

Purpose

The purpose of the Online Project Gallery is to present a proposed slate of projects to be recommended for funding through the Downtown Revitalization Initiative (DRI). The Local Planning Committee (LPC) is welcoming feedback on the proposed projects list!

Continue scrolling to read more about the program. You may also click on a title in the content bar above to skip to that section.

DRI Program Overview

Now in its fourth year, Governor Cuomo's Downtown Revitalization Initiative (DRI) is transforming downtown neighborhoods into vibrant communities where the next generation of New Yorkers will want to live, work and raise families. The Village of Potsdam was

selected as the North Country DRI community and has been working for the past several months to identify projects to recommend for DRI funding.

Find out more about the Potsdam DRI effort at www.PotsdamDRI.com



Local Planning Committee

The Local Planning Committee (LPC) is made up of local and regional leaders, stakeholders, and community representatives to guide the establishment of a Strategic Investment Plan for downtown Potsdam. The LPC is led by two co-chairs: Mayor Ron Tischler, and Dr. Kristin Esterberg, President of SUNY Potsdam.

Village of Potsdam DRI Boundary

The DRI boundary covers 138 acres in the heart of the Village. The DRI area represents the historic business district of the Village and is comprised of a mix of commercial, government, residential and institutional land uses that contribute to the vibrancy of the downtown area.

Potsdam DRI Goals

- **REBOUND** - Bring back downtown Potsdam as an economic hub with a variety of businesses, diversely skilled workforce, and strong partnerships to attract new sustainable investment downtown and support existing businesses.
- **REBUILD** - Preserve Potsdam's unique architectural heritage, utilizing environmentally sustainable options and creating a place where residents of all income levels are proud to call home.
- **REJOICE** - Celebrate and enhance Potsdam's connection to the river and status as a regional destination for arts, education,

food, retail, and entertainment, which provide more opportunities to bring the community together.

- **REVITALIZE** - Create a vibrant, accessible downtown, connected by multiple transportation options with a focus on placemaking that retains its strong sense of history.

Project Selection

A Call for Projects was issued in January 2020. Over 47 projects were received for consideration. Through a series of LPC meetings, stakeholder meetings, public engagement and rigorous project evaluation, the LPC has identified 15 projects for potential recommendation for DRI funding. Several factors are taken into consideration including but not limited to: consistency with the DRI goals, project readiness, sponsor capacity, leveraged funds, job creation, transformative potential, and public support.

Proposed Projects

The purpose of the Online Project Gallery is to present a proposed slate of projects to be recommended for funding through the Downtown Revitalization Initiative (DRI). The proposed projects below are organized into four DRI project categories: Public Improvements, New Development/ Rehabilitation of Downtown Buildings, Revolving Grant/Loan Fund, and Branding and Marketing.

The projects presented below are in no particular order and are not ranked. The project identifying number corresponds to the placement in the project gallery map to mimic a guided tour of the Downtown. Continue scrolling to view the Tour Map!

