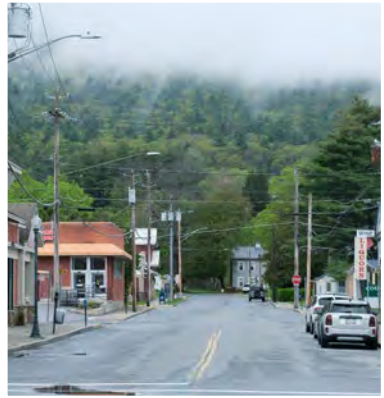
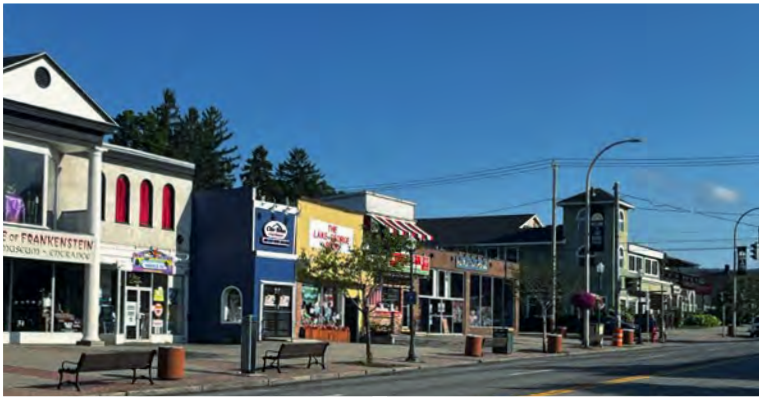
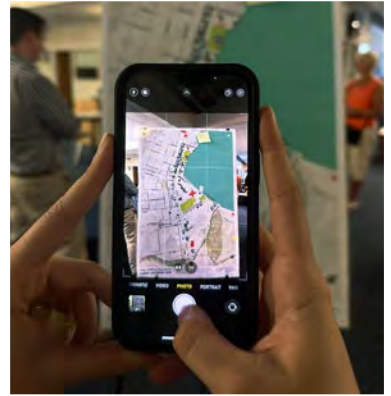
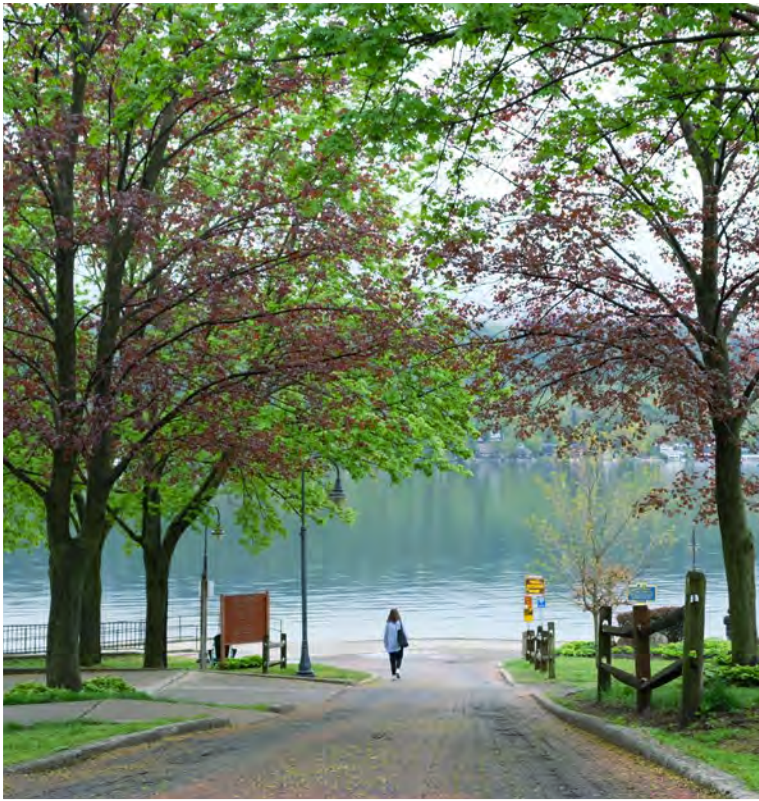




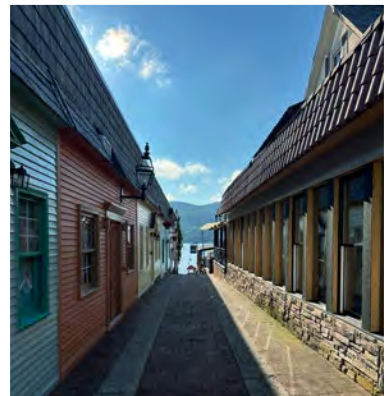
The Town & Village of **LAKE GEORGE**

Downtown Revitalization Initiative Strategic Investment Plan

Capital Region | New York State
December 2024



**Downtown
Revitalization
Initiative**



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This document was developed by the Lake George Local Planning Committee (LPC) as part of the New York State Downtown Revitalization Initiative and was supported by the NYS Department of State (DOS), NYS Homes & Community Renewal (HCR), NYS Empire State Development (ESD), and NYS Energy and Research Development Authority (NYSERDA). The document was prepared by the following Consulting Teams: Local Office Landscape & Urban Design, LaBella Associates, Sam Schwartz, Sherwood Design Engineers, Stuart Lynn, and Urbanomics. Image attributions are credited on corresponding graphics. Professional aerial images courtesy of Lake George Regional Chamber of Commerce & CVB. Images without attribution are materials from the Consulting Team or project sponsors, as applicable.



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Foreword

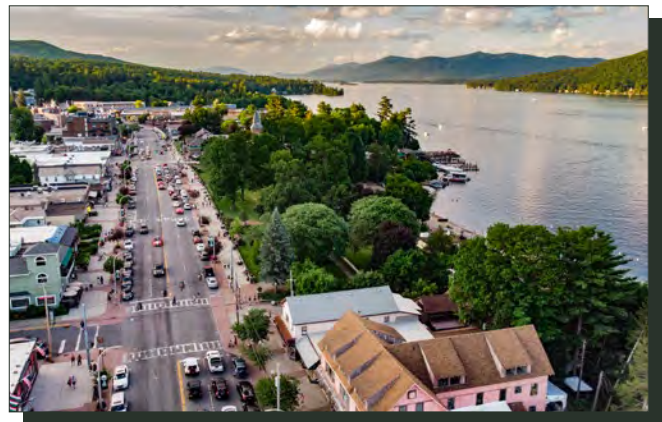
New York's downtowns are the heart and soul of our regions. With their energy, diversity, and exuberance—as well as their artistic, cultural, and historical assets—our downtowns serve as anchors and catalysts for revitalization and economic development. They epitomize what we refer to as a 'sense of place.'

Despite having endured decades of disinvestment and decline with the advent of sprawl and de-industrialization, downtowns throughout the State are experiencing a dramatic resurgence—in large part due to support provided by the Downtown Revitalization Initiative (DRI) and NY Forward. People and businesses are once again recognizing the tremendous value downtowns offer to residents, visitors, communities, and regions. As a result, communities are creatively marketing and leveraging their unique assets and proud heritage as catalysts for a brighter, more prosperous future.

The DRI and NY Forward serve as the cornerstone of Governor Kathy Hochul's economic development strategy. Under the leadership of New York Secretary of State Walter T. Mosley, the DRI and NY Forward are effectively accelerating and expanding the revitalization of downtowns and neighborhood centers by maximizing their potential as both centers of activity and catalysts for investment. The DRI and NY Forward represent an unprecedented and innovative "plan-then-act" strategy that couples strategic planning, technical assistance, and capacity-building with immediate and ongoing project implementation. With the momentum and excitement created through the programs, communities are then better able to leverage further private and public sector investments to maintain and expand the revitalization process well beyond the completion of the DRI or NY Forward projects.

Downtowns are complex, multi-dimensional systems. As such, they require a highly collaborative, partnership-based approach to revitalization—one that integrates all the pieces of a successful community development in a holistic way. This is why the DRI and NY Forward processes employ a combination of community-based strategic planning, inter-agency project support, inter-governmental collaboration, and public/private leveraging of outside investments.

Led by the New York State Department of State (DOS), DRI and NY Forward communities benefit from partnerships with, and coordinated technical assistance provided by, New York State Homes and Community Renewal (HCR), Empire State Development (ESD) and the New York State Energy Research and Development Authority (NYSERDA). This multi-agency effort mobilizes the full complement of resources available from state agencies, tapping into their expertise, technical assistance, and project management skills as necessary.



DOWNTOWN LAKE GEORGE, CREDITS: LG CHAMBER

In the first seven rounds of the DRI and the first two rounds of NY Forward, the State invested a billion dollars in 124 downtowns ripe for revitalization to become magnets for redevelopment, business development, job creation, economic development, and housing diversity. Governor Hochul committed another \$200 million to the DRI and NY Forward in 2024, bringing the total investment for both programs to \$1.2 billion. The downtown revitalization renaissance in New York State shows no signs of slowing. The DRI and NY Forward also present an opportunity to address two looming and challenging crises—housing and climate change.

The crisis of housing availability and affordability permeates all aspects of downtown and regional well-being. The DRI and NY Forward are an opportunity to view, plan, and develop housing within the context of the whole community, seamlessly integrated with all the other components of sustainable community development—jobs, businesses, infrastructure, public spaces, arts, culture, and entertainment.

Through this process, the DRI has already invested in nearly 4500 units of housing throughout the State, over 40% of which are affordable or workforce, with many more coming online in this round.

Downtowns are inherently climate friendly. Their compact, mixed-use, and pedestrian-/bike-/transit-friendly design reduces car use and dependence, thus reducing automobile greenhouse gas emissions. And their denser concentration of population, economic activity, buildings, and industry provides fertile ground for the proliferation of renewable energy resources, energy efficiency and mass electrification of both buildings and vehicles—all to support the “de-carbonization” of our communities and the State.

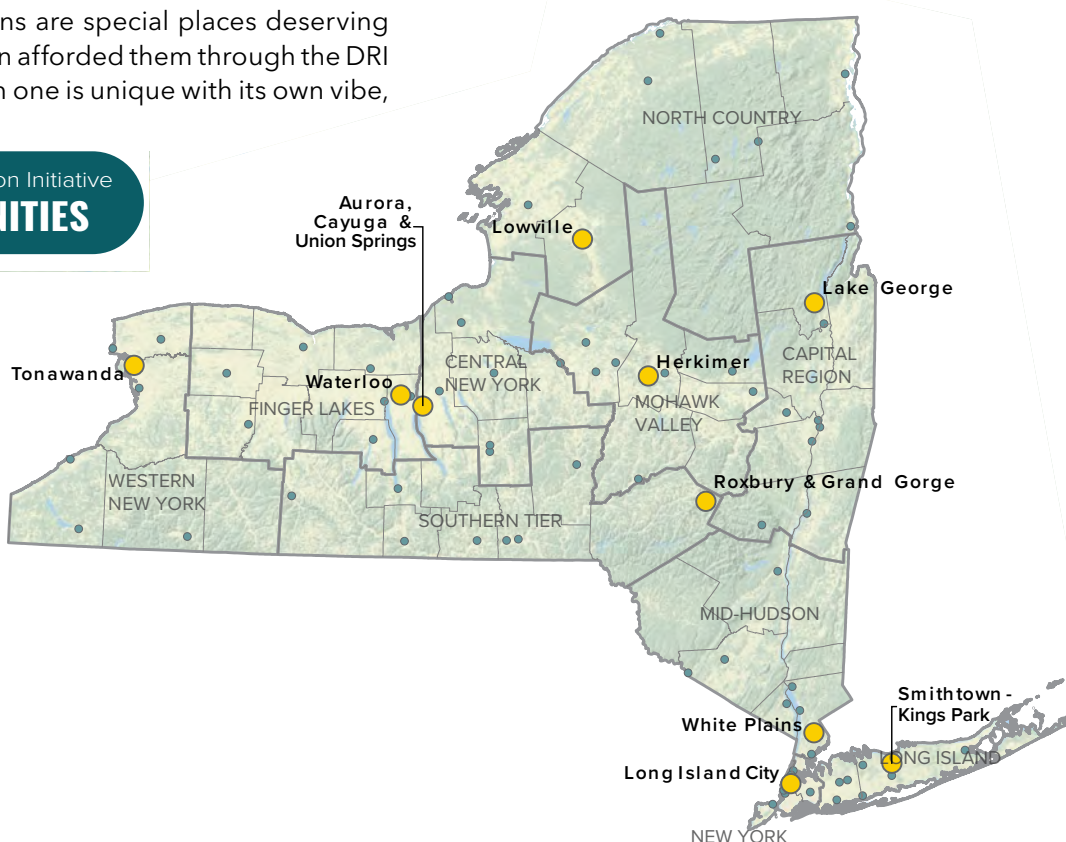
Certain DRI and NY Forward projects are required to achieve a higher level of energy efficiency and renewable energy use. DOS has also forged mutually supportive partnerships with both NYSEDA and the New York Power Authority (NYPA) to support energy-efficient projects and the siting of electric vehicle charging stations in downtowns, respectively. These climate benefits are helping the State achieve its nation-leading climate goals contained in the State’s landmark Climate Leadership and Community Protection Act of 2019 (CLCPA).

Simply put, downtowns are special places deserving of the special attention afforded them through the DRI and NY Forward. Each one is unique with its own vibe,

heritage, and culture; a whole different story to tell if we listen carefully enough. Downtowns offer a place to connect, eat, shop, drink, learn, absorb, innovate, observe, and interact—a cultivator of human ingenuity and the entrepreneurial spirit. And they provide public gathering spaces that allow people of all ages, incomes, backgrounds, and abilities to interact safely and comfortably while appreciating the diversity of downtown life.

The DRI and NY Forward are accomplishing their overarching goals of promoting local and regional economic development and improving quality of life. The programs have proven to be remarkably adaptable, pivoting to both new and ongoing challenges, such as the COVID-19 pandemic, climate change, housing affordability, childcare access and affordability, workforce development, arts and culture, and socio-economic equity. In this respect, the DRI and NY Forward are even more relevant and imperative now than when the DRI program was launched eight years ago, as these programs are ready to confront further challenges and opportunities as they arise. The programs have ignited a renaissance in downtown revitalization sweeping across the entire State that shows no signs of waning.

Downtown Revitalization Initiative **DRI 7 COMMUNITIES**



DRI ROUND 7 COMMUNITIES, COURTESY OF NY DOS

Executive Summary

INTRODUCTION

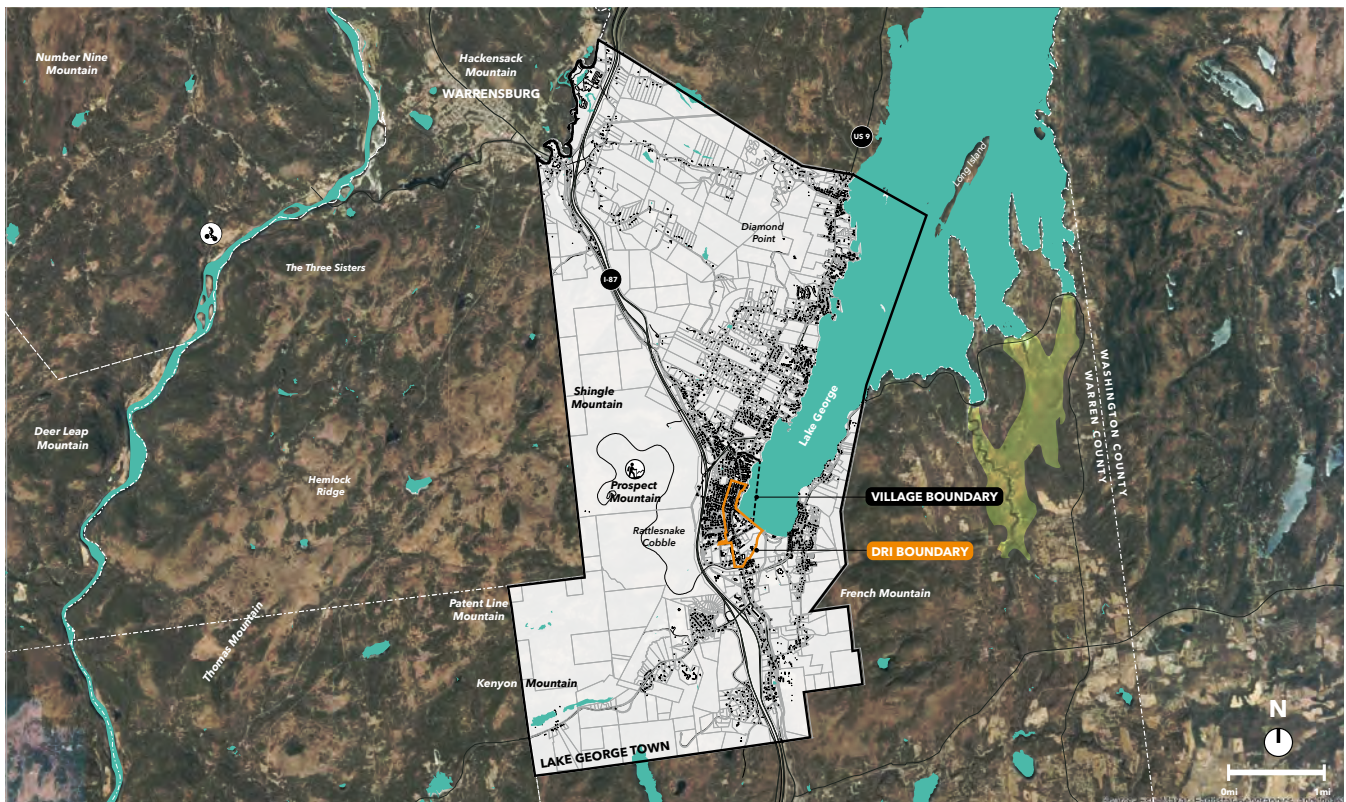
The New York State Downtown Revitalization Initiative (DRI) program seeks to transform downtown neighborhoods into vibrant centers that offer a high quality of life and are magnets for redevelopment, business, job creation, and economic and housing diversity. The Town of Lake George and Village of Lake George, joint recipients for a Capital Region DRI award, received \$10 million to support the implementation of catalytic projects and develop revitalization strategies to attract future public and private investment within the downtown area.

The NY Department of State (DOS) administers the DRI in coordination with Homes and Community Renewal (HCR), Empire State Development (ESD), the New York State Energy Research & Development Authority (NYSERDA) and other agency partners. The DRI couples strategic planning with immediate implementation. The strategic planning effort culminates in a final deliverable, the Strategic Investment Plan (SIP), which serves as a blueprint for

immediate implementation. Potential projects for the DRI program include:

- » Private, mixed-use projects,
- » Private, reuse and rehabilitation projects,
- » Public improvement projects,
- » Projects that elevate urban amenities, expand programming, and offer employment-based qualities to enhance regional draw,
- » Wayfinding and branding; projects connecting the network of services and attractions within the DRI Area.

In alignment with State DRI goals, the Town and Village of Lake George has demonstrated more than \$10M of shovel ready revitalization projects and proven success in leveraging capital investments. The Lake George Strategic Investment Plan (SIP) is the terminus product of a 9-month, comprehensive, collaborative, and inclusive community-driven planning process.



THE TOWN AND VILLAGE OF LAKE GEORGE LIMITS

The community planning and engagement process was guided by a 15 - member Local Planning Committee (LPC), with co-chairs Town Supervisor Vincent Crocitto, Village Mayor Raymond Perry, and REDC co-chair Kathy Muncil leading the process. Director of Town and Village Planning and Zoning, Dan Barusch, served in an advisory non-voting capacity alongside the LPC. The committee's work built on numerous planning efforts and private and public investment in the Town and Village's downtown area over the past decade.

Through the Strategic investment Plan, the planning committee recommended 16 ready-to-implement public and private projects designed to advance the local vision and goals identified by the LPC and community-at-large.

Collectively, these projects requested \$12,233,000 of DRI funding and would leverage over \$4 million in additional in private investment. This catalytic development would result in a total infusion on \$16,717,000 into the Lake George DRI Area.



LOCAL PLANNING COMMITTEE MEETING #1

Lake George has established itself as a flourishing regional destination, bolstered by its welcoming and dedicated resident community. While primarily known for its tourism industry during the summer season, which brings with it an influx of tourists, hospitality workers, and international J-1 students, Lake George has the capacity for broader social and economic development.

Like many other small towns and cities, there are opportunities to build on existing assets to enhance the resident quality of life and promote

year-round vibrancy. Throughout the DRI planning process, there was widespread public support for projects that would help transform the downtown core by adding residential density, enhancing the public realm through infrastructure upgrades, introducing downtown way-finding and highlighting its deep history, and expanding arts and alternative programming activities.



DOWNTOWN LAKE GEORGE, CREDITS: LG CHAMBER

Each project included in the SIP demonstrates its readiness and implementation capacity as part of a cohesive slate of transformative projects. Once the Plan is approved, a team of State agencies - including DOS, HCR, and ESD - alongside other partners work with the sponsors to implement the projects expeditiously. The success of previous DRI rounds continues to demonstrate the program's ability to spark change, fueling a renaissance in downtown revitalization efforts and setting the stage for sustained growth.



PROJECT SPONSOR OUTREACH

STUDY AREA OVERVIEW

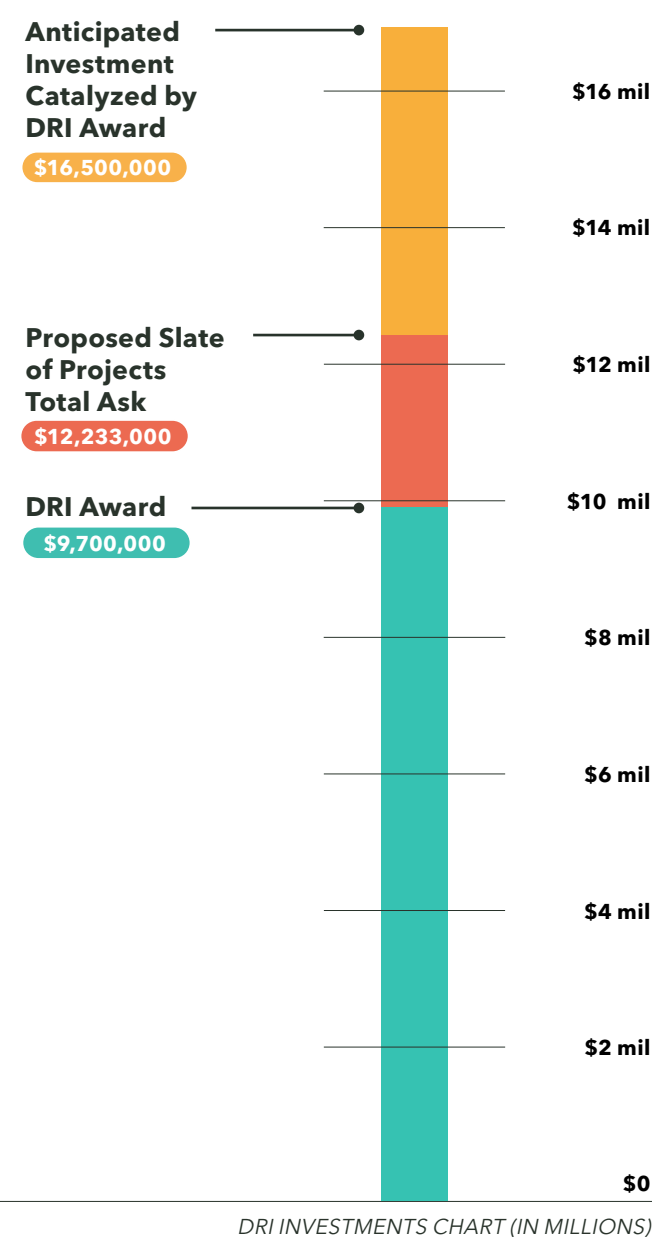
The Town and Village of Lake George, situated in Warren County, NY, is a vibrant community nestled within the Adirondack Park. With approximately 3,500 year-round residents, the area experiences a dynamic seasonal influx of tourists, workers, and students contributing to its economic and cultural vitality. Downtown Lake George is rich in history, featuring notable landmarks such as Lake George Battlefield State Park and Battleground State Campground. The presence of a state campground within a downtown area is a unique feature, even for the Adirondack Park, adding to the character and appeal of the region.

As the southeastern gateway to the Adirondack Mountains, the Town of Lake George is well known as a tourist destination for historic, recreational, and natural attractions. The Village of Lake George is a smaller, more densely populated, incorporated area within the Town that contains more commercial and urban development.

The Town and Village of Lake George’s Downtown Revitalization Initiative (DRI) Area is the boundary for revitalization efforts and the DRI Strategic Investment Plan (SIP). This compact 0.25-mile area encompasses the Canada Street corridor, stretching from the Caldwell Library at the north to Prospect Mountain Highway at the south. It includes the commercial corridor west of Canada Street and extends eastward to the shore of Lake George, capturing parks, municipal buildings, and community assets. Flanked by the Adirondack Mountain ranges to the west and the southernmost tip of Lake George to the east, the DRI Area offers a mix of residential, commercial, institutional, recreational, park grounds, and mixed-use spaces.

The municipal boundary between the Town of Lake George (to the south) and the Village of Lake George (to the north) bisects the DRI Area, yet both municipalities are collaborating to advance transformational revitalization. Over the past decade, the Town and Village have experienced a significant surge in new investments, especially within the downtown core. This growth can be attributed to pivotal factors such as economic and tourism development, infrastructure improvements, and the fostering of collaborative efforts to drive economic expansion and propel Lake George towards a prosperous future.

Additional public and private projects are proceeding with over \$10+ million of investment projected, initiated by state DRI funding. As a result of the DRI, additional public and private investment in the Downtown is expected, with over \$16 million in proposed project costs as represented in the chart below. While funding requests exceed available DRI funding allocations, the program has successfully incentivized further private and public investment, fueling transformative projects that support long-term economic development in the Town and Village of Lake George.





LAKE GEORGE DRI AREA AND BOUNDARY

OPPORTUNITIES & CHALLENGES

The Town and Village of Lake George are uniquely poised for downtown revitalization that celebrates their distinctive character while addressing critical challenges. This effort provides an opportunity to promote economic growth through capital projects, cultural enrichment, and environmental sustainability, fostering a thriving year-round community and diverse economy.

Lake George's location within Adirondack Park and its reputation as a tourism hot-spot offer significant opportunities for economic expansion. Its proximity to a growing metropolitan region, including Saratoga Springs and Albany, enhances its potential for sustained growth. Key assets such as the lake itself, and the area's natural beauty, rich history, vibrant tourism economy, and walkable downtown further strengthen its position as a regional attraction and destination.

Lake George draws in over 50,000 annual tourists, over 16 times the size of its year-round resident population. This contributes to a solid yet seasonal economy – with most small businesses operating at full capacity only between May and October, leaving many closed or minimally active during the off-season. In turn, leaving long-term residents with limited opportunities to engage in during other months of the year. By investing in the downtown, Lake George can leverage its expansive cultural and historic assets and amenities to become a place where residents and visitors can live, work, and play throughout the year.



FISHING ACTIVITIES X BOAT TOURS



LAKE GEORGE BACKSTREETS, CREDITS: LG CHAMBER

While the area's picturesque landscape and Adirondack-style architecture are considered assets, there is a clear need for building restoration, renovation, and façade improvement projects to enhance the unique sense of place and preserve the charm of the downtown area. This is challenging given two key factors, first being the seasonal nature of many businesses which has led to disinvestment in properties, many of which are not equipped to operate during the harsh winter months. Second, absentee business and property owners that ultimately are not invested in the community throughout the year and are only present during the busy summer season. With an influx of public and private investment poured into the downtown area, the DRI award hopes to serve as a catalyst for continued capital improvement projects and to inspire business and property owners to invest in their own properties and support the vision for local revitalization.

Housing affordability and availability are also at the core of downtown revitalization efforts. Given the declining and aging population in Lake George, investing in critical housing infrastructure and accompanying community services would compel people to stay here, while attracting younger-families and professionals to move here. Future development should continue to prioritize the existing community and put measures in place to organically grow the population without displacing its residents.

The DRI Area has limited available space for larger scale developments that support housing needs, but there are multiple large vacant lots within proximity to the downtown. This could bridge an existing gap in long-term housing options and availability for residents, year-round or seasonal workers, and students, and ensure that assets like the Lake George Jr. Sr. High School, for instance, remain active for generations to come. An effort as such would entail extensive coordination between property owners, the Town or Village and their planning board, the County, design and engineering teams, additional stakeholders and potential investors. Municipal leadership has proven that they are invested and excited to engage in such complex projects to enhance existing and prospective resident quality of life and work towards finding solutions for housing challenges facing the community.



SHEPARD'S PARK LANDSCAPE

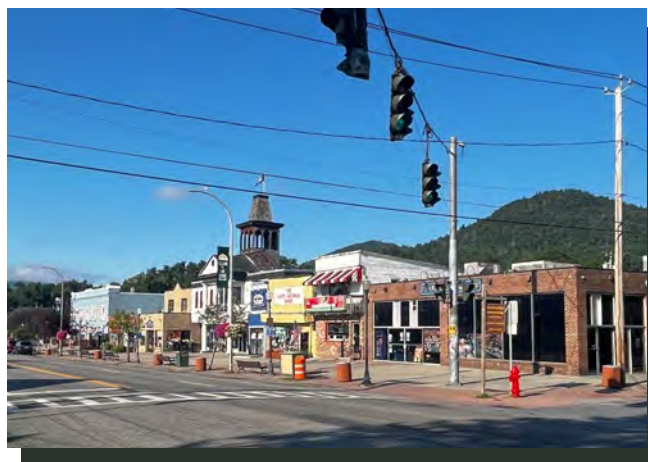
There are many more opportunities for revitalization in Lake George's downtown explored through the next chapters of the Strategic Investment Plan (SIP). These efforts emphasize sustainability and resiliency, accessibility and mobility, multi-modal transit, public improvements and investment in streets, parks, and recreation spaces, historic building preservation, as well as the arts and cultural programming.

By addressing challenges with innovative solutions and leveraging Lake George's unique natural and cultural assets, the Town and Village strives build a year-round community and a resilient and inclusive future while celebrating and showcasing the richness of the area and its people.



BUSTLING ACTIVITY ALONG CANADA ST - AUGUST '24

Expanding workforce housing is also a priority to local businesses. Annually, an influx of international J-1 students, between 500 and 1000 on average, come to Lake George to work in hospitality sectors and support businesses stay afloat during the peak season(s). Yet, many individuals do not stay in the Town or Village given limited housing availability, forcing them to commute to places from other nearby areas. Within the DRI Area, investing in mixed-use developments could provide affordable accommodation for seasonal and year-round employees while activating underutilized or abandoned spaces.



LOCAL STOREFRONTS ALONG CANADA ST

COMMUNITY ENGAGEMENT

Community engagement played a pivotal role in the success of the Town and Village of Lake George Downtown Revitalization Initiative (DRI) and its anticipated downtown investment. The Consultant Team collaborated with the Local Planning Committee (LPC) to identify key stakeholder groups, ensure meaningful participation, and establish local priorities for revitalization. A range of engagement tools was employed to align efforts with the Lake George DRI vision and goals.

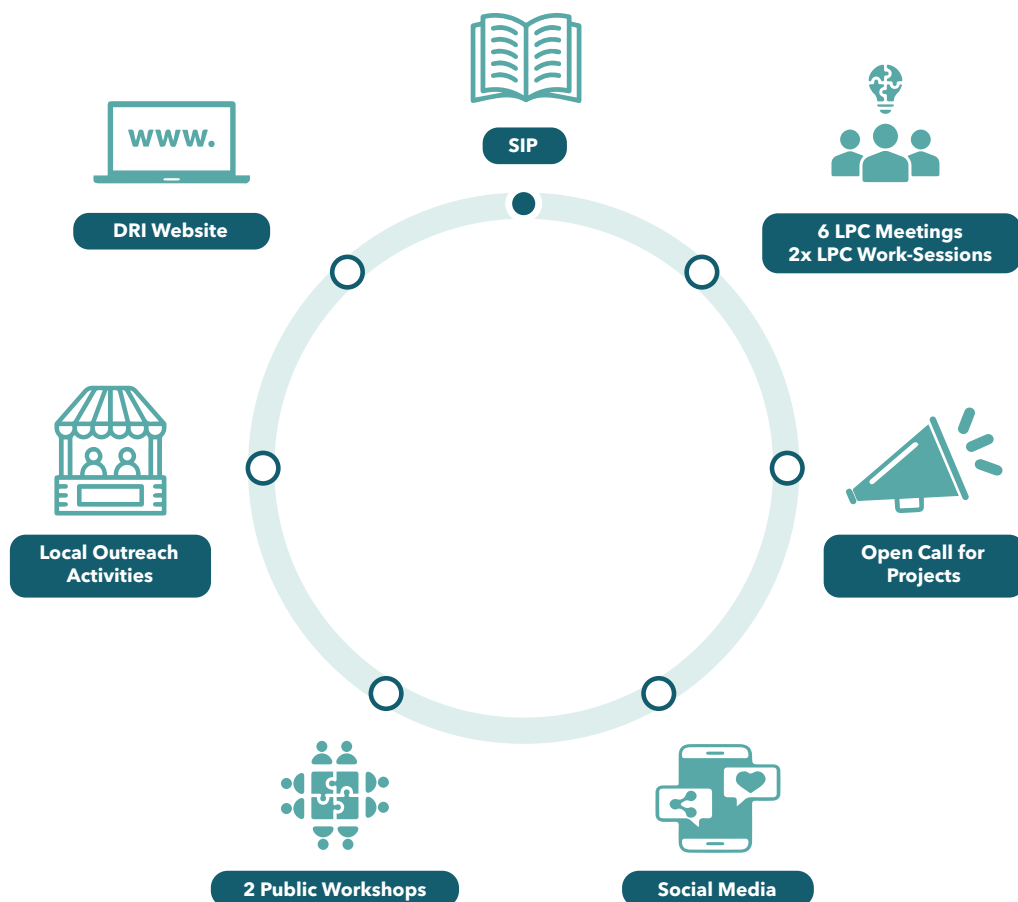
The planning process kicked off with **Local Planning Committee Meetings**. All six LPC meetings were open to the public, and factored a Q&A period to address public comment. The LPC meetings were supplemented with two virtual **LPC work sessions**, where members engaged in nuanced discussion on planning updates and action items.

Public participation was central to the DRI planning process, highlighted by the widely publicized ‘**Open**

Call for Projects’. The application materials were made accessible in English and Spanish, and offered multiple means to submit the application material.

Involving the local community at key milestones throughout the planning process was pivotal to the overall success of the Lake George DRI. This was done through a series of **local outreach activities** and two **public workshops**. At each workshop, the Consultant team provided a brief overview of the DRI program and planning process, and then introduced interactive stations to solicit input on various aspects. For populations that could not attend in-person public workshops, an online alternative was circulated largely to gather as much input as possible from the public while ensuring that large portions of the community are being engaged and represented in the planning process.

Promoting the workshops and outreach initiatives effectively leveraged online tools and **social media** to



share press releases, circulate the online surveys, and update the community on key milestones throughout the planning process. All feedback was considered and communicated to ensure transparency and maximize local participation.

The **Lake George DRI project website** served as a central resource hub, offering timely information, event details, resources, and application forms while fostering direct communication with the consultant and state teams.

This comprehensive approach ensured inclusivity and accessibility throughout the planning process, fostering strong connections between stakeholders and the broader community. Feedback collected from various engagement efforts was instrumental in shaping the local vision for the Town and Village of Lake George, as well as crafting clear goals and revitalization strategies.

Proposed public and private projects submitted through the open call were further developed and refined to align with the community's vision and priorities. Opportunities for public comments during the project development phase allowed concerns and suggestions to be addressed by project sponsors alongside the Local Planning Committee, Consultant and State teams.



PROMOTIONAL MATERIAL POSTED DOWNTOWN



WORKSHOP INFORMATIONAL INTERACTIVE BOARDS



VISIONING ACTIVITIES AT PUBLIC WORKSHOP #1

LAKE GEORGE DRI VISION STATEMENT

" The Downtown Revitalization Initiative (DRI) investment in Lake George's downtown will **boost residents' quality of life, enhance the visitor experience, and preserve historical and environmental resources.**

We're committed to our vibrant community, attracting and accommodating social and economic growth, and supporting an inclusive workforce and sustainable environment, to **strengthen the year-round economy for future generations.**



LAKE GEORGE DRI GOALS & STRATEGIES



Goal 1: Enhance and expand the charm of Lake George and create an attractive, safe and accessible downtown with a strong sense of place.

- 1. Improve** the pedestrian experience with street lighting, crosswalks and a way-finding and signage to orient visitors to key destinations, landmarks and events Downtown.
- 2. Reconstruct** streetscapes to accommodate and encourage alternative modes of transportation, reducing the community's reliance on cars and the demand for parking.
- 3. Provide** mechanisms for business owners and homeowners to maintain or restore historic buildings and structures, such as facade improvements.



Goal 2: Transform Lake George into a year-round destination through strengthening services and resources for an inclusive, diverse workforce to promote economic growth.

- 1. Provide** opportunities for job creation through mixed-use revitalization projects and improve the economy through year-round job creation.
- 2. Foster** social inclusion and cohesion by maximizing commercial, retail, cultural and institutional opportunities and programming for residents.
- 3. Invest** in infrastructural improvements that promote a range of uses for residents, business owners and tourists including roads, bridges, water, electricity, telecommunications, high-speed broadband internet for all, etc.



Goal 3: Protect, celebrate and enhance the historical, cultural, and natural assets that make Lake George a regional destination.

- 1. Expand** on community engagement efforts to identify collective values & priorities for preservation opportunities.
- 2. Provide** opportunities for existing cultural and arts institutions to renovate and expand their programming.
- 3. Improve** public spaces, urban parks, business corridors such as Canada Street, to add interest, promote safety and increase the attractiveness of the Downtown.



Goal 4: Expand upon sustainability efforts to enhance the social and environmental resilience of Lake George.

- 1. Prioritize** energy-efficient projects that consider reducing their carbon footprints, including geothermal, and enhancing green building features.
- 2. Promote** sustainable energy networks including electric vehicle charging and solar production hubs.
- 3. Implement** a tool-kit of green infrastructure (GI) interventions including: expansion of the existing tree canopy, restoration of natural hydrologic flows, and transformation of underutilized spaces and impervious surfaces for green infrastructure.



Goal 5: Prioritize improving the quality of life in Lake George while sustaining and growing the resident population.

- 1. Redevelop** vacant lots and outdated structures with affordable and mixed-use developments to add retail and cultural programming to the Downtown streetscape.
- 2. Expanding** designated commercial loading or creating flexible curb zones adjacent to commercial corridors to help improve congestion, double parking, and pedestrian safety especially during tourist seasons.
- 3. Develop** an open space parks strategic plan that identifies communities in need and opportunities to expand park spaces for a range of passive and active recreation activities.

PROJECTS RECOMMENDED FOR DRI FUNDING

The LPC recommended 16 projects for DRI funding, with a total ask of \$12,233,000.



1. Construct the Shepard's Park Amphitheater

Shepard's Park (Canada St., Village)

Total Cost: \$2,480,000

DRI Funding Request: \$1,500,000

% DRI Request of Total Project Cost: 60%

The project seeks to redesign and construct a new Shepard's Park bandstand and amphitheater, restoring its status as a regional music and events destination. The scope includes necessary site-works, landscape accessibility improvements, and facility upgrades such as performance space build-out and a designated storage space.



2. Enhance the South Canada St. Streetscape through Pedestrian Oriented Design

Southern Portion of Canada St. (Village) - Sewell St. to Westbrook Rd.

Total Cost: \$2,561,000

DRI Funding Request: \$2,000,000

% DRI Request of Total Project Cost: 78%

The project seeks to enhance South Canada's streetscape by improving pedestrian amenities and increasing safety features, while connecting to the Town Gateway. Upgrades include expanding accessible sidewalks, new benches, intersection improvements, stormwater management, and new LED streetlights.



3. Develop the Shepard's Park Lakewalk & Build an Accessible Observation Deck

Shepard's Park Beach & Public Bathroom

Total Cost: \$2,971,000

DRI Funding Request: \$2,300,000

% DRI Request of Total Project Cost: 77%

The project seeks to enhance an underutilized portion of the public Shepard's Park beach through urban and landscape design enhancements, improved stormwater management practices, and accessibility improvements. It also seeks to create an accessible observation atop the public bathroom.



4. Create a Downtown Heritage Wayfinding Project

Multiple Locations (Village & Town)

Total Cost: \$375,000

DRI Funding Request: \$350,000

% DRI Request of Total Project Cost: 93%

The Town, Village and LG Historical Association propose to install dual-sided wayfinding signs throughout the downtown to aid navigation, highlight local points of interest, and promote Lake George's history. The project also includes the design and installation of two new Gateway signs for the Town and Village.

PROJECTS RECOMMENDED FOR DRI FUNDING (CONT.)



5. Enhance the Urban Forest of Lake George Through Landscape Upgrades

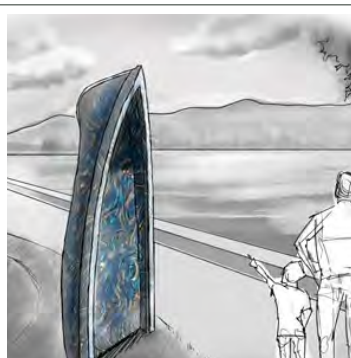
Multiple Locations (Village)

Total Cost: \$400,000

DRI Funding Request: \$300,000

% DRI Request of Total Project Cost: 75%

The project proposes a range of landscape upgrades within the DRI Area, including the installation of 50 new trees, replacement of multiple tree pits, addition of bio-retention areas, and expansion of gardens to address various environmental and contextual conditions, uses, flood-risks, and tree health.



6. Create a Lake George Art & Canoe Trail

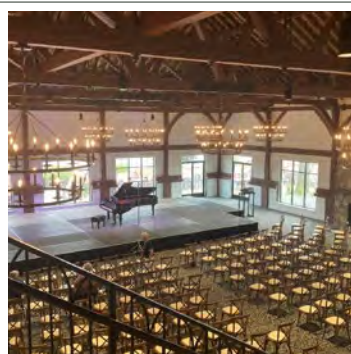
Multiple Locations (Village & Town)

Total Cost: \$400,000

DRI Funding Request: \$375,000

% DRI Request of Total Project Cost: 94%

The project introduces a multi-phase design, siting and installation of 18 uniquely painted canoes and paddles, as well as three murals throughout the DRI Area, showcasing and cultivating regional talent while beautifying the Area. This is a collaboration between the Village and the LG Arts project.



7. Enhance Music/Entertainment Productions in the DRI Area with the Acquisition of AV/Lighting Equipment & a Portable Stage

Multiple Locations (Village & Town)

Total Cost: \$600,000

DRI Funding Request: \$600,000

% DRI Request of Total Project Cost: 100%

The project proposes acquiring specialized music, audio-visual, and lighting equipment to enhance year-round entertainment and product capacity and programming within the DRI Area. The equipment would be municipally-owned, but made available to community groups for wide-reaching access.



8. Memorialize and Reinter Historic Remains at the Lake George Battlefield Park

LG Battlefield Park (34 Fort George Rd)

Total Cost: \$700,000

DRI Funding Request: \$519,000

% DRI Request of Total Project Cost: 74%

This proposal seeks to implement the commemorative project at the Lake George Battlefield State Park, which features columbaria, educational signage, plaza space, and memorials related to the over 40 remains discovered on Courtland Street in 2019. The site is believed to be a Revolutionary War-era cemetery, and the project intends to celebrate this history.

PROJECTS RECOMMENDED FOR DRI FUNDING (CONT.)



9. Expand the Downtown Circulator Trolley & Enhance Bus Stops

Multiple Locations (Village & Town)

Total Cost: \$308,000

DRI Funding Request: \$275,000

% DRI Request of Total Project Cost: 89%

This project aims to address public transit shortcomings by installing up to six new bus shelters with bike racks, and reconfiguring the downtown lake George Circulator Trolley to improve service and connectivity for residents, and tourists, and the workforce. This project is in partnership with CDTA.



10. Implement Accessibility, Efficiency and Aesthetic Upgrades at the Old County Courthouse

290 Canada St

Total Cost: \$450,000

DRI Funding Request: \$450,000

% DRI Request of Total Project Cost: 100%

This project seeks to rehabilitate the Old County Courthouse through a series of interventions, including: building an accessible ramp near the main entrance, replacing and/or rehabilitating windows and lighting, interior museum casework upgrades, and a sculptural bateaux addition on the front lawn. This project is in partnership with LGHA.



11. Transform and Improve Accessibility at Caldwell Library

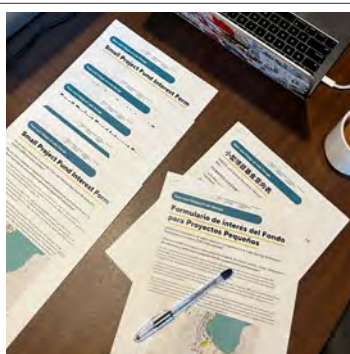
336 Canada St.

Total Cost: \$433,000

DRI Funding Request: \$433,000

% DRI Request of Total Project Cost: 100%

This project involves a 350 SQ FT rear addition to the Caldwell Library, aimed at improving accessibility through the installation of a lift and reconfiguring the interior layout to enhance circulation. The scope also includes ADA-compliant bathroom renovations and the reorganization of spaces to facilitate better navigation. This project is in partnership with Caldwell Library Board of Trustees.



12. Establish a Small Projects Fund for Winterization & Building Improvements

Multiple Locations (Village & Town)

Total Cost: \$780,000

DRI Funding Request: \$600,000

% DRI Request of Total Project Cost: 77%

This project seeks to establish a locally managed matching small project fund to undertake a range of smaller downtown projects such as facade enhancements, building renovation improvements to commercial or mixed-use spaces, and winterization efforts.

PROJECTS RECOMMENDED FOR DRI FUNDING (CONT.)



13. Renovate 35 Montcalm St. into 6-Unit Hospitality Workforce Housing

35 Montcalm St.

Total Cost: \$830,000
DRI Funding Request: \$623,000
% DRI Request of Total Project Cost: 75%

The project proposes renovating an existing building ground-level into six modern, affordable housing units for seasonal and/or year-round hospitality workers. Each unit will have its own entrance and be equipped with an en-suite bathroom and kitchenette, housing a total of 26 individuals.



14. Renovate 7 Iroquois St. into a 32-Bed Hospitality Workforce Housing Building

7 Iroquois St.

Total Cost: \$555,000
DRI Funding Request: \$390,000
% DRI Request of Total Project Cost: 70%

The project seeks to convert a commercial warehouse into seasonal and/or year-round hospitality workforce housing. The interior and exterior renovation would offer dormitory-style housing for 32 individuals in eight rooms, and includes shared areas, kitchens, bathrooms, and modern amenities.



15. Winterize & Enhance the Village Mall and The Lagoon Restaurant

204 Canada St.

Total Cost: \$2,479,000
DRI Funding Request: \$1,252,000
% DRI Request of Total Project Cost: 51%

The project seeks to upgrade, modernize, and winterize the Village Mall including the Lagoon restaurant, by enclosing both ends and conducting extensive interior and facade renovation works. This would allow for year-round operation of 16 retail/commercial spaces in spite of weather disturbances.



16. Renovate & Expand 267 Canada St. into a Mixed-Use Building for Student / Hospitality Workforce

267 Canada St.

Total Cost: \$385,000
DRI Funding Request: \$266,000
% DRI Request of Total Project Cost: 69%

The project proposes revitalizing a deteriorating property into a mixed-use building with an upgraded restaurant and ADA accessible 1,700 SQ FT patio space on the ground floor, and 5 fully furnished student or workforce housing units on the 2nd floor.



DRI AREA FACING SOUTH, CREDIT: LG CHAMBER

SECTION I:

**DOWNTOWN
PROFILE
AND
ASSESSMENT**

Introduction & Regional Overview

REGIONAL CONTEXT

The Town and Village of Lake George are vibrant communities along the southwest portion of Lake George. It is a relatively small, close-knit community of around 3,500 year-long residents and an influx of seasonal tourists, workers, and residents.

The Town of Lake George, in Warren County, NY is entirely within the Adirondack Park. It serves as a gateway to the Lake, which is well known as a seasonal tourist destination for historic, recreational, and natural attractions. The Village of Lake George, located along the western and southern edge of Lake George is surrounded by the Adirondack High Peaks and dense old growth forests on the north, south, and west. The Village is a smaller, more densely populated, incorporated area within the Town that contains more commercial and urban development.

Arriving to the Town and Village is made accessible not only by vehicular transportation, but also boating and rail networks that connect to nearby cities, and attractions, such as camping and finishing areas and trails including the Empire State Trail. There are two vehicular routes into Lake George; I-87 and Route 9

- both run north and south. The closest communities are Warrensburg, at six miles away, and Glens Falls 10 miles away. It is 50 miles north of Albany and 200 miles from New York City and Boston, Massachusetts.

Lake George is referred to as the “Birthplace of the American Vacation” and “Queen of American Lakes”. Because of its peaceful location on the Lake and in the mountains, Lake George has been a vacation destination for more than a century, with a swell in population often exceeding 50,000 people during the summer. This draw can be attributed to the history of the Town, Village and region, as well as the natural resources which provide significant recreational, natural, and commercial opportunities.

The Lake was formed over many millennia by glacial movement that shaped the bedrock of the Adirondack Mountains. The geographic significance and diverse landscape of along and beyond the lake would continue to shape and impact communities for generations to come.



FIGURE 1.1: WARREN COUNTY, NY: ROADS, PROXIMITIES & THE ADIRONDACK PARK

Lake George's pre-colonial history is rich with Native American heritage and significance, and the displacement of indigenous Mohawk and Mohican tribes significantly altered the region. In return, there is opportunity to leverage such deeply rooted history in future planning initiatives.

Lake George sits at the north end of New York's Capital Region, an economically prosperous region with a growing technology and innovation-driven economy. The opportunity for local economic expansion combines Lake George's location in the Adirondack Park and reputation as a visitation hotspot with close proximity to a growing metropolitan region centered on Saratoga and Albany counties.

The Lake George DRI Vision, Goals, and Strategies (Section II) and Projects Recommended for DRI Funding (Section IV) build on findings from this Downtown Profile and Assessment, to ultimately enhance the residents' quality of life and transform the Downtown through its urban and social fabric into a vibrant, inclusive, and resilient hub that celebrates its unique character and offers year-round opportunities residents, businesses, and visitors.



HORICON AT DOCK OF THE FORT, 1870



WATERFRONT ACROSS THE FORT, 2024

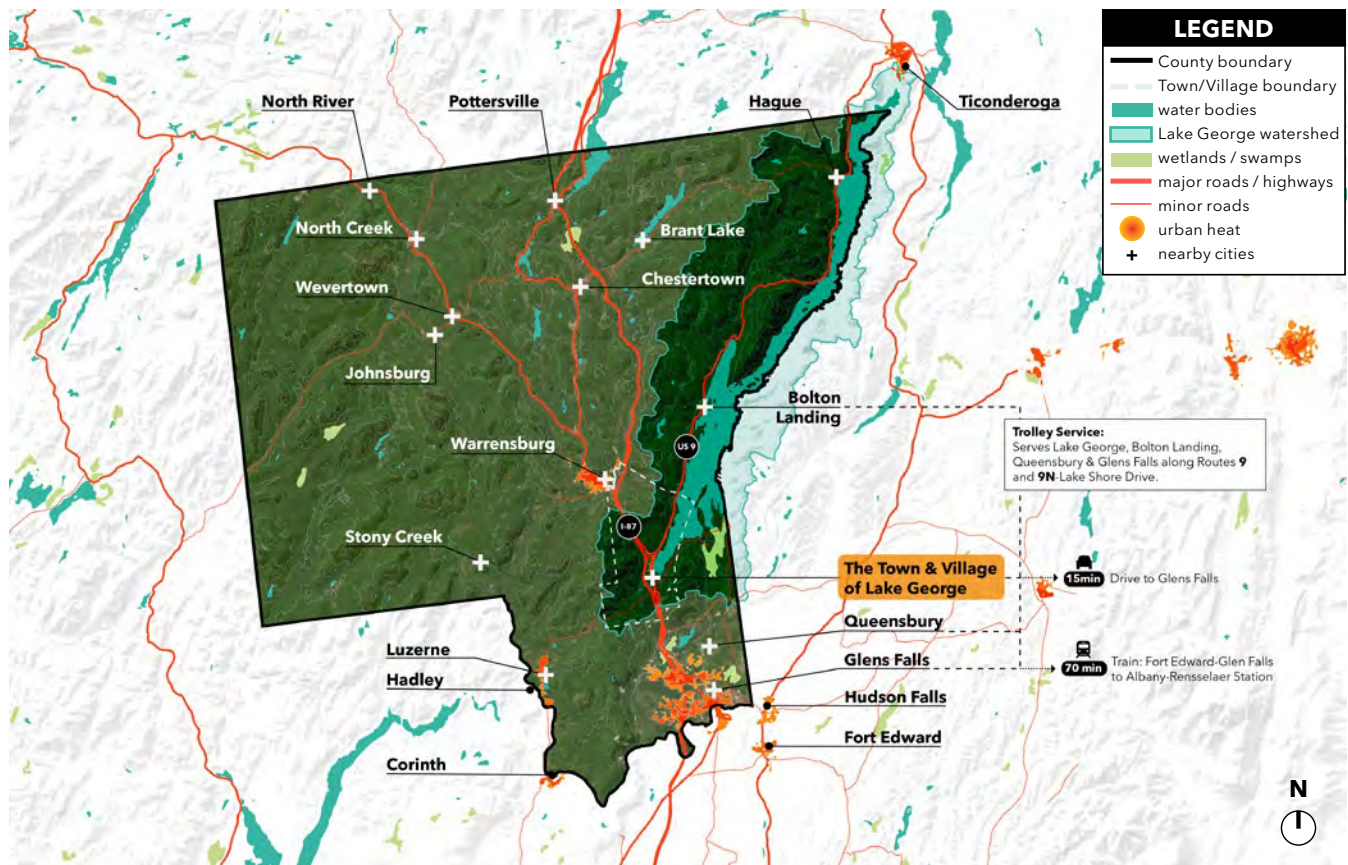


FIGURE 1.2: WARREN COUNTY SCALE REGIONAL DESTINATIONS

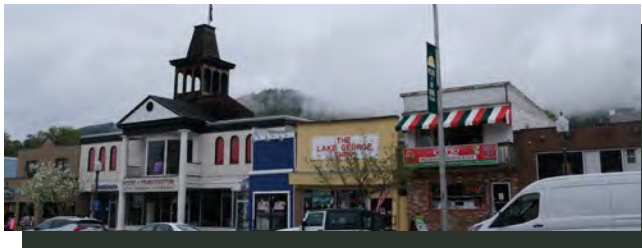
REGIONAL ANALYSIS MAPPING

Lake George was created by the massive Laurentide Ice Sheet during the last Ice Age; as the ice sheet moved, it carved out the basin that would eventually become Lake George within the Adirondack Mountains bedrock, and then eventually retreated and melted, filling the basin with water.

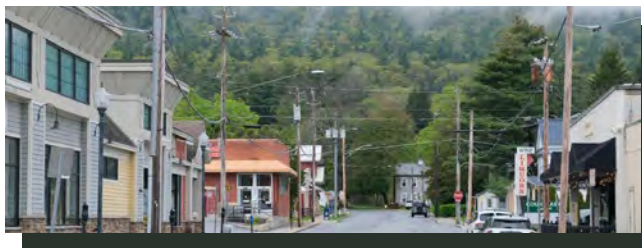
Today, Lake George is situated in a small, forested watershed with steep slopes due to the surrounding mountain ranges, as shown in Figure 1.3, which clearly depicts the varying topographies at the Town scale. This informs the Hydrology analysis in Figure 1.4, which represents the various streams seeping towards, within, and beyond the Town and Village of Lake George.



WATERFRONT - SHEPARD'S PARK



STREET-FRONT ALONG CANADA STREET

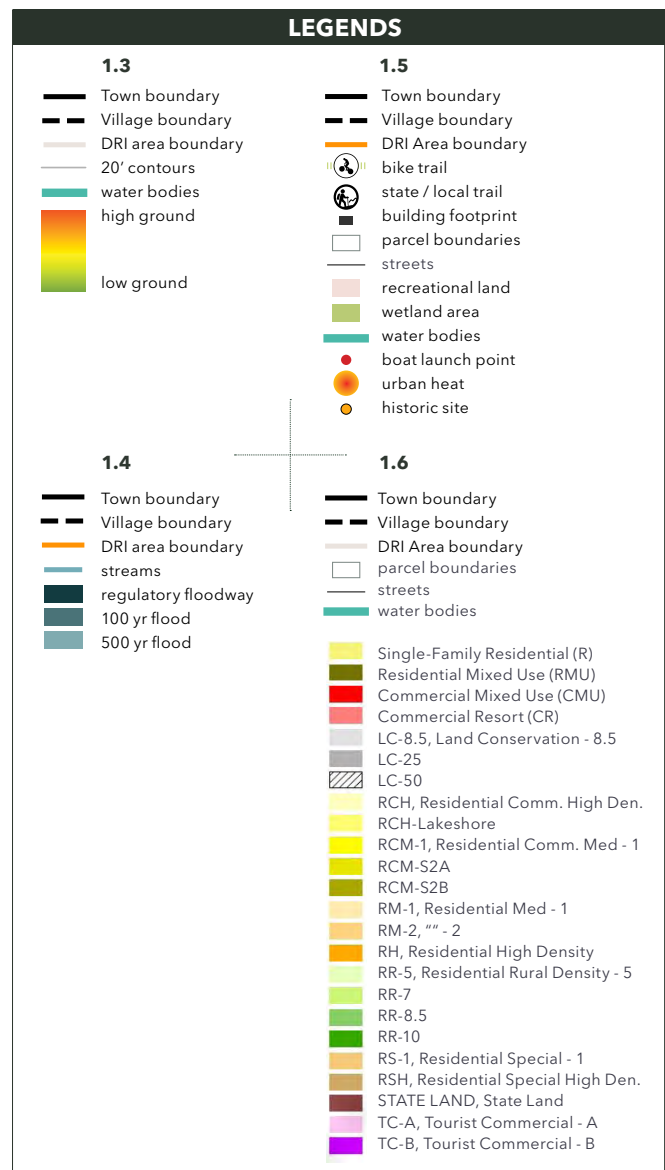


MOUNTAIN RANGE BEYOND



ELEVATED VIEWS - THE FORT & CARRIAGE HOUSE

Understanding topography and hydrology at scale of the Town contextualizes land development practices at the scale of the DRI Area which is lower in elevation. Additionally, this suggests potential design and infrastructure solutions for water management; including flooding within the DRI Area. This includes green/blue infrastructure strategies such as permeable paving, bioswales, retention ponds, solar, geothermal and battery storage for site-based interventions. Figure 1.5 depicts the urban footprint of the Town and Village of Lake George, which includes building footprints, road networks, tax parcels, as well as water bodies and natural destinations. This informs land use and development, where Figure 1.6 depicts such designations through zoning.



1.3 ELEVATION MODEL - TOPOGRAPHY

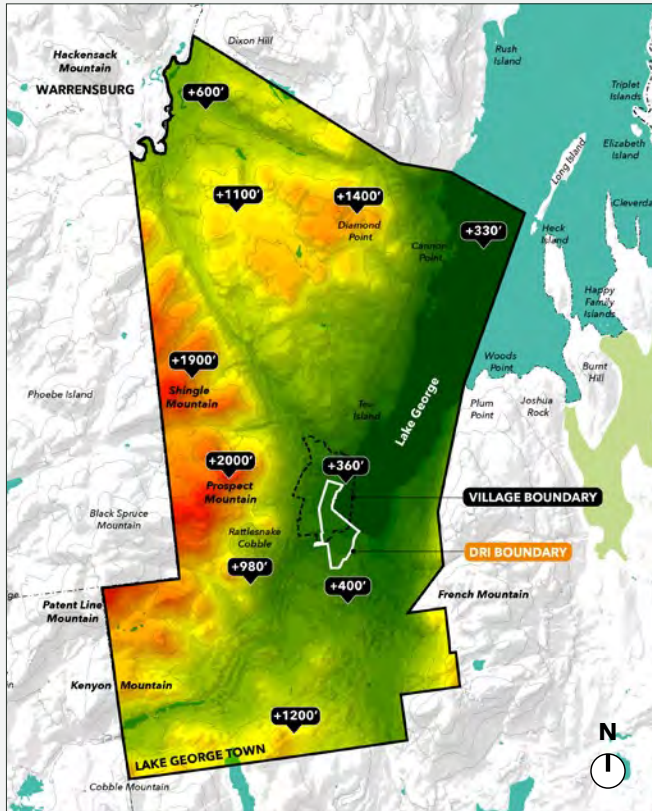


FIGURE 1.3: TOWN SCALE DIGITAL ELEVATION MODEL

1.5 BUILT ENVIRONMENT

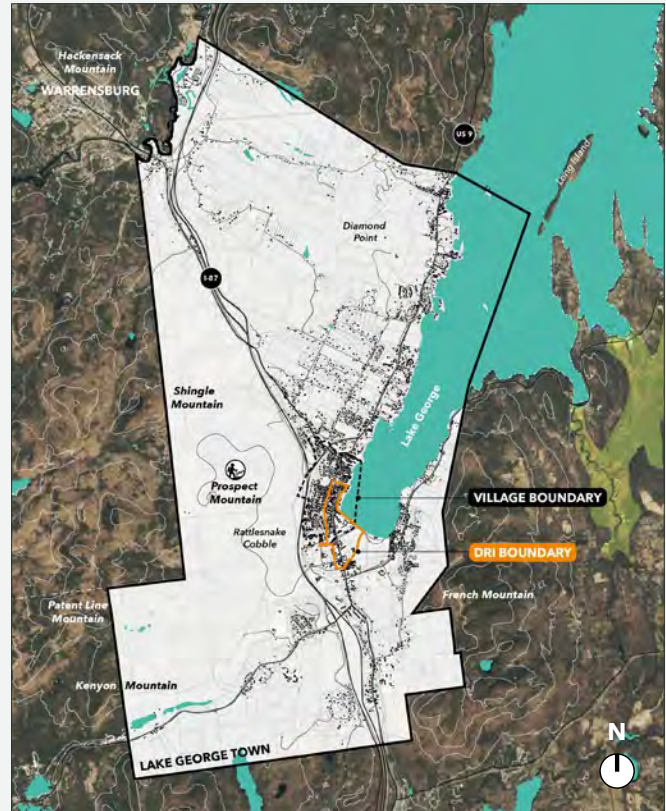


FIGURE 1.5: TOWN SCALE CITY LIMITS

1.4 HYDROLOGY - STREAMS

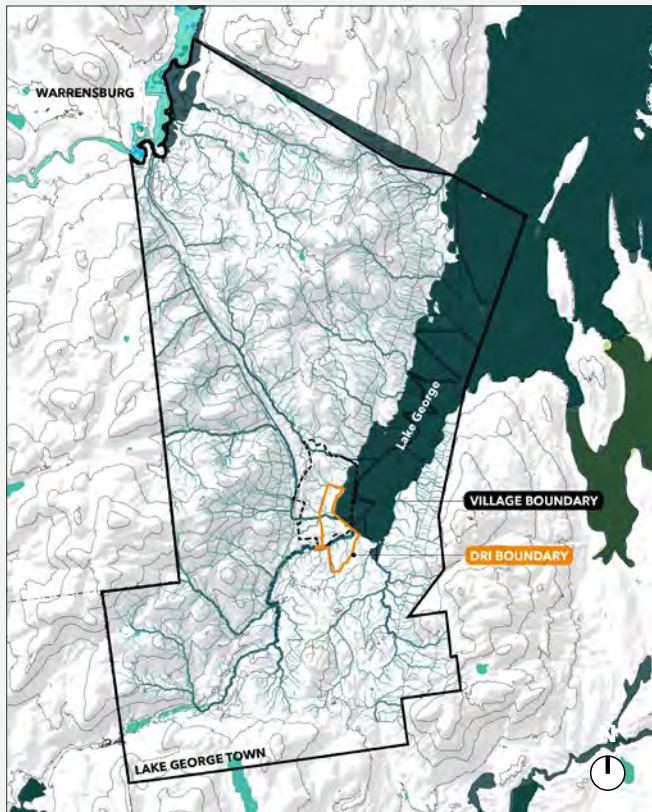


FIGURE 1.4: TOWN SCALE HYDROLOGY

1.6 ZONING

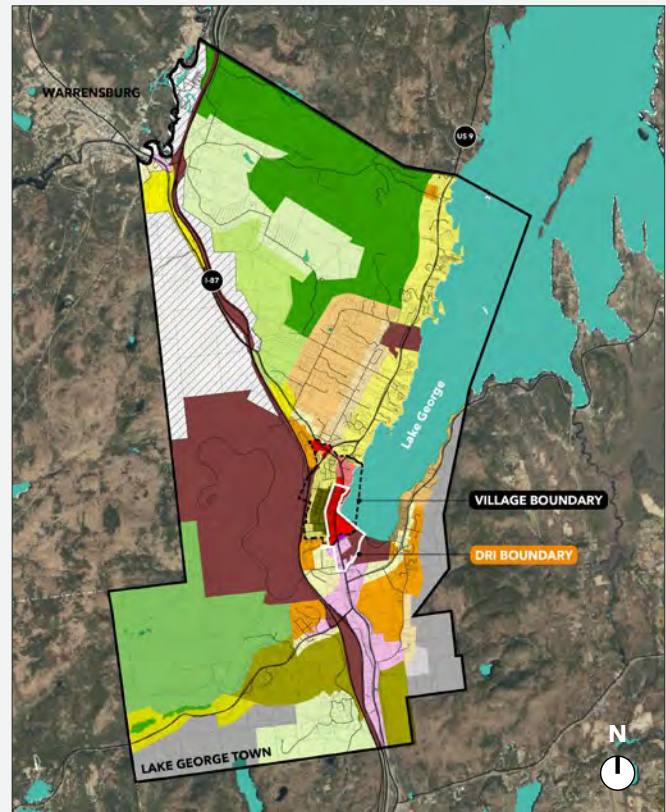


FIGURE 1.6: TOWN AND VILLAGE SCALE ZONING

STUDY AREA

The Town and Village of Lake George's Downtown Revitalization Initiative (DRI) Boundary defines the target area for revitalization for the DRI Strategic Investment Plan (SIP). The DRI Area, outlined in Figures 1.7 and 1.8, encompasses 0.25 miles and follows the Canada Street corridor from the Caldwell Library at the north-most point, through to Prospect Mountain Highway to the south. The DRI Area includes the commercial corridor of buildings to the west of Canada Street, and reaches east from Canada Street to the lakefront, encompassing a number of parks, municipal buildings, and community assets. The DRI Area is located between the Adirondack Mountain ranges to the west, and the mouth of Lake George to the east. It is a compact, walkable area, it includes a mix of residential, commercial, institutional, recreational, and mixed use buildings, as well as an expansive stretch along the water at the Lake's southern-most tip.

