



# Saranac Lake Downtown Revitalization

# This is downtown.....



Mayor Clyde Rabideau



CREATIVE ENERGY



AUTHENTICALLY  
ADIRONDACK



LOCALLY OWNED  
BUSINESSES



ACCESSIBLE  
LAKES & MOUNTAINS



NATURE INSPIRED



ART, MUSIC, AND  
HEALTHY LIVING  
DEFINE THE CULTURE



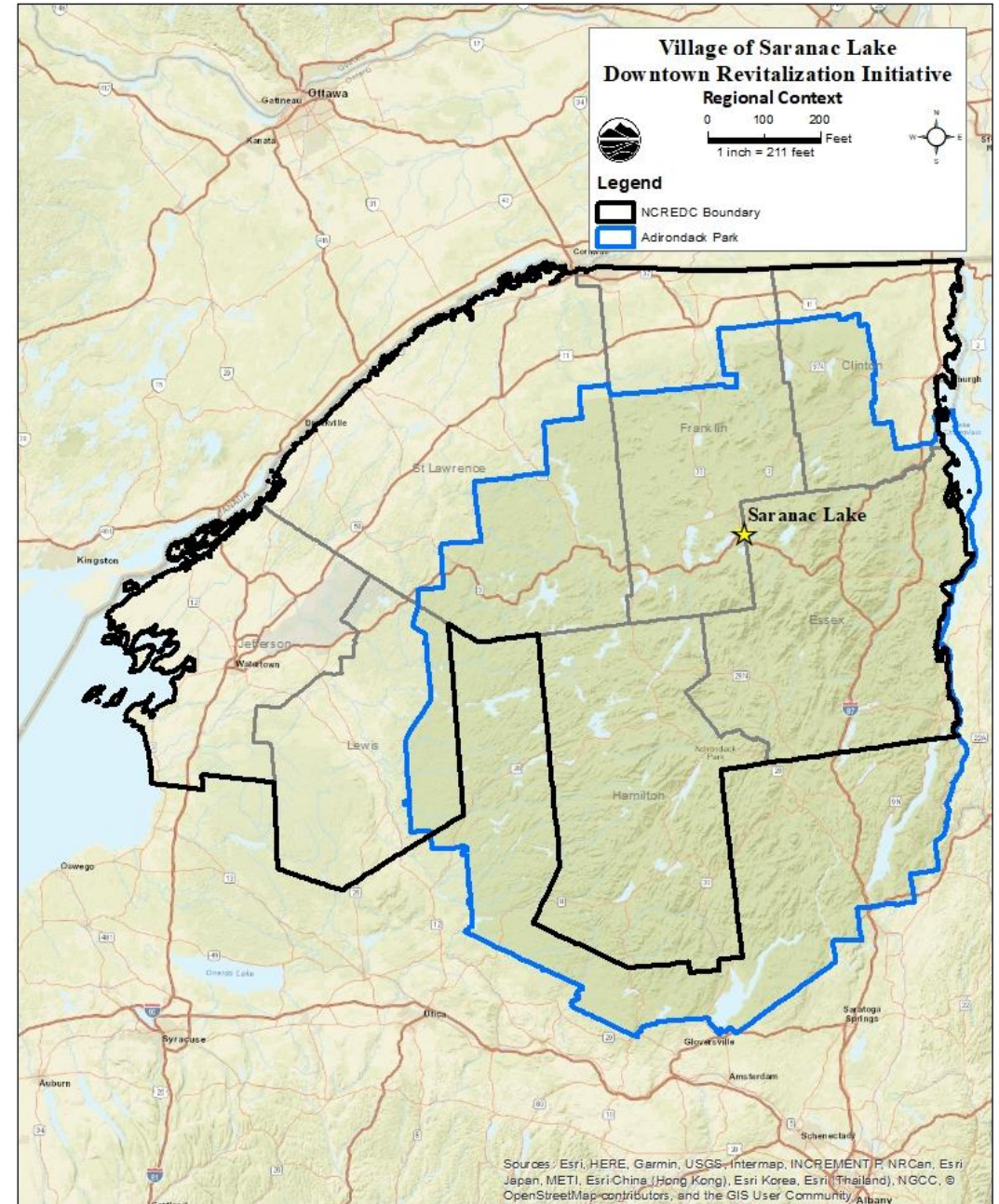
SOCIAL HUB



STRONG SENSE  
OF PLACE



# Regional Context



# Catchment Area

24,159 residents

16,909 employees

1,473  
businesses

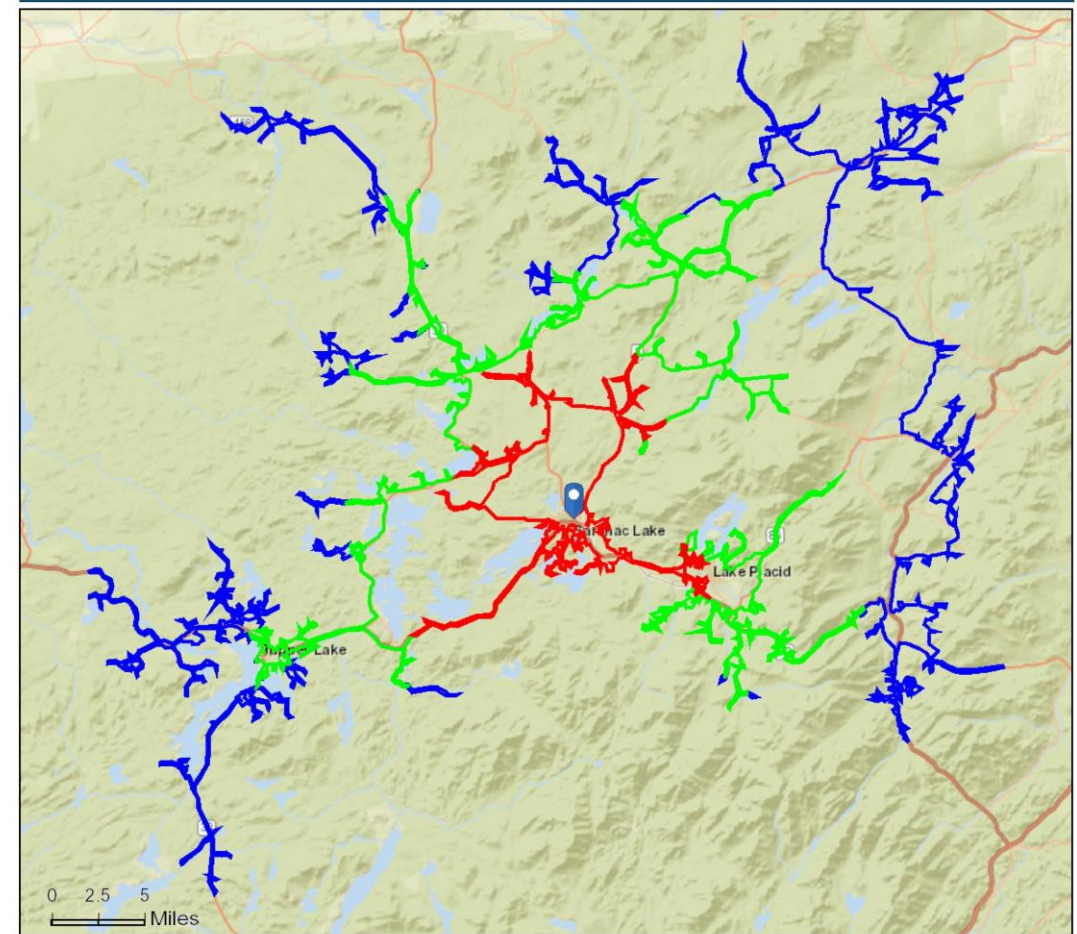
1,600 college  
students

1,000+  
seasonal  
residents

1,000,000+  