PROPOSED PROJECTS



1. Downtown Riverwalk



2. Fall Island Skatepark



3. St. Lawrence Whitewater Park



4. Renovation of Market Square Mall



5. North Country Children's Museum



6. North Country Arts Center



7. Downtown Streetscape Enhancement



8. 59 Market Street



9. Potsdam Food Co-Op Relocation



10. The Clarkson Inn Expansion



11. Roxy Theatre Alterations



12. The Sandstone



15. Renovation of Damon Hall



14. Rebuild Downtown Potsdam*



15. Downtown Branding Campaign*

Project Categories

Public Improvements

New Development/Rehab

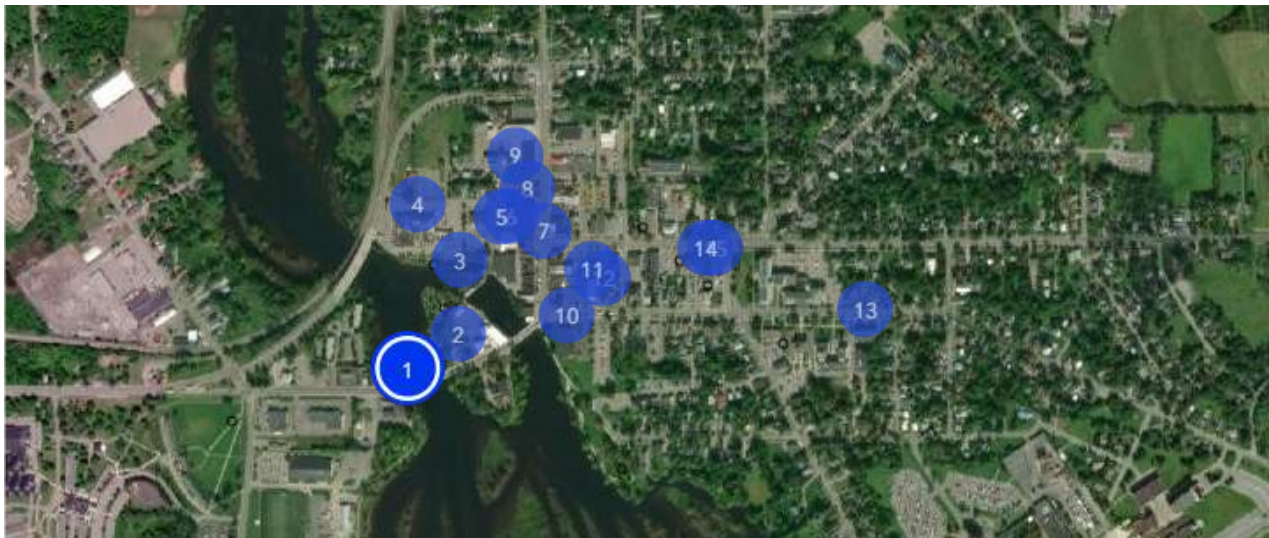
Revolving Grant/Loan*

Branding & Marketing*

* Revolving Grant/Loan and Branding & Marketing Projects are not location specific. These are shown on the following map at Village Hall.

Project Gallery - Tour Map

The projects presented below are in no particular order and are not ranked. The project identifying number corresponds to the placement in the Project Gallery Tour Map to replicate a virtual guided tour of the Downtown.



USDA FSA, GeoEye, Maxar | M.J. Engineering and Land Surveying, P.C., Village of Potsdam

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1

A01 - Downtown Riverwalk Trail

Project Location: Along the Raquette River

Project Sponsor: Village of Potsdam

Total DRI Funds: \$2,481,000

Total Project Cost: \$2,481,000

The Village of Potsdam proposes to construct a looped, multi-modal Downtown Riverwalk and Trail along the Raquette River shoreline, Sandstone Drive, Maple Street, Market Street, Garner Park and along the Sandstone Drive bridge embankment within the DRI Project Area. The project will include the construction of a new pocket park, a shared use path along Sandstone Drive, a Mural Walk, the Riverwalk trail from Maple Street to Sandstone drive, as well as new bike lanes on Maple Street.

2

A07 - Fall Island Skatepark

Project Location: Fall Island

Project Sponsor: Village of Potsdam

Total DRI Funds: \$258,000

Total Project Cost: \$348,000

The Fall Island Skatepark and Outdoor Art Gallery reimagines the underused plaza area of Fall Island Park into a multi-use skatepark, sculpture park, walkway and seating area of the Riverwalk Trail. The park will create a new downtown attraction that will reinvigorate the plaza area and serve as a connector for foot traffic from Maple Street sidewalk to the north side of Fall Island and the proposed St Lawrence Whitewater park.

3

A04 - St. Lawrence Whitewater Park

Project Location: Raquette River

Project Sponsor: Village of Potsdam

Total DRI Funds: \$2,060,000

Total Project Cost: \$2,060,000

The Village of Potsdam proposes to develop a whitewater canoe/kayak park in the Raquette River below the East Dam Hydro-Electric Generating Station. The park will be accessible for all abilities of paddlers. Located in the heart of Downtown Potsdam, the park will provide an exciting focal point for the community and attract visitors from New England and Canada.

4

B24 - Renovation of Market Square Mall

Project Location: 20-22 Depot Street

Project Sponsor: Brooks Washburn

Total DRI Funds: \$311,000

Total Project Cost: \$666,000

The renovation of Market Square Mall will include both exterior and interior improvements, supporting affordable office and retail space for tenants. Exterior renovations will include new roofing, new canopies, as well as the construction of a new canopy on the south side of the building. The façade will be enhanced with new insulation, siding, and paint. The project will include the addition of a tower on the South East portion of the building, creating a visual landmark and location for new signage. Interior improvements include the renovation of two public restrooms.

5

B03 - North Country Children's Museum Expansion

Project Location: 10 Raymond Street

Project Sponsor: North Country Children's Museum (Sharon Williams, ED)

Total DRI Funds: \$1,400,000

Total Project Cost: \$1,900,000

The North Country Children's Museum will expand into the vacant second floor space and renovate the basement and first floor spaces to accommodate an ADA accessible elevator. The second floor will house permanent exhibits, an additional program room, bathroom facilities, expanded office space and classroom space. First floor renovations will improve current classroom and office spaces and add an elevator. Basement renovations will include the addition of storage space for program materials. Exterior improvements will include remodeling the museum entryway and constructing a covered enclosure.

