



NY Forward



Local Planning Committee Meeting (LPC)

**Meeting #4
September 11, 2025
12:00 PM**





I. Welcome & Preamble





NY Forward Preamble

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project. At this time, are there any recusals that need to be noted?

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly and then recuse yourself from discussion or voting on the project.

As we continue through the planning process, recusal forms will be required from anyone with an identified potential conflict to be kept on file with the Department of State.



Agenda

**Thank you for
serving on the Local
Planning
Committee for your
community!**

01 Welcome & Preamble

02 Project Schedule Update

03 Community Roadmap Review

04 Refined Projects List Discussion

- Projects Ready to Advance
- Projects Needing More Information
- Projects Not for NY Forward

05 Next Steps

- Public Open House #2
- LPC Meeting #5

06 Public Comment





2. Project Schedule Update





Project Schedule

May

- LPC Kick-off
- Vision, Goals, & Strategies
- 1st Public Engagement

June

- Draft Downtown Profile
- Vision, Goals, & Strategies
- Open Call for Projects

July

- Final Downtown Profile
- Project Development

August

- Preliminary Project List
- Project Sponsor Coordination
- Project Development
- Draft Project Profiles

**September/
October**

- Project Sponsor Coordination
- 2nd Public Engagement
- Draft Strategic Investment Plan
- Final Project Profiles

**November/
December**

- Draft Strategic Investment Plan
- Final NY Forward Strategic Investment Plan



3. Community Roadmap Review



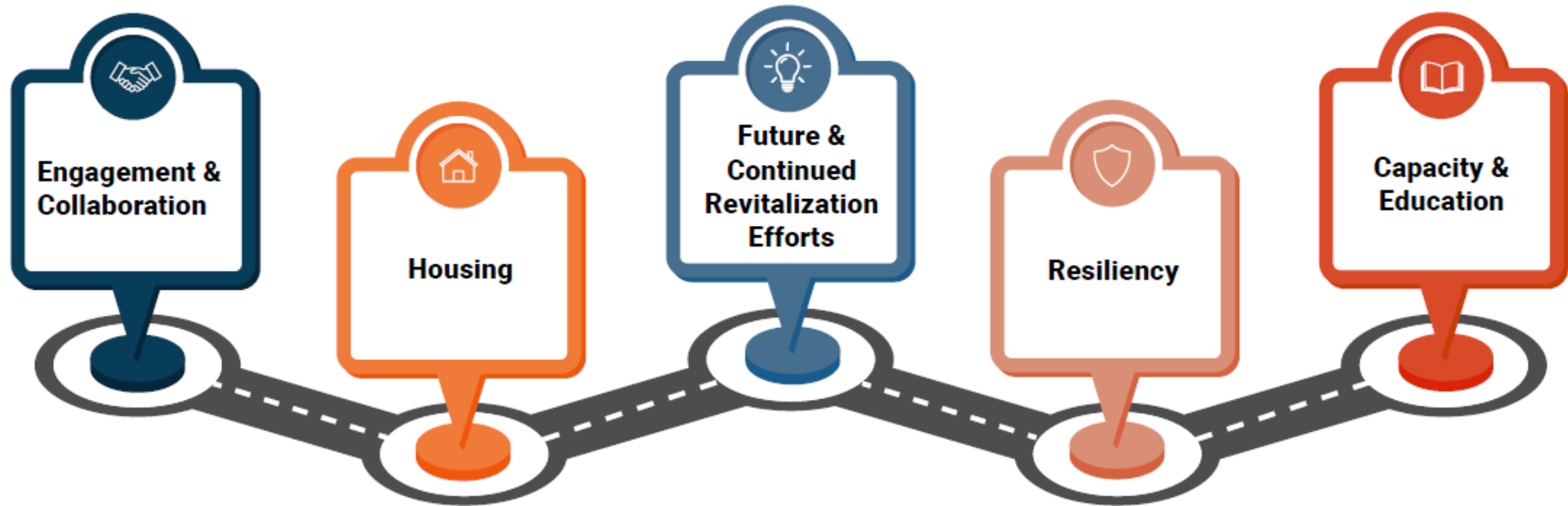
Community Roadmap Overview

- Downtown revitalization is an ongoing effort that extends beyond the NY Forward award and planning process
- The LPC will help develop a “roadmap” to guide continued progress
- The roadmap will outline key actions, projects, and programs to continue downtown revitalization
- Focus will be on near-term (3–5 year) recommendations that build on the momentum created by NY Forward



