LYONS FALLS CONNECTS RECREATION BUSINESS HISTORY

Village of Lyons Falls, New York Brownfield Opportunity Area Step 3 - Implementation Strategy

August 2018



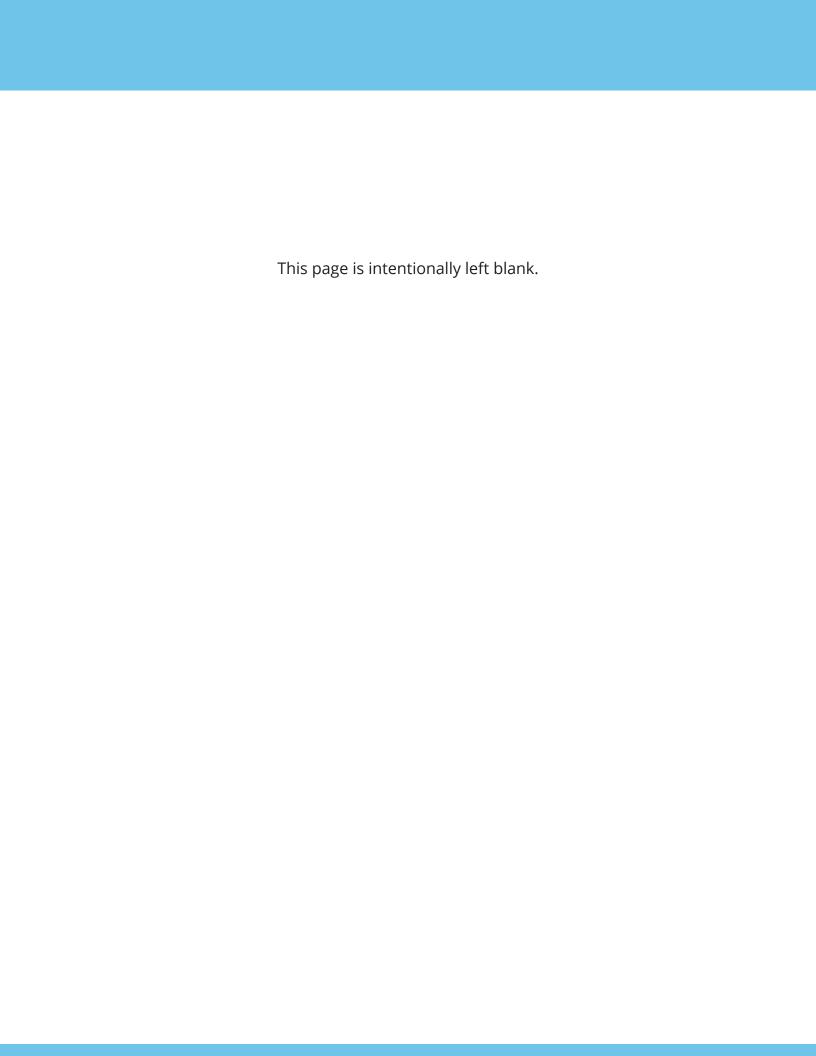


Table of Contents

1. ABOUT THE PROJECT	01	4. IMPLEMENTATION AND FUNDING	63
What is the BOA Program?	01	Strategy 1	64
Project Boundary	02	Strategy 2	65
Project Oversight	04	Strategy 3	66
Community Participation	05	New York State Funding	67
Branding	06	Federal Funding	70
2. INVENTORY AND ANALYSIS	07	APPENDICES	
Overview	07		
Historic Context	07	Appendix A: Community Participation Plan	
Socio-economic Profile	08	Appendix B: Market and Economic Trends Analysis Appendix C: Droft Zoning Ordinance	
Land Use and Zoning	10		
Land Ownership	11	Appendix C: Draft Zoning Ordinance	
Natural Features	12	Appendix D: Existing Circulation & Infrastructure Assessment	
Parks	13	Appendix E: Circulation & Infrastructure	Poturn
Recreational Trails	14	on Investment Report	
Transportation Networks	15	Appendix F: Black River Canal Analysis	
Infrastructure	16	Appendix G: Tourism Asset Analysis	
Tourism Asset Analysis	18	Appendix H: Target Industry Strategy	
Target Industries	23	Appendix I: Pulp & Paper Mill Limited Subsurface Investigation	
Environmental Investigations	26		
Strategic Sites	29		
		Appendix K: Phase II ESA - Former Lyons	
3. MASTER PLAN	33	School	
Vision	33	Appendix L: Strategic Site Redevelopment	
Master Plan & Strategies	33	Feasibility Assessments	
Strategy 1: Promote Economic Development	36		
Strategy 2: Leverage Recreational Assets	46		
Strategy 3: Transform the Public Realm .	52		

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Introduction

Chapter 1. About the Project

What is the BOA Program?

Brownfield sites are typically former industrial or commercial properties where operations may have resulted in environmental impairment. The New York State Department of State (DOS) and Department of Environmental Conservation (DEC) recognize the extensive detrimental impacts these sites have on the marketability and viability of surrounding neighborhoods. The presence, or potential presence, of contaminated sites can negatively affect the psychology of residents and potential investors, leading to disinvestment and blight extending far beyond the immediate site. The BOA Program assists communities in identifying and analyzing sources of neighborhood distress, and provides the resources and capacity to develop and implement revitalization strategies.

The BOA Program was developed in 2003 as the planning component of the NYS Superfund/ Brownfield Law (GML Article 18-C, Section 970-r), providing municipalities and community-based organizations with financial and technical assistance to complete area-wide revitalization strategies for neighborhoods impacted by the presence of brownfields and environmental hazards. At the completion of the program, communities will be designated a BOA, increasing their competitive position for access to funding and incentives under the DEC Brownfield Cleanup Program, the Empire State Development Corporation's economic development programs, and many other State and Federal assistance opportunities.

The Lyons Falls Implementation Strategy represents the third and final phase of the BOA program, which focuses on conducting pre-develoment activities to facilitate investment at Strategic Sites as well as public investments in infrastructure and quality-of-life projects.

Pre-Nomination

- Preliminary analysis of the community and potential brownfield sites
- Identification of a study area
- Establishment of partnerships with key stakeholders and initiation of public participation process
- Initial identification and summarization of opportunities for renewal

Nomination

- Comprehensive analysis of the study area and individual brownfield sites
- Analysis of economic and market trends to assist in strategy development
- Development of specific recommendations for the revitalization of strategic sites

Implementation

- Detailed individual site assessments, as required, to determine remediation strategies and needs
- Creation of a detailed reuse and redevelopment strategy for strategic sites
- Development of a marketing strategy for individual redevelopment sites

Goals of the BOA Program



Expand economic development opportunities



Expand and relocate businesses



Explore tourism-related economic opportunities



Improve streetscapes, transportation, and utility infrastructure



Improve waterfront access and gateways into the Village

Benefits of the BOA Program



Enhanced tax credit bonus for sites in the NYS Brownfield Clean-up Program



Priority and preference for funding applications



Funding available for environmental assessments



Streamlined environmental review (SEQR) process for projects



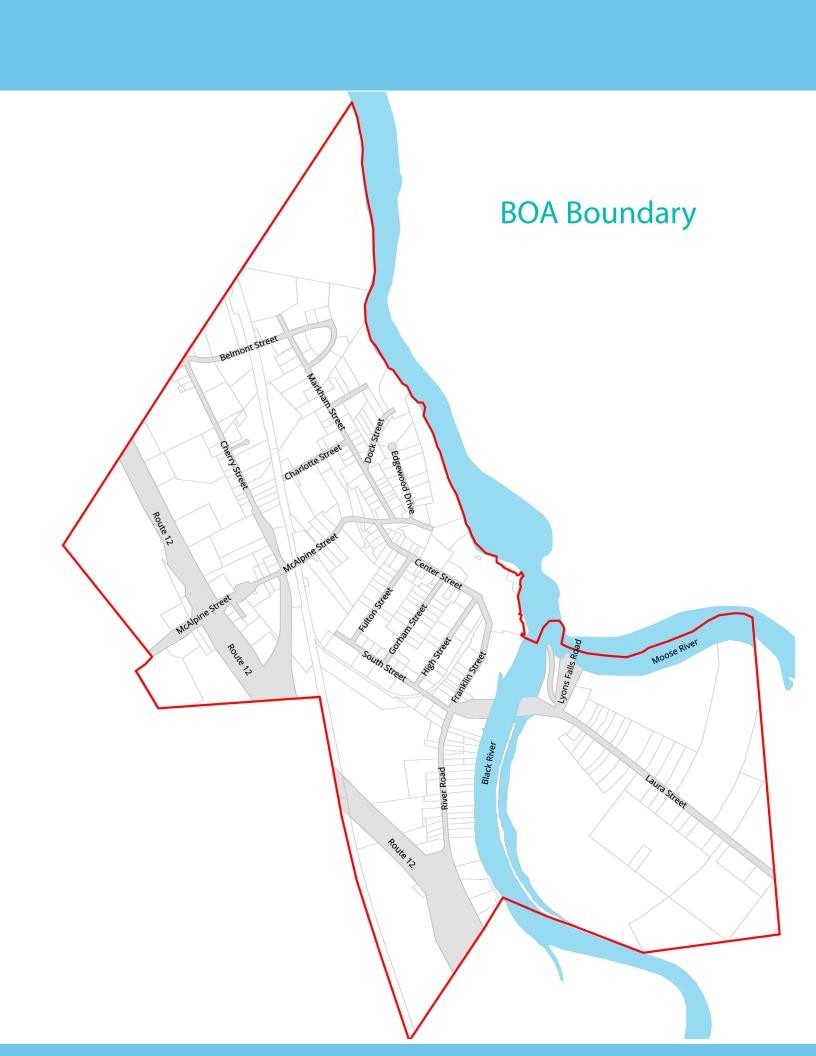
Increased predictability for site development

Project Boundary

The project boundary, as shown in the BOA Boundary Map, includes 627 acres and is coterminous with the boundaries of the Village of Lyons Falls. During Step 2 of this project, the boundary was identified through extensive discussions with the Steering Committee, stakeholders, business owners, and property owners with oversight from Lewis County and the Village of Lyons Falls. Multiple factors informed the selection of the boundary including:

- location of vacant and underutilized parcels
- location of real or perceived brownfield sites
- existing infrastructure
- existing land uses that affect or are affected by potential brownfields
- natural or cultural resources with physical, social, or economic relations to potential brownfields
- areas necessary to achieve the goals of the Lyons Falls BOA

The boundary also encompasses several key, catalytic, brownfield properties that offer the most promise for redevelopment. These Strategic Sites include the former Pulp & Paper Mill site along the Black River, the former Agway property on Franklin Street, as well as the Agway/Depot, the former Marino's Pizza, and the former Lyons Falls School on McAlpine Street.



Project Oversight

The Step 3 Implementation Strategy was led and administered by the Development Authority of the North Country (DANC). Funding and technical assistance was provided by the Department of State. Partners included Lewis County, the Department of Environmental Conservation, the Village of Lyons Falls, and the Tug Hill Commission. The consulting team was led by Bergmann, with additional support from Allieway Marketing, Camoin Associates, and Watts Engineering.

Local Advisory Committee

The Local Advisory Committee provided project oversight and assisted with promotion and outreach efforts. Members included representatives from:

- Development Authority of the North Country
- Village of Lyons Falls
- Lewis County
- Lewis County Industrial Development Agency
- Tug Hill Commission
- Lewis County Development Corporation

Steering Committee

Steering Committee members provided a diverse background of interests and local knowledge that was essential to the planning process and citizen engagement efforts. Members included:

- Property and business owners
- Stakeholders
- Agencies and organizations
- Departments of State and Environmental Conservation representatives
- Village representatives

Advisory Committee



Development Authority of the North Country

project management, public engagement coordination, and support for the consulting team



NYS Department of State

funding and technical support



Lewis County

contract administration



NYS Department of Environmental Conservation

oversight and technical administration for environmental work



Village of Lyons Falls

oversight, guidance, and direction for the project



Tug Hill Commission

assistance with technical analysis and public outreach

Consulting Team



Bergmann

technical expertise and oversight of subconsultants



Allieway Marketing

branding and marketing strategy



Camoin Associates

financial analysis and feasibility



Watts Engineering

streetscape, traffic, and infrastructure analysis



Bond, Schoeneck & King

legal assistance

Community Participation

Community participation is a critical component of the planning process. Providing the opportunity for public input encourages citizens to be invested in the future of their community and to support the recommendations developed as part of the Implementation Strategy. As outlined in the Community Involvement Plan, the engagement process included the Steering Committee, stakeholder interviews, and wider public outreach.