6

B34 - North Country Arts Center

Project Location: 6-8 Raymond Street

Project Sponsor: St. Lawrence Arts Council (Maggie McKenna, ED)

Total DRI Funds: \$979,000

Total Project Cost: \$1,610,000

The project will transform a mostly vacant building into the North Country Arts Center.

The new space will include a retail store, professional art gallery, performance hall, classroom, offices, and private studio space for artists to work in a creative, inspiring environment. The downstairs will include the existing art gallery, a performing arts wing with rehearsal room and a visual arts wing with an open concept makers' space, offering specialized equipment from photography lighting to print-making equipment for artists and students. The project will also transform the existing garage into a unique pocket park.

7

A02 - Downtown Streetscape Enhancement

Project Location: Market/Raymond Street

Project Sponsor: Village of Potsdam

Total DRI Funds: \$2,780,000

Total Project Cost: \$2,780,000

The Market Street Corridor serves as the walkable community center of the Village of Potsdam and encompasses the Market Street National Historic District. The Downtown Streetscape Enhancement project includes ADA accessibility, decorative crosswalks, intersection improvements to Market, Main and Raymond Streets, reconstructed concrete sidewalks, pedestrian scale lighting, improved traffic islands at the intersection of Market and Main, bike racks, benches and landscape enhancements.

8

B26 - 59 Market Street Renovation

Project Location: 59 Market Street

Project Sponsor: Nicolas Zirn/Alice McClure

Total DRI Funds: \$203,000

Total Project Cost: \$405,000

The project includes interior and exterior improvements to 59 Market Street, the location of McDuffs Tavern. Exterior improvements include constructing an ADA compliant entrance while preserving the 19th century architecture of the building. Additional improvements include renovating the current entrance stairs, windows, front doorway, façade improvements and a new roof. Interior improvements include the renovation of

the basement level to create a multi-use space with integrated multi-media functionality. This will include new flooring, bathrooms, a multi-media business platform and a high efficiency boiler.

9

B10 - Potsdam Food Co-Op Relocation and Expansion

Project Location: 63 Market Street

Project Sponsor: Potsdam Food Co-Op (Erica LaFountain, President)

Total DRI Funds: \$1,659,000

Total Project Cost: \$2,966,000

This project includes the relocation and expansion of the Potsdam Food Co-op (Co-op), a long-established specialty and whole foods store in downtown Potsdam that has been in operation for 47 years. The Co-op has outgrown its current downtown location and will be moving to a new downtown location at 63 Market Street. The proposed project includes expanding 2,500 square feet of sales area to 4,000 square feet of sales area. The new location also provides space to include offices, a classroom or meeting space, restrooms, storage, a walk-in cooler/freezer and a bakery and deli production area.

10

B29 - The Clarkson Inn Expansion

Project Location: 1 Main Street

Project Sponsor: Visions Hotels

Total DRI Funds: \$600,000

Total Project Cost: \$2,500,000

The expansion and interior renovation of the Clarkson Inn will include 20 new rooms, a modern meeting space and fitness center. The rooms will be designed to fit the classic and unique character of the Inn. Additional upgrades will be made to the existing space, including the replacement of furniture, fixtures, and equipment with an emphasis on improvements to the overall technological offerings. Finally, the plan calls to add 300 to 600 square feet of meeting space to provide additional incentives for travelers to stay downtown and host meetings and events.

11**B25 - Roxy Theatre**

Project Location: 20 Main Street

Project Sponsor: Jeffry Szot

Total DRI Funds: \$58,000

Total Project Cost: \$115,000

Façade alterations to The Roxy Theatre, the Village of Potsdam's movie house for sixty years, will encourage a sense of community, safety, and appeal. The project scope will revitalize the property with improvements to the main entrance, addition of an interior vestibule, replacement of the signboard, alterations to glazing, and installation of brick wall infill on the facade.

12**B12 - The Sandstone**

Project Location: 22 Main Street

Project Sponsor: Duane Pelkey

Total DRI Funds: \$110,000

Total Project Cost: \$257,000

The business expansion of Scoops ice cream into the 1940s/50s themed Sandstone Diner. Exterior improvements would include facade renovation and the addition of covered outdoor seating, allowing for socially distanced dining. The seasonal diner will offer breakfast and lunch as well as dessert and ice cream products.

