



Creating the “Funding Quilt” to Revitalize Your Downtown

Presenters:

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Laberge Group

&

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*Why are YOU here today...?
To obtain funding assistance...*

THE PROACTIVE APPROACH

Plan for Implementation

Create the Funding Quilt

Implement It



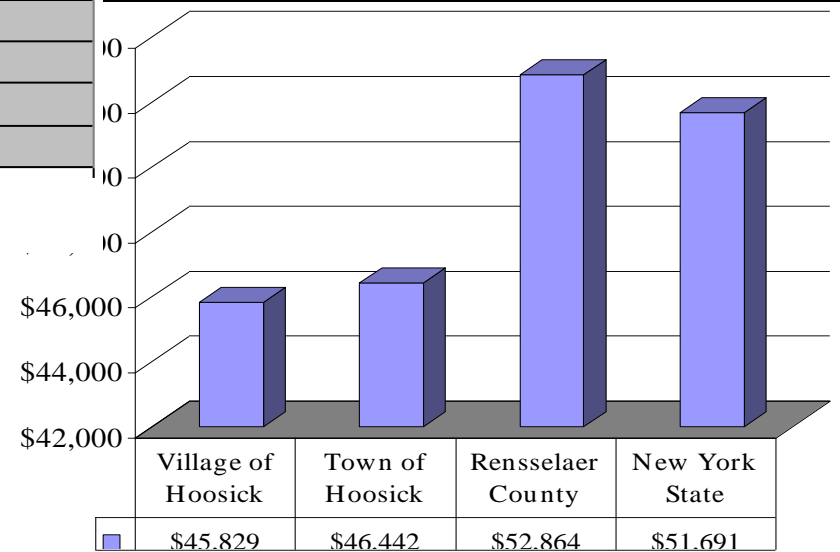
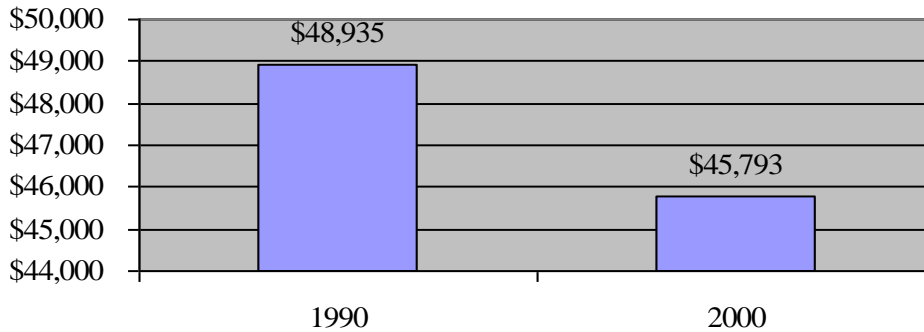
Plan for Implementation - The Process