The BOA planning process was overseen by a Steering Committee that met several times, at regular intervals over the course of the project to provide feedback and guidance during plan development. In addition to the Steering Committee, a branding-specific subcommittee was formed to provide feedback for the BOA logo and tag line.

A series of stakeholder interviews were conducted to gather support and input from key community members. Stakeholders included:

- Lyons Falls History Association
- Members of the Village Board
- Representatives from Snow Belt Housing
- Representatives from Kruger Energy
- Recreation and tourism enthusiasts
- Small business owners
- Developers
- Local residents and property owners

Community members and stakeholders also participated in public outreach events. The first public event was an informational booth at the Farmer's Market designed to solicit feedback and answer questions. Interactive public workshops were held to update residents about the state of the project and to gather additional feedback.

Community feedback helped to build a common vision to guide future actions outlined in this Implementation Strategy.



Lyons Falls Roars Website

As part of the Community Involvement Plan, a website was created to promote and educate the community about the BOA project. The website describes the BOA program, lists those involved in the project team and Steering Committee, describes the goals and elements of the project, and provides digital versions of related documents and deliverables.

The website also provides opportunities for public input including easy-to-use comment forms, ways to submit photos, as well as notification posts for upcoming meetings and events. The webpage can be found at

www.lyonsfallsconnects.com



Branding

It is imperative that the identity and brand of the BOA address strongly-held community values while simultaneously projecting a vision of the future. A strong brand can help the BOA successfully market to potential new businesses and developments. A compelling brand and strategic marketing plan should appeal to business executives who are considering expansion and who are interested in what amenities the area could offer employees, such as recreation options and rich history.

A branding strategy was developed for the Village which included an overall concept, "Connects", that was supported by sub-brands. These sub-brands can be utilized to highlight the Village's unique recreation offerings, business opportunities, and history.

The multi-faceted marketing strategy is intended to:

- Build an identity focused around Village revitalization
- Attract new residents, businesses, and investment
- Highlight the area's strengths related to culture, recreation, and outdoor adventure



Chapter 2. Inventory and Analysis

Overview

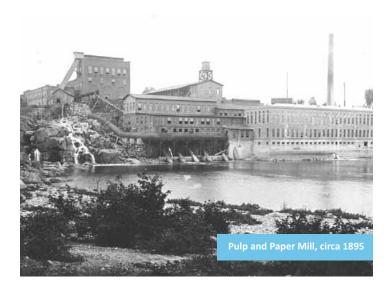
This section summarizes various reports and analyses prepared as part of the planning process to support projects and recommendations. When available, the full reports are included as appendices. The inventory and analysis looks at:

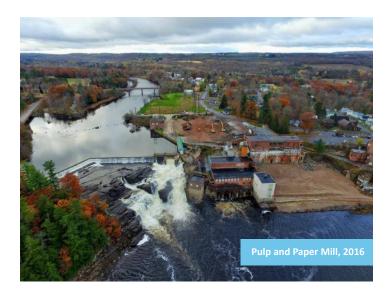
- Historic Context
- Socio-economic Profile
- Land Use and Zoning
- Natural Features
- Parks and Trails
- Former Black River Canal and Turning Basin
- Infrastructure
- Tourism Assets
- Target Industries
- Environmental Investigation
- Strategic Sites

Historic Context

Southern Lewis County has been historically connected to the abundance of water, wood, and dairy products in the region. The Village of Lyons Falls was once a hub for paper product manufacturing with the establishment of the Pulp and Paper Mill and the influence of the Black River. The Black River Canal allowed shipping of manfanufactured products within the Tughill Region, which progressed the settlement of the Village.

However, with the closure of its major employer the Pulp and Paper Mill in 2001, the Village has since experienced a significant change in its economy. The Pulp and Paper Mill site is now vacant, with over 20 buildings demolished, and was the catalyst for the Village and County to seek assistance through the BOA Program.





Socio-economic Profile

A comprehensive Market and Economic Trends Analysis (Appendix B) exploring regional and local demographic, economic, and market trends was developed in order to make targeted, market-based recommendations for the study area. Key findings from that analysis were used as a foundation to help identify appropriate and realistic redevelopment opportunities within the BOA. See Appendix B for the full report.

Demographics

Population

Population in the BOA is growing at a faster rate than the surrounding region.

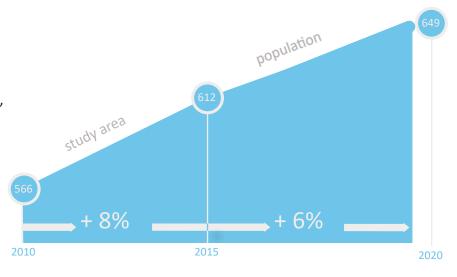
Population trends can help a community understand whether it is growing or declining and at what rate. The population of the BOA study area experienced an 8-percent increase between 2010 and 2015, from 566 residents to 612. By contrast, Lewis County and New York State only experienced 2-percent increases in population over that same time period. By 2020, the population of the study area is expected to grow by 6% with the addition of 16 new households.

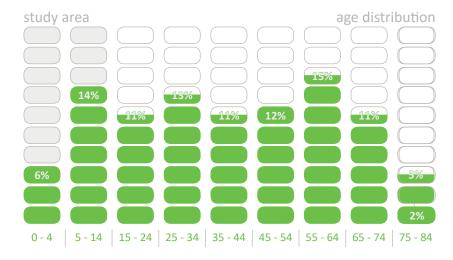
Age

There is a higher proportion of families and seniors in the BOA than in the surrounding region.

The age characteristics of a community are important to consider when exploring potential future growth as well as when deciding how to allocate resources and services to best accommodate residents. By 2020, the study area is projected to see a continued increase in the median age of residents from 40.9 in 2015 to 41.7 in 2020. This 2 percent increase in median age is similar to that in the surrounding region, although the study area is slightly younger than Lewis County.

The most populous age cohort (around 15%) in the study area is between 55 and 64 years-old. The next largest cohort (around 14%) is between 5 and 14 years-old, which is consistent with the fact that the study area is experiencing above





average growth in families as a percentage of total households. This change over time is an important consideration for Lyons Falls as it continues to allocate future resources and public services.

Income

Household income in the BOA is higher than in the surrounding region.

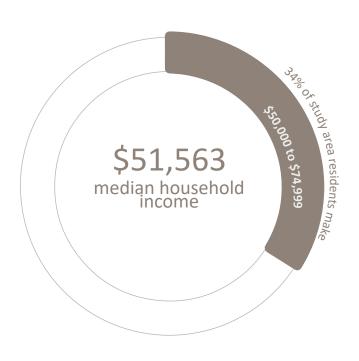
Income is considered a key economic indicator, as changes in both personal and household income can reflect economic growth or decline in an area. Comparisons between the BOA and surrounding areas can also reveal the economic well-being of the community and whether the regional economy adequately supports residents. The median household income in the study area is \$51,563, which is greater than that in Lewis County (\$46,108) but less than that in New York State (\$58,048). By 2020, the median household income in the study area is expected to increase, but at a lower rate than in Lewis County and New York State.

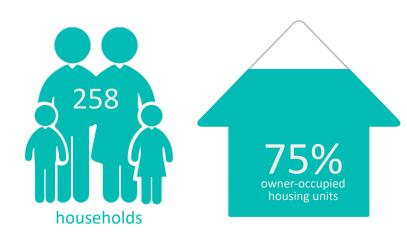
As shown in Figure 3, the largest proportion of households (34%) falls within the \$50,000 to \$74,999 income range. Compared to Lewis County and New York State, the study area has a lower percentage of households in income brackets above \$74,999 and in income brackets below \$24,999.

Housing

Both the number of households and the percentage of renter-occupied housing units are projected to increase in the BOA.

There are approximately 258 households in the study area, with the average household size being 2.37. Around 75% of housing units are owner-occupied, though renter-occupied units are projected to increase at nearly double the rate of owner-occupied units by 2020.

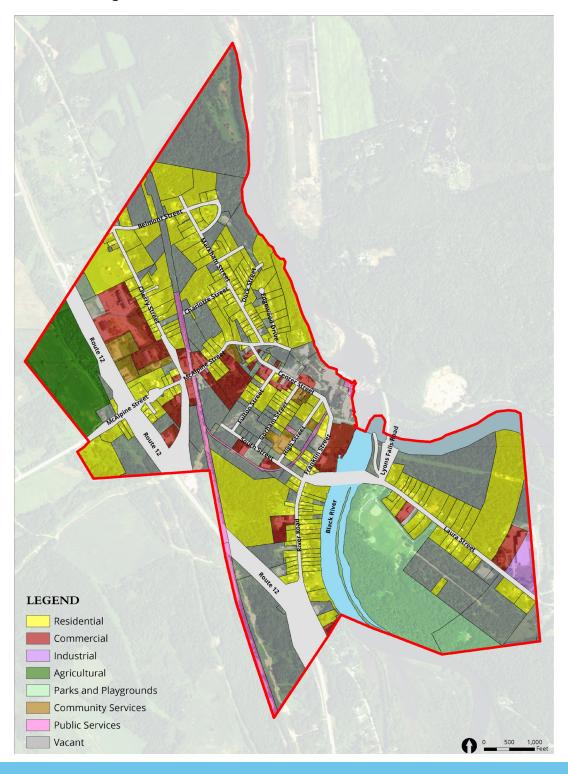




Land Use and Zoning

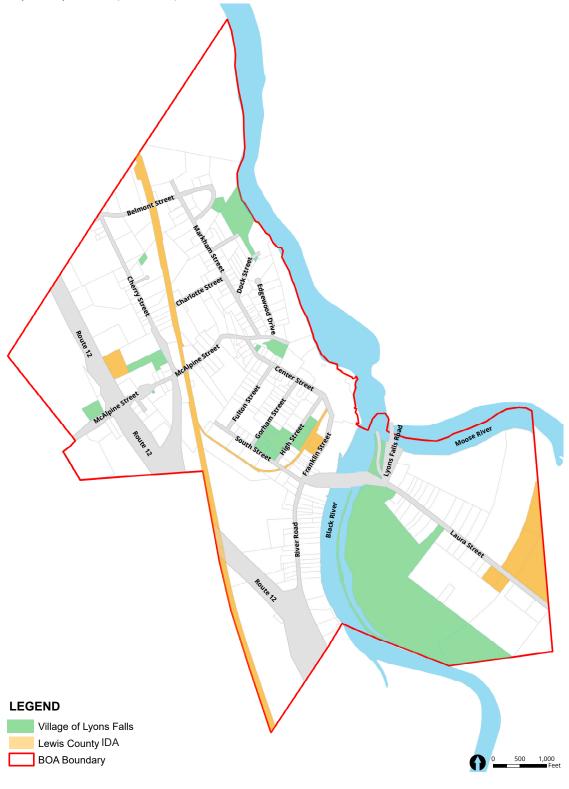
The Village of Lyons Falls lies along the banks of the Black and Moose River and contains a variety of interspersed land uses. A majority of the land use within the Village is residental. Commercial use is limited, but lies along Cherry, McAlpine and Franklin streets. Vacant land is prominent and exists throughout. The Village also has limited industrial space after the closure of the Pulp and Paper Mill.

A zoning ordinance was drafted for the Village as part of the BOA process but must still be adopted. See Appendix C for a copy of the draft zoning ordinance.