visitors

## Anchor Institutions & Businesses

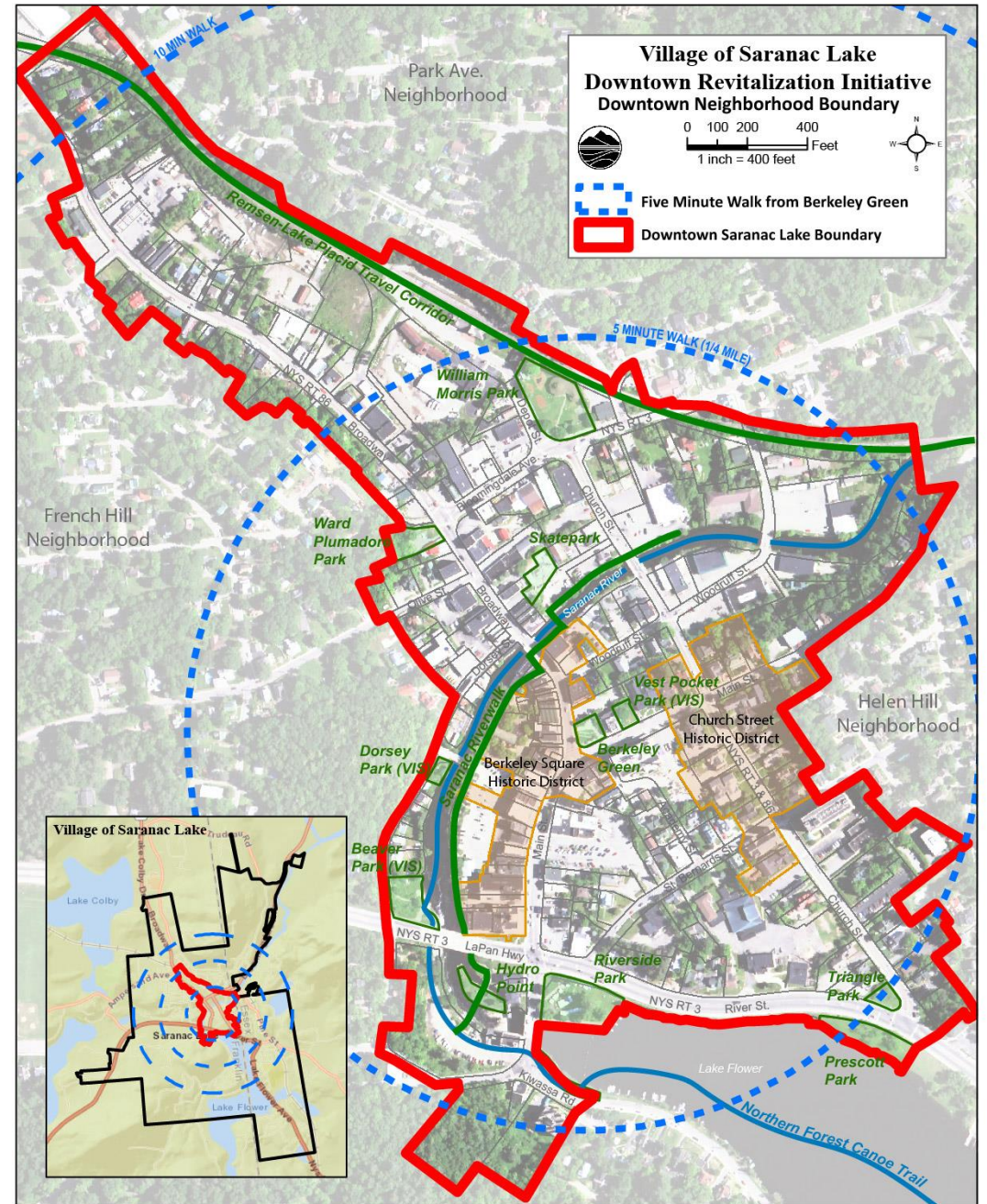
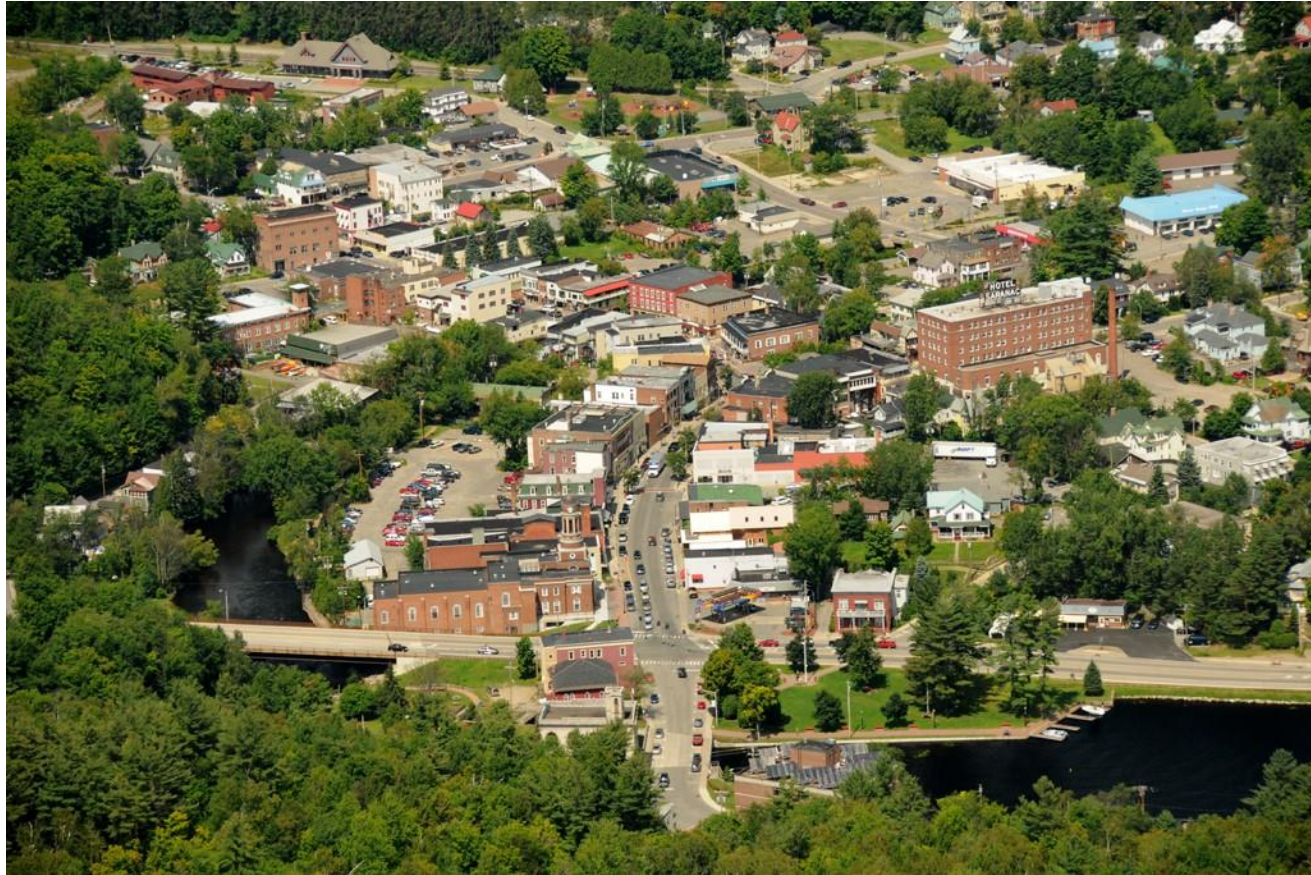
- Adirondack Medical Center
- Trudeau Institute
- Adirondack Regional Airport
- NCCC & Paul Smith's College
- State & Federal Agencies



**This site is located in:**

**City:** Saranac Lake  
**County:** Franklin County  
**State:** New York  
**ZIP Code:** 12983  
**Census Tract:** 36033951000  
**Census Block Group:** 360339510001  
**CBSA:** Malone, NY Micropolitan Statistical Area

# Catchment Area



# We are ready and able!

- Downtown will capitalize on past and future public/private investment
- Over \$45 million invested in downtown in the last 10 years
- Motivated investors, developers & entrepreneurs

*“The success of the New York Main Street Grant program on the downtown of Saranac Lake is obvious to anyone entering the Village in recent months. Many buildings that have suffered from years of neglect and/or deferred maintenance now shine with fresh paint, repointed brick and stone work and energy efficient windows. This facade work has also led to new retailers opening in the downtown.”*

