



NY Forward

WELCOME

THE MEETING WILL
BEGIN SHORTLY

Local Planning Committee (LPC)
Meeting #4
Wednesday, September 13, 2023



LYONS FALLS
CONNECTS
NY FORWARD

CODE OF CONDUCT



LOCAL PLANNING COMMITTEE

- ◆ Members of the Local Planning Committee must always serve and act in the public interest, regardless of their affiliation with, or relationship to, any business, municipality, not-for-profit, agency, program, entity, or interest group.
- ◆ Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee
- ◆ Remember **DAD**:
 - ◆ Disclose conflicts of interest
 - ◆ Act in the public interest
 - ◆ Disqualify if necessary



AGENDA



- 1 Welcome & Code of Conduct Reminder
- 2 Project Schedule
- 3 Community Engagement Update
- 4 Discussion of Strategies
- 5 Refined Projects List Discussion
- 6 Next Steps
- 7 Public Comment

LOCAL PLANNING COMMITTEE

LOCAL PLANNING COMMITTEE (LPC)	Affiliation
Mayor Donna Dolhof, <i>co-chair</i>	Village of Lyons Falls
Michele Ledoux, <i>co-chair</i>	CCE of Lewis County/REDC member
Anne Huntress	Lyons Falls Alive/South Lewis Central School
Brittany Davis	Lewis County IDA/Naturally Lewis
Jonathan Miller	Lewis County Historical Society
Roger Williams	Level Up Power Fitness Center
Mike Hurilla	Boondock Restaurant/3 Willows Event Center/The Edge Hotel
Megan Krokowski	Lewis County Planning
Michael Bradish	Village of Lyons Falls

PROJECT TEAM

STATE PARTNERS

NAME	TITLE	DEPARTMENT
Kylie Peck	Project Manager	NYS Department of State
Stephen Hunt	Regional Director, North Country Office	Empire State Development

PROJECT TEAM

CONSULTANT TEAM



Engineering and
Land Surveying, P.C.



PROJECT SCHEDULE



KEY MILESTONES

JUNE

- ◆ LPC Kick-off
- ◆ Vision
- ◆ Engagement Plan
- ◆ Call for Projects

JULY

- ◆ Downtown Profile (Draft)
- ◆ Goals (Final)

AUGUST

- ◆ Preliminary Project List
- ◆ Downtown Profile
- ◆ Strategies

SEPTEMBER

- ◆ Refined Project List
- ◆ Project Profiles
- ◆ Strategies (Draft)

OCTOBER

- ◆ Project Profiles
- ◆ Strategies (Final)
- ◆ NY Forward Strategic Investment Plan (Draft)

NOVEMBER/
DECEMBER

- ◆ NY Forward Strategic Investment Plan (Final)



NY Forward

COMMUNITY ENGAGEMENT



ENGAGEMENT UPDATE



- ◆ Public Engagement #2
 - ◆ End of September
- ◆ NY Forward website
 - ◆ 211 unique visitors as of Sept 7th
 - ◆ www.lyonsfalls-nyforward.com