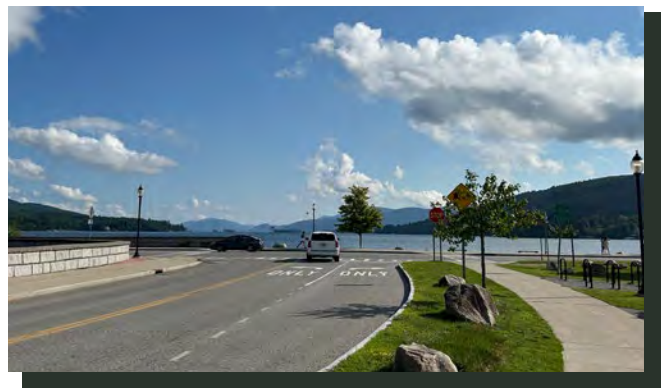
Primarily a lakefront tourist community, the "season" typically begins in May and ends in October. Through downtown revitalization, there is potential to leverage the extensive community assets and amenities that make Lake George a remarkable destination and into a thriving year-round place. Notable attractions within the DRI Area include the historic Fort William Henry and County Courthouse (now the LG Arts Project), Shepard and Charles R. Wood Parks, Caldwell Library, Boats by George, as well as the centrally located Visitor Center. Within the boundary and extending beyond it eastwards, the Lake George Battlefield Park includes pre-historic archeology and serves as key asset. The portion of this park that lies within the DRI Area is DEC-owned land, and is classified as 'intensive use'. Both the Town and Village are in communication with DEC to ensure this land is treated appropriately. Just beyond the DRI Boundary lies the Lake George Jr.-Sr. High School to the north, and Million Dollar Beach to the east.

The DRI Area is bisected by the municipal boundary between the Town (to the South) and the Village of Lake George (to the North). Both municipalities are working in tandem towards the Downtown Revitalization Initiative.

*This report generally refers to the DRI Area and "Downtown" interchangeably. For all demographic and economic analysis included, data are based on Census Tract 40159 and 40508.



COMMERCIAL CORRIDOR - CANADA ST



FORT GEORGE RD,



FIGURE 1.7: LAKE GEORGE DRI LIMITS

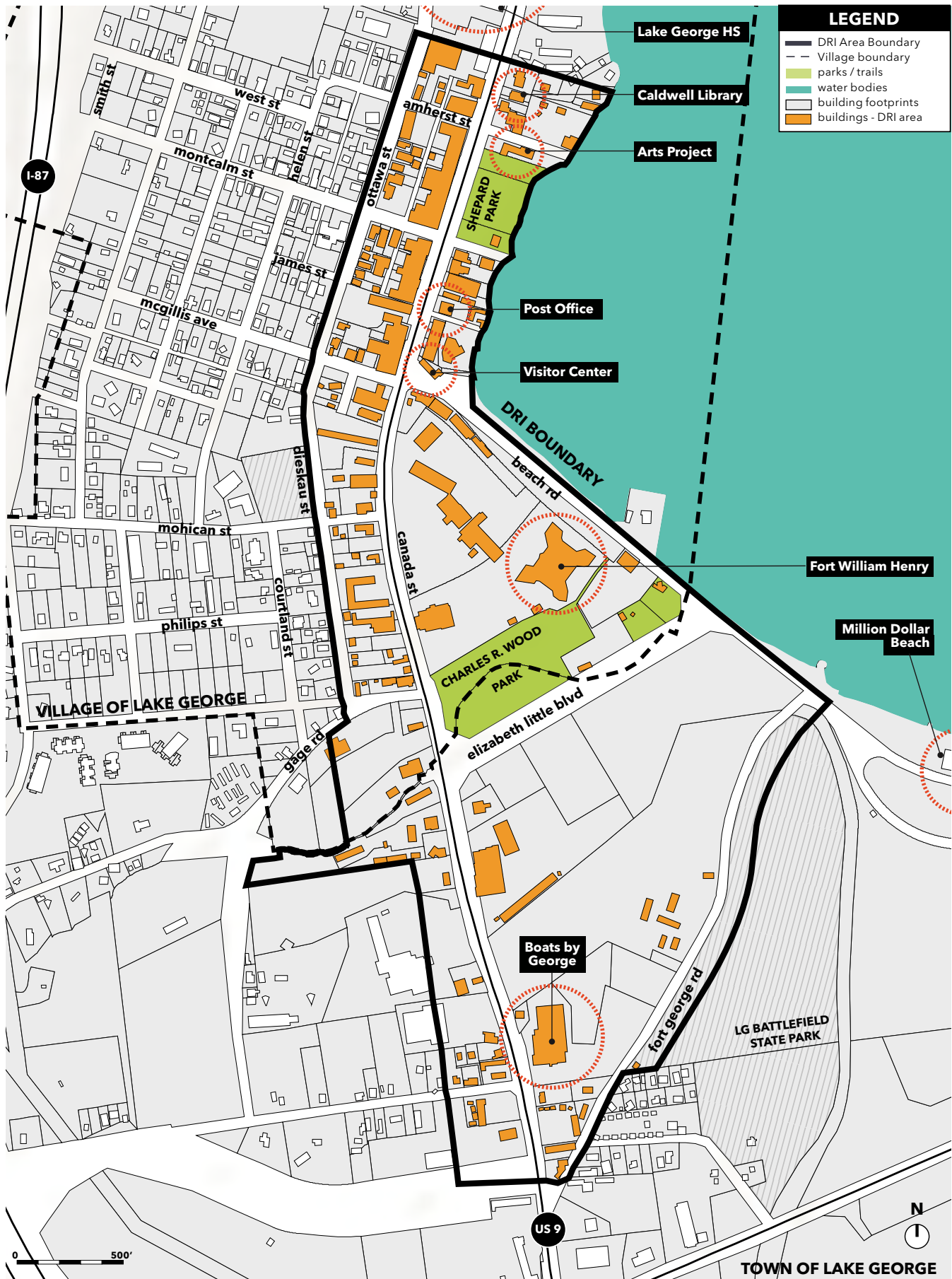


FIGURE 1.8: LAKE GEORGE DRI AREA BOUNDARY

HISTORICAL CONTEXT

Lake George, located in present-day New York, boasts a rich pre-colonial history deeply connected to the Mohawk and Mohican tribes; part of the Iroquois Confederacy and Algonquin-speaking peoples. The arrival of European settlers in the 17th century led to the displacement of these indigenous groups, significantly altering the region.

During the Seven Years’ War, the Lake’s strategic geography became especially important - particularly in 1755 when British and French forces clashed at what was then called Lac Du Saint Sacrement. The British constructed Fort William Henry, which was later destroyed by the French during the Battle of Lake George– an event that inspired the novel “The Last of the Mohicans.”

In the 19th century, Lake George transformed from a sawmill town to a thriving tourist destination. The establishment of the Lake George Steamboat Company in 1817 and the D&H Railroad brought visitors from New York City and other nearby cities, and the Village of Lake George, initially known as Caldwell, was incorporated in 1903. Since then, it has witnessed rapid expansion. The construction of Route 9N and Interstate Highway 87 further fueled tourism, solidifying Lake George as one of New York State’s premier spots for outdoor, cultural, historical, and recreational activities. A number of places within the Town and Village have since been listed on the National Register of Historic Places. Today, the area continues to be a year-round destination, with its natural beauty, historical significance, and vibrant community attracting over 50,000 tourists during peak season between May and October.

- Lake George Historic Assets:
- Lake George Historical Association- listed in 1973
 - Old Warren County Courthouse Complex- listed in 1973
 - St James Episcopal Church and Parish Hall- listed in 2013
 - Caldwell Presbyterian Church- listed in 2016
 - Mohican II (motor vessel)- listed in 2010
 - Railroad Station- Depot- listed in 2013
 - Delaware & Hudson Railroad Passenger Station- listed in 2013
 - United State Post-Office- Lake George- listed in 1989
 - Lake George Park Commission Headquarters- listed in 2011
 - Lake George Battlefield Park Historic District- listed in 2011

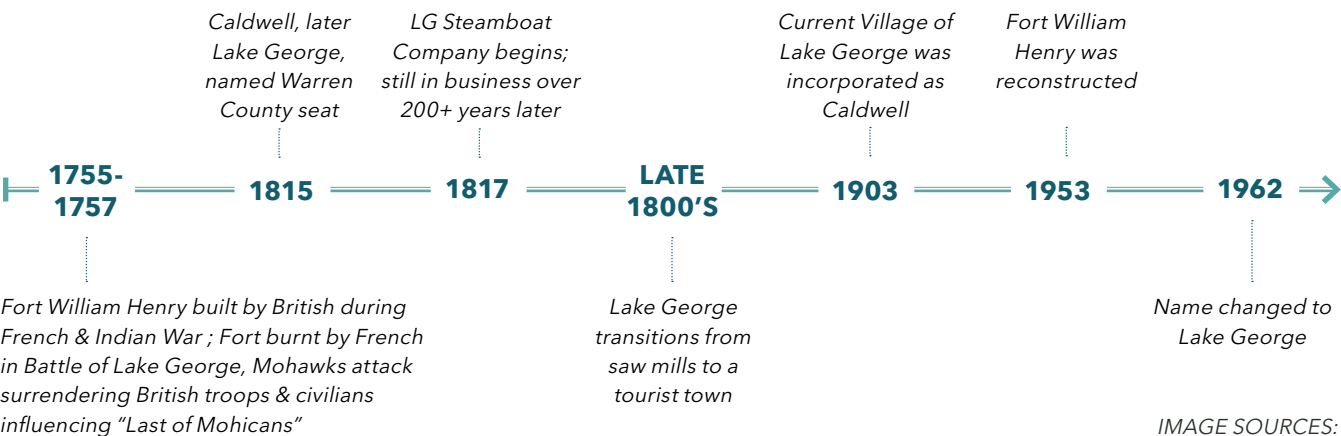


FIGURE 1.9: LAKE GEORGE HISTORIC TIMELINE

IMAGE SOURCES:
LAKE GEORGE HISTORICAL ASSOCIATION (LGHA)

1755 - 57



BATTLE OF LAKE GEORGE, 1755 (LGHA)

1815



ICE HARVESTING, CIRCA 1800 (LGHA)

1817



LAKE GEORGE HORICON, 1877 (LGHA)

1800's



LAKE GEORGE TOURISM, 1800'S

1912



THE MOUNTAINEER, 1912 (LGHA)

1950's



RECREATIONAL WATER SKIING, TIMES UNION 1950'S

1953+



FORT WILLIAM HENRY RECONSTRUCTION, 1953+

2024



LAKE GEORGE WATERFRONT, 2024

Plans & Investments

PAST PLANS

The Town and Village of Lake George continue to invest in public improvement projects through planning initiatives; with a focus on economic and tourism development, infrastructure improvement, natural resource conservation, the enhancement of recreational facilities, and prioritizing community engagement. Updating the Town and Village’s Comprehensive Plans would further align evolving community priorities with sustainability goals, and future revitalization initiatives.

The Lake George Economic Development Plan (2017) emphasizes collaboration to enhance the economic conditions of the region, with key strategies including building a vibrant, year-round retail sector, augmenting tourism for a year-round visitor economy, and retaining and attracting businesses.

Key themes include: economic and tourism development to extend the season, infrastructure updates to meet current needs while adapting to climate-induced changes, and fostering collaboration as a key driver of growth. These priorities are also reflected in additional plans and studies, including the Stormwater Management Program Plan, the Climate Action Plan, and the Gateway Corridor Plan. While most plans are general to Lake George, investing in the DRI area would drive economic prosperity and further ripple into the community at large.

RECENT INVESTMENTS

The Town and Village of Lake George are going through major transformation and reinvestment. Over \$117 million has been invested in or near the DRI Area. Table 1.1 shows the key investment sectors within the DRI Area, including upgrades to infrastructure and streetscapes, building renovations and expansions, planning studies, and the arts. This is further illustrated in Figure 1.10. With an expected \$10 million DRI investment and the support of partnerships with organizations for public and private investments, the Town and Village are working towards creating a vibrant, resilient, and revitalized community. These efforts are building upon past accomplishments and paving the way for future plans and investments.

List of Past Plans:

- Village Comprehensive Plan (2004)
- Lake George Gateway Corridor Plan (2010)
- Lake George Town Comprehensive Plan (2015)
- Smart Growth Assessment Project (2015)
- Lake George Economic Development Plan (2017)
- Lake George Climate Action Plan (2020)
- “Repose of the Fallen” Reinterment Proposal (2022)
- Lake George Workforce Housing Study (2023)
- Town/Village of Lake George Stormwater Management Program Plan (2024)

Investment Classifications:

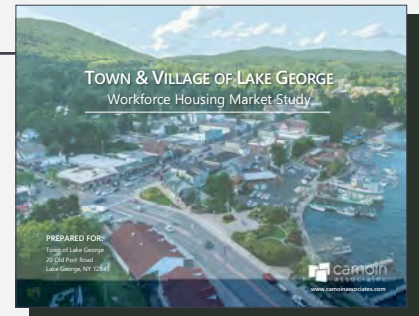
Sector	Public	Private	Total
Streetscape Upgrades	\$7.7 mil	--	\$ 7.7 mil
Planning Studies	\$380 k	--	\$ 380 k
Infrastructure Upgrades	\$6.7 mil	--	\$ 6.7 mil
Building Renovations	\$50 k	\$ 8.2 mil	\$ 8.3 mil
Public Facilities	\$3.0 mil	--	\$ 3.0 mil
Enterprise	--	\$ 7.7 mil	\$ 7.7 mil
The Arts	--	\$ 100 k	\$ 100 k

TABLE 1.1: INVESTMENT CLASSIFICATIONS

SUMMARY OF KEY PLANNING EFFORTS

Workforce Housing Market Study (2023)

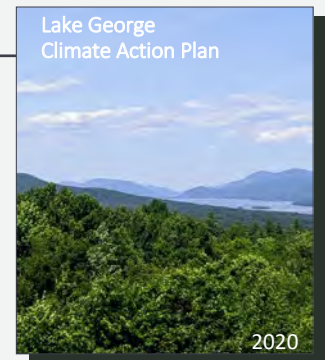
The analysis of the workforce housing market in Lake George reveals a declining population, an aging population, persistent job loss concerns, and escalating home values. The housing gap has resulted in affordability challenges for households with incomes below \$50,000.



TOWN & VILLAGE WORKFORCE HOUSING MARKET STUDY (2023)

Lake George Climate Action Plan (2020)

In 2020, the Town and Village of Lake George developed a joint Climate Action Plan (CAP) to address climate change. The plan includes an assessment of greenhouse gas emissions, strategies for reducing emissions, a natural resource inventory, and adaptation strategies for infrastructure and outreach programs. The report identified rising temperatures and increased precipitation as key climate change vulnerabilities.



LAKE GEORGE CLIMATE ACTION PLAN (2020)

Town of Lake George Comprehensive Plan (2015)

The Town Comprehensive Plan delineates a set of intentions aimed at advancing the development of the Lake George Town area. Noteworthy proposals encompass supporting economic and tourism development endeavors, bolstering infrastructure and transportation services, conserving natural and environmental resources, augmenting recreational facilities, and fortifying community character and services. The plan would benefit from being revisited today, to align with current community priorities and the evolving challenges facing the area and updating goals moving forward.



TOWN OF LAKE GEORGE COMPREHENSIVE PLAN, 2015

Village Comprehensive Plan (2004)

The Village Comprehensive Plan 2004 provides a detailed overview of the Village of Lake George, including its location and significance. It covers existing conditions, objectives, SWOT analysis, land use, community engagement insights, and design charrettes. It categorizes objectives and identifies strengths, weaknesses, opportunities, and threats, offering valuable insights into the Village's development and potential challenges.



VILLAGE COMPREHENSIVE PLAN, 2004

REDC PRIORITIES AND STRATEGIES

The Town and Village of Lake George have experienced a significant surge in new investments in recent years. This growth can be attributed to pivotal factors such as economic and tourism development, infrastructure improvements, and the fostering of collaborative efforts to drive economic expansion and propel Lake George towards a prosperous future. With a commendable \$117 million in private and public investments in the DRI Area over the past decade, Downtown Lake George proudly stands as a burgeoning community primed for advancement.

The designation of Lake George as the recipient of the DRI Round 7 award by the Capital Region Economic Development Council (CREDC) serves as an acknowledgment of the community leadership's recent endeavors to invest in downtown Lake George. This recognition underscores the potential for transformative projects to enhance Downtown Lake George, offering opportunities for both current residents and future generations to establish roots, pursue careers, and thrive in the area.

The Regional Economic Development Councils (REDCs) align with the state's innovative strategy in empowering regional stakeholders to chart pathways to prosperity for their respective communities. Through the REDCs, leaders from various sectors collaborate to leverage their unique expertise, guiding state investments to spur job creation and drive sustainable economic growth.

The CREDC strategic goals for regional investment were put forth in the 2024 - 2028 Strategic Plan. The Strategic Plan aligns state goals with regional and local priorities, community needs, and informs the creation of a forward focused DRI SIP. Downtown Lake George's priorities for revitalization align with the following CREDC priorities and regional strategies.

CREDC Priorities:

• **Economic Growth:**

This strategy focuses on helping entrepreneurs launch new businesses in targeted industries and assisting existing firms in becoming more competitive through innovation, with focus on women and BIPOC founders/owners.

• **Social and Economic Integration**

This strategy seeks to create a more socially and economically integrated Capital Region by engaging diverse populations living and working in central counties and connecting those in outlying counties to employment opportunities, with heightened support for areas with high levels of poverty, especially among BIPOC residents.

• **Community Vibrancy and Sustainability:**

The CREDC aims to enhance community vibrancy across its region in a sustainable manner. By focusing on five- and 10-mile target project ranges for Catalyst Communities, the initiative will enable DRI, NY Forward downtowns, and other localities with recent comprehensive plans to expand their impact, promoting economic growth while preventing sprawl.

CREDC Regional Strategies:

» **Place:** Leverage revitalization and the creative sectors to drive community investment, vibrancy, and industry diversification with a focus on sustainable growth.

» **Grow:** Grow the region's most competitive industry clusters and legacy manufacturers. This strategy strives to cultivate shared economic prosperity by helping develop, grow, and attract businesses that invest in the region and create jobs.



REDC GUIDEBOOK (2023)

LG DRI APPLICATION (2023)



FIGURE 1.10: MAP OF RECENT PRIVATE & PUBLIC PROJECTS WITHIN THE DRI AREA

Environmental & Infrastructural Profile

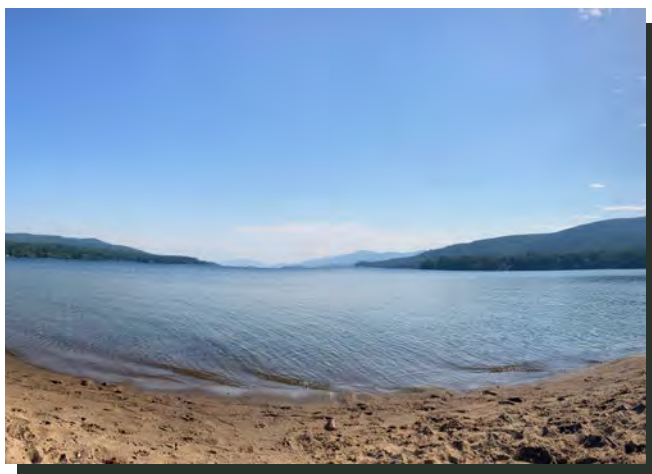
LAND CHARACTERISTICS

Elevations and Slopes:

The Town and Village of Lake George exhibit a hilly topography and are situated at the foothills of the Adirondack Mountains. Topography has played a major role in the hydrology of the region where steep hillsides and ravines intensify runoff during extreme precipitation events creating issues such as localized flooding in low lying areas, erosion, slope instability, and water quality degradation.

Lake George sits at approximately 319 feet above sea level according to the United States Geological Survey (USGS) Digital Elevation Model. The Village is located at a low elevation relative to the lake's edge with elevations ranging primarily between 330 and 400 feet and a maximum elevation reaching 490 feet. Elevations within the broader Town of Lake George generally increase west, moving towards the mountain ranges. The highest elevation within the Town reaches 2,079 feet along an unnamed ridge of Black Spruce Mountain. Portions of Prospect Mountain are located within the boundaries of the Town less than 2 miles from the Lake George shore. (Figure 1.11)

Compared to most regions around Lake George, the Town exhibits gentle slopes predominately below 15% where issues of soil erosion and steep slopes are less of a concern. Gentle slopes less than 8% are seen at the northern and southern edges of the Town and along the portion of Interstate 87 (I-87).



PANORAMIC VIEW OF LAKE GEORGE

Streams and Watersheds:

The Town and Village of Lake George is part of an intricate network of watersheds, where local water bodies contribute to and are influenced by broader watershed dynamics, affecting water quality and ecological health throughout the region. The Lake George Watershed is 233 square miles spanning over three counties and 12 municipalities; it is considered only a portion of the larger Lake Champlain watershed that leads to the Atlantic.

The majority of the Town is located within the Lake Champlain Watershed where it drains into Lake George before conveying to the North Atlantic through the La Chute and St. Lawrence Rivers. Portions of the Town are also located in the Upper Hudson Watershed. The Town and Village contain more than 11 miles of the Lake George shoreline.

Three notable bodies of water—Berry Pond, Hidden Lake, and Butler Pond—are located within Lake George. Hidden Lake and Butler Pond drain through West Brook stream, which is part of the Lake Champlain Watershed, while Beaver Pond drains toward the Schroon River in the Upper Hudson Watershed. West Brook, along the southern edge of the Village, is a major stream entering the basin of Lake George, and is considered one of the largest contributors to water quality degradation of Lake George. The West Brook Conservation Initiative was formed in 2008 with a primary objective of improving water quality in Lake George and protecting and restoring natural resources.

The health of the local watershed directly impacts the Town and Village's environment and economy, as well as the resident-population's quality of life. Poor watershed health could negatively affect tourism, recreation, and property values, all of which are central to sustained economic vitality in Lake George.

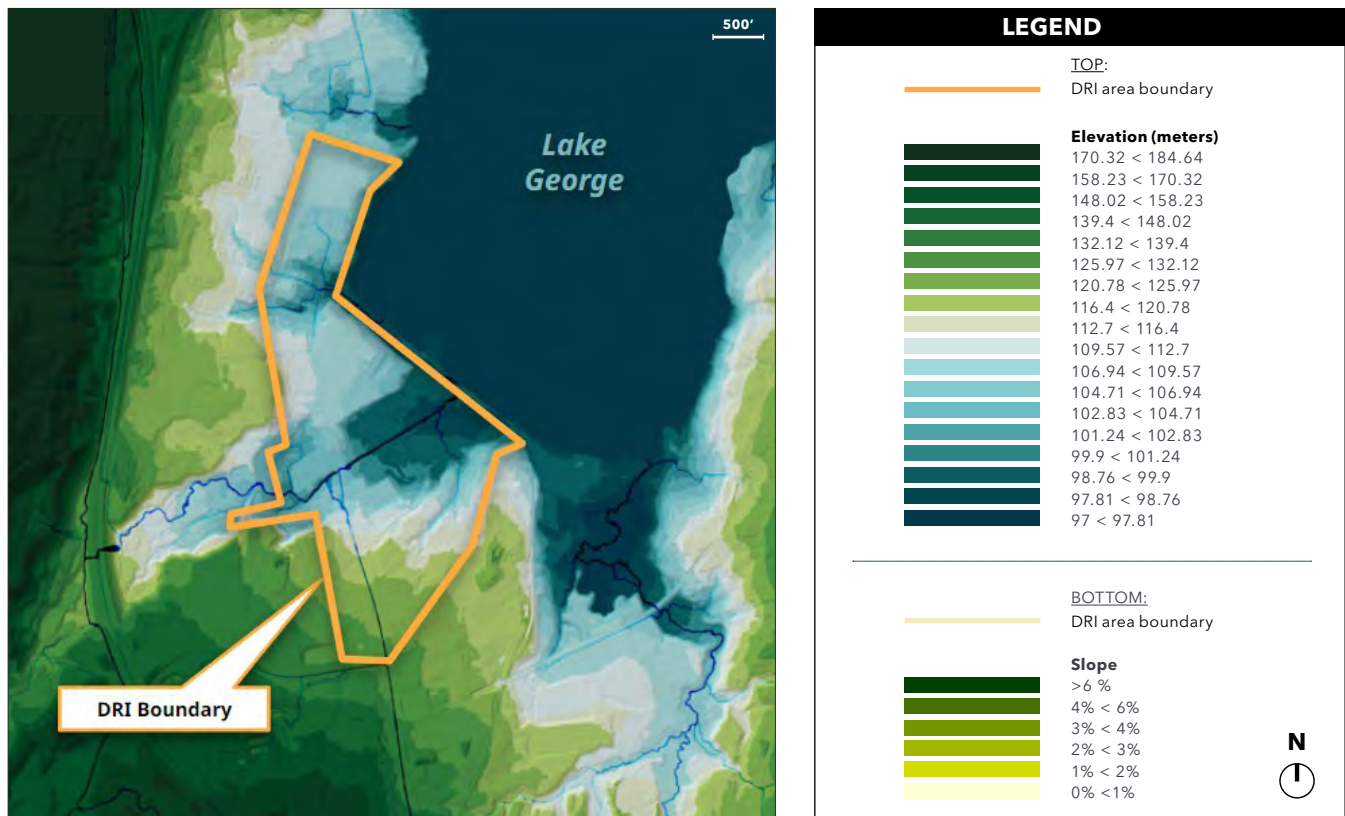


FIGURE 1.11: NYS HIGH RESOLUTION (1 METER) DEM TOPOGRAPHIC MAP WITH HYDROLOGIC FLOW PATH ANALYSIS

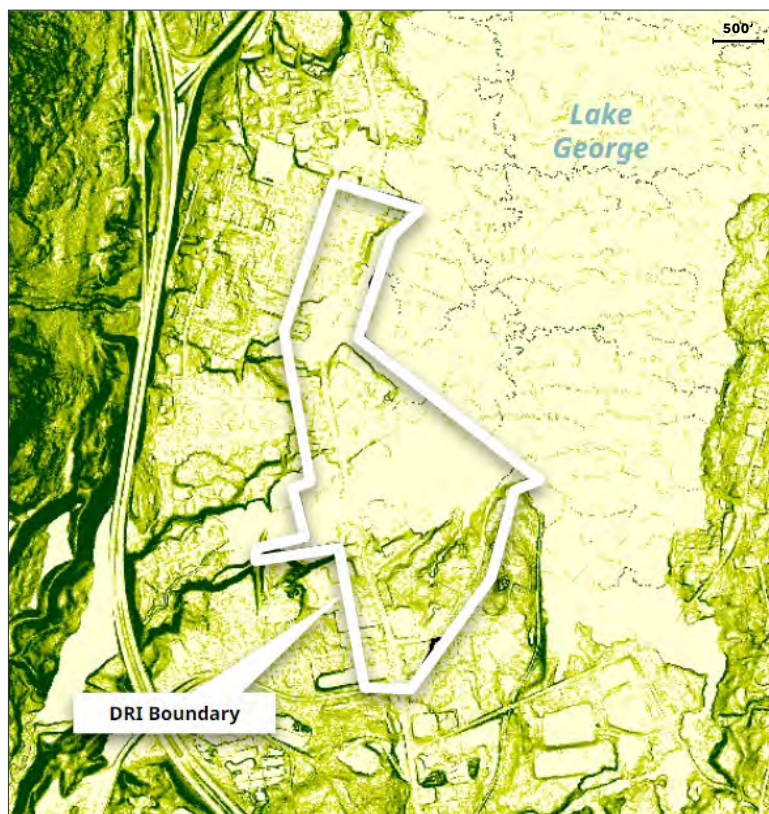


FIGURE 1.12: SLOPES WITHIN THE VILLAGE AND TOWN OF LAKE GEORGE, INDICATORS OF SOIL QUALITY

Soils: Soil classifications have a significant impact on development potential within an area through consideration for permeability, stability, and presence of bedrock. Generally, majority of the Town is classified as Oakville; gentle slopes, deep, and a well-drained course-texture. The majority of the Village is classified as Hinkley-Plainfield that consists of deep, excessively drained sandy and gravelly soils in gently sloping areas on outwash plains and terraces in upland valleys. (Figure 1.12) These soils facilitate rapid drainage, reducing the risk of waterlogging - making them suitable for building foundations and infrastructure. However, their excessive drainage can also pose challenges, as they may not retain sufficient moisture for vegetation and can require more frequent irrigation for landscaping and agricultural purposes. Rapid percolation can increase the risk of groundwater contamination if pollutants are present, necessitating careful management of stormwater and waste.

HISTORY OF FLOODING

The portions of the Lake George downtown area that fall within the 100-year floodplain are located along the shore of Lake George, with the rest of the DRI Area outside of the 100- and 500-year floodplains. While the Town only has a handful of parcels in the Federal Emergency Management Agency's (FEMA) designated flood zones, the Town does have a floodplain management ordinance and participates in the National Flood Insurance Program (NFIP). The Town has experienced occasional flooding throughout its history, primarily due to its proximity to the Lake and its surrounding watershed. Figure 1.13 presents the FEMA Flood Insurance Rate Map for the Village, last updated in September 1996. The only areas of Special Flood Hazard (100-year flood) indicated are along the shoreline in teal.

While the region is not typically prone to severe flooding, there have been notable instances that have impacted the community. One significant flooding event occurred in November 1927 when heavy rains caused the lake to overflow its banks, leading to flooding in low-lying areas around the lake. This event caused significant damage to property and infrastructure in the surrounding towns and villages. In 2011, Hurricane Irene hit Lake George causing severe flooding damage to infrastructure including roads, bridges, and buildings. The frequency of such flood events appears to have increased over the years.

In recent years, concerns about flooding have increased due to factors such as development in flood-prone areas, changing weather patterns, and the potential impacts of climate change. While Lake George has not experienced catastrophic flooding in recent memory, local authorities and residents remain vigilant and take measures to mitigate the risks associated with flooding. In the context of downtown revitalization and economic development,

flood risk management becomes a critical part of creating a resilient community. Efforts to manage and prevent flooding in the Lake George region include the implementation of flood control measures, such as levees and floodwalls, and the establishment of regulations to limit development in flood-prone areas and protect natural floodplains. Additionally, ongoing monitoring of weather patterns and water levels in the lake allows for early warning systems to be activated, helping to minimize the impact of flooding events on the community. Overall, while flooding remains a concern for residents and authorities, proactive measures are in place to reduce the risk and mitigate the potential impacts of future flooding events.

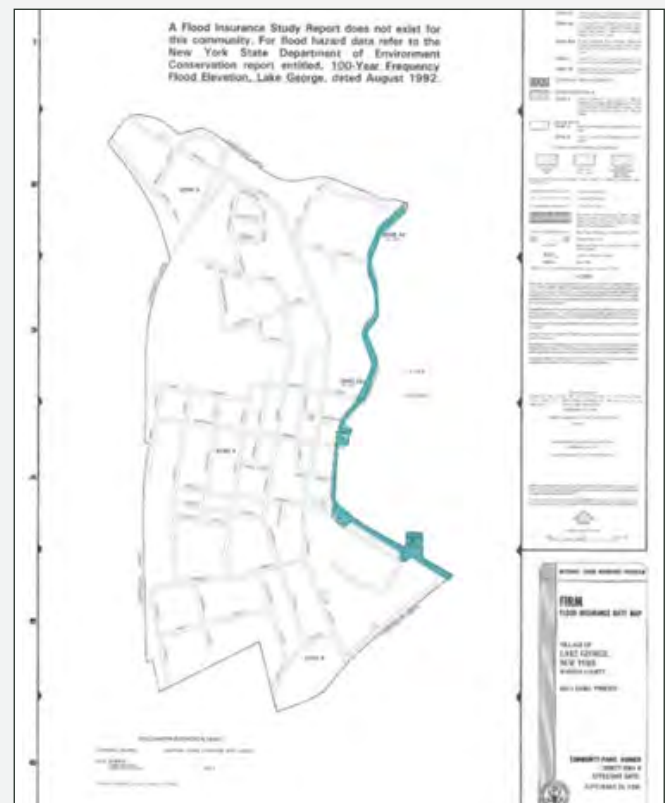


FIGURE 1.13: FEMA FLOOD INSURANCE RATE MAP

2011: HURRICANE IRENE



2019



2022



2022



FIGURE XX: RECENT FLOOD EVENTS AT LAKE GEORGE

ENVIRONMENTAL RESILIENCE

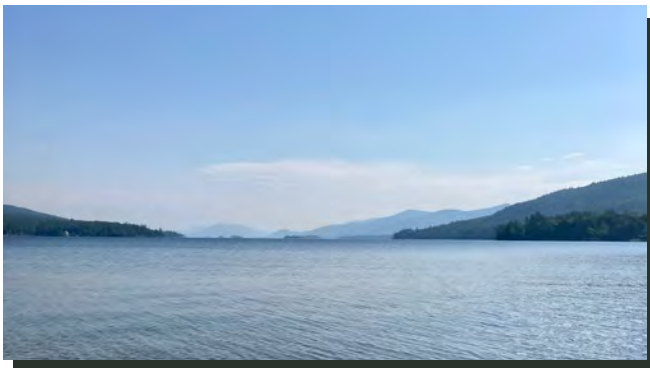
Sustainable Development in Lake George:

In the early 20th century, Lake George established zoning regulations to manage growth and protect natural resources due to increasing tourism. These regulations designated areas for residential, commercial, and recreational use, while conservation initiatives aimed to preserve water quality and shoreline habitats. The Lake George Park Commission and the Lake George Land Conservancy were created to address these concerns.

Recently, there has been a focus on sustainable development and climate change mitigation. Lake George has invested in green infrastructure, low-impact development, and conservation easements. The Town and Village of Lake George became Certified Bronze Climate Smart Communities in 2016, the first in the Adirondack Park, thanks to a \$25,000 DEC grant to co-develop a Climate Action Plan.

These municipalities have undertaken a range of initiatives including a local greenhouse gas emissions inventory, a vulnerability assessment of the Town's infrastructure and environment, participation in programs such as Clean Energy Communities (2020), Cleaner, Greener Communities (2017), and Tree City USA (2021), promoting the adoption of renewable energy sources, reducing overall energy consumption, and educating the public.

At the municipal level, climate-positive initiatives highlight the community's commitment to pioneering sustainable development practices. This determination drives forward regional sustainability efforts and sets a precedent for broader environmental responsibility.



SOUTHERN EDGE OF LAKE GEORGE

Climate Change Vulnerability:

The 2020 Climate Action Plan (CAP) addresses climate change impacts on Lake George, highlighting key vulnerabilities from rising temperatures and increased precipitation.

Rising Temperatures and Extreme Heat:

1. Heat waves are expected to become more frequent, which leads to health risks and heightened environmental stress.
2. Higher temperatures may exacerbate eutrophication, Harmful Algal Blooms (HABs), and the spread of invasive species and parasites.
3. Heat risk will pose negative impacts on the recreation and ecotourism industry, as well as watershed health with reduced Lake volume.

Increased Precipitation:

- More intense rainfall is projected to increase flash flooding and erosion, threatening buildings, infrastructure, and safety.
- Upstate New York is expected to see a 5.85-inch increase in annual precipitation by the 2050s and a 17% increase in flooding events per decade.
- RiskMap indicates that 28.4% of Lake George properties are at risk of flooding in the next 30 years, some within the DRI Boundary, with varying levels of impact on residential, commercial, infrastructure, and social vulnerability.

Vulnerabilities can be countered through strategies aimed at reducing heat absorption, enhancing cooling, and expanding green infrastructure efforts.



A HARMFUL ALGAL BLOOM IN BASIN BAY, AUGUST 2023

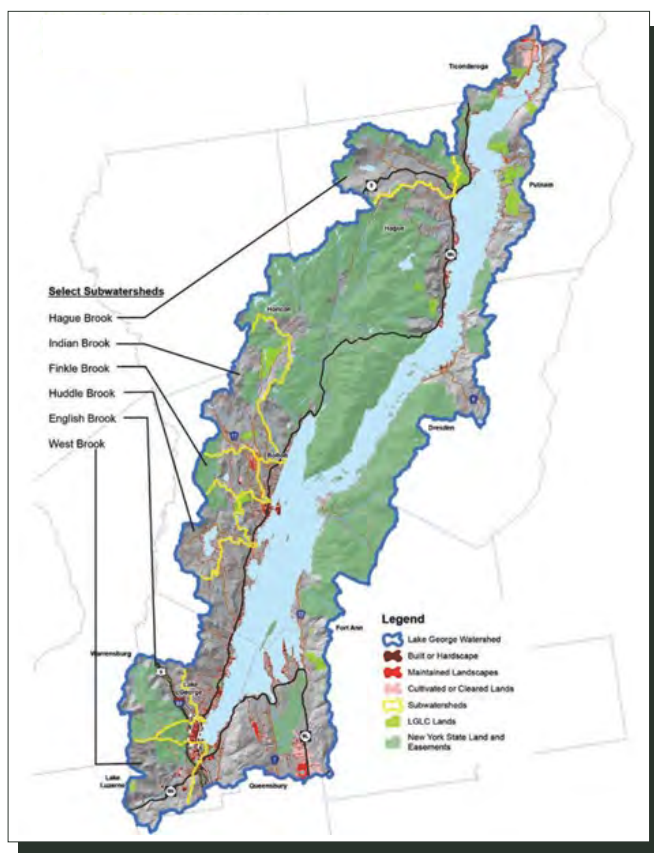


FIGURE 1.14: WATERSHED AND SUBWATERSHED LAND COVER

Watershed Health:

Lake George is classified as Class AA-Special by New York State, meaning its water is suitable for drinking, recreation, and supporting wildlife. This designation prohibits sewage and industrial waste discharges into the lake. However, Lake George is listed on New York's 303(d) list of impaired waterbodies due to sedimentation and siltation from stormwater runoff and erosion.

These factors, coupled with the lake's susceptibility to Harmful Algal Blooms (HABs), highlight the need for focused conservation efforts and maintenance of septic systems to protect Lake George's water quality.

Lake George is a critical and unique asset that drives the local tourism economy; however, risks posed by climate change and development are a threat to the Downtown and its prosperity. The Village and Town's initiatives to develop sustainably, protect critical habitats, manage invasive species, and manage flood risk will help maintain Lake George as a unique asset that will drive the economic success of its Downtown.

INFRASTRUCTURE SYSTEMS

Infrastructure is examined with a focus on water supply, wastewater infrastructure, septic systems, stormwater management, energy, and broadband infrastructure. The assessment includes an evaluation of water sources, capacity, and distribution networks, identifying areas of potential stress or failure, and an analysis of sewer system capacity, maintenance status, and areas prone to overflow or contamination.

- Protection of ground- and surface water quality is significant to the safety of residents who rely on these sources for potable drinking water intake.
- Existing system deterioration and contamination should be prevented through prioritizing maintenance and monitoring. Build and expand infrastructural redundancy where possible.
- Future development should consider capacity expansion for infrastructure (water supply, wastewater, septic, renewable energy systems, and broadband infrastructure) with any population growth projections.
- Maximizing restorative green infrastructure practices provides multiple co-benefits to improve stormwater system capacity, enhanced ecology, and greener urban environments.

Water Supply:

Lake George serves as the primary water source for its residents (including drinking water). The Lake George Village Water District supplies approximately 1,800 customers with 1,400 service connections, overlapping with the DRI Area. The Diamond Point Water District serves 145-495 people with 50 connections using groundwater wells. Concerns about the water supply system's capacity in light of planned developments led to a technical study by C.T. Male in November 2022. The study found that the system can deliver up to 2 million gallons per day, sufficient to meet current and future demands without major upgrades. However, new water districts are planned by 2025 for residents of new developments, which will share the cost of system improvements. Protecting the drinking water source from the impacts of development through effective stormwater management and pollution control is essential for maintaining system resilience.

Wastewater Infrastructure:

Most of the properties within the Town have private or community septic systems, however, the Town also includes the Caldwell Sewer District (CSD), which covers an area of approximately 913 acres. The CSD is a sewer district connected to the Village Wastewater Treatment facility (Lake George WWTP) and sewer collection system and managed under contract by the Village Department of Public Works.

The CSD service area is primarily located east and south of West Brook, and is located solely inside of the Town of Lake George. Wastewater from the Village is collected and pumped to the same WWTP from the Shepard's Park Pump Station. This means that the Village is entirely covered by its own WWTP, and no property in the DRI Area is on septic.

Investment in stormwater management and upgrading wastewater infrastructure is critical to reducing and treating runoff before entering the Lake. Pairing infrastructure with community-asset projects will enhance the environmental and social resilience of Lake George.



SIGNAGE AT THE NEW WWTP FACILITY (LABELLA, 2024)

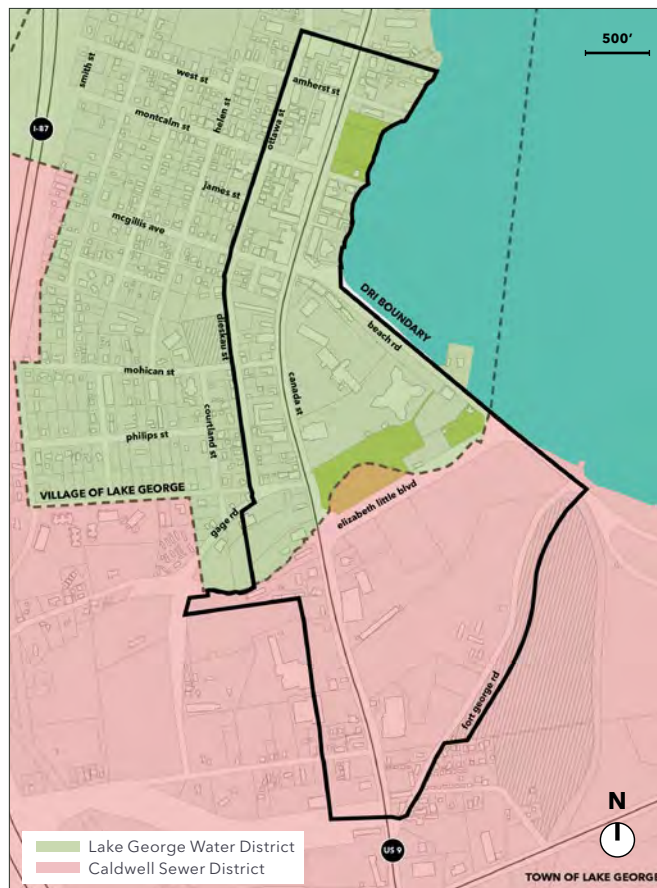


FIGURE 1.15: LG SOUTH BASIN WATER & SEWER ZONES

An evaluation of the Cladwell Sewer District (CSD) was conducted after a Notice of Violation (NOV) from NYS DEC in 2016. The 2018 Engineer's Report noted that as of November 2017, the CSD had 614 users and contributed 47% of the flow to the Lake George WWTP, with the Village system contributing 53%. The study identified infiltration and inflow issues, where groundwater and stormwater affected system capacity.

The report also recommended a Capital Improvement Plan to repair sewer mains and manholes and consolidate pump stations. By December 2022, the Lake George WWTP was upgraded to a new \$25 million facility, funded by various state and regional grants and a 0% interest loan. The upgrades have significantly reduced stormwater and groundwater in the sewer system, decreasing Sanitary Sewer Overflow (SSO) occurrences.

While there are no issues with capacity for new development, ongoing maintenance and monitoring are crucial to ensure system reliability and accommodate future growth for the Town and Village of Lake George.

Septic Systems:

Most of the Lake George watershed is rural and relies on on-site wastewater treatment systems (OWTSs), which are often aging and not well-maintained. The region's steep mountains and impermeable rock complicate effective wastewater treatment. Many OWTSs, originally designed to last 30-40 years, are outdated and contribute to nutrient runoff that exacerbates Harmful Algal Blooms (HABs), leaching into the watershed.

In response, the Town launched an ongoing Septic Initiative Program in 2016, targeting properties within 500' of Lake George and 100' of Class AA-Special streams. This program, funded by a NYS DEC Water Quality Improvement Project grant, focuses on managing and maintaining these systems.

As development continues within the Town and Village, inspection, maintenance, and bio-monitoring are crucial for sustained lake health. In turn, safeguarding the health, economy, and environment of the communities that depend on it.

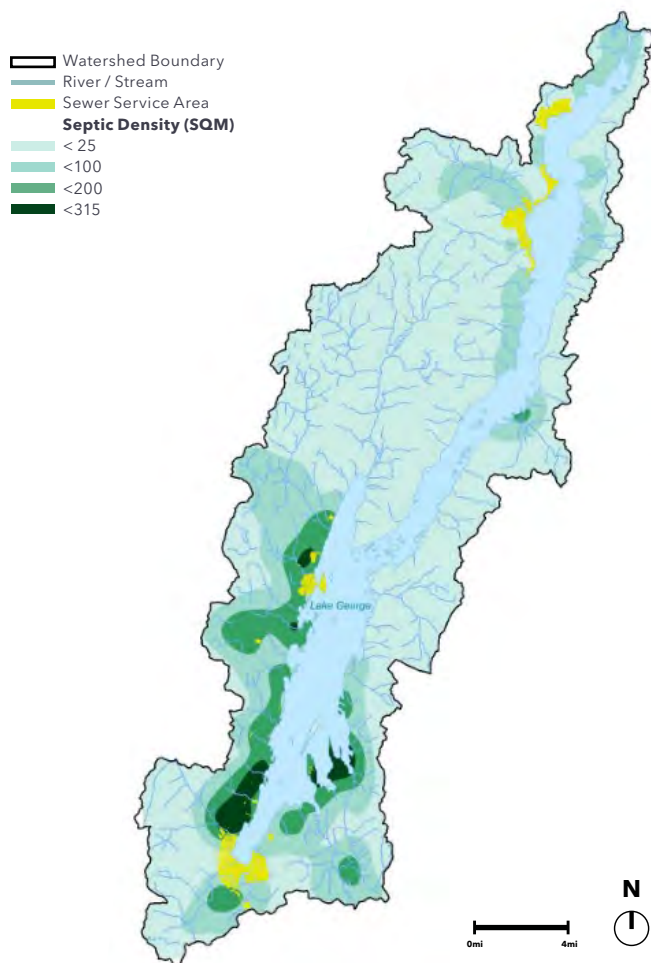


FIGURE 1.16: LG SOUTH BASIN WATER & SEWER DISTRICTS

Stormwater Management:

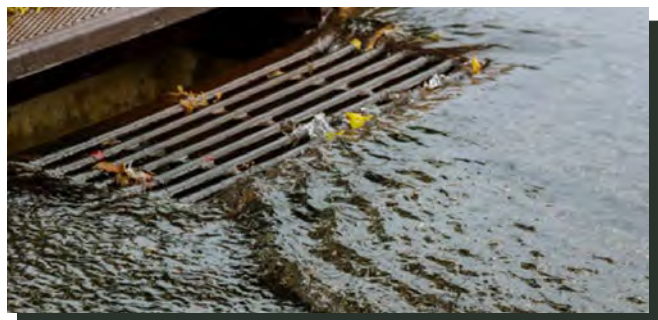
Permitting:

As Municipal Separate Storm Sewer (MS4) areas, both the Town and Village of Lake George are required to prepare Stormwater Management Program Plans (SWMPP) per the Federal Stormwater Phase II rule. These SWMPPs detail the best management practices and measurable goals that the municipalities must adhere to in order to protect water bodies from stormwater pollutants; in particular, Lake George and its tributaries from silt/sediment generated by urban runoff and erosion.

Lake George also administers a Stormwater Management Program Permit that is required for any project creating more than 1,000 square feet of impervious surface, disturbing more than 5,000 square feet of land, or altering an existing stormwater control measure. Stormwater management projects and policies are key to addressing issues of watershed health and lake water quality.

Green Infrastructure (GI):

The Town and Village have significantly invested in enhancing their green infrastructure through a variety of innovative projects, notably the Route 9 Gateway Plan (2016). This initiative proposed transforming a key corridor into a model of sustainable urban design, incorporating principles of complete streets which are designed to be safe and accessible for all users, as well as green infrastructure. The plan focused on integrating aesthetic improvements with functional environmental benefits, to create a more resilient and attractive community space. The approach beautifies the corridor while offering multi-modal transportation options. Bike lanes, wider sidewalks, and pedestrian crossings encourage safer, more accessible modes of transport whilst advancing stormwater management through infiltration.



STORMWATER RUNOFF DURING RAINFALL EVENT



BEACH ROAD DURING POROUS PAVEMENT INSTALLATION
(IMAGE CREDITS: PROTECT THE ADIRONDACKS, AUGUST 2013)

Using green infrastructure to capture and absorb stormwater runoff, the overall volume of water that reaches traditional drainage systems can be reduced. Features such as permeable pavements, bioswales, and rain gardens help to filter pollutants from the runoff, preventing them from entering local waterways. This not only improves water quality but also helps to mitigate the impact of heavy rains and reduce the risk of flooding.

Other green infrastructure initiatives in Lake George include the porous asphalt rehabilitation of a 1.1-mile long section of Beach Road completed in June 2013, a vegetated outfall installed in summer 2016 to mitigate erosion at the intersection of Mountain Drive and Holly Drive, and a vegetated treatment train for conveyance and detention of stormwater from the north side of the I-87 access ramp and Route 9 in the cloverleaf at Exit 22 completed in phases from 2015-2016. The image above shows Beach Road during porous pavement installation, with completed surface on the left and gravel sub-base under construction on the right.

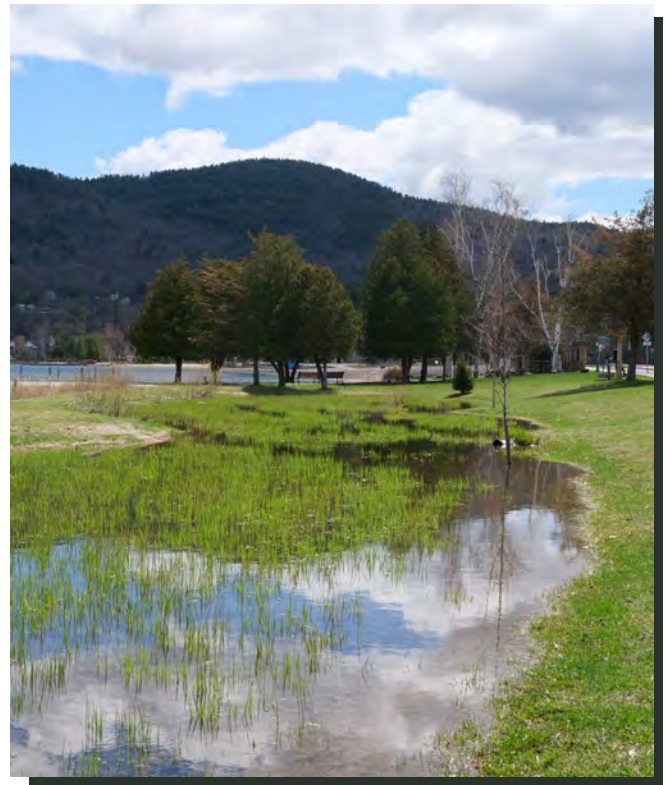
Significant portions of the DRI Area are paved, hardscape areas which generate large amounts of stormwater runoff during rainfall events. Much of the stormwater generated from roadways ends up directly in streams and lakes. Due to the DRI Area's proximity to the shoreline, it's imperative that development is paired with measures to slow the flow of runoff downstream to the river, using green infrastructure practices such as roadside bioswales and permeable pavers that enhance infiltration throughout the watershed.

Energy Infrastructure:

The **2020 Lake George Climate Action Plan** features a baseline emissions inventory from 2016 for both the Town and Village, which will be updated periodically to monitor progress. In 2016, municipal operations produced 1,271 tons of GHG emissions, with 95% stemming from electricity and fossil fuel use in facilities and vehicles.

To reduce emissions, the plan emphasizes a shift to 100% renewable energy, starting with a Community Solar project and expanding solar capacity at municipal facilities. Lake George was recognized as a Clean Energy Community in 2020 for completing multiple high-impact actions.

According to the 2023 Warren County Hazard Mitigation Plan, power is supplied by National Grid, which operates two substations near the DRI Area. Hydroelectric power is highlighted as a key renewable resource in the Adirondacks, contributing to New York State's goal of sourcing 70% of its electricity from renewables by 2030, with hydro power accounting for 22%. New York State is investing \$4.4 billion in upstate transmission infrastructure to support clean energy transitions, which will bolster the long-term resilience and environmental health of the DRI Area.



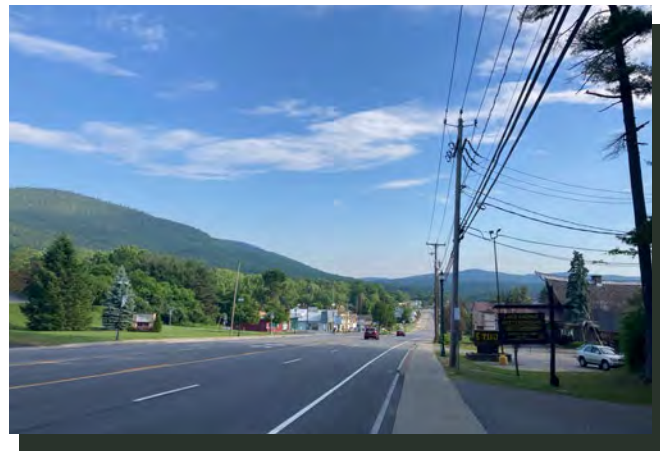
Broadband Infrastructure:

Broadband availability has expanded and evolved significantly over recent years, to the point where it has become critically important to have reliable and accessible service even in rural and remote areas in order for local businesses to function. As a popular summer tourism destination, Lake George experiences heavy traffic on broadband transmission during peak and shoulder seasons which results in strain and disruptions impacting important communication and services.

The key steps to expanding broadband include enhancing broadband connections with fiber-optic or coaxial cable links, offering a robust broadband service plan, ensuring that the subscription to internet access is affordable, and providing access to the equipment needed to use the service. Funding is required to allow for improved availability analysis and partnerships with private contractors and providers to enhance broadband capacity and connectivity in Lake George, building resilience for future economic growth and development in the region.

Figures 1.17 and 1.18 are based on New York State Residential Broadband Availability Map, indicating areas with access to >100 Mbps download speeds via fiber-optic connection (top) and cable connection (bottom) in the region surrounding Lake George.

In January 2022, Governor Hochul launched a \$1 billion initiative called ConnectALL to help close the digital divide and expand access to broadband services. The initiative included the development of a new interactive broadband map to support consumer decision-making and identify areas for investment, new grant programs and partnerships to expand infrastructure access, equity, and affordability, and removal of barriers and outdated state regulations inhibiting growth in rural and under-served communities. Through programs and investment in expanded infrastructure in Lake George, fiber optic broadband access can be expanded throughout the DRI Area.



CANADA STREET



FIGURE 1.17: FIBER-OPTIC CONNECTION



FIGURE 1.18: CABLE CONNECTION

ENVIRONMENTAL & INFRASTRUCTURAL PROFILE SUMMARY AND RECOMMENDATIONS

This section of the Downtown Profile & Assessment provides a comprehensive analysis of the environment and infrastructure within the Lake George Downtown Revitalization Initiative boundary defined by the Canada Street corridor, the Lake George waterfront, The Charles R. Wood Environmental Park, the historic Fort William Henry and a portion of the New York State Battlefield Park. The objective is to assist stakeholders in understanding current conditions, risks, and opportunities to enhance resilience and support a framework for future developments. The assessment covers the following primary topics:

1. Environmental Context
2. Resilience
3. Infrastructure Systems

The report identifies critical challenges and vulnerabilities facing the Town and Village of Lake George, such as environmental risks like flooding, habitat degradation, infrastructure vulnerabilities including aging water and sewer systems, capacity limitations, and maintenance issues.

The following recommendations are based on the environmental and infrastructure opportunities and challenges identified for the Lake George DRI area, described throughout this section of the Downtown Profile and Assessment. These recommendations are provided as a framework for enhancing the resiliency and sustainability of the Town and Village of Lake George as the region prepares to adapt to climate change and anticipated growth.

1. Protect the watershed health at Lake George and preserve water quality through improved stormwater management;

- » Invest in watershed-scale solutions to improve stormwater management and minimize flood risk.
- » Implement a toolkit of green infrastructure interventions to slow runoff, store excess stormwater, and restore natural hydrologic patterns throughout the DRI area to capture and treat stormwater from polluted roadways and impervious surfaces before it enters the lake.

2. Support enhanced ecological conservation and protection of native species and ecosystems threatened by climate change and development;

- » Mitigate the increasing threat of invasive species of flora and fauna and prioritize the restoration and conservation of wetland ecosystems and habitats.
- » Expand LGLC Conservation Land ownership; conservation easements are responsible for managing the presence of invasive species and supporting native species.

3. Address wastewater systems deterioration and sources of contamination of surface and groundwater to prevent Harmful Algal Blooms;

- » Continue the monitoring and repair of existing septic systems, many of which are undersized or outdated, and ensure that new systems are designed for the steep slopes and bedrock conditions in the watershed area.
- » Build redundancy into wastewater treatment infrastructure to prevent occurrences of overflows or leaks.

4. Mitigate rising temperatures and adapt to more frequent extreme heat events;

Prioritize energy-efficient projects with reduced carbon footprints and enhanced green building features.

- » Projects should mitigate GHG emissions and, whenever feasible, utilize clean and renewable energy such as hydroelectric power.
- » Prioritize projects which contribute to urban green spaces (parks, green roofs, community gardens, tree plantings), replace impervious surfaces with green/permeable surface types, and reduce urban heat island effect.

*Recommendations were informed by the review of various sources ranging from desktop analysis of the NYC 1ft Digital Elevation Model from 2010 LiDAR data, historic aerial imagery and topographic mapping, FEMA flood hazard maps, municipal studies and reports, and online media published by local organizations.

Physical Environment

PHYSICAL SETTING

Downtown Lake George is a compact, relatively densely developed area that is framed by Interstate 87 to the west and Lake George (the lake itself) to the east. The key asset in downtown Lake George, locally referred to as the Village, is the proximity of the Lake and the surrounding mountains which provides a picturesque setting for the many amenities and attractions concentrated within the DRI Area.

There is ample access to the lake for both active and passive recreation from Shepard Park, McDonald Pier and the Town Docks/Walkway. Shepard Park includes a public beach and restrooms as well as a pavilion for outdoor summer concerts. There is no public boat launch within the DRI Area. The nearest boat launch is the state launch at Million Dollar Beach about a half mile outside the DRI boundary.

History, Arts & Culture:

History is a significant contributor to the character of downtown Lake George. Key features include Lake George Battlefield State Park and Battleground State Campground. It is unique to have a state campground within a downtown area, even in the Adirondack Park. The Fort William Henry Hotel and Conference Center and the Fort William Henry Museum are also key features in the downtown. These places celebrate the significance of the Lake George region during the French and Indian War. Shepard Park and Charles R. Wood Park host a variety of arts and cultural events throughout the year, including the Lake George Arts Project Concert Series, Memorial Meltdown music festival, Summer Fest, Adirondack Wine & Food Festival, Lake George Foodie Fest, Arts & Crafts Festival, Rock the Lake, Adirondack Car Show, Jazz at the Lake, and many more.

It is important to note that the largest event is Americade a week-long motorcycle event with the main hub located within the DRI Area. In addition, there are a variety of arts programs offered at the Library and the Courthouse Gallery. The Lake George Historical Association operates a museum on Canada Street.

Community Context:

These natural and historic assets draw thousands of visitors each year who support the numerous downtown commercial enterprises, including lodging, restaurants, retail, and entertainment venues. However, since the lake is the greatest attraction many businesses are only open during peak tourist season (July - September). The seasonality of some businesses is a concern for many full-time residents who have expressed the desire for more year-round shopping and dining. The Village development pattern is compact and densely developed for an Adirondack community. With relatively small block sizes the downtown is very walkable and the concentration of lodging facilities and attractions within the area means Canada Street is bustling with pedestrians during summer months.

Most buildings are one or two stories in a variety of architectural styles so that no one style is dominant. There are wide sidewalks with intermittent street trees on Canada Street to accommodate the summer crowds. Canada Street is well-connected via sidewalks and pedestrian paths to the lakefront and adjacent residential neighborhoods. The streets are accessible, but many businesses lack accessible entrances. Enhancing the accessibility of both public and private spaces should be a priority for the DRI.



DOWNTOWN ART ON UTILITY POLES, JUNE 2024



THE FORT



CALDWELL LIBRARY



CARRIAGE HOUSE



ARCHITECTURAL CHARACTER



WARREN COUNTY OLD COURTHOUSE



ARCHITECTURAL CHARACTER



ACCESSIBILITY INITIATIVES



ARCHITECTURAL CHARACTER



PARKING LOT



VACANCY / GAPS



CANADA ST SIDEWALKS



PARKS / OPEN SPACE

Built Environment

ZONING

The Adirondack Park Agency (APA) designates land classifications within the Adirondack Park. The entire DRI Area is designated as hamlet except for the lands owned by NY State which are classified as Intensive Use. The State land is the Lake George Battlefield Area and Campground. For development projects within a hamlet, an APA permit is only required for projects involving:

- Structures that exceed 40' in height
- Parcels with wetlands over 1 acre
- Subdivision/development of over 100 lots
- Tourist accommodations with >100 units.

Projects that require APA permits are also subject to review by the Town or Village Planning Board.

The **Village of Lake George Zoning Code includes four zoning districts and two overlay districts.** Most of Village parcels that fall within the DRI Boundary are within the Commercial Mixed-Use District. There are a few parcels on the waterfront and along the east side of Canada Street that are in the Commercial District. The remainder of the parcels located behind Canada Street are zoned as Residential Mixed Use.

The Town of Lake George Zoning Code identifies 21 zoning districts:

The portion of the DRI Area that is located in the Town is zoned as Tourist Commercial, Residential Commercial High-Density or State Land (Battlefield Park area). **The zoning classifications within the DRI Area are varied but prioritize commercial and mixed-use developments.**

The Village Zoning Code includes 2 Village Overlay Districts that restrict structure heights. Most of the area framed by Beach Road, Canada Street and West Brook Road, comprised mainly of the Fort William Henry and Conference Center, is within the 6 Story Overlay District. All properties on the west side of Canada Street in the Village boundary are subject to 4 or 6 story height limits. The Town Zoning Code restricts all structures to a maximum height of 40', including the Town portion of the DRI Area.

Any proposed DRI projects located in the Town are subject to height limit of 4 stories unless they secure a variance from the APA and Town. **DRI Projects proposed within the Village** are limited to 4 or 6 stories. The Village has an APA-approved local land use plan, so no APA variances would be required as long as the structure is within the maximum height for the zoning district.

The Village Zoning Code includes minimum parking requirements for residential, tourist accommodations, light industry, and museums. For commercial uses there are either no requirements or the planning board has discretion determine if off-street parking spaces should be required. The Town Zoning Code specifies parking requirements for each use. The Village Zoning Code includes regulations for signage and lighting and there are standards specific to the development of outdoor recreation facilities and amusements, outdoor bars, outdoor dining and drinking areas, and commercial parking lots. The Town Code also includes additional standards for a wide variety of commercial and residential uses.

The Village Zoning Code also includes architectural standards and guidelines that are applicable to all new construction projects requiring site plan review within the Commercial and Commercial Mixed-use Zones. Some standards are mandatory, and others are encouraged. The guidelines and standards may also be applied to renovation projects. There are standards for building orientation and setbacks, proportion, size, articulation.