Wayne Zukin, Manager  
Main Street Saranac Lake Development LLC



# Recent Public & Private Investment



## Building & Façade Renovations

\$6.7 million public      \$30 million private



## New & Expanded Businesses

\$2.6 million private      179 new jobs



## Housing Improvements

\$575,000 public      \$713,000 private



## Parks & Infrastructure

\$4.3 million public      \$237,900 private

# HOTEL SARANAC





# Future Potential

*“We believe Saranac Lake is a great place to invest. It is one of the best North Country villages and has managed to hold onto its small-town charm while being squarely in the 21<sup>st</sup> Century in terms of amenities. We started investing in Saranac Lake about one and a half years ago, and we have continued to add to our portfolio. We are committed to assisting in the resurgence of this historic town.”*

Paul Levitt, Steven Sidrane, Nancy Levitt, & Karen Sidrane  
Investment Partners  
135 Broadway Apartments, LLC



135 - 139 BROADWAY

# A community that gets things done



# We are prepared!

- Years of planning
- Established goals
- Public support
- Experienced team

*“As we work to continue recruiting and retaining quality healthcare professionals, we recognize the inherent value of a strong and vibrant community with a thriving downtown. For many healthcare providers, the decision to accept any particular offer of employment centers on quality of life in the place they will call home.”*

Sylvia Getman  
President & CEO  
Adirondack Health



# Village of Saranac Lake Plans



# Downtown Revitalization Plan

Goals:

- 1. Capitalize on the entrepreneurial culture
- 2. Enhance the quality of place

Strategies:



# Public Engagement



Village of Saranac Lake

Downtown Revitalization Initiative – Request for Proposals

### Introduction

The Village of Saranac Lake intends to submit an application for the 2018 Downtown Revitalization Initiative (DRI). Among the items requested are a description of recent investments and future investment potential. The DRI application should describe potential transformative projects that will be shovel-ready in 2019 and can be completed within 3-5 years. The Village intends to highlight a variety of catalytic projects that advance the community's vision for revitalization and regional needs while meeting the goals of the DRI.

The purpose of this Request for Proposals (RFP) is to provide the opportunity for all interested parties to propose projects that meet the goals of the DRI and advance the community's vision for downtown revitalization. The DRI Project Committee will review all project proposals nominate projects to include in the DRI application. Projects will be reviewed based on the criteria in this RFP. A variety of projects will be selected from the RFP and combined with public projects with the goal of demonstrating a broad range of possibilities and strategies for downtown revitalization.

There is no guarantee that projects submitted in response to this RFP will be included in the Village's DRI application. Projects that are included in the DRI application are not guaranteed to be funded even if Saranac Lake is nominated for an award. The DRI application is meant to demonstrate the potential impact that a large public investment could create in Saranac Lake. If selected for an award, Saranac Lake will be required to complete a Strategic Investment Plan with the assistance of a team of expert planners funded through the program. The Strategic Investment Plan will identify which projects will be funded.

### Downtown Revitalization Initiative Goals

Proposed projects should meet at least one of the following goals. The DRI Project Committee seeks to identify a combination of public and private projects to include in the application so that all goals are addressed. The application will showcase all aspects of revitalization including new/expanded businesses, façade renovations, redevelopment of vacant/underutilized parcels, streetscape improvements, housing, enhanced public spaces, and more.

- Creation of an active downtown with a strong sense of place
- Attraction of new businesses that create a robust mix of shopping, dining, entertainment, recreation and service options for residents and visitors
- Enhancement of public spaces for arts and cultural events
- Attraction of a diverse population with residents and workers supported by diverse housing and employment opportunities
- Growing the local tax base and creating jobs

Project Name	118 Main Street Revitalization for Museum and Mixed Use
Property Owner/Project Sponsor	Historic Saranac Lake, 89 Church Street
Address	118 Main Street
Contact Information (phone & email)	Amy Catania, 518-891-4606, amy@historicsaranaclake.org

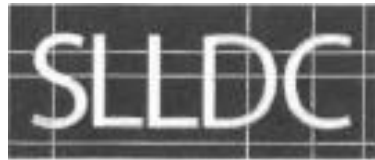
# Partnership for Downtown Revitalization