COMMUNITY ENGAGEMENT



ENGAGEMENT UPDATE

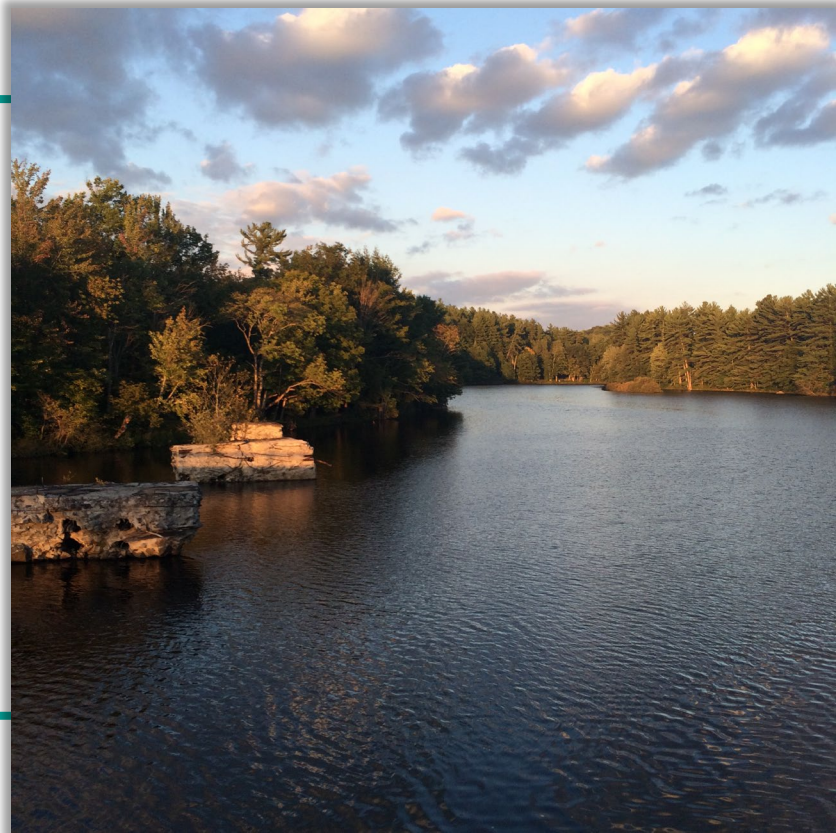


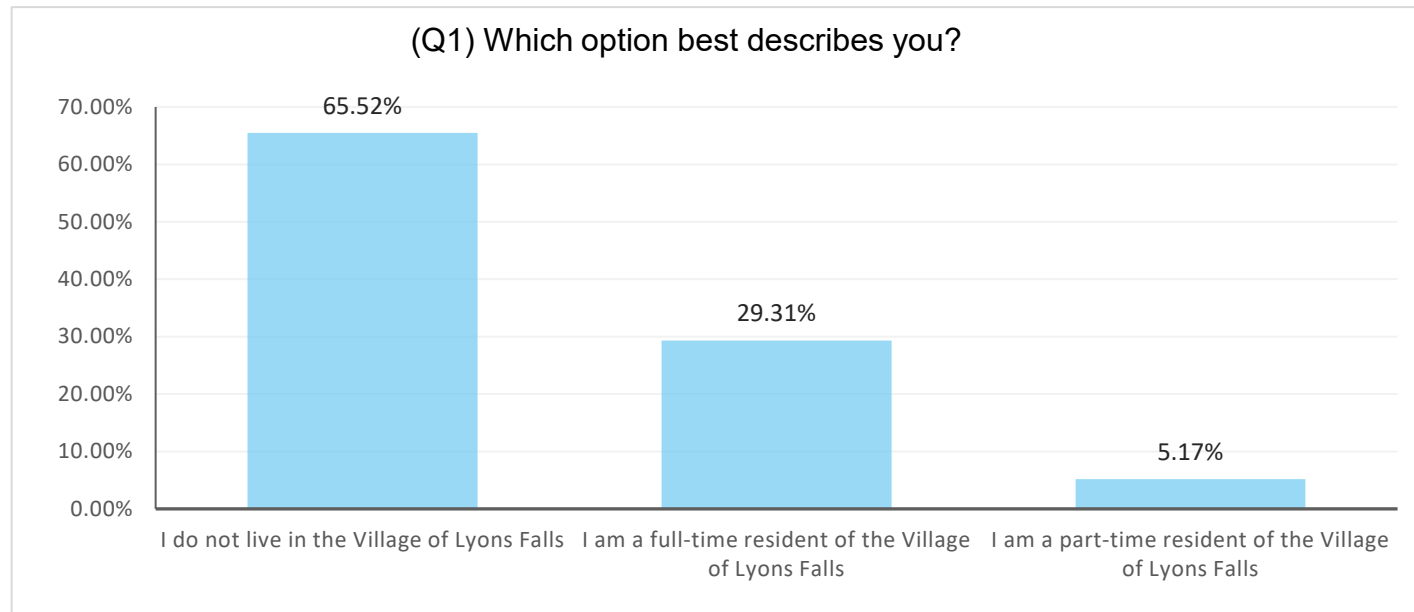
Photo submitted through Survey

- ◆ Community Survey
 - ◆ **Opened July 17th** at Public Open House
 - ◆ Closed August 4th
 - ◆ 58 total responses
(20 hard copies, 38 online)

