



# Main Street Revitalization Strategy for the Town of Moriah



**Prepared by the Lake Champlain  
Lake George Regional Planning  
Board as part of the North Country  
Main Street Reinvestment Program**

**FINAL SEPTEMBER 2024**



**FORWARD** *together*

*Main Street + Community Centers  
as Economic Imperatives*



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## Project Narrative – North Country Main Street Reinvestment Program

The Lake Champlain - Lake George Regional Planning Board (LCLGRP) developed the North Country Main Street Reinvestment Program to collaborate with communities to create and implement economic development initiatives centered around the region's main streets and hamlets. The program provides support and guidance to local communities to identify and support Main Street development and enhancement projects. These projects build upon individual community assets and characteristics while incorporating placemaking and community building techniques into their existing Main Street corridors.

***Key Point: Main Streets, community hubs and downtowns matter for economic sustainability, community pride, and regional development.***

land use patterns that help form the foundation of their local economies. Economically resilient towns, cities, and regions adapt to changing conditions and may even reinvent their economic base if necessary. However, smaller communities, like those found throughout the LGLC Region, often have a more difficult time making significant adjustments and are more likely to achieve success by emphasizing their existing assets and distinctive resources. LCLGRP developed the Forward Together Economic Resiliency Plan in to evaluate the impacts of the pandemic on the region's economy, identify forward looking strategies for the



Photo 1: Traditional Main Streets are found throughout the LCLG Region. Photo Source: LCLGRP.

***Forward Together, LCLGRP's regional resiliency plan identifies key components that are imperative to have a sustainable and vibrant local and regional economy:***

- Main Streets and community centers as economic engines
- Connecting our people with infrastructure
- Childcare access
- Housing access and stability
- Career building and skills training
- Entrepreneurial ecosystem building

<https://www.lclgrp.org/forward-together-initiative>

Over time, all communities experience changes that affect the industries, technologies, and

land use patterns that help form the foundation of their local economies. Economically resilient towns, cities, and regions adapt to changing conditions and may even reinvent their economic base if necessary. However, smaller communities, like those found throughout the LGLC Region, often have a more difficult time making significant adjustments and are more likely to achieve success by emphasizing their existing assets and distinctive resources. LCLGRP developed the Forward Together Economic Resiliency Plan in to evaluate the impacts of the pandemic on the region's economy, identify forward looking strategies for the region's businesses, and strengthen the regional economy through priority project areas. This includes a renewed focus on main streets and community centers as economic engines. The primary objective of the North Country Main Street Reinvestment Program is to work with communities to identify their key assets and unique resources that can be elevated to advance the community's economic development objectives.





# Lake Champlain Lake George Regional Planning Board

## North Country Main Street Reinvestment Program

### Main Street Toolkit



Figures 1 & 2: The LCLGRPB's Main Street Toolkit is available to view, read, and download. It is a helpful resource when assessing next steps for a community revitalization effort <https://www.lclgrpb.org/main-street-reinvestment>

### Main Street Design

Each community's Main Street should be uniquely designed to respond to the needs of the community and reflect the individual characteristics of that community. There are, however, some foundational elements that should be included in your Main Streets design:

#### Five Foundational Elements for Main Street Design



**Street furniture.** Objects installed along streets to generally serve the user. These include lighting, benches, trash receptacles, mailboxes, art installations. The design and placement of street furniture should consider aesthetics, function, pedestrian mobility, safety, and comfort.



**Street Markings and Traffic Calming.** Street markings indicate to roadway users what part of the road to use for different purposes. Street marking may include striping for vehicles, bike lanes, and parking areas. Additional street markings may include elements of traffic calming, visual indicators to drivers that they should slow down.



**Walking Enhancements.** Include highly visible crosswalks and widened sidewalks to increase user comfort and safety. Considerations may also be made to separate the sidewalk from the roadway with vegetated tree lawns.



**Green Space and Street Trees.** Refers to area of greenery, ornamental landscaping, and trees installed along a street. Green space and street trees increase the aesthetic quality of a streetscape, but also provide respite and shade for pedestrians and can help mitigate impacts from storms by absorbing some rainwater that would otherwise run over the street's surface.



**Signage.** Visual elements used to convey a message. Signs should be designed at different scales for different users, for example signs for pedestrians are smaller and placed in a different area than those that are meant for motor vehicle users.

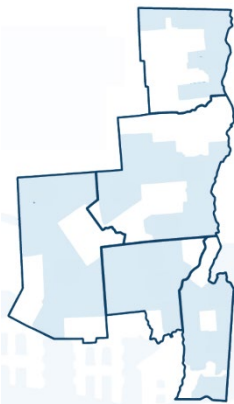


Pedestrian scale signage is a valuable tool to assist in navigating your community



Traditional Main Streets and downtowns are found in communities throughout the LCLG Region. They serve as the community’s public face and provide a cultural, social, and economic center for small towns. Those community centers as economic engines are one of the six building blocks necessary to have a vibrant and sustainable regional economy. Strategic investments in Main Streets provide new opportunities for community development, such as attracting and retaining small businesses, providing quality housing, and improving economic opportunities and quality of life for residents

The purpose of the North Country Main Street Reinvestment Program is to advance the initiatives and priorities of Forward Together to revitalize, reinvigorate, and prioritize the region’s Main Streets. The LCLGRP Main Street Toolkit is the first initiative that was launched under this program. The Toolkit provides guidance on best management practices for incorporating placemaking and complete street techniques into the existing Main Street Corridors of the LCLG region.



Photos 2 &3: Elements of an existing Main Street can be improved with street trees and façade beautification. These are examples from similar communities in the LCLG Region. Photo Source: LCLGRP.

***Key Point: Smaller communities are more likely to experience economic success by emphasizing their existing assets and distinctive resources.***



Photo 4: Downtown Moriah’s Main Street view facing south. Photo Source: LCLGRP.

## Essex County Main Street Reinvestment Program

The Essex County Main Streets Reinvestment Program allowed for the Towns of Crown Point, Essex, and Westport to develop place-based revitalization strategies for their Main Streets and hamlet areas. Now, the program is being expanded to add the Town of Moriah. The purpose of this program is to identify key amenities and resources within each community and create place-based strategies meant to elevate existing assets and spur economic development and Main Street revitalization. Essex County is a large, mostly rural county that contains shorelines on Lake Champlain and Lake George. Additionally, Essex County is home to the High Peaks region of New York State’s Adirondack Park, an area known for its mountain range exceeding 4,000 feet in elevation and a major economic and tourism draw for the region. In 2022, the population of the county was just over 37,000 people, a slight decrease from the population counted in the 2010 U.S. Census.

Despite its small year-round population, Essex County attracts visitors throughout the year with an estimated \$818 million in visitor spending annually.<sup>1</sup>

The Adirondack Northway (Interstate 87) bisects Essex County north and south providing easy access for motorists. The interstate connects New York City to the Canadian Border while the Lake Champlain Ferry, docked just 20 miles away from the Town of Moriah, welcomes visitors arriving from the east who will often travel through Port Henry on their way to the Northway. Additionally, the Adirondack Railway line operated by Amtrak connects passengers from New York City to Montreal with a scheduled stop in Port Henry.