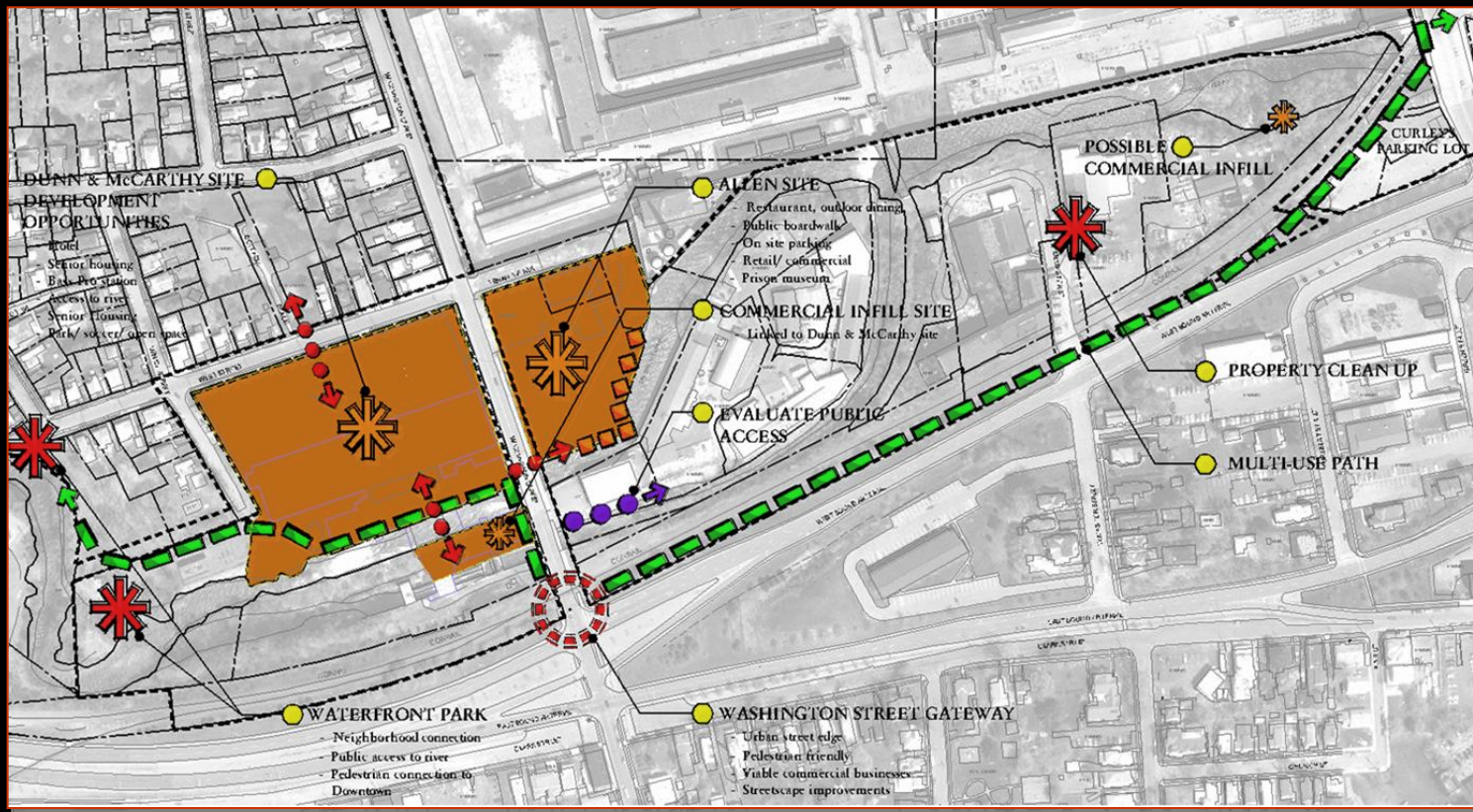
Understand Who You Are

Median Household Income



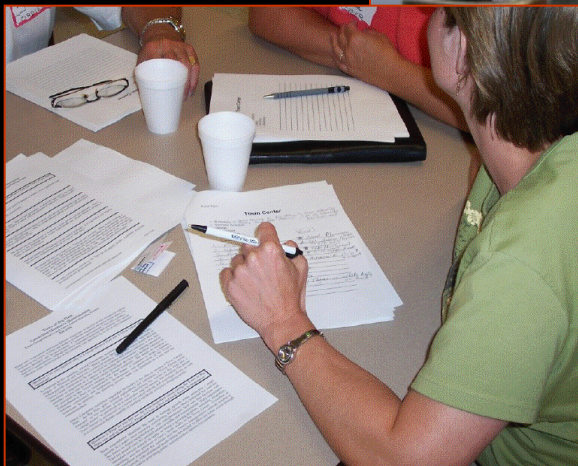


Identify Your Assets & Your Liabilities





Public Input





Techniques for Soliciting & Increasing Public Participation

Basic

- Press releases for local media.
- Post fliers around the community.
- Meeting notices in local papers.
- **ASK PEOPLE!!!!**

Come Join Us!

The Future Depends on You!

