route 12 Corridor Area: Regional Commercial

Mill & Downtown Redevelopment Area

Corridor & Gateway Enhancements



# Redevelopment – Mill Property



Marina/Water Access Area

Falls Overlook Area

Kruger Expansion Area

Flexible Development Pads

Pedestrian / Bike Waterfront Path

Pedestrian / Bike Canal Path

Kayak Launch



# Program Timing – Short Term



- Continue Mill Clean-up Activities
- Continue Existing Festivals
  - Kayak Festival, parades, etc
- Gateway Improvements
  - Capture Drive-by traffic
- Visitor Center Area (staffed)
  - 2x the dollars spent for every overnight stay
- On-going budget
- Continued Dialogue with Education & Medical community



# Program Timing – Mid-Long Term



- Mill Clean-up and Redevelopment
- Implementation of Ag Related Initiatives (ESF/SUNY Morrisville)
- Connect to Otis growth
  - Educational/Training options
  - Small retail outlet

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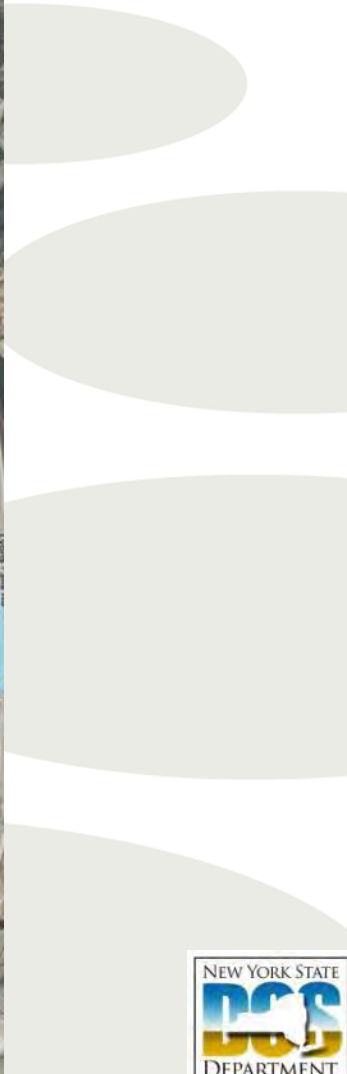




# Feedback?



# Feedback?





# NEXT STEPS

# Next Steps



- Refine Redevelopment Concepts with Committee
- Coordinate Agency Roundtable
- Draft Nomination Study
- Present Nomination Study to Village Board



# Thank you!



For additional information visit:

[www.lyonsfallsboa.wordpress.com](http://www.lyonsfallsboa.wordpress.com)