Land Ownership

Understanding property ownership and how it relates to future development opportunities within the BOA is necessary when considering and identifying future projects and land uses. Approximately 17 percent of the real property parcels within the Village of Lyons Falls are under public ownership. The Village of Lyons Falls is the largest public land owner with approximately 12 percent (78 acres) ownership, followed by Lewis County IDA with a land ownership of 5 percent (32 acres).



Natural Features

Natural features play a large role to the Village of Lyons Falls and the encompassing region. The Village is largely influenced by the Moose and Black Rivers. Much of the Village's history is due to the movement of goods these waterbodies allowed. These rivers now provide popular recreational destinations within Village; many tourists utilize these rivers for whitewater rafting, kayaking and canoeing.

The Village is part of the 94-mile Black River Scenic Byway (Route 12) and the Black River Blueway Trail. The Byway is one of 14 scenic byways in the Adirondack North Country.







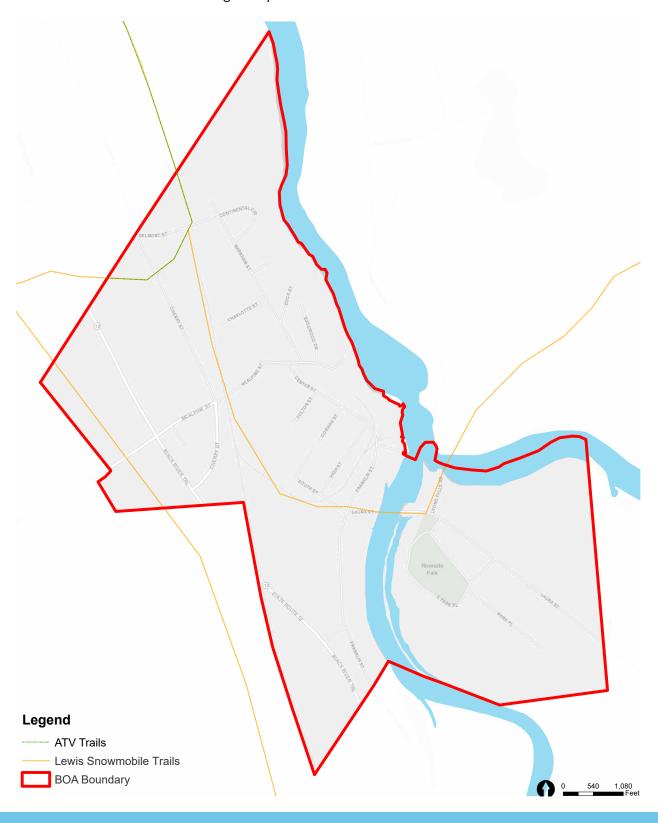
Parks

The Village is rich with parks, open space and recreational opportunities. Riverside Park lies on the eastern bank of the Black River and spans approximately 50 acres. This park is a centerpiece for the Village since it contains a variety of sporting fields, a playground, and space to host Farmer's Markets in the warmer months. This park is also home to many scenic vistas and beauty provided by the Black River and open area.



Recreational Trails

Lyons Falls and the surrounding region is also home to a plethora of recreational trails. These include multiuse and snowmobile trails. Snowmobiling and ATVs are a large component of recreational activity within Lewis County. Lewis County, as shown on the map, contains over 600 miles in snowmobile designated trails. A few of these trails access the Village of Lyons Falls.



Transportation Networks

The existing transportation network within the Village was analyzed and is provided as Appendix D. This analysis included the following components:

Roadway Conditions

A majority of the roadways within the Village have been resurfaced within the last few years; therefore, these roadways are in fair to good condition.

Traffic Volumes

Traffic volumes were obtained from the New York State Department of Transportation Data Viewer. Traffic volumes within the Village are within typical ranges for each roadway classification, meaning there is capacity for additional development.

Accident Analysis

Traffic accidents from 2013 to 2016 within the Village were analyzed. This analysis shows vehicular collisions along Route 12 are typically deer-related, while collisions at the McAlpine Street and Center Street intersections are traffic-related. Additionally, the accident rate at the McAlpine and Center Street intersection is above the state average.

Sidewalk Conditions

Sidewalks are in fair to poor condition throughout the Village. Many of the sidewalks have cracks, uneven surfaces and pot holes. There are several gaps in connectivity and non-ADA compliant sidewalks throughout the Village.

Pedestrian/Bicycle Amenities

Pedestrian and bicycle amenities are limited. No bike racks, bicycle lanes, signage, pavement markings exist within the Village. One painted crosswalk exists on the Center Street / High Street intersection.

Public Transportation

Public transportation is provided and operated by Lewis County and provides service Monday through Friday. Details of public transport is provided in Appendix X.

Transportation Analysis

The transportation analysis conducted throughout the BOA process provided a better understanding of the existing conditions and opportunities for redevelopment within the Village.



Roadway Network/Conditions



Traffic Volumes



Accident Analysis



Sidewalk Conditions



Recreational Trails



Bicycle Accomodations



Signage



Public Transportation

16 Inventory and Analysis

Infrastructure

Sanitary Sewer

The sanitary sewer collection system in the Village consists majorly of gravity feed sewers with two pump stations. There are approximately 50 properties within the Village not connected to the system, according to a "WWTP and Collection System Preliminary Engineering Report".

Water

The existing water system is supplied via two gravel packed wells. There is a Water Withdraw Permit on file with the New York State Department of Environmental Conservation (DEC) that authorizes withdraw of 218 gallons per minute (313,920 gallons per day (GPD)). The Village average usage is approximately 137,000 GPD and the maximum daily flow of 248,000 per daily records from January 2013 thru May 2016. Typical usages are used to determine the overall GPD impact of the proposed development.

Electric Service

Power is currently supplied by National Grid through overhead electrical lines on utility poles throughout the Village. National Grid indicated that they could not share capacity details due to security requirements; however, explained there is excess capacity within the Village to support additional development.

Hydroelectric Power

Lewis County is home to three hydroelectric power plants that provide sustainable, renewable energy to the area. One of these facilities operates on the Former Pulp and Paper Mill site and is owned by Kruger Energy, Inc, which specializes in the development, operation and management of facilities across the United States and Canada.

The plant on the former Pulp and Paper Mill site takes advantage of the rapid waterflow on the Black River. In 2015, Kruger Energy rehabilitated this hydropower facility, which now provides 5.4 megawatts of clean energy to the site. The redevelopment of this site for a high energy utilization use would be well supported by this energy provider.

Infrastructure Analysis

As part of this study, a transportation and infrastructure analysis was performed. This analysis involved the identification of existing infrastucture components to determine if specific improvements will be needed in the near future to support anticipated BOA redevelopment. This report analyzed water, sanitary sewer, electric service, green infrastructure. Costs associated with these improvements were also identified. This report is accessible in **Appendix E**.

According to this report, the following infrastructure improvment costs include:



Water System

\$2,962,600



Sanitary Sewer

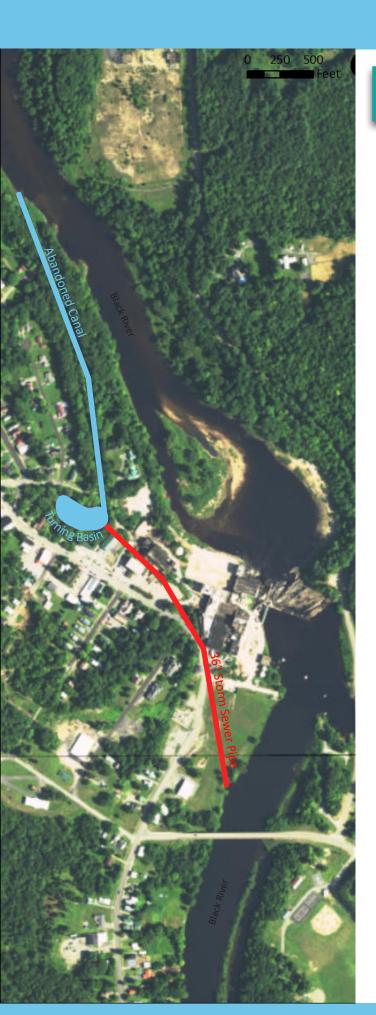
\$3,140,000



Green Infrastructure

\$1,374,000

\$7,476,600



Former Black River Canal and Turning Basin Infrastructure

The Black River Canal in Lyons Falls was constructed in 1858. In the 1940s, the southern portion of the Canal was filled, buried, and replaced with a 36" storm sewer. North of the Turning Basin, the Canal was left intact but today lies abandoned. The Turning Basin itself, which previously enabled boats to reverse direction, is now used as part of the fire protection system for the Village of Lyons Falls.

The purpose of the Black River Canal analysis (located in Appendix F) was to adequately assess the condition and function of both the former Canal and Turning Basin in order to identify potential barriers to and inform recommendations for their redevelopment. Following an on-site inspection, it was found that the intake structure for the storm sewer pipe promotes sediment accumulation which reduces flow through the pipe and significantly diminishes water quality in the Turning Basin.

Based on these findings, two options were suggested to achieve the community's goals of maintaining and improving the function of the storm sewer, improving water quality in the Turning Basin, and addressing barriers to redevelopment of the former Canal.

1. Rehabilitate the Storm Sewer Pipe

This option would involve cleaning the sediment from the pipe, replacing the intake structure, and rehabilitating the pipe itself, which would improve the overall function of the sewer pipe thereby allow more water into the Turning Basin and slightly improving its water quality.

2. Relocate the Storm Sewer Pipe

This option would involve cleaning the upstream portion of the storm sewer pipe, replacing the intake structure, and constructing a new storm sewer within the right-of-way west of the pipe's current location. This option would improve the function of the storm sewer, significantly improve Turning Basin circulation, and remove some constraints to redevelopment of the Pulp & Paper Mill site.

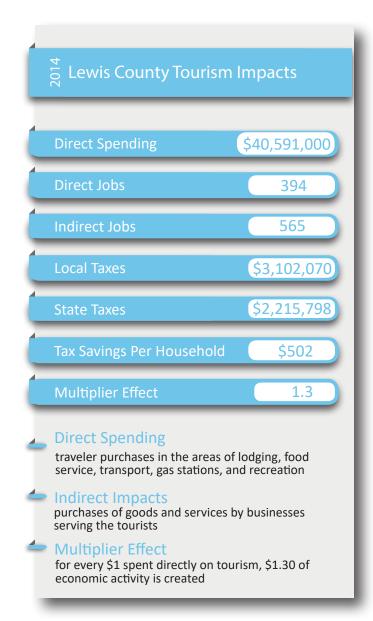
Tourism Asset Analysis

Lyons Falls has unusual and valuable scenic resources in its falls and river confluence, and recreational resources based on its position near both flatwater and wild sections of the Black River. The Village encompasses thoroughfares for foot, hoof, boat, and motorized recreational vehicle traffic and is an ideal site for development of attractions and businesses to increase tourism. The full report is located in Appendix G.

Trends and Impacts

Tourism has been a growing industry in New York State, with traveler spending increasing between 2014 and 2015 by one-percent. Tourism spending in Lewis County exceeded \$40 million in 2014, with 70% of spending (\$28 million) from the purchase, maintenance, and occupation of second homes. The next largest segment of tourism spending was food and beverage at only \$4 million. This highlights the importance of second home spending to Lewis County.

However, when compared to the rest of the Adirondack Region, visitors to Lewis County spend relatively little money. By comparison, the next two lowest spending counties had nearly double the spending in Lewis County: \$75 million in Hamilton County and \$79 million in Franklin County. From this, it is evident that tourists are interested and willing to spend money in the region. By promoting its unique assets and tourist destinations, the Village could capture additional market share.



Assets

The Village of Lyons Falls is rich with intrinsic assets for tourism. Its scenic views and river access combine with snowy winters and recreational trails to offer visitors activities all year round. It enjoys a central location between the Adirondack Park and the Tug Hill Plateau, where tourism is heavily promoted, and Lewis County tourism materials highlight multiple Lyons Falls assets.