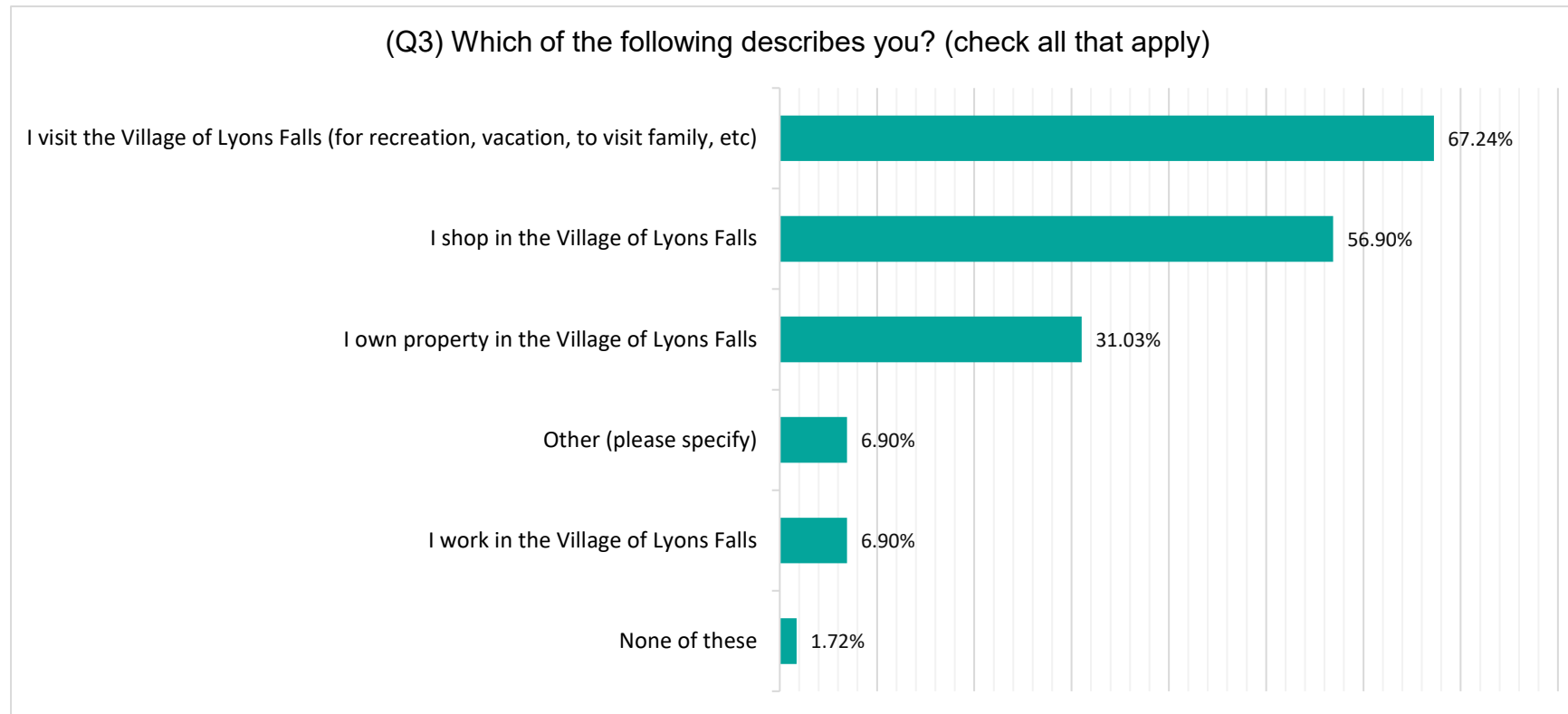
COMMUNITY ENGAGEMENT



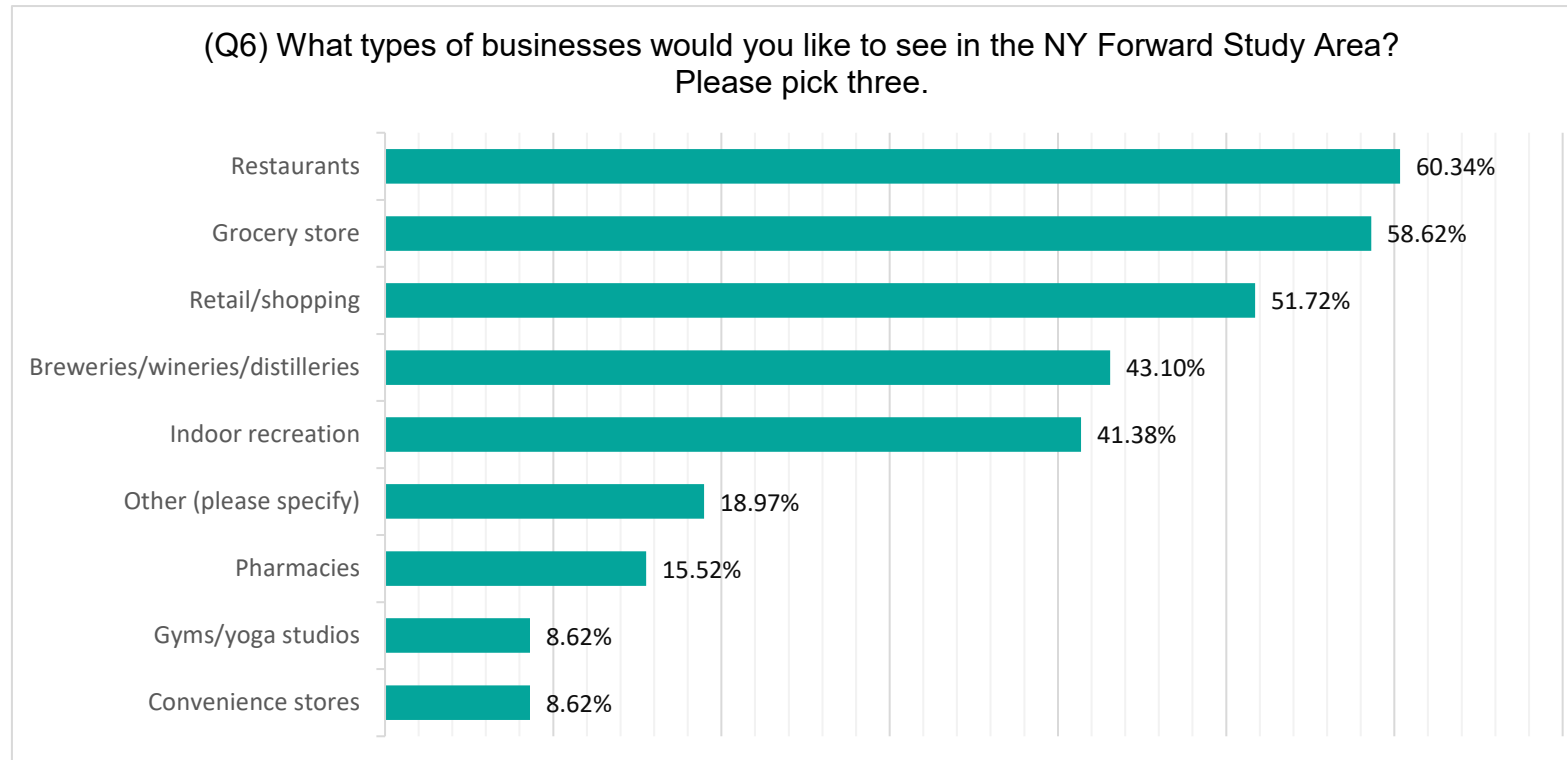
ENGAGEMENT UPDATE



Question 1 (Q1) of the survey asked respondents to select the option that best describes their relationship to the Village of Lyons Falls. **Out of the 58 respondents to this question, 65.52% do not live in the Village of Lyons Falls.**



Question 3 (Q3) of the survey asked respondents to check all boxes that reflect how they spend their time in Lyons Falls. **Out of the 58 total responses, 67.24% visit the Village for recreational, vacation, or familial purposes.** Moreover, 56.90% of respondents shop within the Village and 31.03% own property in Lyons Falls.