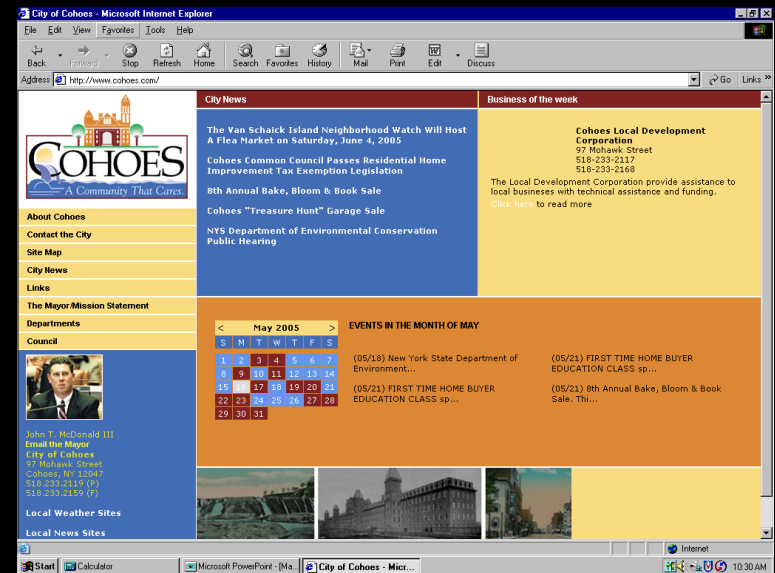
Help develop a *Downtown Revitalization Plan*

**The Village of Middleburgh
PUBLIC WORKSHOP**



Techniques for Soliciting & Increasing Public Participation

Set up an Internet Web Site to inform the public throughout the process.





Techniques for Soliciting & Increasing Public Participation

- Church Groups
- Local Clubs
- Sports Organizations
- School Organizations or School Committees
- Neighborhood Associations





Techniques for Soliciting & Increasing Public Participation

Harnessing the “Power of the Press”

- Initiate articles and Project Profiles
- Keep the “Spin” going - highlight and promote progress and activities.



Port Downtown Plan Calls For Pedestrian Mall, Hotel, Ballpark

By Chris Jones
 PORT JERVIS — Converting part of Front Street to a pedestrian mall and making the historic Erie Turntable the focal point of a transportation-themed visitor/conference center are just two of the dramatic proposals contained in a downtown strategic plan unveiled last week.

The plan, drawn up by the Laberge Group of Albany, targets five downtown districts: Jersey Avenue, Front Street, the Waterfront, the (commuter) train station and Pike Street.

Benjamin Syden, planning community development manager of the Laberge Group, who led the presentation, said many of the recommendations in the area of land use and economic development were based on a demographics and market analysis.

“We examined consumer spending in Port Jervis and a 20-mile drive time radius,” he said.

Within the 20-mile-radius trade area centered on Port Jervis, the analysis showed a population of 240,740 people with the top consumer spending areas being food and alcohol at home (24.6 percent) and food and alcohol away from home (22.1 percent). Both of these percentages were above the national average.

Other top spending areas were

apparel, and household furniture and furnishings.

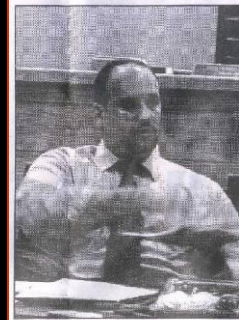
Recommendations reflected these patterns, calling for recruiting furniture and home furnishings stores, specialty food stores, antique stores and new restaurants on Front Street.

William Hockenberry, owner of Hockenberry’s Furniture at the corner of Fowler and Jersey, said he welcomed the idea of more furniture stores.

“We used to have five, now it’s just us and Royal,” said Hockenberry, who did not attend the meeting, but who was involved in the process leading up to the final plan. “At one time we wanted to have a Furniture City. The more the merrier.”

(Continued on page 6)

Public input sought for ‘master plan’



Ben Syden talks about a master plan.

By Darrell R. Beebe

Granville residents and business owners will be asked soon what they like, and don’t like, about the village.

A survey of their thoughts will be taken by a special committee that is working to develop a “master plan” for Granville’s future. The survey, announced at the second meeting of the master plan committee Monday night, will ask residents and owners of businesses in the village for their insights on a various topics relating to community development.