Lyons Falls has 15 unique tourism assets, which constitutes 13% of the 112 unique assets inventoried in the Tourism Asset Analysis (Appendix G). These assets are related to recreation, lodging, retail, and entertainment among other themes. Some of these assets include:

- Lyons Falls Farmer's Market
- The Edge Hotel
- Boondocks Restaurant and Bar
- Lyons Falls History Association
- Upper Lyons Falls Canoe Launch







Types of Tourists

Tourists vary based on the activities they are most interested in as well as their spending habits. For example, older, more affluent tourists are willing to stay longer and spend more on activities like museums and performing arts. Younger, less affluent tourists are more often interested in outdoor activities like fishing, ATVing, and camping. Lyons Falls appeals to, and can position itself to appeal to, three distinct tourist types.

Heritage and Culture

Heritage and Culture tourists are older, often retired, and affluent. They are willing to stay longer and spend more on activities like art galleries, historic sites, and cultural festivals. They also enjoy less strenuous outdoor activities like scenic walks, gardens, and golf. Their lodging and dining preferences include bed and breakfasts, spas, and wineries. The **Lewis County Tourism Report** specifically recommends inventorying county historical sites and promoting them to show the breadth of local offerings for this tourist segment. Applicable assets in Lyons Falls would include the Forest Presbyterian Church, the Small Building, Black River Canal markers, and the Lyons Falls History Association and Pharmacy Museum.

Knowledge Seekers

Knowledge Seekers look for many of the same activities as Heritage and Culture tourists but are likely to be younger, to have families and jobs, and to be slightly less affluent. They also seek museums and historic sites for learning experiences but are more interested in zoos and aquariums and less interested in performing arts. These visitors appreciate a range of activities to keep all family members engaged, and are highly likely to be intrigued by online promotional tactics.





Recreation Enthusiasts

Recreation Enthusiasts are "visitors in motion" who view the trip itself, by water, snow, or trail, to be the activity. Encouraging them to make stops at attractions and amenities, and to plan routes around a constellation of offerings, can increase their engagement and spending in the community. For instance, expanding hosted and programmed events can draw them into the Village. For description purposes, Recreation Enthusiasts are divided into two groups.

Motorized Recreation Enthusiasts:

- ATV and snowmobile riders
- Interested in other winter sports like skiing and snowshoeing
- 35 to 54 years-old
- Mostly single males
- Slightly below median income



Non-Motorized Recreation Enthusiasts:

- People who hike, bike, canoe, and raft
- Often Families



Economic Impact of Snowmobiling in Lewis County

Lewis County leads the region in terms of average snowfall and number of motorized sports clubs. More than 90% of snowmobilers who visit New York State belong to a club. Unsurprisingly, visitors to Lyons Falls come largely for the area's plentiful snowmobiling trails. Some of these trails are groomed by the Turin Ridge Riders, a snowmobiling club that holds snowmobiling events in addition to maintaining trails.

Visitors attracted by these snowmobiling trails are considered motorized recreation enthusiasts, and they often make multiple and long trips to the Tug Hill region. Many of these enthusiasts own second homes in the area, increasing their local spending and resulting in above-average economic impact in relation to other types of tourists. Compared to other counties, Lewis County has the highest number of second homes owned primarily for snowmobiling opportunities.

In New York State, direct spending by snowmobilers in 2011 was approximately \$434 million. Considering indirect spending on expenditures like lodging and transportation, the total economic impact doubled to \$868 million. Behind the Adirondack region, the second largest percentage of days spent snowmobiling occurred in the Tug Hill region.

Snowmobiling creates significant benefit for both the state and local economy. Opportunities exist in Lyons Falls to take further advantage of snowmobile-related assets. To ensure that visitors stay, spend, and return to the Village, they should be provided with additional attractions such as shopping and dining, as well as quality snowmobiling facilities.



Lewis County's Economic Advantages



25

feet of snow per year



600

miles of snowmobile trails



???

estimated snowmobile visitors per year



10

snowmobile clubs



20%

of statewide days spent snowmobiling occur in Lewis County



16%

of statewide second homes used for snowmobiling are located in Lewis County

Source: New York State Snowmobile Association. "Economic Impact of the Snowmobile Industry in New York State." 2010-2011. http://nysnowmobiler.com/wp-content/uploads/2015/11/2011-snowmobile-economic-impact-study.pdf.

Target Industries

A Targeted Industry Strategy (see Appendix H) was developed to leverage these advantages, recruit new industries, and grow existing industries within the study area. This strategy identified eight industries that the Village of Lyons Falls should focus on as preferred targets to achieve advanced growth and development in the future. As shown to the right, these industries are grouped into five major themes including manufacturing, tourism, agriculture, health services, and clean energy. The industry selection process was iterative, incorporating discussion and input from the Development Authority of the North Country, the Steering Committee, and the consulting team. The following industries were selected based on their projected positive local impact, alignment with community goals, ability to position the Village for continued investment, likely future growth, and good wages.

Manufacturing

- Converted Paper Product Manufacturing
- Chemical Manufacturing
- Agricultural and Recreational Equipment

Tourism

 Backcountry and Adventure Tourism – Campgrounds and RV Parks

Agriculture

Dairy Product Manufacturing

Health Services

- Nursing Care Facility
- Emergency and Outpatient Facility

Clean Energy

Hydroelectric Power Generation

Converted Paper Product Manufacturing

This industry manufactures coated or laminated paper and packaging, and cardboard packaging, used to make tape, labels, and packaging for food, medicine, and consumer goods. Despite its job losses, this industry has been a historic strength of the region which retains specialized knowledge and desirable workforce skills as well as proximity to resources. New business development in this industry may re-employ dislocated workers as well as employ new staff.



Chemical Manufacturing

This industry includes businesses that produce inputs for other manufacturers, as well as for consumption by consumers. Many chemical manufacturers are smaller businesses, defying the stereotype of international conglomerates and making them a better fit for smaller communities like Lyons Falls that may welcome a major investment but struggle to fill the workforce demands of a facility requiring hundreds of workers at the outset.

Agricultural and Recreational Equipment Manufacturing

Agricultural equipment refers to machinery used for farming and home lawn and gardening activities, with demand from local farms. Recreational equipment is exemplified by all-terrain vehicles and snowmobiles, used by regional residents and visitors alike. Agricultural equipment is already manufactured in the region, and expanding this industry builds on existing strengths and the small but skilled workforce. No snowmobiles are produced in the region, despite a nationally renowned snowfall, with most being manufactured in the south and California. Putting these two together is intended to highlight how the presence of an existing industry (agricultural equipment) with related inputs and workforce may serve as a springboard to appeal to a type of business that fits the character of the region – snowmobile design, manufacture, and testing.

Backcountry and Adventure Tourism – Campgrounds and RV Parks

Expanding lodging in the form of campgrounds and RV parks for adventure-seeking visitors encourages crossover activities and allows them to extend their visits. Lodging was identified as a gap in tourism amenities for the Village, and the development of this industry would attract both adventure tourists (those engaging in backpacking, hiking, and kayaking) and retirees (who constitute the fastest-growing segment of campground and RV users) to spend more time and money in the study area.







Dairy Product Manufacturing

Businesses in this industry manufacture pasteurized milk, cream, butter, yogurt, and cheese. This industry builds on a regional strength and supply chain, is expected to have high growth in the state that may be attracted to the Village, and is supported by various state-level agricultural initiatives. Agribusiness was identified by the BOA Steering Committee early in the process as a catalytic industry.



Nursing care provides living quarters, inpatient nursing, and rehabilitation services while emergency and outpatient facilities provide general or specialized care. The two selected industries, Nursing Care Facility and Emergency and Outpatient Facility, are considered distinct industries for the purpose of this report but are discussed together since their positive impacts jointly relate to and are impacted by each other. Both were selected as a result of the healthcare industry being emphasized by the Steering Committee early in the process. Similarly, both industries provide a good wage level and address the regional need for more healthcare professionals. In fact, Lewis County is a Federal Health Professional Shortage Area, meaning that there is a shortage of primary care, dental, or mental health providers. With a primary care satellite of Lewis County Hospital in the Village acting as a foundation, the continued development of both industries can help form a local health services cluster.

Hydroelectric Power Generation

Hydroelectric power generation, which uses water to generate electricity, has become a relatively expensive form of electricity because of a multi-year downward trend in natural gas prices. However, in Lyons Falls, which has an existing plant and seeks to attract other businesses with lower-cost direct power, hydroelectric power generation still remains an important target for retention and expansion.







Environmental Investigations

As part of this study, several environmental investigations of select strategic sites were performed, including the Pulp and Paper Mill, 6793 McAlpine Street, and the Former Lyons Falls School. Full investigation reports are provided in Appendix I, J. and K.

Former Pulp & Paper Mill Site

The Former Pulp & Paper Mill Site, located at 4012 Center Street, underwent a limited subsurface investigation to assess specified environmental conditions identified in the previously performed Phase I Environmental Site Assessment.

The purpose of this limited subsurface investigation was to evaluate current subsurface soil and groundwater quality for environmental due diligence. This investigation involved the advancement of both soil borings and groundwater monitoring wells.

Investigation findings:

- Based on the former industrial use of the property, historic fill is present.
- Soil on the property has been impacted by volatile organic compounds (VOCs), semi-volatile organic compounds (SVOCs), metals, and polychlorinated biphenyls (PCBs).
- Groundwater is fairly shallow on the property, ranging from 4 to 13 feet in depth. Groundwater has also been impacted by VOCs, SVOCs, metals, and PCBs and exceed groundwater standards.

Recommendations:

Additional investigation of the soil and groundwater on the property to delineate extent of contamination impacts to the subsurface. Soil borings and groundwater monitoring wells are recommended to be advanced both above and below bedrock formation on the property.







Note: To be updated pending the results of recent work.

6793 McAlpine Street Site

This site, located at 6793 McAlpine Street, was formerly utilized by the Alaskan Oil Company and Sunoco as a gasoline service station. More recently, the site was used for Marino's Pizza and is currently used as the Doggie Works Pet Salon and veterinarian office.

Investigation of this site included a geophysical survey, test pit excavations, membrane interface probe (MIP) survey, surface/subsurface samples, soil borings/monitoring wells and laboratory analytical results.

During the geophysical survey, potential underground storage tanks (USTs) were identified. Based on these anomilies, five test pits were excavated across the site from six to 12 feet in depth. No soil samples were collected from these test pits.

Seven soil borings were advanced across the site at depths of approximately eight to 10.5 feet below ground surface. Soil samples were collected in five-foot sample intervals. Field screening of soil revealed the potential presence of total organic vapors. Groundwater monitoring wells were also installed and samples were collected.

Investigation findings:

- Two Areas of Concern (AOC) for petroleum contaminated soils on the site encompassing two to 10 feet below ground surface.
- A potential for building vapor intrusion due to elevated volatile organic compounds in the subsurface.
- Potential off-site groundwater contamination.
- Potentail impacts to bedrock groundwater quality.

Recommendations:

- Installation of off-site groundwater monitoring wells after future on-site remediation is completed.
- Advacement of one soil boring inside building following site remediation to evaluate potential vapor intrusion.
- Potential evaluation of off-site vapor intrusion after site remediation is completed.





28 Inventory and Analysis

Former Lyons Falls School

Note: To be updated pending the results of recent work.

Strategic Sites

Within the Lyons Falls BOA, there are several Strategic Sites that are important to the future revitalization of the Village and are essential to achieving the community's vision. Through redevelopment, reuse, and improvements to existing infrastructure, it is possible to capture the economic potential of these strategic, yet underutilized, sites. Capitalizing on this potential could eventually result in economic and social benefits to the area's residents. As catalyst projects, investment at these Strategic Sites could spur investment at nearby sites, increase adjacent land values, and create jobs. In addition, investment in these vacant or underutilized sites could increase access to services and amenities for residents, thus improving quality of life.

Strategic Sites were selected for their suitability based on the following criteria:

- Strategic location
- Ownership status (i.e. vacant vs. occupied, public vs. private)
- Brownfield status
- Adequacy and availability of infrastructure
- Potential to improve quality of life
- Potential to provide amenities to the public
- Potential to realize the community's vision
- Potential to catalyze growth in the Village
- Accessibility

Five Strategic Sites were identified through the BOA process and were determined to be of critical importance to the overall redevelopment of the Village of Lyons Falls. These sites are described and depicted on the Strategic Site Map.