Question 6 (Q6) of the survey asked respondents to pick their top three (3) choices for what types of businesses they'd like to see within the NY Forward Study Area. At the beginning of the survey, a map of the Lyons Falls NY Forward Study Area was provided for respondents to refer to at any time. **The business category with the highest response rate was restaurants (60.34%).**

COMMUNITY ENGAGEMENT



ENGAGEMENT UPDATE



Question 7 (Q7) of the survey was open-ended and asked respondents to identify three (3) words they'd like to use in the next 15 years to describe Lyons Falls to their friends/children/grandchildren. **163 individual words were submitted; the word cloud above depicts the words with the most submissions.**

STRATEGIES

- ◆ Actionable statements that are specific with local context;
- ◆ Derived from opportunities and challenges;
- ◆ Relate to the proposed DRI/NYF projects;
- ◆ Clearly and concisely direct a type of action to help meet a specific goal; and
- ◆ Guide the community on how to continue revitalization beyond DRI/NYF projects.

DRAFT STRATEGIES



GOAL:

Advance an Economic Renaissance: Support existing industry and small businesses while committing to attractive, transformative investment.

DRAFT STRATEGIES:

- Encourage a mix of amenities, services, and commercial activities to support a vibrant Downtown and expand the range of goods and experiences available in Lyons Falls.
- Expand efforts to highlight existing businesses and resources to Lyons Falls residents and visitors.
- Attract and support new business opportunities in the downtown
- Others?

DRAFT STRATEGIES



GOAL:

Celebrate History and the Environment: Share and promote Lyons Falls' historical connections through focused rehabilitation and preservation of existing resources.

DRAFT STRATEGIES:

- Balance preservation of valued historic resources with targeted improvements that catalyze appropriate development.
- Coordinate upgrades to establish a cohesive atmosphere of environmental and historic resources within Downtown.
- Others?

DRAFT STRATEGIES



GOAL:

Expand Connectivity and Access Opportunities: Activate the downtown with distinctive wayfinding, placemaking, and infrastructure.

DRAFT STRATEGIES:

- Increase regional recognition of Lyons Falls' resources through distinctive and strategic signage and branding.
- Invest in beautification and safety enhancements along Center and McAlpine Streets to improve the Downtown experience for residents and visitors.
- Feature notable locations and local storytelling efforts to impart the significant history of Lyons Falls.
- Others?

DRAFT STRATEGIES



GOAL:

Always a Destination: Provide a range of offerings that highlight the natural and unique assets of the Village throughout the calendar year.

DRAFT STRATEGIES:

- Showcase the Moose and Black Rivers and the Falls and expand the connection between the waterfront and the Village as a whole.
- Promote a multi-season slate of outdoor recreation activities to strengthen the local economy.
- Others?

NY FORWARD PROGRAM GOALS



NY FORWARD PROGRAM



Create an active downtown with a strong sense of place



Attract new and diverse businesses and job opportunities for various skills and salaries



Enhance public spaces and cultural events for residents and visitors



Build a diverse population supported by diverse housing and employment opportunities



Grow the local property tax base



Provide amenities that support and enhance downtown living and quality of life



Reduce greenhouse gas emissions and support resilient investments

NY FORWARD PROGRAM



NY FORWARD
PROGRAM

Project Guidelines:

- ◆ Aligned with State and Local Goals
- ◆ Project Readiness
- ◆ Transformative, Catalytic
- ◆ Co-Benefits
- ◆ Cost Effectiveness / Leveraging



REFINED PROJECTS LIST



What Makes a Project Idea into a Viable Project?