No specific architectural style is encouraged or discouraged, but the code does identify which materials and roof designs allowances. In addition, the Village Zoning Code includes guidelines for building colors. The Town Code includes commercial development design guidelines and regulations that address parking, architectural design, landscaping, lighting, Route 9 streetscape, and signage. The architectural design guidelines are not mandatory except for certain materials and colors which are prohibited for roofs. **Any proposed DRI projects should be consistent with local regulations.**

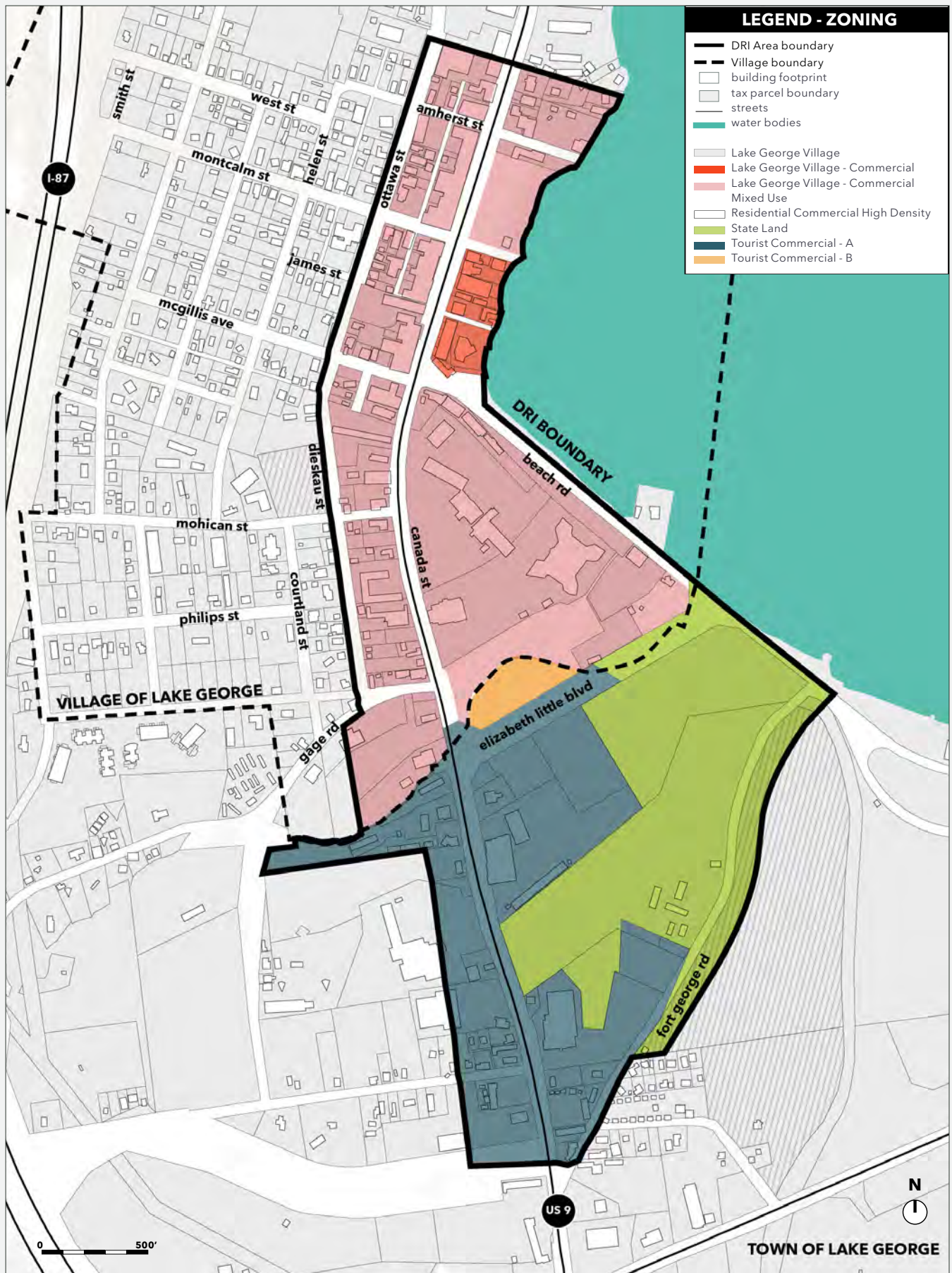


FIGURE 1.19: LAKE GEORGE DRI AREA ZONING MAP

LAND USE

Land use within the DRI Boundary in Lake George is predominantly commercial, making up 45% of the area, compared to the Town of Lake George where almost half the land is forest and public parks. The DRI Boundary also includes significant portions for community services (17%), public parks (15%), and recreation & entertainment (11%). Key community services include the Lake George Park Commission, an abundance of public parking areas, and the Visitor Center at the intersection of Beach Road and Canada Street. There are three public parks within the DRI area, including Battlefield Park, Shepard Park and Charles R. Wood Park. The largest areas used for recreation & entertainment are Battlefield Park and Shepard Park Beach.

The combination of retail, restaurants, recreation, and entertainment opportunities concentrated around the Lake make the Village an attractive destination for both recreational and cultural tourism. The history of the region has a significant influence on the character of the downtown with Battlefield Park and Fort William Henry making up a large percentage of the land area within the DRI Boundary. The Lake George Steamboat Company and the nearby Million Dollar Beach and Prospect Mountain also draw visitors to the

DRI Area. Despite the vibrant commercial landscape, residential use is minimal, and a high percentage of units are used as short-term rentals (STR's).

Vacant land is scarce in the DRI Area (4%), in contrast to the Town (22%). The largest vacant parcel within the DRI Area is 4.18 acres near the Southern edge of the DRI boundary. Other vacant parcels include a parking area and a portion of Battlefield Park State Park. There are limited opportunities for new development, although some commercial parcels may be redeveloped. There are no agricultural uses within the DRI Area, and industrial land uses are minimal and located outside the boundary.

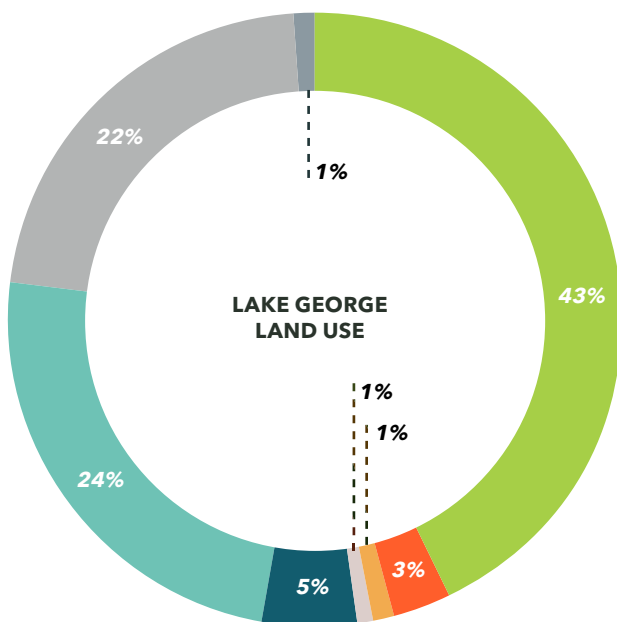


FIGURE 1.20: TOWN & VILLAGE OF LAKE GEORGE LAND USE, 2024

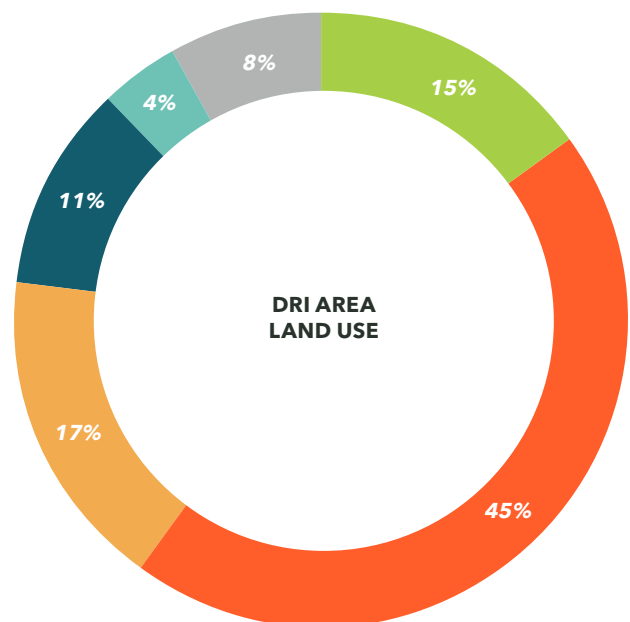


FIGURE 1.21: DRI AREA LAND USE, 2024

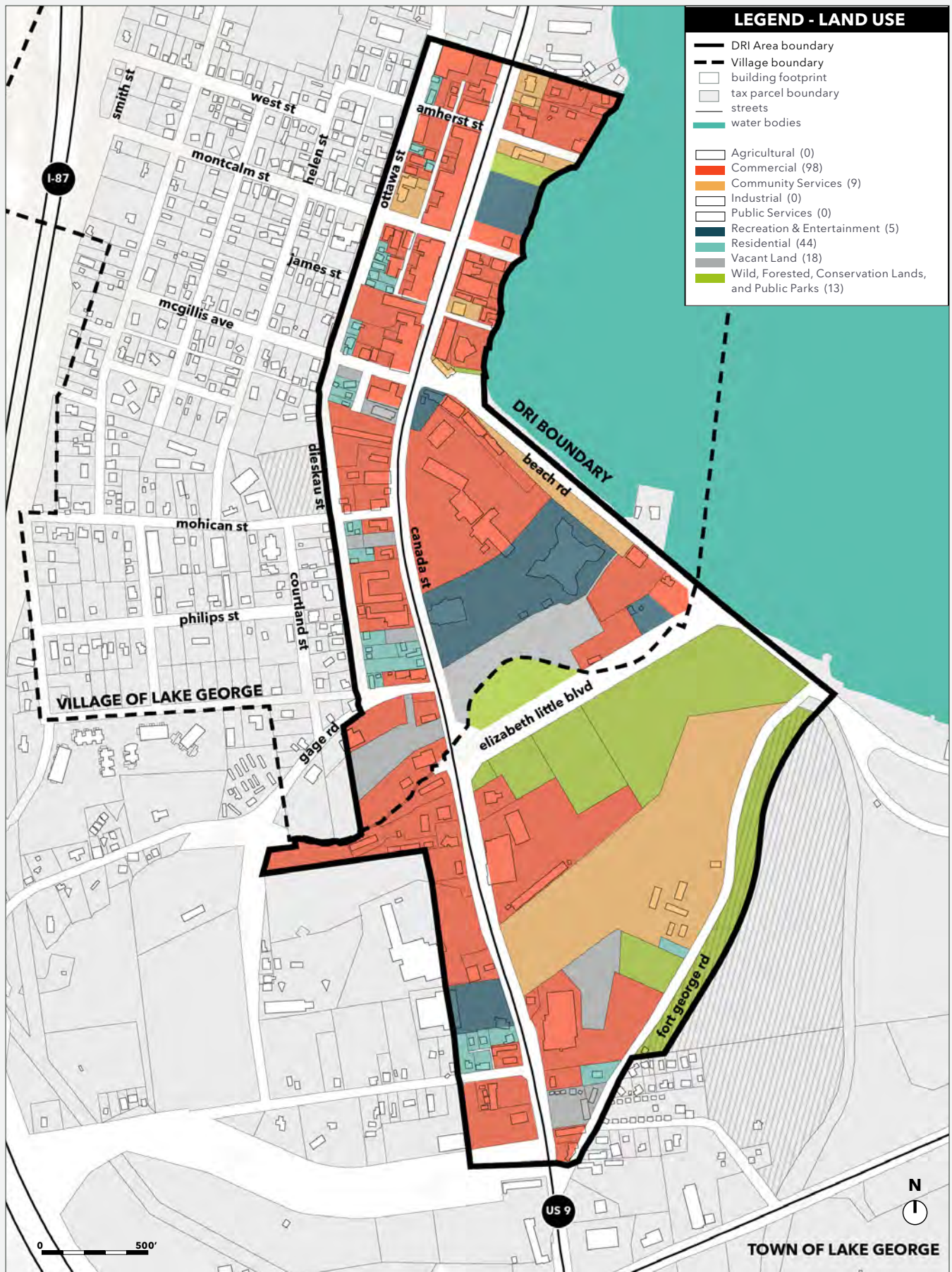


FIGURE 1.22: LAKE GEORGE DRI AREA LAND USE MAP

PHYSICAL & BUILT ENVIRONMENT PROFILE SUMMARY AND RECOMMENDATIONS

This section of the Downtown Profile & Assessment provides a summary of the physical and built environment within the Lake George DRI Area, including:

1. History, Arts & Culture
2. Community Context
3. Zoning & Land Use

Key assets in the Town and Village include the picturesque natural setting, rich history, vibrant tourism economy, and compact, walkable downtown. Challenges identified in this section include seasonal business operations, accessibility concerns, and limited vacant land for new development. The following recommendations are based on physical and built environment opportunities and challenges identified for the DRI Area. These recommendations are provided as a framework for enhancing the long-term vitality and sustainability of the Town and Village:

1. Leverage natural and historical assets to promote year-round tourism;

- » Develop programs and attractions that capitalize on the Lake's scenic beauty and historical significance during off-peak seasons.
- » Support businesses in extending their operating seasons towards a robust year-round economy.

2. Enhance accessibility and walkability throughout the DRI Area;

- » Prioritize improvements that make public spaces and private businesses accessible to all.
- » Continue improving pedestrian connections between Canada Street, the lakefront, and adjacent residential neighborhoods.

3. Promote mixed-use development and adaptive reuse of existing structures;

- » Encourage the development of year-round businesses and residential units within the Commercial and Residential Mixed-Use zones.
- » Explore opportunities for adaptive building reuse to address scarcity of vacant developable land.

4. Preserve and enhance the unique character of downtown Lake George;

- » Ensure that new development and redevelopment projects adhere to architectural standards and guidelines outlined in the Village and Town Zoning Codes.
- » Strengthen Downtown architectural and signage design guidelines to encourage a more cohesive community character.

5. Optimize land use within the DRI Area;

- » Explore opportunities to redevelop underutilized commercial parcels to maximize the potential of limited available land.
- » Consider developing the 4.18-acre vacant parcel as a southern anchor for the DRI Area, incorporating programming that support year-round activity.

6. Balance tourism development with community needs and priorities;

- » Encourage the development of diverse housing options, including affordable housing and long-term rentals, to support a year-round community.
- » Promote a mix of businesses that cater to both tourists and local residents, particularly focusing on year-round services and amenities.



STREET FRONTAGE ALONG CANADA ST, 2024

These recommendations aim to build upon Lake George's existing assets while addressing the challenges identified in the physical and built environment assessment. By implementing these strategies, the Town and Village of Lake George can work towards creating a more resilient, accessible, and vibrant downtown area that serves both visitors and residents throughout the year.

Transportation Profile

OVERVIEW

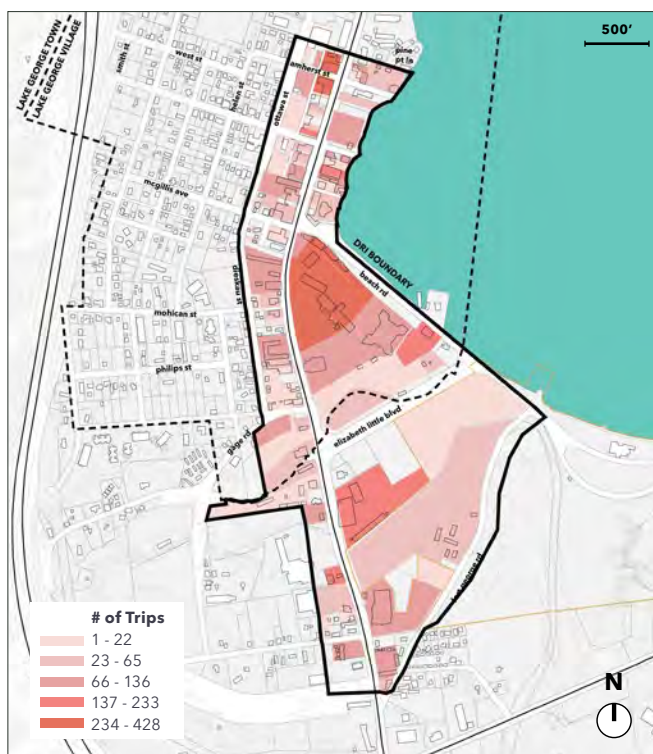
The Town and Village of Lake George boasts a comprehensive transportation infrastructure that caters to the needs of both residents and tourists it attracts year-round. The assessment of well-maintained roads, local and regional travel patterns, access to public transportation, pedestrian pathways, and bicycle circulation is essential for ensuring seamless connectivity and accessibility. Seasonal variations in traffic patterns necessitate adaptive management strategies to balance the demands of peak tourist seasons with everyday local needs. Continuous improvements and strategic planning aim to enhance safety, reduce congestion, and promote sustainable transportation solutions, making the Town and Village of Lake George a well-connected and pedestrian-friendly destination.

ORIGIN-DESTINATION ANALYSIS

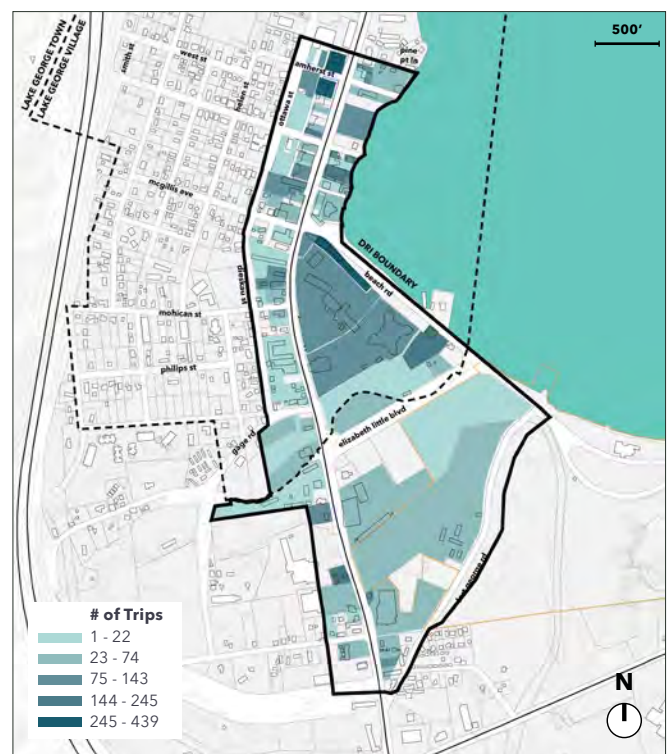
An Origin-Destination (O-D) Analysis was conducted using a typical fall weekend in 2023, leveraging data from Replica, an online platform that simulates travel patterns ("fall" includes data from September,

October, and November). The model simulates the complete activities and movements of residents, visitors, and commercial vehicles in a region and season on a typical day. The study focused on a Saturday due to high tourist activity in the Lake George DRI Area.

Figure 1.23 and 1.24 show a snapshot of trips by origin and destination, respectively (i.e., the number of trips starting and ending, defined by each zoning block). The analysis revealed that 81% of weekday and 91% of weekend trips within the DRI Area are recreational, including activities like dining, shopping, and social events. Work-related trips also constitute a significant portion. (Figures 1.25 and 1.26). The DRI Area experiences around 6,000 daily trips, mostly concentrated near key attractions, campgrounds, and restaurants. Despite 40% of trips being under 2 miles, 80% of travelers use private vehicles, while 12-16% walk. Nearly 50% of trips start and end within the DRI Area, underscoring the area's diverse economic activity and its potential as a business hub. The data suggests a need for enhanced multi-modal transit options to accommodate this intra-DRI movement and support the area's growth.



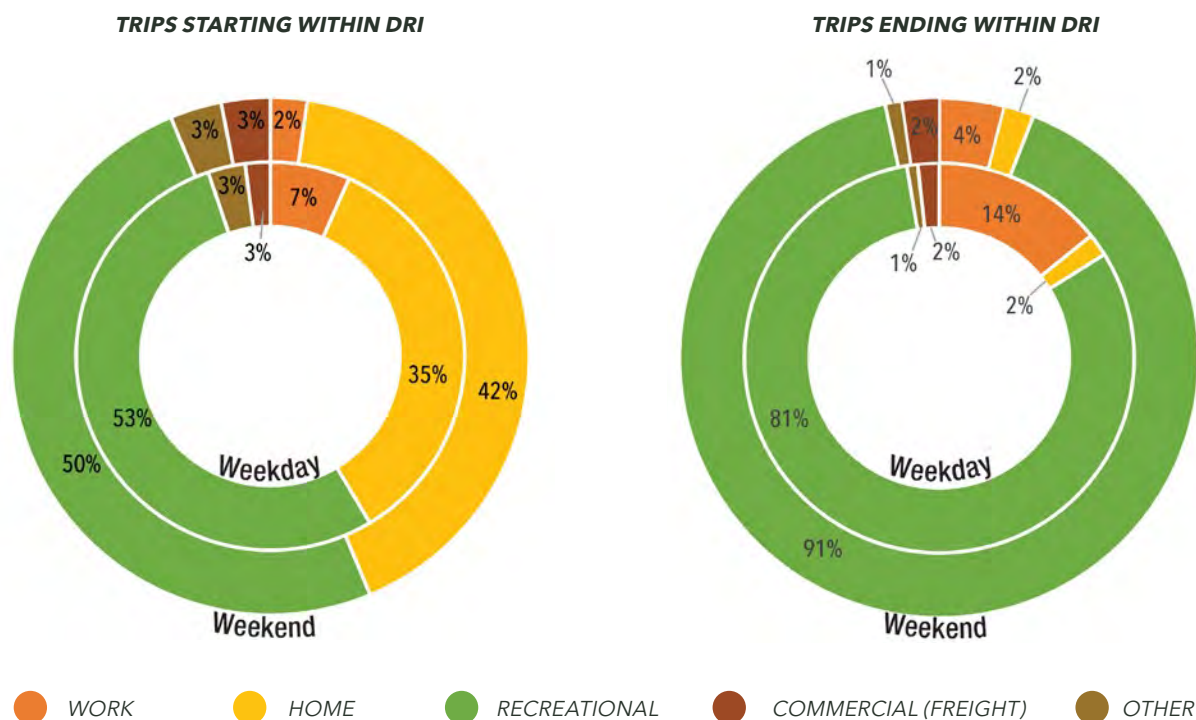
FIGURES 1.23: TRIPS BY ORIGIN, SOURCE: REPLICA



FIGURES 1.24: TRIPS BY DESTINATION, SOURCE: REPLICA

Trips starting within DRI shows that ~50% of the trips leaving the DRI Area are for recreational purposes. These could be for eating, shopping, errands, lodging, recreation, or social activities, followed by

35-40% of the trips that are homebound. That means they must be visiting or commuting to work in the DRI Area and are returning home (other parts of Lake George, Glens Falls, Lake Luzerne Warrensburg, etc.).



FIGURES 1.25: WEEKEND AND WEEKDAY TRIP PURPOSE

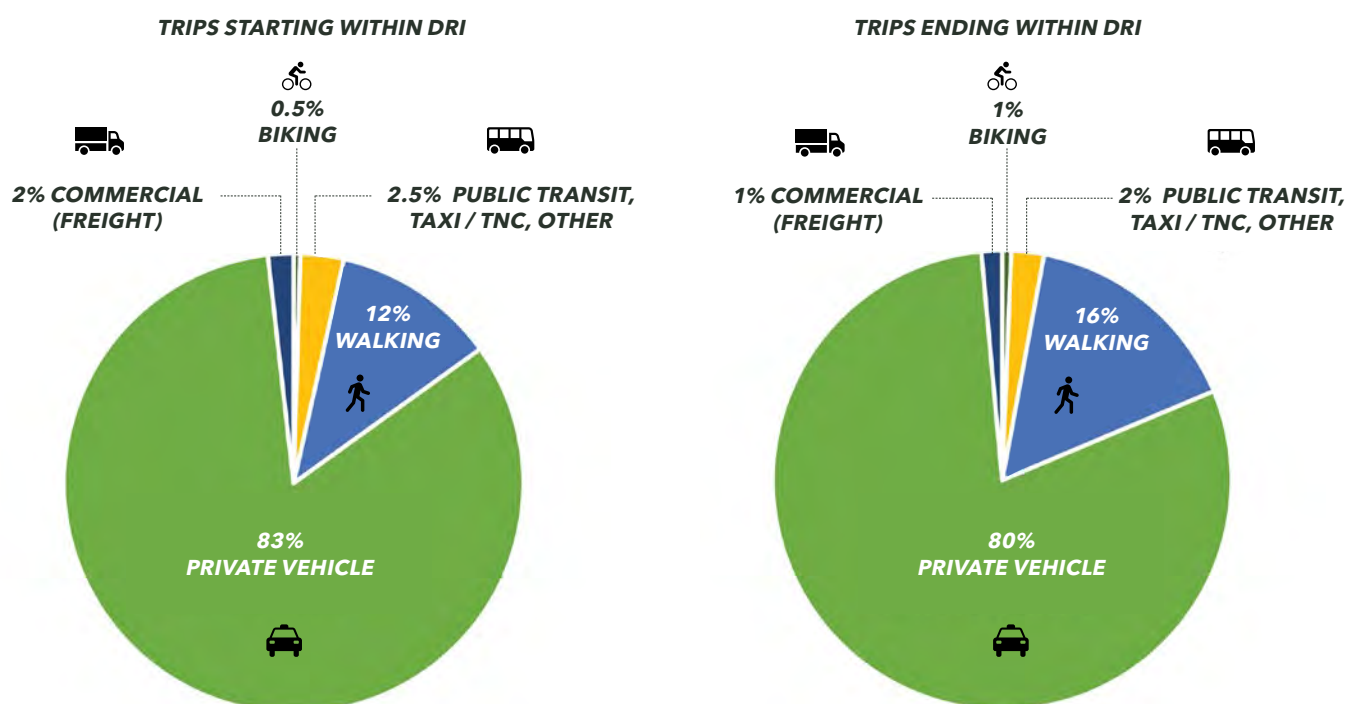


FIGURE 1.26: PRIMARY MODE OF TRIPS STARTING AND ENDING WITHIN DRI

REGIONAL STREET NETWORK

Lake George DRI's Street network, connectivity, and traffic characteristics are influenced by its geography, tourism activities, and the seasonal influx of visitors. US Route 9, also called Canada Street, is the primary north-south artery running through Lake George, connecting it to other parts of New York State. The street is lined with shops, restaurants, and attractions and experiences the most commercial deliveries to businesses. It is a crucial route for local traffic and visitors, carrying an Annual Average Daily Traffic (AADT) volume of 4,226, 3% of which is truck traffic. Figure 1.27 displays the overall roadway functional classification and snapshots of Canada Street.

Beach Road, with an AADT volume of 1,979, 5% of which is truck traffic, extends from the village center to the lakefront and provides access to recreational areas and beaches. Fort George Road leads to historical sites like Fort William Henry, serving tourists and residents with comparatively less traffic, with 388 AADT volume, 8% of which is truck traffic.

Additionally, the area has a network of smaller residential and commercial streets with limited traffic and slower speeds, contributing to the Village's picturesque charm.

The street network establishes prominent corners throughout the DRI Area, offering potential opportunities for vibrant commercial activities and enhancing the Village's overall sense of place. The DRI Area is highly walkable, with a north-south distance of 1 mile and an east-west distance of 0.5 miles, resulting in an average block size of 800 ft. Many of the Village's key attractions, such as the Lake George Steamboat Company, Fort William Henry, Shepard Park, and various shops and restaurants, are within a short walking distance of each other. The clustering makes it convenient for visitors to explore on foot.



VILLAGE OF LAKE GEORGE CANADA ST

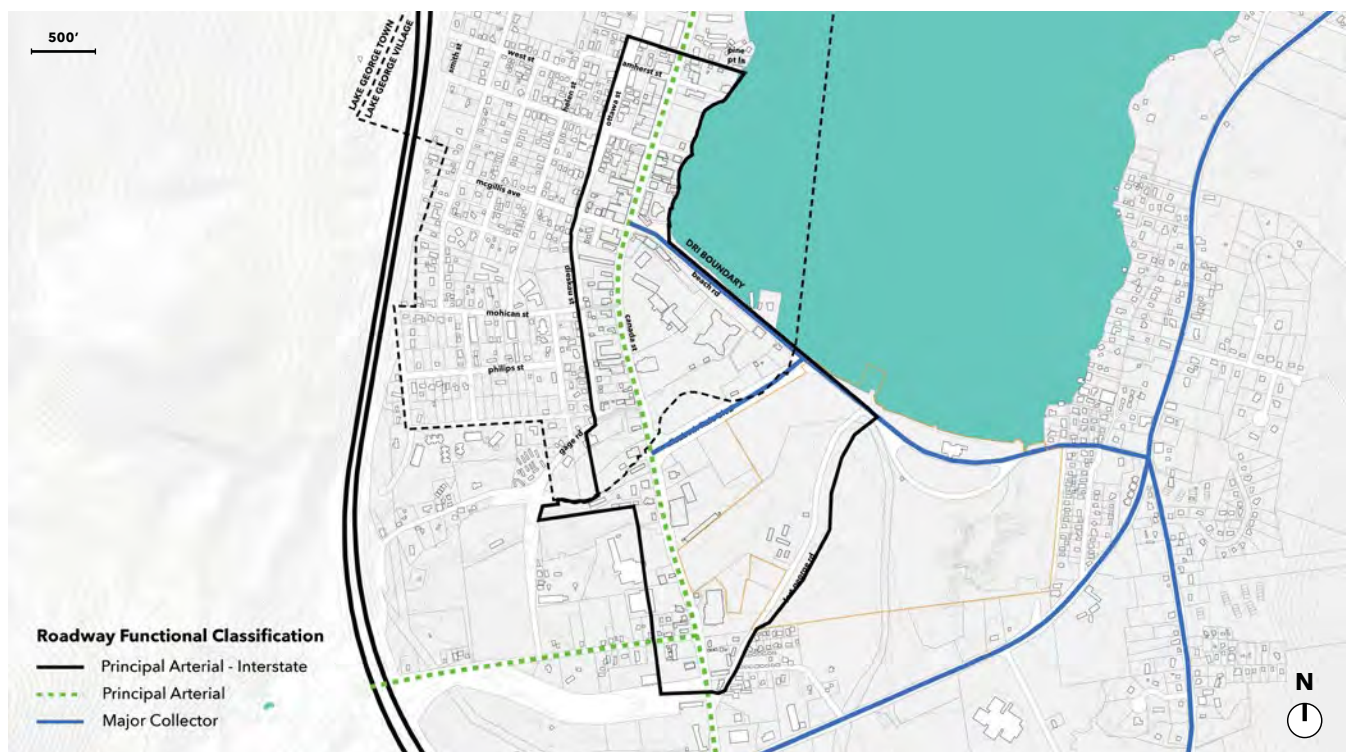


FIGURE 1.27: LAKE GEORGE DRI ROADWAY FUNCTIONAL CLASSIFICATIONS, SOURCE: NYSDOT FUNCTIONAL CLASS MAP

PARKING

Parking in the Lake George DRI Area includes both on-street and off-street options. Off-street parking consists of three city-operated lots (Beach Road Lot with 100 spaces, Quirk Lot with 45 spaces, and James Street Lot with 30 spaces) and two privately-owned lots (Steamboat Company at \$15 per day and Mayard Center at \$10 per day), with some additional lots just outside the DRI Area.

On-street parking is metered and can be paid via the ParkMobile app or with cash/quarters. Meter operation runs annually from April 1 to October 31, with enforcement from 8 am to 12 am during the summer. Meter operation is suspended during school hours on certain streets and is free during late fall, winter, and early spring. Parking regulations also include designated no-parking zones, curb cuts, driveways, and bus stops, as illustrated in Figure 1.28.

Land Use	Required Parking Spaces
Public Buildings	1 Per 1,000 Square Feet
Restaurant/Retail	Determined by Site Plan Review
School	4 Per Classroom
Museum	1 Per 800 Square Feet
Libraries	1 Per 600 Square Feet

TABLE 1.2: VILLAGE OF LAKE GEORGE PARKING CODES



PARKING LOT BEHIND EXISTING CALDWELL LIBRARY

Overall, the parking supply is abundant, and the car usage within the DRI Area is significant. Assessing the parking turnover and usage patterns of these spaces could be beneficial for the Village to understand the overall parking demand-supply.

The DRI Area is characterized by high vehicle ownership, with over 80% of residents and visitors relying on vehicles, and 91% of residents owning at least one vehicle. In peak periods, the village sees a significant influx of visitors, leading to congested streets and full parking lots. The search for parking may contribute to traffic congestion, particularly in areas like Canada Street. Drivers may circle blocks or wait for spaces to become available, further worsening traffic flow. During major events, temporary parking areas such as school fields, open lots, or designated overflow areas managed by event organizers are established to accommodate the surge in visitors.

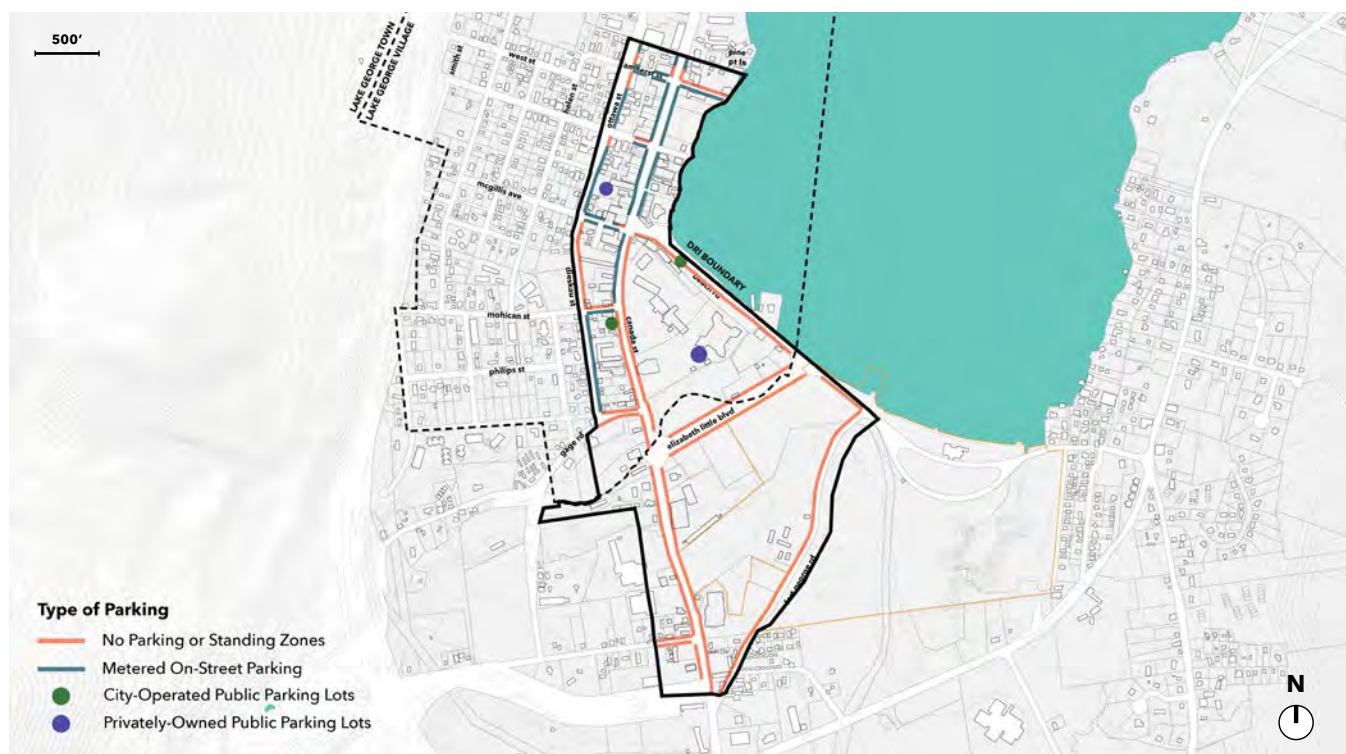


FIGURE 1.28: LAKE GEORGE DRI ON-STREET AND OFF-STREET PARKING, SOURCE: DESKTOP RESEARCH

PEDESTRIAN & BICYCLE CIRCULATION

Pedestrian Circulation:

As Figure 1.29 highlights, the Lake George DRI Area has sidewalks on all the major streets with pedestrian safety infrastructure like curb ramps, crosswalks, and curb bulb-outs. The Village has made significant efforts to create a pedestrian-friendly environment, recognizing its significance as a popular tourist destination. Main thoroughfares such as Canada Street, Beach Road, and adjacent areas boast well-maintained sidewalks. Marked crosswalks throughout the DRI Area are equipped with pedestrian signals, and speed limits are generally lower in the DRI Area, to enhance pedestrian safety. During peak tourist seasons, the Village often implements measures such as temporary traffic lights and enhanced signage to manage the flow of vehicles and prioritize pedestrian safety.

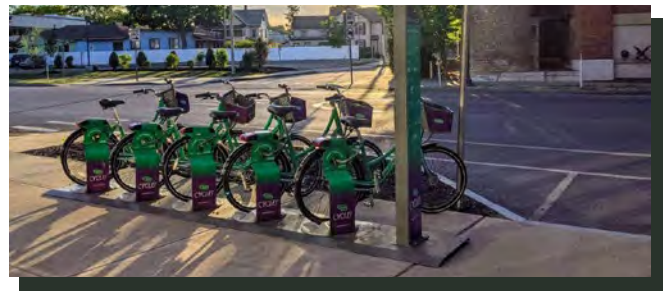
Biking Circulation:

The Village hosts numerous events and festivals, many of which are designed to be enjoyed on foot. Given the size of the DRI Area, it is well suited to walking and biking. Lake George's proximity to the waterfront and beautiful hiking and biking trails make it a popular destination for pedestrians and cyclists who are there

to explore the village's natural beauty. There are many regional biking and hiking trails that start and end at the Lake George DRI Area, including the Stony Creek Loop and the Lake George Bay Road Bikeway Loop.

Since 2016, the CDPHP Cycle! Bike share program has operated in Glen Falls, Queensbury, and Lake George. The bike hub in Lake George DRI Area is located at 58 Beach Road. Because of the high volume of summer tourists, bike rentals are also popular downtown.

Many visitors can rent a bike at Bait & Tackle on State Route 9 and bike around the downtown. Given the short trip distances with the DRI Area, the Village can potentially consider expanding the bike share or explore other micromobility options, such as e-scooters.



CDPHP CYCLE! BIKE SHARE DEPOSIT

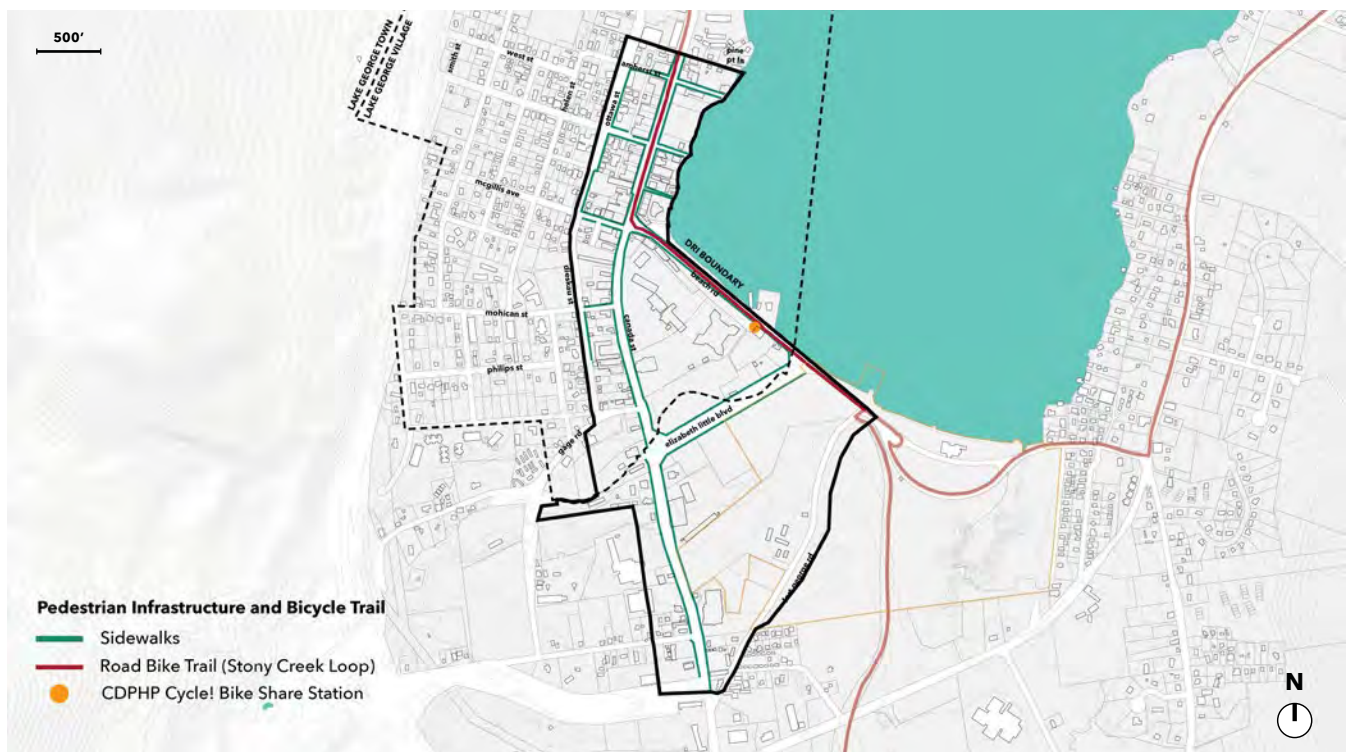


FIGURE 1.29: PEDESTRIAN INFRASTRUCTURE AND BICYCLE TRAIL, SOURCE: DESKTOP RESEARCH

TRANSIT

The DRI Area in Lake George is well-positioned to leverage its transportation assets, including regional bicycle paths such as the Empire State Trail, a seasonal trolley system integrated into the CDTA network, and smart growth policies aimed at enhancing mobility.

The Lake George Trolley, operated by the Greater Glen Falls Transit (now part of CDTA), runs daily from late June to Labor Day, and on weekends before then. It connects Beach Road and downtown Glens Falls, looping through key areas within the DRI. The 419-bus service also operates within the DRI Area, with seven transit stops including six on Canada Street and one on Beach Road. There is potential and demand to expand on existing bus stops and shelters, especially along Canada Street and other key axis within the DRI Area, to increase accessibility to various parts of the Downtown and beyond.

Apart from utilizing bike, bus, and trolley options, many visitors capitalize on Lake George's waterfront proximity by embarking on boat cruises to explore neighboring towns and attractions. Historically, boats provided vital transportation before road development. Today, these cruises, which depart from the Beach Road dock, are a major regional attraction with steady tourist traffic especially during the summer season.



CDTA TROLLEY ALONG BEACH ROAD



CYCLISTS ALONG BEACH ROAD

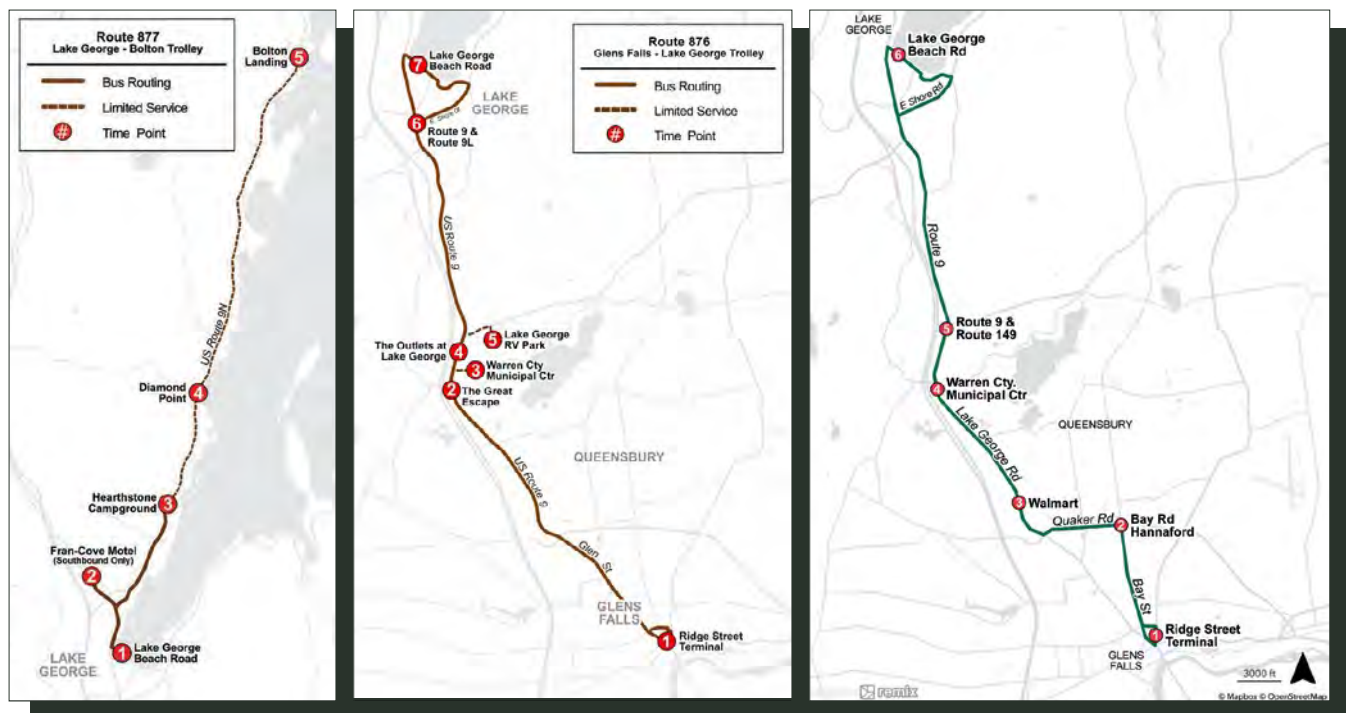


FIGURE 1.30: CDTA-GGFT TROLLEY ROUTE MAP, SOURCE: CDTA

TRANSPORTATION PROFILE SUMMARY & RECOMMENDATIONS

The Lake George DRI Area is renowned for its scenic beauty and tourism-driven economy. Its geography, tourist attractions, and seasonal visitor surges shape its street network, connectivity, and traffic characteristics. The DRI Area stands out for its innovative approach to its transportation landscape, which enhances residents' and visitors' quality of life and economic opportunity. The Village's commitment to providing safe mobility and a range of transportation choices, including public transportation, bike share, access to regional hiking and biking trails, and growing pedestrian-friendly infrastructure, fosters a vibrant and attractive downtown.

Given the number of seasonal activities and tourist flow, the Lake George DRI Area offers significant parking options to its residents and visitors. To keep up with the seasonal influx, the Village induces parking in areas such as open lots or restricted zones to accommodate the surge. **Planning for a public transit facility** in the DRI Area, such as a trolley or a circulator, along with the Transportation Demand Management Strategies, would help reduce the parking demand. The Circulator can connect the key attractions and retail corridor from a park-and-ride facility. Establishing a Park-and-Ride Facility on the outskirts of the village can reduce congestion and provide convenient parking alternatives. Implementing real-time parking information systems, such as digital signs or mobile apps, can help visitors find available parking more efficiently during events.

Additionally, more than 50% of the trips that originate from the DRI Area go to nearby towns and cities such as Glens Falls, Lake Luzerne, Warrensburg, and Hudson Falls. Providing **a regional public transit connection** beyond the current options provided through CDTA, would help establish tourists and the local workforce.

Notably, up to 90% of trips ending in the Lake George DRI Area are for recreational purposes. Once visitors are in the area, most use private cars to get around the town, followed by walking. 30% of the trips are under one mile. **Enhancing pedestrian and bicycle infrastructure** can encourage alternative modes of transportation, reducing the reliance on cars and the demand for parking. Currently, no bike lanes exist in the DRI Area or along the most popular corridor, Canada Street. A Complete Streets approach to street

design would not only encourage more cycling but also contribute to a safer and more enjoyable urban environment for everyone.

The village has made remarkable efforts to create a pedestrian-friendly environment by implementing high-visibility crosswalks, intersection daylighting, curb bulb-outs, a well-built sidewalk network, and clear roadway markings designating the uses. It has great potential to collaborate with its community to **set a goal for Vision Zero Community**—eliminating traffic fatalities and severe injuries. Around 30% of crashes occur at intersections, stop signs and no-passing zones. Implementing road diets, raised crosswalks, and creating slow zones or seasonal pedestrian zones during peak tourist seasons in high-traffic areas like Canada Street would help reduce vehicular-pedestrian conflicts.

Seasonal tourism plays a vital role in the area's economy. The village attracts hundreds of thousands of visitors annually, reaching peak activity in the summer and holiday periods. This influx drives demand for various retail products and services while also exacerbating traffic congestion. **Implementing a public awareness campaign** to educate both drivers and pedestrians on safe practices, particularly during peak tourist seasons, or providing information to tourists about local traffic regulations and safety precautions, can contribute to enhancing safety.

Lastly, freight deliveries in Lake George are essential for supporting local businesses, particularly in the hospitality and retail sectors, which are vital to the village's economy. Most local businesses are located along Canada Street and Beach Road. **Expanding designated commercial loading** or creating flexible curb zones adjacent to those corridors would help improve congestion, double parking, and pedestrian safety, particularly in the congested tourism seasons.



INTERSECTION ALONG CANADA ST, NEAR SHEPHERDS PARK

Demographic Snapshot

POPULATION OVERVIEW

The Lake George DRI Area covers 0.25 square miles and is primarily a commercial area, with an estimated 71 residents as of 2023. Population within the Town of Lake George has become more centralized since 2010, with the Village of Lake George increasing by 99 residents to 1,005 (+10.9%), including a 2.9% increase within the DRI study area, while the Town of Lake George and Warren County lost population.

Despite job growth in the broader region over the past two decades, Warren County's population has remained largely unchanged due to its aging population, relatively few births, and limited in-migration. The County has one of the highest median ages in New York State, and the Town of Lake George has a larger share of older residents than the county as a whole.

Population by Age:

Warren County's population is among the oldest in NY State, ranking 4th out of 62 counties in the 2020 Decennial Census. According to the latest 2023 estimates, the Village and Town have higher median ages of 50.4 and 50.2, respectively, compared to 47.0 in the County and 39.8 in NY State. With such a high median age, population growth depends more on in-migration than births, and labor shortages can be significant due to low labor-force participation rates.

The DRI Study Area population is younger than the rest of Lake George, with a median age of 47.5. This is attributable to a higher proportion of the working age population (66.7% compared to 60.3% in the Town as a whole), rather than children under 18 that make up only 10.1% of the DRI Area population.

Seniors aged 65+ make up 23.2% of the DRI Area population, a smaller share than the Village or Town as a whole (23.5% and 24.9%, respectively), but larger than the County or State. The senior population in the DRI Study has declined in share since 2010, which indicates the population is aging in place rather than attracting new retirees from other communities.



RESIDENTS ATTEND LPC MEETING, 2024



A GROUP OF TOURISTS VISIT THE BEACH, 2024

INCOME

The DRI Area and the Village are significantly less wealthy compared to the Town, County, and State. The Village's median household income is \$50,000, which is 37.0% lower than the Town's median income of \$79,400. In comparison, the County's median household income is \$75,690, and the State's is \$77,077. Given the substantial income disparity between the DRI Area and Village compared to the Town, assuming a 5-year sample size for the Town and Village of Lake George; the DRI Area may be considered significantly disadvantaged.

On a per capita basis (income per person), the difference in income between the Village and the Town is less significant at 21.6%, compared to a 37.0% difference when comparing median household income. This suggests that smaller households with fewer earners in the Village and the Study Area.

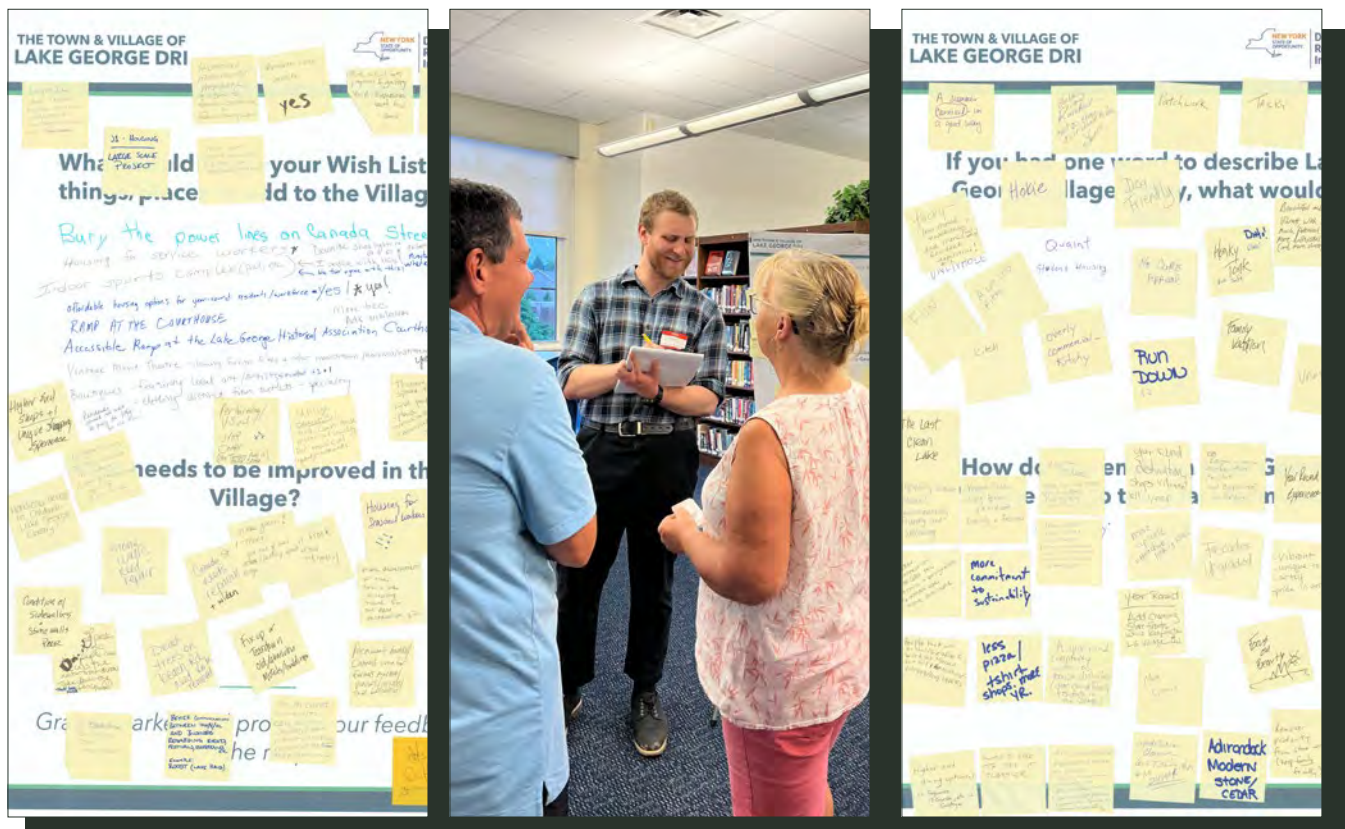
The DRI Area and Village have an uneven distribution of households across income ranges with roughly half of households earning less than \$50,000, nearly one-third earning \$50,000 to \$99,999, one-fifth earning \$100,000 to \$199,999, and less than 2% earning \$200,000 or more.

The concentration of lower household incomes in the Village and the DRI Area are likely reflective of the types and costs of available housing and are further indicative of lower consumer spending potential. Additionally, a relatively uneven income distribution within a community may be a sign of weakness for a local economy as it could also suggest an over-supply and under-supply of certain occupations and worker skill levels.

Poverty:

According to the 2022 ACS, just 3.3% of Village residents are living below the poverty line, compared with 5.0% in the Town and 8.6% in the County. The population under 18 has the highest poverty rates in the Village with 6.3% living below the poverty level compared with 3.4% of residents aged 18-64 and 1.9% aged 65 or older.

Note: Analysis takes into account delineation of Potential EJ and/or Disadvantaged Communities.



PUBLIC FEEDBACK ON REVITALIZATION EFFORTS IN LAKE GEORGE DURING PW1

FIGURE 1.31:

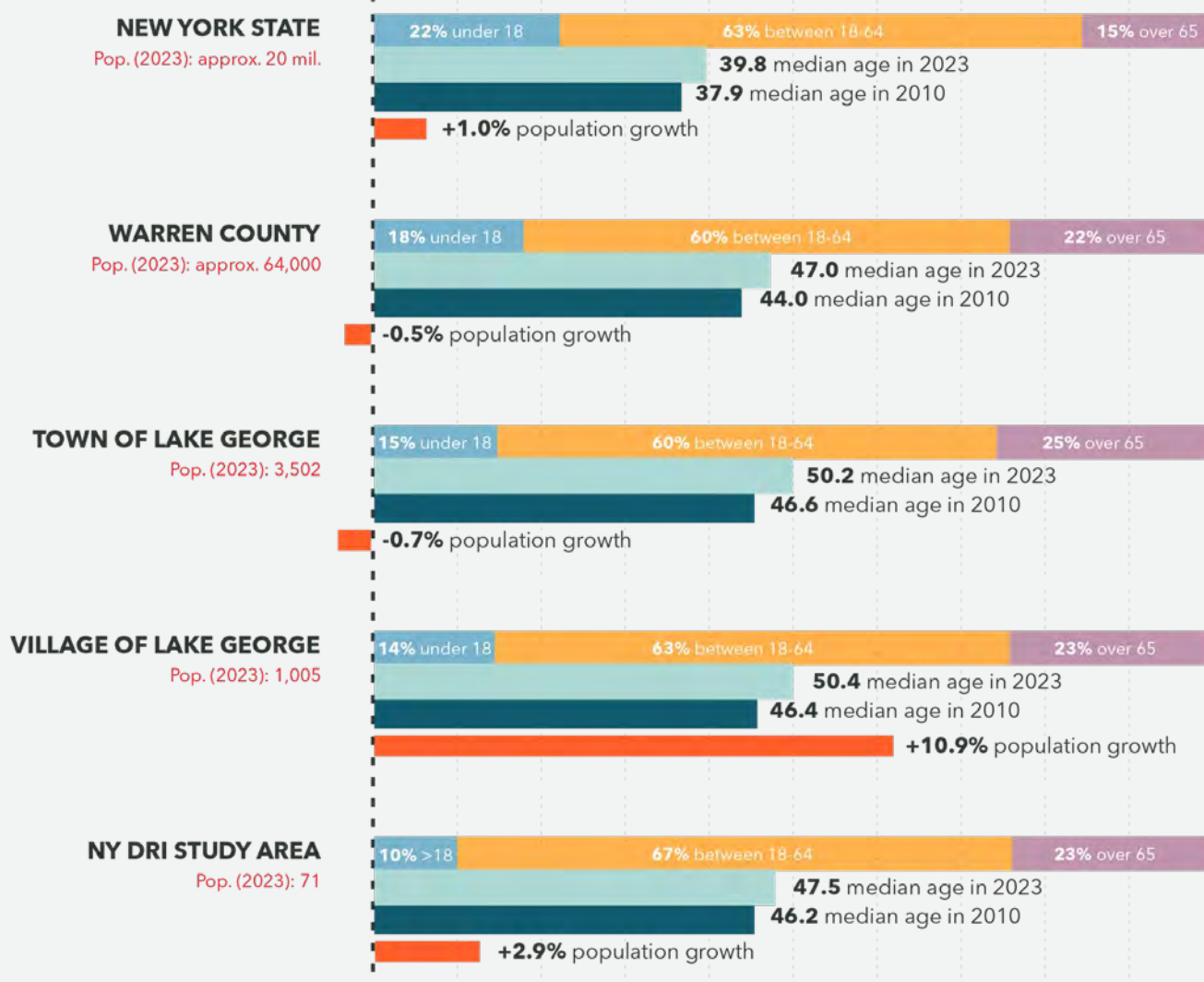
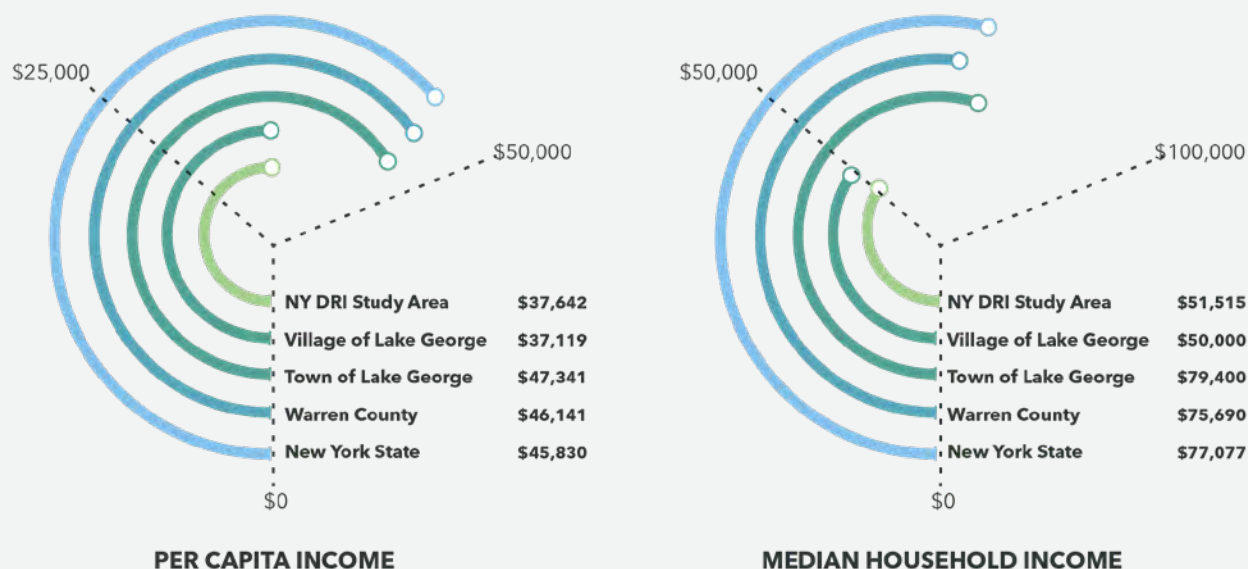
Distribution of Population by Age Group, Median Age & Population Growth, 2023

FIGURE 1.32:

Median Household Income & Per Capita Income, 2023

Economic Context

EMPLOYMENT

Local Jobs:

The DRI Area is a small employment center with 731 jobs according to the latest 2021 estimates from the Census Bureau's LEHD program. Over the 2010s, employment averaged 530 workers and has increased by 233 jobs since 2011 (+48.2%). The majority of these jobs are heavily concentrated in the Accommodation & Food Services sector, which accounts for 61.0% of jobs as of 2021. This sector increased by 138 jobs (+46.2%) since 2011, far more than any other major industry sector. Another sizeable sector is Retail Trade with 102 workers (14.2% of total jobs). In the Town, the distribution of jobs is similar with the largest number of workers concentrated in Accommodation & Food Services (49.6%), Retail Trade (15.9%), and Educational Services (10.1%). The County has a far more diverse employment base led by Health Care & Social Assistance (19.0%), Retail Trade (13.6%), Accommodation & Food Services (11.7%), and Manufacturing (10.1%).

The Study Area's largest employers are the Fort William Henry Hotel & Conference Center (80 workers), Tiki Motor Inn (62 workers), Whispers Lounge (60 workers), Christies on the Lake, and Lookout Café (both 50 workers). All of these establishments are part of the Accommodation & Food Services sector. The County's largest employers include Glen Falls Hospital (2,800 workers), Hudson Headwaters Health Network (710 workers), Finch Paper (570 workers), Becton Dickinson (550 workers), Sagamore Resort (500 workers), and Arrow Financial (500 workers).

The socioeconomic characteristics of the DRI Area's job holders reflect that of its dominant service industries with a high concentration of low-wage jobs (71.6% of jobs paying <\$40,000 annually), low educational attainment (76.1% with less than a 4-year degree) and a high concentration of female workers (56.0%), and 4 in 5 commute into the Village. The largest share (23.2%) of Lake George Village workers live in Town of Queensbury; 19.8% live in the Town of Lake George (only 6.3% in the Village); 8.7% in the Town of Moreau in Saratoga County; 7.3% in the City of Glens Falls, and 4.9% in the City of Warrensburg.

Resident Workers:

The Study Area's local resident unemployment rate is estimated to be under 2% in 2023, a similar level to that of the Village and Town and lower than Warren County (3.3%) and the state (5.3%). According to the NYDOL's latest unemployment statistics, Warren County's unemployment rate was just 4.2% in March 2024 and has historically maintained unemployment levels under similar conditions to that of New York State as a whole. Given past estimates, the DRI Area and the Village's unemployment rate is likely 2% to 3% in 2024.

Relatively few workers both live and work in the DRI Area (8.5% in 2021), which is likely due to shortages in affordable housing options. The Village and Town have far higher shares of such workers living and working in the same area, at 14.0% and 19.9% respectively, which is not surprising given the small size of the Study Area. Seasonal influx of workers, especially J-1 visa holders, also seek housing options which affects residents' ability to occupy units, increasing strain on the housing sector.

Resident workers are more likely to be male, somewhat younger, and have higher wages than local jobholders. They are also far more likely to be employed across a range industry sectors. Although Accommodation & Food Services represents the largest share of workers at 17.0%, other industries represent sizeable shares including Public Administration (19.1%), Educational Services (17.0%), and Construction (10.0%).



TYPICAL STOREFRONTS WITHIN THE DOWNTOWN

Educational Requirements of Local Jobs:

Among local residents, educational attainment levels in the DRI Area largely mirror that of the Village. An estimated 87.7% of residents aged 25 or older have a high school diploma equivalent credential and 24.6% have a 4-year degree or higher level of educational attainment. (Figure 1.33) Indicators suggest that DRI Area residents have fairly low levels of educational attainment, a key attractor for local employers. The Town has far higher levels of attainment with 34.9% of workers with a 4-year degree.

According to local workforce occupational estimates by Lightcast, an economic data supplier, the majority of workers in the Town of Lake George (59.7%) are employed in occupations that require no formal educational credentials at the entry level and just 11.1% of workers are employed in jobs that require at least a Bachelor's degree. With a similar distribution of local workers by industry in both the Village and Town, educational requirements for workers in the DRI Area are likely very similar.

There is a good match between the educational attainment of residents and the education levels required by most employers. However, these lower educational attainment levels could impact Lake George's ability to attract and sustain employers that require higher skill levels.