The Essex County Main Street Reinvestment Program communities of Moriah, Essex, Westport and Crown Point



Figure 3: Context Map- Focus communities in Essex County, NY

<sup>1</sup> Economic Impacts of Visitors in New York 2022 Adirondacks in Focus. September 2023. Tourism Economics [https://esd.ny.gov/sites/default/files/Adirondacks-2022-NYS-Tourism-Economic-Impact\\_0](https://esd.ny.gov/sites/default/files/Adirondacks-2022-NYS-Tourism-Economic-Impact_0).



are each very distinct in their community character and identities but have some interesting commonalities that could be capitalized on for future community development, marketing or tourism campaigns. For example, each of these communities sits on the shore of Lake Champlain but with limited access, both physical and visual, to the waterfront. The lake is an incredible natural resource that can be utilized by each community in strategic ways to bolster economic growth. In addition to Lake Champlain, each community has strong ties to history, arts, and agriculture. These recurring themes will be used as the basis for the asset-based plans developed through this program.

## **WHAT ARE PLACE-BASED STRATEGIES?**

***Place-based strategies utilize existing community characteristics including historic architecture, walkability, waterfront location, and historic heritage to create opportunities for growth and economic development.***

Each of these communities are waterfront towns with limited access, both physical and visual, to Lake Champlain. The lake is an incredible natural resource that can be utilized by each community in strategic ways to bolster economic growth and grow their community. In addition to Lake Champlain, each community has strong ties to history, arts, and agriculture. These reoccurring themes will be used as the basis for the asset-based plans developed through this program.

While there is a defined project area for each of the Main Street Revitalization Strategies, this planning process recognizes that economic, social, and cultural activities that occur outside of the project area play an important part of the social and economic fabric of that community. The strategies defined in this document seek to directly acknowledge and incorporate these elements.

The Main Street and hamlet Revitalization Strategies were developed using broad public engagement. A guidance committee of community members and local stakeholders was established to advise on the direction of the planning process. As an initial introduction to each community, a public survey was distributed, and a full day community workshop was held in each community to elicit real-time feedback from community members.



Photo 5: The Train Depot. Photo Source: LCLGRP.B.



## Moriah Main Street Revitalization Strategy

The Town of Moriah is one of four Essex County communities selected by LCLGRPB for the *North Country Main Street Reinvestment Program*. This strategy was developed in 2024.

### Introduction and Community Background

Families in Moriah can trace their ancestry to French-Canadian, Italian, and Hungarian, among others. Prosperity from the region's rich iron mining led to the establishment of a train depot in the early twentieth century and what was becoming downtown Port Henry was one of the most urban destinations on Lake Champlain.

So impactful was iron mining, that nationwide, Port Henry was the largest pre-war producer of iron ore. Iron ore operations took place in deep tunnels close to the Villages of Witherbee and Mineville. Moving into the latter half of the nineteenth century, Cedar Point Blast Furnace and Foundry, a Witherbee-Sherman Plant, produced up to 200 tons of iron ore per day.

Other early industries that bolstered the regional economy were lumber and grist mills, and farming. Ice fishing, now a popular winter-time sport, supported the local economy through a robust export of smelt to Boston and New York City in the twentieth century.

Those strong industries of the past are reflected in the present-day through the Moriah industrial park and in the tourism industry. Most notable is the Iron Center Museum in Port Henry, which developed around the industries' artifacts. The Town of Moriah remains one of the most populated centers in Essex County and carries on many traditions from the time of its iron-ore-driven establishment.

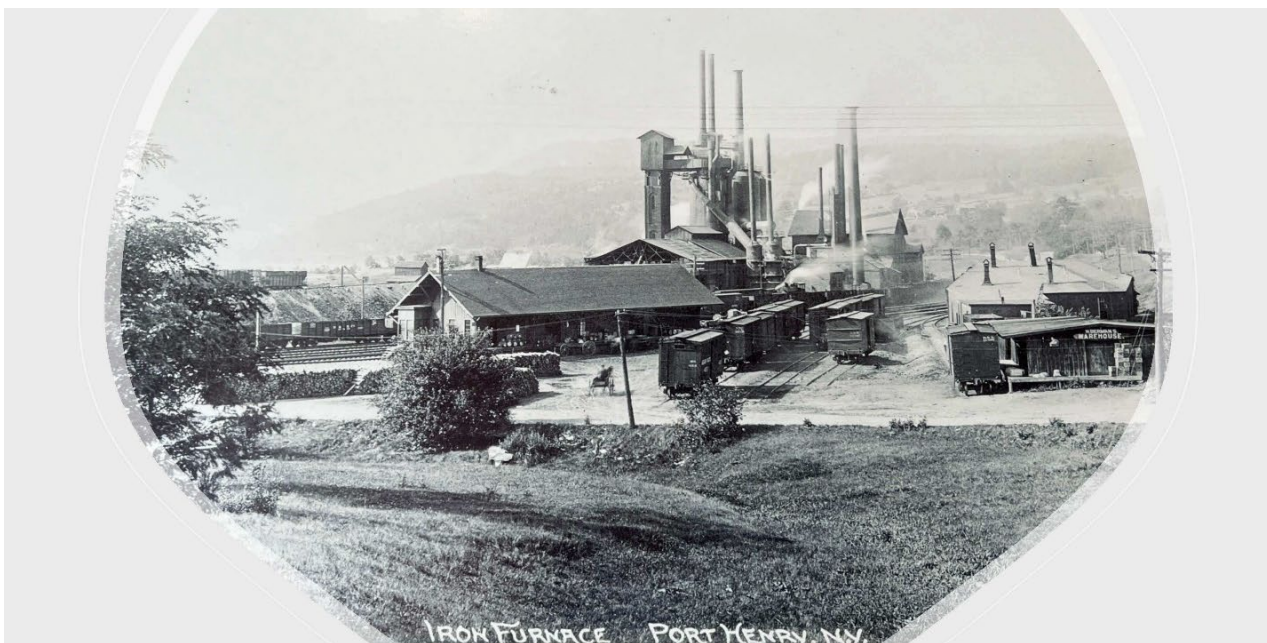


Photo 6: Iron-ore furnace in Port Henry, NY. Photo credit: Moriah Chamber of Commerce

For the population located closest to the waterfront and within the residential neighborhoods strewn just north, south and west of Main Street, the need for services from both a town and a village municipality slowly dissipated. Votes were cast in October 2015 and August 2016 to dissolve the Village of Port Henry. The Town of Moriah absorbed the services once provided by the Village of Port Henry.

## Economic Indicators

In 1971, the Republic Steel Corporation announced the closure of its iron mine in Moriah. The nature of the underground mine proved to not be as cost effective as open pit iron mining, thus justifying the Corp's announcement of this mine not being as competitive as other operational company mines. This closure put about 400 people out of work.