Village of Saranac Lake  
Capital of the Adirondacks™



REGIONAL OFFICE of SUSTAINABLE TOURISM



Saranac Lake Local Development  
Corporation



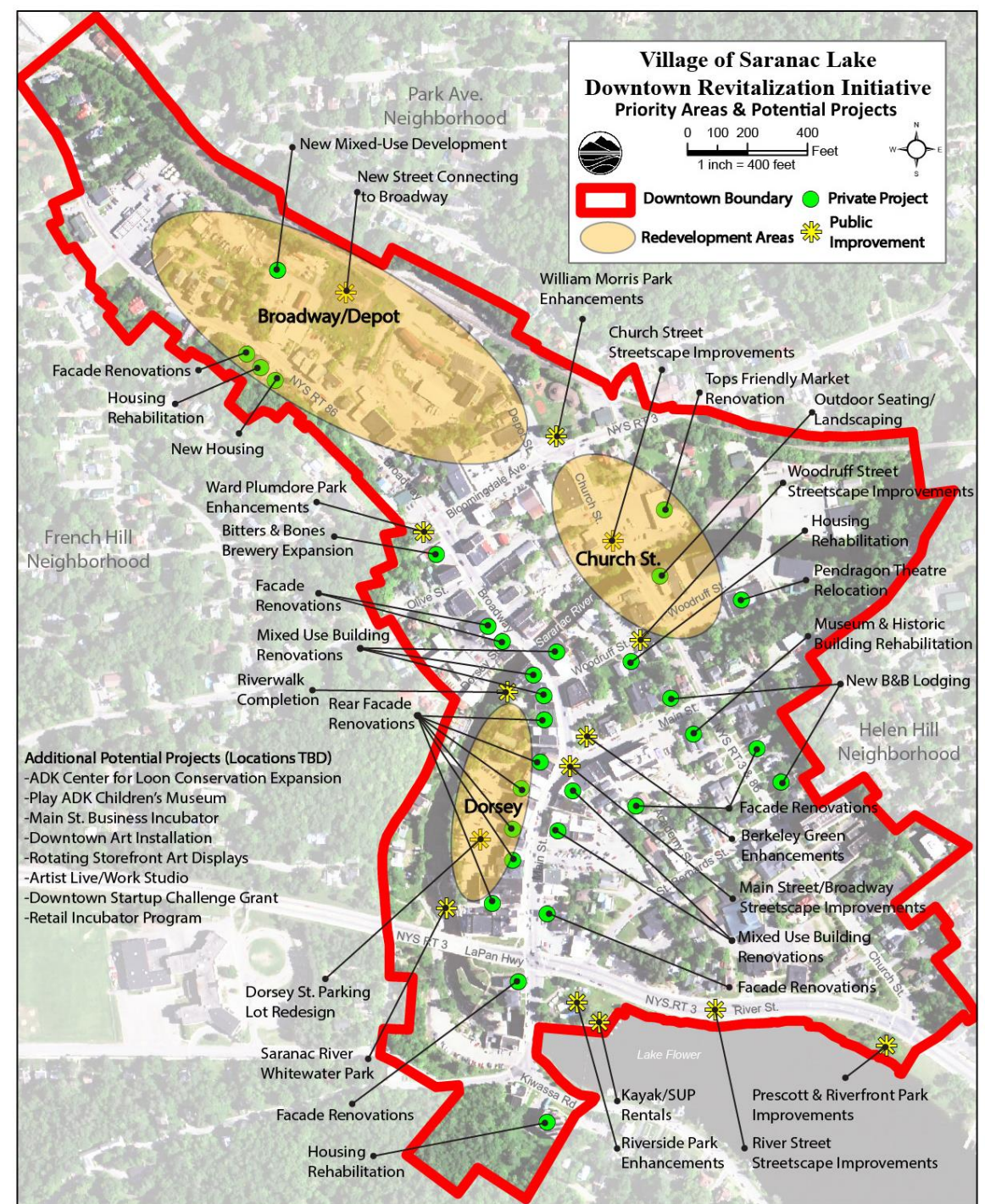
Working together since 2010

# Key Projects

- 3 Priority Areas for Redevelopment
- 50 downtown projects planned
- Over \$23 million in potential investments

*“Saranac Lake is not only special and unique but also, in my opinion, uniquely poised to make a decisive move to build more sophistication and appeal to those of more cosmopolitan taste without losing our current Adirondack charm.”*

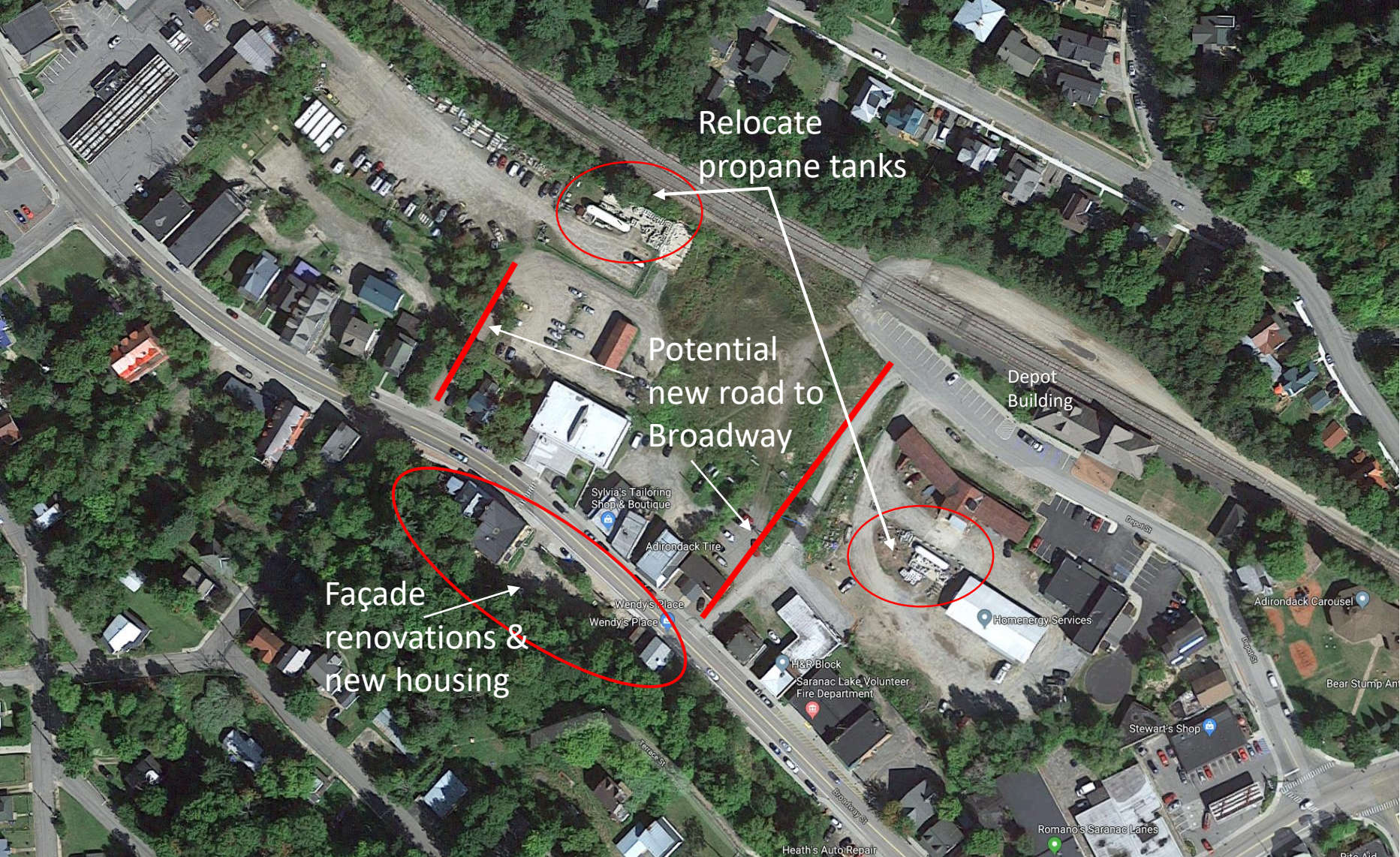
Atsuo Kuki, Ph.D.  
President, Trudeau Institute