- Eligible project activities
- A project sponsor that has the legal authority and capacity to implement the project
- Sufficient financing
- Site control or demonstrated ability to acquire the property or receive permission to implement a project
- Readiness and capacity to implement the project within two years of NYF funding

REFINED PROJECTS LIST

Preliminary Projects List Development

- Projects placed into 3 categories:
 - Ready to advance for further evaluation
 - Needs more information
 - Not for the DRI (other funding, readiness, not transformative)
- Projects ready to move forward will be shared at Public Workshop #2

PUBLIC PROJECT UPDATE

FOR LPC DISCUSSION PURPOSES



OVERALL KEY MAP

KEY NOTES

1. Cherry/McAlpine Intersection
 - Village Gateway Node
2. McAlpine Street
 - Residential Connective Corridor
3. McAlpine/Center Intersection
 - Center St. Gateway Node
4. Center Street
 - Commercial Corridor
5. Franklin Extension
 - Downtown Connectivity

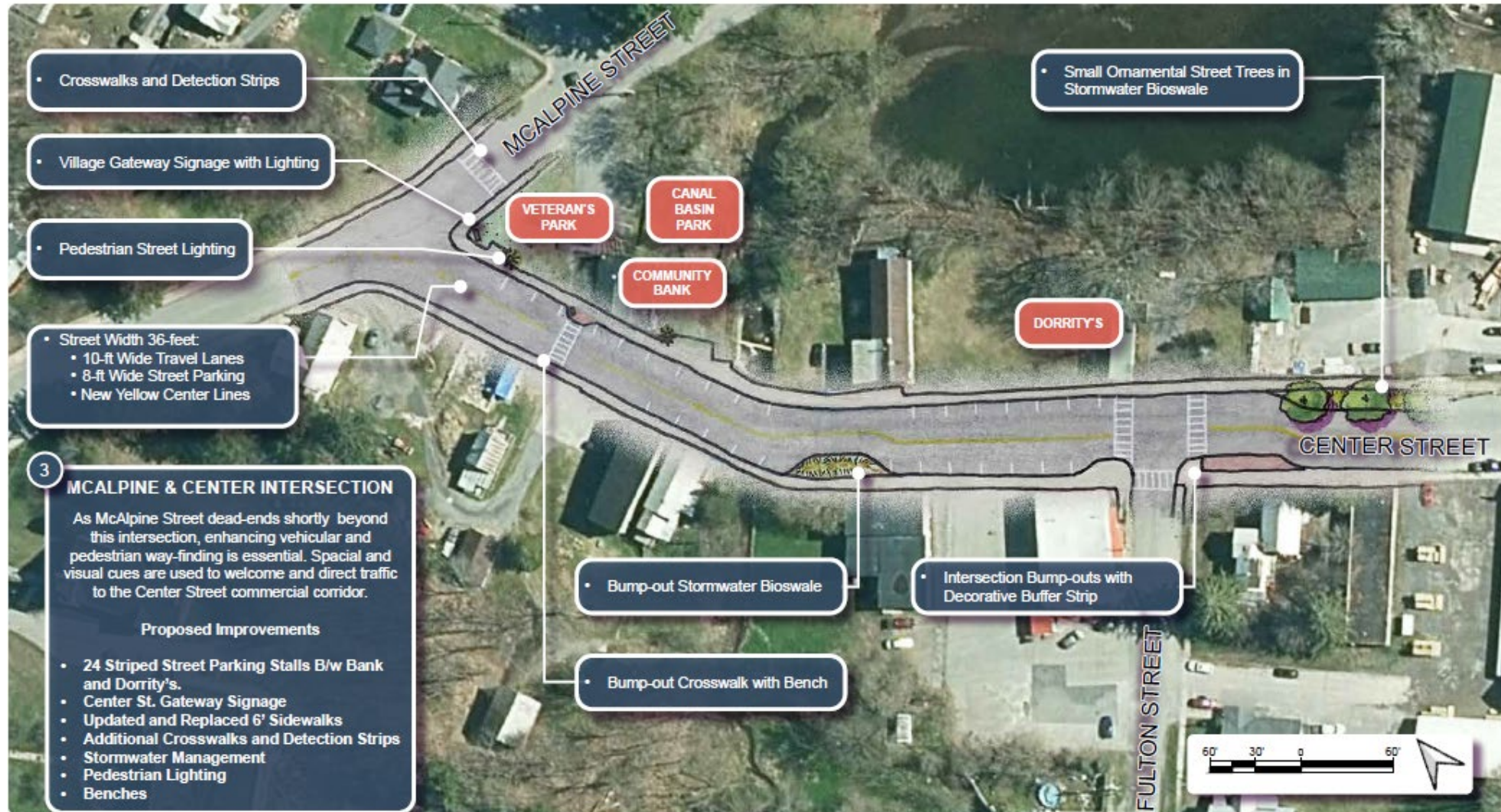
PUBLIC PROJECT UPDATE

FOR LPC DISCUSSION PURPOSES



PUBLIC PROJECT UPDATE

FOR LPC DISCUSSION PURPOSES



PUBLIC PROJECT UPDATE

FOR LPC DISCUSSION PURPOSES



REFINING INITIAL PROJECTS LIST

- ◆ LPC to develop a refined list of proposed projects TODAY;
- ◆ Then a final slate of projects will be recommended for inclusion in the Strategic Investment Plan.
- ◆ This slate of projects should represent a NYF request of between \$4 - \$5 million.

REFINED PROJECTS LIST

FOR LPC DISCUSSION PURPOSES

Projects to advance:

- ◆ Total Project Cost: \$4,347,050
- ◆ Total NYF Request: \$4,007,827

More Information Needed:

- ◆ Total Project Cost: \$3,198,815
- ◆ Total NYF Request: \$2,788,815

Total:

- ◆ Total Project Cost: \$15,214,767
- ◆ Total NYF Request: \$12,676,525
- ◆ Slate between \$4 - \$5M

READY TO ADVANCE FOR FURTHER EVALUATION:

- Dolhof Hardware Construction (A03) *
- Hardware Store Façade and repainting Apartment Building (A13) *
- Lyons Falls Pulp and Paper Mill Redevelopment/Beautification (A16) *
- Lyons Falls Elementary Stabilization Project (A20) *
- Village of Lyons Falls Streetscape Project (B01) *
- Village of Lyons Falls Small Projects Fund (C04) *
- Village of Lyons Falls Branding and Marketing (D01) *

NEEDS MORE INFORMATION:

- **Black River Valley Natural, LLC #1 (A05)**
- **Black River Valley Natural, LLC #2 (A06)**
- **Black River Valley Natural, LLC #3 (A07)**
- **Black River Valley Natural, LLC #4 (A08)**
- **McAlpine Hill (A12)**
- **Village Square Revitalization (A14)**
- **Village Square Revitalization (A15)**
- **Lyons Falls Elementary: Residential Redevelopment (A19)**

NOT FOR NY FORWARD:

- Tug Tour, LLC (A01)
- The Mance (A09)
- Forest Presbyterian Church (A10)
- Old Agway Building/Train Depot (A11)
- Gould House (A17)
- St. John's Catholic Church (A18)
- Hotel Hendel (A21)
- Dollar General (A02)
- Historical Walking Tours Façade Update (A04)

NEXT STEPS

www.lyonsfalls-nyforward.com

- ◆ Future LPC Meetings (monthly)
 - ◆ **October 18th – 12:00 PM**
 - ◆ **November 8th – 12:00 PM** (if needed)
- ◆ Consultant Team
 - ◆ Stakeholder Meetings
 - ◆ In-person / virtual
 - ◆ Downtown Profile
 - ◆ Project Evaluation
 - ◆ Connecting with project sponsors



PUBLIC COMMENT



LYONS FALLS
CONNECTS
NY FORWARD