***Key Point: Regional attraction to the Town can be in the form of a wider promotional effort and broader organization of the annual 'CHAMP DAY'***

***This is a great economic development opportunity***

The 1980s brought positive press to the town as a flurry of 'Champ' sightings were reported from the shores of Lake Champlain. Putting money towards Champ promotion in tourism has long been discussed, peaking around those 1980s sightings, but now being brought back into circles such as the Moriah Chamber of Commerce.



Photo 7: Champ Day promotion at the entrance to the Port Henry Marina, Campsites and Boat Launch. Photo credit LCLGRPB.

Now the Town of Moriah and the former Village of Port Henry are poised in a location that is just within a short trip to the Burlington, VT, and Plattsburgh city centers, while buffering those population hubs with enough distance to be serene, quiet, and out of the mainstream. The historical



relevance of the previously booming mining industry is still treasured even outside of the walls of the Iron Center Museum. That history is evident from many of the structures that were erected around the turn of the last century still standing in good condition, due to concrete block construction made with tailings from those iron mines, creating a durable and decorative construction material.

The changes experienced in the past two centuries in and around the Town of Moriah symbolize the continuous cycle of community needs, industry investments, and consumer preferences.



Photo 8: Iron mine workers in Moriah, NY. Photo credit: Moriah Chamber of Commerce

## DESCRIPTION OF THE MINES

*"I descended the perpendicular shaft in an iron bucket, accompanied by Mr. John O. Presbrey, the courteous agent at the mine. The stopping of the bucket at the foot was so gentle and noiseless that I was scarcely aware the descent of more than 300 feet had ended. A strange, weird, and thrilling spectacle was revealed. There was no noise but the ceaseless clink of the hammer, and the jarring of the machinery. Along the different chambers a series of twinkling lamps, shining more and more dimly, as the long lines receded in the deep darkness, was sufficient to reveal the low, dark arched roofs supported by massive and glittering Doric columns. These columns stand about 100 feet apart, and average 16 feet square. They are chiefly formed of solid ore, a most costly material, as each column contains about one thousand tons of ore." - Naturalist Winslow Watson, 1869*

Narrative from: Lakes to Locks Passage's Passage Ports Series '16. Town of Moriah Park' 2022.









# Community Statistics and Demographics

The population of Moriah decreased by about 80 residents between 2010 and 2020. There are just over 2,000 households in the town with a median household income (MHI) just over \$54,000 and the poverty rate is 12%.

## Moriah, Essex County

### COMMUNITY PROFILE

#### POPULATION BY AGE

 Under 5 6%	 5-17 5%	 18-25 5%	 25-44 21%
 45-54 11%	 55-64 20%	 65-74 17%	 75+ 11%


#### POPULATION CHANGE


2010  
4,798 Residents

-2%

2020  
4,716 Residents

#### POPULATION DENSITY



65
people per square mile



Median Age 2020: 55

Median Age 2010: 41

#### EDUCATION



Did Not Graduate: 12%

High School Graduate: 88%

Bachelor's Degree or higher: 28%

#### Percentage of households

Under \$10,000: 4.9%

\$10,000 to \$14,999: 4.2%

\$15,000 to \$24,999: 15.8%

\$25,000 to \$34,999: 3.8%

\$35,000 to \$49,999: 17.8%

\$50,000 to \$74,999: 24.3%


\$75,000 to \$99,999: 7.3%

\$100,000 to \$149,999: 14.6%


\$150,000 to \$199,999: 5.3%

\$200,000+: 2.0%

#### NUMBER OF HOUSEHOLDS


2,057

#### MEDIAN HOUSEHOLD INCOME


\$54,241

12%

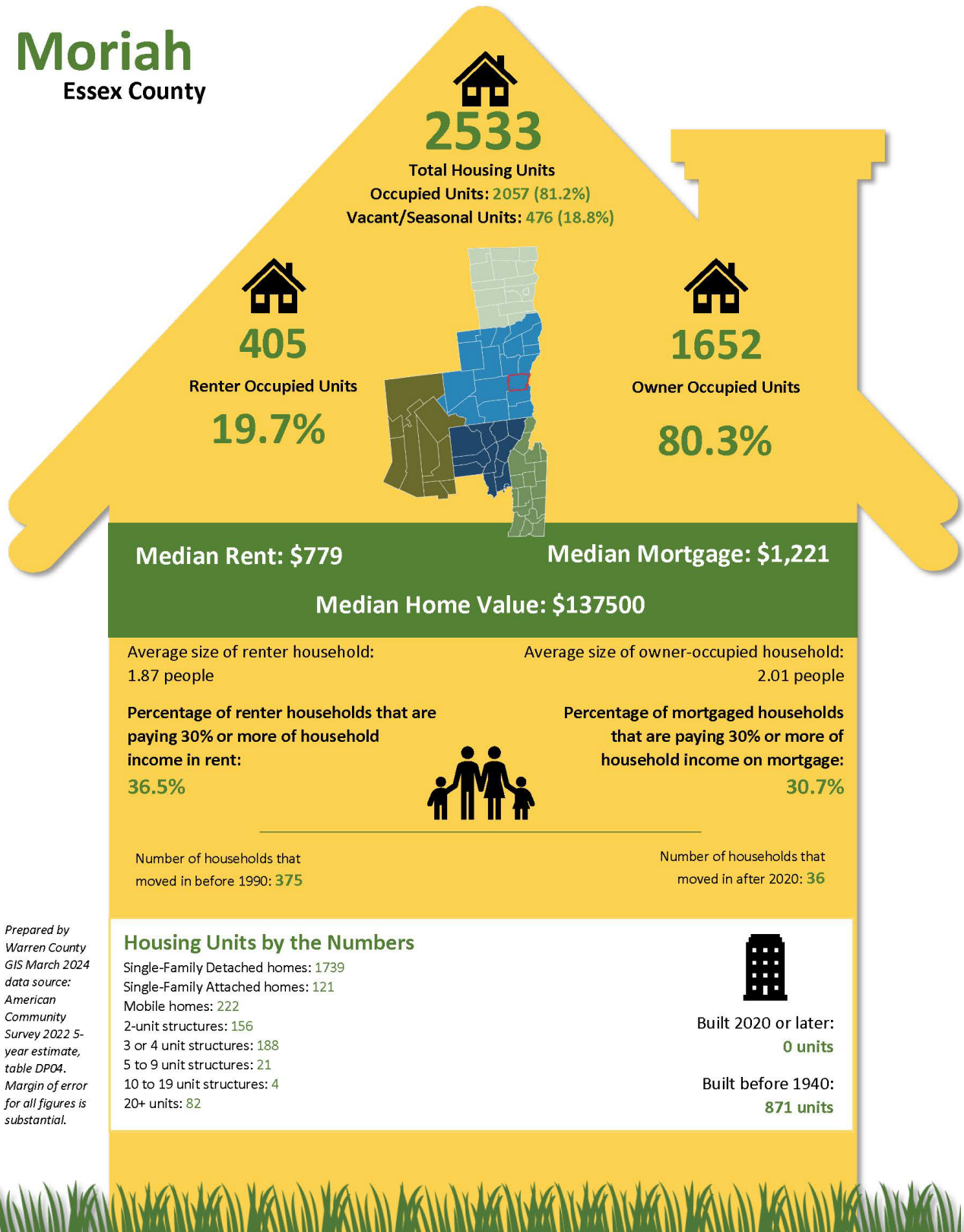
Percentage of Moriah Residents Below the Poverty Level

Prepared by Warren County GIS for LCLGRP. Data sources: 2010 and 2020 population figures and 2020 median age: decennial Census. All other figures: 2022 ACS 5-year estimates.