# Broadway/Depot Transformation Area

Cost:  
\$4.11 million +



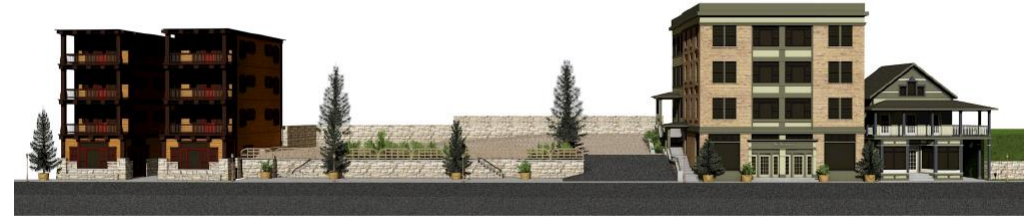
# Depot Area Redeveloped

Cost: \$2 million



# Upper Broadway Revitalized

Cost: \$1.1 million



135 - 139 BROADWAY



135 / 139  
BROADWAY



133 BROADWAY  
~New Town Houses~

# Dorsey Street Transformation Area



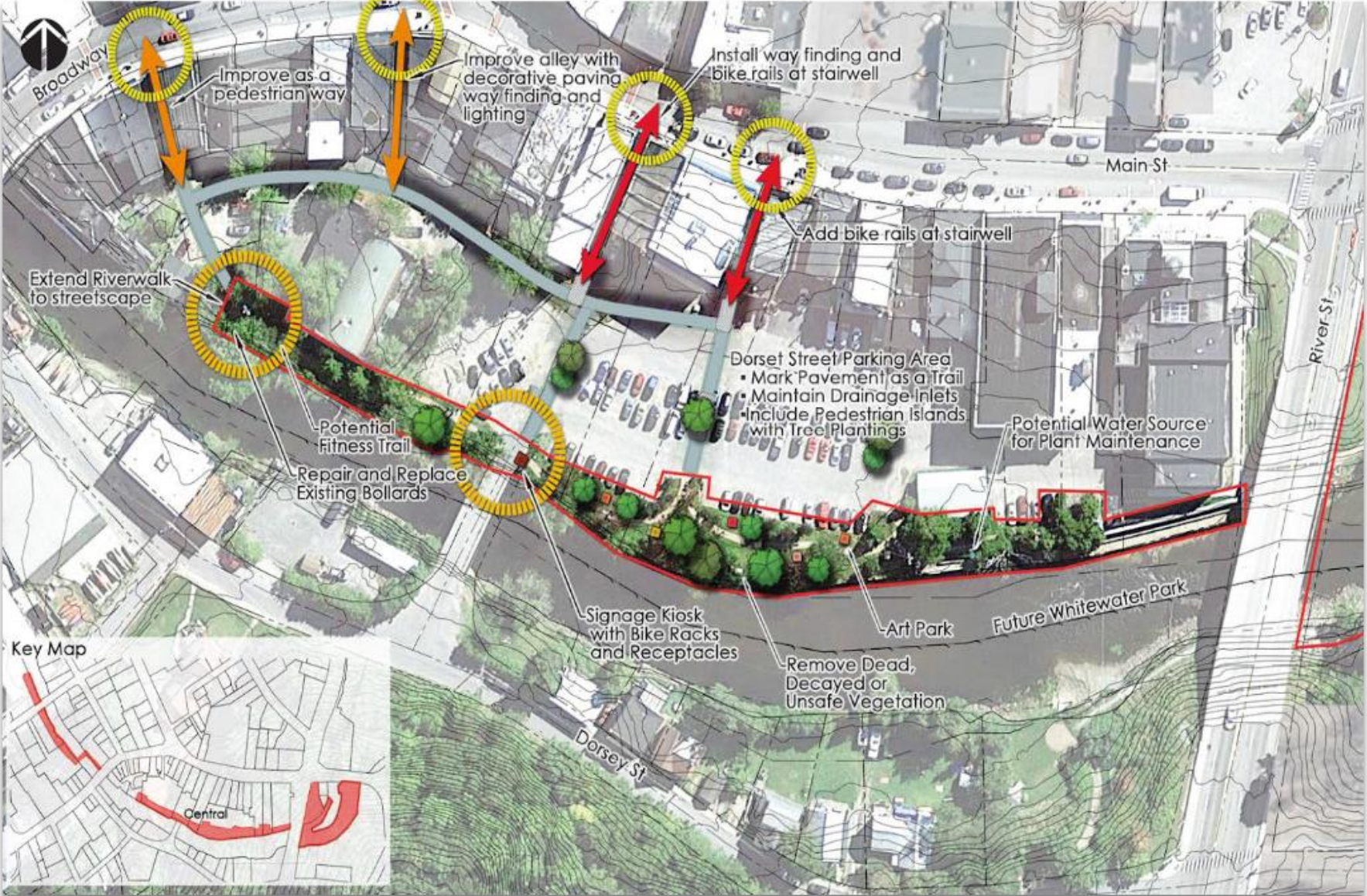
# Rear Façade Renovations



Estimated Cost:  
\$291,500

5 properties