Former Pulp & Paper Mill

This site, which has a long industrial history and served the community as a major employer for many years, was the impetus for the Village and County to seek assistance through the BOA Program. Redeveloping the former Pulp & Paper Mill in addition to the other Strategic Sites will promote economic opportunity in the Village and will improve environmental quality along this portion of the Black River.

The importance of this site to the redevelopment of the Lyons Falls BOA is underscored by its inclusion in multiple economic and strategic plans including the:

- North County Regional Economic Development Council's Strategic Plan
- Lewis County Comprehensive Economic Development Strategy
- 2010 Community Development Plan for the Village of Lyons Falls

At present, the Lewis County Development Corporation (LCDC) owns the Pulp & Paper Mill site and has expressed interest in redeveloping the site. Since this property is an integral component of the overall revitalization strategy, it will be critical to maintain an open and coordinated partnership with the LCDC and Lewis County as redevelopment moves forward.



1. Former Alaskan Oil/Marino's Pizza

• Address: 6793 McAlpine Street

• **Size:** 0.22 acres

• Ownership: Private

• Current use: Commercial

Notes: Site has undergone Phase II
 Environmental Assessment as part of this
 BOA (see Appendix J).



2. Agway/Depot

Address: 6819 McAlpine Street

• Size: 1.08 acres

• Ownership: Private

• Current use: Commercial

 Notes: Site contains former train station and 9,000 square foot building.



3. Former Lyons Falls School

Address: 6832 McAlpine Street

• Size: 4.5 acres

Ownership: Private

• Current use: Residential

Notes: Limited environmental investigation pending.



4. Former Pulp & Paper Mill Site

• Address: Center Street

• Size: 9.4 acres

Ownership: LCDC

• Current use: Vacant

Notes: Since the mill closed in 2001, over 20 buildings on the site have been demolished.
 Site has undergone a limited subsurface investigation as part of this BOA (see Appendix I).



5. Former Agway

• Address: East side of Franklin Street

• **Size:** 1.06 acres

• Ownership: Private

Current use: Vacant

Notes: Still an active NYSDEC Spill Site



Chapter 3. Master Plan

Vision

Based on community input and technical analyses, a vision was established for the future of the Village of Lyons Falls.

The vision reflects the fact that Lyons Falls has a multitude of existing assets in place, such as the Moose and Black Rivers, waterfalls, snowmobile trails, and connections to the Adirondacks and Tug Hill region. These unique features allow the Village to thrive as a recreational tourism destination; however, better connections to each of these assets are to be leveraged to capitalize on Lyons Falls' potential. For this reason, "Lyons Falls Connects" was selected as the brand and identity for the Village.

Master Plan and Strategies

The Lyons Falls Implementation Strategy categorizes priority projects into three overarching categories. These categories and the specific projects which fall under each are presented in the following section.

- Strategy 1: Promote of Economic Development
- Strategy 2: Leverage Recreational Assets
- Strategy 3: Transform the Public Realm

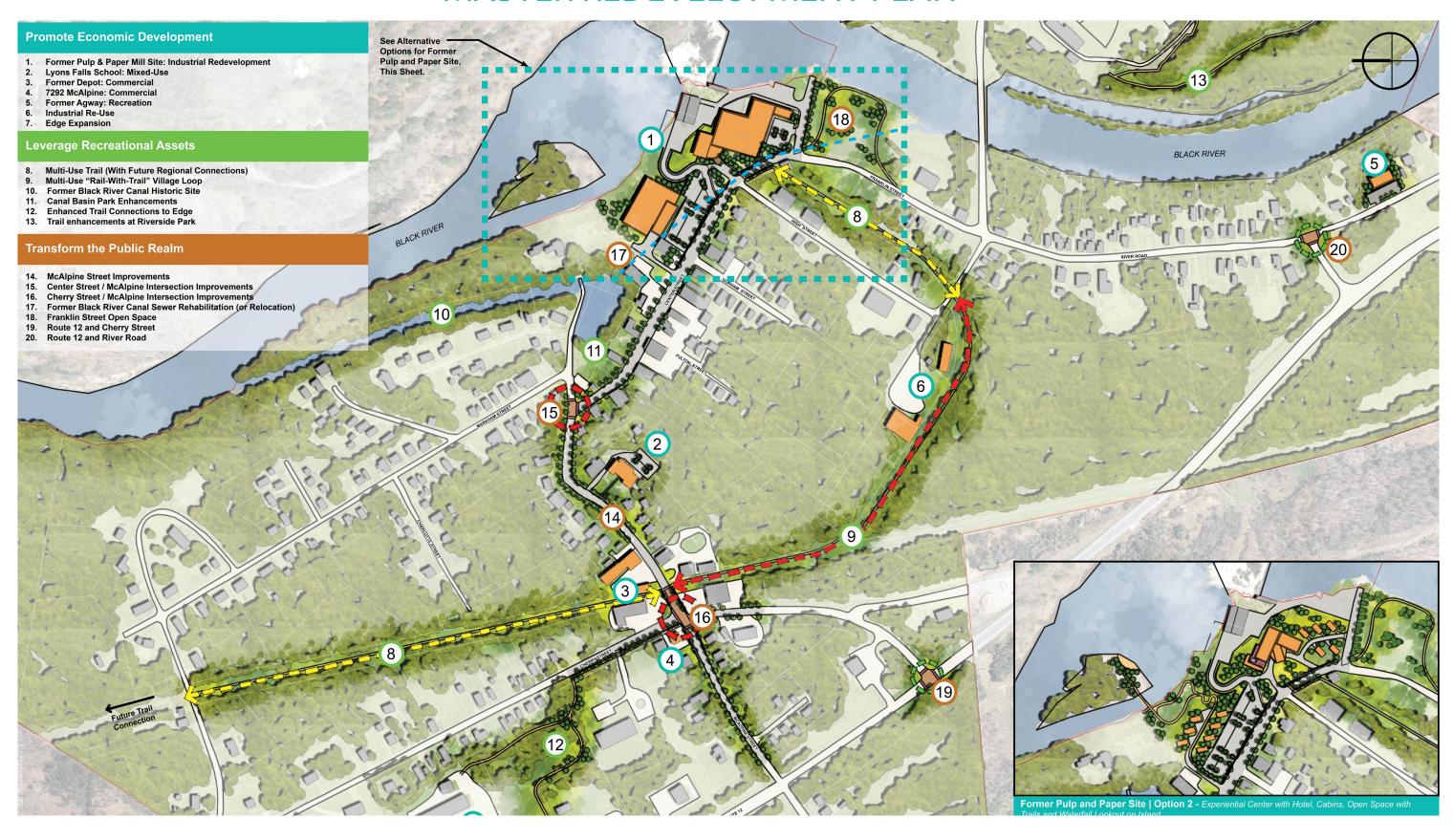
These strategies together encompass the Lyons Falls Master Redevelopment Plan as shown on the following page.

VISION

LYONS FALLS WILL BE TRANSFORMED INTO A MUTLI-FACETED RECREATIONAL DESTINATION FOCUSED ON THE MOOSE AND BLACK RIVERS, PARKS AND TRAILS AND NATURAL FEATURES. ENHANCED CONNECTIONS TO EMPLOYMENT CENTERS AND ENVIRONMENTAL RESOURCES WILL FOCUS ON CELEBRATING THE RICH HISTORY AND BEAUTY OF THE AREA TO SPUR ECONOMIC DEVELOPMENT.



MASTER REDEVELOPMENT PLAN



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Strategy 1: Promote Economic Development

Economic development must be tailored to the specific needs of the community and will work to improve the quality of life of residents as well as enhance tourist experiences. In the case of Lyons Falls, economic development in the form of commercial and industrial development is anticipated to increase revenue and create employment opportunities.

This revitalization strategy identifies several opportunities for Strategic Site redevelopment supported by several market analyses conducted throughout this study. Appendix B provides a detailed Market Analysis specific to the Village of Lyons Falls and presents an overview of Village demographics, as well as industrial, retail, office and housing market information.

Additionally, a Targeted Industry Strategy provided as Appendix H, identifies which industries within the Village are strongest, most competitive, and have the greatest likelihood to succeed.

Recommended Projects

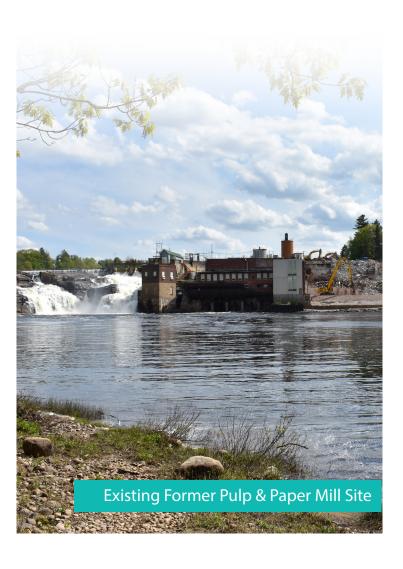
The recommended projects which fall under Strategy #1 - Promote Economic Development include:

- Former Pulp & Paper Mill Site Redevelopment
- 2 Lyons Falls School
- 3 Former Depot
- 4 6793 McAlpine Street
- 5 Former Agway
- 6 Industrial Re-Use
- 7 The Edge Expansion



Former Pulp & Paper Mill Site Redevelopment

This approximately 9-acre site is ripe for redevelopment based on its location along the waterfront, scenic views, and public ownership. This site has recently undergone four phases of building demolition and cleanup. While some additional cleanup may be necessary, several options for redevelopment have been explored. The following presents challenges and opportunities associated with redevelopment of this property along the Black River.



OPPORTUNITIES

Proximity to outdoor recreational assets



Existing tourism/second home owner base



Existing recreational culture (powersports, fishing/hunting, boating)



Access to ADK and Tug Hill



Scenic views



Public ownership



Community and regional support for redevelopment



Potential for low cost power

CHALLENGES



Site size relative to industrial needs (9.4 acres)



Environmental constraints



Topography constraints/steep slopes



Regional location



Population base

OPTION 1: Industrial Use

Option 1 for Former Pulp and Paper Mill Site redevelopment involves continued industrial use. Based on the Targeted Industry Analysis, and a Financial Feasibility Assessment (Appendix X) completed for the site discussed previously, targeted industries have been identified as viable uses in Lyons Falls, including:

- Converted Paper Product Manufacturing
- Inorganic Chemical Manufacturing
- Agricultural and Recreational Entertainment

This proposed development involves the construction of three industrial use buildings on the site, while maintaining the existing chemical building.



Redevelopment Potential

For this pro-forma (see Appendix L), it was assumed that this project would involve redevelopment of this site for industrial use. The following conditions were applied:

- Property lease rate of \$6.00/SF
- Award of a \$750,000 grant for site redevelopment
- Tax abatement of 65%

Given these assumptions, the total development cost will equal approximately:

\$3,300,00

Under these conditions, this redevelopment is

Financially Unrealistic

OPTION 2: Resort Redevelopment

Option 2 for the Former Pulp and Paper Mill site involves redevelopment as a recreational resort destination. Based on analyses of this study, hospitality and lodging options in Lyons Falls are needed to support the existing tourism-base within Lyons Falls and Lewis County. Additional tourists and visitors are anticipated to drive from other areas of the region to enjoy this recreational attraction.

This resort, as modeled, would include a 100-room main hotel and lodging component as well as 12 outbuilding cabins with waterfront accessibility.

Based on the real estate pro-formas conducted for this site, it is expected that private sector lenders would be extremely interested in developing this project.

Redevelopment Potential

For this pro-forma (see Appendix L), it was assumed that this project would involve redevelopment of this site for recreational use. It was assumed that hotel lodging rates would be \$100/night and \$135/night for the cabins.

DEVELOPMENT COST \$26,089,343

EQUITY CONTRIBUTION \$7,826,803

FINANCIALLY FEASIBLE!