NAICS	DESCRIPTION	2022 JOBS	TYPICAL ENTRY-LEVEL EDUCATION
41-2030	Retail Salespersons	291	No formal educational credential
37-2010	Building Cleaning Workers	230	
35-3030	Waiters & Waitresses	171	
41-2010	Cashiers	151	
35-3020	Fast Food & Counter Workers	149	
35-2010	Cooks	129	
49-9070	Maintenance and Repair Workers, General	128	High school diploma or equivalent
53-7060	Laborers & Material Movers	107	No formal educational credential
11-1020	General & Operations Managers	92	Bachelor's Degree
25-9040	Teaching Assistants	89	Some college, no degree

TABLE 1.3: LAKE GEORGE TOP 10- 4 DIGIT SOC OCCUPATIONS BY JOB COUNT, 2022

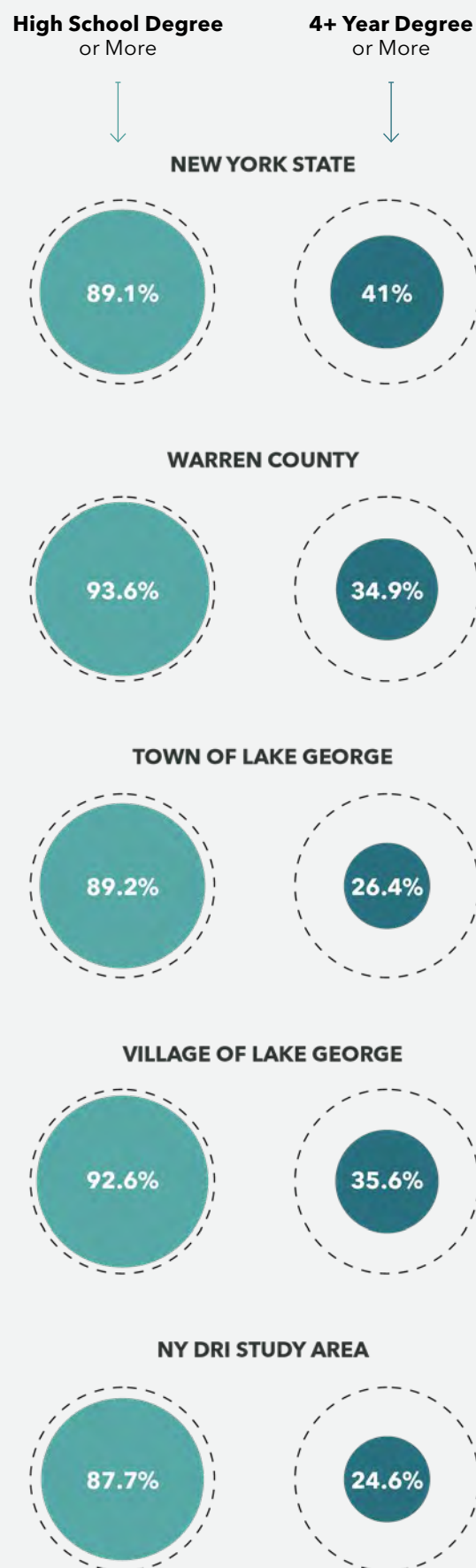


FIGURE 1.33: DISTRIBUTION OF RESIDENTS AGE 25+ BY EDUCATIONAL ATTAINMENT, 2023

HOUSING ASSESSMENT

The pressures on the local housing market that come with being a tourism destination and seasonal economy were exacerbated during the COVID-19 pandemic as the experiment in remote work was largely successful. The Town and Village of Lake George's Workforce Housing Market Study (2023) reported that to meet demand in the next 5 years, 440 units are needed for the year-round workforce (215 rental units & 225 homeowner units) and nearly 1,400 beds are needed to serve demand for the seasonal workforce. These additional housing units are needed to both to attract new businesses and allow existing businesses to expand their workforce. Without additional housing options, the DRI Area's potential to become a thriving year-round community are severely limited.

Housing Units and Tenure:

In 2023, there were only 54 housing units in the DRI study area and 688 in the Village of Lake George, just under 60% of each are owner-occupied. The lack of housing in the Downtown is a barrier to supporting local businesses year-round.

Units in Structure:

The DRI Area is notable for its substantial share of housing units concentrated in small multifamily buildings with 2- to 4- units. In 2023, 31.5% of units in Study Area were in buildings with 2-4 units, and another 5.6% were in buildings with 5 or more units. Nearly two-thirds of units were single-family homes. The Village had a similar distribution of units while the Town had a higher share of single-family units (78.9%).

Vacancies:

The housing market in the Village is extremely tight. According to the US Census Bureau, the homeowner vacancy rate was estimated at 3.4% in the Village compared with 0.8% in the Town and 1.3% in the County. The Village's rental vacancy rate was 2.6% versus 25.2% in the Town and 5.3% in the County on average over the 5-year period from 2018 to 2022. However, the vast majority of housing vacancies in the area are not available to year-round residents, but are vacant in the form of housing for seasonal, recreational, or occasional use. In the Village, 23.3% of the housing stock is unoccupied and for seasonal use, compared with 35.9% of units in the Town, and 19.9% of units in the County.

Home Sales:

The Town of Lake George's homeowner market is extremely small with just 1 home sold in April 2024 and 87 homes on the market (source: RedFin, a real estate services provider). The median listing price for single-family homes was \$679,000 in April 2024, down 2.9% from the prior year (source: Realtor.com).

According to Zillow, the mid-point estimated home value in April 2024 for single-family homes was \$500,518 in Lake George, just 1.6% higher than in Warren County as a whole. However, the average asking price of the 108 Lake George properties listed as of June 2024 was \$1.07 million. None of the listed properties were located in the DRI study area.

Rents:

According to the 2022 ACS, the median gross rent (including rent and utilities) for occupied rental units was \$1,095 per month in the Village, \$1,119 in the Town, and \$1,062 in the County. Due to the shortage of available units, rental rates for units on the market are typically higher than occupied rental units. Since 2010, the median rent had increased by 39.5% in the Village versus 48.0% in the Town and 36.0% in the County.

However, current asking rents are significantly higher than the Census averages. As of June, 2024, just two homes in the Town were available for rent on Zillow. com. Both were 2-bedroom units with asking rents of \$2,875 per month. Apartments.com listings from the same period included no year-round rentals, but only two large vacation homes renting for \$5,500 per night and \$20,000 per month, indicating limited supply.

Due to the area's popularity in the vacation home marketplace, summer month vacancies are rare while off-season vacancies are likely commonplace. There were no year-round availabilities in the DRI Area or the Village. As an indicator of what year-round housing may cost in Lake George, asking rents for year-round housing in Warren County for 1-BD units range from \$1,080 at Regency Park North in Queensbury to \$1,275 at district425 in Glen Falls. For 2-BD units, rents range from \$1,215 at Regency Park North in Queensbury to \$1,400 at Olde Coach Manor in Queensbury.

FIGURE 1.34:

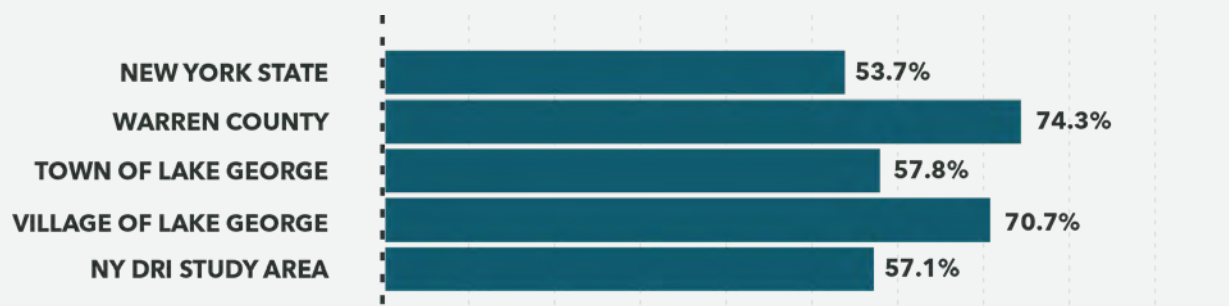
Share of Homeowner Occupied Housing Units, 2023

FIGURE 1.35:

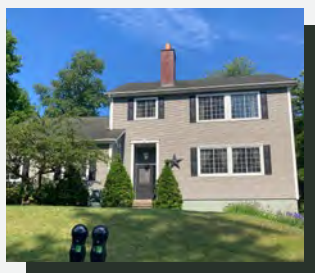
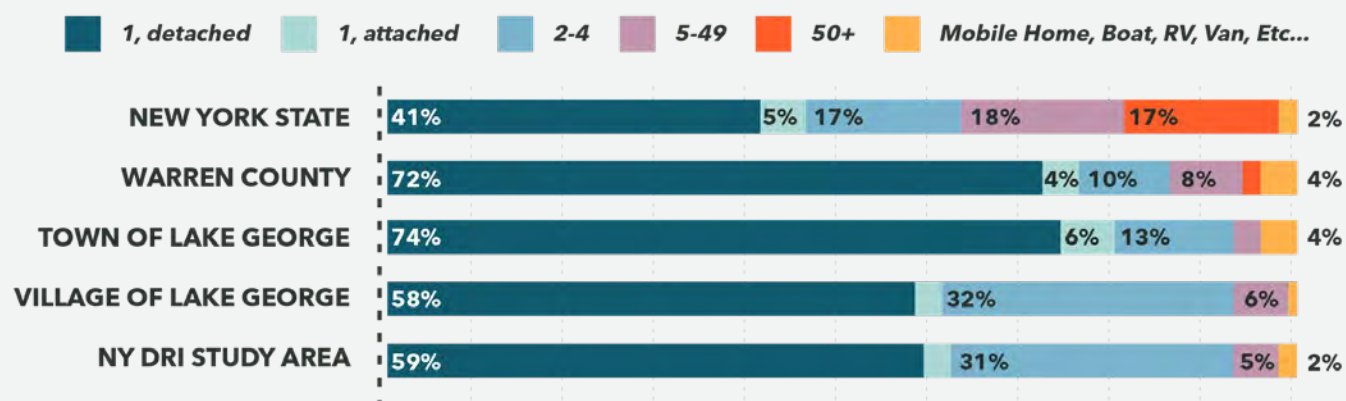
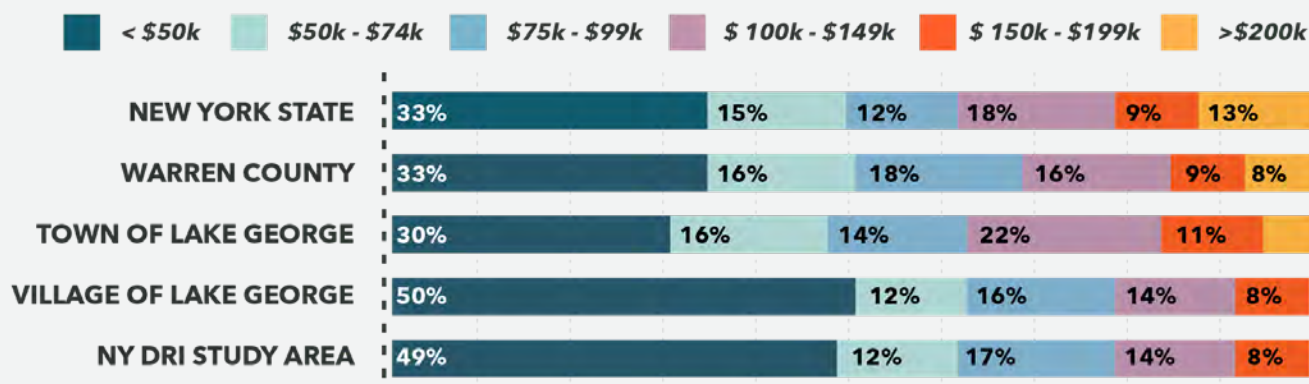
Share of Housing Units by Units in Structure, 2023

FIGURE 1.36:

Distribution of Household Income by Income Level, 2023

Seasonal Housing:

According to the 2022 ACS, 23.3% of housing units in the Village are used for seasonal use while 74.1% are occupied with residents. Just 56.9% of housing units in the Town are occupied and 35.9% are for seasonal use. The 2020 Decennial Census reported 44 vacancies in the DRI Area, of which 33 were seasonal vacancies (32.0% of total units). AirDNA, a seasonal housing analytics firm reported that there are 389 active short-term rentals in the Town of Lake George in June 2024, accounting for 14.7% of the housing stock. The majority of these rentals are full-home rentals. AirBnB and VRBO listings for Lake George and the DRI Area as of June 2024 also showed 109 listings on AirBNB and 93 on Vrbo, with average rents of \$414 and \$451 per night, respectively. Eleven of the AirBnB and three of the Vrbo listings were located in the DRI Area. The study area units had average nightly rates of \$409 and \$566, respectively.

Affordable Housing:

According to HUD, as of May 2024, there were zero housing choice vouchers units (HCVs) in the Village and 14 HCVs in the Town, all located in the census tract 72001 just south of the Village. Although there are nearly 900 rent-stabilized housing units in Warren County as of 2023, none are located in the Town or Village. Sun Valley Apartments is currently under construction and will offer 39 year-round (not seasonal) workforce housing units targeting households earning 60 to 120% of area median income.

Affordability: Local housing affordability levels are set by HUD based on Area Median Income (AMI) for the Glens Falls, NY Metropolitan Statistical Area (MSA) with varying levels of affordability depending on income level and household size. Like the Town, and the Village, the average household size in the DRI Area is roughly 2 persons per household according to the 2020 Decennial Census.

The Village and DRI Area Households median incomes are at roughly \$50,000, indicate that more than half qualify for subsidized housing within the Low to Very-Low income range.

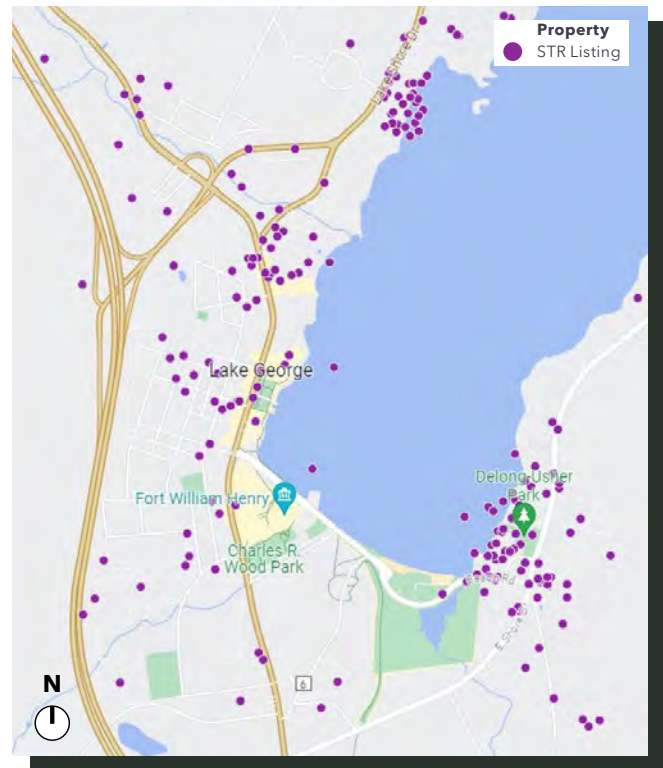


FIGURE 1.37: SHORT-TERM RENTALS IN THE VILLAGE OF LAKE GEORGE, 2024

TABLE 1.4:

Affordability by Income + Household Size in the Glen Falls MSA, 2024

AMI	1 PER.	2 PPL	3 PPL
Very Low-Income Limits (50% of AMI)	\$32,350	\$37,000	\$41,600
Low-Income Limits (80% of AMI)	\$51,750	\$59,150	\$66,550
Median Family Income Limits (100% of AMI)	\$64,688	\$73,938	\$83,188
Moderate-Income Limits (120% of AMI)	\$77,630	\$88,730	\$99,830

Note: 100% & 120% of AMI calculated by Urbanomics

Sources Include: HUD, FY 2024 Income Limits Documentation System; ESRI, Business Analyst, 2023 Population Estimates

TABLE 1.5:
**Distribution of Households by AMI Level, Household Income,
& Affordable Monthly Rent, 2024**

AMI-Based Income Tier	Annual Income Range	Estimated Affordable Monthly Rent
Extremely Low-Income (<30% of AMI)	\$0 - \$27,720	\$0 - \$693
Very Low-Income (30%-50% of AMI)	\$27,721 - \$46,200	\$693 - \$1,155
Low-Income (50%-80% of AMI)	\$46,200 - \$73,920	\$1,155 - \$1,848
Middle-Income (80-120% of AMI)	\$73,921 - \$110,880	\$1,848 - \$2,772
Upper Income (>120% of AMI)	\$110,881 or higher	\$2,772 or higher

FIGURE 1.38:
Estimated Households by AMI Level, 2024

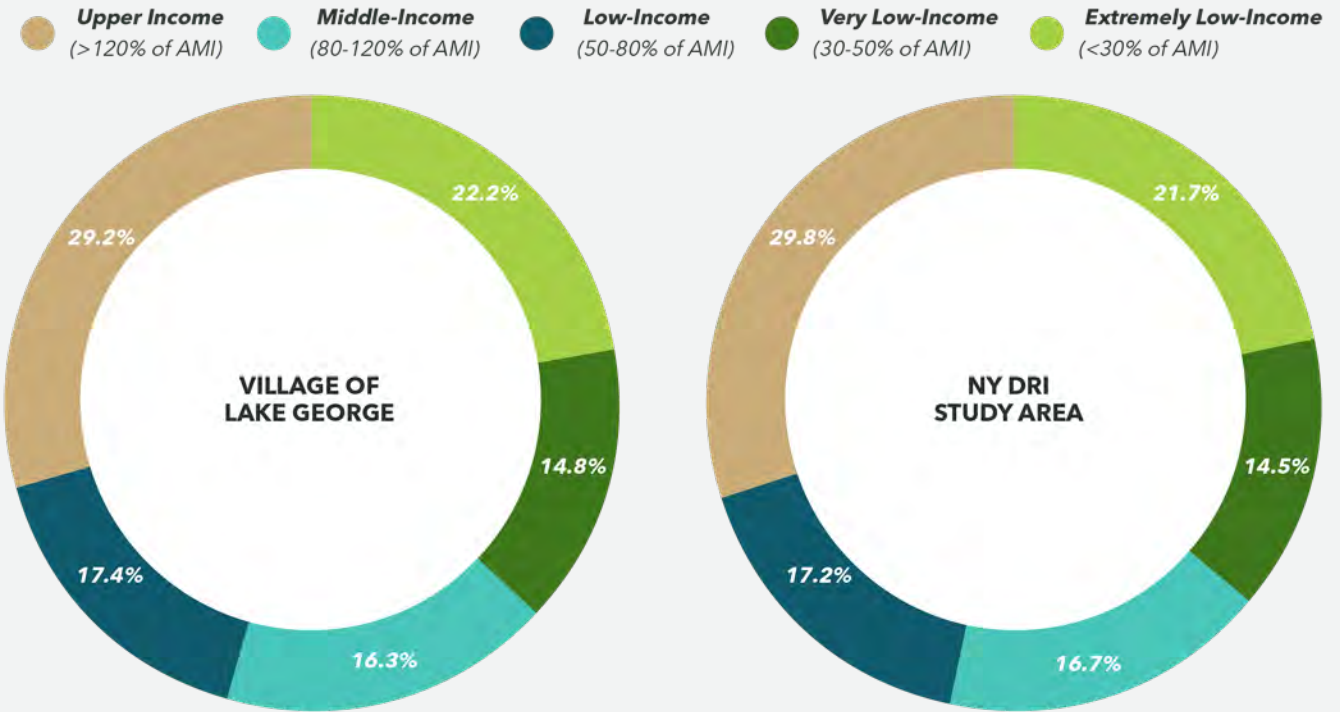


TABLE 1.6:
Glens Falls MSA FMR by Unit Size

Year	Studio	1-BD	2-BD	3-BD	4-BD
FY 2024 FMR	\$939	\$1,025	\$1,284	\$1,662	\$1,710
FY 2023 FMR	\$790	\$896	\$1,119	\$1,451	\$1,503

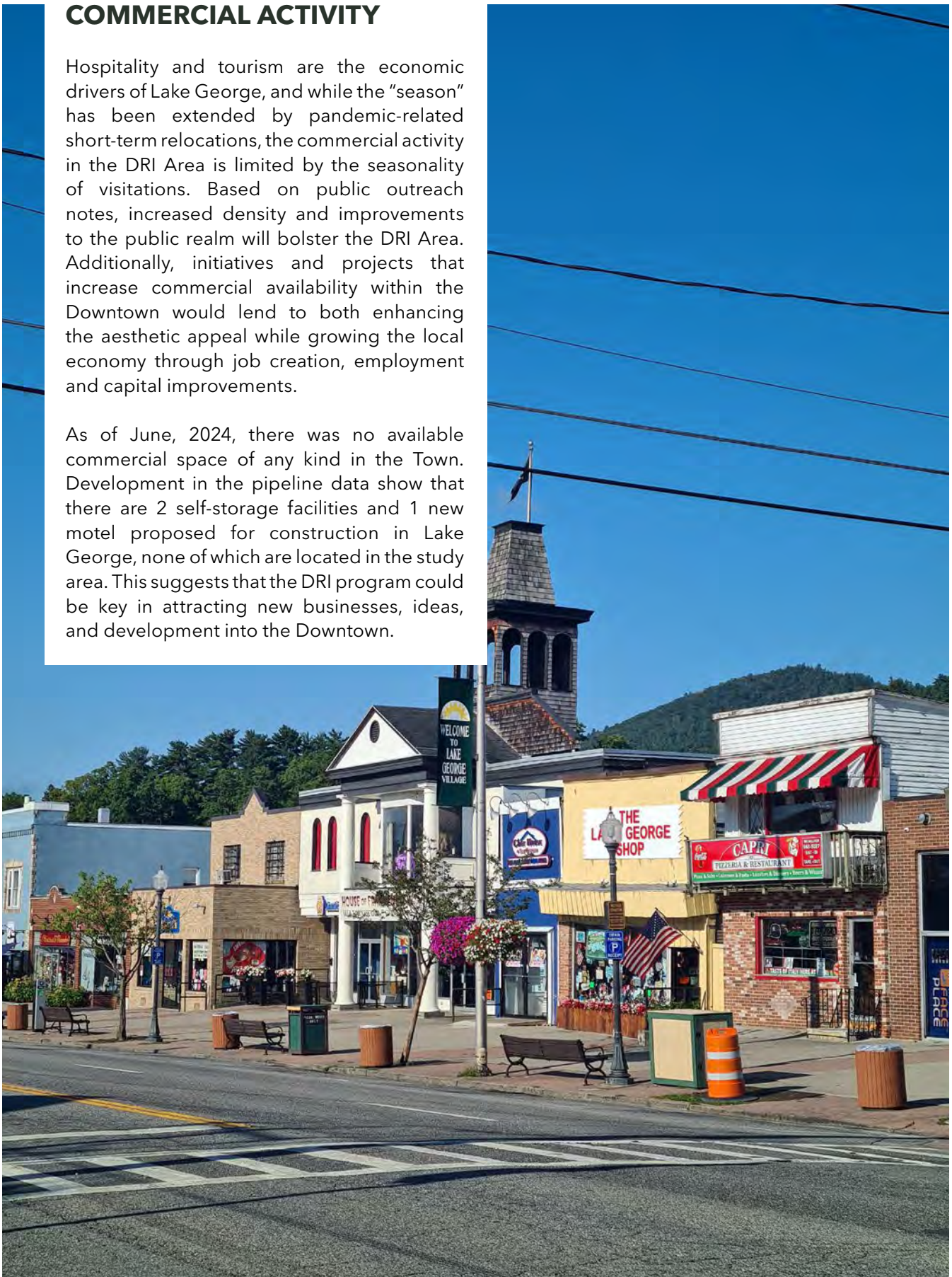
TABLE 1.7:
Small Area FMR (Zip Code: 12845) by Unit Size

Year	Studio	1-BD	2-BD	3-BD	4-BD
FY 2024 FMR	\$1,010	\$1,100	\$1,380	\$1,790	\$1,840

COMMERCIAL ACTIVITY

Hospitality and tourism are the economic drivers of Lake George, and while the “season” has been extended by pandemic-related short-term relocations, the commercial activity in the DRI Area is limited by the seasonality of visitations. Based on public outreach notes, increased density and improvements to the public realm will bolster the DRI Area. Additionally, initiatives and projects that increase commercial availability within the Downtown would lend to both enhancing the aesthetic appeal while growing the local economy through job creation, employment and capital improvements.

As of June, 2024, there was no available commercial space of any kind in the Town. Development in the pipeline data show that there are 2 self-storage facilities and 1 new motel proposed for construction in Lake George, none of which are located in the study area. This suggests that the DRI program could be key in attracting new businesses, ideas, and development into the Downtown.



DEMOGRAPHIC SNAPSHOT & ECONOMIC CONTEXT SUMMARY AND RECOMMENDATIONS

This section of the Downtown Profile & Assessment provides an overview of the Demographics and the Economic contexts of the Lake George Downtown Revitalization Initiative boundary. The objective is to assist stakeholders in understanding the socio-economic make up of the Town and Village of Lake George, in relationship to the County and State as it informs downtown revitalization areas of interest and concern. The assessment covers the following primary topics:

1. Population Overview: Age, Income, Employment & Educational Attainment
2. Housing Assessment: Ownership & Rentals
3. Housing Affordability
4. Commercial Activity

The following recommendations are a response to the demographic and housing challenges present, and are based on demographic and economic-driven opportunities identified in this section of the Downtown Profile and Assessment. These recommendations are provided as a framework for supporting housing availability and tenure, local employment opportunities, and improved quality of life for all, while attracting people to come live, work, and stay in Lake George year-round.



THE VILLAGE MALL ALONG CANADA ST, 2024

1. Hospitality and tourism are the primary economic drivers in Lake George, especially its downtown. While the high “season” has been extended by pandemic-related short-term relocations, commercial activity in the DRI Area is limited to seasonal and the many weekend festivals and/or regional events held throughout the year. Such events include: Lake George Winter Carnival (February), The Great Upstate Boat Show (March), Americade Motorcycle Rally (late May/early June), the Lake George Music Festival (August), Adirondack Nationals Car Show (September), Jazz at the Lake (September), and Winter’s Dream (Dec-March).

- » **Increasing density and improvements within the public realm**, both building and landscape environments, will bolster existing businesses and attract new ones into the DRI Area. Through which, the downtown becomes more attractive and livable for diverse populations.
- » **Diversifying economic activities in the DRI Area**, so that both the local economy and local residents and/or businesses are not as vulnerable to events (such as COVID-19, sustained bad weather or flooding due to climate-change) that disrupt tourism.

2. Housing availability is a key concern for the community, especially from an economic perspective. Almost 25% of housing is available for seasonal use only, with very few vacancies in the year-round stock. This external pressure for short-term housing has driven rents up 40% since 2010. As of June 2024, there were only 2 year-round rentals available in the Village, with averaged asking rents of \$2,875 for 2-bedroom units. These rents would be considered affordable to households with an annual income of \$115,000 – more than twice the median income of the DRI Area. The high price and limited amount of available housing leaves few options for permanent residents.

- » Investing in **permanent housing (of all types)** will contribute to strengthening year-round commercial economies, providing options to diversity the labor force, while allowing local businesses to attract more workers and expand.

Downtown Profile Recommendations

The analysis described in the preceding pages, highlight conditions within the Lake George DRI Area that should be celebrated and enhanced, while identifying challenges that should be addressed. Below are key takeaways to be considered when reviewing and selecting the DRI projects.

Built Environment:

- Projects that **prioritize architectural character** and restoration can support the downtown's overall charm and sense of place.
- Projects that provide **community-friendly rental spaces** can support a diversity of small businesses.
- Projects that support the use of **multi-modal transportation**, including bikes and public transit, can support initiatives that improve the pedestrian experience in the Downtown and reduce the need for additional parking. This also links to County-wide efforts of expanding multi-modal transit opportunities such as biking through the Empire State Trail, for example.
- Projects that **include streetscape and roadway enhancements** will support the visual character and accessibility of the Downtown.
- Projects that **restore existing utilities** with new, carbon-free energy systems will build from sustainability initiatives for a net-zero downtown.
- Projects that include more **tree planting and landscaping** will support mitigating urban heat island effect within the Town and Village.
- Projects that **integrate green infrastructure** will support ongoing Town and Village resiliency initiatives while addressing climate change induced projections.
- Projects that provide entrepreneurs with **assistance, tools, and resources** will help them stabilize and grow.

Quality of Life:

- Projects that **enhance and celebrate art and culture** will build on current and past arts and entertainment focused initiatives and experiences.
- Projects that **provide more year-round amenities**, such as grocery stores, pharmacies, restaurants, and educational or art programming will help attract and retain future residents.
- Projects that support inclusive, affordable, accessible as well as seasonal rentals and market-rate **housing options** will help fill the housing gaps found within Lake George for both resident populations and workforce groups, allowing projects will to thrive locally and in neighboring communities.
- Projects that promote **year-round programming** will diversify the economy and enhance the quality of life for resident while growing the local economy.
- Projects that advocate for and promote **racial and economic equity** in Lake George would serve all populations regardless of income level, educational attainment, or employment sector.
- Projects that center the **intergenerational experiences** of residents would help build income, credit, careers, and cultivate community assets.

Additionally, the data highlights the dynamic and diverse nature of Lake George community and geography, but it also underscores the need to address economic disparities, housing challenges, and retail gaps to foster further growth and development in the region. Emphasizing year-round programming, educational services, and creating opportunities for more inclusive community engagement could be vital steps towards building a thriving Downtown core for the future of the Town and Village of Lake George.

Help us define the vision and goals for the Lake George DRI:

An accessible/
renovated (welcoming)
Community Room at
Coldwell-Lake George
Library

Recreation
Department
(Similar to Queensbury)

More parking
larger space
for library
and for
the library

at what we want to make the Village more active, year
round, diverse, and responsive to local needs?

* Indoor sports complex (swimming pool etc)
Accessible buildings, more parking-handicapped
more accessible sidewalks
and benches

RAMP
FOR THE
COURTHOUSE
It's coming

Year Round
Activities

Housing for
workers -
student workers
seasonal workers
* yes ↑

Parking passes
for Town + Village

Resid
At least
12 not 5
13 of you

More Craftsman
Perform Co-op type of
arts Cen
(like Tonawanda
Area Center
around there
Falls)

ing
Duffy's
son in
YE Absence
Still

Viable,
year-round
shops/
restaurants

A great
Bookstore
Laptop for our
many local writers
to do readings

AMERICAN
NATIONALS

Shuttle
Service
CORE
MTN

What would encourage you to walk, bike, or use alternative transportation in Lake George?

Free Trolley Service
A ccessible free trolley

Better
sidewalks
Yes!

Sidewalks in
Fort George Park
are terrible -
NO recreation

Free trolley &
rental bikes

bike path
expansion +
in town!

Hard to do -
but widen
Canada Road
to ease parking
+ congestion +
make it safer
yes to

Yes!

Sidewalks
ON TALK
SO END

Improve
Bike Route
from South to North
on Canada St. Gabe
like Bk to Warrington
X 2

More off-
road
Non-motorized
Multi-use
Similar to Wad
County Area
Trail in So
Lake, Coles
Tollway in Wad

What kinds of activities do you want to see in the Village?

Year Round (?)
Performing Arts
or shoulder weeks

Year-round
performing arts
Center

Children's
museum

agym

Year-round visual &
performing arts
programming
+ ice skating

More concerts
Maybe a theater
Pickleball tournaments

SECTION II:

**COMMUNITY
VISION,
GOALS,
AND
STRATEGIES**

Lake George DRI Vision & Goals

LAKE GEORGE DRI VISION

The Local Planning Committee (LPC) - supported by the State and the assigned Consultant team, and shaped by initial public input - crafted a vision statement to reflect the community's aspirations for the Town and Village of Lake George. Local goals and strategies were then developed to guide project selection and shape future investment within and beyond the DRI Area. The vision and goals were finalized through an iterative process informed by public engagement and outreach, stakeholder interviews, community surveys, LPC meetings, and extensive planning efforts led by the Town and Village that preceded the DRI award.

Lake George has benefited from significant public and private investment over the past decade, with over \$117 million directed toward the DRI Boundary Area and its surroundings. A substantial portion of this funding has come from grants awarded through the Capital Region Regional Economic Development Council (REDC), with focus on infrastructure

improvements to enhance the Town and Village's capacity to support future growth and development. Other comprehensive efforts include water quality improvement projects, economic and tourism-driven investments, energy and green infrastructure upgrades, as well as historic preservation and cultural programming projects.

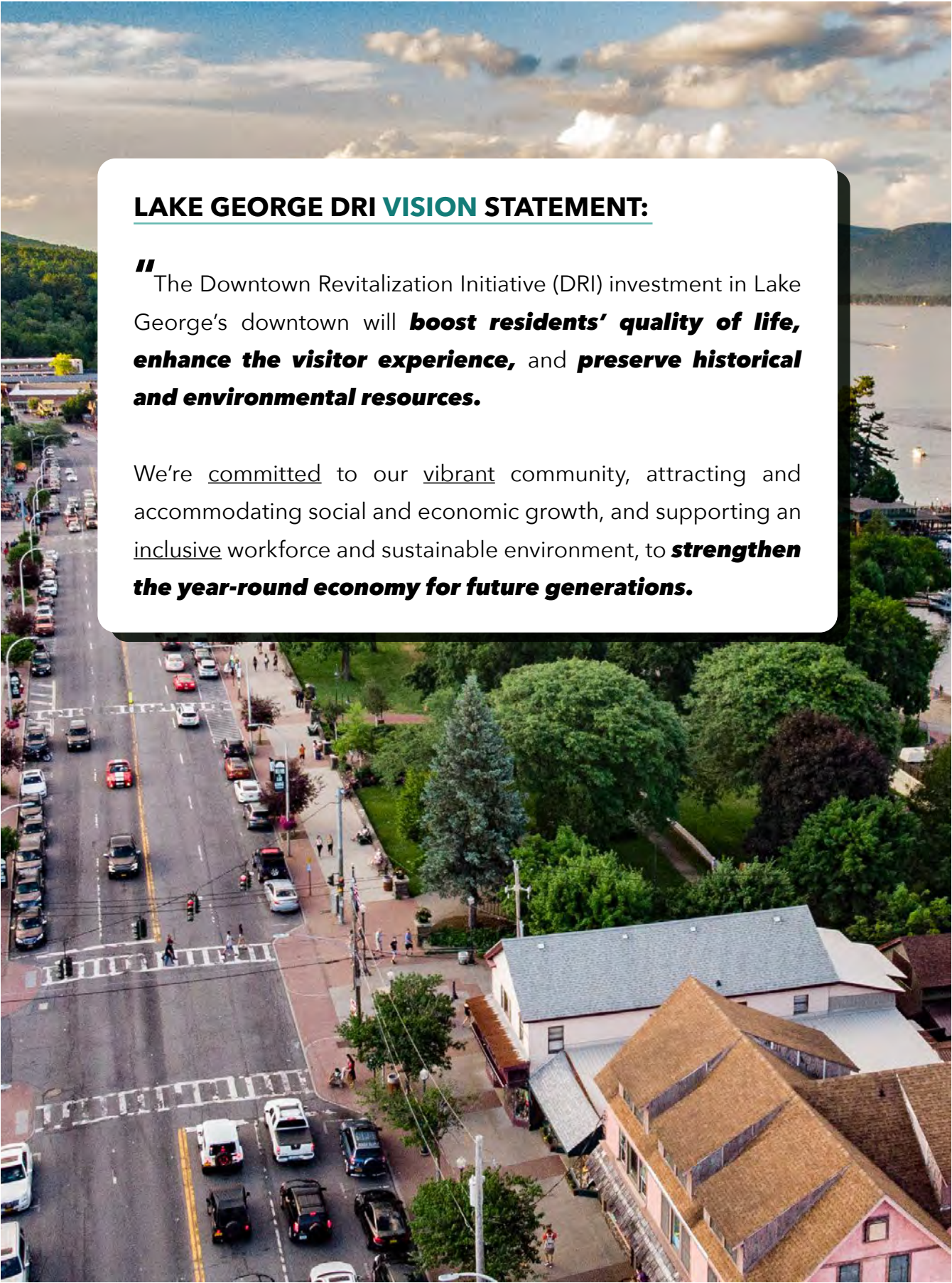
The infusion of DRI funds into Lake George's downtown not only builds upon past investment but also accelerates the realization of the community's short and long-term goals for revitalization. This funding amplifies efforts to establish the Town and Village of Lake George as a vibrant, year-round place by enhancing the quality of life for residents and creating a dynamic, welcoming environment for visitors. Central to this vision is leveraging Lake George's existing assets - its unique natural beauty, historic charm, and vibrant cultural traditions - while preserving these elements and introducing new innovative opportunities for generations to come.

WORN
TACKY
TRADITIONAL
OVERLY COMMERCIAL
DATED
UNCLEAN
NO CURB APPEAL
PATCH WORK
TIRED
RUN-DOWN
OLD
BUILDINGS
KITCHY
MASS TOURISM



HISTORICAL
YEAR-ROUND
ACCESSIBLE
BEAUTIFUL
DIVERSE ASSETS
MULTI-
SAFE
GENERATIONAL
ENTREPRENEURIAL
CHARMING
FUN
FAMILY-FRIENDLY
POTENTIAL
PROGRAMMING
DIVERSE HOUSING
QUAINT
CULTURALLY ENGAGING
WAY-FINDING &
RESILIENT
BRANDING
DOG-FRIENDLY
ATTRACTIONS
ACTIVE
VIBRANT
PROMISING

VISIONING EXERCISE: ONE WORD TO DESCRIBE THE DOWNTOWN AT PW #1

An aerial photograph of a downtown street in Lake George, New York. The street is lined with parked cars and has a crosswalk. To the right of the street is a large, lush green park area with many trees. In the foreground, there are several buildings, including a prominent one with a red roof and a pink facade. The background shows a body of water (Lake George) and distant mountains under a blue sky with scattered clouds.

LAKE GEORGE DRI VISION STATEMENT:

"The Downtown Revitalization Initiative (DRI) investment in Lake George's downtown will **boost residents' quality of life, enhance the visitor experience, and preserve historical and environmental resources.**

We're committed to our vibrant community, attracting and accommodating social and economic growth, and supporting an inclusive workforce and sustainable environment, to **strengthen the year-round economy for future generations.**

VILLAGE DOWNTOWN, CREDIT: LG CHAMBER

LAKE GEORGE DRI GOALS & REVITALIZATION STRATEGIES

The DRI goals and strategies will guide future development and revitalization of the Downtown. The following goals support short and long-term opportunities through public and private investment. Proposed projects must address at least one DRI goal but are strongly encouraged to meet multiple goals to maximize impact and align with State priorities. Revitalization strategies offer diverse ways to achieve or align with the overarching goal while supporting

the community's vision. By engaging local residents, businesses, municipal leaders, and stakeholders - the revitalization plan aims to enhance quality of life, stimulate the local economy, and reaffirm Lake George as a thriving, inclusive, destination to live, work and play. The strategies include multiple scales of investment and projected impact, and foster future programming and sustainable enhancements to the built and urban environment of the DRI Area.

GOAL 01



Enhance and expand the charm of Lake George and create an attractive, safe and accessible downtown with a strong sense of place.

- 1. Redevelop** vacant lots and outdated structures with affordable and mixed-use developments to **add retail and cultural programming** to the Downtown streetscape.
- 2. Expand** designated commercial loading or creating flexible curb zones adjacent to commercial corridors to help improve congestion, double parking, and pedestrian safety especially during tourist seasons.
- 3. Develop an open space parks strategic plan** that identifies communities in need and opportunities to expand park spaces for a range of passive and active recreation activities.



GOAL 02



Transform Lake George into a year-round destination through strengthening services and resources for an inclusive, diverse workforce to promote economic growth.

- 1. Provide opportunities for job creation** through mixed-use revitalization projects and improve the economy through year-round job creation.
- 2. Foster social inclusion and cohesion** by maximizing commercial, retail, cultural and institutional opportunities and programming for residents.
- 3. Invest in infrastructural improvements** that promote a range of uses for residents, business owners and tourists including roads, bridges, water, electricity, telecommunications, high-speed broadband internet for all, etc.



GOAL 03



Protect, celebrate and enhance the historical, cultural, and natural assets that make Lake George a regional destination.

- 1. Expand on community engagement** efforts to identify collective values & priorities for preservation opportunities.
- 2. Provide opportunities** for existing cultural and arts institutions to renovate and expand their programming.
- 3. Improve public spaces**, urban parks, business corridors such as Canada Street, to add interest, promote safety and increase the attractiveness of the Downtown.



GOAL 04



Expand upon sustainability efforts to enhance the social and environmental resilience of Lake George.

- 1. Prioritize energy-efficient projects** that consider reducing their carbon footprints, including geothermal, and enhancing green building features.
- 2. Promote sustainable energy networks** including electric vehicle (EV) charging and solar production hubs.
- 3. Implement a tool-kit of green infrastructure (GI) interventions** including: expansion of the existing tree canopy, restoration of natural hydrological flows, and transformation of underutilized spaces and impervious surfaces.

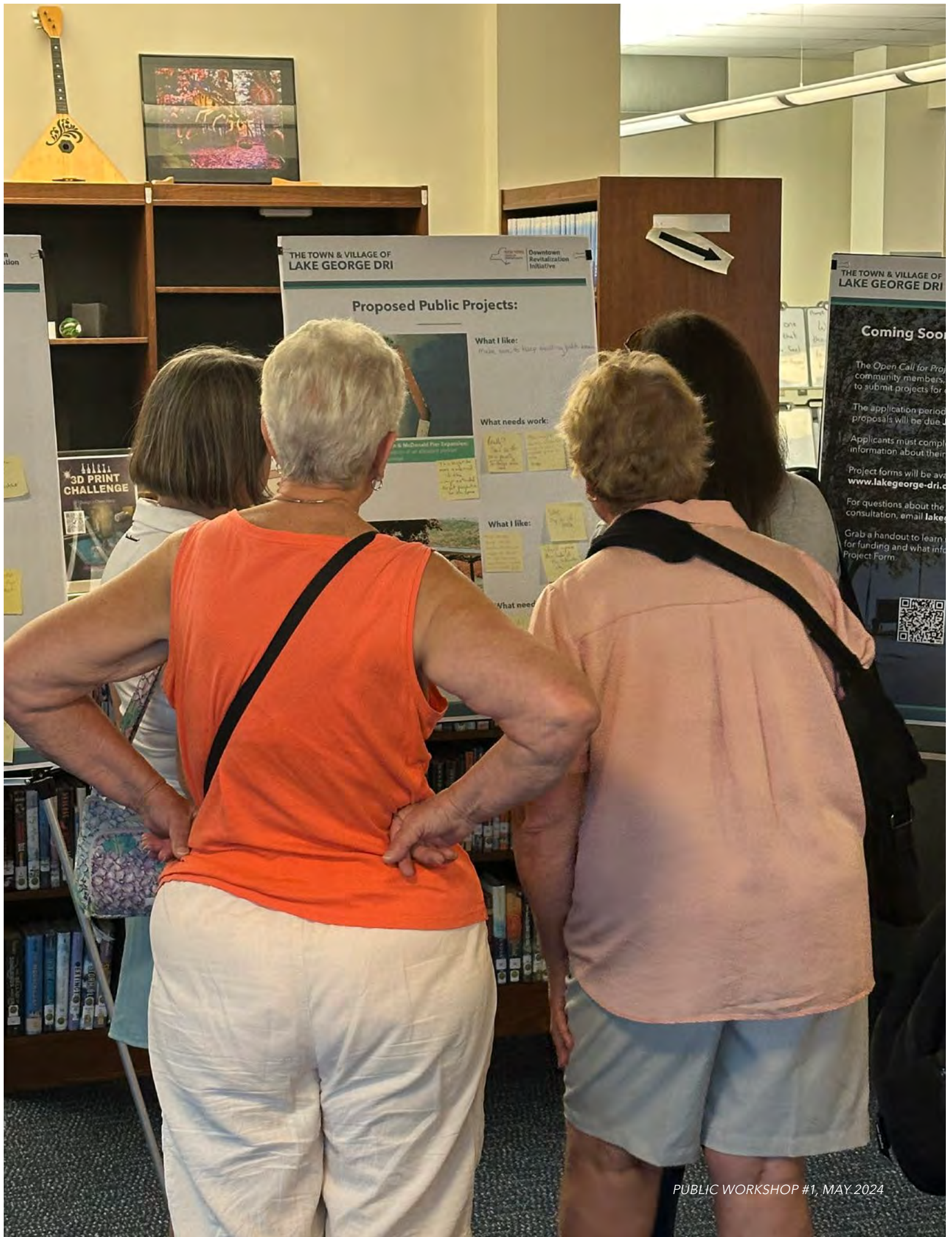


GOAL 05



Prioritize improving the quality of life in Lake George while sustaining and growing the resident population.

- 1. Improve the pedestrian experience** with street lighting, crosswalks and a way-finding and signage to orient visitors to key destinations, landmarks and events Downtown.
- 2. Reconstruct streetscapes** to accommodate and encourage **alternative modes of transportation**, reducing the community's reliance on cars and the demand for parking.
- 3. Provide** mechanisms for business owners and homeowners to **maintain or restore historic buildings and structures**, such as facade improvements.



PUBLIC WORKSHOP #1, MAY 2024

SECTION III:

PUBLIC ENGAGEMENT

OVERVIEW

Inclusive and equitable community engagement was fundamental to the success of the Lake George Downtown Revitalization Initiative planning process and the selection of DRI projects. Community engagement was immersive throughout the process and will be crucial for the success of implementation efforts in the future. The Consultant Team, alongside the Local Planning Committee (LPC) and Municipal leaders collaborated to identify various constituent and stakeholder groups including: year-round residents, business owners, the school community, project stakeholders, and hard-to-reach populations to ensure a productive engagement process. Various modes of engagement were pursued and encouraged - including print material, social media, and digital presence, to ensure the local community was provided ample opportunities to contribute to the development of the DRI vision and goals and offer their feedback on the proposed projects.

The Lake George planning process included six LPC meetings, two LPC Work Sessions, two Public Workshops, as well as half a dozen 1-on-1 stakeholder interviews, focused local outreach such as presence at community events, and virtual stakeholder outreach efforts that ensured a robust outreach process with diverse voices, ideas, and aspirations for the downtown.

Representing the interests and priorities of the Lake George community, the LPC worked alongside the Department of State (DOS) and Consultant Team to contribute to the development of the Lake George Strategic Investment Plan (SIP). The LPC met regularly to share ideas and provide overall direction while discussing proposed potential projects and prioritizing key action items.

The LPC Co-Chairs and members were critical to the active engagement and participation of the community throughout the process. Municipal leaders and the LPC worked closely with the Consultant Team to identify the most appropriate methods for public outreach and engagement.

The LPC ultimately served as the decision making body in reviewing and selecting DRI projects to be submitted to the State for funding consideration as part of the SIP. LPC meetings were held on a monthly basis between May and November 2024. Two LPC work sessions were deemed necessary and conducted throughout the planning process. The planning consultant set up and facilitated all meetings and work-sessions, including the receipt of public comment, collection of meeting summaries, and updating website material.



LPC MEETING #6 AT THE TOWN HALL

LPC MEETINGS & WORK-SESSIONS



MEETING	DATE	OVERVIEW
LPC 1	05/07/2024	- Consultant and State team introductions - DRI program, LPC Code of Conduct, participant roles & responsibilities, and planning process overview - Discussion of the DRI boundary, open call for projects timeline, and public engagement plan - Discussion of the preliminary community vision, gaps & opportunities
LPC 2	06/04/2024	- Stakeholder interviews, high-school assembly, and public workshop #1 updates and take-aways - Discussion of past plans & recent investments, as well as characteristics of strong DRI projects - Finalized DRI vision and goals, and drafted local evaluation criteria - Established minimum project size & match requirements - Presented process for the 'Open Call for Projects'
LPC 3	08/06/2024	- Shared stakeholder outreach & project sponsor updates, as well as community survey 01 responses - Finalized local revitalization strategies - Presented 19 initial projects received through the 'Open Call' period - a total of 12 public projects and 7 private projects - Discussion key findings and observations from the Downtown Profile - Reviewed any proposed boundary amendments that may be needed
Work Session 1 (virtual)	09/10/2024	- Shared proposed project updates - Reviewed and confirmed private project match requirement - Determined additional local criteria for project selection, and finalized the local project evaluation criteria - Reviewed State DRI decarbonization requirements
LPC 4	09/24/2024	- Shared planning process & engagement updates regarding project development and sponsor coordination - Recapped evaluation criteria and alignment with DRI Vision and Goals - Project sponsors presented their projects, and answered LPC questions on their proposals - Identify additional project information needed to support decision-making
Work Session 2 (virtual)	10/23/2024	- Recapped public workshop #2 takeaways and community survey 02 responses - Reviewed projects and project updates, and outlined questions to address - Reviewed State DRI decarbonization requirements, and identified that need to meet such requirements - Draft Slate of Projects for funding recommendation - Identify additional project information needed to discuss decision-making
LPC 5	11/04/2024	- Reviewed and discussed recommended projects based on evaluation criteria - Identified projects to remove from funding consideration (2 private projects were eliminated) - Shared Draft Slate of Projects - Discussion of Community Roadmap and best practices for continued revitalization
LPC 6	11/19/2024	- Recapped evaluation criteria and final LPC comments/discussion on projects - Continued discussion of Community Roadmap - Shared anticipated next steps for the implementation of DRI projects - Received public comment - LPC voted on the final slate of projects (16 recommended projects)

FIGURE 3.1: LOCAL PLANNING COMMITTEE MEETINGS & WORK SESSION SCHEDULE

LOCAL OUTREACH

Local engagement efforts were coordinated by the consultant team and the LPC to seek diverse representation throughout the planning process. Generally speaking, planning projects can lend to community engagement fatigue, and often times circumstances prevent people from participating in what is meant to be a participatory community planning process. While acknowledging the time and effort that is invested by the community into such practices, the planning team sought to meet people where they were by engaging in alternative efforts to hear from a wider range of voices.

Activities included meetings with potential project sponsors and developers, pop-up informational session at Caffe Vero, stakeholder meetings, presenting at a high school assembly, tabling at local music events, online surveys following public workshops, and a small project fund interest support session. These activities occurred between May and July, 2024. The purpose of these events was to educate the community about the DRI program, solicit input on the community's vision, goals and proposed public projects, and support potential project sponsors in completing applications and / or interest forms.

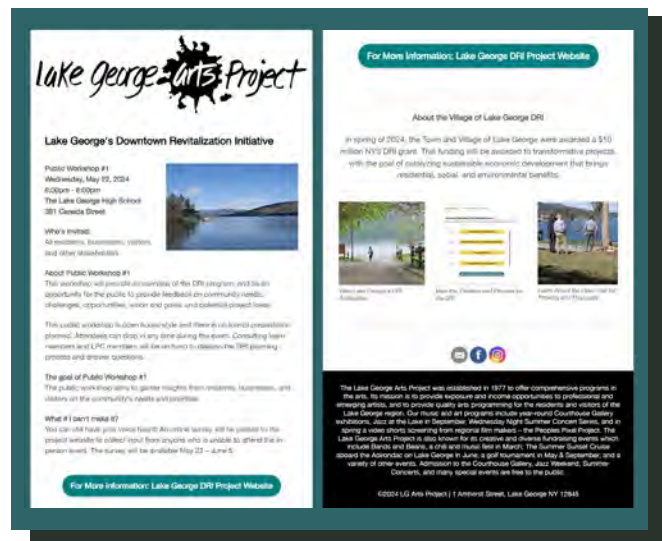
Over 450 people participated in these activities, including nearly 300 high school students. Students and the public both indicated strong support for the Small Project Fund, which would help to address concerns about aesthetics and winterization. Despite such, interest forms were slow to come-in, and therefore the consultant team hosted a support session after LPC meeting #3 to offer hands-on support to interested parties. Translated interest forms created in Spanish, Mandarin and English were distributed in person and posted online to the DRI website, to engage a larger local population.



POST CARDS PROMOTING THE DRI

Targeted Outreach Overview:

Targeted outreach provided an opportunity for the public to learn about and provide feedback to develop the vision and goals, comment on proposed projects, and offer local insight and nuance. Themes of sustainability, housing, natural resource protection, economic development, transportation, recreation, community aesthetics, accessibility, family-friendly offerings, and cultural and community development were especially central across the diverse groups engaged throughout the DRI planning process.



OUTREACH VIA THE ARTS PROJECT MAILING LIST

Stakeholder Interviews:

Stakeholder interviews were conducted at the Town Hall and various locations within the community to expand awareness about the Lake George DRI planning process and to solicit input on community needs, opportunities and project ideas. The purpose of these was to collect direct feedback from individuals and groups from identified hard-to-reach populations. With the support of the LPC co-chairs, the consultant team identified and interviewed representatives from the following organizations:

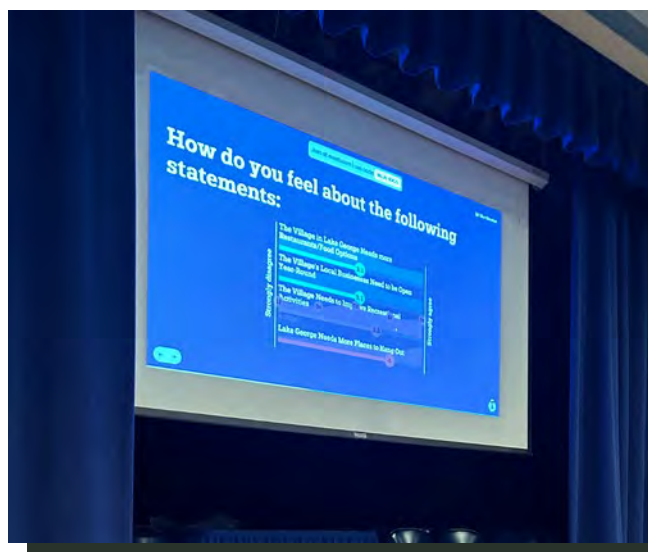
- Lake George Library
- Lake George Arts Project
- Lake George Historical Association
- Lake George Steamboat Company
- Town of Lake George Building and Grounds
- Lake George Rotary Foundation
- InterExchange for J-1 Student Engagement

Stakeholder interviews garnered feedback on the Town and Village's strong points. Stakeholders emphasized the lake as its biggest asset, alongside its natural beauty, history, small-town charm, and vibrant arts scene. Challenges noted included inconsistent aesthetics specifically the lack of design guidelines for storefronts, limited affordable housing, climate impacts, and a lack of consensus around a shared vision for how the community should expand or grow.

High School Assembly:

An all-school assembly was held at the High School on May 30, 2024 to obtain a youth perspective on community vision and goals. Nearly 300 students, faculty and staff filled the auditorium for a brief presentation about the DRI followed by an interactive exercise using Mentimeter, an online application for collecting real-time feedback. All students accessed the Mentimeter presentation on a phone or laptop.

As the slides are advanced by the presenter, the students see the same slides on their devices. Each slide contained a question that students responded to. Questions included where students spend time, mapping where they frequent within the DRI Area, reasons they go to the downtown, how they get around downtown, 'like' and 'dislike' questions, and alignment and interest in a range of proposed public projects. A common theme from students was the need for more community spaces like hangout spots and community centers. Through these suggestions



MENTIMETER INTERACTIVE RESPONSE, CREDITS: LABELLA

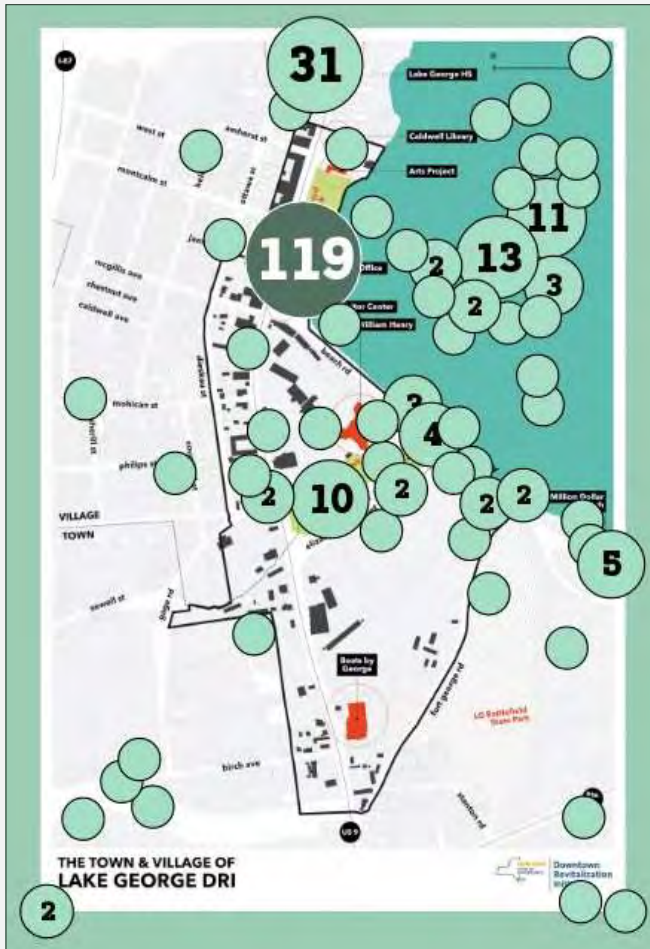
the students expressed the need for more accessible and affordable places for young people to spend time. Another common suggestion was increasing food and retail options beyond the current abundance of t-shirt shops and other tourist-oriented shopping.

Many responses also focused on enhancing beach and lake access by adding more public beaches, improving parking at the existing beaches, and constructing the lake walk or pier extension. Other suggestions included improving Wi-Fi/cellular access, decorations for holidays, and activities geared towards locals especially in the winter.



HIGH SCHOOL ASSEMBLY, CREDITS: LABELLA

1. Mark on the map where you go in the Village most frequently. (258 responses)



2. What do you like most about the Village in one word? (250 responses)



3. How do you feel about the following statements? (275 responses)



FIGURE 3.2: HIGH SCHOOL ASSEMBLY MENTIMETER RESPONSES, CREDITS: LABELLA

OUTREACH TAKEAWAYS

By listening to and learning from a diversity of local groups and stakeholders, several key phrases echoed across events. Including:

- Improve and elevate the built aesthetic of the private (building facades) and public realm (streetscape and parks).
- Expand and improve recreation/ arts/cultural opportunities within the community; specifically, an indoor performing arts venue and / or recreation center were mentioned by numerous individuals.
- Address local needs through expanded choices for year-round retail/restaurants (more unique, modern, and upscale businesses).
- Celebrate natural resources and history.
- Improve ADA accessibility and inclusive design, especially at public buildings and historic community assets.
- Enhance and invest in year-round offerings: resident vs. tourist and year-round vs. seasonal.

The valuable data gathered from targeted public outreach directly informed the LPC when discussing and revising local goals and strategies, towards achieving a comprehensive vision for the Downtown.



PROJECT IDENTIFICATION

To solicit the largest number of potentially transformative projects for the Downtown, an 'Open Call for Projects' was publicized and promoted at large in English, and also made available in Spanish and Mandarin. The Open Call of Projects was made available for seven weeks from June 6th to July 25th, 2024. As a public process that seeks to gather a range of public, not-for-profit, and private projects investments, potential project sponsors had three ways to submit a project, as follows:

1. Go to the Lake George DRI website Open Call page and fill out an electronic form
2. Email completed application form and material to lakegeorge.dri@outlook.com
3. Submit a hard copy, via mail or hand-deliver, at the Town Hall



LPC MEETING #1 CONSULTANT PRESENTATION

With the completion of the Open Call period, 19 projects came forward in total. Upon reviewing the eligibility and alignment of submitted projects with State and Local goals, in parallel to sponsor coordination, one project withdrew from funding consideration, and two projects were re-scoped to better align with community priorities. The revised number of proposed projects include eleven public and six private projects.

Project proposals were reviewed by the LPC, State and consultant team considering each project's readiness for implementation, catalytic effect, and cost effectiveness. The preliminary projects, then the refined projects were shared at public workshops to solicit thorough feedback. At LPC Meeting #6, the Local Planning Committee voted on the final slate of projects for DRI funding recommendation. The projects selected by the LPC were chosen due to their compatibility with the DRI evaluation criteria and their potential for creating catalytic transformation of the Lake George DRI Area.

Town and Village of Lake George

DRI Project Form

The Town and Village of Lake George has been awarded funds through the New York State Downtown Revitalization Initiative (DRI) to fund catalytic projects in the downtown to spur revitalization. The Local Planning Committee (LPC) is seeking project proposals from the public for potential projects to be included in Lake George's Strategic Investment Plan. Projects included in the Strategic Investment Plan will be reviewed by New York State and may receive funding from a total allocation of \$10 million. Project proposals must be received by:

July 25th, 5:00pm

To learn more about the Open Call for Projects and eligibility requirements visit the Lake George DRI website <https://www.lakegeorge-dri.com> or contact the consultant team at lakegeorge.dri@outlook.com

How to Submit Your Project

- 1 Review the Eligibility Criteria and Project Requirements**
on pages 2-4 to learn about requirements for projects and to make sure your project is eligible to be considered for DRI funding.
- 2 Review the Local Vision, Goals, and Evaluation Criteria**
on pages 5-6 to learn about the vision and goals for Lake George's downtown and about how the Local Planning Committee (LPC) and State will evaluate projects.
- 3 Fill out the Project Proposal Submission Form**
on pages 7-14. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Lake George's Strategic Investment Plan.
- 4 Submit your Completed Application**
Submit your completed application (and any supplemental materials) either electronically, in-person, or by mail no later than July 25th, 5:00pm.

→ **To submit online:**

Go to <https://www.lakegeorge-dri.com/opencall>

→ **To submit via email:**

Email your completed application and any supplemental materials to lakegeorge.dri@outlook.com

→ **To submit a hard copy, mail or hand-deliver:**

Town Hall
20 Old Post Rd
Lake George
NY 12845

? Questions regarding project eligibility, evaluation, or the project forms can be directed to Yasmine Kathkuda at lakegeorge.dri@outlook.com

1

OPEN CALL SAMPLE PROJECT FORM

Virtual Open House:

Throughout the seven-week 'Open Call' period, fourteen virtual open house sessions were conducted by the State and consultant team. Meetings provided a range of technical assistance to potential project sponsors, and addressed questions or concerns in regard to project viability, eligibility, decarbonization requirements, and the overall planning process. The consultant team addressed any issues or concerns by referring to planning guidance as provided by the State team, and followed up with potential sponsors any meeting takeaways and/or action items.

Town and Village of Lake George

Formulario de interés del Fondo para Proyectos Pequeños

¿Usted es propietario de algún negocio o propiedad en el Lake George Downtown Revitalization Initiative (DRI) límite (abajo)?

¿Tiene un edificio o negocio que necesita mejoras de menor escala, como renovación de interiores y exteriores o adquisición de equipamiento permanente?

El Fondo para Proyectos Pequeños (Small Project Fund) forma parte de uno de los proyectos de DRI, destinado a financiar determinadas mejoras en los centros urbanos, como renovación de edificios (por ejemplo, techado, acondicionamiento interior, sistemas HVAC, etc.), asistencia comercial (por ejemplo, adquisición de equipamiento permanente) u obras de arte público.

Para que el Fondo para Proyectos Pequeños se incluya en la lista de proyectos DRI propuestos presentados al Estado, es importante documentar el interés en este. El DRI Local Planning Committee está buscando cartas de interés de propietarios de empresas o propiedades para demostrar que están interesados en participar en este programa.

Sin embargo, presentar una carta de interés no garantiza que una comunidad solicite un Fondo para Proyectos Pequeños en el marco de la DRI. El patrocinador del proyecto (por ejemplo, el municipio o el dueño de mejora empresarial) también tendrá que demostrar interés y capacidad para implementar un Fondo para Proyectos Pequeños. Puede encontrar información adicional sobre la elegibilidad y los requisitos para el Fondo para Proyectos Pequeños en la página 1.



Se debe enviar una carta de interés (páginas 2 y 3) a Chrysosmhi Kouloountas al correo electrónico lakegeorge.dri@outlook.com antes de

July 25th, 5:00pm

注意向表

Town Revitalization Initiative (DRI) 区内 (如下) 拥有企业或行小規模改造, 如内部和外部翻新或永久购置设备?

它是一种 DRI 项目类型, 可为中心区的系列交通提供资金支持, 基础设施等)、商业援助 (如永久设备购置) 或公共艺术等。

要纳入提交予州府的拟议 DRI 项目名单, DRI Local Planning Committee 以表明有物业和/或企业主有意愿参与该项目。

并会在 DRI 中申请小型项目基金, 项目发起人 (如市政当局或商业力量) 实施小型项目基金, 有关小型项目基金的需求和要求的其他信息。

必须通过以下方式提交意向书 (第 2 至 3 页): 联系人: Chrysosmhi Kouloountas, 电邮: lakegeorge.dri@outlook.com 截止时间: **July 25th, 5:00pm**

THE TOWN & VILLAGE OF LAKE GEORGE DRI

Join Us on August 7th:

SMALL PROJECTS FUND INTEREST - OPEN HOUSE!

at the Holiday Inn Club Room from 10AM-12PM

Everyone is welcome!

The Town & Village of Lake George Downtown Revitalization Initiative (DRI) invite you to submit a **Small Project Interest Form** necessary to strengthen the case for the Town, Village, and ultimately project sponsors to receive up to **\$600,000 in award funding**, as part of the \$10 million awarded as the Capital Region 7th round winner of the NY State Downtown Revitalization Initiative (DRI).

The Small Projects Fund interest form will remain available until September 28th, for smaller projects with targeted revitalization efforts (building improvements / business assistance) to be brought forward. All projects must be within the DRI Boundary.

Visit the project website (www.lakegeorge-dri.com) or contact the Lake George DRI planning consultant with any questions: lakegeorge.dri@outlook.com



DRI BOUNDARY:

www.lakegeorge-dri.com

THE TOWN & VILLAGE OF LAKE GEORGE DRI

LPC MEETING #3
at Lake George Town Hall
20 Old Post Rd
Lake George, NY 12845
on **August 6th, 2024**
from 5-7PM

In spring 2024, the Town & Village of Lake George were awarded a \$10 Million NYS DRI grant! This funding will be awarded to transformative projects, with the goal of **catalyzing sustainable economic development** that brings residential, social, and environmental benefits.

We are now **inviting applications for project proposals** through Open Call process until 5pm, July 25th.

Join us at the third Local Planning Committee meeting to learn more about the DRI process and the projects submitted!

Visit our website to learn more about upcoming planning meetings and workshops, the open call, and ways to get engaged!
www.lakegeorge-dri.com



THE TOWN & VILLAGE OF LAKE GEORGE DRI

The Downtown Revitalization Initiative and NY Forward programs focus on creating healthy, vibrant, walkable downtowns that catalyze sustainable economic development and accrue numerous economic, social, and environmental benefits to the locality, the region, and the State as a whole.

<https://www.ny.gov/programs/downtown-revitalization-initiative>

The Town & Village of Lake George are excited to announce that we have been awarded \$10 million in funding through the NY State Downtown Revitalization Initiative (DRI). We are beginning a planning process that will guide how to best invest those dollars. We have established a Local Planning Committee who are working to develop a Strategic Investment Plan and we want your input!

Please visit www.lakegeorge-dri.com to learn about the program, the public engagement schedule and how to submit a project for the Open Call for Projects.

The first public workshop is scheduled for 6PM Wednesday May 22nd at the Lake George High School Cafeteria. Additional opportunities for input are planned in June-October. Check the website for updates!

www.lakegeorge-dri.com

Time: 6:00pm
Location: Lake George High School Cafeteria

We hope to see you there!



THE TOWN & VILLAGE OF LAKE GEORGE DRI

In spring 2024, the Town & Village of Lake George were awarded a **\$10 million NYS DRI grant!** This funding will be awarded to transformative projects, with the goal of **catalyzing sustainable economic development** that brings residential, social, and environmental benefits.