# Moriah

Essex County



Prepared by  
Warren County  
GIS March 2024  
data source:  
American  
Community  
Survey 2022 5-  
year estimate,  
table DP04.  
Margin of error  
for all figures is  
substantial.

**Housing Characteristics.** There are a total of 2,533 housing units in Moriah, the majority of which are single family detached homes. Of those total housing units, 81.2% are occupied and 18.8% are vacant or seasonal units. Without any new housing units built in 2020 or later, the potential for economic development may be impacted with a lack of availability of new housing units.

## The Project Area

The focus area for this project encompasses the commercial and service-oriented core in the former Village of Port Henry. This district stretches along NYS Route 9N with a portion along Broad Street. The focus area is bookended by key buildings and businesses for the community, including a newly renovated three-story mixed-used building and the Red Brick Café to the north, and Stewarts Shops and the Town Assessors and Codes Building to the south. The focus area is a designated Adirondack Park Agency (APA) hamlet area where residential and commercial growth is encouraged. The Town of Moriah does not have an established zoning or land use code and therefore follows the APA's land use master plan designation. Before the dissolution of the village, a proposed zoning law would have established the Downtown Commercial District with the purpose to "promote retail and other commercial uses within the traditional location of the Port Henry downtown."

***Key Point: Partnerships with area organizations, such as the Moriah Chamber of Commerce, have helped LCLGRP develop a community-driven plan***

Current commercial uses in this focus area include mixed-use buildings with vacant or soon-to-be-filled storefronts on the first story, public parking, a post office, and other public spaces such as Miner Park. Specific businesses include the Moriah Pharmacy, The Diner, Stewarts Shops, Glens Falls National Bank, Creative Hair Design, Safe Haven Nutrition, the Moriah Chamber of Commerce, Golden Palace Restaurant, Mountain Weavers Farm Store, Vintage

Reimagined, and Celotti Wine and Spirits. Community assets in the focus area include Miner Park and the Sherman Library, a beautiful pocket park, and the community's free public library. Additional interest points for the community include Lee House, a large residential complex in a historic building, a vacant, developable site where the former school used to sit and the adjacent recreation field, the Port Henry Fire Department, as well as various places of worship.

There are thirteen known vacant or underutilized commercial spaces within the focus area, indicating opportunities for short-term growth and investment. The focus area was chosen because it is a dense, walkable environment suitable for multi-modal transportation within a commercial corridor.

Additional community assets located outside of the project focus area include the Amtrak station, the Bulwagga Bay Campground and Public Beach, the Witherbee Mansion, the Iron Center Museum, the future site for the Port Henry Fire District at 4258 Main Street, the Port Henry Marina, Beach, and Boat Launch.

These attractions and service stations, while outside the focus area, lend themselves to the character of Moriah and Port Henry and are a part of the recent history and original settlement of this Champlain-shore town.

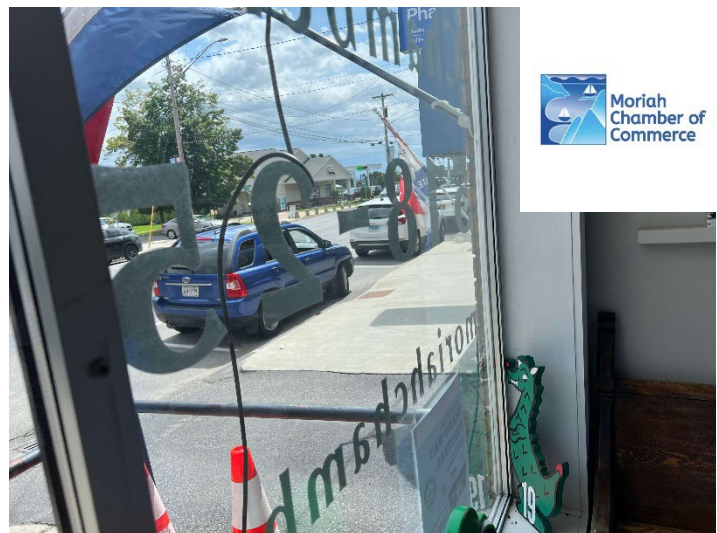


Photo 9: Downtown Moriah's Main Street view facing south from inside the storefront where the Moriah Chamber of Commerce is located. Photo Source: LCLGRP.

## Previous Studies

The town of Moriah has invested in economic development planning through the deployment of previous studies. Moriah has also been a partner in planning for the Port Henry area with regional organizations to develop short-term and long-term economic development goals.

- **Moriah Waterfront and Economic Strategic Plan (2017)**  
This strategy document examined revitalizing the waterfront and analyzed where there are current economic opportunities. In recent years, the waterfront businesses have expanded summer offerings to include weekly farmers markets.
- **Village of Port Henry Comprehensive Plan (2014)**  
The 2014 comprehensive plan was completed prior to the dissolution of the Village of Port Henry. The committee that worked on this plan saw the creation of a comprehensive plan as an opportunity to attract sound investment and earn support for community projects and interests.
- **Port Henry NYMS Downtown Revitalization Plan (2013)**  
PRIDE of Ticonderoga worked with Moriah for a NYS Main Street Grant to assemble a general revitalization plan with technical assistance. This was completed as a prerequisite to be able to apply for a NYS Main Street Anchor or District Grant.

With the foundation of economic development activity, from various planning and convening efforts in Moriah, the addition of a Main Street Revitalization Strategy will continue to help the community in a myriad of ways, including:

- Identifying economic development and funding opportunities
- Expanding community building and public outreach initiatives
- Data collection as part of the identification of economic trends
- Recognition of economic drivers within the town's Main Street
- Align community and regional economic development plans
- Convening and coordinating project partners

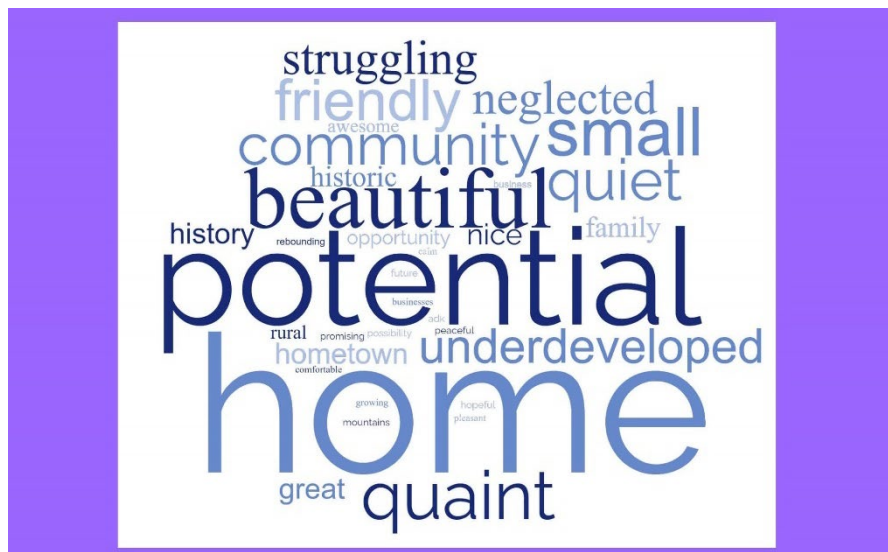


Figure 4:  
Word cloud  
created  
from  
community  
survey  
responses.  
Source:  
LCLGRPB.