The survey wants to know what aspects of Granville people find most appealing, and what they find least appealing.

It will ask about zoning, what businesses the public would like to see in Granville and what activities for youths and adults they want in the community.

The survey also asks what kind of growth, if any, survey participants want to

see Granville down the road. Parking, services offered by the village, and traffic are other issues addressed in the questionnaire.

Surveys will be mailed with village water bills on or around Aug. 1, and copies will also be available at the village municipal center on Quaker Street, at Scotties on Main Street, and likely at other businesses as well.

Benjamin Syden, planning and community development manager at the Laberge Group, which is guiding the master plan work, said that community involvement is important.

“The vision, goals and action of the plan will only be as good as the participants involved in creating it,” he said.

Public participation in that meeting is not only encouraged, but crucial, the planner said.

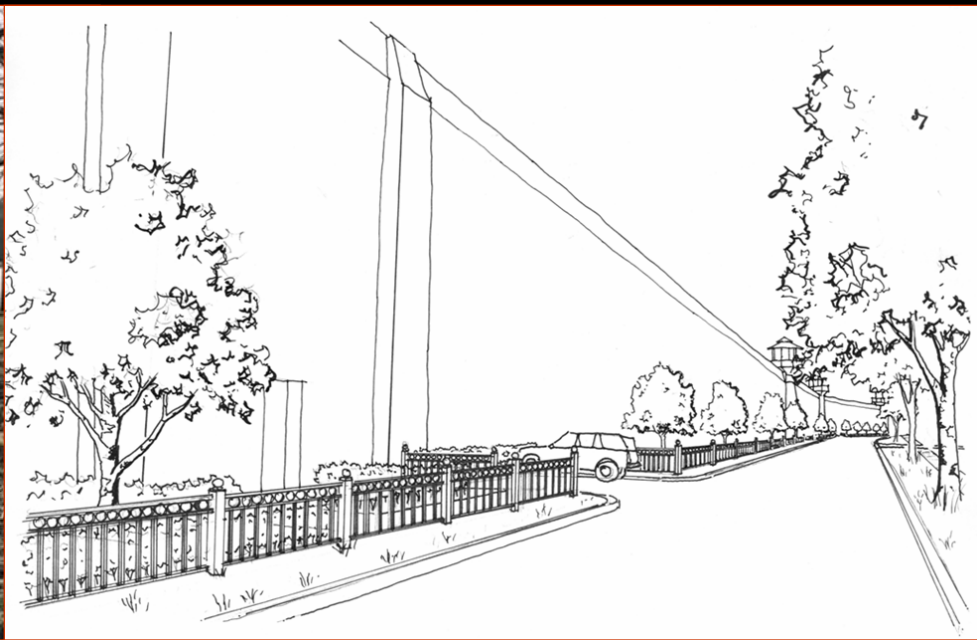
“Everybody’s input is looked at, everybody’s input is added,” Syden said.



Creating the “Funding Quilt” to Revitalize your Downtown



Identify Opportunities & Constraints





Visualize Design Solutions





Visualize Design Solutions





Visualize Design Solutions

Before



Infill Development

Façade Improvements

Ornamental Lighting

Streetscape Improvements
Improved Sidewalks

Street Trees
Informational Kiosk



<p>EDWARD nt Sketch</p> <p>NOV OCTOBER 2004</p>	<p>KEY</p> <p>LEGEND</p>	<p>Key Components:</p> <ul style="list-style-type: none"> Mixed-Use Infill Development w/ Design Guidelines Bump-outs w/ High Visibility Crosswalks Burial of Utility Lines Ornamental Lighting w/ Banner Arms Façade Improvements on Existing Buildings Improved Bus Shelter 	<p>Laberge Group</p> <p>SYNTHESIS</p>
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After