Town & Village **State Team** **Consultant Team**
local

Visit our website to learn more about upcoming planning **meetings and workshops**, fill out the **community survey**, and ways to get engaged!

OPEN CALL FOR PROJECTS:
Do you or someone you know have a catalytic project that can help transform Lake George? Is it within the DRI Boundary? We are accepting applications from **June 6th to July 18th 2024**.

We hope that projects are brought forward towards achieving the vision and goals for the Town & Village of Lake George!

Learn more about the Open Call for Projects on our website, and join the mailing list at:
lakegeorge.dri@outlook.com

www.lakegeorge-dri.com

The DRI Boundary



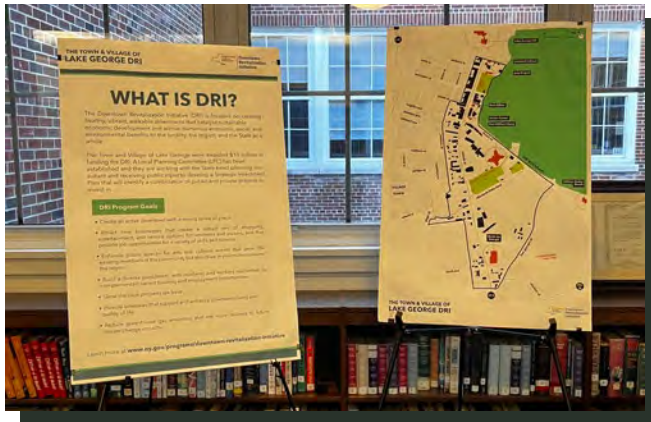

PROMOTIONAL MATERIAL SHARED IN-PERSON AND VIA SOCIAL MEDIA, PRESS RELEASE & MAILING LISTS

PUBLIC WORKSHOPS OVERVIEW

Two public workshops were held at the Jr. Sr. Highschool on May 19th and September 25th, 2024, to share updates and milestones, while soliciting feedback from the public to create the downtown profile, inform the development of the DRI vision, goals and strategies, and identify level of support and feedback on topics pertaining to proposed projects and future revitalization ideas for the downtown. Insight gained through public workshops was rooted in local knowledge, priorities, and ambitions for the future of Lake George.



DISTRIBUTED POST CARDS PROMOTING PW #1



DRI OVERVIEW STATION AT PW #1

The information gathered from public workshop participants and survey respondents was used to inform the Local Planning Committee, as well as refine the downtown profile & assessment and final vision, goals, and revitalization strategies included in the LG Strategic Investment plan. Public feedback from the second workshop, assisted the consultant team and LPC in identifying level of project support and concept ideas to include in the SIP Community Roadmap for future revitalization opportunities. Workshop decks, interactive boards, and summaries were prepared by LaBella, who led the community engagement and outreach efforts throughout the DRI planning process. All material was posted to the DRI website and circulated to the LPC mailing list to ensure transparency and wide-reaching accessibility.

The workshops were different in flow and format, tailored to the relevant stage of planning process. Generally, the workshops introduced the DRI process and goals, then invited participants to engage in a series of interactive activities and / or surveys and worksheets tailored to the local community to share their input and feedback. The diversity of voices

heard and questions asked represented a range of community interests, values, and aspirations for the future of the Town and Village. For residents who were unable to join in-person, an online survey and an open-line of communication followed each workshop and was made available for at least two weeks to solicit more responses and try and engage as many people as possible.



PROJECT WORKSHEET & SURVEY AT PW #2

To spread the word about the DRI planning process, and encourage greater public attendance and community presence at events, the consultant team designed a series of fliers, posters and post-cards for circulation. Public workshops, in particular, were advertised widely via mailing lists, the Lake George DRI and Town websites, through social media posts, on-line banners, word of mouth, and stakeholder outreach. Printed promotional material was also distributed in advance of all events and workshops through the Visitor Center, the Arts Project, and made available at the Town Hall. While attendance at each workshop varied, the input from attendees proved invaluable to project development and the planning process more generally, and is captured in the Project Profiles (IV) and Community Roadmap (V) chapters.

PUBLIC WORKSHOPS SCHEDULE



#	WORKSHOP OVERVIEW
Public Workshop #1 05/22/2024 6-8 pm Jr. Sr. High School	- Shared overview of the DRI program, planning timeline and process, State requirements for project types and precedent examples, as well as baseline project eligibility requirements. - Solicited feedback on community needs, challenges and opportunities that impact the DRI area through interactive boards and visioning exercises. - Collected comments to refine the community vision and goals, and to gauge local interest and ideas for proposed public project concepts.
Public Workshop #2 09/25/2024 6-8pm Jr. Sr. High School	- Shared DRI planning process updates having just had project sponsors present their projects at LPC Meeting #4. - Shared findings from the downtown profile and assessment - especially related to workforce housing gaps, and recapped the community vision statement, goals, and revitalization strategies. - Provided an overview of proposed projects in both presentation format and as informational boards, followed by a worksheet component to solicit anonymous public feedback. Questions included: - Is this a project that will transform downtown Lake George? - Will this project positively impact the quality of life for residents? - Does this project align with the Village and Town's overarching goals? - Additional comments / thoughts - Public workshop worksheet and the online survey prompted participants to envision additional community needs and investments. This helped inform the development of the Community Roadmap (Section V).

FIGURE 3.3: PUBLIC WORKSHOPS SCHEDULE

PUBLIC WORKSHOP #1

The first Public Workshop was held on May 22nd, 2024, at the Lake George Jr. Sr. High School to gain public input from residents regarding the Town and Village's ongoing revitalization efforts and preliminary proposed public projects. In total, there was approximately 70 attendees. The event followed an Open House format during which attendees could browse through a series of stations and respond to prompt questions. These stations were focused on gathering feedback on a variety of topics related to the Town and Village's ongoing revitalization efforts, including:

- DRI planing process overview
- Proposed public project concept plans
- DRI vision statement and goals
- Study area visioning questions
- Residents' ideas for potential projects

For community members who were unable to attend the event in-person, the public comment boards were made available online and the activities were supplemented with an online survey. The same questions were asked as were displayed on the boards and discussed during the open discussion. A total of 11 online responses were collected in addition to the feedback received in-person during the event. These responses, as well as in-person discussion topics, are included in the workshop board responses summarized below. Questions covered a range of themes including: the downtown today vs in 5 to 10 years, how to enhance the local charm, diversity and operations, alternative transit potential, and improved programming. In addition, a series of boards presented initial overviews of public projects that were included in the DRI application to gauge public support of such initiatives. Takeaways are highlighted on pages 94 and 95.



PUBLIC WORKSHOP #1

PUBLIC WORKSHOP #2

The second public workshop for the Lake George DRI was held on September 25th from 6:00 to 8:00pm at the Lake George Jr. Sr. High School Library. About 30 people attended the workshop, including members of the LPC as well as representatives from the State and Consultant team. The workshop started with an overview of the DRI planning process, and was followed by brief project overviews of all private and public proposed projects that came through the Open Call for Projects. After the presentation, attendees were invited to explore the project informational boards in an open-house format, to learn about the details of each project, while filling out an interactive worksheet. For those unable to attend in person, online input was available after the event and was collected through October 11th.



PUBLIC WORKSHOP #2

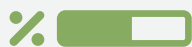
The worksheets were used as a tool to determine which projects had high public support, versus mid-range or low-rating. The intent was not to rank projects, but highlight which proposed projects have gained the most support, provoking re-evaluation and discussions among the LPC on public interest. Figure 3.4 offers a consolidated overview of such.

While the initial response pool was limited to the workshop attendees, over 53 responses were collected in total. To touch upon efforts that could be pursued beyond the DRI planning process for downtown revitalization, the final station and question posed to participants was "what could be done to continue the momentum of revitalization in downtown Lake George"? This was captured as part of the community roadmap of the SIP, to capture ideas and local priorities for continued investment and momentum downtown.

Is this a project that will transform downtown Lake George?



- Renovation of the Tiki Hotel Facade



- Renovation of 35 Montcalm St into Workforce Housing
- Renovation of 7 Iloquois St into Workforce Housing
- Renovation of 267 Canada into Mixed-Use Building

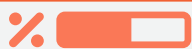


- Shepard's Park Lakewalk
- South Canada Streetscape Improvements
- Amphitheater at Shepard's Park
- Downtown Heritage Wayfinding
- Urban Forestry Project
- Lake George Arts & Canoe Trail
- Re-internment of Historic Remains
- Expansion of DT Circulator Trolley & Bus Stop Enhancement
- Old Country Courthouse Upgrades
- Caldwell Library Upgrades
- Mixed-Use Building at 277-279 Canada St
- Winterize & Enhance the Village Mall

Will this project positively impact the quality of life for residents?



- Renovation of the Tiki Hotel Facade
- Renovation of 35 Montcalm St into Workforce Housing
- Renovation of 267 Canada into Mixed-Use Building



- Shepard's Park Lakewalk & Deck
- Downtown Wayfinding / Signage
- Lake George Arts & Canoe Trail
- Re-internment of Historic Remains Project
- Renovation of 7 Iloquois St into Workforce Housing
- Winterize & Enhance the Village Mall
- Mixed-Use Building at 277-279 Canada St



- South Canada Streetscape Improvements
- Shepard's Park Amphitheater
- Urban Forestry Project
- Expansion of DT Circulator Trolley & Bus Stop Enhancement
- Old Country Courthouse Upgrades
- Caldwell Library Upgrades

Does this project align with the Village and Town's overarching goals?



- Renovation of the Tiki Hotel Facade at 2 Canada St
- Renovation of 35 Montcalm into Workforce Housing
- Renovation of 267 Canada into Mixed-Use Building



- Shepard's Park Lakewalk & Deck
- Downtown Wayfinding / Signage
- Lake George Arts & Canoe Trail
- Re-internment of Historic Remains Project
- Renovation of 7 Iloquois St into Workforce Housing
- Winterize & Enhance the Village Mall
- Mixed-Use Building at 277-279 Canada St
- South Canada Streetscape Improvements
- Shepard's Park Amphitheater
- Urban Forestry Project
- Expansion of DT Circulator Trolley & Bus Stop Enhancement
- Old Country Courthouse Upgrades
- Caldwell Library Upgrades



N/A



FIGURE 3.4: COMMUNITY SURVEY #2 RESPONSE CLASSIFICATION: PROPOSED PROJECTS

ONLINE ENGAGEMENT

Throughout the planning process, several online engagement tools were utilized to gather community input and share updates and relevant resources regarding the DRI planning process. The Lake George DRI Project Website was key in ensuring that community members and interested parties stayed up to date with all event dates, times and locations, had access to consolidated information. It also served as an archive of resources for interest individuals and potential project sponsors, and as a means to contact with the consultant and state team.

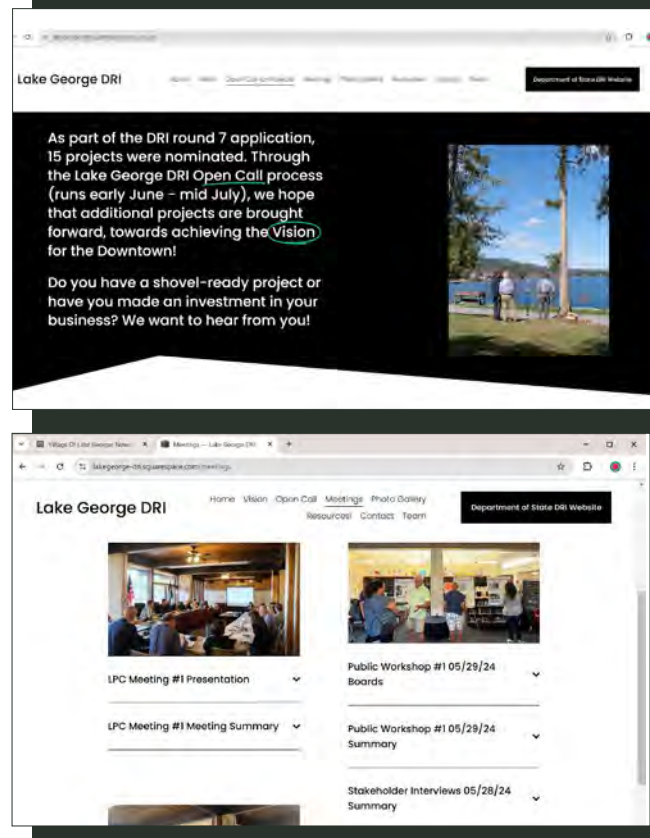
Presentation decks, meeting summaries, online surveys, open call application forms, and small project fund interest forms were made available on the DRI website, and referenced by the consultant team in conversations at public workshops and with various stakeholders to refer them to the latest happening.

Lake George DRI Project Website:

The website was created before the planning process launched, and was maintained throughout hosting multiple pages that guide visitors to relevant information and prominently displayed planning updates. The site was maintained by the Consultant Team throughout the duration of the planning process, and contained the following:

- Background information on the DRI process
- The Open Call for Projects process and timeline
- LPC meeting dates and materials
- Public engagement opportunities (surveys)
- Post-meeting summaries and presentation decks
- Photo Gallery
- Resources and Contact

www.lakegeorge-dri.squarespace.com

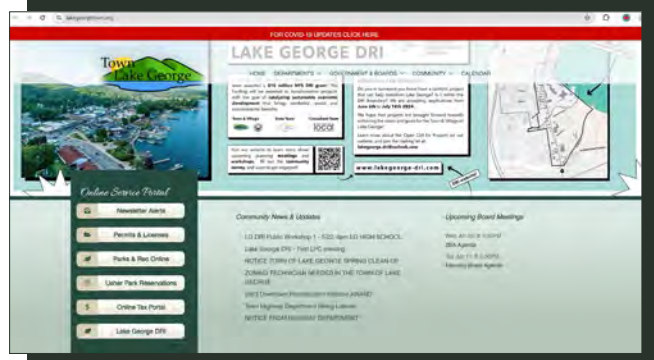


LAKE GEORGE DRI WEBSITE

Social Media Posts:

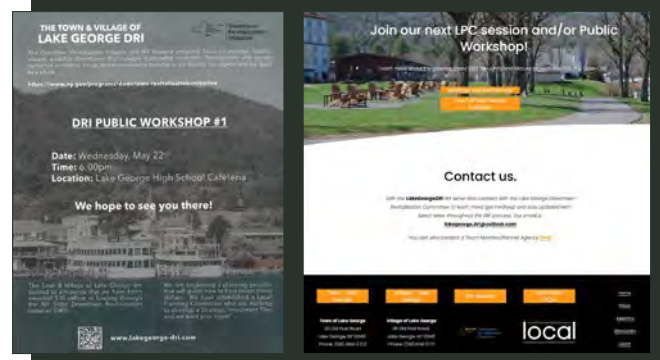
Timely material was prepared to inform and engage the public on social media platforms, including the Town and Village's Facebook page, as press releases on the Town website, and for circulation via various local newspapers and media outlets. Committee members also circulated material via their personal networks for greater reachability.

www.lakegeorgetown.org



DRI BANNER ON TOWN OF LAKE GEORGE WEBSITE

@villageoflakegeorgemunicipality



SOCIAL MEDIA POSTS & WEBSITE CONTACT PAGE

Online Surveys:

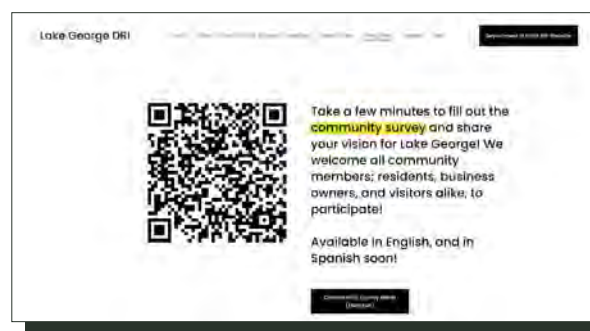
Following each public workshop, in May and September, two community surveys were circulated by LaBella, as part of the consultant efforts to hear from the community and share planning updates. The surveys were hosted on Survey Monkey, and a QR code and/or link to access them was circulated widely via social media, on fliers, and through the DRI emailing list. The surveys were monitored by the consultant team, and outcomes were shared at LPC meetings to support project development and voice public support.

The first online survey received 11 responses to complement in person responses recorded at public workshop #1. The second one received 53 responses in total. The Consultant Team tabulated the results, summarizing key trends, experiences, and opinions in Figures 3.4, 3.5 and 3.6. The survey posted in English gained significantly more. The surveys were structured in a way that respondents were offered an overview introduction, then guided through a series of multiple choice, scale bar, or open response questions and room for additional comment.

Community surveys revealed themes consistent with stakeholder conversations and other local outreach efforts. Across the board, priorities included housing availability and affordability, improving the resident experience, enhancing downtown accessibility and mobility, expanding family-friendly activities and recreation, supporting year-round businesses and programming, and focusing on residents' quality of life.



WORKSHOP ATTENDEES FILLING OUT WORKSHEET AT PW #2



LAKE GEORGE DRI WEBSITE: RESOURCES PAGE



**Lake George DRI
Public Workshop #1 Survey**

Introduction

The Town and Village of Lake George are in the process of creating a Strategic Investment Plan as a part of the New York State Downtown Revitalization Initiative (DRI). New York State's DRI is a cornerstone of the State's economic development program. The DRI transforms downtown neighborhoods into vibrant centers that offer a high quality of life and are magnets for redevelopment, business, job creation, and economic and housing diversity. This project was initiated to support Lake George's ongoing efforts in creating a healthy, vibrant, and walkable downtown.

Public engagement and feedback will be vital in creating a Strategic Investment Plan that reflects the needs and desires of the local community. The Town and Village have worked with representatives from the community, the NYS Department of State, Local Office Landscape and Urban Design, as well as LaBella Associates to conduct the Project's first Public Workshop on May 22, 2024. Community members who did not attend the Public Workshop are able to access the event's informational boards and presentation slides on the [Lake George DRI project website](#).

In addition, this survey was created to increase public input opportunities for those who could not attend the event. This survey should take about 5 minutes to complete and will remain open until June 5, 2024. The questions contained herein were replicated from those listed on the public input boards displayed at the workshop.

1. If you had one word to describe Lake George Village today, what would it be?

2. How do you envision Lake George Village five to ten years from now?

3. What would make the Village more active, year-round, diverse, and responsive to local needs?

4. What would encourage you to walk, bike, or use alternative transportation in Lake George?

5. What kinds of activities do you want to see in the Village?

Proposed Public Projects: South Canada and Route 9

This proposed project includes enhancing and improving connections on South Canada St. and Route 9. Please refer to the DRI project website for additional materials related to this proposed project.

6. What do you like about this proposed project?



ONLINE SURVEY EXTRACT

If you had one word to describe the Town and Village of Lake George today, what would it be?



How do you envision the Town / Village in five to ten years from now?

SUSTAINABILITY

Residents desire a stronger commitment to environmental preservation, adding trees, compost bins, and recycling bins. Residents also advocated for less plastic usage, reduced light pollution, and the establishment of an “Environmental Awareness Committee”. An overarching goal/hope is to maintain the cleanliness of Lake George.

FAMILY-FRIENDLY ATMOSPHERE

Residents want Lake George to be more family-friendly and accommodating to long-term residents. They seek to reduce the presence of tacky elements and eliminate stores that detract from the Village’s appeal.

ECONOMIC DEVELOPMENT

There is a desire to transform Lake George into a vibrant year-round destination with more “unique and upscale” businesses, creating employment opportunities and fostering a strong arts presence.

COMMUNITY AESTHETICS

Most responses focused on beautification, with desires for more attractive and upscale buildings, upgraded facades, and a “classier” overall appearance. Attendees envision a Village that is “quaint, peaceful, environmentally friendly, and welcoming”, with an emphasis on Adirondack-style architecture with modern stone/cedar facades. The aesthetic goal is to be vibrant, unique artsy, and to take “pride in aesthetics”.

RECREATION

Residents emphasized the need for better recreational trails and connections and enhancing the Village’s appeal to both locals and visitors. Attendees wanted to focus on creating a more vibrant and engaging environment that encourages outdoor activities and exploration.

FIGURE 3.5: COMMUNITY SURVEY #1 QUESTIONS 1 AND 2 SUMMARY

What would make the Lake George more active, year-round, diverse, and responsive to local needs?

ADA ACCESSIBILITY



It is necessary to enhance accessibility in the Village and Town of Lake George, especially within their commercial and recreational core. This could be achieved by investing in more accessible community spaces and ensuring that buildings, parking, and recreation areas are accessible to residents and visitors of all abilities.

TRANSIT OPTIONS



A shuttle service to Gore Mountain would improve connectivity and attract visitors. Workshop attendees also mentioned the idea of a year-round trolley system and parking or transit discount for year-round residents. This ensures that a majority of people are able to get from places of residence to sites of employment within Lake George.

ECONOMIC DEVELOPMENT



"Year-round shops" and a greater diversity of businesses would boost the local economy and support a vibrant community. These initiatives could benefit from "more funding". Some residents also feel that some events overwhelm the Village and/or and do not contribute positively to the culture. Ensuring that public programming aligns with community goals while catering to a range of interests and needs is key to attract and retain residents and visitors.

PUBLIC IMPROVEMENTS



There is a need for upgraded façade and repaired public infrastructure, mainly streetscapes including sidewalks. To enrich the cultural landscape of the Town and Village, suggestions included the addition of clean and accessible community rooms at the Library for example along with its enhancement, as well as the introduction of new performing arts spaces, similar to the Strand Theatre in Hudson Falls.

RECREATION



Ideas included an ice skating rink, more biking and walking trails, a movie theater, and the development of an indoor sports complex for year-round recreational options. The creation of a Parks and Recreation Department was suggested to oversee activities and to help improve and maintain public recreational facilities.



What would encourage you to walk, bike, or use alternative transportation in Lake George?

Accessible, year-round trolley service

Bike Infrastructure: bike paths, publicly available rental bikes, bike racks

Improvement and extension of multi-use trails and shared pathways throughout Lake George

Widening Canada St to allow more space for parking, loading zones, and increase safety near pedestrian drop off areas

Improving traffic congestion and multi-modal transit

Promoting walkability through repairing sidewalks, pedestrian crossings, and improving visibility

What kind of activities do you want to see in the Village / Town?

Hosting pickle-ball tournaments and other sporting events

More local, walkable and family-friendly businesses in the Village and Town to avoid traveling to neighboring places

Promoting the arts, with strong enthusiasm for a public theater, performing arts center, and additional local programming and concerts

Recreational opportunities aimed at health and wellness with new clinics, awareness campaigns, and events

Year-round recreation and programming opportunities, not just for tourists

Family-oriented indoor and outdoor recreation options such as a movie theater, children's museum, or ice-skating rink

FIGURE 3.6: COMMUNITY SURVEY #1 QUESTIONS 3 TO 5 SUMMARY

CONCLUDING REMARKS

Involving the resident community and local stakeholders at key milestones throughout the planning process was central to the overall success of the Town and Village of Lake George's Downtown Revitalization Initiative. The engagement process exemplified a thoughtful and inclusive approach to community-driven planning. By leveraging a variety of tools - ranging from public workshops and surveys to an interactive website and extensive outreach efforts - the planning process ensured accessibility and community representation.

The feedback gathered not only shaped the vision and goals for revitalization but also guided the refinement and selection of proposed projects to align with local priorities, as well as the Community Roadmap which will serve as a reference for future planning efforts. This collaborative effort fostered a sense of shared ownership and unity, laying the foundation for a revitalized downtown that captures the immediate priorities of the Lake George community.

While the community was excited by the DRI investment, the process did pose some challenges. Event participation rates fluctuated depending on the time of year and day. Diverse interests within the community also made it difficult to ensure that all groups were equally represented, leading to potentially missed opportunities. While in-person events were prioritized, some engagement happened online, and not everyone may have equal access to the necessary technology or internet, which can unintentionally exclude certain groups.

These challenges underscore the importance of being adaptable and approach matters with empathy in community planning efforts to create meaningful opportunities for engagement. Challenges identified here reflect the complex dynamics of balancing community aspirations with practical constraints. However, they also present opportunities for thoughtful solutions that align with Lake George's unique character and long-term revitalization goals.



FIGURE 3.7: PUBLIC ENGAGEMENT TOOLKIT DIAGRAM



CREDITS: LG CHAMBERS

SECTION IV-I:

PROJECTS PROPOSED FOR DRI FUNDING

Overview

INTRODUCTION

The Local Planning Committee (LPC) advanced 16 public and private projects for inclusion within the Strategic Investment Plan (SIP). The projects are ready for immediate implementation, and are aimed at advancing the local vision and goals developed by the LPC and the broader community at early stages of the DRI planning process. As a slate of projects, they garnered strong public support towards revitalizing the downtown area, and include a diverse range of project types aimed at increasing residential density, upgrading infrastructure, enhancing public spaces, highlighting the area's rich history, expanding arts and events programming, and establishing a small projects fund for winterization and building improvements to further energize the DRI Area.

Each project in the SIP is designed to be actionable and aligns with a larger vision for transformative change. The LPC carefully evaluated each proposed project using a set of defined State criteria, as well as locally-defined evaluation criteria. The State criteria includes factors such as **project readiness**, **catalytic effect**, **alignment with community goals**, **co-benefits**, and **cost-effectiveness**. Local project evaluation criteria builds and expands on State criteria by adding nuance and specificity to further align proposed projects with local needs and priorities. The objective of developing local evaluation criteria was to help facilitate productive discussion and guide LPC members in making a qualitative assessment about the potential economic and community benefits of each project, not to be used as a project ranking or prioritization tool.

Overall, the sixteen proposed projects anticipate over \$16 million in funds injected into the downtown area, requesting the following from the DRI program:

Total DRI Request: \$12,233,000
Available DRI Funds: \$9,700,000

While funding requests exceed available DRI funding allocations, the program has successfully incentivized further investment, fueling transformative projects that support long-term economic development in the Town and Village of Lake George.

Local Project Evaluation Criteria

1. Does the project **improve residents' quality of life**?
2. Does the project **support the environmental health** of Lake George?
3. Does the project **offer publicly accessible and inclusive spaces** for all residents and visitors?
4. What is the project's ability to **leverage additional** private and/or public **funds**?
5. Is there **market demand** and **economic feasibility** for this type of project?
6. Is there a **demonstrated need for DRI funds** to realize and/or implement the project?
7. Is the project able to **provide** and **sustain impact** in the downtown?
8. Does the project sponsor have the **capacity to implement** and **maintain** the project?
9. Is there an availability of **alternative funding sources** that are more appropriate than the DRI award?
10. Is there potential for **employment** and **workforce development**?



CREDITS: LG CHAMBERS, DAVE WARNER

PROJECT SYNERGIES

The 16 projects recommended for DRI funding reflect a dynamic range and scale of interventions that collectively support the vision for Lake George and align with local goals. The projects propose cultural, infrastructural, and environmental improvements within the DRI Area to revitalize the urban fabric, strength the community, and support sustainable growth. As standalone projects, they are spread out within the DRI Area and extend beyond just the commercial artery of Canada Street, rippling into residential backstreets, immersed in the Lake George Battlefield Park, and extending to the water's edge. The proposed projects are within proximity to one another, concentrating public investment and leveraging additional private and public funds to ignite revitalization initiatives from the heart of the downtown and inspire future revitalization beyond the DRI Boundary.

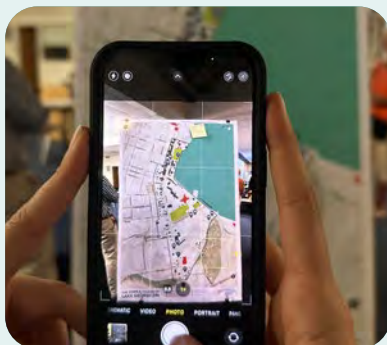
The recommended projects for the Town and Village of Lake George DRI are sponsored by a mix of public, private, and not-for-profit entities, and collectively seek to enhance the aesthetics and accessibility of downtown buildings and public spaces, preserve historic buildings and community assets, upgrade the downtown's landscape and streetscape and unify wayfinding, expand on multi-modal transit offerings, boost arts, music, and cultural programming, and support long-term and workforce housing options.

At the north-most tip of the DRI Boundary, the **Transform and Improve Accessibility at Caldwell Library** project serves as an anchor point, as it seeks to upgrade a community asset to become ADA-compliant through a rear building addition and some interior works. This supports ongoing municipal efforts and priorities of upgrading key spaces within

the downtown to ensure accessibility for all. The **Implement Accessibility, Efficiency & Aesthetics Upgrades at the Old County Courthouse** project complements the Caldwell Library project, as it seeks to build an ADA-compliant ramp near the front entrance, preserve the building through window and lighting upgrades and new casework installation, and attract visitors through the addition of a Bateaux sculpture at the front lawn. Together, the two public projects improve accessibility to two key buildings downtown, and in turn enhance the quality of life for residents and the visitor experience.

Leveraging Lake George's significant past, the **Memorialize and Reinter Historic Remains at the Lake George Battlefield Park** project will celebrate placemaking and introduce a new public gathering space with commemorative elements that will add depth to Lake George's historical narrative, and act as a southern anchoring project within the DRI Boundary. Investing in public parks is further complemented by projects: **Construct the Shepard's Park Amphitheater**, and **Develop the Shepard's Park Lakewalk & Building an Accessible Observation Deck**, which seek to upgrade critical park infrastructure for social, cultural and environmental benefit. The first seeks to reconstruct the park's amphitheater area and bandstand, which was devastatingly lost to a fire in 2024, reclaiming its impact as a regional performance attraction and destination at the heart of the downtown. The latter proposes the development of a new public park at the beach-front and an accessible observation deck atop the public bathroom building, which concurrently serve as a new public recreational amenity and stormwater management area.

Together, the two projects at Shepard's Park will upgrade and elevate a beloved community asset, and serve residents and workers year-round while attracting visitors and new performances to the Town and Village's downtown area. The **Enhance Music/Entertainment Productions in the DRI Area** project echoes expanded performance capacity efforts through acquiring AV/Lighting equipment and a portable stage. This project will allow local entities access to municipally owned, sophisticated equipment to support programming efforts and activate public spaces within the DRI Area through lighting installations and music.



Proposed projects were presented at LPC meetings and Public Workshops to solicit public feedback and document priorities.

PROJECT LOCATION MAP AT PUBLIC WORKSHOP #1

Tying into all proposed revitalization projects are five public improvement projects that seek to expand on multi-modal transit connections and options, enhance arts and cultural programming, improve the downtown's landscape and aesthetics, and support historic wayfinding and navigation within the DRI Area. Investing in the public realm directly enhances the resident and visitor experience, supports the retention of workers and new residents, and improves the quality of life. These projects are: Create a Downtown Heritage Wayfinding project, Create a Lake George Arts & Canoe Trail, Enhance the Urban Forest of Lake George through Landscape Upgrades, Enhance the South Canada St. Streetscape through Pedestrian Oriented Design, Expand the Downtown Circulator Trolley & Enhance Bus Stops, and Establish a Small Projects Fund.

The **Heritage Wayfinding** project will enhance the public experience navigating downtown through the installation of 18-20 comprehensive signs that each contain an education component drawing out the rooted history of the place. The **Arts and Canoe Trail**, similar to the Heritage Wayfinding project in its networked approach, will locate a number of sculptures and murals within the DRI Boundary. Together, these projects will curate a series of public installations and signage elements that are inspired by the region's history and geography, encouraging and inspiring individuals and families to explore the downtown through non-vehicular modes of transit. The **Enhance the South Canada St. Streetscape** project will support the downtown's walkability, by upgrading a heavily trafficked segment of Canada St. that fails to meet safety and accessibility standards through comprehensive urban design and landscape upgrades. This pairs with both **Enhance the Urban Forest of Lake George**, and the **Expand the Downtown Circulator Trolley & Enhance Bus Stop** projects - where these projects target critical public

infrastructure and enhance opportunities for multi-modal transit services. By investing in the landscape through expanding tree canopy and bio-retention garden areas, and installing new CDTA shelters, the downtown experience for residents, workers, and visitors is enhanced, and its social and ecological resilience is strengthened. To support smaller-scale projects, the **Small Projects Fund** targets winterization and building improvement efforts downtown, and supports a diversity of project types towards extending business' operational capacity and enhancing the urban fabric's aesthetics.

Public realm improvements will create an environment that supports private investment, where four proposed private DRI projects seek to introduce workforce housing as well as year-round commercial space upgrades within the downtown. The **Renovate 35 Montcalm St into 6-unit** -and- **Renovate 7 Iroquois St. into 32-bed Workforce Housing**, and **Renovate & Expand 267 Canada St. into a Mixed-Use Building** projects will help alleviate the housing demand especially for seasonal workers, consequently helping hospitality businesses attract and retain workers. The **Winterize & Enhance The Village Mall and The Lagoon Restaurant** project will become one of the first establishments to offer year-round retail and dining options by weatherizing the space and upgrading its facilities.

Private and public investments play complementary roles in advancing the community's vision for revitalization, ensuring projects align with local goals and priorities (Figure 4.1). The interconnected nature of the proposed projects is essential to the success of the Lake George DRI and its ongoing catalytic impact. Together, the 16 proposals form a cohesive slate designed to attract further investment, collectively building on the momentum of revitalization in the Town and Village of Lake George.

GOAL 1 	GOAL 2 	GOAL 3 	GOAL 4 	GOAL 5 
Enhance and expand the charm of Lake George and create an attractive, safe and accessible downtown with a strong sense of place.	Transform Lake George into a year-round destination through strengthening services and resources for an inclusive, diverse workforce to promote economic growth.	Protect, celebrate and enhance the historical, cultural, and natural assets that make Lake George a regional destination.	Expand upon sustainability efforts to enhance the social and environmental resilience of Lake George.	Prioritize improving the quality of life in Lake George while sustaining and growing the resident population.

FIGURE 4.1: LAKE GEORGE DRI GOALS

FIGURE 4.2: Projects Alignment Matrix

#	PROJECT TITLE	GOAL 1	GOAL 2	GOAL 3	GOAL 4	GOAL 5
1.	Construct the Shepard's Park Amphitheater					
2.	Enhance the South Canada St. Streetscape through Pedestrian Oriented Design					
3.	Develop the Shepard's Park Lakewalk & Build an Accessible Observation Deck					
4.	Create a Downtown Heritage Wayfinding Project					
5.	Enhance the Urban Forest of Lake George Through Landscape Upgrades					
6.	Create a Lake George Art & Canoe Trail					
7.	Enhance Music/Entertainment Productions in the DRI Area <i>with the Acquisition of AV/Lighting Equipment & a Portable Stage</i>					
8.	Memorialize and Reinter Historic Remains at the Lake George Battlefield Park					
9.	Expand the Downtown Circulator Trolley & Enhance Bus Stops					
10.	Implement Accessibility, Efficiency & Aesthetic Upgrades at the Old County Courthouse					
11.	Transform and Improve Accessibility at Caldwell Library					
12.	Establish a Small Projects Fund for Winterization & Building Improvements					
13.	Renovate 35 Montcalm St. into 6-Unit Hospitality Workforce Housing					
14.	Renovate 7 Iroquois St. into 32-Bed Hospitality Workforce Housing Building					
15.	Winterize & Enhance The Village Mall and The Lagoon Restaurant					
16.	Renovate & Expand 267 Canada St. into a Mixed-Use Building (Students/Workers)					

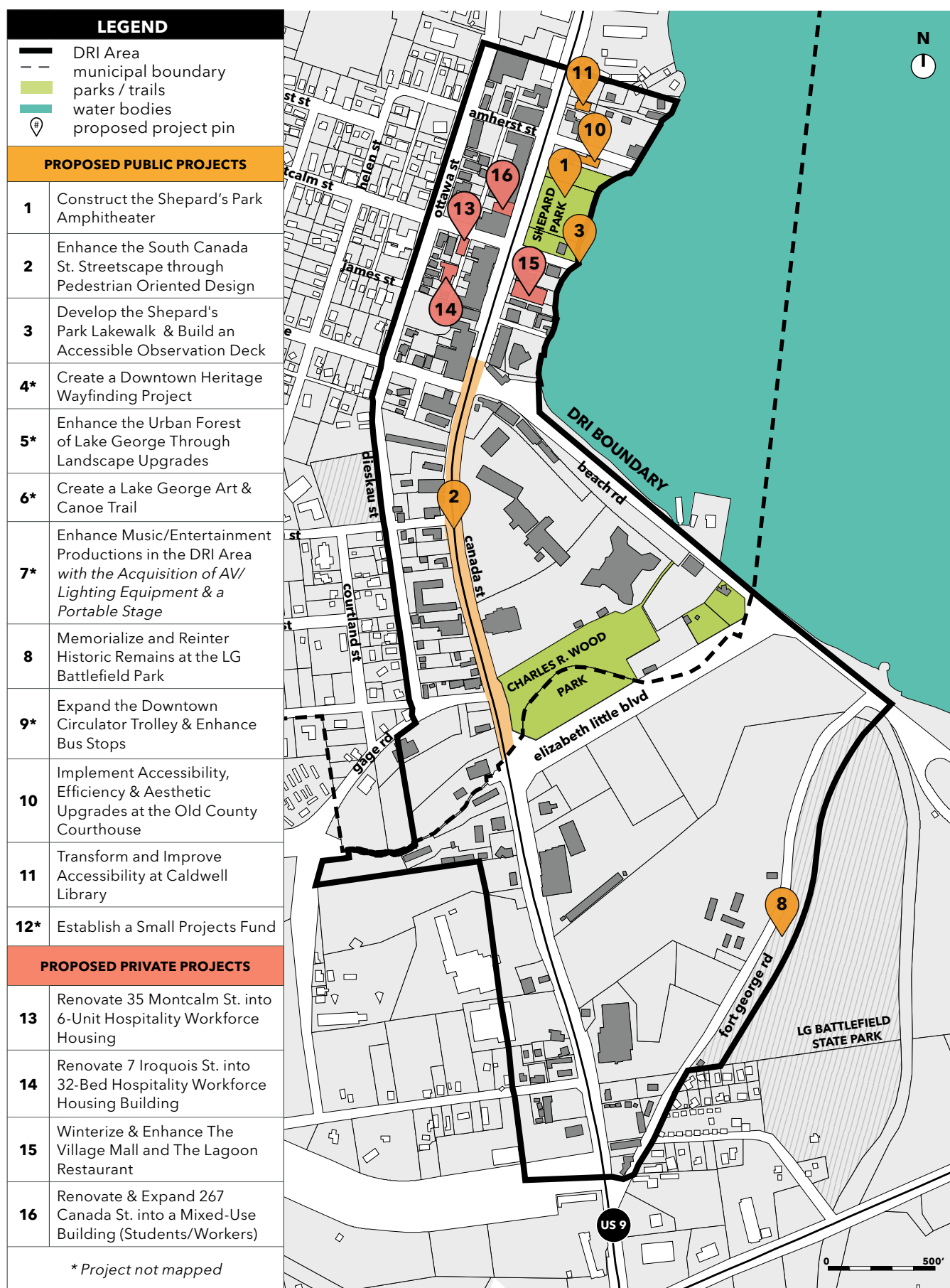


FIGURE 4.3: LAKE GEORGE DRI PROPOSED PROJECTS MAP

TABLE 4.1: Lake George DRI Proposed Projects Summary

#	PROJECT TITLE	PROJECT DESCRIPTION	SPONSOR	LOCATION	ESTIMATED TOTAL COST	DRI FUNDS REQUEST	FUNDING SOURCES	IMPLEMENTATION TIMELINE	
1	Construct the Shepard’s Park Amphitheater	The project seeks to redesign and reconstruct the Shepard’s Park bandstand and amphitheater, restoring its status as a regional music and events destination. The scope includes necessary site-works, landscape accessibility improvements, and facility upgrades such as performance space build-out, AV/lighting equipment, and a designated basement storage space.	Village of Lake George	Shepard Park & Fort Carriage House	\$2,480,000	\$1,500,000	Village, Northern Border Regional Commission, Insurance	Q2 2025	Q4 2028
2	Enhance the South Canada St. Streetscape through Pedestrian Oriented Design	The project seeks to enhance South Canada’s streetscape by improving pedestrian amenities and increasing safety features, while connecting to the Town Gateway. Upgrades include expanding accessible sidewalks, new benches, intersection improvements, stormwater management, and new LED streetlights.	Village of Lake George	Sewell St to Westbrook St along Canada St	\$2,561,000	\$2,000,000	Village	Q2 2025	Q2 2029
3	Develop the Shepard's Park Lakewalk & Build an Accessible Observation Deck	The project seeks to enhance an underutilized portion of the public Shepard’s Park beach through urban and landscape design enhancements, improved stormwater management practices, and accessibility improvements. It also seeks to create an accessible observation atop the public bathroom.	Village of Lake George	Shepard Park Beach	\$2,971,000	\$2,300,000	Village	Q2 2025	Q4 2028
4	Create a Downtown Heritage Wayfinding Project	The Town, Village and LG Historical Association propose to install dual-sided wayfinding signs throughout the downtown to aid navigation, highlight local points of interest, and promote Lake George’s history. The project also includes the design and installation of two new Gateway signs for the Town and Village.	Village of Lake George	Multiple Locations (Village + Town)	\$375,000	\$350,000	Village - In-Kind Match/Services	Q2 2025	Q1 2027
5	Enhance the Urban Forest of Lake George Through Landscape Upgrades	The project proposes a range of landscape upgrades within the DRI Area, including the installation of 50 new trees, replacement of multiple tree pits, addition of bio-retention areas, and expansion of gardens to address various environmental and contextual conditions, uses, flood-risks, and tree health.	Village of Lake George	Multiple Locations (Village)	\$400,000	\$300,000	Village - In-Kind Match/Services	Q2 2025	Q2 2027
6	Create a Lake George Art & Canoe Trail	The project introduces a multi-phase design, siting and installation of 18 uniquely painted canoes and paddles, as well as three murals throughout the DRI Area, showcasing and cultivating regional talent while beautifying the Area.	Village of Lake George + LG Arts Project	Multiple Locations (Village + Town)	\$400,000	\$375,000	Village - In-Kind Match/Services	Q2 2025	Q2 2027
7	Enhance Music/Entertainment Productions in the DRI Area <i>with the Acquisition of AV/Lighting Equipment & a Portable Stage</i>	The project proposes acquiring specialized music, audio-visual, and lighting equipment to enhance year-round entertainment and product capacity and programming within the DRI Area. The equipment would be municipally-owned, but made available to community groups for wide-reaching access.	Town of Lake George + LG Music Festival	Multiple Locations (Village + Town)	\$600,000	\$600,000	Village	Q3 2025	Q4 2026
8	Memorialize & R-inter Historic Remains at the Lake George Battlefield Park	This proposal seeks to implement the commemorative project at the Lake George Battlefield State Park, which features columbaria, educational signage, plaza space, and memorials related to the over 40 remains discovered on Courtland Street in 2019.	Town of Lake George	LG Battlefield Park	\$700,000	\$519,000	Town / Fundraising	Q2 2025	Q2 2026 (Memorial Day)
9	Expand the Downtown Circulator Trolley & Enhance Bus Stops	This project aims to address public transit shortcomings by installing up to six new bus shelters with bike racks, and reconfiguring the downtown lake George Circulator Trolley to improve service and connectivity for residents, and tourists, and the workforce. This project is in partnership with CDTA.	Town of Lake George	Multiple Locations (Village + Town)	\$308,000	\$275,000	Town	Q2 2025	Q4 2026
10	Implement Accessibility, Efficiency & Aesthetic Upgrades at the Old County Courthouse	This project seeks to rehabilitate the Old County Courthouse through a series of interventions, including: building an accessible ramp near the main entrance, replacing and/or rehabilitating windows and lighting, interior museum casework upgrades, and a sculptural bateaux addition on the front lawn.	Town of Lake George	290 Canada St	\$450,000	\$450,000	Town	Q2 2025	Q2 2029
11	Transform and Improve Accessibility at Caldwell Library	This project involves a 350 SQ FT rear addition to the Caldwell Library, aimed at improving accessibility through the installation of a lift and reconfiguring the interior layout to enhance circulation. The scope also includes ADA-compliant bathroom renovations and the reorganization of spaces to facilitate better navigation.	Town of Lake George + Library Board of Trustees	336 Canada St	\$433,000	\$433,000	Town / Caldwell Library Board	Q2 2025	Q4 2027
12	Establish a Small Projects Fund for Winterization & Building Improvements	This project seeks to establish a locally managed matching small project fund to undertake a range of smaller downtown projects such as facade enhancements, building renovation improvements to commercial or mixed-use spaces, and winterization efforts.	Village of Lake George	Multiple Locations (Village + Town)	\$780,000	\$600,000	Project Sponsors	Q2 2025	Q2 2029
13	Renovate 35 Montcalm St. into 6-Unit Hospitality Workforce Housing	The project proposes renovating an existing building ground-level into six modern, affordable housing units for seasonal and/or year-round hospitality workers. Each unit will have its own entrance and be equipped with an en-suite bathroom and kitchenette, housing a total of 26 individuals.	Joint Lake George Endeavors	35 Montcalm St	\$830,000	\$623,000	Adirondack Trust Company / Ballston Spa National Bank	Q3 2025	Q2 2026
14	Renovate 7 Iroquois St. into 32-Bed Hospitality Workforce Housing Building	The project seeks to covert a commercial warehouse into seasonal and/or year-round hospitality workforce housing. The interior and exterior renovation would offer dormitory-style housing for 32 individuals in eight rooms, and includes shared areas, kitchens, bathrooms, and modern amenities.	Pizza Jerks LTD	7 Iroquois St	\$555,000	\$390,000	Community Bank, N.A.	Q2 2025	Q3 2026
15	Winterize & Enhance The Village Mall and The Lagoon Restaurant	The project seeks to upgrade, modernize, and winterize the Village Mall including the Lagoon restaurant, by enclosing both ends and conducting extensive interior and facade renovation works. This would allow for year-round operation of sixteen retail/commercial spaces.	204 Canada Holdings LLC	204 Canada St	\$2,479,000	\$1,252,000	Operations / Bank Loan	Q3 2025	Q2 2027
16	Renovate & Expand 267 Canada St. into a Mixed-Use Building (Students/Workers)	The project proposes revitalizing a deteriorating property into a mixed-use building with an upgraded restaurant and ADA accessible 1,700 SQ-FT patio space on the ground floor, five fully furnished student or workforce housing units on the second floor, and parking lot improvements.	TRC Lake George, LLC	267 Canada St	\$385,000	\$266,000	Glens Falls National Bank (GFN)	Q2 2025	Q2 2029
TOTAL:					\$16,727,000	\$12,233,000			

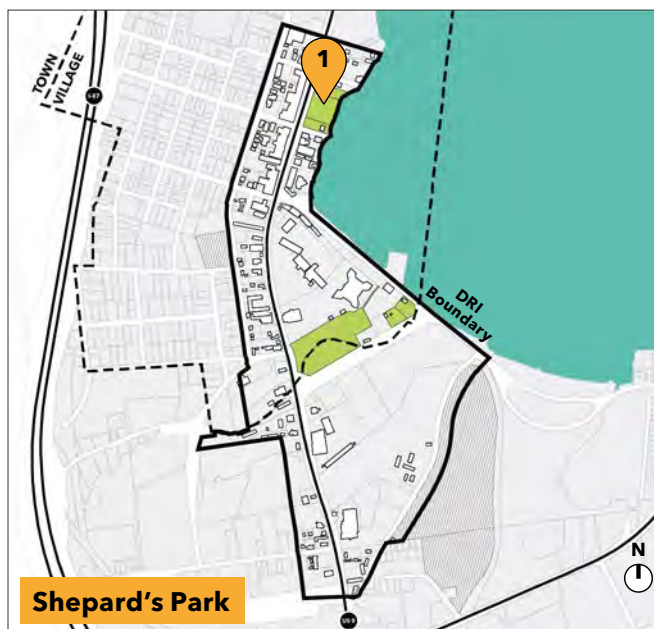
1. Construct the Shepard's Park Amphitheater



PROPOSED SITE PLAN RENDERING

PROJECT FUNDING

Total DRI Funds Requested	\$1,500,000
Total Project Cost	\$2,480,000
% of Total Project Cost	60%



PROJECT OVERVIEW

Project Description:

Shepard's Park, a cherished cultural and recreational hub in the Village of Lake George, has long been a centerpiece for community concerts and events, drawing residents and visitors alike. However, the park's iconic stage and bandshell, which had served as a venue for performances since its establishment in the early 20th century, was tragically destroyed by fire in the summer of 2024. The Shepard's Park Amphitheater project aims to restore and elevate this beloved music and arts destination by rebuilding the bandstand and enhancing the surrounding park.

This project seeks to transform the park into a vibrant, accessible venue that maintains the beauty of its lakefront setting while supporting high-quality performances. Extensive site work, including archaeological digs, surveys, and geo-technical studies, will ensure a durable foundation, while landscape enhancements will make the site both inviting and accessible to all. The new bandstand design will thoughtfully integrate scenic and acoustic

improvements, raising the roofline to preserve the expansive lake view and optimizing the band-shell's geometry by flaring the sidewalls, shaping a concave back, and pitching the ceiling to enhance sound quality. The new structure will also include stage AV/lighting equipment, storage space beneath the performance stage, where music and performance equipment would be kept year-round when not in use.

In addition, the project seeks to revitalize the park's grounds and boardwalk area, by incorporating expanded seating, landscape upgrades, and playground enhancements to create a family-friendly environment. Full ADA compliant accessibility will be provided with improved seating and navigable pathways for a seamless visitor experience. The project aims to restore Shepard's Park Amphitheater as a cultural anchor, attracting audiences, supporting local economic growth, and enabling year-round events. Through thoughtful design and accessibility enhancements, this project will honor the historical significance of Shepard's Park while reshaping it into a premier venue for music, arts, and gathering.

Project Location:

268 Canada Street

Project Sponsor / Entity:

Village of Lake George

Property Ownership:

The Village of Lake George is the property owner and project sponsor.



PREVIOUS SHELTER PRIOR TO FIRE OF SUMMER 2024

Capacity:

The project will be implemented and managed by the Village of Lake George, in partnership with the Lake George Arts Project and the Lake George Music Festival. The Village has administered a wide variety of capital projects and managed design and construction of the former amphitheater facility. The Village will engage a professional design firm to finalize design and handle permitting and construction of the facilities.

The Director of Planning and Zoning will serve as the project administrator. The Village of Lake George has successfully implemented over 30 projects funded by state and federal programs (including NYSDOS, NYSDOT, FHWA programs). The Village Clerk and Treasurer have prior financial experience and will ensure grant contract requirements. The Village Department of Public Works staff will assist with construction management oversight and routine maintenance once implementation is complete. Village Board members and Lake George Arts Project Officials will lead in the decision-making, design selection, and implementation processes.

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- **Goal 1: Enhance and expand the charm of Lake George and create an attractive, safe and accessible downtown with a strong sense of place.** The amphitheater will build upon the sense of community by enhancing a prime location for arts and cultural events as well as leisure.
- **Goal 2B: Foster social inclusion and cohesion by maximizing commercial, retail, cultural and institutional opportunities and programming for residents.** The public realm is improved, where a diversity of residents and visitors will undoubtedly benefit from enhanced infrastructure and park space.
- **Goal 3A: Expand on community engagement efforts to identify collective values & priorities for preservation opportunities.** This project will bring back a cherished gathering space for residents to enjoy arts and entertainment activity.

- **Goal 5A: Redevelop vacant lots and outdated structures with affordable and mixed-use developments to add retail and cultural programming to the Downtown streetscape.** The park addition and upgrades will improve programming opportunities for residents, visitors, and performers.

REDC Strategies

- This project advances **Place's** goal of leveraging community revitalization to provide family-friendly, low-cost, and visually appealing experiences within the urban core. The redesign and reconstruction of the amphitheater would restore and improve a place that lives in the resident-community's memory while transforming it into a rehabilitated, vibrant, public space that would attract diverse programming, events, and local investments, while connecting people.

Decarbonization & Environmental Resiliency:

DRI program decarbonization compliance is not required. The Shepard's Park Amphitheater construction project does not meet the threshold for decarbonization as the project has an area less than 5,000 SF and is a seasonal structure. However, the site is located within proximity to the lake shoreline and within the FEMA flood hazard area. The amphitheater is higher in elevation compared to the stage and bandstand, and will accommodate for ground water levels and potential flood events through design and construction processes.

Public Support:

The Shepard's Park Amphitheater received widespread positive support from the Lake George community and LPC members throughout the planning process, especially given the timely nature of the proposed project after the fire. Over 90% of the responses submitted during Public Workshop #2 and the online survey indicate that the project would be transformative and 82% of the respondents agree that the project would positively impact quality of life. These are the highest ratings for any of the proposed projects. In addition, 78% of the respondents are in agreement agree that the project will enhance and expand the charm of Lake George and create a sense of place. Shepard's Park is a key hub for local programming, events, and activity within the Village nearly four seasons of the year. Residents like the increased green space and think the enhancements will help to draw tourists to the lakefront. Out of all the public projects, the improvements at Shepard's Park were viewed most favorably by middle and high school students. Student input collected during a high school assembly shows that the park is the top place frequent-ed by students. Students want more places to hang out and they showed the strongest support for Shepard's Park with over two-thirds agreeing that the project would have a strong impact on the Village.

Budget Narrative:

The project budget was prepared by AJA Architecture Planning in 2024 and is based on standard landscape construction estimation methods.

Project Budget:

Activity	Amount	Source	Status of Funds
Amphitheater & Site Work	\$840,000	NYS DRI	REQUESTED
	\$480,000	Village (Insurance Claim)	SECURED
	\$500,000	NBRC	ANTICIPATED
Park & Playground Upgrades	\$300,000	NYS DRI	REQUESTED
AV & Lighting Equipment	\$100,000		REQUESTED
Survey, Design, Environmental & Technical	\$260,000		SECURED
Total DRI Funding Request		\$1,500,000	
Total Funding from Other Sources		\$980,000	
Total Project Cost		\$2,480,000	
% Requested of Total Project Cost		60%	

TABLE 4.2: SHEPARD'S PARK AMPHITHEATER BUDGET

The budget was further verified by Stuart Lynn who is familiar with the proposed park upgrade scope. Moderate contingency costs for design (5%), FF&E (15%) and construction (5%) were developed into the project budget to account for unforeseen costing escalations during the implementation period. The Village has identified three sources for funding project completion. This includes a \$1,500,000 DRI request for construction, \$500,000 submitted for and anticipated from the Northern Border Regional Commission, and approximately \$480,000 anticipated from insurance claim reimbursement.

Project Need & Impact:

Shepard's Park Amphitheater project will address several key priorities identified for downtown Lake George. Shepard Park is one of the downtown's critical community assets, hosting numerous arts and cultural events throughout the year including the Lake George Arts Project Concert Series and various festivals that drive tourism and local economic activity. However, with 91% of weekend trips to the DRI Area being recreational in nature, there's a clear need for enhanced cultural venues and year-round programming opportunities, as identified through outreach efforts and survey feedback. The project's focus on accessibility improvements aligns with the downtown profile and assessment's findings that enhanced accessibility should be a priority for both public and private spaces in the downtown area.

Additionally, the integration of family-friendly amenities through playground upgrades and expanded seating supports the goal of providing more year-round amenities that serve both visitors and the permanent residents. The landscaping improvements align with the recommendations for projects that include more tree planting and landscaping to mitigate urban heat island effects. By rebuilding and enhancing this key public space, the project would strengthen Lake George's arts and cultural infrastructure while creating a more inclusive, accessible, and appealing destination that can host events throughout the year, supporting the community's goal of expanding beyond purely seasonal tourism.

Regulatory Requirements:

The project is largely a replacement in-kind of the prior amphitheater, a State Environmental Quality Review (SEQR) will need to be completed, as well as State Historic Preservation Office (SHPO) consultation.

Timeframe for Implementation:

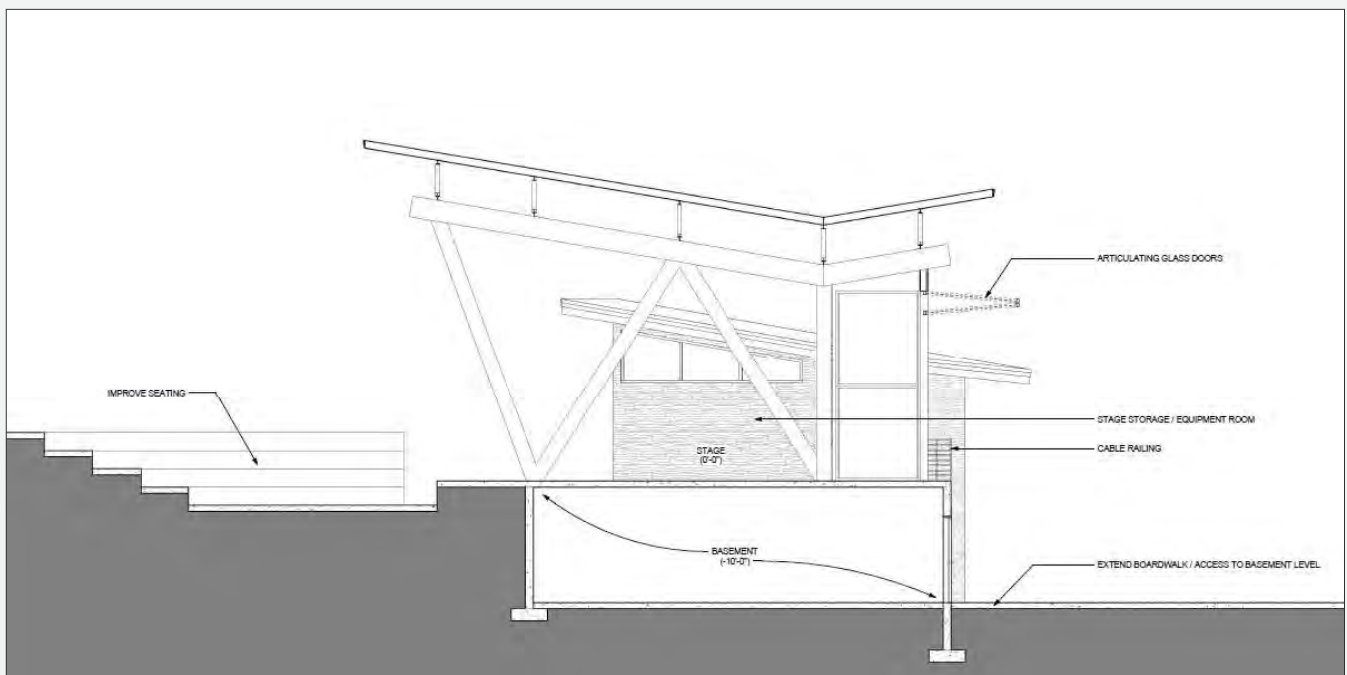
Anticipated Start Date:	Q2 2025
Project Stage	Timeframe
Pre-Award Studies	
- Soft costs covered pre-award - Survey & Inspections - Conceptual Design	6 months
Design, Engineering, Bid Process	
- Issue Request For Proposal (RFP) - Award bid to selected design firm	12 months
Construction	
- Site works & landscape accessibility Improvements - Structure construction & overall park facility upgrades - AV/Lighting Equipment Installation	2 yrs
Total Timeframe	3.5 yr
Anticipated Completion Date:	Q4 2028



TEMPORARY STAGE SET-UP POST FIRE



PROPOSED CONCEPT BANDSTAND RENDERING



PROPOSED SITE SECTION DRAWING

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2. Enhance the South Canada St. Streetscape through Pedestrian Oriented Design



PROPOSED STREETSCAPE RENDERING - CANADA ST

PROJECT FUNDING

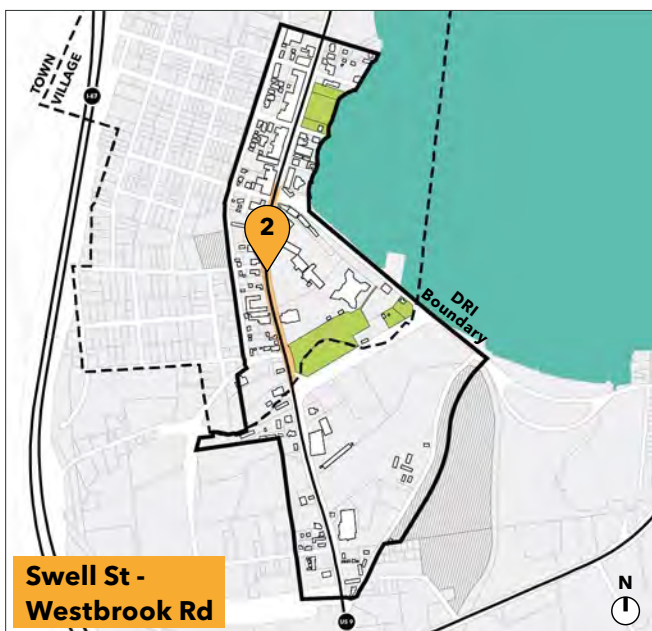
Total DRI Funds Requested	\$2,000,000
Total Project Cost	\$2,576,000
% of Total Project Cost	78%

PROJECT OVERVIEW

Project Description:

The South Canada St. Streetscape Enhancements Project aims to bridge the gap between past streetscape improvements along Route 9 in the Town and along Canada Street in the Village. Spanning approximately 2,000 linear feet from Swell Street to Westbrook Road, this project will improve a critical section of Canada St. and involve coordination with 24 private properties. The project's key goals include enhancing pedestrian amenities, increasing safety, improving connections to the Town Gateway Project, and creating an accessible, complete-street environment.

The identified stretch of street lacks essential infrastructure, having outdated streetscape features, inconsistent sidewalks, and inadequate street-lighting, landscaping, and pedestrian amenities. During peak tourist season, the existing infrastructure on Canada Street fails to meet the demands of additional pedestrian and vehicular activity. Without standards to support increased density, Canada



Street fails to serve both the year-round resident population and seasonal population as needed. The streetscape project will address these gaps by adding ADA-compliant sidewalks, benches, shade trees, new signage, traffic calming measures, improved crosswalks, and enhanced stormwater management features. Beneath the road surface, the project proposes a new green infrastructure (GI) system designed to filter pollutants from roadway runoff before they reach the lake. In parallel to green infrastructure strategies, expanded tree coverage will mitigate the urban heat island effect, contributing to climate resilience and addressing vulnerabilities from increased precipitation and flooding. The project's comprehensive approach aligns with the community's goals of improving walkability and accessibility within the downtown core to enhance the quality of life.

Project Location:

Southern portion of Canada St (Village) -
Sewell St to Westbrook Road

Project Sponsor / Entity:

Village of Lake George

Property Ownership:

Public Property / NYS DOT

Capacity:

The project will be led by the Village of Lake George. The planned project is an extension of the Canada Street improvements implemented within the Town. The Village has administered a wide variety of similar capital improvement projects. The Village will retain a professional design firm to finalize design and construction of streetscape improvements, with the Director of Planning and Zoning administering the project implementation. The Village has successfully implemented and administered a wide variety of projects funded by state and federal programs. The Village Clerk and Treasurer who have strong financial experience who will assist with grant contract requirements Village DPW staff will assist with construction oversight.



EXISTING CONDITIONS - CANADA ST



PROPOSED STREETScape ENHANCEMENTS AREA

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- **Goal 1A: Improve the pedestrian experience with street lighting, crosswalks and a way-finding and signage to orient visitors to key destinations, landmarks and events Downtown.** An overhaul of Canada Street's street-scape includes enhanced signage, way-finding, and traffic calming measures to upgrade public infrastructure while improving the pedestrian experience.
- **Goal 4C: Implement a toolkit of green infrastructure (GI) interventions.** A significant portion of upgrading the streetscape will be the addition of shade trees, which will in turn expand the tree canopy of Lake George.

REDC Strategies

- This project advances both **Place** and **People's** goals by supporting the community via landscape updates and essential infrastructure enhancements that allow residents and visitors to feel safer while exploring the downtown primarily by foot, but also by car and/or bike through safer

street design. By improving pedestrian amenities and street infrastructure (i.e. stormwater management, landscape and urban design), this project better connects the Village to other regional assets in a sustainable way.

Decarbonization & Environmental Resiliency:

The South Canada Streetscape project does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program. However, the project will support Town and Village connectivity, making walking easier and reducing resident and visitor dependence on personal vehicles. The project will also include the implementation of street trees and landscape medians that can assist in stormwater management as well as new, energy-efficient LED streetlights.

Public Support:

One of the themes that emerged from the immersive public engagement activities was the desire to improve and elevate the aesthetics of public realm, including streetscapes and parks. A point of public concern was lack of accessible sidewalks and safe streets especially with heavy traffic, and a need for accessibility enhancements. Public feedback from Workshop #1 pointed out that the proposed streetscape improvements will make Canada Street more consistent with the community gateway. The majority of the comments received praised the improved landscaping and street trees.

Feedback from middle and high school students indicates low support for the project but walking to and from downtown is the second most common mode of transportation for students. Public input from Workshop #2 and the corresponding online survey shows that 76% of respondents think that the project will be transformative and 70% think the project will positively impact quality of life.

Budget Narrative:

The project budget was prepared by the Village of Lake George in 2024 and is based on standard streetscape construction estimation methods, which represents 2024 construction prices and includes GC profit, labor and overhead as part of line-item totals. The budget was further verified by the consultant team, who have expertise in similar-type projects and determined that the estimate is appropriate. An 18% construction contingency is included in the budget, accounting for price escalations and adjustments throughout implementation. The Village is relying on DRI funding for project completion, with a 78% funding request of the total project cost. Without DRI funds, the Village will not have sufficient funding to complete the needed infrastructure improvements. The remaining 22% is accounted for as contingency costs, soft costs and in-kind / match services offered by the Village.

Project Need & Impact:

The existing stretch of Canada Street between Beach Road/McGillis Ave and the Town boundary has been left unimproved and outdated for years. Route 9/Canada Street has undergone streetscape

Project Budget:

Activity	Amount	Source	Status of Funds
Site Preparation, Removals & Traffic	\$200,000	NYS DRI	REQUESTED
Utilities & Lighting	\$484,000		
Pavement	\$1,200,000		
Landscaping	\$116,000		
Signage & Street Furniture	\$220,000	Village	SECURED
Survey, Design, Environmental & Permitting	\$356,000		
Total DRI Funding Request		\$2,000,000	
Total Funding from Other Sources		\$576,000	
Total Project Cost		\$2,576,000	
% Requested of Total Project Cost		78%	

TABLE 4.3: CANADA STREETSCAPE ENHANCEMENTS BUDGET

improvements north and south of the proposed project area, but the gap in the project area remains inadequate, lacking comprehensive infrastructure and ADA accessible design. While Canada Street is the primary commercial corridor with significant pedestrian activity, particularly during peak tourist season when the area can see up to 50,000 visitors, many areas still lack critical accessibility features. The South Canada St. Streetscape Enhancements Project addresses several critical infrastructure and accessibility needs in downtown Lake George.