Case Study: Tailwater Lodge

Tailwater Lodge, located in Altmar, New York in Upstate New York, lies along the Salmon River. This lodge is a world-class hotel accomodation that boasts luxury lodging, dining, and access to outdoor recreation.

With over 2,000 feet of private frontage on this pristine waterway, the Tailwater Lodge is able to provide a unique experience for a wide variety of tourists and visitors. Visitors can book 'The Barn' for special events, such as weddings and social gatherings, dine for all three meals of the day, and participate in several outdoor activities.

Visitors are able to create an entire vacationing experience with the amenities provided at the Tailwater Lodge. Snowmobiling is prevalent part of the Tailwater Lodge since it is conveniently located along several snomobiling trails. Additionally, tourists are able fish within the Salmon River directly on lodge property. Due to the variety of fish species in this River, the fishing season lasts for a majority of the year.

Mission

DELIVER A LIFELONG, MEMORABLE, WORLD CLASS FISHING EXPERIENCE AND STAY WHILE WE WELCOME YOU TO OUR PIECE OF HEAVEN ON THE SALMON RIVER IN UPSTATE NY.









2 Lyons Falls School

This approximately 16,000-square foot former school lies on 4.5 acres of land. This school is currently an underutilized residential property under private ownership. This site has the potential to be redeveloped into multi-family housing. This site is positioned for redevelopment due to its proximity to commerical establishments and strategic location along one of the main streets in Lyons Falls.

As part of this study, an environmental investigation was conducted on the site. This assessment revealed (To be completed)

Additionally, a real-estate proforma was created for the redevelopment of this property as a multifamily housing project. The development program included 16 units (eight, 2-bedroom units and eight, 1-bedroom units). Some commercial development on first floor is possible. The total development cost of the property is approximately \$2.5 million.

Recommendation:

- Redevelopment of the strucure as a mix of affordable and market rate units, including units for seniors.
- Potential for limited commercial component on first floor.

Redevelopment Potential

Pro-formas are a way to perform "due diligence" when recommending a property specific redevelopment opportunity. For this pro-forma, it was assumed that this redevelopment project would involve the redevelopment of the school as a 16-unit multi-housing structure (see Appendix L).

DEVELOPMENT COST \$2,500,001

ROI 6 %

FINANCIALLY FEASIBLE!





Former Depot

This one-acre site is located at 6819 McAlpine Street and contains a 9,000-square foot building. This site was formerly used as a feed and storage facility, adjacent to an abandoned portion of the Mohawk, Adirondack, and Northern Railroad. This parcel is currently privately owned.

It is recommended that this site be redeveloped for commercial uses that can leverage its location next to the proposed Rails to Trails. Commercial opportunities may include a restaurant, brewery, bakery or bike rentals and repair shop.

Recommendations:

- Coordinate with existing property owner on desired end use for this site.
- Complete a Phase I and Phase II ESA and subsequest remediation on the property, if needed.
- Explore the historic value of the building (potential NYS Historic Tax Credits).
- Pursue funding for building facade improvements.
- Pursue funding for building interior improvements.
- Market the site for purchase and redevelopment through the Lyons Falls BOA marketing and branding campaign.



Redevelopment Potential

For this pro-forma, it was assumed that this redevelopment project would involve the redevelopment of the former depot for commercial use including a potential restaurant, retail and office space. This proforma assumes rents at \$9.00/SF.

DEVELOPMENT COST \$250,001

EQUITY CONTRIBUTION \$75,000

FINANCIALLY FEASIBLE!



6793 McAlpine Street

This 0.22-acre site lies on the corner of McAlpine Street and Cherry Street. As part of this study, this former Alaskan Oil/Marino's Pizza underwent a Phase II ESA. The investigation revealed several areas of concern and future remediation is recommended both on and off-site due to soil and groundwater contamination.

This site currently operating as the Bath and Doggie Works Pet Salon and Little Friends Veterinary Services, which was recently redeveloped. It is recommended that commercial use of this site be continued to aid in business retention and employment opportunities for residents.





Former Agway

The Former Agway Site is an approximately one-acre parcel located on the east side of Franklin Street. This parcel is currently vacant. It lies along the Black River; however, it does not have frontage to the water and is considered an underutilized site.

Due to the site's location on Franklin Street, which is one of the primary entryways into the Village, commercial or mixed-use redevelopment of this parcel is recommended. This use could cater to visitors utilizing the Village's parks and trail system.

For example, this site is well positioned for a Lyons Falls Welcome Center, equipped with kayak and bike rentals.



Recommendations:

 Complete a Phase I and Phase II ESA and subsequest remediation on the property, if needed.



Industrial Re-Use

Several properties along South Street in the Village of Lyons Falls are currently utilized for industrial purposes. Since these industrial uses are important to the vitality of the Village, it is recommended that these parcels remain as industrial use.

Expansion of industrial uses will work to create employment opportunities within the Village and enhance the tax base of the area. Based on the market analysis completed as part of this study, viable industrial uses could include agriculture/recreational equipment manufacturing, as well as paper, chemical and dairy product manufacturing.

The rail line within Lyons Falls passes directly through these parcels, creating an incredible opportunity for utilization of this amenity. Industrial uses such as those mentioned previously would have the ability to access this rail line for product transport and shipment.



Recommendations:

 Partner with Lewis County IDA to promote industrial use of these sites





The Edge Expansion

The Edge Hotel and Boondocks restaurant are staple tourism amenities in Lyons Falls. They are both located off Route 12 in close proximity to the Black and Moose Rivers.

The Edge Hotel has a total of 65 rooms visitors can access when staying in Lyons Falls for the weekend or taking a longer trip in Lewis County. The hotel offers a restaurant, bar and business conference room in addition to lodging accomodations.

Boondocks is also a popular visitor destination within Lyons Falls, with a restaurant and bar that offers a banquet hall to accommodate a variety of occasions and live music. Both of these venues are popular in the winter months during snowmobiling season, due to their proximity to the trail network.

The Edge Expansion will upgrade existing recreational amenities. These upgrades will be intended to support the continued recreational offerings.

Recommendations:

 Partner with Lewis County IDA and Village of Lyons Falls to potentially fund a portion of development costs for future expansion





Strategy 2: Leverage Recreational Assets

Both Lewis County and the Village of Lyons Falls are overwhelmingly rich in assets that drive the recreational and tourism economy. These assets also have the potential to draw additional tourists and visitors to the area.

As described in **Chapter 2**, valuable attractions within Lyons Falls include recreation, lodging, retail, and entertainment centered on natural features such as Black River.

Many of those visiting Lewis County and Lyons Falls move from place to place to experience a variety of activities throughout the area. The journey of travel within Lewis County drives these tourist activities. Popular activities include snowmobiling, canoeing, hiking, boating and driving tours.

Capitalizing upon these assets and generating the full potential of Lyons Falls will involve diversification of activities for all age groups, packaging and promotion of cross-over activities to expand a range opportunities, among others.

The following projects indicate specific opportunities Lyons Falls can implement to leverage all tourism assets.

Recommended Projects

The recommended projects which fall under Strategy #2 - Leverage Recreational Assets include:

- 8 Multi-Use Rail Trail
- 9 Multi-Use "Rail with Trail" Village Loop
- 10 Former Black River Canal
- 11 Canal Basin Park Enhancements
- Enhanced Trail Connections to Edge
- 13 Riverside Park Enhancements



Multi-Use Rail Trail (Future Regional Connections)

The former Mohawk Adirondack & Northern Railroad Corp railroad right-of-way runs north/south through the Village of Lyons Falls. The right-of-way (north and south of McAlpine Street) is currently owned by the Lewis County IDA. An abandoned portion of the right-of-way extends from McAlpine Street north and beyond the Village boundary.

It is recommended that Lewis County and the Village pursue improvements to this portion of the former railroad that will convert it to a multi-use trail that could be connected to regional trail systems in the future. The railroad is located directly adjacent to the former Depot and Pharmacy buildings, offering close proximity to potential future retail/tourism uses.

An initial phase of the trail between McAlpine and Charlotte Street would be improved with a 10-foot gravel path, creating an off-street connection for pedestrians, bicycles, and snowmobiles. The multi-use trail would lay the groundwork for connections to future regional trail systems.







Multi-Use "Rail with Trail" Village Loop

The Mohawk Adirondack & Northern Railroad Corp railroad right-of-way runs north/south through the Village of Lyons Falls. The right-of-way located south of McAlpine Street is currently inactive and owned by the Lewis County IDA. However, the rail was recently active, providing siding service to warehouses owned by the Burrows Paper Corporation. Both Burrows Paper and the owner of the railroad have expressed interest in reviving this segment of the rail. A portion of the rail right-of-way located east of South Street has been abandoned and no longer contains rails.

It is recommended that Lewis County and the Village pursue improvements to this portion of the former railroad to create a 10-foot wide multi-use trail alongside the existing railroad. The "rail-with-trail" concept works well along rail corridors with a low volume of trains and/or rail corridors that terminate within the community. A trial located adjacent to the railroad would allow for the eventual development of a loop trail through Lyons Falls, which takes pedestrians, bicycles, and snowmobiles to various destinations within the Village, including the waterfront, the turning basin, and future tourism-based uses on the former Pulp & Paper Mill site.









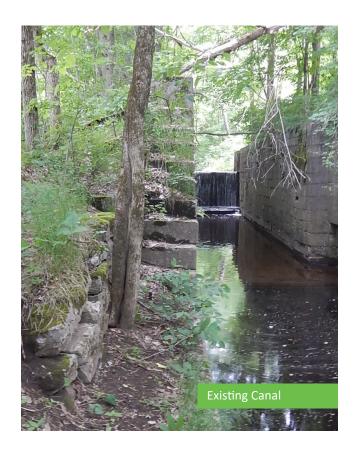
Former Black River Canal Historic Site

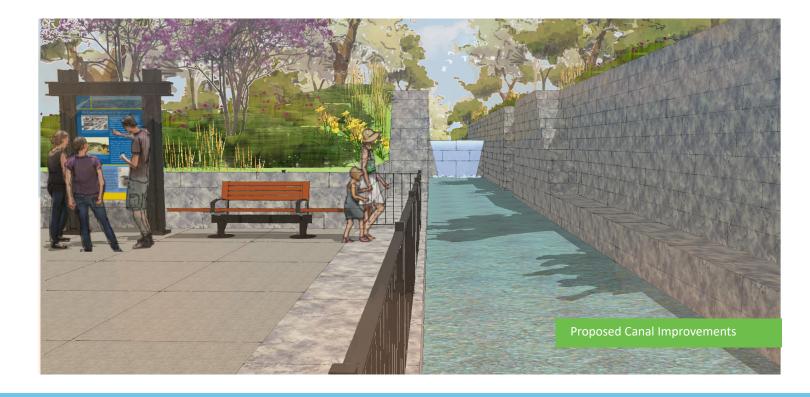
There are four locks located within the abandoned canal north of the Turning Basin. Based on the Black River Canal Analysis, visual observations suggest that much of the masonry stone is in good condition, with limited joint separation and vegetation growth. Portions of the lock walls appear to have been repaired over time.

This canal currently sits on privately-owned property with no access agreeement for public users.

It was determined that further assessment is warranted to determine the suitability of protection, restoration, and reuse as a historic and recreational asset within the community.

It is recommended that action be taken to enhance the recreational and historical learning opportunities presented by this asset. Enhancements could include interpretive and wayfinding signage within the canal to both direct visitors through and teach them about its historic value.







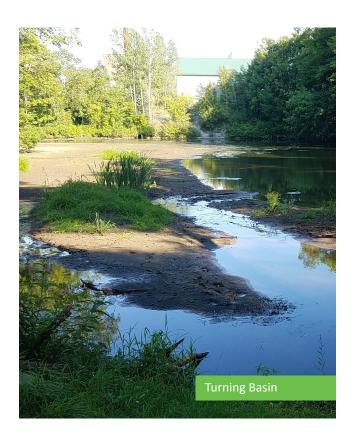
Canal Basin Park Enhancements

The Canal turning basin is a manmade pond that was formed by blocking the original outlet at the east bank of the Black River Canal. In the 1940s, a portion of the Black River Canal was filled (and piped underground) in order to accommodate construction on the Pulp & Paper Mill site.