Community Roadmap Overview

- Additional revitalization components
 - Community engagement strategies
- Community capacity and training
 - Potential funding sources





3. Refined Projects List Discussion





NYS NY Forward Goals



**Create an
active downtown
with a mix of uses**



**Provide diverse
employment
opportunities for a
variety of skill sets and
salary levels**



**Provide enhanced
public spaces that
serve those of all ages
and abilities**



**Enhance downtown
living and quality of
life**



**Create diverse
housing options
for all income
levels**



**Grow the local
property tax base**



**Encourage the
reduction
of greenhouse gas
emissions**



Eligible Project Types



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



Small Project Grant Fund

A locally managed matching small project for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.



Ineligible Project Types & Activities

Planning Activities. All NY Forward funds must be used to implement projects.

Operations and Maintenance. Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.

Pre-award Costs. Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.

Property Acquisition. NY Forward funds cannot be used for property acquisition.

Training and Other Program Expenses. NY Forward funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.

Expenses related to Existing Programs. NY Forward funds cannot supplement existing programs or replace existing resources.



Keeseville NY Forward Vision

Nestled within the Adirondack Mountains and situated along the picturesque Ausable River, Keeseville is rooted in its legacy of timber, iron, and industry. Keeseville will be a unified downtown, bridging together its natural assets and riverside setting to shape a dynamic future. By investing in its historic character and embracing sustainable development, Keeseville will create a vibrant, inclusive, and accessible community where people choose to live, work, and explore. Through adaptive reuse and thoughtful revitalization, Keeseville will be a place of beauty, pride, and opportunity for generations to come.

Keeseville NY Forward Goals

GOAL 1: *Promote a resilient, year-round local economy through a walkable, well-connected downtown that offers a variety of services, activities, and destinations.*

GOAL 2: *Strengthen community ties and inclusivity by improving accessibility, fostering local partnerships, and offering diverse housing choices in downtown Keeseville.*

GOAL 3: *Celebrate and preserve Keeseville's historic identity while activating cultural assets to foster community pride, social connection, and economic opportunity in the downtown core.*

GOAL 4: *Expand recreational opportunities in downtown Keeseville by improving access, enhancing public spaces, and creating inclusive destinations for all ages to gather, play, and connect.*



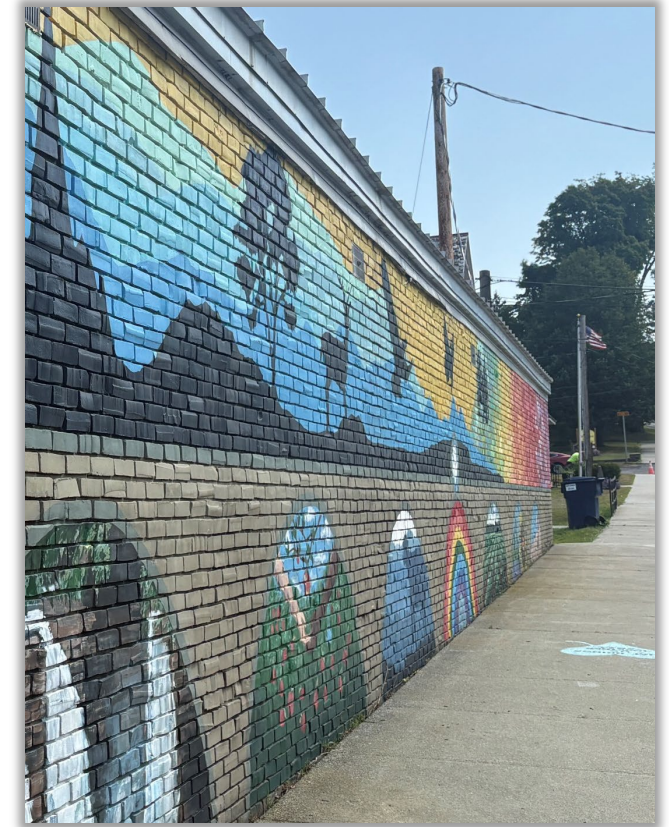
Project Match Requirements & Decarbonization