The downtown profile and assessment specifically notes that integrating complete streets principles and enhancing pedestrian safety are priorities, especially given that 30% of crashes occur at intersections, stop signs, and no-passing zones. The addition of green infrastructure and stormwater management features aligns with the profile's emphasis on addressing climate resilience, as increased precipitation and flooding are vulnerabilities for the downtown area. The project's comprehensive approach to streetscape improvements, including ADA-compliant sidewalks and improved crosswalks, supports the community's goal of creating a more walkable downtown - particularly important given that 40% of trips within the DRI Area are under 2 miles, but only 12-16% of people currently walk.

The project will fill a gap of sidewalk between the Village and Town and will improve pedestrian conditions and traffic safety. The project is expected to encourage further investment in the corridor alongside future redevelopment projects on the

western side of Canada Street. By implementing these enhancements, the project will create a safer, more accessible, and more environmentally sustainable corridor that better serves both year-round residents and seasonal visitors while supporting the downtown's economic vitality.

Regulatory Requirements:

The project will require a State Pollutant Discharge Elimination System (SPDES) permit from NYS DEC for stormwater management, as well as a Highway Work Permit from (and in conjunction with) NYS DOT.

Timeframe for Implementation:

Anticipated Start Date:	Q2 2025
Project Stage	Timeframe
Design, Engineering, Bid Process	
- Site Survey & Community Input Gathering - Issue Request For Proposal (RFP) - Award bid to selected engineer firm - DOT Planning Approvals	12 months
Site Preparation & Removals	
- Temporary Erosion Control - Removals	6 months
Construction	
- Sidewalks Expansions and ADA compliant interventions - Pavement resurfacing - Installation of new LED Streetlights - New furnishing	2.5 yrs
Total Timeframe	4 yrs
Anticipated Completion Date:	Q2 2029



PROPOSED ZOOM-IN SITE PLAN RENDERING

3. Develop the Shepard's Park Lakewalk & Build an Accessible Observation Deck



PROPOSED BEACH PARKLET CONCEPT RENDERING

PROJECT FUNDING

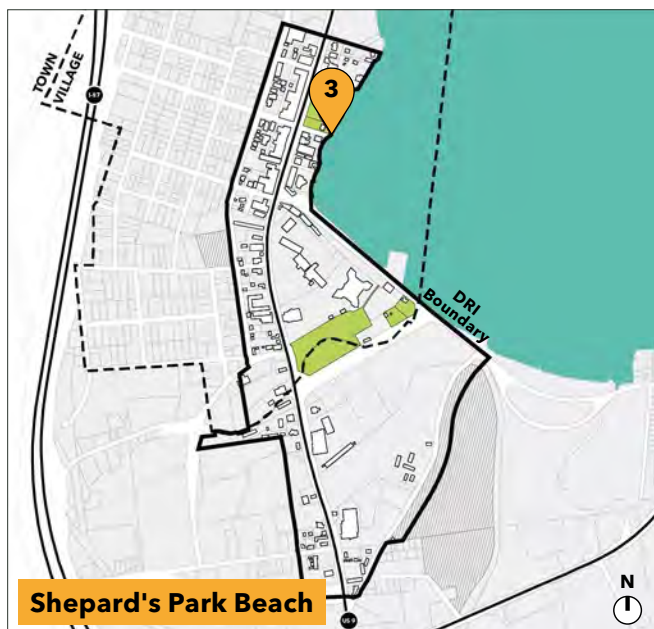
Total DRI Funds Requested	\$2,300,000
Total Project Cost	\$2,975,000
% of Total Project Cost	77%

PROJECT OVERVIEW

Project Description:

The project is a three-part initiative to revitalize a portion of the public Shepard's Park lakewalk by integrating urban and landscape design elements, improved stormwater management practices, and accessibility upgrades. Shepard's Park is a vital public asset, providing lake access and recreational opportunities, yet its southern portion is currently underutilized due to accumulated debris, litter, and poor water quality, which has rendered it unusable for swimming. Additionally, the roof of the Shepard's Park Bathhouse is deteriorating, unsafe, and urgently requires replacement.

This project seeks to transform these challenges into opportunities by improving the aesthetics and functionality of Shepard's Park beach area and public bathroom roof while addressing critical ecological and community priorities. Proposed enhancements at the beach area include pedestrian amenities to encourage walkability and exploration along the waterfront, educational signage, stormwater bio-



filtration features, native landscaping and planted areas, urban furnishing, and inclusive connections to the Boardwalk. The bathhouse roof will also be converted into a functional, accessible observation deck offering expansive views of Lake George and the surrounding mountain range. Accessibility upgrades will ensure that public spaces throughout downtown are inclusive and usable by all residents and visitors. The observation deck will also introduce a new permanent attraction, supporting efforts to transition Lake George from a seasonal destination to a community with broader year-round appeal.

The initiative reflects the Village of Lake George's long-standing goals to enhance the shoreline's visual appeal and utility while advancing environmental sustainability and bolstering ecological resilience. Green infrastructure improvements such as bio-filtration features and native plantings will help address the pressing issue of stormwater runoff, a key threat to Lake George's water quality.

Project Location:

Shepard's Park Beach & Public Bathroom (Village)

Project Sponsor / Entity:

Village of Lake George

Property Ownership:

The sites are public property owned by the Village of Lake George, who is also the project sponsor.

Capacity:

The Village of Lake George Mayor with the Village Planner will manage the project. The Village staff has prior experience managing a wide variety of capital projects including the design and construction of

French Mountain Park and additional public park facilities. The Village will retain a design professional to finalize design and handle the permitting and construction of park facilities. The Director of Planning and Zoning will serve as project administrator and has successfully implemented and administered over 30 projects funded by state and federal programs in his career with Lake George. Village DPW staff will assist with construction oversight.

Project Partners:

Lake George Park Commission

Revitalization Strategies:

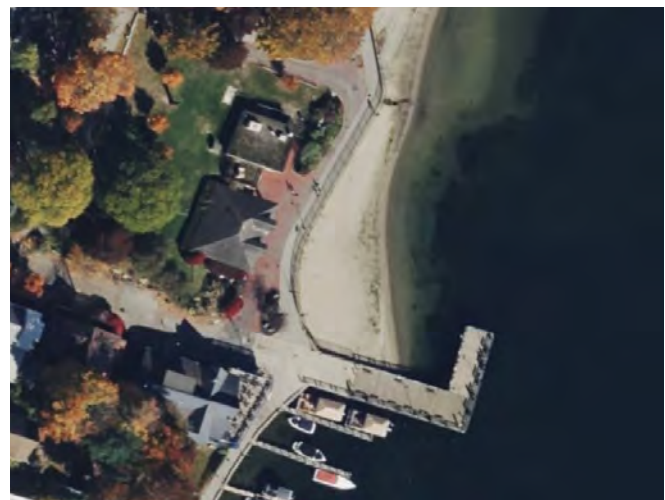
This project aligns with the following:

DRI Strategies

- **1: Enhance and expand the charm of Lake George and create an attractive, safe and accessible downtown with a strong sense of place.** The project increases the Park's aesthetic appeal and prominence Downtown.
- **3C: Improve public spaces, urban parks, business corridors such as Canada Street, to add interest, promote safety and increase the attractiveness of the Downtown.** Essentially, this project is an investment in Shepard's Park's underutilized spaces which increase the attractiveness, accessibility, and ecological resilience of the park.
- **4C: Implement a toolkit of green infrastructure (GI) interventions.** The project introduces GI through stormwater bio-filtration, retention areas and native landscaping.



EXISTING BEACH AT SHEPARD'S PARK



EXISTING SITE AERIAL VIEW

- **5C: Develop an open space parks strategic plan that identifies communities in need and opportunities to expand park spaces for a range of passive and active recreation activities.** The investment in Shepard's Park offers residents and visitors a diversity of programmed and passive activities to engage.

REDC Strategies

- This project aligns with both **Place** and **Grow's** objectives - converting an existing site into a new attraction and asset while pushing sustainability efforts and accessibility. The project leverages revitalization to drive additional investment within the downtown core, and presents synergy with other public improvement projects, consequently attracting greater foot traffic and more diverse user groups to the DRI Area.

Decarbonization & Environmental Resiliency:

The Shepard's Park upgrades project do not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program. However, the project will utilize several green building techniques to ensure the long-term sustainability of the area. Natural biofiltration will be implemented to filter stormwater runoff alongside native plants that thrive year-round. The project will also improve pedestrian connectivity to the lake and boardwalk area, lessening resident, and visitor use of personal vehicles.

Public Support:

Public support was strong at the first DRI Workshop, indicating interest by residents for better access to the waterfront and improved lake views. Accessibility to public spaces is a priority of the Village and residents, particularly at Shepard's Park. Public input from Workshop #2 and the corresponding online survey shows that over 75% of the respondents think the project will be transformational for downtown and 64% thought the project will positively impact the Lake George quality of life. Over half of the respondents (61%) believe the project will enhance the charm of Lake George and create a sense of place.

Budget Narrative:

The project budget was prepared by Suozzo, Doty & Associates Professional Engineering, PLLC in 2024 and is based on standard engineering construction estimation methods, but was developed without the benefit of full design. To factor in unknown variables and escalation prices, including the renovation of the Shepard's Park Bathroom and rooftop viewing deck without formal structural evaluation, a 30% project contingency is supported in the project budget. The budget was verified by Stuart Lynn Architects, experienced professional evaluator of the concept design proposal. is experienced in concept design proposals. The budget provides a reasonable professional estimation given the outlined scope and expected materials. The Village is primarily relying on DRI funding for project completion, with a 77% request of the total project cost. The remaining 23% is included as contingency costs, legal, technical, and administrative allowances covered by the Village.

Project Budget:

Activity	Amount	Source	Status of Funds
Shepard's Park Beach Park Construction - Green Infrastructure	\$275,000	Village	SECURED
	\$1,310,000	NYS DRI	REQUESTED
Shepard's Park Bathroom Rooftop Construction - Observation Deck	\$990,000	NYS DRI	REQUESTED
Design, Legal & Technical	\$400,000	Village	SECURED
Total DRI Funding Request		\$2,300,000	
Total Funding from Other Sources		\$675,000	
Total Project Cost		\$2,975,000	
% Requested of Total Project Cost		77%	

TABLE 4.4: SHEPARD'S PARK LAKEWALK / DECK BUDGET

Project Need & Impact:

The Village of Lake George identified a need for aesthetic and shoreline improvements along Shepard's Park in 2021. The need was escalated by the increase use of park and community facilities during and post COVID epidemic. The Village will enhance the functionality and experience of the space, while addressing critical ecological improvements to reduce shoreline erosion and improve stormwater management. The Shepard's Park Lakewalk enhancement project addresses several key priorities identified for Lake George's waterfront area, to better serve both residents and visitors.

As identified in the downtown profile, integrating green infrastructure (GI) is important in addressing stormwater management challenges, with Lake George being particularly vulnerable to water quality degradation from urban runoff. The proposed biofiltration features and native landscaping directly address this concern while supporting the assessment's goals for expanded green infrastructure.

The accessibility improvements align with a critical need identified by the public comments prioritizing enhanced accessibility throughout downtown's public spaces. The observation deck will provide a new year-round amenity, which is important to support new public and accessible recreation opportunities for permanent residents and seasonal visitors.

Embedded in the project scope, the educational signage component supports the area's role as both a recreational and educational destination, while the introduction of new pedestrian amenities aligns with the community's goal of enhancing

walkability and public spaces along the waterfront. These improvement at a key location downtown will significantly enhance the resident and visitor experience while providing environmental and accessibility benefits that serve the entire community.

Regulatory Requirements:

State Environmental Quality Review (SEQR) and State Historic Preservation Office (SHPO) consultations will need to be undertaken. The project will need to comply with the State Building Code and will require a building permit from the Warren County Building Codes for the observation deck portion. For the Shepard's Park parklet at the beachfront, alignment with and approval from NYS Department of Environmental Conservation (DEC) will be required with design development.

Timeframe for Implementation:

Anticipated Start Date:	Q2 2025
Project Stage	Timeframe
Design, Engineering, Bid Process	
- Issue Request For Proposal (RFP) - Award bid to selected design firm - Design Drawings Development and Necessary Permitting	12 months
Construction	
- Lakewalk Landscape Enhancements - Improved Stormwater Management Strategies Implementation - Accessibility Improvements - Observation Deck Construction	2.5 yrs
Total Timeframe	3.5 yrs
Anticipated Completion Date:	Q4 2028



EXISTING BEACH & RESTROOMS AT SHEPARD'S PARK



PROPOSED PARKLET UPGRADES CONCEPT RENDERING



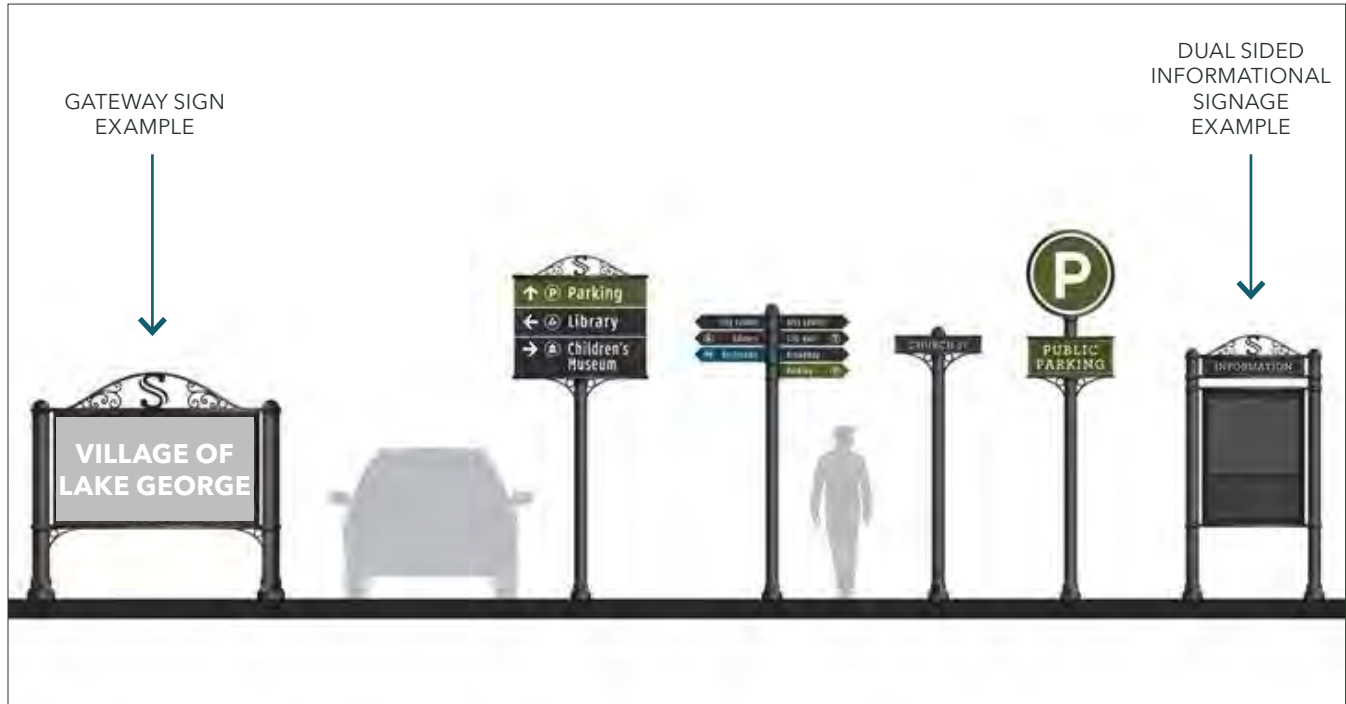
PROPOSED UPGRADES CONCEPT PLAN



PROPOSED BEACH SITE PLAN RENDERING

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4. Create a Downtown Heritage Wayfinding Project



PRECEPT WAYFINDING SIGNAGE (BASED ON SARATOGA SPRINGS MODEL)

PROJECT FUNDING

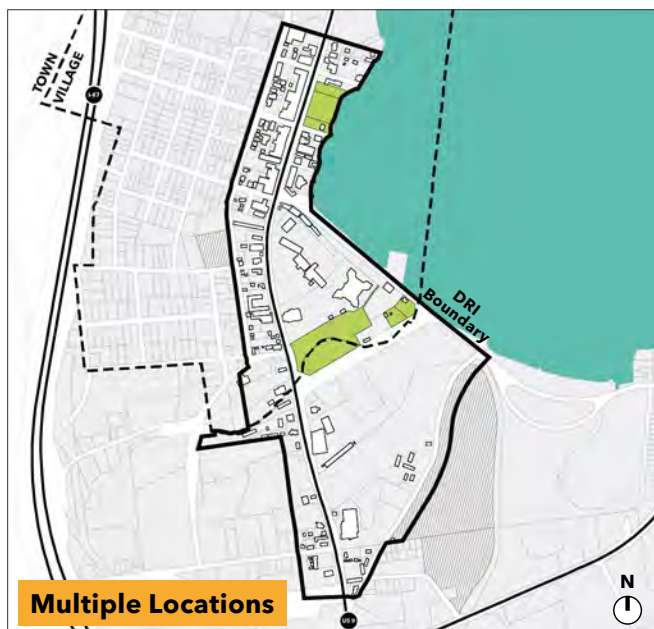
Total DRI Funds Requested	\$350,000
Total Project Cost	\$375,000
% of Total Project Cost	93%

PROJECT OVERVIEW

Project Description:

The project proposes the installation of approximately 18-20 dual-sided wayfinding signs strategically placed throughout the downtown corridor to enhance navigation, showcase the downtown area's significant history and culture, and promote Lake George's evolution from its pivotal role in the French and Indian War to "the Birthplace of the American Vacation." Two gateway signs will enhance key entry points to the Town and Village and strengthen the downtown's sense of place and its distinct character. Located along public sidewalks and near major points of interest or public parks, the signage will guide visitors to notable sites while narrating Lake George's unique story. These signs will encourage exploration of local points of interest, foster community pride, and create a more cohesive visitor experience.

The existing signage downtown is limited and inconsistent, often failing to effectively guide visitors or highlight the area's numerous historical and cultural assets. The lack of cohesive wayfinding contributes



to a sense of disconnection between key attractions such as Fort William Henry and the Lake George Battlefield Park, and leaves visitors reliant on private vehicles.

The wayfinding and signage project addresses the inconsistency by providing a unified, attractive and networked system designed to integrate the area's rich history into the daily experience of residents and visitors. Coherent and consistent signage will promote walkability, inviting more people to explore the downtown area on foot. This project seeks to not only improve visitor and resident navigation within the downtown, but also encourage exploration of the full downtown area. By supporting local businesses, boosting tourism, and complementing ongoing streetscape improvements, the unified wayfinding system will reinforce Lake George's identity and foster a deeper connection between the community, its history, and its visitors.

Project Location:

Heritage signage will be planned and installed at multiple locations within the DRI Area. Prime intersections and two gateway nodes at the North DRI boundary end and South DRI Boundary end will be key points for iconic signs. (see map)

Project Sponsor / Entity:

Village of Lake George

Property Ownership:

Most sites are either Village or Town owned, with the exceptions of: Fort William Henry, Warren County - Beach Road, and the NYS DEC Battlefield Park.

Capacity:

The project will be managed by the Village of Lake George Mayor, with administrative collaboration by the Director of Planning and Zoning and support staff. The Village has administered a wide variety of capital projects including the design and implementation of various public improvement projects. The Village Clerk and Treasurer have strong financial experience and will assist with the grant reporting requirements with Department of Public Works staff assisting with construction oversight. A potential partnership with the Lake George Chamber of Commerce and the Lake George Historical Association for the wayfinding signage content and marketing components is anticipated. Professional graphic design services will be retained to assist with signage layout and design.

Project Partners:

Lake George Historical Association

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- **1A: Improve the pedestrian experience with street lighting, crosswalks and a wayfinding and signage to orient visitors to key destinations, landmarks and events Downtown.** The addition of cohesive signage throughout the DRI Area will improve the pedestrian experience by making navigation easier and information readily available.
- **3: Protect, celebrate and enhance the historical, cultural, and natural assets that make Lake George a regional destination.** This project will help cultivate knowledge amongst residents and tourists alike on regional history by displaying relevant information on signage throughout the DRI Area.
- **5: Prioritize improving the quality of life in Lake George while sustaining and growing the resident population.** Wayfinding elements will unify and clarify public information to contribute to a better quality of life.



EXISTING INFORMATIONAL SIGN ON BEACH ROAD

REDC Strategies

- The Lake George Wayfinding project within the DRI Boundary will advance **Place's** goal of increasing the attractiveness and connectedness of the local community, particularly by offering family-friendly, low-cost, educational experiences. Comprehensive wayfinding can also help encourage walkability by allowing users to navigate around the Town and Village more easily.

Decarbonization & Environmental Resiliency:

The Downtown Heritage Wayfinding project does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program.

Public Support:

The proposed heritage wayfinding project has received consistently high public and LPC support throughout the DRI planning process. At Public Workshop #2, the project received the greatest amount of positive feedback of the public projects presented. The project was praised for its potential to engage visitors and the historic look of the signage. Most of the comments simply indicated that the project is a good idea. Feedback from Public Workshop #2 and the online survey show that 72% of the respondents think the project will have a transformational impact on downtown while only 56% think it will positively impact quality of life. The public values the project for its potential to celebrate and enhance the history of Lake George and the creation of a downtown with a strong sense of place.

Budget Narrative:

The project budget was prepared by the Village of Lake George in 2024. The quote is based on schematic level design signage. Contractor profit, labor and overhead is contained within each hard cost unit price. The budget was evaluated and verified reviewed by Stuart Lynn Architects who is familiar with the scope of work included for the wayfinding and signage project. A 15% design development and construction contingency is factored into the overall budget accounting for unit-cost escalations and design adjustments over a 3-year implementation period. The Village requires 93% of the total project cost with DRI funds. The remaining 8% are grant administrative and management services provided by Village General funds.

Project Need & Impact:

The wayfinding and signage project responds to a community desire to leverage the area's rich history, as illustrated in discussions at LPC meetings and feedback from public workshops. Even though the area is rich in history and heritage, the marketing and communication of the historical significance is minimized in the existing visitor experience. While the DRI Area contains numerous historical and cultural attractions, the downtown profile and public input indicates a need for better connections between these assets. The focus on promoting walkability through wayfinding and signage aligns with a key finding that most residents and visitors still rely on private vehicles - suggesting an opportunity to encourage more pedestrian activity through improved navigation.

Project Budget:

Activity	Amount	Source	Status of Funds
Site Preparation & Site Work	\$20,000	NYS DRI	REQUESTED
Signage	\$250,000		
Design Development	\$35,000		
Permitting & Approvals	\$10,000		
Installation	\$35,000		
In Kind (labor) & Administration	\$25,000	Village	SECURED
Total DRI Funding Request		\$350,000	
Total Funding from Other Sources		\$25,000	
Total Project Cost		\$375,000	
% Requested of Total Project Cost		93%	

TABLE 4.5: WAYFINDING / SIGNAGE BUDGET

The proposed gateway signs will help define and enhance the downtown's sense of place, supporting the assessment's goal of strengthening the area's distinct character and charm. Most of the signage signs are proposed to be located along public sidewalks and proximate to points of interest or in public parks. They are strategically placed to provide information on the Town and Village's history and mark sites of historical and cultural importance.

The heritage wayfinding project would increase community pride and general knowledge, while sharing the place's history. Given that the DRI Area attracts over 50,000 visitors during peak season and hosts numerous events throughout the year, clear and attractive wayfinding will help manage visitor flow while encouraging exploration of the full downtown area, supporting both tourism and local businesses.

Regulatory Requirements:

The planned signs will be located on public (Town/Village) lands and carefully sited to ensure they do not obscure the line of sight for travelers. All placements will adhere to Town and Village zoning setback requirements. If any location falls within a state right-of-way, the project will secure a NYSDOT occupancy permit before installation.

Timeframe for Implementation:

Anticipated Start Date:	Q2 2025
Project Stage	Timeframe
Design & Bid Process	
- Issue Request For Proposal (RFP) - Award bid to selected design firm - Work with consultant to design educational signage content	4 months
Construction	
- Removal of existing signage - Installation of new products	16 months
Total Timeframe	20 months
Anticipated Completion Date:	Q1 2027

For the Fort William Henry and Warren County-Beach Road, the Village has received and recorded permission from private property owners allowing placement. For sitings on NYS DEC Battlefield Park lands, the Village has obtained permission and will comply with DEC Design and Placement standards.



DUAL-SIDED SIGNAGE EXAMPLE FROM SARATOGA SPRINGS



EXISTING HISTORICAL SIGNAGE WITHIN THE DOWNTOWN



PROPOSED HERITAGE WAYFINDING & GATEWAY SIGNAGE SITE PLAN

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5. Enhance the Urban Forest of Lake George Through Landscape Upgrades



EXAMPLE OF EXISTING TREE IN PIT - CANADA ST



EXISTING GARDEN AREAS - SHEPARD'S PARK

PROJECT FUNDING

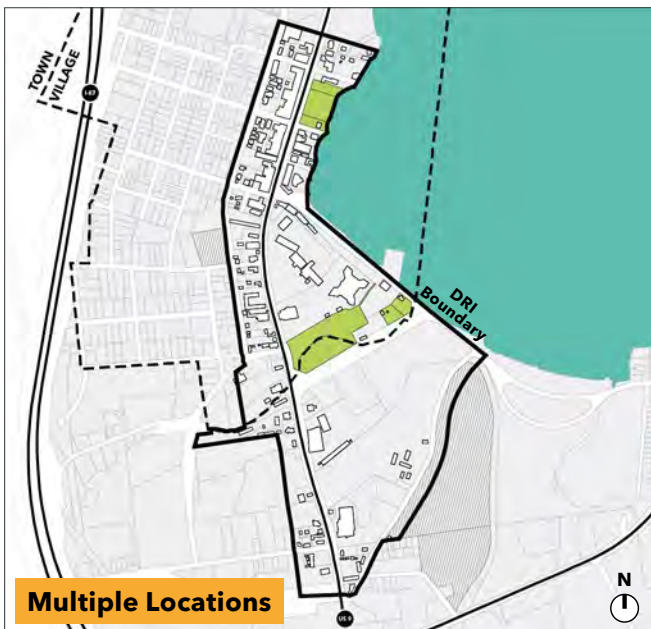
Total DRI Funds Requested	\$300,000
Total Project Cost	\$400,000
% of Total Project Cost	75%

PROJECT OVERVIEW

Project Description:

This project will upgrade tree and landscape amenities within the DRI Area. This includes purchase and planting of approximately 50 native trees, with ancillary tree pits, and the inclusion of bio-retention garden areas. The forestry project will expand the downtown greenscape area by over 15,000 square-feet. This project implements efforts identified in the Lake George Comprehensive Plan, and was informed by an extensive arborist report completed in 2024, to improve the aesthetics and environmental sustainability of the DRI Area.

Key locations for the proposed upgrades include Canada Street, Shepard's Park, the lakefront walkway, a series of pocket gardens, the Old Courthouse, as well as some backstreets within the DRI Boundary. Proposed improvements will address several factors such as: existing environmental conditions, area usage, flooding, erosion, tree health, and/or invasive species management. Based on the arborist report, each location will be treated with a



Multiple Locations

site-specific approach. For example, based on each tree health's assessment, the design decision would be to protect, replace, or remove the existing tree. Tree pit replacement or removal will also depend on the existing conditions report. At Shepard's Park however, the expansion of bio-retention areas will address water quality concerns through targeted protection and flood resilience measures.

Historically designated planting areas have remained underutilized or neglected. For such reasons, many areas require upgrades to ensure public safety, improve the downtown aesthetics, and reduce the heat island effect. Most of the proposed sites are located along public sidewalks, roadways, and open spaces, making them prime opportunities to improve the pedestrian experience and support the community's goal for a more sustainable, charming, and resilient downtown environment year-round.

Project Location:

Multiple Locations (see map - Village & Town)

Project Sponsor / Entity:

Village of Lake George

Property Ownership:

All identified locations are public lands belonging to either the Village or Town of Lake George.

Capacity:

The project will be managed by the Village of Lake George Director of Planning and Zoning. The Village

has successfully implemented and administered over 30 state and federal grants, in the past 10 years. The Village commissioned an arborist report and worked to identify needs. The Beautification Department within the Department of Public Works will oversee species selection and planting with technical support from a professional arborist and landscape team.

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- **1: Enhance and expand the charm of Lake George and create an attractive, safe and accessible downtown with a strong sense of place.** Landscape upgrades within the DRI Area will increase the urban fabric's attractiveness by introducing pocket gardens and expanding tree canopy, investing in the public realm while contributing to placemaking.
- **3A: Expand on community engagement efforts to identify collective values & priorities for preservation opportunities.** This project puts forefronts preservation opportunities, aiming to increase the ecological health of the DRI Area.
- **4C: Implement a toolkit of green infrastructure (GI) interventions.** This project includes strategies such as: expanded tree planting and rehabilitation, and bio-retention gardens.



EXAMPLE PIT REMOVAL / REPLACEMENT - MONTCALM ST



EXAMPLE EXISTING PIT WITHOUT A TREE ALONG CANADA ST

REDC Strategies

- This project aligns with **Place's** goal of fostering sustainability and urban vibrancy in the region by beautifying the core to drive further community investment. Through the installation or replacement of trees, gardens, and bio-retention areas, the project re-imagines the Village's public assets and streetscape, allowing residents and visitors to explore and feel safe, while re-establishing a sense of place and placemaking.

Decarbonization & Environmental Resiliency:

The Urban Forestry project does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program. However, it is important to identify that the proposed tree and landscape upgrades will reduce community greenhouse gas emissions through carbon capture. Furthermore, replacing or installing tree pits for street trees will enhance nutrient uptake, reduce the need for watering, and improve access for maintenance and increase the trees' longevity.

Public Support:

Several themes emerged from the immersive public engagement activities, including a desire to improve and elevate the aesthetics of public realm, including streetscapes and parks. Natural resource protection, especially concerning water quality in Lake George, was another concern identified throughout the public engagement activities. Adding more street trees and greenery in public spaces was often mentioned to protect the lake and improve the downtown area's aesthetics.

Public support and belief that the project will have a transformational impact on the downtown was significant, with 82% of respondents affirming. 76% of respondents indicated that the project would positively impact the quality of life and 64% think the project will enhance and expand the charm of Lake George and create a sense of place. Over half of the respondents think the project will expand sustainability efforts to enhance resiliency.



EXAMPLE OF EXISTING TREE IN PIT - CANADA ST

Budget Narrative:

The project budget was prepared by the Village of Lake George and supported by professional estimators Stuart Lynn. Construction costs account for 75% of the total project budget, and the Village is requesting DRI funds for this amount. The remaining 25% includes additional design services to expand urban forestry efforts into the Town area within the DRI Boundary, as well as labor, equipment, and contingency costs. The \$100,000 is secured through Village force account and in-kind services.

Project Budget:

Activity	Amount	Source	Status of Funds
Trees, Planting & Landscaping Materials	\$300,000	NYS DRI	REQUESTED
Design Development, Labor & Equipment	\$100,000	Village	SECURED
Total DRI Funding Request		\$300,000	
Total Funding from Other Sources		\$100,000	
Total Project Cost		\$400,000	
% Requested of Total Project Cost		75%	

TABLE 4.6: URBAN FORESTRY BUDGET

Supported by the arborist report, the project clearly defined scope of work within the Village and includes detailed areas and strategies that lend to generating a reasonable cost estimate. While the 25% soft costs including contingency appear high in comparison to the total project cost, this accounts for the possible expansion of efforts into the Town.

Project Need & Impact:

Most of the proposed tree planting sites are underutilized or in poor documented conditions. Sites are mostly located along public sidewalks or in public parks and along roadways, walkways, or open space areas. The downtown profile specifically highlights a need for expanded tree planting and landscaping to mitigate urban heat island effects within the Town and Village, and enhance the pedestrian experience. The proposed public improvements through urban forestry will active underutilized spaces, enhance aesthetics, and improve public safety.

The addition of bio-retention areas aligns with critical environmental concerns, particularly regarding stormwater management and water quality protection for Lake George - vulnerable to degradation from urban runoff. The proposed improvements along Canada Street address the need for enhanced streetscape amenities along the main commercial corridor, while the Shepard's Park components support the enhancement of key public spaces. The downtown assessment also notes that the Town and Village should adopt integrated and networked green infrastructure solutions to build climate resilience, with increased precipitation and flooding identified

as growing concerns. The 15,000 square feet of new planting area and 50 new trees would significantly expand the downtown green infrastructure network while improving the pedestrian experience. The inclusion of back streets within the DRI Area ensures the benefits extend beyond just the main commercial corridor and tourist areas to serve year-round residents.

Regulatory Requirements:

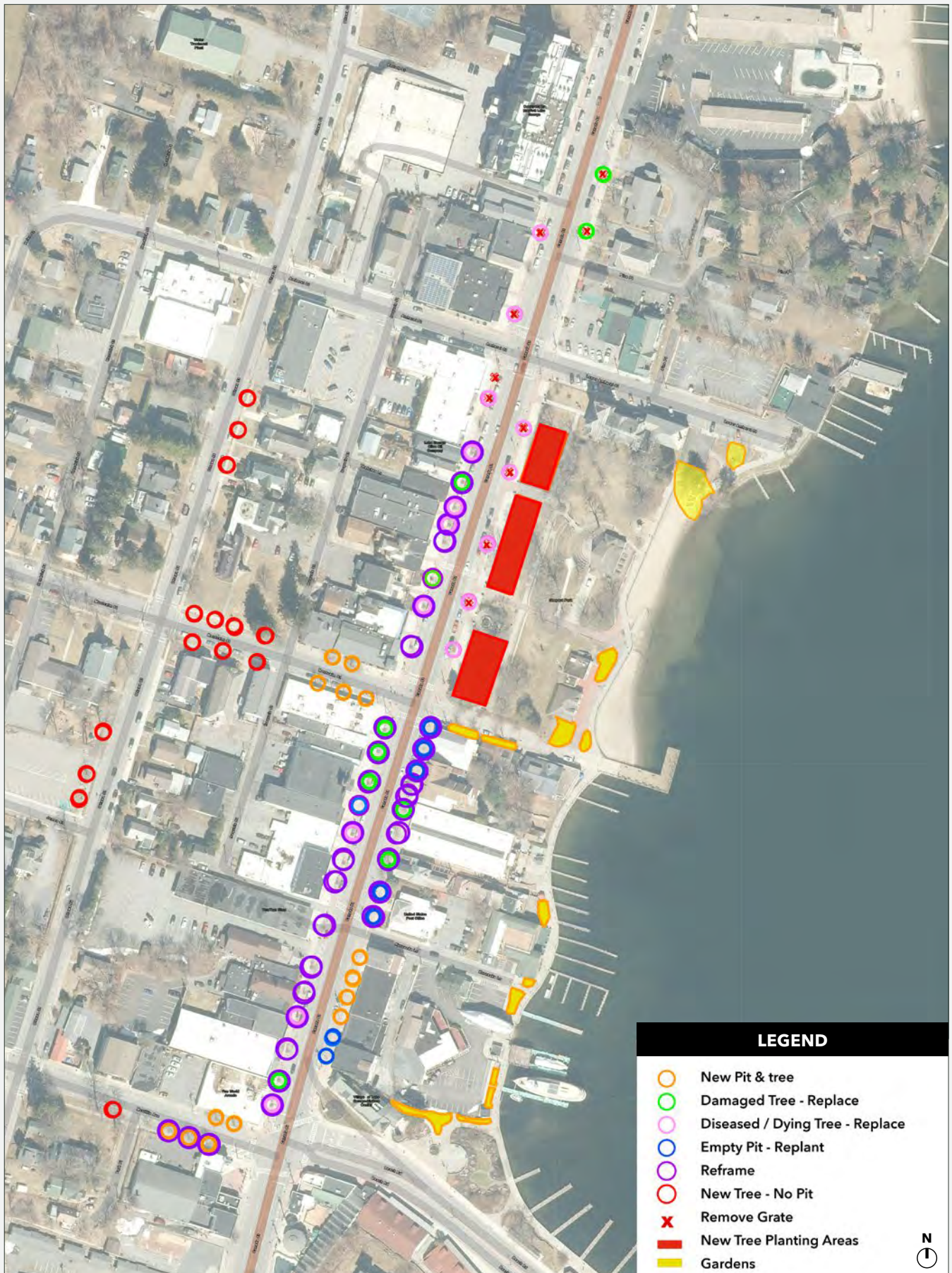
All trees will be located on and/or within the public Right-of-Way (ROW) or along public property. No permits are necessary.

Timeframe for Implementation:

Anticipated Start Date:	Q2 2025
Project Stage	Timeframe
Design, Engineering, Bid Process	
- DPW & Village to review Arborist report findings and update as necessary - DPW to upgrade drawings and plans - DPW to coordinate works oversight	6 months
Construction	
- New Pit & Tree Installation - Damaged Tree Replacement - Diseased / Dying Tree Replacement - New Tree (No Pit) Installation - Tree Grate Removals - New Tree Planting within Park Areas - Garden Upgrades	1.5 yrs
Total Timeframe	2 yrs
Anticipated Completion Date:	Q2 2027



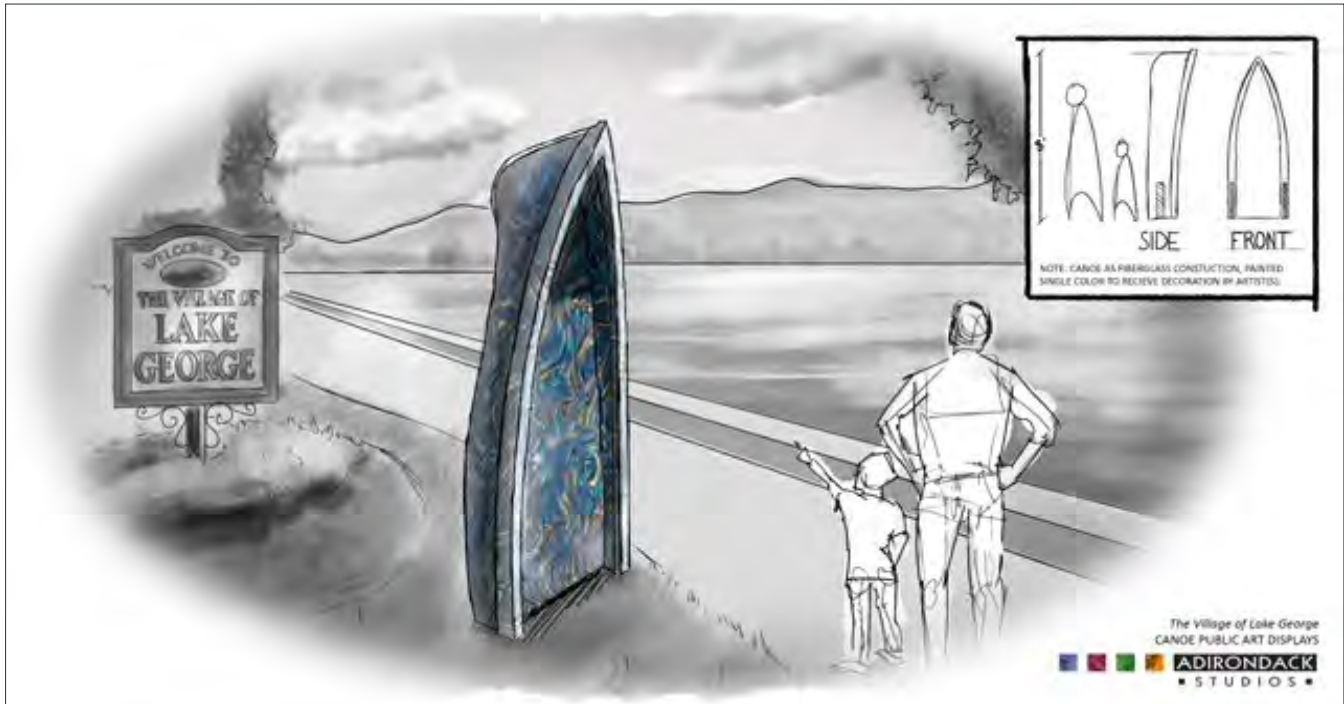
EXAMPLE OF CONSTRUCTED BIOSWALE WITHIN THE DRI AREA



PROPOSED URBAN FORESTRY UPGRADES PLAN WITHIN THE VILLAGE

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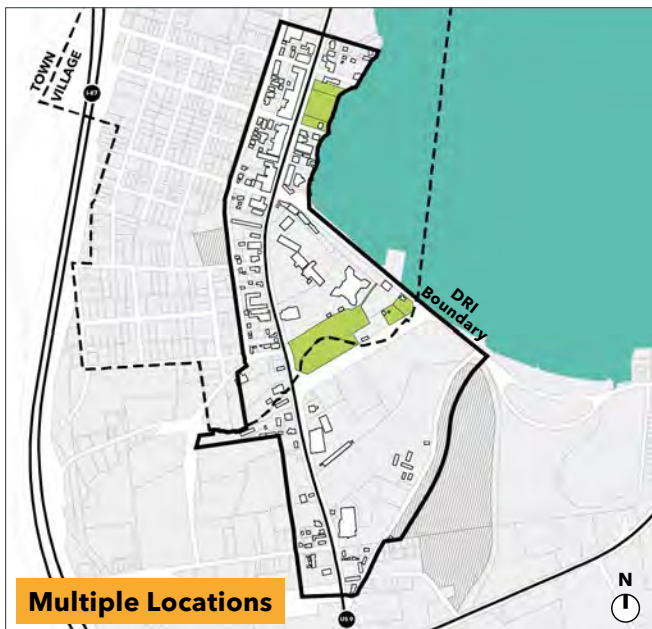
6. Create a Lake George Art & Canoe Trail



PROPOSED CANOE INSTALLATION SKETCH

PROJECT FUNDING

Total DRI Funds Requested	\$375,000
Total Project Cost	\$400,000
% of Total Project Cost	94%



PROJECT OVERVIEW

Project Description:

This project aims to introduce a multi-phase design and installation of 18 uniquely painted canoes and paddles, along with three murals strategically located within the DRI Area. The primary art and canoe trail will showcase regional talent, create a placemaking symbol unique to Lake George, and encourage the cultural vibrancy of Lake George. Building on past initiatives by the Lake George Arts Project, the Art and Canoe Trail will enhance the public realm through artistic expression and bring more attention to the area's creative resources.

The project aligns with community interests and goals of expanding cultural programming and improving the charm of downtown. While smaller scale murals and artwork exist downtown, no unifying effort for a downtown aesthetic revitalization has occurred. By working with local artists and introducing visually striking sculptures and murals within the DRI Area, the project seeks to foster a sense of place and pride while enhancing the overall visitor experience. The

integration of art in public spaces has the potential to attract both residents and tourists, enriching the community's cultural offerings and reinforcing Lake George's reputation as a destination that values both natural beauty and artistic expression.

Project Location:

Multiple Locations within the Lake George DRI Area (to be determined - Village & Town)

Project Sponsor:

Village of Lake George

Property Ownership:

The majority of public art locations will be installed on Village or Town owned land. Potential siting on Fort William Henry, Lake George Chamber of Commerce, and within the NYS DEC Battlefield Park are identified as potential locations where a property easement may be required for participation.

Capacity:

The project will be administered by the Village of Lake George with project management provided by the Executive Director of the Lake George Arts Project (LGAP). The team at the LGAP have led similar public arts projects and managed outreach and communications, including projects: 'Tempered by Memory', and the City of Saratoga Springs' creative interpretation of horse statue installations. Lake George Arts Project staff also have a long history of managing grants and grant funded projects, including grants from large state-funded organizations like New York State Council on the Arts (NYSCA). The Town and Village will coordinate management of project installations, maintenance, landowner outreach, and equipment needed for the project.

Project Partners:

Lake George Arts Project

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- **1: Enhance and expand the charm of Lake George and create an attractive, safe and accessible downtown with a strong sense of place.** This project will contribute directly to enhancing the charm of the DRI Area through public arts including murals and installations. These interventions help define the place.

- **3B: Provide opportunities for existing cultural and arts institutions to renovate and expand their programming.** Led by the Arts Project, the project champions local artists and their creativity, and provides opportunities for both institutions and individuals from the area to expand their programming and public reach.
- **5: Prioritize improving the quality of life in Lake George while sustaining and growing the resident population.** This initiative adds to the charm and visual appeal of Lake George, and will in turn increase the quality of life of residents and help to sustain the population.

REDC Strategies

- The Art & Canoe Trail project will advance **Place's** goal of increasing the attractiveness and connectedness of the downtown area, its community, and its urban aesthetics particularly by offering family-friendly, low-cost, experiences for residents and visitors. It also aligns with **Innovate's** objective of supporting the creative arts and tourism (CRAFT) infrastructure, by advocating for regional artists and championing creative muralists.



PROPOSED BUILDING MURAL EXAMPLE A

Decarbonization & Environmental Resiliency:

The Art & Canoe Trail project does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program. However, the project will create a visually interesting and interactive pedestrian walkway through downtown Lake George and will encourage residents and visitors to explore on foot.

Public Support:

Throughout public engagement activities, there was consistent interest in public art and cultural amenities across different stakeholder groups, though it wasn't one of the most prominently discussed topics. In stakeholder interviews, representatives from organizations like the Lake George Arts Project expressed interest in improving arts and cultural offerings, and there was mention of wanting more public art displays throughout the Village. Feedback from Public Workshop #1 included suggestions for incorporating more visual arts programs, gallery spaces, and public art displays.

The desire for arts and culture was often connected to broader goals of improving the Village's aesthetics and creating a more vibrant, unique community character. While specific public art projects weren't among the highest-priority items discussed, support for arts and culture, including public art, was woven into many of the community's suggestions for enhancing Lake George's appeal as a year-round destination. Feedback from Public Workshop #2 and

the online survey shows 66% of respondents think this project will have a transformational impact on downtown Lake George and 54% think the project will improve quality of life. This interest in public art aligns with the community's overall vision of developing a more sophisticated, culturally rich environment that moves beyond typical tourist offerings.

Budget Narrative:

The project budget was prepared by the Lake George Arts Project, based on similar artist grants and programming initiatives, and is supported by Stuart Lynn Consulting. A fair 9% contingency is included in the proposed budget, towards project hard costs. The Village is requesting 94% of the total project cost for DRI reimbursement, which would go towards hard and soft material and artist costs for the murals, canoes and oars, as well as associated program and admin costs. The remaining 6% is supported through in-kind / force account by Village DPW staff for foundations and oars to secure the installations. An average rate of \$25/hr for personnel and \$150/hr for equipment is factored into this 6% budget.



EXISTING SMALL-SCALE MURAL ART WITHIN THE DRI AREA

Project Budget:

Activity	Amount	Source	Status of Funds
Artist Fees	\$93,000	NYS DRI	REQUESTED
Canoes & Murals Material	\$236,000		
Installation & Labor	\$30,000		
Marketing, Printing & Legal	\$16,000		
Administration	\$25,000	Village	SECURED
Total DRI Funding Request		\$375,000	
Total Funding from Other Sources		\$25,000	
Total Project Cost		\$400,000	
% Requested of Total Project Cost		94%	

TABLE 4.7: ARTS / CANOE TRAIL BUDGET

Project Need & Impact:

The downtown profile emphasizes that arts and culture are key drivers for Lake George, with a recommendation to "enhance and celebrate art and culture" to build on current and past arts-focused initiatives. This project will add to the downtown's existing arts programming, which includes various festivals and events but could benefit from more permanent installations.

The downtown profile also highlights the area's rich history, including its evolution as a tourist destination and connection to water-based recreation - themes that will be celebrated through canoe-based artwork. The assessment indicates that 91% of weekend trips to the DRI Area are recreational in nature, suggesting these artistic elements would enhance the visitor experience while creating more visual interest and engagement within the downtown.

The murals and canoe installations will provide year-round aesthetic appeal, supporting the assessment's goal of creating more permanent attractions beyond seasonal tourism draws. By distributing these art pieces throughout the DRI Area, the project will encourage pedestrian exploration while contributing to the area's distinct sense of place and character, aligning with the assessment's recommendations for projects that enhance the downtown's overall charm and support a more vibrant year-round community.

Timeframe for Implementation:

Anticipated Start Date:	Q2 2025
Project Stage	Timeframe
Bid Process	
- Issue Request For Proposal (RFP) - Select awardee and define scope of work (murals / canoes) - Award bid to selected artists and issue press releases accordingly	6 months
Design & Installation	
- Site Works - Mural Concept Development & Creation - Canoe Trail Design & Installation	1.5 yrs
Total Timeframe	2 yrs
Anticipated Completion Date:	Q2 2027

Regulatory Requirements:

The canoes and paddles will be located mostly on public (Town/Village) lands. If any facility is in a state ROW, a NYSDOT occupancy permit will be obtained. The property owners of the three mural sites have been notified and the Town has received permission for the projects from property owners. Where facilities are located on private lands, an easement or other form of authorization will be obtained.

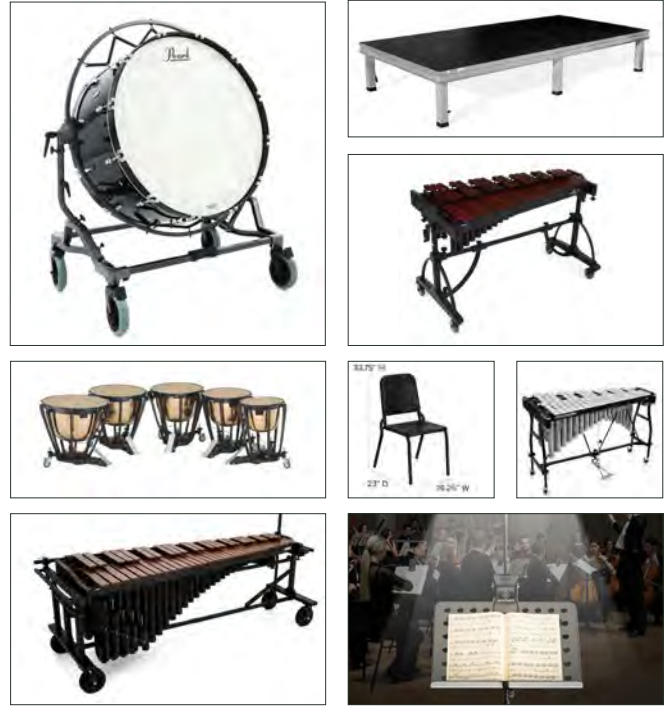


PROPOSED BUILDING MURAL EXAMPLE B

7. Enhance Music/Entertainment Productions *in the DRI Area with the Acquisition of AV/Lighting Equipment & a Portable Stage*



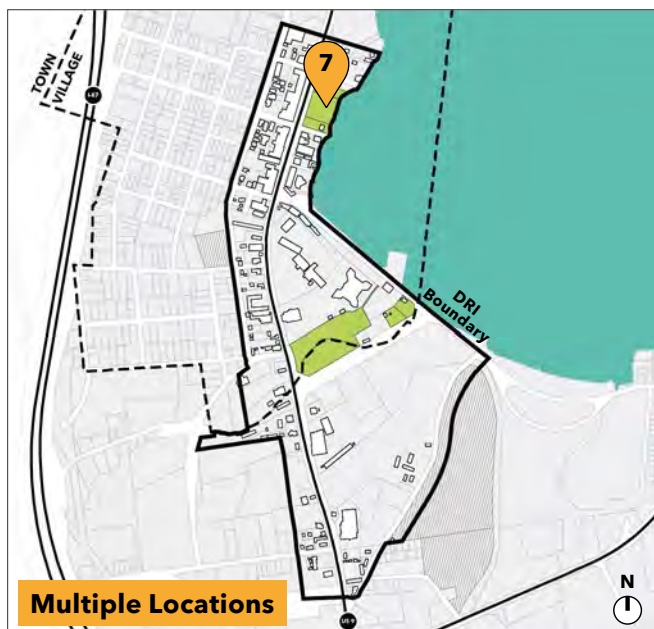
EXISTING LGMF PERFORMANCE CAPACITY AT THE FORT



PROPOSED RANGE OF PORTABLE STAGE EQUIPMENT

PROJECT FUNDING

Total DRI Funds Requested	\$600,000
Total Project Cost	\$600,000
% of Total Project Cost	100%



PROJECT OVERVIEW

Project Description:

This project proposes acquiring specialized music, Audio-Visual (AV) and lighting equipment to significantly enhance year-round entertainment and productions within Lake George's DRI Area. Key components include various lighting systems, Audio-Visual (AV) towers, and a fully portable stage, complete with performance chairs, music stands, and percussion equipment. These critical pieces will support a range of local initiatives and groups—including the Lake George Music Festival (LGMF), Community Band, Arts Project, and the Jr./Sr. High School – and will be accessible to community members, non-profit organizations, and other groups at a low cost to ensure wide-reaching access.

The equipment list included in this proposal as part of the portable stage piece is robust enough to satisfy the requirements of a full symphony orchestra or opera production, and can be easily truncated to support smaller groups such as jazz trios, chamber music, musical theater, plays, and comedy shows.

In regards to the lighting and immersive sound piece of the overarching project, the AV towers will be stationed in Shepard Park, but can be transported and placed for use at Charles R. Wood Park, Fort William Henry, and other DRI locations. These will be pivotal for amplifying events like Fridays at the Lake, the Lite Up the Village Winter display, and the Winter Carnival. Equipped with wireless speakers, intricate lighting, imaging systems, and surround sound capabilities, these AV towers will enable high-quality audio and visual experiences, enhance security measures, provide public Wi-Fi, and allow seamless integration with the latest technology.

This project will not only boost the quality of local events but also adapt to evolving technological and performance needs, ensuring Lake George continues to deliver captivating and state-of-the-art events and experiences for years to come. Art strengthens the economy, is good for business, and drives tourism while at its core providing value to local residents. Investing in cultural infrastructure, programs, and performances would enhance the residents' quality of life while supporting sustainable visitor experiences year-round.

Project Location:

All sites are either Village or Town owned, or along public Right-of-Way (ROW).

Project Sponsor:

Village of Lake George

Property Ownership:

All equipment will be owned by the Village of Lake George, and coordinated with various private properties within the DRI Area for performance needs.

Capacity:

The project will be led by the Village of Lake George Mayor, and supported by the Lake George Music Festival Director. The Village has staff with expertise in contracting with the State, as well as operating and maintaining equipment. A professional event/production team will be retained to support the Village through project implementation.

Project Partners:

The Lake George Music Festival (501(c)(3)), Lake George Arts Project, the Lake George Community Band, and the Jr. Sr. High School are project partners in support of expanded events/programming.

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- **2B: Foster social inclusion and cohesion by maximizing commercial, retail, cultural and institutional opportunities and programming for residents.** Purchasing critical equipment would maximize future programming by providing tools that support local events without burdening limited individual group resources.
- **5: Prioritize improving the quality of life in Lake George while sustaining and growing the resident population.** Events and arts programming attract current and new residents while servicing people of all ages and backgrounds, consequently improving the quality of life for all.

REDC Strategies

- The purchase of music and entertainment equipment aligns with **Place's** goals of leveraging revitalization initiatives to expand on placemaking activities that offer family-friendly, low-cost, and visually appealing experiences. Making the equipment accessible to various local groups, including the LGMF, Jr. Sr HS, LG Community Band, and the LG Arts Project, the project supports equitable access to critical pieces of infrastructure that enhance year-round vibrancy, social and economic integration, and drive local events and programming capacity downtown.



PROPOSED HOME FOR AV TOWERS AT SHEPARD'S PARK

Decarbonization & Environmental Resiliency:

The enhancement of events and productions within the DRI Area project does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program.

Public Support:

There is strong public support for increased arts, cultural, and entertainment programming. Public input emphasized the need for year-round events, with residents consistently listing performing arts, concerts, and cultural events among their top priorities for improving downtown vitality, particularly during off-season periods. Support was especially strong for projects that could serve multiple purposes and benefit both visitors and year-round residents. This equipment would also support the community's broader vision for Lake George as a year-round destination with vibrant arts and cultural offerings.

Budget Narrative:

The project budget was prepared by both the Lake George Music Festival (portable stage piece) and Village municipal staff (AV/lighting piece) and further evaluated by Stuart Lynn Consulting. While there is no contingency fee accounted for as part of the budget, the expert team of Village staff and LGMF provided a comprehensive scope based on prior experience, with knowledge of project need, financial resources and sponsor capability, and available suppliers or vendors.

The sponsors have identified DRI funding as the only source of funding needed to realize this project, requesting 100% of total project costs. It is important

to note that the Lake George Music Festival has already invested roughly \$20,000 on permanently installed theater lighting and a P/A system at the Carriage House. The Village, while only including AV/Lighting equipment hard costs for DRI funding consideration, will also offer in-kind services for recurring installations, maintenance, and inspections of any and all project components.

Project Need & Impact:

The proposed entertainment equipment project addresses a local need identified through extensive public engagement, where residents, stakeholders, and students expressed a desire for more year-round arts, cultural, and entertainment programming in Lake George. The current lack of proper performance infrastructure, particularly following the loss of the Shepard's Park bandstand, limits the community's ability to host diverse events throughout the year.

This project would provide specialized lighting, AV towers, and a complete portable stage set that could support various performances and events within the DRI Area. The impact of acquiring this equipment is significant and multi-faceted: it will enable expansion of successful existing programs like the Lake George Music Festival and create opportunities for new year-round events that serve both tourists and residents. It is important to note that the Lake George Music Festival, who annually produces events at the Carriage House, has already invested in permanently installed theater lighting and a P/A system at the Carriage House, which can be made available to other performing arts groups for year-round productions.

By being Village-owned and available to local groups, the equipment will reduce barriers to producing

Project Budget:

Activity	Amount	Source	Status of Funds
Lighting & Special Effects (SFX) Equipment	\$280,000	NYS DRI	REQUESTED
Audio & Video (AV) Equipment	\$220,000		
Portable Stage & Equipment	\$100,000		
Total DRI Funding Request		\$600,000	
Total Funding from Other Sources		N/A	
Total Project Cost		\$600,000	
% Requested of Total Project Cost		100%	

TABLE 4.8: EVENTS/ENTERTAINMENT EQUIPMENT BUDGET

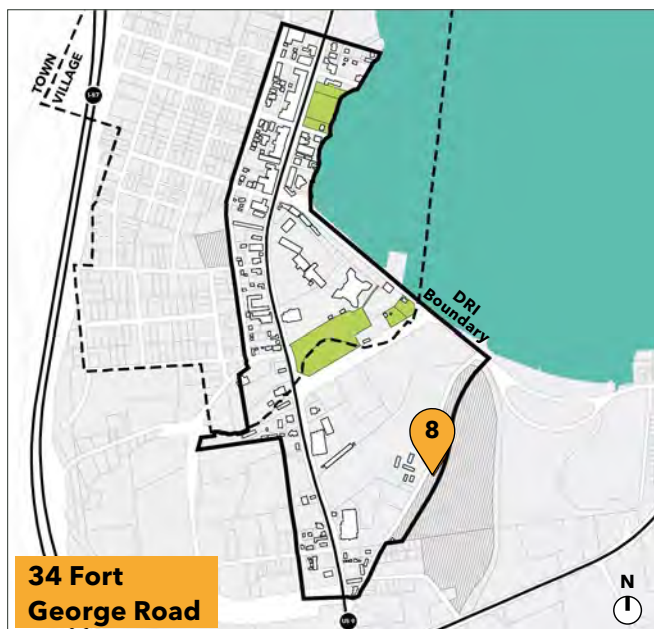
8. Memorialize and Reinter Historic Remains at the Lake George Battlefield Park



PROPOSED PROJECT RENDERING A

PROJECT FUNDING

Total DRI Funds Requested	\$519,000
Total Project Cost	\$700,000
% of Total Project Cost	74%



PROJECT OVERVIEW

Project Description:

The project will complete the final phase construction of a memorial at the Lake George Battlefield State Park. It will feature a new public and accessible plaza, columbaria, educational signage, and memorials dedicated to the over 40 remains discovered on Courtland Street in February 2019, believed to be part of a Revolutionary War-era cemetery. A significant effort between the Town, the Battlefield Park Alliance, and NYS DEC, the anticipated project completion date is scheduled for Memorial Day 2026 to coincide with the 250th anniversary of the nation's founding. This adds historical significance and broadens the project's appeal as part of the national celebrations.

In doing so, the project contributes to strengthening Lake George's position as a cultural and historical destination, enhancing the visitor experience while supporting local pride. By preserving and highlighting this archaeological discovery, the project will add a crucial layer to the historical narrative of Lake George, deepening public understanding and appreciation

of its military past. The new plaza space will provide a public gathering area, enhancing the community's engagement with its history while establishing a respectful space for reflection. Such interventions within the Battlefield State Park grounds introduce new constructed spaces for pause within what is currently expansive park and forested area.

The commemorative elements of the project not only serve as tribute to the past but will also help attract cultural tourism, supporting the downtown's economic vitality and fostering an even stronger community identity.

Project Location:

LG Battlefield Park (34 Fort George Rd)

Project Sponsor:

Town of Lake George

Property Ownership:

LG Battlefield Park is owned by NYS DEC. DEC + Adirondack Park Agency have reviewed the Unit Management Plan amendment to include project in park as "partner".

Capacity:

The project will be led by the Town of Lake George Supervisor, and the Town's Planning & Zoning Director will serve as the Reinternment Committee Chair having been involved in all aspects of planning, design and permitting of the planned facilities. The Town's Comptroller will assist with grant implementation and project completion. The Town has retained a professional design firm to finalize design and handle permitting and construction of the facilities. Plans are complete (both conceptual and final design) and the committee has rolled out a fundraising effort which includes both a formal website and printed literature.

Project Partners:

NYS Department of Environmental Conservation,
The Battlefield Park Alliance

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- **1: Enhance and expand the charm of Lake George and create an attractive, safe and accessible downtown with a strong sense**

of place. An effort to bring the history of Lake George to the forefront of the public conscious indicates through a memorial project indicates an attentiveness to increasing the sense of place of the Town, while commemorating its historic and regional significance.

- **3: Protect, celebrate and enhance the historical, cultural, and natural assets that make Lake George a regional destination.** Lake George's ties to American history - specifically the battles that have been fought on the grounds - will be protected, celebrated, and enhanced by this project's addition of columbaria, educational signage, plaza space, and memorials.

REDC Strategies

- Reinternment efforts address multi-dimensions of placemaking through unearthing the site's history, culture, and regional memory. By doing so, the project advances **Place's** goal, and offers residents and visitors a new experience that is quite significant to the United States' history, which concurrently drives local and regional tourism and cultural production.



EXISTING ROAD APPROACHING THE BATTLEFIELD PARK

Decarbonization & Environmental Resiliency:

The Reinternment of Historic Remains project does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program.

Public Support:

The discovery of human remains at the Courtland Street project site was a very public event, and the reinternment of the remains has been a municipal and community priority since. This is evident through the formation of a committee to plan the reinternment, with the support of several partners including the Lake George Battlefield Park Alliance, which is the non-profit friends' group of the Battlefield Park. Residents value the area's history, with stakeholders specifically mentioning "history of the region" as one of the Town's key assets.

Feedback on each proposed project was collected during Public Workshop #2 and online survey. 72% of respondents think this project will have a transformative impact on downtown Lake George. 75% of respondents think the project aligns with the goal to protect, celebrate, and enhance the historical assets of Lake George.

Budget Narrative:

The project budget was prepared by Studio A Landscape Architecture, Engineering & Planning in 2024, based on design development drawings. A 20% design and construction contingency is factored

into the budget towards project completion, which is deemed reasonable by professional estimators at Stuart Lynn Architects. The Town as identified two sources of funding needed. This includes a 74% DRI request towards project hard costs such as earthwork, pavements, site furnishing and landscaping. Town fundraising efforts are the second source of funding for the project, and are well underway, expected to cover all remaining project costs.



PROPOSED PROJECT RENDERING B

Project Budget:

Activity	Amount	Source	Status of Funds
Demolition, Earthwork, Pavements & Walls	\$94,000	NYS DRI	REQUESTED
	\$91,000	Town	SECURED
Columbaria	\$265,000	NYS DRI	REQUESTED
Site Furniture	\$100,000		
Landscaping	\$60,000		
Design Development & Construction Admin	\$90,000	Town	SECURED
Total DRI Funding Request		\$519,000	
Total Funding from Other Sources		\$181,000	
Total Project Cost		\$700,000	
% Requested of Total Project Cost		74%	

TABLE 4.9: RE-INTERNMENT PROJECT BUDGET

Project Need & Impact:

Lake George Battlefield Park is a key historical asset within the DRI Area, highlighting the area's rich history dating back to the French and Indian War. The downtown profile emphasizes that history is "a significant contributor to the character of downtown Lake George," and this project will enhance the preservation and interpretation of newly discovered historical remains. The plaza space will introduce a new public gathering space within the Battlefield Park, while the commemorative elements will add depth to Lake George's historical narrative.

The project supports the community's goal of leveraging the area's historical assets to enhance both the visitor experience and sense of place. It will also create another significant cultural destination and local anchor while appropriately preserving and commemorating an important archaeological discovery within the downtown area.