## The Planning Process- Community Engagement

Engaging members of the public throughout the development of the Main Street Revitalization Strategy planning process is vital in order to produce a plan that is implementable with goals that are welcomed by members of that community. The community has a voice throughout any planning process as committee organizers and planning professionals conduct outreach to the public in order to solicit general feedback and record answers to more targeted questions. These questions, such as 'What would be your most preferred developments in the Main Street area?' are posed to help inform the direction of the planning process.

To introduce the plan to the Moriah community and gather preliminary information to help shape the plan, an online survey was conducted from late June to late August 2024. The responses guided planning recommendations after the majority of answers to the targeted question given as an example earlier in the document pointed to a need for more Main Street dining, shopping, and retail options. The survey was also made available as a hard copy to ensure that participation from the community was widespread. Partnerships in the drafting and distribution of the survey included LCLGRP working with a guidance committee, the Moriah Chamber of Commerce, the Town of Moriah, and the Ticonderoga Area Chamber of Commerce. The survey was promoted through social media platforms and in print with the use of promotional flyers.

The survey was comprised of multiple-choice questions with opportunities for short answer responses aimed at understanding residents' and visitors' attitudes and perceptions of community amenities and services. The Town of Moriah Main Street Revitalization Strategy Community Survey received 287 responses, including 254 year-round residents, 14 seasonal residents, 10 visitors, 9 business owners, and 5 waterfront camp residents.

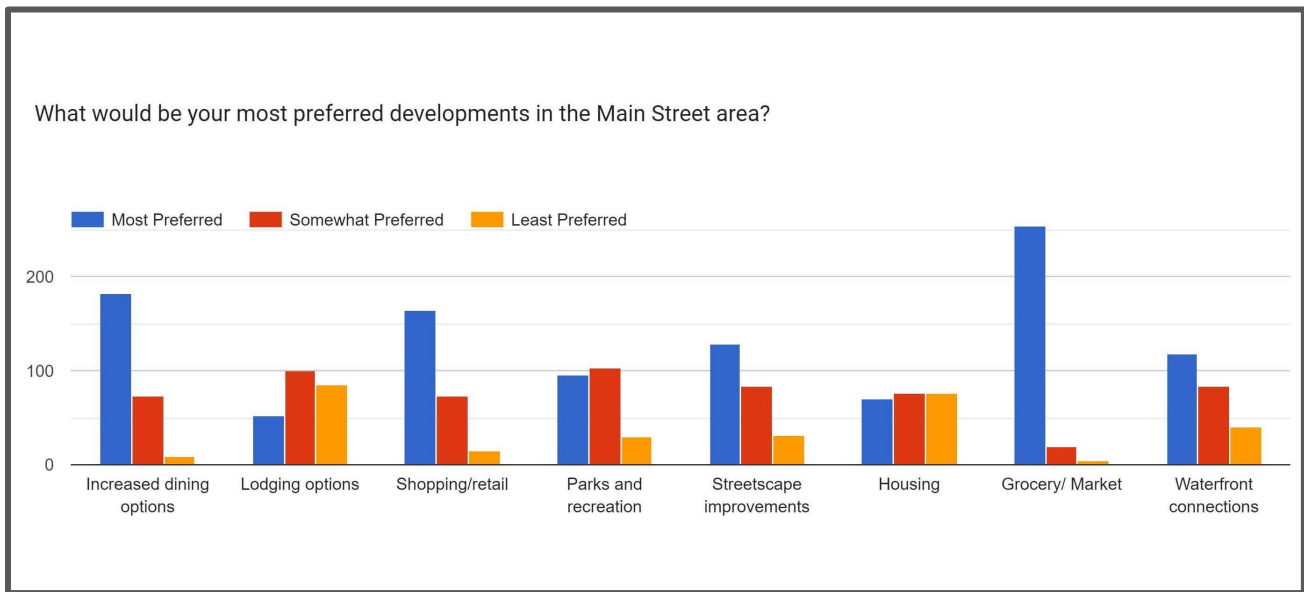


Figure 5: Community survey responses. Source: Google Forms

**Survey Says:** The goal of gathering preliminary information to help shape the plan was achieved as the online survey recorded over 280 responses from a broad cross-section of the community and the region.



- Moriah’s top challenges are a lack of businesses/business activity (80%), neglected/vacant buildings (73.4%), and a lack of family-friendly amenities (37.9%)
- Grocery options are overwhelmingly the most preferred development for Main Street (90%), followed by increased dining options, shopping/retail developments, waterfront connections, and streetscape improvements
- Respondents would be more likely to visit Main Street more often with more restaurants/dining options (82%), more shopping/retail opportunities (80%), and more community events (38.9%)
- Moriah’s historic and cultural resources amenities meet the community’s needs, while bike and pedestrian amenities, parks and recreation, connections between Main Street and the waterfront, and community events and programming need improvement. Shops and services amenities were identified as an area where serious issues exist
- Of the 287 responses, there were repeat answers to the open-ended question, ‘In one word, how would you describe the Town of Moriah?’ Those one-worded answers appearing most frequently include home, quaint, potential, boring, and beautiful

## Community Day Public Workshop

As a follow-up to the community survey, a Community Day was held in Port Henry on August 22, 2024, LCLGRP staff joined 10 community members to survey and help understand all assets and issues within the focus area. Other points of interest within Moriah were also discussed as they related to the overall planning of a Main Street Revitalization Strategy.

The day began with a walking tour of the focus area, during which the group visited points of interest and made observations about the general surroundings. Attendees then filtered into the Moriah Chamber of Commerce where poster exercises were set up and stakeholder conversations could continue.



**Walking Tour.** The walking tour started at the Church Street and the Main Street Intersection and followed along Church Street where the Sherman Free Library sits(6), continued west along Church Street to Development Site #1(3), and the Community Recreation Fields(4), and then back to Main Street to a visual waterfront connection to Lake Champlain from the Stewart’s Site(5), and to the corner of Main Street and St. Parrick’s Place to Development Site #2(7), then finally back along the full length of Main Street within the focus area to the Main Street and Broad Street Intersection(1), and Miner Park(2).