# Parking Lot Redesign & Riverwalk Extension



Cost:  
\$142,000 for  
parking lot

\$210,000 for  
Riverwalk

# Church Street Transformation Area

Relocate Pendragon Theatre

Cost: \$6 million



# Renovation of Tops Friendly Market

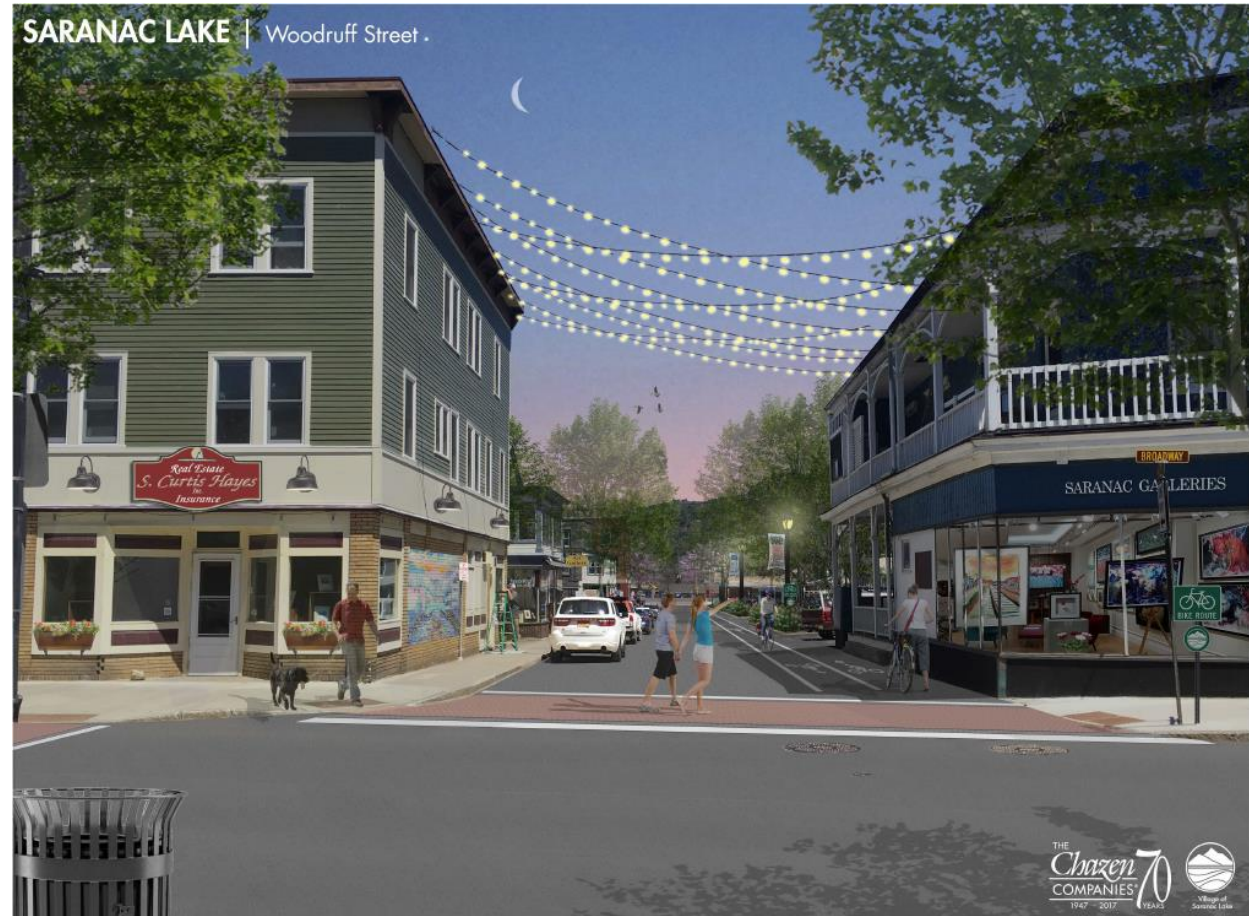


Cost: \$500,000



# Streetscape Improvements

Cost: \$1.72 million



# Proposed Projects

- 35 proposed projects outside of the 3 priority areas representing \$10.1 million in public & private investments