Regulatory Requirements:

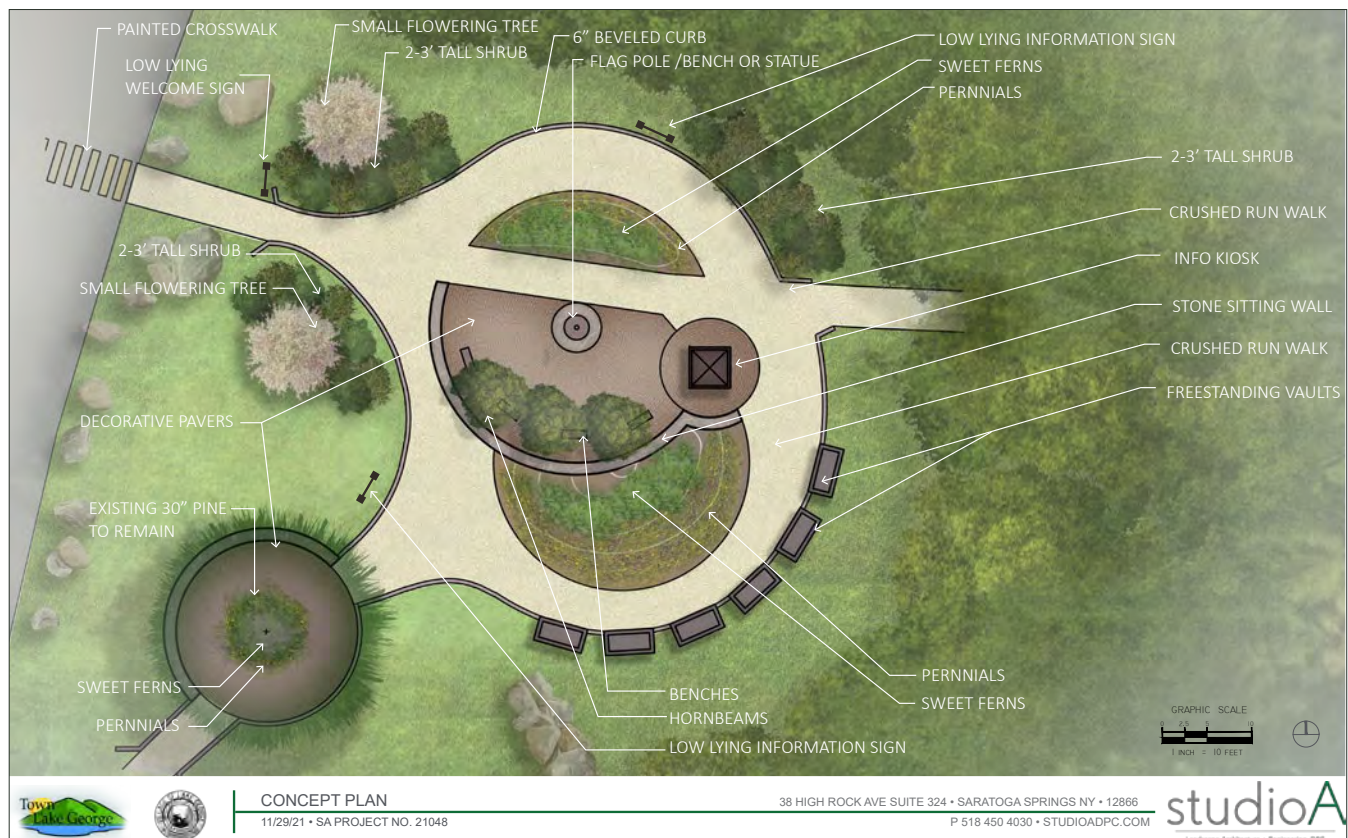
The project has received approval from the Adirondack Park Agency (APA) and NYSDEC has modified its Unit Management Plan to accommodate the planned facilities. These were the only approvals required for the project.

Timeframe for Implementation:

Anticipated Start Date:	Q2 2025
Project Stage	Timeframe
Engineering, Bid Process	
- Issue Request For Proposal (RFP) - Award bid to selected engineering firm	2 months
Construction	
- Landscape and Memorial construction - Installation of new educational signage - Plaza space improvements	10 months
Total Timeframe	12 months
Anticipated Completion Date:	Q2 2026



PROPOSED PROJECT RENDERING C



PROPOSED PROJECT SITE PLAN RENDER

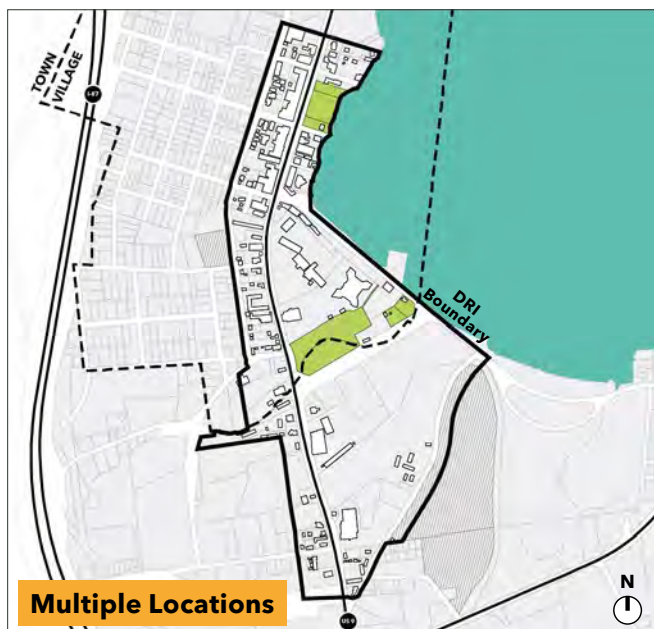
9. Expand the Downtown Circulator Trolley & Enhance Bus Stops



PROPOSED BUS SHELTER AND BIKE RACKS RENDERING NEAR STEWART'S

PROJECT FUNDING

Total DRI Funds Requested	\$275,000
Total Project Cost	\$308,000
% of Total Project Cost	89%



PROJECT OVERVIEW

Project Description:

This project seeks to enhance public transit accessibility and expand alternative transportation options within the DRI Area by installing up to six new low-impact bus shelters in collaboration with the Capital District Transportation Authority (CDTA). These shelters will address the downtown area's transit gaps, offering weather-protected waiting areas and improving the overall connectedness and appeal of the Lake George Circulator Trolley service.

Additionally, the project involves reconfiguring trolley routes to optimize connectivity and better serve both residents and visitors. CDTA would provide maintenance and evaluate opportunities for expanded routed based on increased demand, if the DRI funds the physical shelters and installation. To promote multi-modal transportation and reduce dependence on private vehicles, the project will also include expanded bicycle infrastructure, with bike racks installed at all new bus shelter locations. This component may also include the addition of

CDPHP BikeShare stations to provide greater access to alternative transportation modes, supporting regional sustainability and mobility goals.

By improving public transit amenities and bicycle infrastructure, this project will significantly enhance connectivity, reduce the environmental impact of local travel, and create a more convenient and enjoyable transportation network for Lake George's residents, visitors, and seasonal populations including workers.

Project Location:

Multiple Locations (Village + Town)

Project Sponsor:

Town of Lake George

Property Ownership:

All sites are public property, under Village, Town or NYS Department of Transportation (DOT) ownership.

Capacity:

The project will be led by the Town of Lake George Supervisor, in collaboration with the Capital District Transit Authority (CDTA). The Town has been working with CDTA to identify locations of the proposed facilities. The shelters will serve current transit routes and allow possible expansion of service. The CDTA will provide maintenance of the planned facilities. The Director of Planning and Zoning will serve as project administrator and has successfully implemented and administered a wide variety of projects funded by state and federal programs. Town DPW staff will assist with construction oversight.

Project Partners:

Capital District Transportation Authority (CDTA), NYS DOT

Revitalization Strategies:

This project aligns with the following:
DRI Strategies

- 1B: Reconstruct streetscapes to accommodate and encourage alternative modes of transportation, reducing the community's reliance on cars and the demand for parking.** This project will incentivize the use of multi-modal transit options by introducing new bus shelters with bike racks within the DRI Area to expand reach and offer more options.
- 2C: Invest in infrastructural improvements that promote a range of uses for residents, business owners and tourists including roads, bridges, water, electricity, telecommunications, high-speed broadband internet for all, etc.** This project is an investment in the transportation infrastructure of the downtown area, making both public transportation and biking more feasible options for residents and tourists.
- 5: Prioritize improving the quality of life in Lake George while sustaining and growing the resident population.** The ability to use multi-modal transit options to travel within the DRI Area is an immediate improvisation of residents' quality of life.



EXISTING CDTA BUS SHELTER ALONG BEACH ROAD



EXISTING CDPHP CYCLE! LOCATION ALONG BEACH ROAD

REDC Strategies

- This project will advance both **People** and **Grow's** objectives by addressing Lake George's public transit shortcomings while supporting active mobility. Connecting local workforce, year-round residents, and tourists to nearby services and destinations by growing the region's transportation infrastructure will support diverse business development especially in the hospitality, healthcare, and development sectors, cultivate stronger regional workforce recruitment, make the region more competitive and overall better integrated.

Decarbonization & Environmental Resiliency:

This CDTA Trolley and Bus Stop Expansion project does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program. However, this project will support the development of a dependable public transportation system in Lake George which will reduce car use and emissions from vehicles.

Public Support:

The bus and trolley improvements project received positive feedback at Workshop #1. Workshop participants noted that the project would reduce traffic and make it easier to travel around downtown, with others noting and that the proposed amenities would improve the look of the sidewalks. The project garnered several endorsements, with "Great idea" being mentioned 7 times in the feedback. The high

school student survey indicated relatively low current trolley usage (only 13 out of 367 respondents said they use the trolley to get to the village), suggesting an opportunity for increased ridership with improved service. 70% of those who attended Workshop #2 and responded to the online survey indicated that the project would have a transformative impact on downtown while 68% think it would improve quality of life. Overall, while there was general support for the concept, stakeholders wanted to ensure the project would be well-executed, appropriately designed, and integrated effectively into the existing transportation infrastructure.

Budget Narrative:

The project budget was prepared by Suozzo, Doty & Associates Professional Engineering, PLLC in 2024 and is based on standard transit engineering estimation methods. To factor in unknown variables and escalation prices, including manufacturer shelter quotes, detailed design necessary for site improvements, and site prep, a reasonable 15% project contingency is included in the budget. The Town is relying on DRI funding for project completion, without which the project cannot process. The DRI funding request is at 89% of the total project cost, and will go towards site preparations and new bus shelter infrastructure, including the acquisition and installation of bike racks. The remaining 11% is secured through Town force accounts and will go towards legal, technical, and administrative allowances.

Project Budget:

Activity	Amount	Source	Status of Funds
Demolition & Site Prep (6-8 Sites)	\$25,000	NYS DRI	REQUESTED
Signage, Shelters, Site Improvements & Bike Racks	\$105,000		
CDHP Bike Shares Stations	\$69,000		
Warren County Bikeway Terminus Improvements	\$69,000		
Legal, Technical & Administrative	\$7,000	Town	SECURED
	\$33,000		
Total DRI Funding Request		\$275,000	
Total Funding from Other Sources		\$33,000	
Total Project Cost		\$308,000	
% Requested of Total Project Cost		89%	

TABLE 4.10: CDTA BUS SHELTERS & BIKE INFRASTRUCTURE BUDGET

Project Need & Impact:

Lake George has been underserved by public transit due both to the seasonal nature of the area's tourism, as well as a lack of resources within the former metropolitan planning organization and transit provider, Greater-Glens Falls Transit. The downtown profile notes that while the Lake George Trolley and CDTA's 419-bus service operate within the DRI Area, there is potential and demand to expand on existing bus stops and shelters, especially along Canada Street and other key axis within the DRI Area.

The profile notes that 80% of travelers use private vehicles for trips within the DRI Area, even though 40% of these trips are under 2 miles. This indicates an opportunity to shift travel patterns through improved transit and bicycle infrastructure. The project will support the reconfiguration of the existing downtown Lake George Circulator Trolley to add new stops and increase ridership. Furthermore, the addition of bike racks aligns with the recommendation to promote multi-modal transportation options, while the enhanced trolley circulator service will help address mobility gaps for both residents, tourists, and the local year-round and seasonal workforce.

By integrating improved transit shelters with bicycle infrastructure, this project will enhance connectivity throughout downtown while supporting more sustainable transportation options for both visitors and year-round residents.

The project is complementary to other public improvements proposed along Canada Street within the DRI Boundary such as the South Canada Streetscape project, the Urban Forestry project, and the Heritage Wayfinding project.

Regulatory Requirements:

The planned transit stops will be located on public right-of-way. All shelter locations are expected to be along major travel corridors like Route 9, Canada Street, Fort George Road, and West Brook Road. If any facility is in a state ROW, a NYS DOT occupancy permit will be obtained. Other permits that are required for this project are use and occupancy permits, and highway work permits from NYS DOT.

Timeframe for Implementation:

Anticipated Start Date:	Q2 2025
Project Stage	Timeframe
Design, Engineering, Bid Process	
- Issue Request For Proposal (RFP) - Award bid to selected design firm	3 months
Construction	
- Removal of existing signage - Installation of new products	12 months
Total Timeframe	15 months
Anticipated Completion Date:	Q4 2026



PROPOSED BUS SHELTER SIMULATION ALONG BEACH ROAD



PROPOSED NEW BUS STOPS & SHELTERS MAP

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10. Implement Accessibility, Efficiency & Aesthetic Upgrades at the Old County Courthouse



PROPOSED OLD COUNTY COURTHOUSE ACCESSIBLE RAMP RENDERING

PROJECT FUNDING

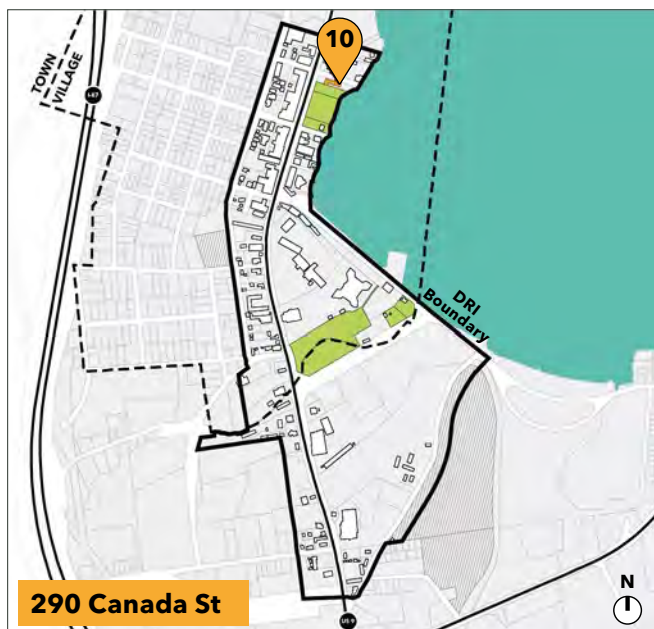
Total DRI Funds Requested	\$450,000
Total Project Cost	\$450,000
% of Total Project Cost	100%

PROJECT OVERVIEW

Project Description:

This project seeks to address critical accessibility and preservation efforts at the historic courthouse building, home to the Lake George Historical Association Museum and other local groups, while celebrating the region's naval history. The project consists of a series of exterior and interior interventions that in tandem enhance the visitor experience and preserve one of the most significant cultural and historical assets along Canada Street.

The existing project site contains the old 19th century Warren County Courthouse building, a building that has many existing code issues, including a lack of ADA accessibility. The primary component of this project includes constructing an ADA-accessible ramp with ornamental railings and landscaping to provide full access to the building, aligning with the Town's ADA Transition Plan and addressing longstanding accessibility complaints. Additionally, a replica Bateaux, a colonial-era flat-bottomed boat, will be installed on the courthouse lawn to activate



underutilized space, attract visitors, and highlight Lake George's early naval heritage.

The project scope also encompasses major window and lighting upgrades within the building and along its exteriors. The existing windows are in poor condition, contributing to energy inefficiencies, and will be rehabilitated or replaced in compliance with SHPO guidelines to preserve the building's historic integrity. These improvements aim to enhance the building's energy efficiency, aligning with broader sustainability goals for the downtown area.

The final component of the project involves upgrading the Museum's interior casework to modernize the display of curated items while ensuring proper temperature and moisture controls for exhibits. These enhancements are vital for improving and preserving exhibits and supporting the Museum's programming efforts. As a cornerstone of the Lake George community since 1965, the Museum plays a key role in promoting awareness of the area's history.

Overall, the building improvements will enhance the visitor experience, improve downtown accessibility, preserve a historic architectural asset through sustainability-focused upgrades, and bolster the Museum's capacity to celebrate and share Lake George's rich cultural heritage.

Project Location:

290 Canada Street



EXISTING BUILDING FAÇADE ALONG CANADA ST

Project Sponsor:

Town of Lake George

Property Ownership:

The Lake George Historical Association owns the site and is a partner on this project.

Capacity:

The project will be led by the Town of Lake George Supervisor in collaboration with the Lake George Historical Association (LGHA). The LGHA is the main tenant in the building and owners of the property. The Director of Planning and Zoning will administer the project, and has previously administered seven historic preservation projects/grants. The Town Comptroller has strong financial acumen and will assist with grant implementation. The Town Buildings & Ground staff will assist with oversight and maintenance. The Town will also work with Bateaux Below on the installation of the Bateaux replica, supported as needed by Town staff during the construction period.

Project Partners:

Lake George Historical Association (LGHA) - tenant

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- **1C: Provide mechanisms for business owners and homeowners to maintain or restore**



EXISTING SIGNAGE AT BUILDING ENTRY LAWN

historic buildings and structures, such as facade improvements. This project proposes to rehabilitate the interior and exterior of a historic building.

- **3: Protect, celebrate and enhance the historical, cultural, and natural assets that make Lake George a regional destination.** An investment in the Old County Courthouse is an effort to protect the historical and cultural significance of its existence in Lake George.
- **4: Expand upon sustainability efforts to enhance the social and environmental resilience of Lake George.** The utilization of previously empty green space on the property of the courthouse, along with the carbon footprint reduction included in this project's proposal, contribute to achieving this goal.
- **5A: Redevelop vacant lots and outdated structures with affordable and mixed-use developments to add retail and cultural programming to the Downtown streetscape.** The redevelopment of the courthouse's interior and exterior contribute to the cultural programming of the Town.

REDC Strategies

- This project advances **Grow's** goal of helping existing spaces and businesses tackle energy consumption through new climate technologies and sustainable renovation strategies – achieved through the window and lighting upgrades to the

Courthouse. Additionally, the project supports **Place's** goal of reinvigorating underutilized spaces, in this case the front lawn, to improve building accessibility through the addition of a ramp, and aesthetic appeal with the installation of a sculptural Bateaux. Consequently, creating a more attractive, energy-efficient, and accommodating space for the various groups whom operate within the buildings including the LG Arts Project and the LG Historical Association, as well as seasonal and local visitors.

Decarbonization & Environmental Resiliency:

Project updates do not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program.

Public Support:

The Town has been working with the Lake George Historic Association to develop a plan for ADA access to the Museum which is a top priority of the Town's ADA transition plan. Feedback collected during Public Workshop #1 and stakeholder interviews specifically mentions the need for ADA accessibility improvements at the courthouse. Feedback from Public Workshop #1 also shows general community interest in celebrating local history and improving arts/cultural venues. The feedback from Workshop #2 and the online survey shows that 72% of respondents think the project will have a transformative impact on downtown while 74% indicated the project will improve quality of life.

Project Budget:

Activity	Amount	Source	Status of Funds
Courthouse ADA-Compliant Ramp Construction	\$150,00	NYS DRI	REQUESTED
Bateaux Design, Construction & Installation	\$100,000		
Lighting Enhancements	\$50,000		
Windows Rehabilitation and/or Replacement	\$100,000		
Museum Casework & Curation	\$50,000		
Total DRI Funding Request		\$450,000	
Total Funding from Other Sources		N/A	
Total Project Cost		\$450,000	
% Requested of Total Project Cost		100%	

TABLE 4.11: OLD COUNTY COURTHOUSE UPGRADES BUDGET

Budget Narrative:

The project budget was prepared by the Town of Lake George, and is supported by: SD Atelier Architecture and Bast Hatfield Construction for the ramp design and budget estimate, the Lake George Historical Association for the museum casework and replica Bateaux scope and estimates, and manufacturer quotes for lighting and windows estimates. A reasonable 10% contingency is factored into each of the five project categories. This will account for inflation costs, and the non-parallel implementation timelines of the projects. It also accounts for any design or permitting complexities that might arise when dealing with a historic building. The Town is requesting 100% from the DRI fund, without which the project cannot be completed. All requested items are eligible costs. This includes: \$150K for the entrance ADA-compliant ramp construction, \$100K for the Bateaux design, construction and installation, \$50K for historic lights upgrades within the Courthouse and along its exterior, \$100K for Courthouse window rehabilitation and/or replacement hard costs, and \$50K for LGHA museum casework and curation upgrades.

Project Need & Impact:

Accessibility is a major concern throughout the downtown area, with many buildings and public spaces lacking accessible entrances. The Old Warren County Courthouse is one of Lake George's key historic assets, having been listed on the National Register of Historic Places in 1973, yet its lack of ADA accessibility prevents many visitors from experiencing this important cultural resource. History is a significant contributor to the character of downtown Lake George. The downtown profile recommends that projects that both preserve historic assets and improve accessibility should be prioritized.

Furthermore, the installation of the replica Bateaux aligns with the recognition of Lake George's rich history while creating a new point of interest that helps narrate the area's maritime heritage. The project will enhance the building's role as a cultural destination, and supports the goal of providing more year-round attractions. By combining necessary accessibility and overall building improvements with new historical interpretation elements, this project will make an important cultural asset accessible and available to all residents and visitors, while preserving the downtown's historic character and introducing new educational offerings.

Regulatory Requirements:

The Courthouse is listed on the National Register of Historic Places and therefore requires State Historic Preservation Office (SHPO) consultation and approval. The Town is working with a field inspector that will advise on window and lighting treatment strategy, given the many unique and historic elements at the Courthouse. The ramp will require a County Building Permit and any structure to safeguard the Bateaux installation will require the same. The only other potential approval for this project would be from NYSHPO.



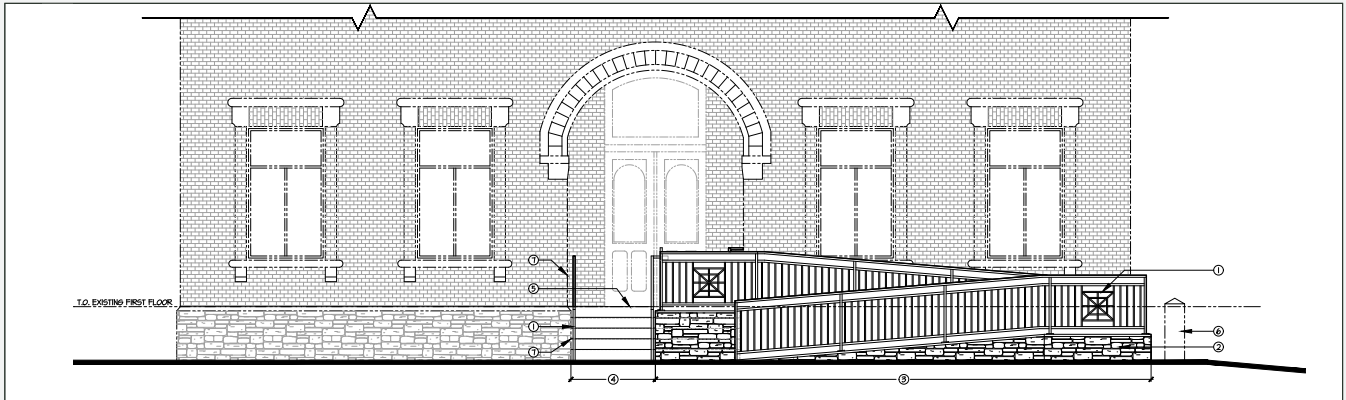
EXAMPLE OF HISTORIC BATEAUX FOR PROPOSED SCULPTURE

Timeframe for Implementation:

Anticipated Start Date:	Q2 2025
Project Stage	Timeframe
Design, Engineering, Bid Process	
- Issue Request For Proposal (RFP) - Award bid to selected design and engineering firm(s) / window, lighting and casework vendor(s) - Various project construction phasing	6 months
Site Prep & Construction	
- Site Prep: Demolitions & Removals - Courthouse Ramp Installation - Lighting Upgrades - Windows Replacement and/or Rehabilitation - Interior casework upgrades - Installation of sculptural Bateaux	3.5 yrs
Total Timeframe	4 yrs
Anticipated Completion Date:	Q2 2029



PROPOSED RAMP AT FRONT ENTRANCE RENDERINGS



PROPOSED RAMP AT FRONT ENTRANCE ELEVATION



EXISTING MUSEUM CASEWORK (A)



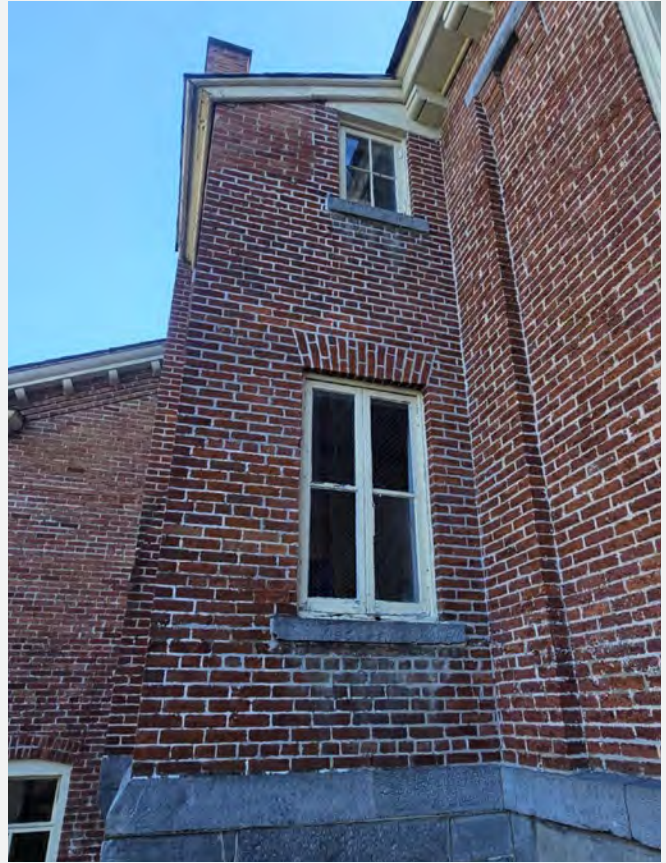
EXISTING MUSEUM CASEWORK (B)



A: ~\$2,500

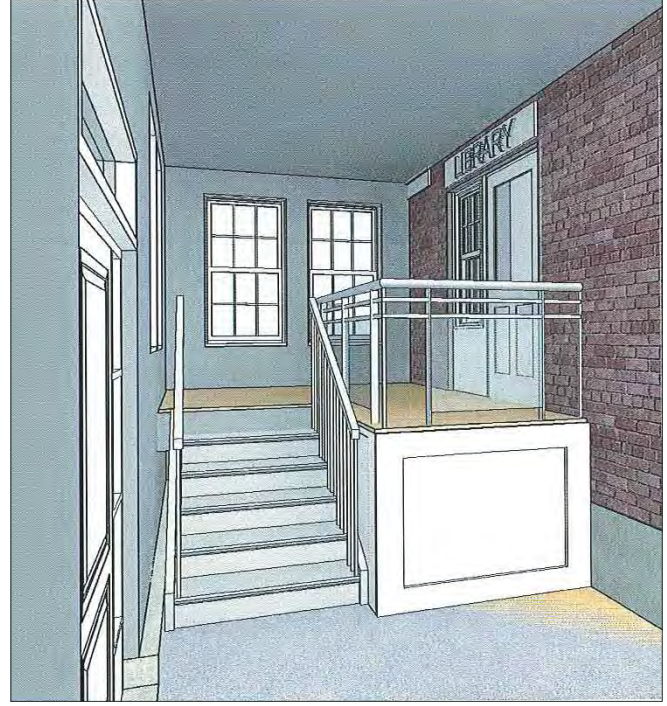
B: ~\$2,200

PROPOSED MUSEUM CASEWORK EXAMPLES A & B



A RANGE OF EXISTING WINDOW TYPOLOGIES FOR REPLACEMENT AND/OR REHABILITATION PER SHPO GUIDANCE

11. Transform and Improve Accessibility at Caldwell Library



PROPOSED ACCESSIBLE REAR VESTIBULE ADDITION (WITH LIFT) & INTERIOR RENDERINGS

PROJECT FUNDING

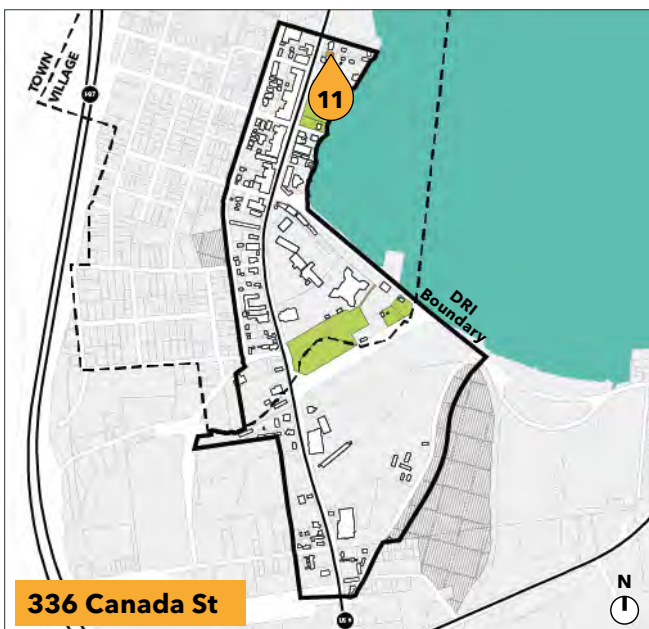
Total DRI Funds Requested	\$433,000
Total Project Cost	\$433,000
% of Total Project Cost	100%

PROJECT OVERVIEW

Project Description:

The project proposes essential renovations to the Caldwell Library, enhancing accessibility and functionality and better serve the diverse needs of residents and visitors. The primary upgrade introduces a 350 square-foot rear addition, which includes the installation of an ADA-compliant lift and the creation of a fully accessible entrance from the rear parking area. For an aging downtown population, and library visitors with infants and kids, questions of accessibility and mobility pose challenges on existing infrastructure and community assets. The proposed library addition therefore directly addresses long-standing accessibility challenges, and aligns with the community goal of prioritizing accessible and inclusive public spaces within the downtown.

In parallel to the vestibule addition, the project seeks to rehabilitate interior library space's, which includes renovating the bathrooms to become ADA compliant, and re-organizing the multi-level reading, gathering and shelving spaces to improve circulation and allow



for accessible navigation. This would create a more welcoming and efficient environment within the library as a whole.

As a vital public resource, the proposed renovations enable the library to strengthen its role as a cultural anchor and community hub, offering expanded programming and better accommodating a diversity of events, workshops, and other activities for all ages and abilities. By enhancing the library's accessibility and services, this project supports Lake George's broader goals for fostering an inclusive, accessible, and vibrant downtown environment that serves residents and visitors year-round.

Project Location:

336 Canada Street

Project Sponsor:

Town of Lake George

Property Ownership:

The Caldwell Library Board of Trustees passed a resolution for Town to serve as project sponsor.

Capacity:

The project will be led by the Town of Lake George Supervisor and completed in partnership with the Caldwell Library staff. Caldwell Library Board of Trustees and Executive Director will assist with project oversight, grant administration, and implementation. Additionally, the Town may retain the services and support of the Southern Adirondack Library System to review/approve and implement this project.



EXISTING LIBRARY ENTRANCE ALONG CANADA ST

Project Partners:

Caldwell Library Board of Trustees

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- 1: Enhance and expand the charm of Lake George and create an attractive, safe and accessible downtown with a strong sense of place.** The library upgrades will increase foot traffic and extend activity to the North of the DRI Area. This will serve residents and visitors of all ages and abilities, contributing to the place's sense of community and place.
- 3B: Provide opportunities for existing cultural and arts institutions to renovate and expand their programming.** The accessibility expansion to the library will allow for enhanced programming, events and activities, as well as increased capacity as a community anchor.
- 5: Prioritize improving the quality of life in Lake George while sustaining and growing the resident population.** A community center such as a library will act as a place of nurturing and learning for all ages. Accessibility is crucial to accommodate residents and visitors, especially in attracting younger families and catering to an aging population.



EXISTING REAR LIBRARY ENTRANCE & PARKING LOT

REDC Strategies

- This project advances **People's** goal of addressing critical needs and connecting people to local services. The accessible building addition would allow residents and visitors of the library to thrive through offering equitable access to a community asset. The project also aligns with **Innovate's** goal of supporting existing business towards economic growth and entrepreneurship in the creative arts and tourism areas by retrofitting the library interior space to enhance circulation, navigation, and user-experience.

Decarbonization & Environmental Resiliency:

The Caldwell Library Accessibility Upgrades project does not meet the threshold for decarbonization as the project has a total area of less than 5,000 SF. Therefore, the project is not required to meet a decarbonization compliance path within the program.

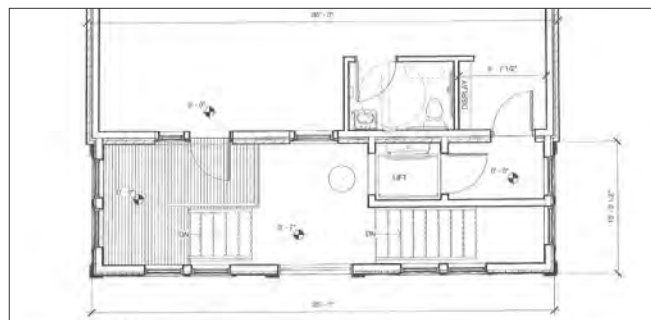
Public Support:

The public has shown clear support for this project, as accessibility upgrades to the library have been needed for many years. Input during Public Workshop #2 specifically mention support for improving library accessibility and facilities. Throughout all public engagement activities, improving library accessibility was a recurring theme, with residents specifically citing the library as needing improvements. The library was also noted as one of the DRI Area's key assets by stakeholders, and there were multiple mentions of enhancing the facilities. The consistent mentions of the library's importance to the community and the need for accessibility improvements suggest such

enhancements align with public priorities. Feedback from Public Workshop #2 and the online survey shows that 78% of respondents believe this project would have a transformational impact on downtown and 84% think the project will improve quality of life. The project will support an increase in quality of life for individuals who could not previously access the library. The site is also a place of historic importance in the community, so consistent up-keep shows pride within the Town and Village.

Budget Narrative:

The project budget was prepared by MR^2 Construction in 2024, based on conceptual drawings provided by Butler Rowland Mays Architects in 2021. The estimate assumes prevailing wage rates and is based on market conditions. A 10% construction contingency was added to the budget by the consultant team to factor escalation prices. The Town is requesting 100% from the DRI fund towards project construction costs including site work, completion of the new vestibule with ADA lift and staircase, and interior space and bathroom renovations.



PROPOSED LIBRARY ADDITION & INTERIOR BATHROOM PLAN

Project Budget:

Activity	Amount	Source	Status of Funds
Selective Demolition	\$245,000	NYS DRI	REQUESTED
Earthwork, Concrete & Masonry	\$57,000		
Exterior Renovations (Stairs, Siding, Windows & Roofing)	\$129,000		
ADA Lift	\$139,000		
HVAC, Electric & Plumbing	\$33,000		
Bathroom Renovations	\$50,000		
Total DRI Funding Request		\$433,000	
Total Funding from Other Sources		N/A	
Total Project Cost		\$433,000	
% Requested of Total Project Cost		100%	

TABLE 4.12: CALDWELL LIBRARY UPGRADES BUDGET

Project Need & Impact:

The Caldwell Library is a key community asset within the DRI Area that hosts expansive community activities. The downtown profile emphasizes that accessibility should be a priority for both public and private spaces in the downtown, with many buildings currently lacking adequate accessibility features. The addition of an ADA-compliant lift and accessible entrance from the parking area directly addresses this challenge, making this important public resource available to all community members.

The interior renovations align with the need to create fully accessible public spaces that serve both residents and visitors throughout the year. This is particularly important given that the downtown profile notes Lake George has an declining and aging population, suggesting a growing need for accessible facilities. The improved circulation and space re-organization will enhance the library's ability to serve as a year-round community hub - supporting the goal of providing more permanent amenities beyond seasonal attractions. The project will ensure this vital public institution can better serve Lake George's resident population while supporting the community's broader goals for creating a more inclusive and accessible downtown.

Regulatory Requirements:

The building is listed on the National Register of Historic Places and requires approval from SHPO. The project will need approval from the Village Planning Board and will require a building permit from the County, and it is possible that the Southern Adirondack Library System may also need to review and approve the project.

Timeframe for Implementation:

Anticipated Start Date:	Q2 2025
Project Stage	Timeframe
Design, Engineering, Bid Process	
- Issue Request For Proposal (RFP) - Award bid to selected firm and contractor to develop design drawings	6 months
Site Prep & Construction	
- Site Prep: Demolitions & Removals - Accessible building rear addition construction - Interior bathrooms renovation - Interior circulation upgrades	2 yrs
Total Timeframe	2.5 yrs
Anticipated Completion Date:	Q4 2027



EXISTING BASEMENT LEVEL INTERIORS



PROPOSED LIBRARY REAR VESTIBULE EXTERIOR RENDERINGS



12. Establish a Small Projects Fund for Winterization & Building Improvements



SMALL BUSINESSES ALONG CANADA ST

PROJECT FUNDING

Total DRI Funds Requested	\$600,000
Total Project Cost	\$780,000
% of Total Project Cost	77%



PROJECT OVERVIEW

Project Description:

The project seeks to establish a locally managed matching small project fund to undertake a range of smaller downtown projects such as building renovations, facade enhancements, and winterization efforts. The fund will be administered by the Village, with the support of a consultant team who will be selected through an RFP process. Several projects were identified as suitable for this fund during the planning process, whose Project Sponsors have expressed interest in participating, with over 11 eligible applicants. This establishes sufficient demand for the Village to take on the fund, nothing that all interested parties will be required to re-submit their respective projects formally to the project sponsor after the DRI Award is made in Spring/Summer 2025. Project sponsors must complete their projects scope, pay contractors in full, and submit invoices and proof of payment before receiving reimbursement.

The Small Projects Fund provides a transformative opportunity for the community, as it supports and

boosts smaller projects scattered throughout the DRI Area, addressing nooks within the area and expanding the reach of the Downtown Revitalization Initiative.

By providing multiple Project Sponsors with the opportunity to submit their projects for consideration, the Small Projects Fund will encourage more people to come forward and contribute to the betterment of the community. The impact of this fund is varied, but it will undoubtedly have a ripple-effect for revitalization within the community, providing a much-needed boost to local businesses and making the DRI Area a more charming, safe, and year-round destination for all residents and visitors.

Project Location:

Multiple Locations (Village & Town)

Project Sponsor:

Village of Lake George

Property Ownership:

The Village of Lake George Department of Planning and Zoning will administer the Fund, with the support of a consultant. All individuals, entities, or companies receiving funding will be the principal owner of the property or have an agreement with the principal owner to make alterations to the subject property.

Capacity:

The project will be led by the Village of Lake George Mayor. The Village has a history of successfully administering and implementing grant programs,

and will work closely with the New York State Housing Trust Fund Corporation (HTFC) to establish an administrative plan upon award of the DRI grant. The Village will issue an RFP to retain a professional consultant to administer the grant program, under the guidance of the Village Director of Planning and Zoning. The Village will ensure that the retained consultants has relevant experience administering other DRI small project funds, or similar state grant programs, and is familiar with grant program requirements such as bidding procedures, MWBE participation, environmental review requirements, and reimbursement procedures.

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- **1: Enhance and expand the charm of Lake George and create an attractive, safe and accessible downtown with a strong sense of place.** Establishing a small projects fund for the residents and businesses to apply for will leverage revitalization momentum within the downtown, adding charm and enhancing the accessibility and safety of downtown spaces.
- **4A: Prioritize energy-efficient projects that consider reducing their carbon footprints, including geothermal, and enhancing green building features.** The small projects fund will financially incentive more property owners and support their ability to renovate properties under established green guidelines, requiring the reduction of carbon footprints and emissions in order to receive funding.

REDC Strategies:

- The broad reach of the Small Project Fund has the potential to support all four REDC goals: **People, Place, Innovate, and Grow**. Varying in scope from building improvements, facade renovations, weatherization efforts, and business support, the range of projects that have shown interest in the SPF, as well as additional projects that will likely come through the next round of open call for applications will enhance regional social and economic integration, foster economic vibrancy in the concentrated DRI Area, and help existing places of business and economic activity thrive year-round.



TIKI HOTEL - FACADE RENOVATION PROJECT

Decarbonization & Environmental Resiliency:

The Small Project Fund does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program.

Public Support:

During the DRI planning process, this project received strong support from the LPC as it will allow more small businesses to benefit from micro- DRI grant funding. Projects supported through the fund will directly address community needs identified during Workshop #1, including the need for more year-round businesses and improved streetscape and façade aesthetics along Canada Street. The projects submitted through the Open Call are consistent with the goals and priorities established through public input during the planning process.

Budget Narrative:

The project budget is based on a capped maximum amount for DRI communities requesting the creation of a locally managed fund. The proposal was prepared by the Village of Lake George, who will manage the awarding process and oversight. The Village has factored in a 10% administrative fee, for setting up and managing the fund which is typical for projects of this scale and scope as they fall under municipal oversight. The Village will use this fee towards hiring a consultant, through an RFP process with the guidance of Homes and Community Renewal (HCR). The Village has identified the DRI as the primary source of funding needed to complete the projects, and the grant will determine a minimum private project match (likely 25%) prior to the implementation period.

Project Need & Impact:

Many downtown businesses are limited by seasonal operations, with commercial activity primarily concentrated during the peak season between May and October. The ability to fund winterization efforts through this small-project program will supporting businesses in extending their season beyond the summer months. Weatherization projects will allow more businesses to remain open through the winter months which will increase the number of year-round businesses operating within the Downtown.

The downtown profile notes that projects enhancing architectural character should be prioritized to support the Village's overall charm and sense of place. This makes the building and façade improvement component and its potentially catalytic effect particularly relevant. The downtown area is limited in its ability to develop new construction, and therefore investing in existing buildings and infrastructure by means of upgrading façade's will allow for an enhanced look and feel to the downtown aesthetic, especially along its primary commercial corridor.

The Village has demonstrated substantial demand for the fund with at minimum 10 eligible interest forms submitted during the open call for small project interest period. The fund will support a wide variety of projects across the Village and Town and will encourage participation of small business owners who may not have the capacity to directly apply for state or federal funding opportunities. The projects are expected to include a mix of interior and exterior building improvements, and weatherization upgrades that will have a spillover impact throughout the DRI Area to support revitalization.

Project Budget:

Activity	Amount	Source	Status of Funds
Small Project Grants	\$540,000	NYS DRI	REQUESTED
Project Sponsor Match (min. 25% of project total)	\$180,000	Private Sponsors	ANTICIPATED
Village Administrative & Consultant Fees	\$60,000	NYS DRI	REQUESTED
Total DRI Funding Request		\$600,000	
Total Funding from Other Sources		\$180,00	
Total Project Cost		\$780,000	
% Requested of Total Project Cost		77%	

TABLE 4.13: SMALL PROJECTS FUND BUDGET

The fund's locally managed structure will allow for the support of smaller-scale improvements that might otherwise be difficult to fund. This is especially important given that many downtown businesses are small operations facing the challenges of seasonal tourism fluctuations. By providing matching funds for building renovations and improvements, the program will help existing businesses extend their operating seasons and enhance the downtown's physical appearance.

Timeframe for Implementation:

For the implementation of the Small Projects Fund, the first round of awardees will be announced approximately within 180 days of award. The individual projects' time-frames will vary depending on the final selection of eligible projects for the Fund. The start date for project implementation will be determined based on the final announcement date.

Regulatory Requirements:

The projects will need to adhere to guidelines set by the State Historic Preservation Office (SHPO) for historic building renovations, if applicable. Additionally, depending on the scope of proposed work for individual projects, some applicants may be required to seek building permits for construction and may also require site plan review from the Planning Board and/or variance from the Zoning Board of Appeals. Any regulatory requirements that are needed for a specific project are the responsibility of the property or business owner, not the fund or the Village of Lake George.



BUSINESS ALONG MONTCALM ST



STOREFRONTS ALONG AMHERST ST



STOREFRONTS ALONG CANADA ST

TABLE 4.14: Documented SPF Interest Summary

#	TITLE	LOCATION	DESCRIPTION	TOTAL COST	DRI REQUEST	%
				\$1,018,150	\$688,612	
A	Building & Energy Upgrades	259 Canada St	Install new awning, upgrade HVAC for winterization, and replace door for insulation and energy efficiency, with partial roof replacement.	\$103,000	\$77,250	75%
B	The Village Mall Concrete Resurfacing	204 Canada St	Renovate the middle level of the Village Mall, including refacing all concrete floors.	\$110,150	\$82,612	75%
C	Renovations of Waffle & Crepe Shop	155 Canada St	Open a year-round "Waffle and Crepe" shop, that would create job opportunities. The DRI grant would go towards interior renovations of the building, fit-out work, electrical and plumbing enhancements, and purchasing of equipment.	\$95,000	\$71,250	75%
D	Aesthetic Improvements & Building Repair	2245 Route 9	Renovate existing business property through aesthetic improvements and building repairs, including: improved insulation and energy efficiency (windows), renovated patio for better accessibility, improved signage, and roofing repairs. Additionally, introduce a baker oven and offer wholesale to other LG restaurants.	\$98,000	\$73,500	75%
E	Fitness Center at The Fort William Henry Hotel	48 Canada St	Install a large fitness center in the existing building that can be open to the residents and guests. This will include updating the building for a fitness center, and adding equipment, lighting and outdoor seating.	\$100,000	\$50,000	50%
F	Fort William Henry Museum - ADA Ramp	44 Beach Road / 46 Canada St	Install an ADA staircase from the parking lot to the top of the hill. This will include rest areas along the ramp that look out to the Lake.	\$140,000	\$80,000	57%
G	Lookout Cafe	28 Beach Road	Replace an awning roof with a permanent roof to allow for extensions of business season. Change lighting to LED. Adjust kitchen cooking line and include infrastructure lighting, and introduce a mural along the facade.	\$100,000	\$75,000	75%
H	Carriage House	98 Canada St	Build a storage building up against the property line to support FWH and community needs for equipment storage. This would include building the pad for portable storage units, and purchasing two portable storage units.	\$100,000	\$75,000	75%
I	Sticky Buns Cafe	12 Beach Road	Winterize and upgrade the facade to bring more year-round business.	\$100,000	\$50,000	50%
J	HVAC Upgrades	3 Lower Montcalm St	Add HVAC system to heat, cool and circulate air throughout the building, and would include tubing, system, labor and installation. This will allow existing business to operate year round.	\$72,000	\$54,000	75%

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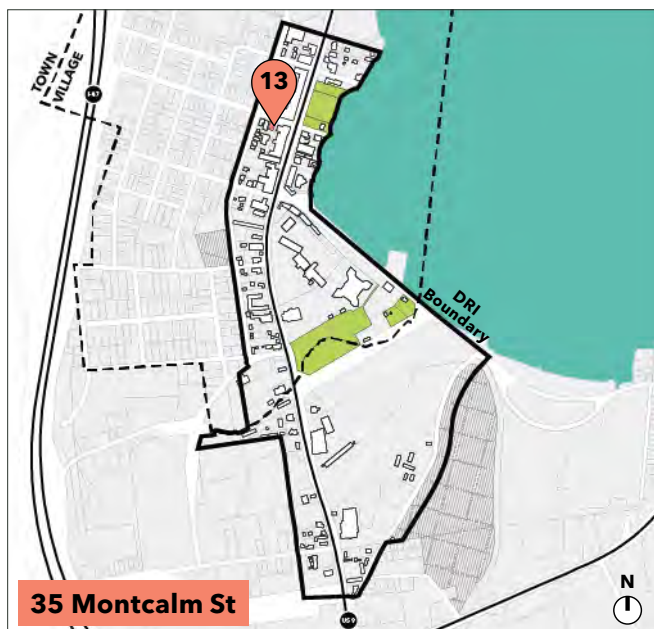
13. Renovate 35 Montcalm St. into 6-Unit Hospitality Workforce Housing



PROPOSED GROUND LEVEL AND DECK RENDERING

PROJECT FUNDING

Total DRI Funds Requested	\$623,000
Total Project Cost	\$830,000
% of Total Project Cost	75%



PROJECT OVERVIEW

Project Description:

The project will repurpose the underutilized ground level of an existing mixed-use building into six modern, affordable housing units for seasonal and/or year-round hospitality and service workers. It also seeks to renovate and enhance the buildings' overall structural integrity and energy efficiency, to introduce new housing opportunities within the Downtown to meet the hospitality sector's demand for seasonal teams. The project would accommodate up to 26 individuals, with 4-6 people per dormitory-style room, including one resident advisor that would manage the property and wellbeing of other seasonal residents.

The building is currently a non-functional, formal hardware store. The space was originally designed for retail use, with an open floor plan suitable for hardware and home improvement products. The building features a traditional storefront façade, which includes large display windows and an entryway. The exterior walls are constructed of a combination of brick and metal siding, both of which show signs of

wear and require significant renovation. Inside, the building's layout is characterized by a vast, open floor area with limited partitioning. The interior includes high ceilings, but the space is now largely vacant and in disrepair, with outdated and non-functional infrastructure. As the building has been vacant for several years, it has been gradually deteriorating and in need of renovations. The flooring is damaged, the interior walls are marked and outdated, and the existing plumbing and electrical systems are non-functional or obsolete. The building also features an old heating and cooling system that is no longer operational.

The project goal is to address the critical shortage of affordable and flexible housing for hospitality workers in Lake George, and the renovations are designed to transform the existing building into a functional space for such a target audience. The renovation project seeks to ensure a comfortable, efficient living environment, with an enhanced building aesthetic that would add appeal along Montcalm Street, while providing stable housing for workers and supporting local businesses and infrastructure needs.

Project Location:

35 Montcalm Street

Project Sponsor:

The project is sponsored by the Joint Lake George Endeavors (a partnership between MMC Rental Properties LLC & Village Affair Real Estate LLC), led by property owner Corey Stewart & Michael Congel.

Property Ownership:

Corey Stewart & Michael Congel

Capacity:

This project co-sponsors - Village Affair Real Estate LLC and MMC Rental Properties LLC have established the Joint Lake George Endeavors, who will be implementing the proposed project. The project-award is contingent on the execution of a Memorandum of Understanding (MOU) between the two entities, that stipulates the completed project will be used for a minimum of 5-year term for hospitality/student worker housing. The sponsors have 50+ years of project experience in real estate development including securing approvals, funding and financing for a wide variety of projects. The sponsors have secured private financing from the Adirondack Trust Company, which will cover the lending for 100% of the project costs. The sponsors have also generated a Pro-Forma that anticipated a return on investment of approximately 12.75%.

Revitalization Strategies:

This project aligns with the following:
DRI Strategies

- **1C: Provide mechanisms for business owners and homeowners to maintain or restore historic buildings and structures, such as facade improvements.** This project will see the building and facade improvements to support downtown workforce housing and local business support.



EXISTING EXTERIOR FRONT FAÇADE ALONG MONTCALM ST



PROPOSED FAÇADE UPGRADES RENDERING

- **2A: Provide opportunities for job creation through mixed-use revitalization projects and improve the economy through year-round job creation.** This project will allow the sponsors to house a rotating group of workers, adding to the local workforce capacity.
- **5: Prioritize improving the quality of life in Lake George while sustaining and growing the resident population.** The renovation of this property will establish well-kept, affordable options for residents of Lake George to help grow the year-round population.

REDC Strategies

- This project would advance **Place's** goal of leveraging and revitalizing underutilized sites for commercial and residential development within the Lake George DRI Area. The project will support the adaptive reuse of a currently underutilized commercial ground floor and introduce affordable workforce housing that aligns with municipal, and community needs in the downtown area, towards supporting a thriving economy and a diverse workforce community.

Decarbonization & Environmental Resiliency:

DRI program decarbonization and environmental resiliency compliance is not required for the renovation of 35 Montcalm Street project. The renovation of the existing building into hospitality workforce housing does not meet the project area

threshold of 5,000 SQFT, as the total renovation area is 1,910 SQFT. Therefore, the project is not required to meet a decarbonization compliance path within the program. The project sponsor has elected as part of the renovation to install energy-efficient appliances and use sustainable building materials that will decrease the overall environmental impact of the project.

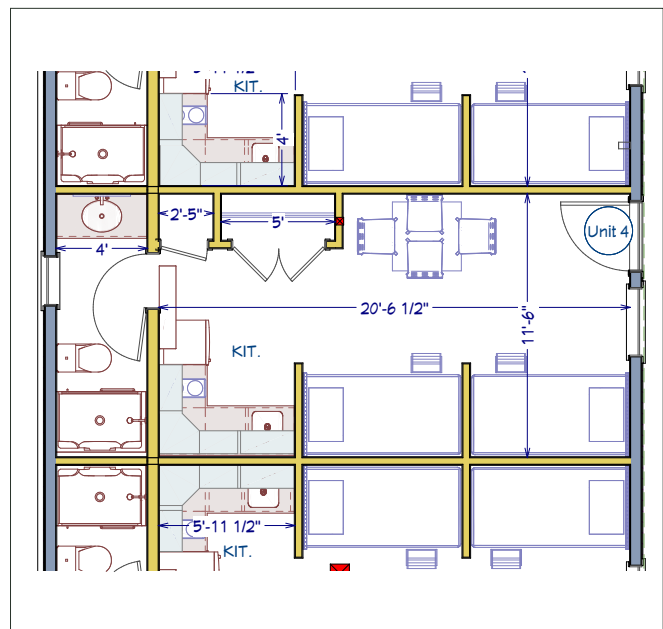
Public Support:

Local businesses, especially businesses who rely on seasonal and international student workers, are heavily in support of this project, as identified through the public survey and local outreach conducted by the consultant team. During the busy summer tourism season, business owners encounter operational difficulties due to the lack of stable, affordable local housing for seasonal employees. Public feedback collected from Workshop 2 and the online survey shows that 56% of respondents think the project will have a transformational impact on downtown, which is similar to other projects involving the creation of seasonal workforce housing. The project received a lower rating from the public (48%) for the impact on quality of life.

Input collected through workshops, pop-ups, stakeholder interviews, and surveys shows broad support for the development of workforce housing, but a general preference to focus on housing for year-round residents. The project has strong support from businesses who rely on seasonal workers and



PROPOSED INTERIOR UNIT RENDER



PROPOSED TYPICAL UNIT LAYOUT

moderate support from the public. Mixed feedback should be considered in the context of broader community recognition of workforce housing needs. While the project may not have a transformational impact downtown it will create housing units that are needed in the community.

Budget Narrative:

The project budget was prepared by Joint Lake George Endeavors and professionally reviewed by Stuart Lynn Architects, and is based on standard renovation construction project methods. A 10% contingency is included in the budget to account for construction escalation prices and delayed project starting timeline.

The sponsor has identified three sources of funding needed to complete the project. The DRI request is 75% of the total project cost, which will go towards eligible construction costs. Operational expenses and soft costs are not included in the budget and are considered beyond the project scope and covered by the sponsor. The two other sources are anticipated loans through private lending from Adirondack Trust Company and Ballston Spa National Bank. The estimated cost per bed (26 beds total) amounts to ~\$31,900, and was derived and reviewed to be reasonable and accurate professional estimates.

Project Need & Impact:

This project directly addresses several critical workforce housing needs identified in the Lake George Workforce Housing Market Analysis. The proposed project will help meet the documented demand for 1,375 seasonal worker beds over the next

5 years, specifically targeting the 550-687 bed need for dormitory-style units. By accommodating up to 26 workers in dormitory-style rooms, the project will help address the severe shortage of quality seasonal worker housing that is currently forcing many employees to live in substandard or overcrowded conditions.



EXISTING SIDE ENTRANCE TO GROUND LEVEL

Project Budget:

Activity	Amount	Source	Status of Funds
Demolition & Waste Removal	\$36,000	Loan	ANTICIPATED
Construction (6x Ground Level Units)	\$584,000	NYS DRI	REQUESTED
	\$134,000	Loan	ANTICIPATED
New Façade	\$39,000	NYS DRI	REQUESTED
Second Floor Deck	\$37,000	Loan	ANTICIPATED
Total DRI Funding Request		\$623,000	
Total Funding from Other Sources		\$207,000	
Total Project Cost		\$830,000	
% Requested of Total Project Cost		75%	

TABLE 4.15: 35 MONTCALM ST BUDGET

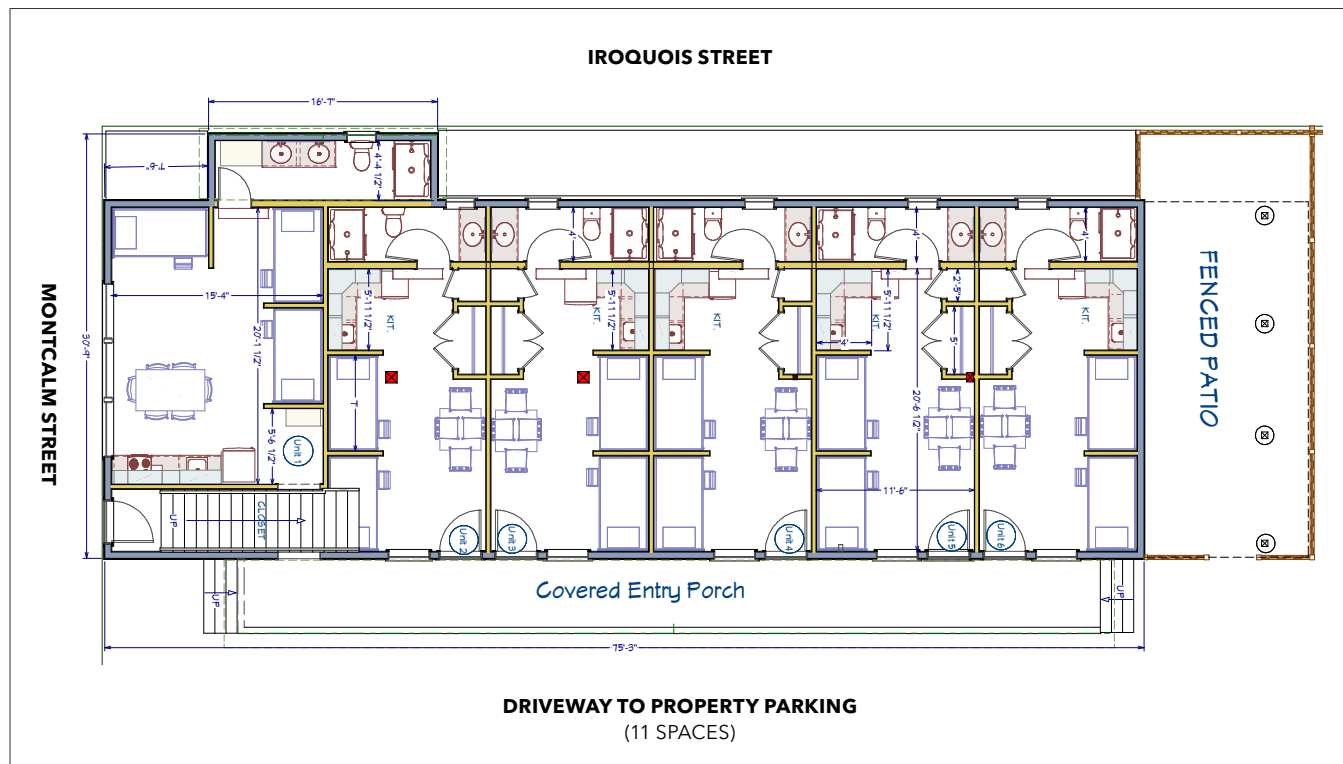
The downtown location aligns with the study's recommendations for housing that provides easy access to employment centers and transportation options. Additionally, by repurposing existing underutilized space, the project takes advantage of infill development opportunities identified as a priority in regional housing studies. The renovation will trigger economic benefits - including helping local hospitality businesses attract and retain workers while reducing the practice of hotels having to dedicate rooms for employee housing. This aligns with findings that show each additional seasonal worker generates significant economic impact, with new seasonal workforce housing projected to help create an additional \$115 million in annual economic activity for Lake George.

Regulatory Requirements:

A county building permit is needed to complete this project as well as Village Planning Board and Zoning approval. Obtaining essential permits for the renovation are underway, and the project is set to receive preliminary approvals from the Village Planning Board and Zoning Office by December 2024 or January 2025, for construction and renovation to ensure compliance with building codes, health and safety codes, zoning and other regulations. Following Village zoning approval, the applicant will submit for the proper Building Permit with Warren County.

Timeframe for Implementation:

Anticipated Start Date:	Q2 2025
Project Stage	Timeframe
Design, Engineering, Bid Process	
- Secure permits and approvals - Finalize architectural and design plans - Begin demolition and site preparation	4 months
Construction	
- Complete rough framing, plumbing, electrical, and HVAC installations - Install insulation, drywall, flooring, doors, and windows - Finish with cabinetry, fixtures, painting, and siding	9 months
Completion	
- Final inspections & certifications - Marketing & tenant acquisition campaigns - Rental operations & occupancy	3 months
Total Timeframe	16 months
Anticipated Completion Date:	Q3 2026



PROPOSED GROUND FLOOR RENOVATION PLAN

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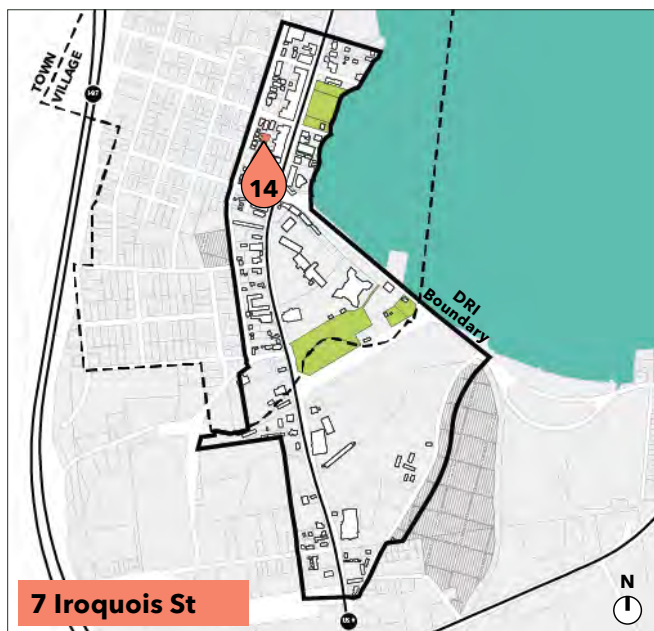
14. Renovate 7 Iroquois St. to 32-Bed Hospitality Workforce Housing Building



PROPOSED WAREHOUSE RENOVATION CONCEPT RENDERING

PROJECT FUNDING

Total DRI Funds Requested	\$390,000
Total Project Cost	\$555,000
% of Total Project Cost	70%



PROJECT OVERVIEW

Project Description:

The project seeks to convert a 4,500 square-foot commercial warehouse in Lake George into year-round workforce housing to support the hospitality and service industries. The renovation project will provide dormitory-style housing for 32 individuals in eight rooms, offering essential housing for both seasonal and year-round workers.

Currently, the warehouse is vacant and in deteriorating interior conditions. The space is in need of material and interior space-planning upgrades to transform a once commercial space into quality housing. Alongside the eight rooms outlined in the plan, the proposal includes two common areas with kitchens and recreational spaces, five bathrooms (one of which is ADA accessible), modern amenities, and sustainability upgrades. The renovation will address both interior and exterior repairs, including new roofing, window replacement, façade upgrades, entryway accessibility improvements, and the installation of rooftop solar panels for energy efficiency.

Many businesses in the area rely on seasonal workers during the summer season, but currently, there are limited housing options downtown. This often forces workers into substandard and overcrowded living conditions. This project will help alleviate the issue, addressing the demand for worker housing by offering quality amenities with shared gathering spaces and sustainable design features. By adding workforce housing options downtown, the project contributes to the growth of a more sustainable workforce and in return economy within Lake George.

Project Location:

7 Iroquois Street

Project Sponsor:

Iginio & Chery Rovetto dba Pizza Jerks LTD

Property Ownership:

Iginio & Chery Rovetto are the property owners and project sponsors.

Capacity:

The project sponsors have experience in developing and operating a series of successful restaurants. They have contracted Edward Rovetto of Rovetto Design Group for design scope and drawings. Rovetto Design Group has 40 years of experience in design, building, and remodeling of multiple restaurants and rental properties. The sponsors will engage professional support to assist with any grant administration requirements. The sponsor will also hire a general contractor to complete the project scope.



EXISTING WAREHOUSE APPROACH - IROQUOIS ST



EXISTING BUILDING ELEVATIONS - IROQUOIS ST

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- 2A: Provide opportunities for job creation through mixed-use revitalization projects and improve the economy through year-round job creation.** The transformation of this property into workforce housing will help booster the economy by providing business owners with potential employees and patrons.
- 5: Prioritize improving the quality of life in Lake George while sustaining and growing the resident population.** Units will be offered to year-round and seasonal workers, to sustainably grow and retain downtown growth.

REDC Strategies

- This project would advance **Place's** goal of leveraging and revitalizing underutilized sites for commercial and residential development within the Lake George DRI Area. The project will support the adaptive reuse of a currently underutilized warehouse building to introduce affordable workforce housing that aligns with municipal, and community needs in the downtown area, towards supporting a thriving economy and a diverse workforce community.

Decarbonization & Environmental Resiliency:

DRI program decarbonization and environmental resiliency compliance is not required for the renovation of 7 Iroquois Street into 32-bed workforce housing. The proposed project does not meet the threshold for decarbonization and does not meet two or more of the substantial renovation criteria.

Public Support:

Public input collected through in-person workshops, pop-ups, and online surveys all show broad community recognition that workforce housing is an important need in the area. Input from the public demonstrates moderate support for this project while business owners rate the need for seasonal workforce housing as a high priority since these workers are essential during the busy summer tourism season.

Based on feedback from Workshop #2 and the corresponding online survey, 54% of the respondents think the project will have a transformational impact on downtown and 55% think it will have a positive impact on quality of life. This moderate support reflects the public's preference for affordable housing for year-round residents. However, the project has strong support from the business community that relies on seasonal workers. While not receiving the highest levels of public support, this project has moderate community backing as one activity that addresses the recognized need for workforce housing in Lake George. The public input suggests residents see value in workforce housing generally,

even if this specific project received mixed reviews on its transformative potential. The project has strong support for its alignment with community goals to protect, celebrate and enhance the historical assets of Lake George.