Today, a storm sewer pipe carries water from the Black River underneath the Pulp & Paper Mill site to an outlet at the turning basin. The turning basin is used as part of the fire protection system for the Village of Lyons Falls.

The Village constructed a park adjacent to the turning basin (Canal Basin Park), which offers an historical interpretive kiosk, benches, and a picnic table.

It is recommended that the Village pursue improvements to the Canal Basin Park, including enhanced landscaping, additional passive elements, and wayfinding signage to other points of interest within the Village.







Enhanced Trail Connections to Edge

The Edge Hotel, discussed previously, is an important asset within Lyons Falls. A formal pedestrian and bicycle connection from other areas of the Village to the Edge will allow ease of access for these visitors; therefore increasing tourism rates.

Additional amenities, such as bike racks and benches will encourage greater use of this trail connection to the Village as well. The installation of bike racks, benches, and directional wayfinding signage on this trail is recommended to spur additional use.







Riverside Park Enhancements

Riverside Park is an approximate 50-acre park located east of the Black River off Laura Street. This park contains ball fields, a basketball court, a tennis court, a playground designed for children 12 and under, a pavilion, and undeveloped forested land along the Black River.

This park provides direct access to additional recreational opportunities within Lyons Falls. For that reason, trail enhancements and additions can directly enhance the recreational experience for residents and tourists.

Enhancements and additions to the existing 1/2 mile running track and 20 station fitness loop is recommended to enhance the existing trail for skiing, running, biking and snowshoeing. Improvements could include additional signage.



Strategy 3: Transform the Public Realm

What is the Public Realm?

Generally, the public realm refers to the streets, squares, parks, green spaces and other outdoor areas that the public is able to access readily. These spaces typically are free for everyone to use and contribute to both the resident's and visitor's quality of life.

High quality public space is vital to creating socially inclusive communities. Investment in these public spaces generates tangible benefits for all and will contribute to economic growth. Enhanced spaces for the community to congregate and enage in increase property values and has been shown to reverse cycles of decline.

The recommended streetscape improvement plan described in the following pages includes the following components:

- Traffic Calming and Pedestrian Safety
- Aesthetic Pedestrian Improvements
- Green Infrastructure
- Gateway and Wayfinding Signage

Recommended Projects

The recommended projects which fall under Strategy #3 - Transform the Public Realm include:

- McAlpine Street Improvements
- Center Street/McAlpine Street Intersection Improvements
- Cherry Street/McAlpine Street Intersection Improvements
- 17 Former Black River Canal Relocation
- 18 Franklin Street Open Space
- Gateway Improvements:
 Route 12/Cherry Street
- Gateway Improvements:
 Route 12/River Road

Traffic Calming and Pedestrian Safety

Crosswalks help define an intersection as a public space, making it clear to drivers and pedestrians where they belong. Enhanced paint or special markings can slow traffic and offer further visual indication that the area is meant for pedestrians to cross the street.

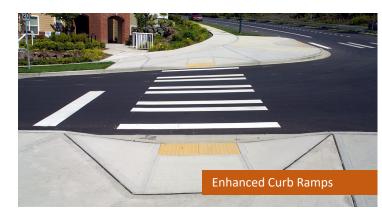
Pedestrian countdown signals are equipped with timers to give notice to both drivers and pedestrians how many seconds remain to cross the street safely.

Enhanced curb ramps are important for providing access between the sidewalk and the street. They should be located at any pedestrian crosswalk, at intersections, loading zones, bus stops and midblock crossings. Curb ramps provide safe passage for wheelchairs, delivery men/women, parents with strollers, and people with vision and mobility impairments.

Curb extensions are used as a traffic calming measure to extend the sidewalk into the street and reduce the distance pedestrians must walk to cross the street. Curb extensions can also improve safety by making pedestrians more visible to approaching drivers. This can be especially important in areas with on-street parking, where pedestrians often must emerge from behind a parked car in order to cross the street.

Pedestrian lighting is specialized lighting provided at a different scale than street lighting to ensure that pedestrian areas, such as sidewalks, curb ramps, and building entries are adequately lit.









Aesthetic Pedestrian Improvements

Street trees and planter boxes improve the streetscape by providing shade, improving air and water quality, and improving the visual appearance of the corridor.

Seating allows pedestrians to enjoy the surroundings more easily by providing a place to rest and talk with neighbors.

Waste receptacles should be provided at busy intersections, near crosswalks, at bus stops, and outside major building entrances. The location and type of receptacle should be carefully considered, as maintenance and management are often the biggest challenges associated with public waste receptacles. On-site observation and conversations with business owners will be necessary to determine the most needed locations and design features.

Bike racks, either free standing or affixed to a secure object, provide a place to secure a bicycle. Bike racks must be visible, yet protected from pedestrian and auto traffic.









Green Infrastructure

Green infrastructure can help protect water quality and reduce stormwater runoff by using vegetation, soils, and natural processes to manage and treat stormwater. A site outfitted with green infrastructure can mimic nature by soaking up and storing water Green infrastructure elements can be easily incorporated into parking lot designs to help mitigate the effects of stormwater runoff. Some elements of green infrastructure elements include the following:

Bioswales. Vegetated open trenches designed to temporarily store and infiltrate stormwater.

Pervious pavements. A porous pavement surface that lets stormwater percolate and infiltrate, rather than going directly into the public drainage system. In addition to reducing runoff, pervious pavements can trap solids and filter pollutants from the water.

Wildflowers. A diverse mix of low maintenance, deep rooting wilflowers and grass species can provide shade, stormwater infiltration, and a pleasant visual experience.

Tree box filters. There are multiple types of tree box planters that collect and absorb runoff from sidewalks, parking lots, and streets. They are placed at the curb, typically where storm drain inlets are positioned and are ideal for locations where space is limited.









Gateway and Wayfinding Signage

Gateway and wayfinding signage can be an important component of the Lyons Falls revitalization strategy. If incorporated correctly inclusive of all modes of transportation, appropriately designed wayfinding signage will help to draw tourists and visitors into the Village.

Currently, Lyons Falls is lacking in both pedestrian and vehicular signage to direct visitors where key destinations and features are located. The following provides distinct elements of gateway and wayfinding signage that can be included within the Village of Lyons Falls:

Gateway Signs. Typically a road sign on heavily travered roadways. These signs introduce and welcome visitors into an area.

Directional Signs. Signage that tells visitors and tourists how to get to particular key destinations.

Light Pole Banners. These signs are suspended over public streets and usually attached to a single light pole. Generally, these signs are located on main thoroughfares with a distinct character and identity. These signs can be changed out and replaced for special events, if needed.









McAlpine Street Improvements

This segment of McAlpine is a priority due to its role as a major gateway into the Village and a key intersection. Comprehensive improvements to the streetscape environment along McAlpine Street will contribute to multiple objectives of the Master Plan by creating a safe and welcoming environment for pedestrians, bicyclists, and drivers. Enhancements such as crosswalks, landscape planters, lighting, seating, and curb ramps can slow traffic, transform the pedestrian experience, and bring new activity to the businesses in the Village.



Current Conditions:

- No on-street parking
- No median
- No street lighting
- Sidewalks in poor condition
- No verge between sidewalks and road
- No street trees, pedestrian seating, waste receptacles or other amenities

Recommendations:

- Sidewalk improvements
- Street trees
- Street furniture (benches, trash receptacles)
- Striping/parking
- Signage/wayfinding
- Green infrastructure





Center Street/McAlpine Intersection Improvements

Similar to improvements to the McAlpine Street, improvements to this segment of Center Street are critical to creating a cohesive pedestrian and driver experience. This corridor provides access to the Canal Basin Park and to the future Black Moose Experience Center (formerly the Pulp & Paper Mill). Recommended improvements to this section are intended to help tie together the various existing components of the streetscape.

Current Conditions:

- No crosswalks
- Little gateway signage
- No landscaping
- No lighting
- No street furniture

Recommendations:

- Sidewalk improvements
- Street trees
- Street furniture (benches, trash receptacles)
- Crosswalks
- Signage/wayfinding
- Green infrastructure







Cherry Street/McAlpine Street Intersection Improvements

The Cherry Street/McAlpine Street intersection is a important location in the center of the Village. Improvements will not only enhance aesthetics, but will increase the functionality and visibility for all users. Definition to the streetscape in the form of designated crosswalks, enhanced lighting, and landscaping will improve access, calm traffic and increase pedestrian activity along this segment of McAlpine Street.

Recommendations:

- Sidewalk improvements
- Street trees
- Street furniture (benches, trash receptacles)
- Crosswalks
- Signage/wayfinding
- Green infrastructure











Former Black River Canal Sewer Relocation

In the 1940s, the southern portion of the manmade Black River Canal was filled, buried, and replaced with a 36" storm sewer. This basin is currently abandoned and at risk of degradation. Opportunities exist to improve water quality of the turning basin and maintain the function of the storm sewer.

Two potential options for improving this functionality include:

- Rehabilitation of the storm sewer pipe by cleaning sediment and replacing the intake structure
- Relocation of the storm sewer pipe in the right-of-way west of the pipe's current location

Recommendation:

 Relocating the pipe significantly improves the function of the storm sewer and Turning Basin while removing more constraints to redevelopment at the Pulp & Paper Mill site than does the rehabilitation option

Next Steps:

- Install new intake structure
- Realign storm sewer
- Add manholes





Franklin Street Open Space

Along the Black River sits a vacant, privatelyowned parcel of land. While portions of this property are within the floodplain. This space could leverage its prime location along the water to enhance recreational tourism in Lyons Falls. Since this site is within the floodplain, it is recommended that this site remain largely passive open space.

Open space recommendations for this site include a potential walking and biking trail and pedestrian amenities such as bike racks and benches.









Gateway Improvements

The intersections of Route 12 and Cherry Street/ River Road are important routes within the Village since Route 12 is a major thoroughfare that transports visitors from other areas of the region into and throughout the Village.

Both of these intersections are very barren and offer no introduction into the Village. Improvements to these intersections could include:

- Signage with utilization of Lyons Falls BOA marketing and branding
- Streetscape improvements, such as stamped concete or painted crosswalks
- Gateway signage









Chapter 4. Implementation and Funding

The implementation tables of the following pages provide a roadmap to move projects from planning to implementation, taking into account phasing, responsible parties, estimated costs and funding strategies.

Subsequent to these tables, funding resources are also provided. Funding for listed master plan strategies and redevelopment projects will come from a combination of public and private sources. The availability and costs of financing are major factors that dictate the extent and and timing of private sector involvement.

Traditionally, environmental contamination has been a deterant for developers to invest in particular properties. Thankfully, in New York State there has been a significant uptick in brownfield redevelopment due to tax incentive programs that ease the process of development.

Maintaining the created momentum through this study thus far is critical to ensuring that revitalization efforts take hold, which is the reason this plan had a strong community outreach program.

Funding for redevelopment can come from a variety of sources; state agency, federal, non-profit, etc. The following section provides a list and short description of potential funding sources to be utilized in order to make these projects a reality.