- The NY Forward program requires a minimum 25% match for private projects
- Local Planning Committee set a preferred match for private project of at least 70%
- NY Forward program does not require a match for public or non-profit projects
- Total project cost must be a minimum of \$75,000 (except small project fund)
- New construction, building additions over 5,000 SF and some substantial renovation over 5,000 SF will be required to meet decarbonization standards



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
- Clear project scope and plans and a detailed budget
- 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





Completed/ Awarded Project Example:

DRI Round 5

C. RESTORE 70 PARK STREET



PROJECT TITLE

Restore 70 Park Street

DRI FUNDING REQUEST

Total DRI Funds: \$110,000 (35% DRI Ask)
Total Project Cost: \$310,000

PROJECT DESCRIPTION

The Restore 70 Park Street project will bring life and energy to a longstanding gap in Uptown's commercial thoroughfare. Occupying a highly visible space in the street wall opposite the Village office building, 70 Park Street has been neglected for years.

The project includes full restoration of the two-story building at 70 Park Street. The first floor will feature retail space for Mountain Gem & Jewelry, while the second floor will feature a short-term vacation rental unit. The scope of work includes interior remodeling of the first and second floors, as well as exterior façade, siding, windows, doors, and deck work.

PROJECT LOCATION

70 Park Street, Tupper Lake, NY 12986



OWNER/SPONSOR

Project Sponsor: Mountain Gem and Jewelry LLC, Rachel King and Brandon Cooke

Property Owner: The Project sponsor intends to convert sole proprietorship of Earth Girl Designs to Mountain Gem and Jewelry LLC upon taking occupancy of commercial space at 70 Park Street. The project sponsor has a purchase agreement for the property at 70 Park Street.

CAPACITY

The project sponsors are proprietors of two local businesses, Earth Girl Designs, and Gahwista-Lagah Artistry. The two businesses will become Mountain Gem & Jewelry, which will occupy the first-floor commercial space. Project sponsors have secured a term sheet from Adirondack Regional Federal Credit Union for both a Commercial Real Estate Loan and a Commercial Line of Credit to finance the building restoration.

PROJECT PARTNERS

Adirondack Regional Federal Credit Union

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- **Four-Season Destination:** Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.

STRATEGIES (CONTINUED)

- Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Bolster tourism by diversifying lodging and recreational opportunities for visitors.
- **Environment & History:** Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
- Continue to support a variety of community and cultural activities for residents and visitors alike.
- **Energize The Economy:** Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses
 - Retain existing and seasonal businesses and entrepreneurs by establishing a mechanism to provide supporting programs and resources.
 - Encourage the development of new and diverse housing opportunities to attract new employees, remote workers, and new consumers to Tupper Lake.
- **Quality of Place:** Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions.
 - Support expanded housing opportunities and enhance housing quality to provide for a range of income levels.

This project aligns with the following North Country

REDC Strategies & Visions:

Revitalize downtowns to create planned, vibrant, livable centers of commerce

Activate tourism as a driver to diversify our economies by creating demand to accelerate investment

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization is not required for this project, as the building size does not meet the 10,000 square foot standard for substantial rehabilitation projects. However, the project includes energy efficient activities such as window and insulation upgrades to contribute to decarbonization.



Completed/ Awarded Project Example:

DRI Round 5

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Transform an unsightly empty property in the heart of the Park Street business corridor.