**1**

**Main Street and Broad Street Intersection**

- **Description:** Main Street (Route 9N) and Broad Street converge and a slight bend in the roadway to the north where there is potential for pedestrians crossing from the east side of Main Street to the west side/Broad Street. Marks the entry into the downtown business district, the point of confluence of multi-modal transportation
- **Suggested improvement(s):** May be time for a new traffic study to pull evidence and data from for re-examining safety for all Main Street users, pedestrian safety improvements, i.e., bump-outs, work with NYSDOT to install a sign on 9N north of the former village to alert drivers that they are entering a community center, street trees and increased signage

**2**

**Miner Park**

- **Description:** Pocket park that has often been utilized by community members. Picnic seating and public artwork are on display as well as the Miner Statue
- **Suggested improvement(s):** Additional seating, installation of new band stand, more public art, addition of a place-identifying photo frame

3

Development Site 1

- **Description:** Vacant site next to the Community Recreation Fields on College Street. It is the home of the former public school that burned down in the early 2000s and has now sat vacant for over two decades
- **Suggested improvement(s):** Market this to potential developers as a desirable site within walking distance to the downtown commercial district, extend the commercial corridor to College Street

4

Community Rec Fields

- **Description:** Former football and multi-sport fields now available to the community and a site for special events such as the Moriah Labor Day Celebration. This is a community organizing space
- **Suggested improvement(s):** Name the field to help identify and for future signage, i.e., 'Henry Field' or 'Port Henry Recreation Field,' beautification and vegetative buffering from the roadway, signage

5

Stewarts Site

- **Description:** Place of visual connection to the waterfront, outside/backside of the Stewart's Shops on Main Street, this entire parcel is owned by Stewart's Shops and is used as a public space. It lacks additional seating, there are interpretive signs on the site
- **Suggested improvement(s):** Addition of moveable outdoor furniture, shade platform, update informational kiosk or start a new interpretive signage program, encourage outdoor seating at The Diner and cross-promotional efforts, install bike "fix it" station for riders on the Empire State Trail, install directional signage for area businesses and local points of interest

6

Sherman Free Library

- **Description:** Long-standing community resource on the south side of Church Street in a building that is on the National Register of Historical Places. Community focal point, walking distance to residential neighborhoods, plenty of on-street parking
- **Suggested improvement(s):** Promotion of existing services, signage, increase children's-specific programming, identify opportunities for collaboration with other community groups, identify funding sources for capital improvement projects including adding a restroom

7

Development Site 2

- **Description:** Across the street from Stewart's Shops and part of the visual connection to the waterfront at the corner of St. Patrick's Place and Main Street, vacant lot where a former retail establishment burned down
- **Suggested improvement(s):** Work with current landowner to activate this site, meet community needs, and make site improvements that fit in with the character of the surrounding retail storefronts



**COMMUNITY PARTNERSHIP**  
 Partnership between community resources creates a sense of place and can provide more to the community  
 The Moriah Chamber of Commerce and the Sherman Free Library have the opportunity to partner for the  
**'Community Read Program'**  
 An idea to bring authors and literary folks to Moriah for community events as part of a town-wide book club with a chosen theme or book





**Walking Tour Photos.** Photo 10: Church Street and Main Street Intersection. Photo credit: LCLGRPB (Page 14)  
Photo 11: Miner Park in Downtown Moriah. Photo credit: LCLGRPB (above)

## The Planning Process- Visualizations

Visualizations are used throughout the planning process, from initial concept development to final approval and implementation. The visual demonstration of what is possible in Moriah, such as streetscape improvements, beautification, and additional shops and services amenities, are all included in the renderings of locations around town. The three visualizations created for the Moriah Main Street Revitalization Strategy make this plan more accessible and can help facilitate more meaningful discussions in the future.





Existing



Proposed



## The Broad Street Business Corridor

There are an estimated 13 vacant storefronts in the downtown area which demonstrates where a gap in services and retail options may be coming from. The downtown business district, specifically along the section of Broad Street that extends from the intersection with Main Street to the point of intersection with Lewald Lane, has been identified through an opportunity analysis as a place of impact with the addition of more quality amenities, services, and streetscape design elements.

Broad Street Business Corridor's potential for transformative projects includes, but are not limited to:

- Attracting new tenants and ownership of current vacant, underutilized spaces
- Highlight commercial corridor buildings' existing features as a mixed-use space with large, storefront windows and a walk-in entrance by filling storefronts and performing routine façade maintenance
- Adding pedestrian and human scale elements, such as outdoor furniture, public art pieces, and bump-outs at striped intersection crossings

The uniformity in setback/frontage from the sidewalk and roadway on the south side of Broad Street allows for a more cohesive streetscape, following the traditional building to roadway arrangement of a walkway area, furniture zone, and vehicle parking. This traditional model can be applied to the downtown corridor to help activate the business district by allowing for accessibility, arts and culture elements, signage, and other needs each storefront may have. This visualization really shows the concentration of buildings and businesses in this downtown business district.

With the changes noted, and other improvements that the community may identify through more meaningful discussions in the future, Broad Street has the potential to be a transformative pedestrian corridor with the capacity to boast mixed-use buildings, vibrant spaces, ample vehicle and bicycle parking, and connections to other points of interest within the community.

## Miner Park (The Pocket Park at the Main and Broad Street Intersection)

This pocket park has been identified as an important community space that has already seen an uptick in use by residents and passersby. A connection to downtown can be rooted in the availability of public space, including green space. The third most mentioned response to a prompt on the community survey asking what might make your trips to Main Street occur more often was the desire for more community events. Community programming is a way to bolster pride, participation, and economic development for Moriah. This has already been implemented with the activation of the waterfront at the Bridgeview Harbour Marina for the Port Henry Waterfront Farmers Markets in the summer season. The Miner Park visualization brings together elements that can lend themselves to community events and everyday use of this important greenspace in the community.

Miner Park's potential for transformative projects includes, but are not limited to:

- The back corner of the park has the capacity for a brand new bandstand
- Expand upon existing availability of picnic table and park bench seating with more moveable outdoor furniture
- Activation of the portion of the park that hosts the Miner Statue with the addition of a place-identifying photo frame





Existing



Proposed



## Hamlet of Port Henry, Essex County



- 1 A bench located under the shade of a tree provides respite for pedestrians as well as increased functionality and sense of community on Main Street.
- 2 A crosswalk positioned at an intersection increases pedestrian viability for motorists and bricked bump-outs at the corners provides formalized areas for parking, reduces traffic speeds and decreases crossing distances for pedestrians.
- 3 Enhanced sidewalks and brick bump-outs provides a buffered area for pedestrians and decreases time spent in the crosswalk both of which increase actual and perceived safety for pedestrians.
- 4 Green space and street trees provide an area to rest and improve the aesthetic quality of the area.



## Main Street Intersection | Port Henry, NY



- Inclusion of more artistic elements throughout the park, i.e., additional murals, interactive art/play features

Within Miner Park there are existing features that have helped to activate, beautify, and bring Moriah’s cultural history to the space, however, with short-term implementable projects, this park has the potential to become a more broadly used community gathering space and tourist stopping point.