13**B36 - Renovation of Damon Hall**

Project Location: 67 Main Street

Project Sponsor: Clarkson University/Robert Cree, CFO

Total DRI Funds: \$900,000

Total Project Cost: \$2,516,000

Clarkson University has previously invested over \$1.6 million in the Phase I and II interior and exterior renovations of the building which restored the basement, first and second floors. This project involves the third and final phase of the project and will complete the transformation of the 20,000 square foot building into advanced manufacturing incubator space. The project will include exterior and interior renovations, utility upgrades, the expansion of parking, window remediation and structural modifications for the installation of a service elevator. The renovated space is anticipated to support up to 50 employees.

14

C01 - Rebuild Downtown Potsdam

Project Location: Throughout the Downtown (not location specific)

Project Sponsor: Village of Potsdam

Total DRI Funds: \$750,000

Total Project Cost: \$1,388,000

The Rebuild Downtown Potsdam program is a collection of flexible grant funds that will provide eligible applicants with matching grant assistance for downtown revitalization and COVID-19 related improvements. The program will include three grant programs: Rent Assistance Grant Program, Main Street Building Renovation and Quick Start Grant Program.

15

D01 - Downtown Branding Campaign

Project Location: Throughout the Downtown (not location specific)

Project Sponsor: Village of Potsdam

Total DRI Funds: \$125,000

Total Project Cost: \$131,000

The creation and implementation of branding and marketing campaign focused on promoting Potsdam. The comprehensive marketing campaign will include the development of design standards for print media and outdoor signage. A meaningful logo, tagline and color palette will be developed and used. A new Potsdam website will be

created and used that communicates important local government information and also promotes community assets, upcoming events and links to the Potsdam Chamber of Commerce, St. Lawrence County Chamber of Commerce, and Universities.

Proposed Projects - Summary

ID	Sponsor	Project Name	Address	Total Cost	DRI Funding Request
PUBLIC IMPROVEMENT PROJECTS					
A01	Village of Potsdam	Downtown Riverwalk Trail	Along Raquette River	\$2,481,000	\$2,481,000
A02	Village of Potsdam	The Downtown Streetscape Enhancement Project	Market Street National Historic Register District	\$2,780,000	\$2,780,000
A04	Village of Potsdam	St. Lawrence Whitewater Park	Raquette River	\$2,060,000	\$2,060,000
A07	Village of Potsdam	Fall Island Skatepark & Outdoor Art Gallery	Fall Island Park - 17 Maple Street	\$348,000	\$258,000
PROPOSED NEW DEVELOPMENT & REHABILITATION OF DOWNTOWN BUILDINGS					
B03	North Country Children's Museum (Sharon Williams, Exec. Dir)	North Country Children's Museum Expansion	10 Raymond Street	\$1,900,000	\$1,400,000
B10	Potsdam Food Co-Op (Erica LaFountain, President)	Potsdam Food Co-op Relocation and Expansion	63 Market Street	\$2,966,000	\$1,659,000
B12	Duane Pelkey	The Sandstone	22 Main Street	\$257,000	\$110,000
B24	Brooks Washburn	Renovation of Market Square Mall	20, 22 Depot Street	\$666,000	\$311,000
B25	Jeffrey Szot	Roxy Theater DRI Alterations and Repairs	20 Main Street	\$115,000	\$58,000
B26	Nicolas Zirn / Alice McClure (El Caballo Negro, LLC)	59 Market Street Renovation	59 Market Street	\$405,000	\$203,000
B29	Visions Hotels	Expansion of the Clarkson Inn	1 Main Street	\$2,500,000	\$600,000
B34	St. Lawrence County Arts Council (Maggie McKenna, Exec. Dir.)	North Country Arts Center	6-8 Raymond St	\$1,610,000	\$979,000
B36	Clarkson University / Robert Cree, CFO	The Renovation of Damon Hall into an Advanced Manufacturing Incubator	67 Main Street, Damon Hall	\$2,516,000	\$900,000
REVOLVING GRANT & LOAN					
C01	Village of Potsdam	Rebuild Downtown Potsdam	N/A	\$1,388,000	\$750,000
BRANDING & MARKETING					
D01	Village of Potsdam	Downtown Branding Campaign	N/A	\$131,000	\$125,000
Number of DRI Projects:			15	\$22,123,000	\$14,674,000

Public Feedback

Share your comments through the project email at PotsdamDRI@mjels.com.

For more information, visit the project website at www.PotsdamDRI.com!