Medium-Term: Expand the options for overnight guests in Uptown Tupper Lake with the addition of a second-floor vacation rental unit.

Long-Term: Increase property and business tax revenue in the Village. Contribute to the development of local arts & culture economy.

PUBLIC SUPPORT

During a meeting in April 2022, local stakeholders identified addressing empty or abandoned properties as an important priority. Making aesthetic upgrades to the Park Street business corridor was consistently listed as a high priority among respondents to the DRI Project Questionnaire. A shortage of overnight accommodations in the Village has been emphasized during various public engagement efforts throughout the DRI process.

JOB'S CREATED

No new jobs are anticipated to result from this project, although it will involve the creation of a brick-and-mortar storefront to house two existing businesses which operate out of Tupper Lake.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Building	\$140,000		\$140,000		Secured
Front Façade	\$40,000			\$40,000	Requested
North Face Siding	\$30,000			\$30,000	Requested
Commercial Remodel	\$25,000		\$25,000		Secured
Residential Finishing	\$20,000		\$20,000		Secured
Rear Upper Deck	\$15,000		\$15,000		Secured
Garbage Removal and Cleanup	\$5,000			\$5,000	Requested
Labor Cost	\$35,000			\$35,000	Requested
TOTAL	\$310,000*		\$200,000*	\$110,000*	

*Rounded to the nearest \$1,000
* Combination of commercial real estate loan and commercial line of credit

FEASIBILITY AND COST JUSTIFICATION

The project sponsor provided itemized cost estimates from local building contractors for interior and exterior renovation work proposed at 70 Park Street. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project will require Village building permits for construction and occupancy.

IMAGES OF CURRENT AND PROPOSED CONDITIONS:



EXISTING CONDITIONS – VACANT 2-STORY BUILDING AT 70 PARK STREET



RENDERING OF PROPOSED RENOVATIONS TO 70 PARK STREET

TIMEFRAME FOR IMPLEMENTATION

- Finalize purchase of property (Early Fall 2022)
- Secure building permits (Fall 2022)
- Begin building renovations (Fall 2022)
- Finish Construction (Early Summer 2023)
- Grand opening of Mountain Gem & Jewelry (Summer 2023)



Completed/Awarded Project Example:

DRI Round 5





LPC Evaluation





Preliminary Project List from LPC #3

Preliminary Project List Highlights

- 10 Proposed Projects Received
 - 3 Public Projects
 - 5 Private Projects
- **\$ 8,421,033 Million** in NY Forward Funds Requested
- **\$ 14,986,733 Million** in Total Project Costs

- LPC to develop a slate of recommended projects for inclusion in the Strategic Investment Plan
- This slate of projects should represent a NYF request of between \$6-\$8 Million
- Pipeline Projects: Important projects that may not be ready to receive NY Forward Funding