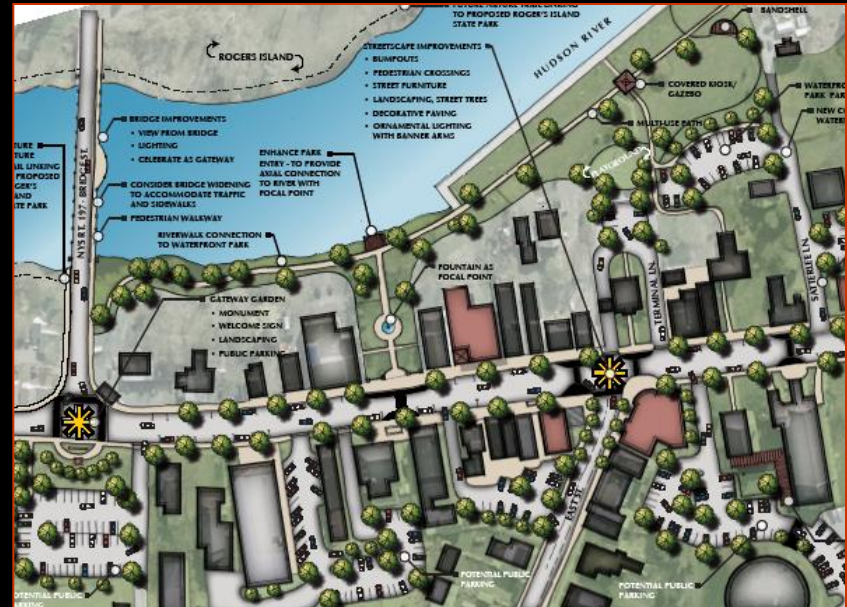
Create Short Term Achievable Goals





Create Short Term Achievable Goals

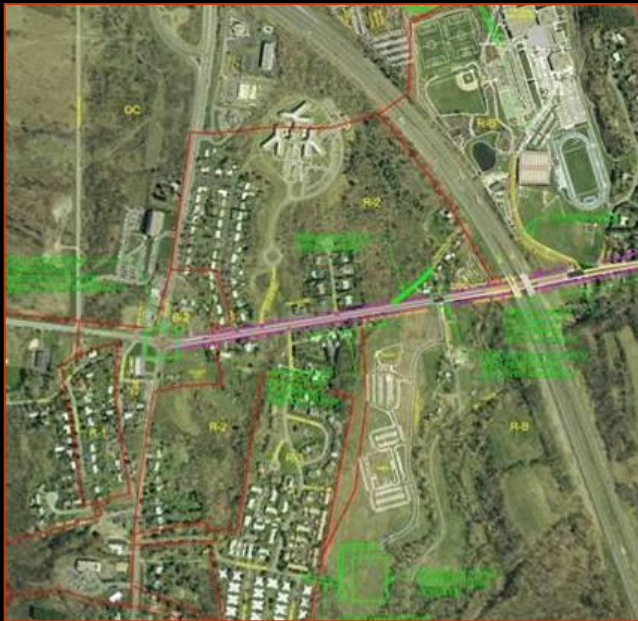
- Pedestrian Enhancements.
- Enhance Rte 197 Gateway.
- Enhance Yacht Basin.
- Improve Irving Tissue Entry.
- Plant new street trees.
- Share Parking Areas.
- Infill Development.