Budget Narrative:

The project budget, which is based on standard renovation construction methods, was estimated by the project sponsor who has prior experience in the building and construction industry and uses various contractor and supplies quotes to outline the construction estimate. The estimate is supported by Rovetto Design Group who have developed the architectural plans and reviewed by Stuart Lynn Architects. A 10% contingency is included in the budget which is within the typical range for a renovation project to account for unanticipated modifications or inflation costs throughout construction.

The sponsor has identified two sources of funding needed to complete the project. The DRI funding request assumes 70% of the total project cost, towards construction costs. The sponsor is also anticipating the award of a construction loan from Community Bank, N.A. The bank currently holds a mortgage on the listed property and is supportive of the proposal. The sponsor seeks to refinance and pay off the construction loan starting 6 months after project completion and DRI award. The cost per bed (32 beds total) amounts to ~\$14,000, which the consultant team believes is competitive.

Project Budget:

Activity	Amount	Source	Status of Funds
Roofing, Windows, Doors & Solar	\$138,000	Loan	ANTICIPATED
	\$83,000		
Electrical, Plumbing & HVAC	\$145,000	NYS DRI	REQUESTED
Kitchens, Bathrooms, Bedrooms, Fixtures, Painting & Finishes	\$162,000		
Design, Technical, Legal & Permitting	\$27,000	Loan	ANTICIPATED
Total DRI Funding Request		\$390,000	
Total Funding from Other Sources		\$165,000	
Total Project Cost		\$555,000	
% Requested of Total Project Cost		70%	

TABLE 4.16: 7 IROQUOIS ST BUDGET

Project Need & Impact:

Many local businesses rely on seasonal student workers during the summer tourism season but there are currently limited housing options for these students. This workforce housing conversion project directly addresses several critical needs identified in the Lake George Workforce Housing Market Study. The 32-bed dormitory-style development would help meet the substantial identified demand for seasonal worker housing, which the study estimates at 550-687 dormitory-style beds needed over the next 5 years. By providing modern amenities and common spaces, the project offers a quality housing solution that helps address the study's finding that many seasonal workers currently live in substandard and overcrowded conditions.

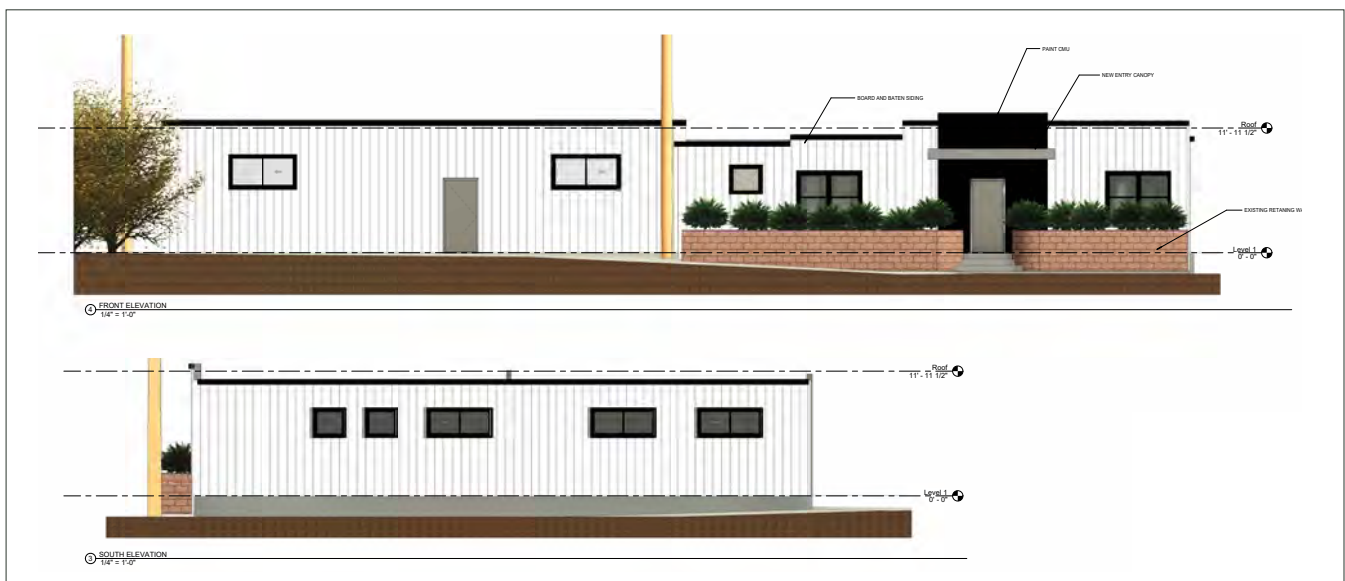
The year-round availability of the units aligns with the study's recommendation to create flexible housing that can serve both seasonal and permanent workforce needs. The project's location in Lake George proper would help reduce the identified housing accessibility challenges, as currently only 16.5% of the Town and Village's workforce lives locally. The sustainable design elements and building rehabilitation align with the study's emphasis on quality workforce housing development. While this 32-bed project alone would only meet a small portion of the total identified need, it represents the type of adaptive reuse and workforce housing development that is recommended to begin addressing the significant housing shortage that is constraining Lake George's seasonal and year-round economy.

Timeframe for Implementation:

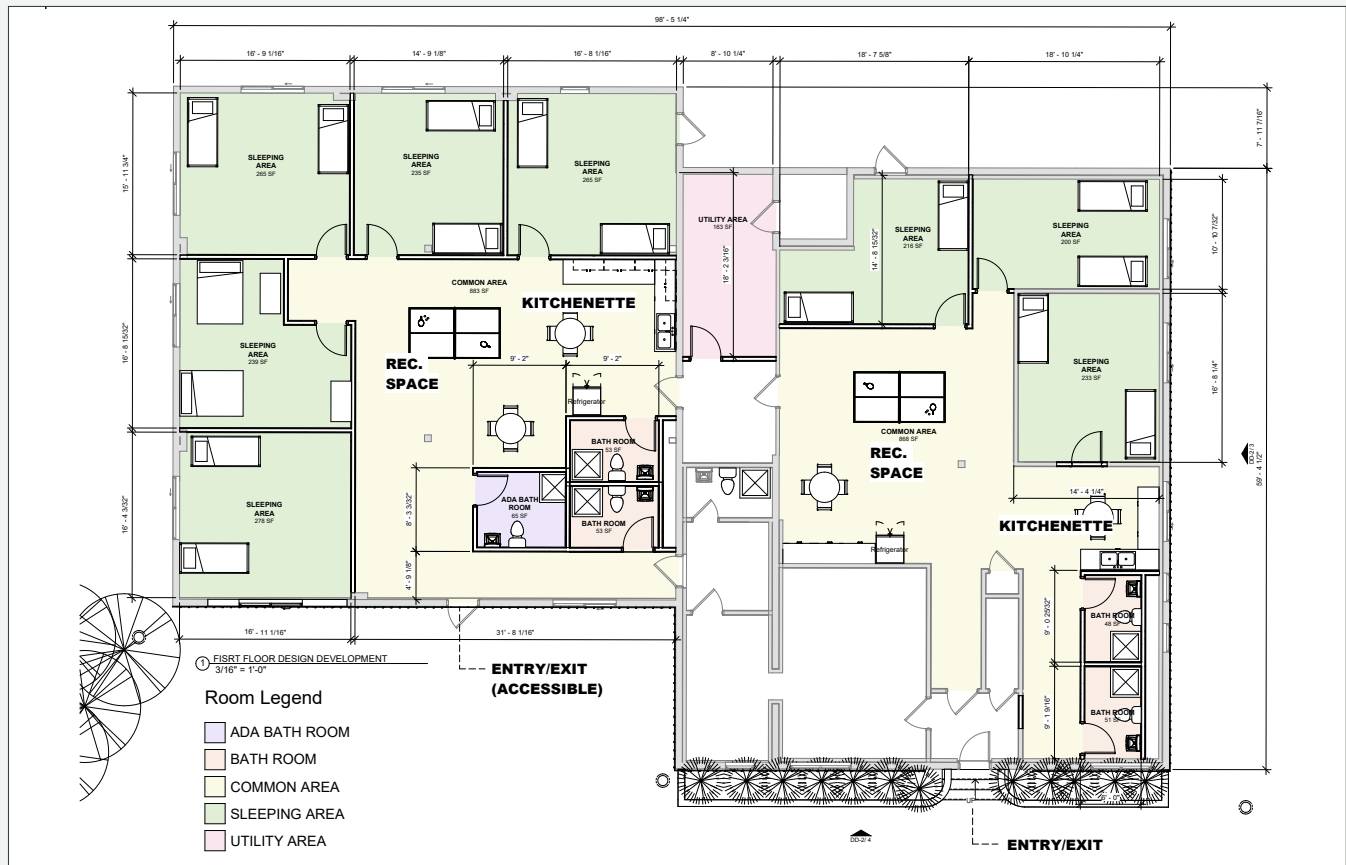
Anticipated Start Date:	Q2 2025
Project Stage	Timeframe
Design, Engineering & Approvals	
- Develop construction drawings - Contract with GC / vendor(s) - Obtain necessary permitting	2 months
Demolition / Removal	
Demolition and/or removal of interior divisions and furnishing as needed	1 month
Construction	
- Electrical, Wiring, HVAC & Plumbing - New roofing installation - Total interior upgrades incl. bathrooms - Painting & Finishing - Solar Array installation - Final inspections & certifications	12 months
Total Timeframe	15 months
Anticipated Completion Date:	Q3 2026

Regulatory Requirements:

A County construction permit is needed, as well as Village Planning Board and Zoning approvals. Following Village zoning approval, the applicant will submit for the proper Building Permit with Warren County.



PROPOSED NORTH AND EAST BUILDING ELEVATION RENDERINGS



PROPOSED WAREHOUSE RENOVATION FLOOR PLAN



PROPOSED RENOVATION 3D INTERIOR RENDERING

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15. Winterize and Enhance The Village Mall & The Lagoon Restaurant



PROPOSED CANADA STREET & LAKESIDE ELEVATIONS RENDERING

PROJECT FUNDING

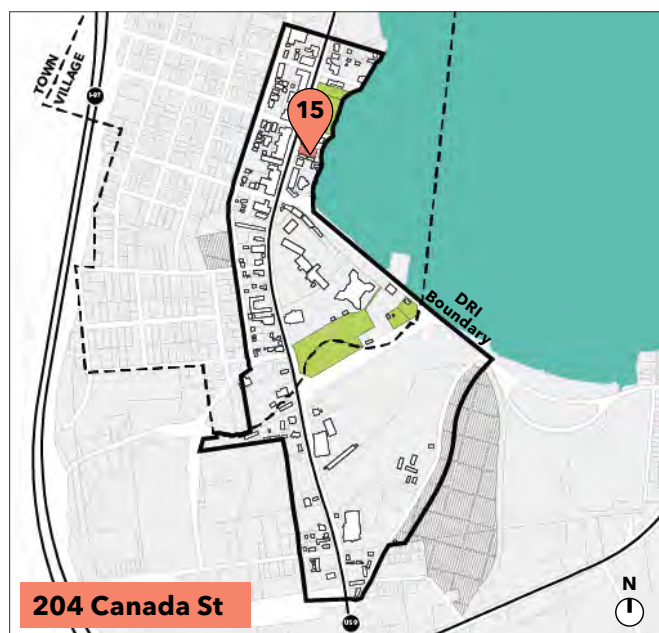
Total DRI Funds Requested	\$1,252,000
Total Project Cost	\$2,479,000
% of Total Project Cost	51%

PROJECT OVERVIEW

Project Description:

The project aims to upgrade, modernize, and winterize the Village Mall, including the Lagoon restaurant, by enclosing both ends of the 180-foot-long mall and conducting extensive interior and facade renovations. These upgrades would allow the 16 retail and commercial spaces to operate year-round, unaffected by weather disturbances, which are currently a barrier to consistent commerce. The renovation will follow design guidelines to enhance the exterior facade, transforming the Village Mall into a modern yet regionally relevant space.

The renovation project directly addresses the economic vulnerabilities faced by Lake George which is heavily reliant on seasonal tourists and consequently limited year-round business operations. This seasonal dependence limits commercial activity and reduces year-round amenities for residents, contributing to a lack of economic diversity. By modernizing the Lagoon, which occupied six of sixteen retail spaces within the Village Mall, alongside the skeleton



connecting the other ten retail spaces, the project will enable these local businesses to operate year-round, supporting a broader range of business activities and providing more consistent amenities to residents and visitors. The renovation would help attract and retain year-round businesses, expand employment opportunities outside of the tourism season, and provide much-needed services to Lake George's permanent population.

Upgrading the building exteriors will also enhance the downtown's overall aesthetic, adding to the charm of Canada Street. Beyond the scope of the DRI project, there are plans to upgrade the exterior landscape that extends from the building towards the beach-front near Shepard's Park. Currently, the area is composed of primarily hardscape, and introducing softscape through landscape efforts would work in tandem with municipal efforts of addressing the ecological resilience of the downtown area.

Project Location:

204 Canada Street

Project Sponsor:

Sean Quirk dba 204 Canada Holdings LLC

Property Ownership:

Sean Quirk is the property owner and project sponsor, working alongside the project partner to implement the project.

Capacity:

Sean Quirk is the developer and owner of the Village Mall. The Lagoon is a successful food establishment occupying 6 out of 16 units in the Village Mall. Joseph Mondella is the owner and operator of the Lagoon - and will be partnering with Sean Quirk on this project. Mr. Quirk is the owner and operator of several local businesses including restaurants, housing and hospitality, and has several decades experience in real estate development including securing funding and financing.

The sponsor will work with CLS Project Solutions, Inc. (CLS) to fully develop the project and represent the owner during design and construction stages with other design professionals. CLS has over 35 years of project experience in General Contracting and Construction Management. Some significant projects include restoring the New York City Police Department Harbor Command ("Harbor Charlie")

and five medical diagnostic facilities in Brooklyn, Queens, and Manhattan. The Project team will secure any necessary support to assist with any grant administration requirements.

Project Partners:

Joseph Mondella, owner of the Lagoon Restaurant at the Village Mall.

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- 1: Enhance and expand the charm of Lake George and create an attractive, safe and accessible downtown with a strong sense of place.** Enhancements to one of the most prominent buildings in Lake George will build on the charm of Canada St and increase foot traffic and commercial activity downtown year-round.
- 2: Transform Lake George into a year-round destination through strengthening services and resources for an inclusive, diverse workforce to promote economic growth.** This project will allow a myriad of Lake George businesses to stay open despite weather disturbances, promoting economic growth not only related to the mall but the restaurants and shops throughout other portions of town.



EXISTING OPEN-AIR MALL ENTRANCE - CANADA ST

- **4A: Prioritize energy-efficient projects that consider reducing their carbon footprints, including geothermal, and enhancing green building features.** Winterization efforts will reduce the carbon footprint of the mall overall through the addition of green building features
- **5: Prioritize improving the quality of life in Lake George while sustaining and growing the resident population.** By enhancing the appearance and year-round viability of a key structure of the town, this project will drive economic growth through both sustained tourism and increased population.

REDC Strategies

- This project would advance **Grow's** goal of expanding the region's industry and economy, by revitalizing an existing site for commercial / retail activity within the Lake George DRI Area. The project will rehabilitate an existing open-air mall into an enclosed, sustainable hub for commercial activity, allowing and expecting businesses to open year-round despite weather disturbances or tourism's seasonality. This nurtures local workforce development, job creation, and supports a thriving economy and a diverse community for both residents and visitors alike.

Decarbonization & Environmental Resiliency:

The proposed Village Mall and Lagoon Winterization and Enhancement project will renovate 22,500 SQFT

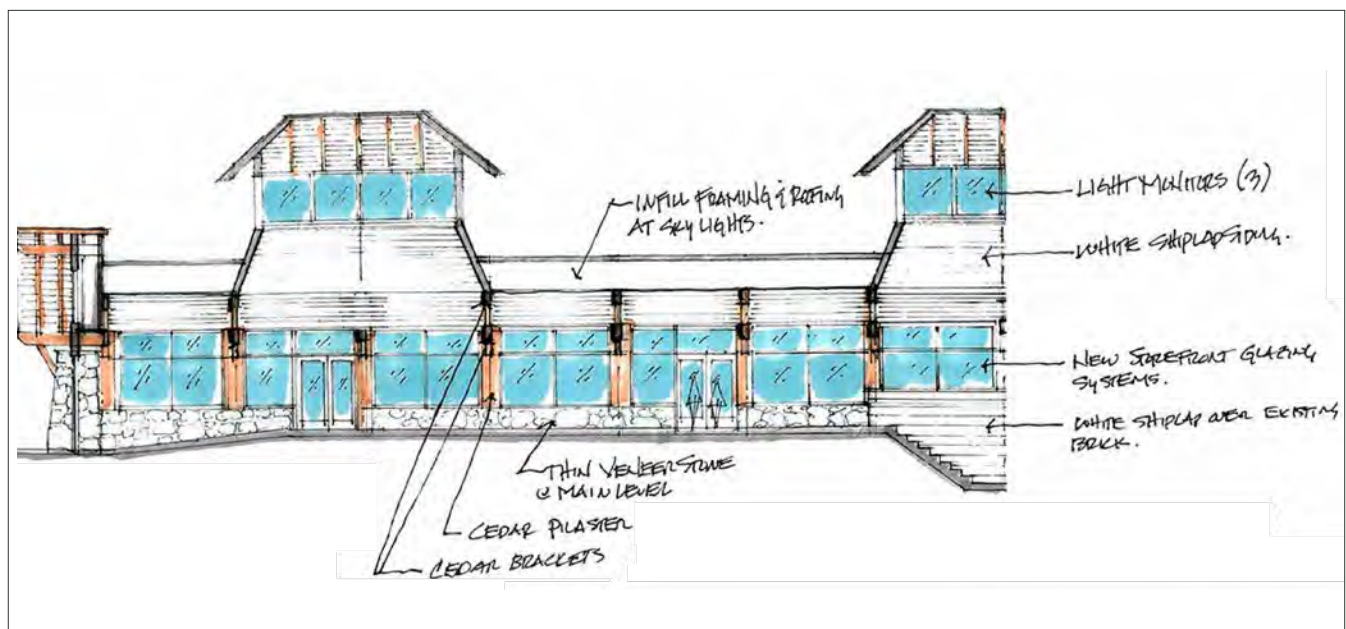
of the existing structure and meets the threshold for decarbonization compliance. The project scope will include decarbonization strategies, such as: enhanced rough carpentry and insulation, elevated entrances and curtainwall rating, sustainable framing and drywall material, more efficient HVAC system, and overall improving the building envelope.

The cost estimate for this project includes extra allowances for items necessary to meet decarbonization requirements. It is not determined at this time whether additional financial incentives will be sought, such as solar installation grant. The expected decarbonization compliance path is Path 1 - NYStretch, prescriptive path. Prescriptive compliance is required for specific portions of the building that are being altered and there are even some exceptions for components that are being altered. Generally, if the existing Mall systems/components are unmodified then prescriptive requirements do not apply.

Public Support:

Residents and LPC members have expressed strong support for renovating the Village Mall and the Lagoon throughout the DRI planning period. Public input from all workshops and surveys highlights the local desire for more year-round amenities, including restaurants.

Feedback from Public Workshop #1 shows strong support for transforming Lake George into a year-round destination by having more shops and



PROPOSED SECTIONAL RENOVATION CONCEPT DESIGN - PART 1

restaurants open throughout the year. Feedback from Public Workshop #2 shows strong support for this project. 72% of the respondents think the project will have a transformational impact on downtown and 62% think it will have a positive impact on quality of life. The online survey responses included several comments that specifically mentioned support for winterizing the Village Mall so that it can be open year-round. During LPC meetings, members expressed strong support for the project noting its transformational potential for the downtown, highlighting the need for year-round local retail and dining options.



EXISTING LAGOON RESTAURANT OPEN-AIR DECK

Budget Narrative:

The project budget was developed by CLS Project Solutions, Inc. and revised by BBL Construction Services in November 2024, to account for program decarbonization requirements and costing updates. The budget was reviewed professionally by Stuart Lynn Architects and LaBella, who verify that the renovation scope and costs are consistent with standard construction estimates for similar project types. An 8% overall contingency is included in the concept budget, and accounts for 5% contingency and 3% 2025 construction escalation prices. The revised estimate notes that the existing storefront at stores will remain – meaning the scope is for enclosing the Village Mall atrium and interior, and renovating the façade only. This also excludes structural upgrades for solar array installation, additional enclosed spaces and kiosk improvements.

The sponsor has identified three sources of funding needed for project implementation. Sean Quirk, the sponsor, will in-part self-finance and cover all project soft costs including design, legal technical and permitting requirements. The second source of funding is an anticipated bank loan which will initially cover construction costs. The DRI funding request accounts for 51% of the total project cost and will go towards construction costs including building decarbonization efforts. The cost per square foot for the 22,500 SQFT renovation project is approximately \$110 / SQFT.

Project Budget:

Activity	Amount	Source	Status of Funds
Construction (Exterior / Façade)	\$515,000	NYS DRI & Loan	REQUESTED
Construction (Interiors)	\$1,121,000		
Deck Stairs & Railing	\$116,000		
Roofing	\$133,000		
HVAC	\$149,000		
Electrical & Fire Alarm System	\$110,000		
Site Improvements & Landscape	\$119,000		
Design, Legal, Technical & Permitting	\$216,000	Operations	SECURED
Total DRI Funding Request			
		\$1,252,000	
Total Funding from Other Sources		\$1,227,000	
Total Project Cost		\$2,479,000	
% Requested of Total Project Cost		51%	

TABLE 4.17: 204 CANADA ST BUDGET

Project Need & Impact:

The Lake George economy is heavily dependent on seasonal tourism, with many businesses only operating during peak summer months. Commercial activity in downtown Lake George is limited by this seasonality, creating economic vulnerabilities and reduced year-round amenities for residents. The Village Mall project will address these challenges through winterization and modernization efforts to allow for year-round operations. This aligns with key recommendations from the downtown profile including diversifying economic activities, providing more year-round amenities, and reducing dependency on seasonal tourism. The facade improvements would enhance the downtown's aesthetics and sense of place.

Creating weather-protected retail and dining options within the commercial core will help attract and retain year-round businesses, expand and extend employment opportunities, and provide more consistent amenities for Lake George's permanent residents. There is a clear need and opportunity for upgrading and winterizing the Village Mall and Lagoon restaurant complex. Projects providing year-round programming and family-friendly retail spaces should be prioritized to help transform Lake George into a thriving year-round community rather than just a summer destination.

Timeframe for Implementation:

Anticipated Start Date:	Q3 2025
Project Stage	Timeframe
Design, Engineering & Approvals	
- Contract with architect to develop overall schematic plans - Develop drawings and specs for renovation project - Contract with engineering firm - Obtain necessary permitting	4 months
Demolition, Removal & Prep	
- Selective demolition and/or removal - Temporary facilities and protections for construction start	1 month
Construction	
- Structural steel and roofing - Masonry and Carpentry Renovations - New decks, stairs & railings - Replacing doors, frames & hardware - New Curtain Wall - HVAC, Electrical & Fire Alarm System - Site Improvements and Landscape Enhancements - Final inspections & certifications	15 months
Total Timeframe	20 months
Anticipated Completion Date:	Q2 2027



EXISTING VILLAGE MALL ATRIUM - CANADA ST



EXISTING VILLAGE MALL INTERIOR SPACES

Regulatory Requirements:

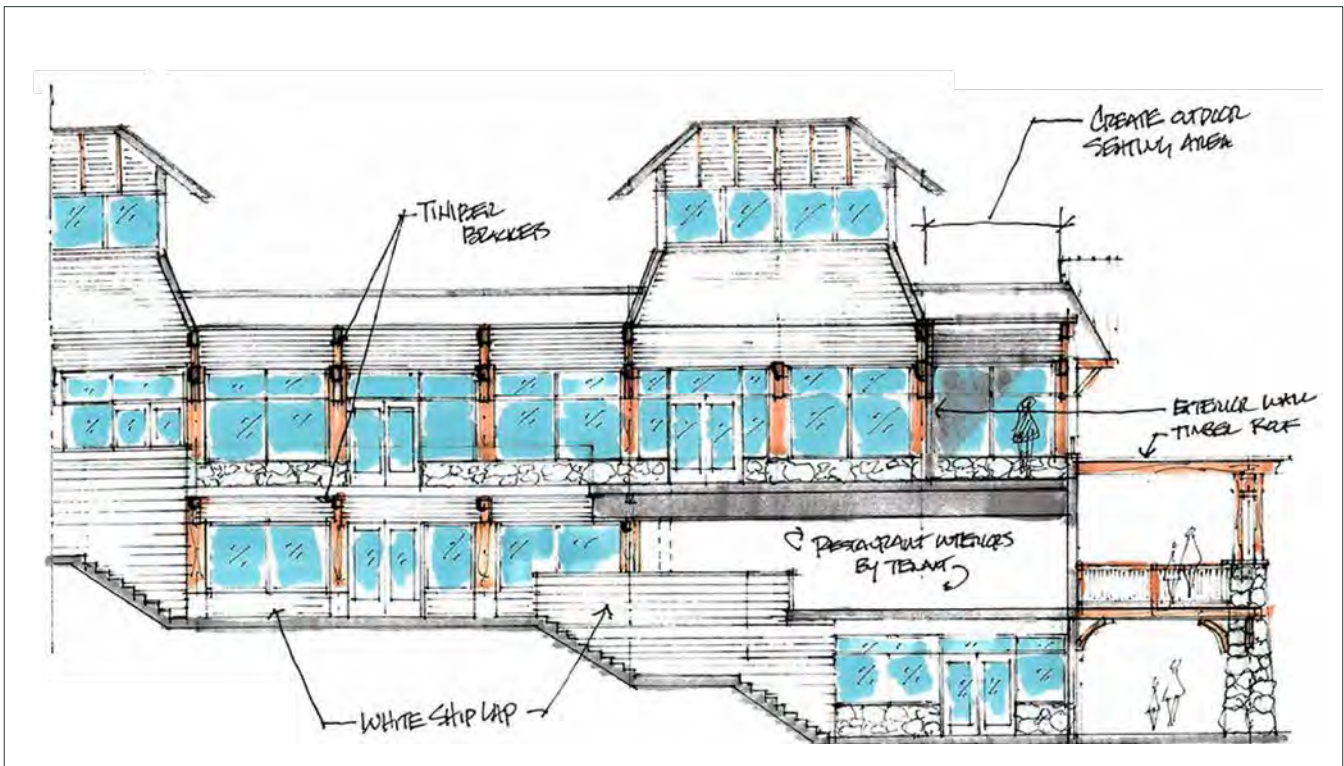
A county building permit is needed to complete this project as well as Village Planning Board and Zoning approval. Permits are needed for the structural changes to the mall deck and aesthetic updates on the outside of the building. Following Village zoning approval, the applicant will submit for the proper Building Permit with Warren County.



EXISTING MALL LAKESIDE ELEVATION



EXISTING MALL INTERIOR STAIRS



PROPOSED SECTIONAL RENOVATION CONCEPT DESIGN - PART 2

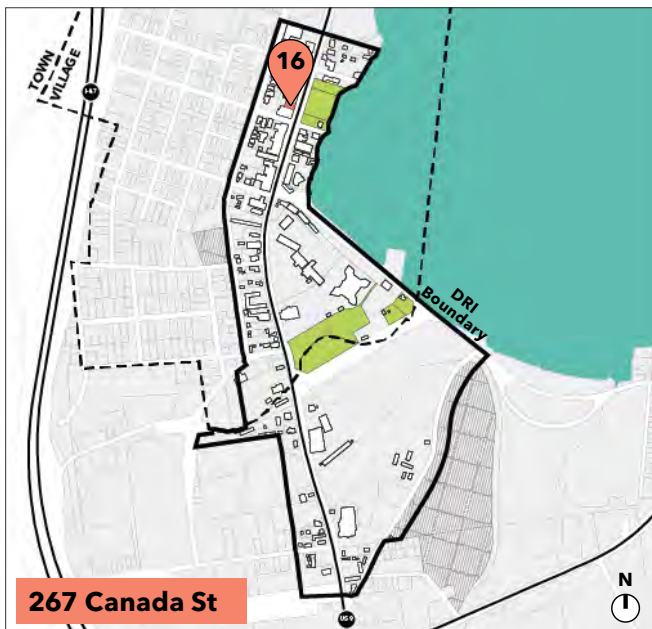
16. Renovate & Expand 267 Canada St. into a Mixed-Use Building (for Students/Workers)



EXISTING BUILDING CONDITIONS & PROPOSED PROJECT - CANADA ST

PROJECT FUNDING

Total DRI Funds Requested	\$266,000
Total Project Cost	\$385,000
% of Total Project Cost	69%



PROJECT OVERVIEW

Project Description:

This project proposes transforming a deteriorating property into a vibrant mixed-use building, featuring an exiting ground-floor restaurant with an upgraded 1,700 square-foot accessible patio, and five fully furnished hospitality workforce and student housing units on the second floor.

The ground floor patio will undergo resurfacing and lighting upgrades, and will introduce accessibility features off of Canada Street. Currently, a set of stairs is the only way to arrive at the main entrance to the restaurant from Canada Street, and the renovation seeks to introduce accessibility features to enhance the visitor experience off of the commercial corridor instead of having to use the rear-ramped entrance. Additional ground-level enhancements include updating the parking lot and providing bicycle and scooter storage.

The second floor will house up to 20 students in five units, each accommodating one to four occupants.

The floor plan includes semi-private bathrooms, shared kitchen and dining areas, and a total of approximately 2,000 square-feet in renovation area. The concept proposal combines existing and new walls and doorways to minimize demolition needs, and introduces updated plumbing with a dedicated HVAC system for efficient heating and cooling. The exterior stairway leading to the second floor will be upgraded with a new covering and façade re-siding to ensure long-term durability. Future upgrades beyond the scope of the DRI include building structural upgrades to wrap up the series of smaller renovation projects.

In addition, this mixed-use project addresses Lake George's critical workforce housing shortage, particularly within the DRI Area. In 2024 alone, around 15 student-workers were employed part- or full- time to sustain seasonal operations. Offering housing options works in tandem with supporting the local economy through employment opportunities, and allows the business to extend its operations past the peak season. The renovation also addresses other local goals and needs, such as enhancing year-round amenities for residents and visitors, improving accessibility, and promoting alternative means of transportation by offering bike and scooter storage.

Project Location:

267 Canada Street

Project Sponsor / Entity:

Tony & Robin Chiaravalle dba TRC Lake George, LLC

Property Ownership:

Tony & Robin Chiaravalle are the property owners and project sponsors.



EXISTING EXTERIOR STAIRWAY TO SECOND FLOOR

Capacity:

The sponsors have extensive experience in the restaurant and hospitality industries in Lake George. The project sponsors have already renovated some elements of the building, demonstrating that they can complete a renovation project. The sponsors' counsel and close family member, Glen Bruening, is also assisting with project development throughout the DRI planning process and into future State contracting towards project implementation. He has experience with local waterfront revitalization grants, and as counsel on NYS Department of State and Office of Parks, Recreation and Historic Preservations projects / grants.

Revitalization Strategies:

This project aligns with the following:

DRI Strategies

- **1: Enhance and expand the charm of Lake George and create an attractive, safe and accessible downtown with a strong sense of place.** Overall building renovations and upgrades add visual charm along Canada St and enhance the downtown's accessibility.
- **2A: Provide opportunities for job creation through mixed-use revitalization projects and improve the economy through year-round job creation.** Integrating workforce housing units for workers and/or students would attract more people to work and live here while contributing to the local economy.
- **5: Prioritize improving the quality of life in Lake George while sustaining and growing the resident population.** Investing in the urban charm of the commercial core by upgrading an active local business while introducing new housing options would improve the overall quality of life for residents and the visitor experience.

REDC Strategies

- This project would advance **Place's** goal of leveraging and revitalizing underutilized or dis-invested sites for commercial and residential development within the Lake George DRI Area. The project would rehabilitate an existing building with an operational restaurant business at the first level and introduce new workforce housing atop to enhance the mixed-use building while

increasing foot traffic along the main commercial corridor - Canada Street, towards supporting a thriving economy and a diverse workforce community.

Decarbonization & Environmental Resiliency:

This mixed-use renovation at 267 Canada Street does not meet the threshold for decarbonization as the project has an area less than 5,000 SF. Therefore, the project is not required to meet a decarbonization compliance path within the program. The improvements to the building, however, will make the structure more resilient through weatherization, upgrades to windows and lighting, and more efficient insulation to reduce heating and cooling costs.

Public Support:

Public support for the renovation of 267 Canada Street has been positive, recognizing the project's multiple benefits to the community. The project aligns with local aspirations to improve the aesthetics of downtown buildings, increase the number of restaurants that are open year-round, and create workforce housing. The project site is at a key location within the study area. According to feedback from public workshop 2 and the online survey, the project has moderate community support. 62% of respondents indicated that the project would have a transformational impact on downtown and 52% of the respondents think the project will positively impact quality of life in Lake George. The project is viewed favorably, with over 60% of respondents agreeing that it will expand sustainability efforts to enhance resiliency, transform Lake George into a year-round destination, and enhance historical assets.

Budget Narrative:

The project budget, which is based on standard renovation construction methods, was estimated by the project sponsor who has prior experience in the building and construction industry and uses various contractor and supplies quotes to outline the construction estimate. A 20% contingency is part of the overall budget, which is a safe estimate for the varied project scope. The sponsor has identified two sources of funding for project completion. The primary source assumed a 69% DRI reimbursement award, towards building repair hard-costs and housing renovation. The second source is secured financing interest from Glens Falls National Bank (GFN). With 20 beds included in the scope, the cost per bed equates to ~\$17,750, which is reasonable considering scope.

Project Need & Impact:

This mixed-use project addresses several critical needs identified in Lake George. The downtown profile reveals a severe housing shortage, particularly for workforce and seasonal employees, with an estimated need for 440 units for year-round workforce and nearly 1,400 beds for seasonal workers over the next 5 years. The addition of 5 furnished units specifically designated for hospitality workforce and student housing would help address this pressing demand. The project's location within the DRI Area, where only 54 total housing units currently exist, makes it particularly impactful.

The ground floor restaurant patio upgrades, aligns with recommendations to enhance year-round amenities and improve accessibility throughout downtown - a specific concern noted where many

Project Budget:

Activity	Amount	Source	Status of Funds
Construction (Patio & Accessibility Upgrades, Building Siding)	\$40,000	NYS DRI	REQUESTED
	\$49,000	Loan	ANTICIPATED
Construction (Parking Lot & Site Improvements)	\$39,000	Loan	ANTICIPATED
Construction (2nd Floor Workforce Housing)	\$226,000	NYS DRI	REQUESTED
Design, Engineering, Legal & Permitting	\$30,000	Owner	SECURED
Total DRI Funding Request		\$266,000	
Total Funding from Other Sources		\$119,000	
Total Project Cost		\$385,000	
% Requested of Total Project Cost		69%	

TABLE 4.18: 267 CANADA ST BUDGET



EXISTING RESTAURANT PATIO AREA



EXISTING SECOND FLOOR KITCHEN



EXISTING SECOND FLOOR SHARED SPACE / LIVING AREA



EXISTING SECOND FLOOR UNIT EXAMPLE



EXISTING BASEMENT LEVEL CONDITIONS



EXISTING REAR FAÇADE AND PARKING LOT CONDITIONS

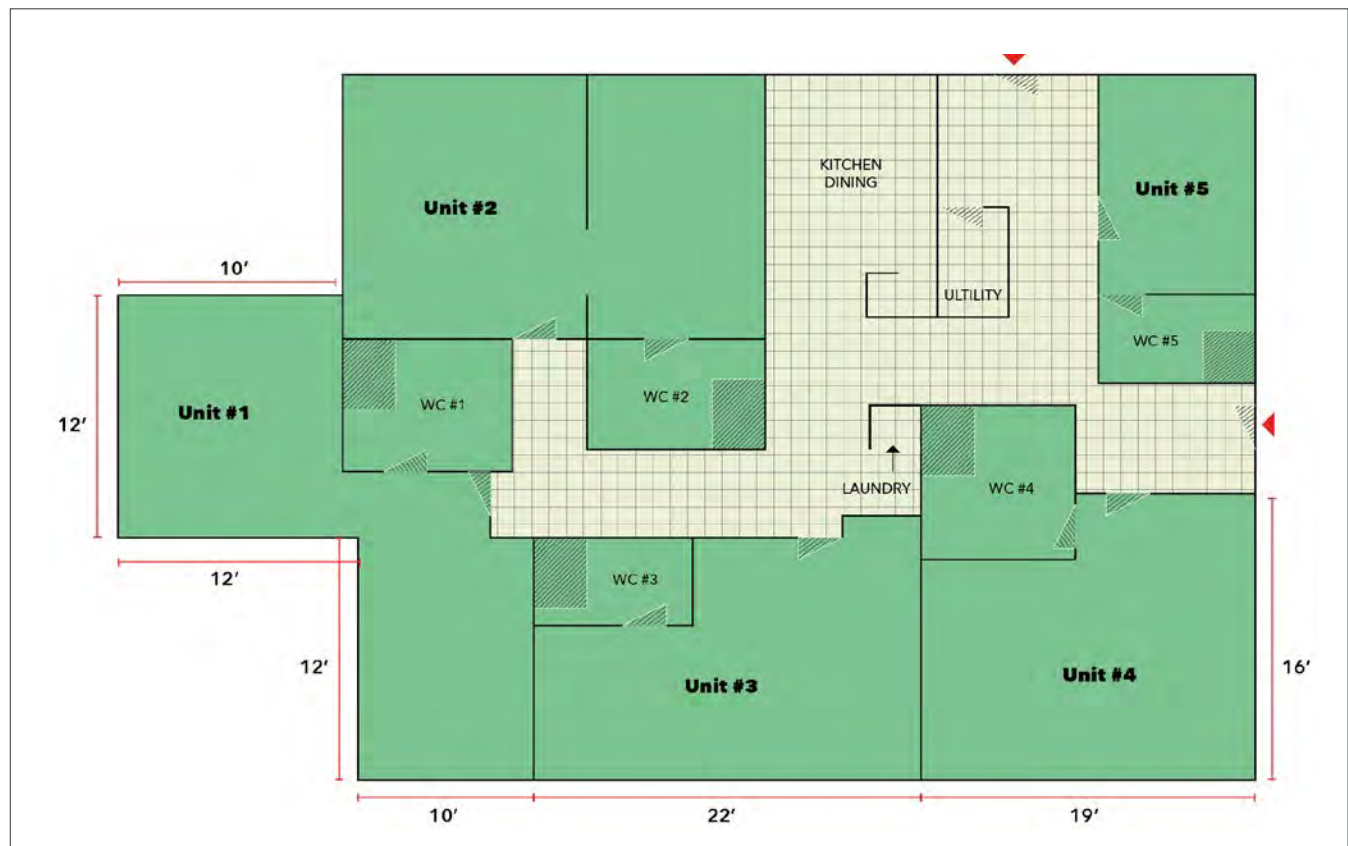
businesses lack accessible entrances. The inclusion of bicycle and scooter storage supports the community goals of promoting multi-modal transportation options and reducing parking demand, as 40% of trips within the DRI Area are under 2 miles but 80% are made by private vehicles. By combining workforce housing with commercial space and incorporating accessibility and alternative transportation features, this project directly addresses multiple challenges identified in the downtown profile while supporting the goal of creating a more vibrant, year-round environment for residents, workers, and visitors.

Regulatory Requirements:

A County construction permit is needed, as well as Village Planning Board and Zoning approvals. Following Village zoning approval, the applicant will submit for the proper Building Permit with Warren County.

Timeframe for Implementation:

Anticipated Start Date:	Q2 2024
Project Stage	Timeframe
Design, Engineering & Approvals	
- Contract with architect to develop overall schematic plans - Develop drawings and specs for multi-renovation projects - Obtain necessary permitting	12 months
Demolition / Removal	
Structural demolition and/or removal as needed for ground and second floors	6 months
Phased Construction	
- Accessibility upgrades at patio / 1st floor - Stairway renovation & construction - Building re-siding - HVAC / Electrical / Plumbing works - Installation of new unit furnishing / lighting / windows / equipment and bathroom construction - Parking lot resurfacing and fencing - Final inspections & certifications	2.5 yrs
Total Timeframe	4 yrs
Anticipated Completion Date:	Q2 2029



PROPOSED SECOND FLOOR UNITS CONCEPT DESIGN

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LAKE GEORGE DOWNTOWN, CREDITS: LG CHAMBER

SECTION IV-II:

PIPELINE PROJECTS

The following projects were identified as additional priorities of the Lake George Local Planning Committee, but were not recommended for DRI funding. These pipeline projects are consistent with the vision and goals of the Lake George DRI and are important should alternative funding become available.

PIPELINE PROJECT (A) NOT RECOMMENDED FOR STATE FUNDING: :

Develop a Mixed-use Building at 277-279 Canada St



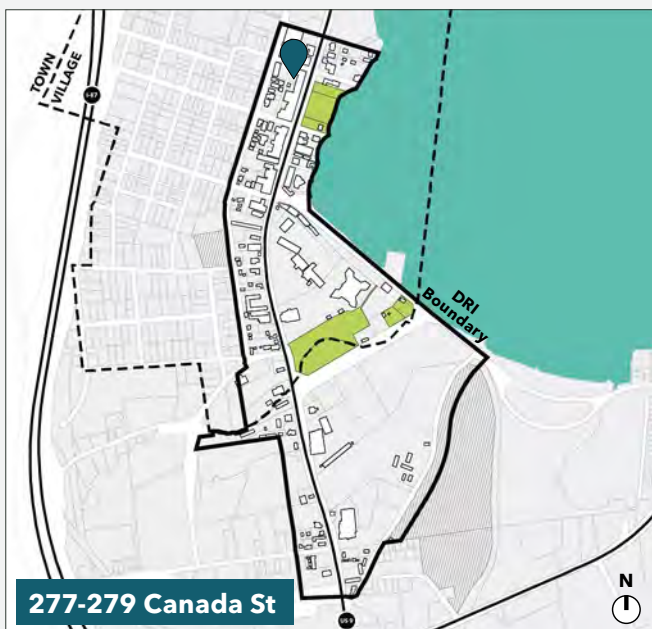
EXISTING STRUCTURES AT 277 AND 279 CANADA ST



PROPOSED NEW DEVELOPMENT RENDERING & GF PLAN

PROJECT FUNDING

Total DRI Funds Requested	\$1,190,000
Total Project Cost	\$3,243,000
% of Total Project Cost	37%



PROJECT OVERVIEW

Project Description:

The project proposes new construction of a two-story mixed-use building at 277 and 279 Canada. The project is two-phased: the first, at 279 Canada would demolition of the existing structure and build a new commercial space (cafe or boutique shop) at the ground level, with one 3-BD long-term rental unit at the back (55 Iroquois), as well as two 2-BD short-term rental units on the 2nd floor. The second phase, at 277 Canada, would follow the completion of 279 Canada, and includes 2 additional commercial units and a 2-BD long-term rental unit in the back, as well as 3 short-term rental units on the 2nd floor.

Project Location:

277-279 Canada Street

Project Type:

New Phased Development

Project Sponsor:

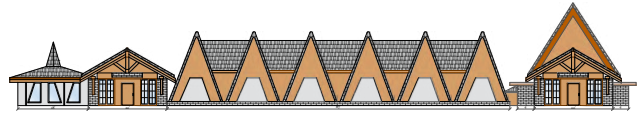
Ellen & Rafi Gvili dba Key West C 10 LLC

PIPELINE PROJECT (B) NOT RECOMMENDED FOR STATE FUNDING:

Renovate the Tiki Resort Façade *at 2 Canada St*



EXISTING ENTRANCE CANOPIES AT THE TIKI RESORT



PROPOSED FAÇADE UPGRADES RENDERING & ELEVATION

PROJECT FUNDING

Total DRI Funds Requested	\$300,000
Total Project Cost	\$600,000
% of Total Project Cost	50%

PROJECT OVERVIEW

Project Description:

The project seeks to renovate the currently dated 1990's entrance canopies at the Tiki Resort to an Adirondack style, to match the design of the "A" frames currently facing Canada Street. The two existing entrance canopies would be demolished, new concrete footings would be poured to support the new structures, and two new wood timber canopies would be installed in place.

Project Location:

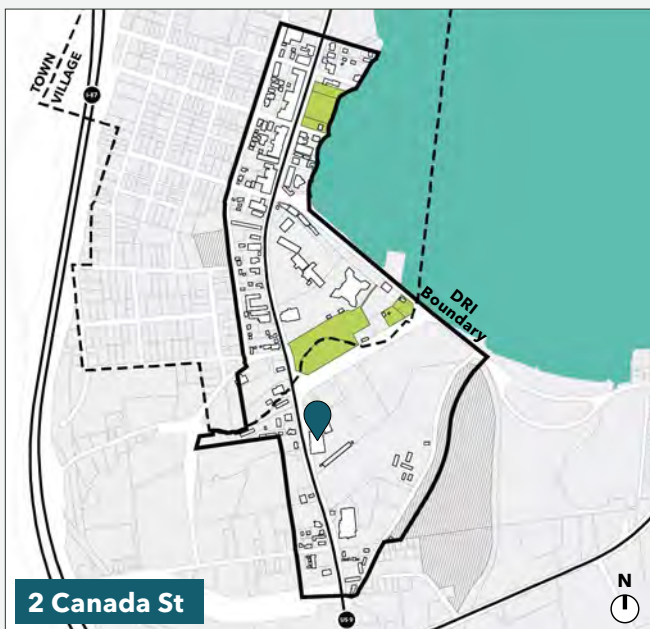
2 Canada Street

Project Type:

Renovation of an Existing Façade

Project Sponsor:

Hanif Khimani dba Tiki Motor Inn, Inc.





SECTION V:

COMMUNITY ROADMAP

Roadmap to Revitalization

INTRODUCTION

Lake George's downtown revitalization journey will extend well beyond the Downtown Revitalization Initiative (DRI) award and its funded projects. This Roadmap provides a strategic framework for continuing revitalization efforts over the next three to five years, building upon the momentum generated through the DRI planning process and project implementation.

The recommendations outlined in this Roadmap will help Lake George realize its vision and goals for downtown, complementing the specific projects funded through the DRI. These near-term actions span multiple focus areas including potential municipal program and policy development, housing development, historic preservation, design standards, recreational amenities, and infrastructure improvements. Each recommendation includes concrete next steps, identifies leaders who could champion

the recommendation, timeframes for completion, and potential funding sources to help support implementation.

By following this Community Roadmap, Lake George will maintain the momentum of downtown revitalization while preparing for and supporting the successful implementation of DRI projects. The recommendations are designed to help the community take advantage of additional state and regional funding programs, build local capacity, maintain community engagement, and pursue key opportunities that emerged during the DRI planning process but were not included in the final slate of funded projects.

This document will serve as a living guide for local leaders, stakeholders, and community members as they work together to create an even more vibrant, livable, and sustainable downtown Lake George.



DOWNTOWN LAKE GEORGE OVERLOOKING THE FORT, CREDITS: LG CHAMBERS

RECOMMENDATIONS

Recommendation #1:

Establish a Downtown Revitalization Committee or Working Group to oversee and advance design and implementation of DRI funded projects.

Timeline:

Immediate (within 6 months)

Lead Entity:

Town & Village of Lake George

Overview & Action Items:

- Identify committee members from a cross-section of the community. Committee could be comprised of LPC members, nonprofit entities and private residents whom will continue to identify evolving needs and revitalization opportunities for downtown Lake George.
- Meet regularly to discuss progress of DRI projects, new opportunities, and troubleshoot challenges and/or barriers to implementation.



DOWNTOWN BACKSTREETS, CREDITS: LG CHAMBERS

TABLE 5.1:
Roadmap to Revitalization Recommendations (1 - 3 yr)

1 TO 3 YEARS

#	RECOMMENDATION	OVERVIEW / NEXT STEPS	LEAD ENTITY	POTENTIAL FUNDING
2	Encourage development of Seasonal Workforce Housing	- Implement the recommendations from the Town Workforce Housing Market Study. - Apply for funds from State and regional sources to support workforce housing development within the Lake George region. - Build partnerships with local colleges and international agencies to facilitate a larger pool of students / workers seeking housing at workforce housing sites.	Town & Village of Lake George	Warren County LDC, LCLGRP, NYSHCR, ESD Pro-Housing
3	Work with Warren County and other partners to explore opportunities to develop affordable, long-term housing.	Long-term housing availability and affordability is a key priority for the Lake George community, as identified in the DTPA, through LPC meetings and in public surveys. - Explore a public-private partnership to leverage incentives that could attract developers and reduce costs. - Inventory vacant and underutilized sites for potential residential and mixed-use development. - Engage with landowners of large parcels directly adjacent to the DRI Area to explore redevelopment options that support the Town/Village economic and community development goals to support long-term housing options, both rental and/or owner occupied. - This includes key projects that were considered during the DRI planning process, but were not selected for DRI funding, such as the New Development at 277-279 Canada Street (see Pipeline Project 'A'). - Refine municipal policy for long-term workforce housing to further discourage short-term rental development and attract year-round residents to support the school community, healthcare and professional jobs.		Warren County LDC, LCLGRP, NYSHCR, ESD Pro-Housing
4	Explore additional opportunities to celebrate Lake George's history and natural resources.	- Improve visibility and operations at the Lake George Battlefield Park and along the waterfront. - Identify projects that will enhance the visitor experience, increase historical appreciation such as historical monuments, and improve coordination between park and waterfront activities. - Implement consistent signage and wayfinding, physical improvements, digital presence, visitor services, programming, and maintenance.	Village of Lake George & The Lake George Historical Association	Village of Lake George and/or in collaboration with Lake George Historical Association
5	Develop design guidelines and/or specifications for public amenities in parks and along streetscapes in the Village core / DRI Area or, including branded amenities such as bike racks and bus shelters.	- Form a working group or charge the Downtown Revitalization Committee to oversee the development process, which could be done as a component of or complement to the Canada Street Streetscape or Wayfinding Signage design if funded by the DRI. - The process will include an inventory of existing amenities and streetscape elements, public outreach to understand community preferences, research of successful examples from comparable communities, and creation of clear guidelines and/or specifications. - The Town and Village of Lake George to adopt and implement guidelines.	Village of Lake George	DRI, NYSDEC Adirondack Park Community Smart Growth Program, NYSDOS LWRP, NY Main Street Technical Assistance
6	Work with Warren County to develop a strategy and key actions to attract and retain young families.	- Build on recommendations from the Warren County Comprehensive Plan, Warren County Housing Needs Study, Town Workforce Housing Study, and Building Balanced Communities for the North Country. - Draft policy or plan for collaborative effort between Warren County, the Town of Lake George and the Village of Lake George. - Create marketing efforts to attract needed workforce in target job sectors.	Town & Village of Lake George	Refer to Figures 5.2 - 5.4 for potential State funding

TABLE 5.2:
Roadmap to Revitalization Recommendations (2 - 5 yr)

2 TO 5 YEARS

#	RECOMMENDATION	OVERVIEW / NEXT STEPS	LEAD ENTITY	POTENTIAL FUNDING
7	Work with Warren County and CDTA to expand or improve upon existing services	- Identify gaps in existing CDTA service routes and opportunities to expand or improve transit services. - Implement additional efforts to encourage alternative transportation modes and promote a safe multi-use transportation network, while reducing traffic congestion and parking demand.	Town & Village of Lake George	N/A
8	Address the infrastructure needs of the Lakeshore Drive area and improve multi-modal connections to the DRI Area.	- Explore extending pedestrian and bike infrastructure on Canada Street/Route 9, and northward on Lakeshore Drive, to connect the Village with key areas just north of the commercial core as part of the planned infrastructure project. - Convert existing road shoulders or underutilized spaces into shared pathways for pedestrians and cyclists.		NYSDOS LWRP, NYSDEC Adirondack Park Community Smart Growth Program, NYSDOT Transportation Alternatives Program (TAP), AGFTC
9	Explore potential options to expand year-round recreational users.	- Create a Recreation Development Task Force to inventory existing recreation assets, identify gaps and opportunities, and prioritize opportunities based on infrastructure, community interest, cost, and potential impact. - Build on the Warren County Outdoor Recreation Economy Plan recommendations to create a joint Village/Town parks and recreation plan.		Refer to Figures 5.2 - 5.4 for potential State funding
10	Consider refining and improving Architectural Design Guidelines for the commercial core.	<i>Design Guidelines can help create a unified streetscape. The update could incorporate modern design principles and standards.</i> - Evaluate current design guidelines and identify opportunities for improvements based on the public input collected as part of the DRI planning process. - Identify potential geographical boundary area, district, or overlay parameters for design guidelines. - Research best practices, examples from comparable tourist/lakefront communities, and emerging/innovative approaches to identify feasible and progressive options for Lake George. - Draft new guidelines that address core elements, including building mass and scale, architectural styles, materials and colors, rooflines and facades, signage standards, lighting, landscaping, parking and sustainability features.		NYSDEC Adirondack Park Community Smart Growth Program, NYMS Technical Assistance
11	Implement a Facade Improvement Program	<i>A program as such would encourage property owners to renovate building facades in compliance with revised architectural design standards.</i> » This includes key projects that were considered during the DRI planning process, but were not selected for DRI funding, such as the Facade Renovation at the Tiki Resort (see PP 'B').		New York Main Street Program

TABLE 5.3:
Roadmap to Revitalization Recommendations (5+ yr)

5+ YEARS

#	RECOMMENDATION	OVERVIEW / NEXT STEPS	LEAD ENTITY	POTENTIAL FUNDING
12	Continue to monitor and prospect for underutilized sites in the DRI Area and the commercial core.	This includes sites that were identified during development of the Lake George Strategic Investment Plan but did not have a shovel-ready plan for redevelopment, such as the location of the former McDonalds.	Town & Village of Lake George	Refer to Figures 5.2 - 5.4 for potential State funding
13	Continue to pursue options for the redevelopment of 2184 Route 9 (Potential Macchio Square project site) for parks and/or recreation use.	<i>Through the Open Call for projects as part of the DRI planning process, the Town had proposed a park facilities with a farmers' market and active recreation opportunities on site.</i> The Town and site owners could not reach consensus on lease-to-own or long-term lease agreements. The Town should continue to pursue opportunities to enhance public recreation and programming especially at vacant or underutilized sites.		Refer to Figures 5.2 - 5.4 for potential State funding
14	Identify a connection between the Warren County Bikeway terminus and the heart of the DRI Area.	- Identify a suitable route to connect the Bikeway to downtown as well as a hub for riders who may wish to park their bike at the terminus and walk to the commercial core. - Implement recommendations from the Warren County Modernization and Connectivity Plan for Multi-Use Trails.		NYSDOT Transportation Alternatives Program (TAP), NYSDEC Adirondack Park Community Smart Growth Program, AGFTC
15	Explore opportunities to develop year-round indoor recreation and entertainment uses within or adjacent to the DRI Area.	<i>Residents expressed interest in attracting a movie theater, performance space, and indoor sports facility to accommodate both visitors and residents for year-round activity.</i> - Inventory available buildings or potential sites within the DRI Area and conduct a market analysis for each potential use. - Identify potential development & operations partners, and coordinate targeted outreach efforts. - Draft a financing plan and implementation strategy.		Refer to Figures 5.2 - 5.4 for potential State funding

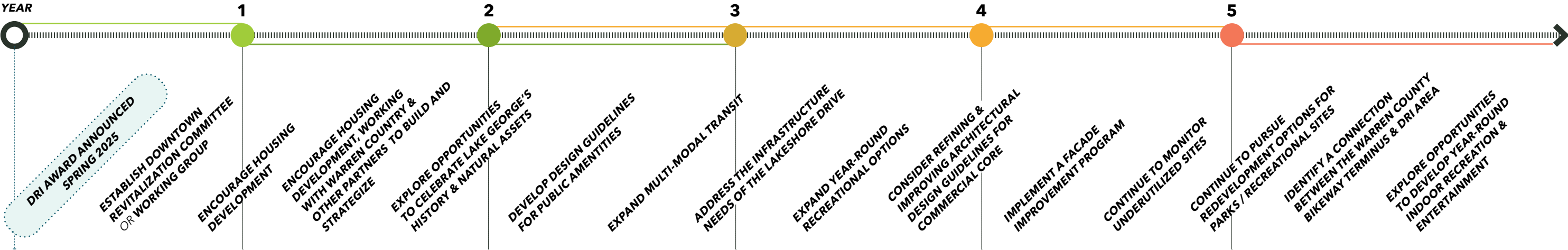


FIGURE 5.1: ROADMAP TO REVITALIZATION TIMELINE

Keep the Community Engaged

Throughout the process of developing the SIP, the community was engaged through public workshops, a project website, social media posts, and attendance at LPC meetings. The Town and Village of Lake George will continue to keep the community informed and engaged in the downtown revitalization process by adopting the following strategies:

- The Town & Village web-pages will be used to post updates and key milestones on implementation of both public and private DRI awarded projects.
- Any future Downtown Revitalization Committee meetings will remain open to the public. Meeting presentations and summaries should be recorded and shared online.
- Municipal staff should share updates and public meeting notices on the Town's Facebook page.
- The Town/Village should hold open houses for public projects to get community input prior to developing final plans for public projects.
- The Town/Village will issue quarterly press releases summarizing progress on all public and private DRI projects.
- Celebrate project completion with ribbon cuttings, press releases, social media posts, and other events.

State Funding Programs

DRI project sponsors are encouraged to pursue a variety of funding options to support project realization, which may include other sources of State funding. The recommendations in the Roadmap may also require grant funding to support implementation. Figures 5.2-5.4 are State funding opportunities that are most relevant to the types of projects identified throughout the DRI planning process, pertaining the following categories.

Categories

- **Infrastructure/Capital Improvements:** Supporting physical construction, upgrades, or significant renovations to infrastructure, facilities, or buildings and their design.
- **Public:** Emphasize community-wide initiatives or projects with broader public benefit.
- **Policy:** Provide technical assistance or funding to establish frameworks, incentives, or policies, particularly those that guide development or align with sustainability goals.

Note: This is not comprehensive of all conditions and requirements for each funding opportunities. Project sponsors interested in pursuing any of these opportunities will need to review the program requirements in greater detail.

Measuring Success

The most visible evidence of a successful downtown revitalization is the visual improvement of the target area seen after implementation of projects, but there are other ways the Town and Village can measure success and progress towards meeting DRI goals. As projects are implemented, the municipality will track both public and private investment that has been directly leveraged by the DRI award. The Town and Village will also track other projects that are implemented in the target area without DRI funding as a measure of how successful the DRI awards are in attracting additional investments. Other important means of measuring include:

- Increase school enrollment
- Increased property tax revenue
- Increased sales tax revenue.
- Rise in Building permits
- Rise in Home based Business permits
- Rise in Commercial Business permits.



LAKE GEORGE LAKEWALK, CREDITS: LG CHAMBERS, DAVE WARNER

FIGURE 5.2:

Complementary Funding Opportunities for DRI Projects**CAPITAL IMPROVEMENTS****NYS Empire State Development (ESD)
Capital Grant Funds****Eligible Applicants:**

For-profit businesses; Non-profits; Municipalities;
Economic development organizations

Eligible Activities:

Land/building acquisition; Construction/
renovation; Equipment purchase; Demolition/
remediation

Funding Limits:

Minimum \$100,000 (up to 20% of project cost)

**NYS Homes & Community Renewal (HCR)
New York Main Street Program -
Downtown Stabilization Project****Eligible Applicants:**

Counties; Pro-Housing Communities (Cities,
Towns, Villages); Qualified non-profits

Eligible Activities:

Building stabilization; Environmental remediation;
Construction costs

Funding Limits:

\$100,000 - \$500,000
(Not to exceed 75% of total project cost)

**NYS ESD Restore NY
Communities Initiative****Eligible Applicants:**

Counties, Cities, Towns, Villages

Eligible Activities:

Demolition; Deconstruction; Rehabilitation;
Reconstruction of vacant/abandoned properties

Funding Limits:

Varies by municipality size
(Minimum 10% match required)

**NYS HCR New York Main Street Program -
Traditional Target Area Building Renovation****Eligible Applicants:**

Pro-Housing Communities (Cities, Towns,
Villages); Qualified non-profits

Eligible Activities:

Building renovation; Streetscape enhancements

Funding Limits:

\$50,000 - \$500,000
Up to \$50,000 per building (75% of project cost);
Up to \$15,000 for streetscapes

**NYS ESD Small Manufacturer
Modernization Program****Eligible Applicants:**

For-profit manufacturers; Non-profit
manufacturers

Eligible Activities:

Equipment acquisition; Construction/
renovation; Facility improvements

Funding Limits:

\$50,000-\$250,000
(Up to 20% of project cost)

**NYS HCR New York Main Street Program -
Downtown Anchor Project****Eligible Applicants:**

Counties; Pro-Housing Communities (Cities,
Towns, Villages); Qualified non-profits

Eligible Activities:

Building renovation; Single-site,
Shovel-ready projects

Funding Limits:

\$100,000-\$500,000
(Not to exceed 75% of total project cost)

FIGURE 5.2 CONTINUED:

Complementary Funding Opportunities for DRI Projects**CAPITAL IMPROVEMENTS****NYS ESD Not-for-Profit Capital Grant Program****Eligible Applicants:**

501(c)(3) organizations

Eligible Activities:

Facility expansion/upgrades; Equipment purchase; Capital improvements

Funding Limits:

Up to \$100,000
(50/50 match required)

NYS Council on the Arts (NYSCA) Capital Improvement Grants**Eligible Applicants:**

Non-profit arts organizations

Eligible Activities:

New construction; Renovations; Equipment systems

Funding Limits:

Small/Mid-Size: Up to \$2M (50% match)
Large: \$2M-\$10M (50% match)

NYS Research & Development Authority (NYSERDA) Building Cleaner Communities Competition**Eligible Applicants:**

Industrial/commercial facilities; Municipalities; Non-profits; Private developers

Eligible Activities:

Energy efficiency improvements; Renewable energy systems; Carbon neutral projects

Funding Limits:

Up to \$1.7M (60% of costs)
Up to \$2M for ground source heat pumps

NYS ESD Market New York**Eligible Applicants:**

Non-profits; Municipalities; Tourism Promotional Agencies; Public benefit corporations; For-profit companies

Eligible Activities:

Tourism marketing; Capital/construction projects; Special events

Funding Limits:

Minimum \$50,000
Capital: Minimum \$ 150,000
(80% match required)

National Parks Service (NPS) Historic Preservation Tax Credits**Eligible Applicants:**

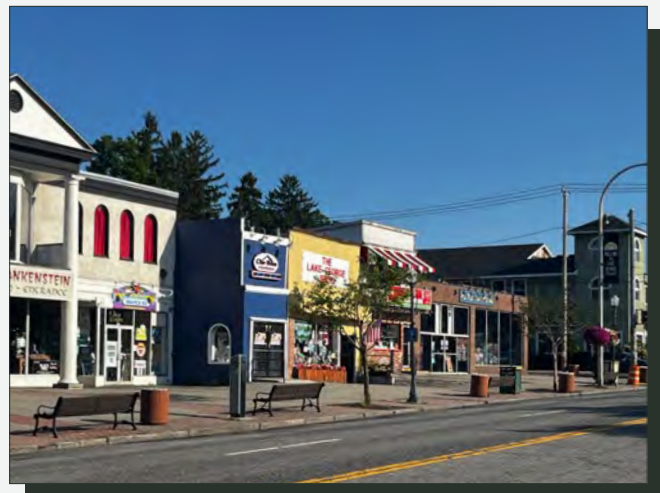
Owners of income-producing properties listed in State/National Register

Eligible Activities:

Rehabilitation of historic commercial and income-producing properties

Funding Limits:

20% or 30% credit
Capped at \$5 million



DOWNTOWN COMMERCIAL CORE

FIGURE 5.3:

Complementary Funding Opportunities for DRI Projects**PUBLIC****NYSDERDA Building Cleaner Communities Competition****Eligible Applicants:**

Industrial/commercial facilities; Municipalities;
Non-profits; Private developers

Eligible Activities:

Energy efficiency improvements; Renewable
energy systems; Carbon neutral projects

Funding Limits:

Up to \$1.7M (60% of costs);
Up to \$2M for ground source heat pumps

NYS Department of Transportation (DOT) TAP / CMAQ / Carbon Reduction Program**Eligible Applicants:**

Local governments; Transit agencies; Natural
resource agencies; Tribal governments

Eligible Activities:

Bicycle/pedestrian facilities; Safe routes to school;
Environmental mitigation

Funding Limits:

\$500,000-\$5M
(80% of project cost)

NYS Department of Environmental Conservation (DEC) Environmental Protection Fund**Eligible Applicants:**

Municipalities; State agencies; Public benefit
corporations; Qualified non-profits

Eligible Activities:

Park development; Historic property
preservation; Heritage area improvements

Funding Limits:

Up to \$675,000
(50-75% of project cost)

NYS DEC Climate Smart Communities**Eligible Applicants:**

Counties, cities, towns, villages

Eligible Activities:

GHG Mitigation; Climate Adaptation;
Certification projects

Funding Limits:

Implementation: \$50,000-\$2M



LAC DU SAINT SACREMENT STEAMBOAT, CREDITS: LG CHAMBERS

FIGURE 5.4:

Complementary Funding Opportunities for DRI Projects**POLICY****NYS HCR New York Main Street Program - Technical Assistance****Eligible Applicants:**

Counties; Pro-Housing Communities (Cities, Towns, Villages); Qualified non-profits

Eligible Activities:

Building reuse/feasibility analysis;
Design guidelines

Funding Limits:

Up to \$20,000

NYS ESD Capital Improvement Grants for Pro-Housing Communities**Eligible Applicants:**

Pro-Housing Communities; Counties (in certified communities); Non-profits (in certified communities)

Eligible Activities:

Infrastructure improvements; Blight removal;
Place-making investments

Funding Limits:

\$100,000-\$3,000,000
(up to 50% of project cost)

NYS DEC Climate Smart Communities**Eligible Applicants:**

Counties, cities, towns, villages

Eligible Activities:

GHG Mitigation; Climate Adaptation;
Certification projects

Funding Limits:

Implementation: \$50,000-\$2M



DRI AREA WALKING TOUR WITH MUNICIPAL LEADERS, STATE & CONSULTANT TEAM

The Town & Village of
**LAKE
GEORGE**

Downtown Revitalization Initiative

Strategic Investment Plan

Capital Region

New York State

December 2024



**Downtown
Revitalization
Initiative**