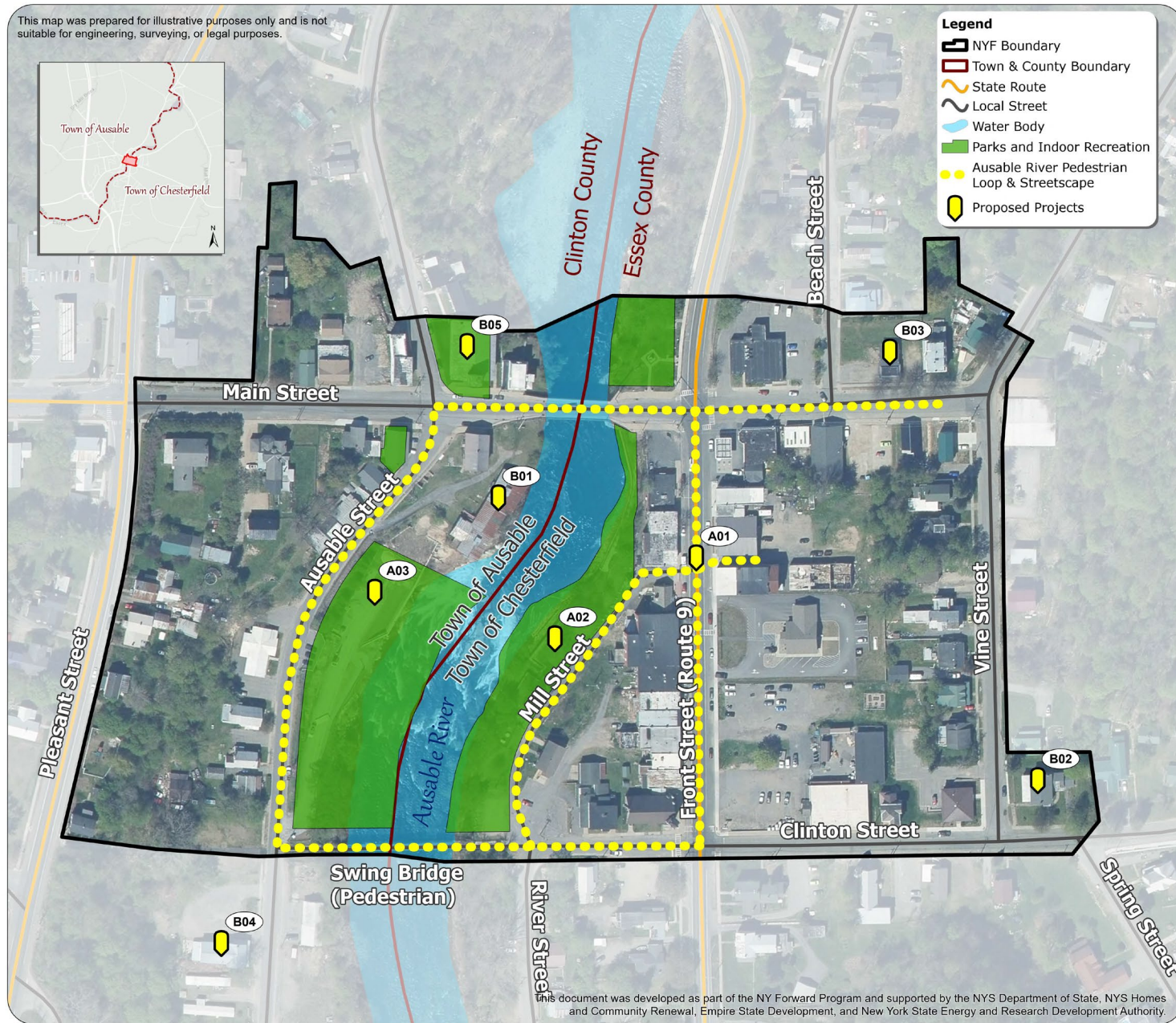


Preliminary Project List from LPC #3

Projects Received Through Open Call

- A01 – Ausable River Pedestrian Loop & Streetscape
- A02 – Ausable River Park Overlook
- A03 – Anderson Falls Park Revitalization
- B01 – The Old Stone Mill Adaptive Reuse
- B02 – Anderson Falls Heritage Museum Upgrades
- B03 – 92 Kent Street Transformation
- B04 – Riverside Inn Renovation
- B05 – The Masonic Lodge Adaptive Reuse
- C01 – Keeseville Small Project Fund
- D01 – Branding and Wayfinding
- Small Project Fund Interest Letters

Proposed Projects Map



KEESEVILLE

NY Forward

Proposed Projects

August 2025

Public Improvement Projects

- A01 – Ausable River Pedestrian Loop & Streetscape
(No Address – See Location on Map)
- A02 – Anderson Falls Park Revitalization
(19 Mill St)
- A03 – Ausable River Park Overlook
(118 Ausable St)

New Development and/or Rehabilitation

- B01 – The Old Stone Mill Adaptive Reuse
(1745 Main St)
- B02 – Anderson Falls Heritage Museum Improvements (96 Clinton St)
- B03 – 92 Kent Street Transformation
(92 Kent St)
- B04 – Riverside Inn Renovation
(95 Ausable St)
- B05 – The Masonic Lodge Adaptive Reuse
(1746 Main St)