## New & Expanded Businesses

- Museums
- Brewery
- B & B

\$3.57 million

## Support for Entrepreneurs

- Business Incubators
- Startup Challenge

\$349,000

## Building Renovations

- Façades
- Mixed-use
- Housing

\$5 million

## Public Improvements

- Improved Parks
- New Amenities
- Streetscapes

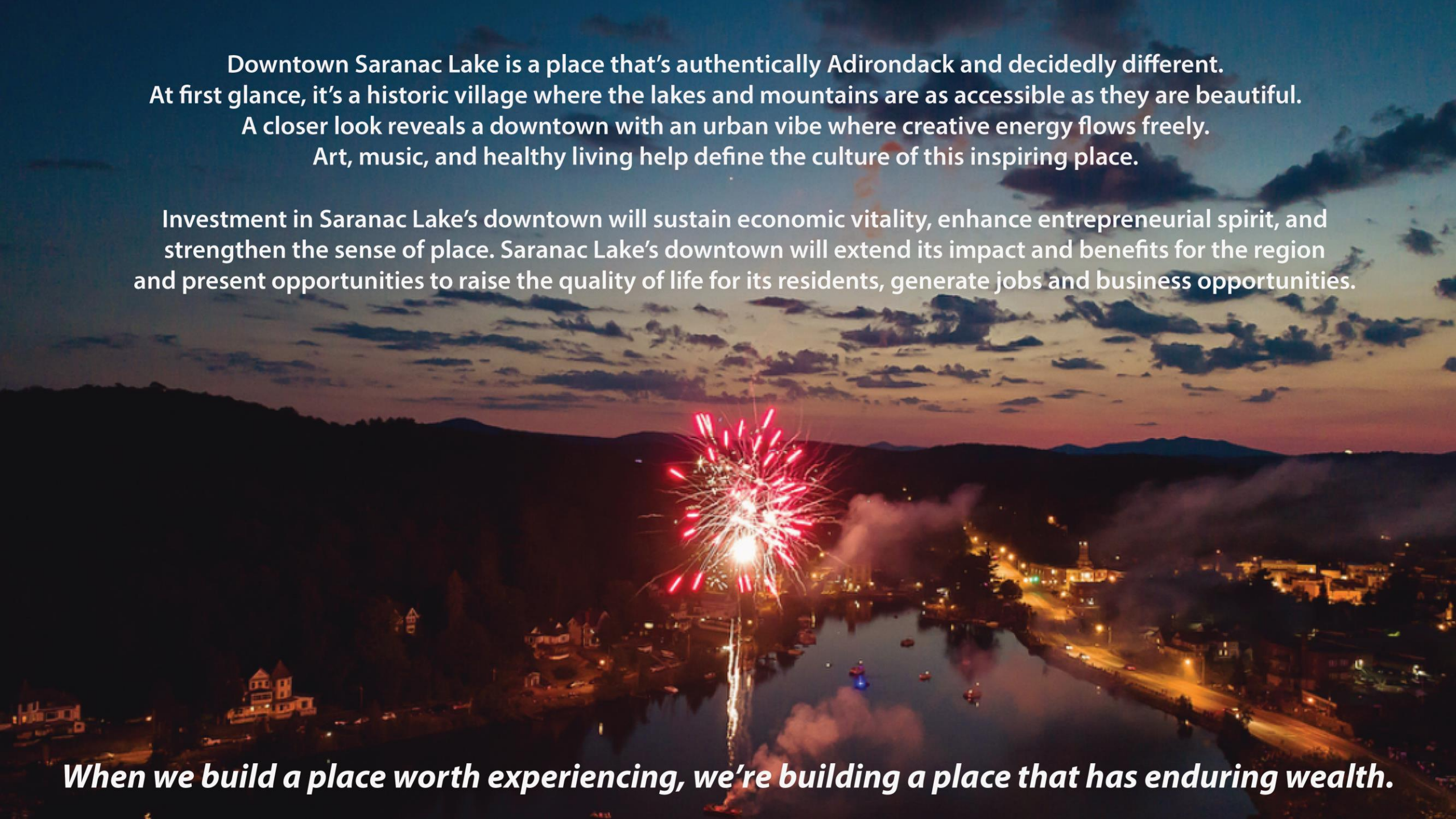
\$1.2 million

## Arts & Culture

- Public Art
- Live/Work Studios

\$45,000

Estimated Cost

An aerial night photograph of Saranac Lake, New York. The lake is the central focus, reflecting the lights of the town and the bright colors of a large firework exploding in the center. The town's lights are visible along the shoreline, and the surrounding mountains are silhouetted against a twilight sky with scattered clouds. The overall mood is festive and scenic.

Downtown Saranac Lake is a place that's authentically Adirondack and decidedly different. At first glance, it's a historic village where the lakes and mountains are as accessible as they are beautiful. A closer look reveals a downtown with an urban vibe where creative energy flows freely. Art, music, and healthy living help define the culture of this inspiring place.

Investment in Saranac Lake's downtown will sustain economic vitality, enhance entrepreneurial spirit, and strengthen the sense of place. Saranac Lake's downtown will extend its impact and benefits for the region and present opportunities to raise the quality of life for its residents, generate jobs and business opportunities.

***When we build a place worth experiencing, we're building a place that has enduring wealth.***