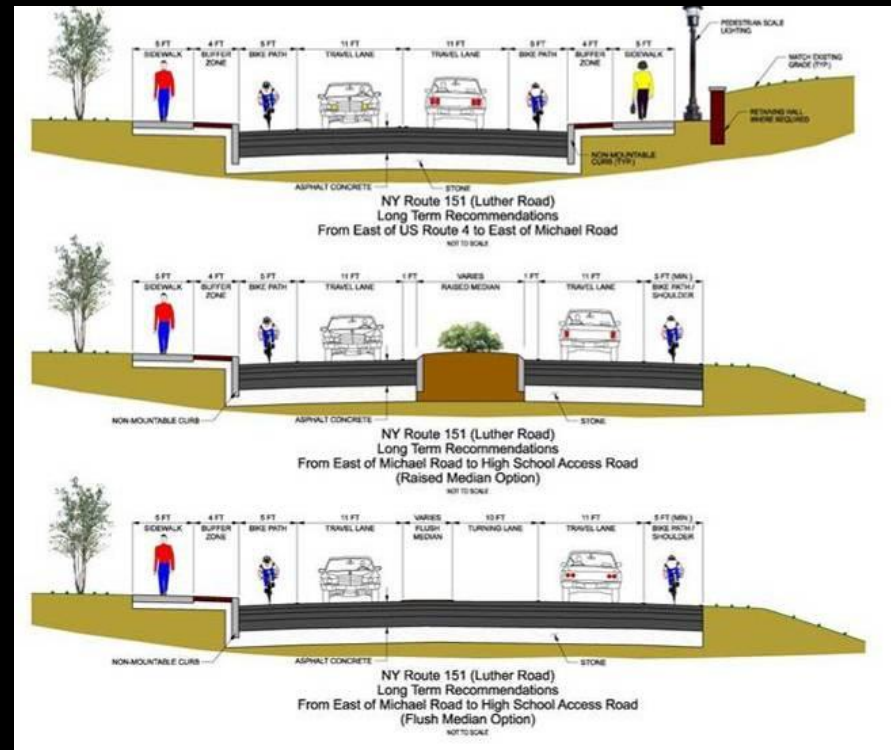


Set Long Term Goals

LONG TERM ACTIONS



Reconstruct roadway to increase safety and multi-modal mobility.





Create The Funding Quilt

The “Funding Quilt” links the resources that must come together and be interwoven to accomplish an objective.



Resources



“SHOW ME THE MONEY”



Resources



Identify possible funding streams that may be available to assist in implementing your projects.



Develop Project Partners

- Local
- State
- Federal
- Not-for-Profit
- Volunteer Organizations



Understand the Program Requirements

LWCF

LWCF

ANCCEP

BOA

EDA

EPF

HOME

CDBG

FIRE

NYMS

HHS

TEP

LWRP

TIP





Understand the Program Requirements

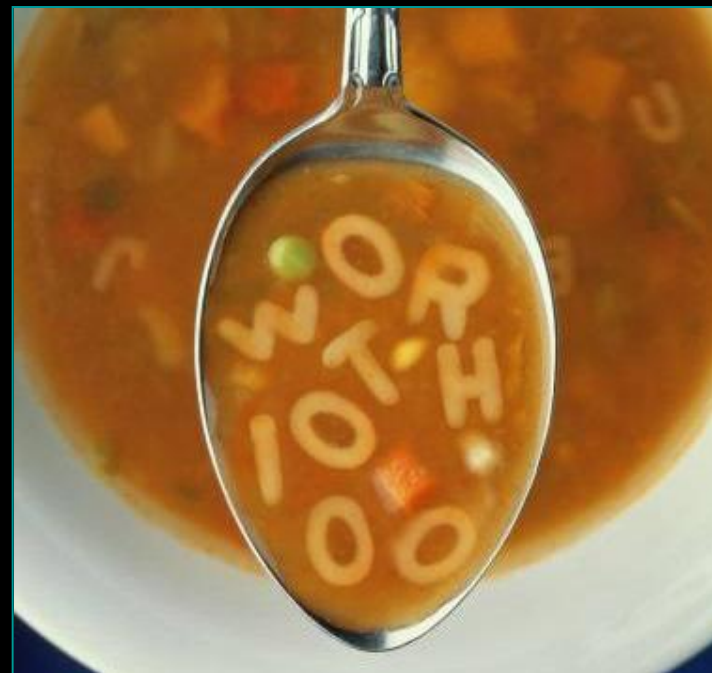
Program Eligibility

- Eligibility vs. Fundability
- Match Requirement
- Project Timetable

Program Schedule

- Grant Deadlines
- Announcement Dates
- Funding Availability

Technical Assistance





Research Successful Projects

- What Works vs. What Doesn't Work
- Go to Funding Agencies to Review Prior Applications
- Types of Projects - Does it Fit?
- Project Readiness - Commitment of Other Funds
- Project Documentation
- Public Support
- Dot the L's and Cross the T's
- **AGAIN, MEET WITH AGENCIES**