Small Project Fund

- *C01 – Establish a Small Project Fund

Branding & Wayfinding

- *D01 – Keeseville Branding and Wayfinding Initiative

* Not Site Specific - No label on map



NY Forward

0 90 180 Feet



Sources:
Hamlet of Keeseville,
Clinton County, Essex
County, USGS, NYS ITS,
Esri





Key Considerations for Discussion

- Does the project sponsor have capacity to implement the project?
- How do the project scope's compare in terms of downtown impact?
 - Would the project be the best use of NY Forward Funding?
 - Does a projects location make it more or less competitive?
 - Does a project's budget clearly identify costs and estimates?
 - Is the project ready to proceed?



LPC Work Session Recommendations

Projects Ready to Advance

- A01 – Ausable River Pedestrian Loop & Streetscape
- A02 – Ausable River Park Overlook
- B01 - The Old Stone Mill Adaptive Reuse
- B05 – The Masonic Lodge Adaptive Reuse
- C01 – Establish a Small Project Fund
- D01 – Keeseville Branding and Wayfinding Initiative

TOTAL NYF REQUEST

\$7,086,000



LPC Work Session Recommendations

Projects Not for NY Forward

- B03 – 92 Kent Street Transformation*
- B04 – Riverside Inn Renovation

* Small Project Fund Demonstration

TOTAL NYF REQUEST

\$246,000



LPC Work Session Recommendations

Pipeline Projects

- A03 – Anderson Falls Park Revitalization
- B02 – Anderson Falls Heritage Museum Upgrade



LPC Work Session Recommendations

- 6 Projects Ready to Advance
- 2 Projects Not for NY Forward
 - *one project demonstrates eligibility for Small Project Fund demonstration
- **\$7,086,000 Million in Requested Funds***

*Requested funds only include projects Ready to Advance.



5. Next Steps



LPC Vote on Slate of Projects

- Voting Process (expected to take place at LPC #5)
- Completed ballots will be signed and submitted to MJ Team:
 - Mark box to recuse from individual project
 - Complete Recusal Form, if necessary



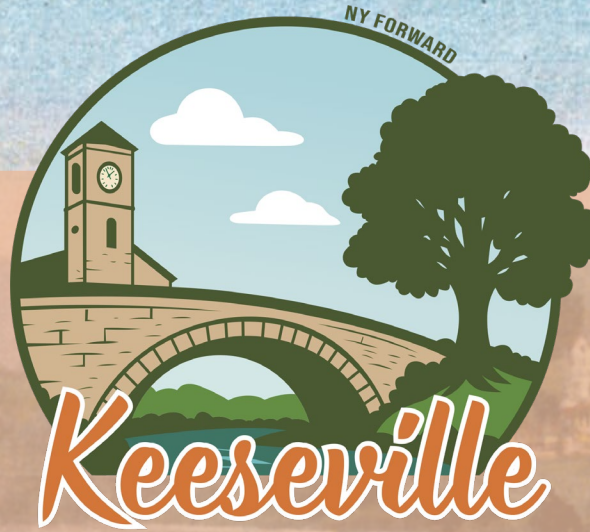
Next Steps

- **Outreach to project sponsors for additional information and materials (MJ Team)**
- **Open House #2**
 - *October 1, 2025: 5:30 – 7:30 PM at the Keeseville Elks Lodge*
- **LPC Meeting #5**
 - *Thursday, October 2, 2025, at 10:00 am*
 - *Potential vote on slate of projects to recommend for NY Forward*
- **Draft Strategic Investment Plan**
 - *October to December*
 - *Prepared by MJ Team and submitted to NYS*

Visit the Keeseville NY Forward website to stay up-to-date, view meeting summaries, presentations and materials, fill out a project form and get involved!

www.KeesevilleNYforward.com





TWO SIDES. ONE STORY.

Public Comment Thank you!

www.KeesevilleNYforward.com



NY Forward