Types of Funding Sources • Grants - State - Private • Loans • Tax Incentives

Strategy 1: Promote Economic Development

	PROJECT	PHASING	COST	TIME	RESPONSIBLE PARTY	POTENTIAL FUNDING
1	Pulp and Paper Mill Redevelopment Option 1	Remediation Final Design/Engineering Construction	TBD \$140,000 \$2,300,000	1-2 Years 1-2 Years 3 Years	Lewis County IDA, Private	Lewis County, ESD, Private
	Pulp and Paper Mill Redevelopment Option 2	Acquisition/Remediation Final Design/Engineering Construction		1-2 Years 1-2 Years 3-5 Years	Lewis County IDA, Private	Private Private, ESD Private, ESD
2	Lyons Falls School	Acquisition Final Design/Engineering Construction	\$1 \$500,000 \$2,000,000	1 Year 1-3 Years 3-5 Years	Lewis County IDA, Private Private Private	Private Private, Restore NY Private, Lewis County IDA, Restore NY
3	Former Depot	Environmental Assessment Final Design/Engineering Construction	TBD \$25,000 \$250,000	1-3 Years1-3 Years3-5 Years	Private Private Private	Private Private Private, Restore NY
4	6793 McAlpine Street	Remediation	TBD	3-5 Years	Private	Village, Private, BCP
5	Former Agway	Acquisition Environmental Assessment Design & Construction	TBD TBD TBD	1-3 Years 2-3 Years 3-5 Years	Private Private Private	Market New York, Private Lewis County, Private Private, Market New York, TAP
6	Industrial Re-Use	Schematic Design Final Design/Engineering Construction	\$30,000 TBD TBD	1-2 Years 2-4 Years 4+ Years	Lewis County IDA Lewis County IDA, Private Lewis County IDA, Private	Job Development Auth Direct Loan Program, Economic Development Fund, Lewis County IDA, ESD
7	The Edge Expansion	Design Construction	TBD TBD	1-3 Years 3-5 Years	Edge Edge	Lewis County IDA, Private, Market New York, ESD

Strategy 2: Leverage Recreational Assets

	PROJECT	PHASING	COST	TIME	RESPONSIBLE PARTY	POTENTIAL FUNDING
8	Multi-Use Rail Trail (Future Regional Connections)	Schematic Design Final Design/Engineering Construction	\$20,000 \$30,000 \$458,000	1 Year 1-3 Years 3-5 Years	Village, Lewis County	Lewis County, LWRP, Recreational Trails Program
9	Multi-Use "Rail- with-Trail" Village Loop	Schematic Design Final Design/Engineering Construction	\$20,000 \$30,000 \$326,000	1-3 Years 1-3 Years 3-5 Years	Village, Lewis County, Private	Lewis County, Recreational Trails Program, Private
10	Former Black River Canal Historic Site	Historical Assessment Final Design/Engineering Construction	\$5,000 \$75,000 \$722,000	1-3 Years 1-3 Years 3-5 Years	Lewis County, Private	Lewis County, Private, ESD, NYS EPF
11	Canal Basin Park Enhancements	Final Design/Engineering Construction	\$13,000 \$125,000	1-3 Years 3-5 Years	Village, Lewis County IDA	Village, Lewis County, LWRP, GIGP, NYS EPF
12	Enhanced Trail Connections	Final Design/Engineering Construction	\$30,000 \$287,000	1-3 Years 3 Years	Village, Lewis County IDA, Private	Village, Lewis County IDA, Recreational Trails Program, Private
13	Riverside Park Enhancements	Final Design/Engineering Construction	\$83,000 \$825,000	3-5 Years 5 Years	Village, Lewis County IDA	Village, Lewis County, LWRP, Recreational Trails Program, NYS EPF

Strategy 3: Transform the Public Realm

	PROJECT	PHASING	COST	TIME	RESPONSIBLE PARTY	POTENTIAL FUNDING
14	McAlpine Street Improvements	Schematic Design Final Design/Engineering Construction	\$135,000 \$100,000 \$1,400,000	1 Year 1 Year 3-5 Years	Village, Lewis County	Village, TAP, HSIP, STP
15	Center Street/ McAlpine Intersection Improvements	Schematic Design Final Design/Engineering Construction	\$12,000 \$35,000 \$475,000	1 Year 1 Year 3-5 Years	Village, Lewis County	Village, TAP, HSIP, STP
16	Cherry Street/ McAlpine Intersection Improvements	Schematic Design Final Design/Engineeering Construction	\$12,000 \$35,000 \$475,000	1 Year 1 Year 3-5 Years	Village, Lewis County	Village, TAP, HSIP, STP
17	Former Black River Canal Sewer Relocation	Install Intake Structures Realign Storm Sewer Install Manholes	\$1,060,000	1-3 Years 1-3 Years 1-3 Years	Village, Lewis County	Village, Lewis County, NYS EFC
18	Franklin Street Open Space	Schematic Design Final Design/Engineering Construction	\$8,000 \$25,000 \$330,000	1-3 Years 3-4 Years 4+ Years	Village, Lewis County, Private	Village, Lewis County, Recreational Trails Program, LWRP
19 & 20	Gateway Improvements: Route 12 / Cherry Street Route 12 / River Road	Schematic Design Final Design/Engineering Construction	\$5,000 \$15,000 \$220,000	1-4 Years 3-4 Years 4-6 Years	Village, Lewis County	Village, Lewis County, HSIP, STP, TAP

New York State Funding

	FUNDING SOURCE	DESCRIPTION	ELIGIBLE ACTIVITIES	AWARD
	Restore New York Program	Funds the revitalization of commercial and residential properties as well as the elimination and redevelopment of blighted structures	Demolition, deconstruction, rehabilitation and/or reconstruction of vacant abandoned, condemned and surplus properties	Up to \$5 million per project with 10% match
	Strategic Planning and Feasibility Studies	Aims to promote economic developemnt by encouraging economic and emplotment opportunities in urban areas.	Strategic development plan preparation, feasibility study preparation	Up to \$1 million
	Market New York	Grant program with funding available for eligible projects that will create an economic impact by increasing tourism throughout the state	Projects that promote tourism destinations, attractions and special events, tourism facility capital improvement projects, promotion of craft beverage tourism	up to \$5 million
	Manufacturing Assistance Program	Provides financial assitance for manufacturers to improve their operations through investing in capital projects that enhance productivity and competitiveness	Projects designed to achieve increased production, improved efficiency, quality control, new products, resource conservation, revenue enhancements, pollution prevention	up to \$1,000,000
	Job Development Authority Direct Loan Program	Provides direct loans for the growth of manufacturing and other eligible businesses within NYS	Bond financing program to cover a portion of the cost of acquiring/ renovating existing buildings, constructing new buildings, and purchase of machinery/equipment	up to 60% of project cost
	Small Business Revolving Loan Fund	Supports small businesses, targeting those that have had difficulty accessing regular credit markets	Working capital, acquisition and improvemnet of real property/ machinery, property improvement, refinancing of debt	Not to exceed 50% of principal amount, up to \$125,000
	Capital Access Program	Provides matching funds to financial institutions for loan loss reserves as an incentive to increase small business lending to companies	Financing for working capital, technology or facility upgrades, business startups and expansions	up to \$500,000
	Economic Development Fund	Offers financial assistance for projects that promote NYS's economic health by facilitating job creation/retention or increased business activity in the state	Real estate and land acquisition, demolition, construction/ renovations, site and infrastructure, machinery and equipment, inventory, construction related planning/design, training, soft costs	varies

New York State Funding

		3		
	FUNDING SOURCE	DESCRIPTION	ELIGIBLE ACTIVITIES	AWARD
S	Brownfield Cleanup Program	Provides tax credits for the remediation and redevelopment of brownfield sites in NYS. Further enhanced within BOA areas	Remediation and redevelopment of assessed brownfield sites in NYS.	varies
ENV. FACILITIES CORP	Green Innovations Grant Program (GIGP)	Funds support projects that utilize unique stormwater infrastructure design and create cutting-edge green	stormwater street trees, rain gardens, bioretention, permeable pavements, green roofs	varies, local match between 10% and 60%
	New York Main Street Program	Provides financial resources and technical assistance to communities to strengthen the economic vitality of the State's traditional Main Streets and neighborhoods	Facade renovations, interior commercial and residential building upgrades, interior and exterior renovations of anchor buildings, streetscape enhancements	up to \$500,000
Y RENEWAL	New York Main Street Technical Assistance Program (NYMS-TA)	Funds are used to implement projects that are intended to improve a community's readiness to administer a future NY Main Street building	Evaluating commercial and neighborhood building conditions, identifying priority target areas, and	up to \$20,000 with 5% match
E OF COMMUNITY RENEWAL	Low Income Housing Tax Credit	Provides a dollar-for-dollar reduction in state income taxes to investors in qualified low-income housing (where units must serve households with incomes at or below 90% of AMI)	New construction or adaptive reuse of non-residential property to affordable housing, or substantial	up to \$750,000 per project
OFFICE	Community Development Block Grant (CDBG)	Funds are intended to expand economic opportunities and provide decent housing and a suitable living environment principally for persons of low- and moderate-income	construction of low- and moderate- income housing, rehabilitation, demolition, code enforcement, energy efficiency improvements	up to \$1 million
OF PARKS REC & PRESERVATION	Historic Properties Tax Credit	Provides tax credits for residential home owners and commercial properties for the preservation of historic structures	Rehabilitation, landscaping, fencing, facade improvement, etc.	varies
OFFICE OF PARKS REC HIST PRESERVATION	Recreational Trails Program	Funds the development and maintanence of recreational trails for motorized and non-motorized use	Maintanence/restoration of existing trails, purchase/lease of trail construction equipment, acquisition of easements, construction of new trails, assessment of conditions	Up to 80% of total project cost, capped at \$200,000

New York State Funding

	FUNDING SOURCE	DESCRIPTION	ELIGIBLE ACTIVITIES	AWARD
ENVIRONMENTAL PROTECTION FUND	Local Waterfront Revitalization Program	Funds utilized for waterfront improvement projects in conjunction with approved LWRP document for community revitalization	Program planning, feasibility, design, marketing of specific projects, watershed management	25% local match of total project costs
	Environmental Protection Fund Grant Program for Parks, Preservation, and Heritage (EPF)	Funds may be used for the acquisition, development, and planning of parks and recreational facilities or to preserve, rehabilitate, or restore lands for park, recreation, or conservation purposes	Construction or restoration of playgrounds, courts, rinks, community gardens, and facilities for swimming, boating, picnicking, hunting, fishing, camping, or other	up to \$500,000
	Climate Smart Communities Program Grant	Funds climate change adaptation and mitigation projects for municipalities to become Certified Climate Smart Communities	Adaptation and non-power mitigation projects that reduce GHGs, assessment and planning activities	Implementation Projects - up to \$2,000,000 Certification - up to \$100,000
DOT	Transportation Alternatives Program (TAP)	Funds projects that are expected to improve mobility, accessibility, and the community's transportation character such that the street network is more vibrant, walkable, and safer for all transportation mode users	Construction, planning, and design of facilities for pedestrians, bicyclists, and other non-motorized forms of transportation; projects that enable children to walk and	varies, local match of 20%
	Consolidated Local Street and Highway Improvement Program (CHIPS)	Funds support the construction and repair of highways, bridges, highway-railroad crossings, and other facilities that are not on the State highway system	Resurfacing, shoulder improvements, new drainage systems, sidewalk improvements, traffic calming installations, bus shelters	varies
GOV'T	Local Government Efficiency Grant	Funds are used to identify best practices and implement actions to reduce municipal expenses and increase efficiencies in service delivery	Consolidation and/or regionalization of services, cooperative service agreements to share employees or services	up to \$1 million with match of 10% to 50%

Federal Funding

	FUNDING SOURCE	DESCRIPTION	ELIGIBLE ACTIVITIES	AWARD
NOI	Recreational Trails Program	Provides funds to states to develop and maintain trails and trail-related facilities. Includes hiking, bicycling, in-line skating, equestrian, snowmobiling, off-road motorcycling	Construction and maintanence of existing and new trails	varies
: TRANSPORTATION	Transportation Investment Generation Economic Recovery Program	Provides opportunity for DOT to invest in road, rail, transit, and port projects. Funding for multi-modal projects	Projects focused on building and repairing freight and passenger transportation networks	varies
DEPT. OF	Surface Transportation Program	Funds the expansion and ehancement of transportation	Capital infrastructure investments	varies
, EPA	Building Blocks for Sustainable Communities	Provides technical assitance to implement development approaches to protect the environment, improve public healtlh, create jobs, expand econoimc opportunity, and improve quality of life	Public engagement, consultation with relevant decision makers, outline of specific steps to implement projects	varies
DEPT. OF TREASURY	Build America Bonds	Provides local governments with direct federal payment subsidies and tax credits for a portion of borrowing costs on taxable bonds	Capital projects	varies