Coordinate and Incorporate Timelines and Funding Amounts

Action (Tasks)	Type of Action	Time Frame	Possible Funding Source
Apply for funding for the façade loan/grant program	Administrative	S	Local, CDBG, EDA, NYSCA,
Establish a façade loan/grant program for businesses & residents.	Program	S - L	CDBG – GOSC NYSOPRHP
Adopt design guidelines for Route 9	Administrative/ Policy	S	NYSCA, NYPF, local
Create attractive “Gateways” to welcome motorists/tourists	Program	S	NYSDOT – TEP NYSOPRHP, Scenic River
Create a comprehensive and coordinated wayfinding signage program	Program	S	NYSDOT – TEP NYSOPRHP, CDTA
Review Sign Ordinance & Make Necessary Changes	Administrative/ Policy	S	Local, NYPF, NYOPRHP
Revise zoning regulations and/or site plan regulations to require a higher percentage of landscaping on commercial properties	Administrative/ Policy	S	Local NYPF



Begin Weaving the Quilt



Implement It





Are You Ready to Implement?



What will it Take to Implement Your Plan?

Leadership



Commitment



Resources





Consensus Building

Obtain Media & Public Support for your Objective.



Involve your project partners.



The Missing Piece of the Puzzle

Let it be known that the funding source is the missing piece of the puzzle to finish the objective.

Their resources are part of a larger, locally adopted plan that has identified a sound method for accomplishing the objective.





Point A to Point E by way of B, C, D

Unless your community buys
lottery tickets...

...there usually is NOT a straight
line between point A to Point E.

There will ALWAYS be HURDLES that
need to be OVERCOME!





Master the Four “A”s of Implementation





Assess The Current Situation

- Assess the status of your current plan, update as needed.
- Review your goals and objectives.
- Select achievable goals.
- Assess project viability.
- Gauge public support.
- Assess your resources.
- Identify funding opportunities.
- Re-assess feasibility of project based on updated information.





Assign Tasks

- **Be a leader!**
- **Assign responsibility**
- **Create a project team (staff, volunteers, consultants, local and state officials)**
- **Develop a project schedule and work plan.**
- **Establish milestones and deadlines.**





Activate Your Team

- **Accept responsibility.**
- **Coordinate project team members.**
- **Get stakeholders involved early.**
- **Obtain media and public support.**
- **Initiate project:**
 - **Apply for grant/loans**
 - **Commence project implementation.**
 - **Go out to bid.**
- **Adhere to project deadline.**
- **Build momentum.**



Accomplish Your Goal!

Goal achieved...

...congratulations!

Celebrate your achievement

Provide recognition (media, individuals, groundbreaking)

Re-assess your goals...

...and start over!





Keep Focused on your Goals





Case Studies



VILLAGE OF SOUTH GLENS FALLS



CITY OF COHOES



VILLAGE OF SOUTH GLENS FALLS

Following their *blueprint* for change...

Project	Funding Source
Main Street Revitalization Plan	Community Development Block Grant - TA
Historical Park	Environmental Protection Fund
Outdoor Entertainment Center	Senator Joseph L. Bruno, Village Funds
Sewer Line Extension	Environmental Protection Fund
Housing Rehabilitation Program	Community Development Block Grant, Weatherization
Economic Development Committee	Village Funds
Commercial Property Inventory	Village Funds
Website/Newsletter	Village Funds
Cooper's Cave Bridge	NYSDOT
Cooper's Cave Interpretive Center	NYSDOT, Village Funds, City of Glens Falls, Donations
Hudson River Boat Launch	Local Funding
Historic Signage	Assemblywoman Teresa Sayward



VILLAGE OF SOUTH GLENS FALLS

Housing Rehabilitation Program Phase I



BEFORE



AFTER



VILLAGE OF SOUTH GLENS FALLS

Village Outdoor Entertainment Center





VILLAGE OF SOUTH GLENS FALLS

Cooper's Cave Pedestrian Bridge & Interpretive Center



COOPER'S CAVE

COOPER VISITS THE CAVE

"The travelers were struck with these stones, under rocks, and the flood falling in fantastic wreaths of white foam about them. While in the cavern, one of the gentlemen, alluded to Mr. Cooper that how was the very scene for a romance... The writer promised that a book should actually be written, in which these caves should have a place; the idea of a romance essentially Indian in character then first suggesting itself to his mind..."

Susan Fenimore Cooper (James Fenimore Cooper's daughter)
Pages and Pictures from the Writings of James Fenimore Cooper (New York, 1965)

Cooper's Cave Suggests a Novel

In August 1823 a rising young American novelist from New York accompanied four distinguished English tourists around the upper Hudson, visiting Lake Champlain, Lake George, Saratoga and Bolton Springs, and Glens Falls. Edward Stanley (later Earl of Derby and Prime Minister of Great Britain), who had suggested that Cooper have a novel on the Glens Falls cave, noted in his diary that "[Cooper] was much struck with the scenery... and explained that 'I must place one of my old Indians here'—*The Last of the Mohicans* was the result."

Cooper's Early Life

James Fenimore Cooper was born in Burlington, New Jersey on September 15, 1796, and a year later he was brought to Cooperstown, the New York frontier village founded by his father William Cooper in 1786. Educated in Albany and at Yale College, Cooper ran away to sea at the age of 17. After over a year as a merchant sailor he was appointed by President Jefferson as a Midshipman in the United States Navy. In Oswego, New York, he helped construct the first American navy ship on the Great Lakes.

In 1811 he married Susan DeLancey, daughter of a prominent Westchester County family, and then lived for several years at Fenimore Farm in Cooperstown. In 1817 he moved to Scarsdale in Westchester County.


Writer's Run

Cooper wrote his first novel in 1823, supposedly on a dare from his wife. Though the fortune he had inherited from his father expired after the War of 1812, he turned to writing more as amusement than with any hope of earning a living at it.


In 1821 he published his second book, *The Spy*, based on stories of espionage and adventure in Westchester County during the Revolution. It was an instant success—Americans were delighted with their first real opportunity to read stories about their own country and its history. Cooper followed it up with *The Pioneers* (1823), based on his childhood in Cooperstown, and *The Pilot* (1824), suggested by the exploits of Revolutionary naval hero John Paul Jones. Both were best-sellers, and Cooper became known at home and abroad as America's first important novelist.

Writing *The Last of the Mohicans*

Cooper's novel was written during the summer of 1823, at a farm on the North River in what is now Astoria, Queens. His descriptions of the life and culture of Native Americans came from the works of John Heckewelder, a Moravian missionary in Pennsylvania and Ohio who spent his life among the Delaware-Indians. He could not read or write better; no American in the 1820s was better informed about, or more sympathetic to, Native Americans, their ways of life, or their sad plight.



James Fenimore Cooper
1822 portrait by Jarvis



Glens Falls in 1824



CITY OF COHOES

North Mohawk Street Road Reconstruction Project



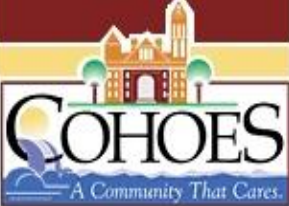


CITY OF COHOES





CITY OF COHOES

	
<p><i>A Community That Cares</i></p>	
<p>City News</p>	
<p>About Cohoes</p>	
<p>Contact the City</p>	<p>Spring Clean Up Day - 05/12/2005</p>
<p>Site Map</p>	<p>Cohoes "Treasure Hunt" Garage Sale - 05/09/2005</p>
<p>City News</p>	<p>COHOES BEAUTIFICATION PROGRAM IS IN FULL SWING! - 05/05/2005</p>
<p>Featured Businesses</p>	<p>DINNER AND PLAY - 05/05/2005</p>
<p>Submit A Featured Business</p>	<p>8th Annual Bake, Bloom & Book Sale - 05/03/2005</p>
<p>Events</p>	<p>Cohoes Common Council Passes Residential Home Improvement Tax Exemption Legislation - 04/27/2005</p>
<p>Links</p>	<p>The Van Schaick Island Neighborhood Watch Will Host A Flea Market on Saturday, June 4, 2005 - 04/07/2005</p>
<p>The Mayor/Mission Statement</p>	
<p>Departments</p>	
<p>Council</p>	



CITY OF COHOES

Waterfront Revitalization Project