## Main Street Intersection

Currently, there are a host of issues that have been identified by community members along the Main Street stretch bookended by the commercial space atop the hill of the southbound Route 9N and the corner of St. Patrick’s Place and Main Street. The deferred maintenance of buildings, a lack of parking at retail establishments, and a lack of green space were all identified as issues in the area. A concern that has been raised by Town Board members and community members is the high-speed traffic that enters the Main Street business district area. While the town may not be able to directly control motorists’ speeds, safety measures may be implemented through a more conscientious streetscape design for all users, particularly at this intersection.

Main Street Intersection’s potential for transformative projects includes, but are not limited to:

- Street furniture additions such as benches to provide additional spaces and create a streetscape furniture zone along the sidewalk
- Enhanced sidewalks with routine maintenance and brick bump-outs as a means of buffering an area for pedestrians adding to a safer crosswalk area along the well-trafficked Route 9N
- Striped and signed parking along the business corridor to allow for easier access to goods and services
- The addition of green space and street trees to provide an area to rest and improve the health and aesthetic quality of this area
- Installation of a sign on 9N just north of the former village to alert drivers that they are entering a community center

The continued transformation of a pedestrian and vehicle corridor will allow for a thriving commercial district that boasts well utilized mixed-use buildings, green space, ample vehicle and bicycle parking, safety for all street users, and connections to other points of interest within the Moriah community.



**Main Street Intersection Photos.** Photo 12: View to the west looking up Broad Street. Photo credit: LCLGRPB (left)

## Community Input- Summary

The interest in the Community Day and engagement on the Community Survey demonstrates just how dedicated individuals, organizations, and the town are to making improvements to the community. Community led efforts are the component of planning that go beyond the initial process of developing a Main Street Revitalization Strategy. After numerous conversations with stakeholders, reviewing engagement on the survey, and other insights gained from talking with different members of the community, the areas of improvement and several broad-reaching implementation efforts are noted as:

### Key Implementation Efforts

- Safer areas for pedestrians to navigate along Main Street
- Care and recognition of historic buildings
- Commercial development
- Business corridor activation

### Major Areas of Improvement

- Sidewalk maintenance
- Crosswalk striping
- Bump-outs at intersections
- Signage



Photo 14: Main Street Commercial Corridor view to the east.  
Photo credit: LCLGRPB

The community involvement in an ongoing effort to continue the Essex County Main Street Reinvestment Program engagement with local stakeholders will help bolster opportunities for community led initiatives.

## CRIS & The National Register of Historic Places

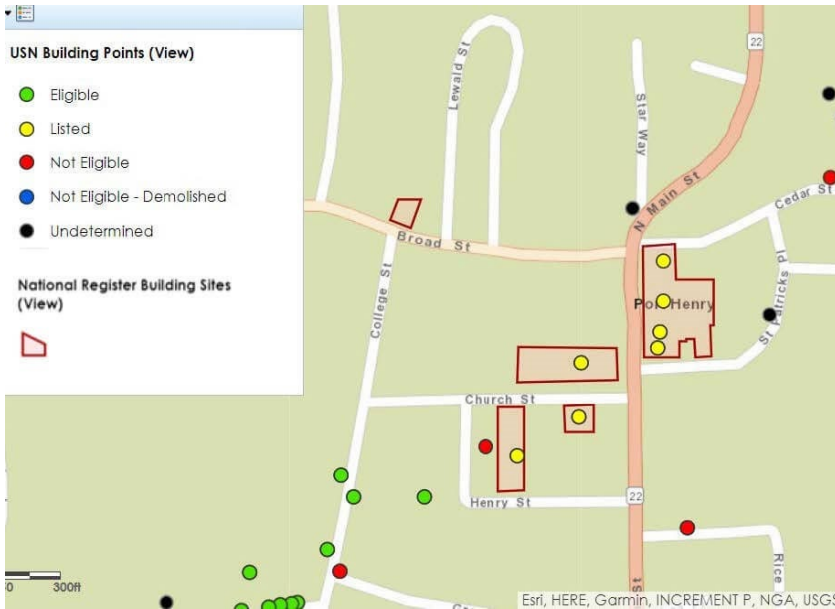
A listing on the National Register of Historic Places is a governmental acknowledgment of a historic district, site, building, or property with the potential for federal financial incentives, namely in the form of tax credits. In some cases, for income-producing properties, a 20% investment tax credit for the rehabilitation of the historic structure may be awarded. These tax incentives are operated by the Federal Historic Preservation Tax Incentives program, which is managed jointly by the National Park Service, individual State Historic Preservation Offices and the Internal Revenue Service.

In general, Moriah is a historic area and has a rich past with buildings constructed during the boom era of iron ore mining. Going through an application process can help to acknowledge the history and culture of the town, furthering a sense of place and community identity. Properties deemed eligible for registration that do apply and receive a listed status are granted a measure of protection from the effects of federal and/or state agency sponsored, licensed or assisted projects through a notice, review, and consultation process. Funding can be made available as those municipalities and not-for-profit owners of listed historic properties may apply for matching state historic preservation grants. There are a number of other benefits to listing a property as noted under the Tax Reform Act of 1986.

Further designation can be in the form of a National Register Historic District, which are defined geographical areas consisting of contributing and non-contributing historical properties (non-

contributing buildings are properties that have had historic architecture in the past but are not currently historic in their appearance). The benefits of designating a National Register Historic District include opening up the owners of these buildings to grants, tax credits, and other assistance to preserve the condition of their buildings. Specific grant applications can be made more competitive for award amounts based on a recent National Register of Historic Places designation or placement in a National Register Historic District.

According to The Cultural Resource Information System (CRIS) website, the following are listed as historical properties within the Town of Moriah:



- Witherbee Mansion (1856) – Although outside of the focus area, this is a potentially transformative project for the area and is currently undergoing an application to be listed on the National Register of Historic Places
- Sherman Free Library (1887) – Listed in 1995 and designated in good condition
- Henry’s Garage (1911) – Listed in 2017 and designated in good condition

Figure 6: CRIS website listing for Port Henry, NY. Source:

<https://cris.parks.ny.gov/Default.aspx>

- Mount Moriah Presbyterian Church (1888) – Listed in 1995 and designated in excellent condition
- Harlan Building – Listed in 1982 and designated in deteriorated condition
- National Bell Store – Listed in 1982
- Lee House Hotel (1874) – Listed in 1982 and designated in fair condition for the interior and good condition for the exterior
- Van Ornam Building (1874) – Listed in 1982 and designated in good condition
- St. Patrick’s Church (1854) – Undetermined status and designated in excellent condition
- 4327 Main Street Residence – Undetermined status
- Laporte House (1990) – Undetermined status
- Eligible to apply for the National Register of Historic Places are 33, 40-42, and 41-43 College Street and Christ Episcopal Church



Funding sources to help explore the potential of historical building restoration and preservation in Moriah to bring out the existing assets of Main Street and the Port Henry Downtown area:

Adirondack Architectural Heritage:

- **Adirondack Rural Revitalization Program** - The ARRP funds capital rehabilitation projects that contribute to their community's character, follow preservation standards, and create economic development through supporting new or continuing uses of publicly accessible historic buildings

New York State Parks, Recreation, and Historic Preservation Grant Program:

- **Environmental Protection Fund Grant Program for Parks, Preservation and Heritage (EPF)** - The Historic Preservation program is to improve, protect, preserve, rehabilitate, restore, or acquire properties listed on the State or National Registers of Historic Places and for structural assessments and/or planning for such projects
- **New York State Historic Homeownership Rehabilitation Credit** - Rehabilitation of historic residential buildings may qualify for a New York State tax incentive. The Historic Homeownership Rehabilitation Credit program offers a state income tax credit equal to 20% of qualified rehabilitation expenses associated with repair, maintenance, and upgrades to historic homes. The value of the credit is applied to your NYS tax liability to reduce the amount you owe. The program covers 20% of qualified rehabilitation expenses up to a credit value of \$50,000 per year <https://parks.ny.gov/shpo/tax-credit-programs/>



Photo 15: Port Henry's waterfront. Photo credit: LCLGRPB

## Placemaking

Placemaking is defined as working through creating public spaces, or enhancing existing community spaces, which promote health, happiness, and well-being. The collaborative process involves designing and managing public areas to strengthen the connection between people and the places they share.

### Streetscape Design

Moriah has the opportunity to create a more human-scaled downtown with design elements picked for pedestrian safety and beautification. Each element can be incorporated into a master streetscape design and can be implemented as time and resources become available; both short-term and long-term. The placemaking design element that has the potential to be the most impactful for pedestrian safety and creating a sense of place is the addition of bump-outs. Bump-outs are the element in complete streets design that promote traffic calming measures to create more pedestrian-friendly corridors. These are extensions of the sidewalk into the roadway, often at an intersection or areas where the roadway is already extended, to allow for street parking or delivery areas.

These extensions of the sidewalk can be implemented on one or both sides of the

street and are typically about 6 - 8 feet beyond the sidewalks' existing width. Moriah's bump-outs may be placed in the downtown district at the following intersections and mid-roadway points: At the northern end of the focus area where there is a pedestrian crossing from Celotti Wine and Spirits to the Red Brick Café, at each corner of the Main Street and Broad Street intersection, at each corner of the Main Street, Church Street, and St. Patrick's Place intersection, and in front of Stewart's Shops where a crosswalk is painted across Route 9N.



Photos 16 &17: Examples from around Downtown Moriah of streetscapes that are lacking in pedestrian safety measures. Photo credit: LCLGRPB



### Historic Preservation

The potential for more community-centered improvement around placemaking practices is the recognition of historic buildings in the Town of Moriah. This historical designation can lead to placemaking opportunities, tourism attraction, and overall is a contributing community element to economic growth.



Photos 18, 19 & 20: Beautification efforts.  
Photo credit: LCLGRPB

### Beautification

Beautification can be implemented at a relatively low cost and seasonally, in a non-permanent fashion. Communities will often place large and small planters along a designated corridor where design elements are within pedestrians' site lines. To implement this at scale, the planters should have some uniformity to show cohesion and help to visually brand the community. The Town of Moriah can look at incorporating a planter program into the municipal operations, which would require a budget, staff time, and familiarity with what plantings may thrive for several months under conditions present on the Main Street and Broad Street sidewalks.

### Streetscape Enhancements

Streetscape enhancements is a general placemaking design term that can be applied to a variety of implementation efforts. This can be something as simple as encouraging storefront owners to clean the areas in and around their property, removing waste, and screening waste receptacles. The addition of street trees can create a canopy that can provide shade to pedestrians and storefronts while adding to the ornamental landscaping and aesthetic quality of the streetscape. The grating at the base of street trees can help to mitigate impacts from storms by absorbing some rainwater that would otherwise run over the street's surface. These



Photo 21: Main Street Moriah view Northeast. Pictured waste receptacles are an example of poor practice  
Photo credit: LCLGRPB



enhancements can be combined in various ways to create a more inviting, safe, and functional streetscape that serves all users, pedestrians, cyclists, transit riders, and motorists. Moriah can take the next step by creating a design plan to map out which placemaking strategies both best fit the community and may pragmatically be implemented.

### Community Programming

Existing: Champ Day, Labor Day, and Port Henry Waterfront Farmers Markets

These community driven events are examples of the traditions that have found success in Moriah as community programming on a large scale, with annual events and weekly events in summer months. The catalyst for any community event is a team of volunteers or paid personnel on an organizing committee or informal formation and sponsorship. Sponsorship can take the form of individual businesses' monetary or in-kind support, event-specific or programmatic grant awards, attendee donations/ticketing, and municipal and non-profit involvement. Each of these resources can be combined to start the planning for Moriah's next community event or community programming. The weekly, seasonal model has seen success on the waterfront with the Farmers Market, attracting a host of vendors, entertainment, and ensuring there is an evening meal option for attendees with no cost to enter. The annual event examples have a history of building attendance over many years and have also amassed a foundation of resources to make each year's event a success. Starting small for community event planning and programming may be the next step to help respond to an expressed community need with the community survey showing a 38.9% selection of more community events as a reason that respondents would be more likely to visit Main Street more often. The community survey also identified Moriah's community events and programming as in need of improvement.

### Pedestrian Connections

There are visual connections to the lake along Main Street, Broad Street, College Street, and other main thoroughfares within the hamlet, however, there is a notable missing component of a reliable bike and ped network allowing for safer access to the waterfront for non-motorists. The long-term investment in a network of upgraded corridors and trails will reinforce Lake Champlain as an asset to Moriah and provide accessibility to all to reach that asset. By increasing connectivity between retail, recreation, and other amenities and attractive open spaces, Moriah's downtown can be transformed into a vibrant, walkable community core.



Photo 22: Example of existing street signs. Photo credit: LCLGRP

### Wayfinding Signage

Participants in the Community Day's walking tour and stakeholder conversations indicated a need for a more cohesive and robust signage plan. Moriah does not currently have quality, branded signage that clearly designates the business district. A potential tactic to help implement wayfinding signage is a sign sponsorship program to help the municipality deflate costs with the influx of sponsorship funds from area businesses, organizations, and individuals that would in turn have their logo or name placed on the sign. Other features and designated areas around town will also benefit from wayfinding signage. A route that some visitors and residents may take is the walk or bike to and from the area of town where the

Town Office, the Iron Center Museum, and the popular Amtrak station all are. Signage along this north/south-bound corridor will benefit the business district with an easy indicator of where goods and services are beyond the area they are departing. Some examples of wayfinding signage in communities include distances, i.e., 0.2 miles to a historic site, to help encourage cyclists and pedestrians to get to the next community destination.

### Identify a Community Brand

Another element that will add to the character of Moriah is the identification of a community brand to incorporate. This can be a set of established community colors and fonts, such as those incorporated in the Town of Moriah logo or Champ Day promotion. This may also be a chosen emblem, symbol, animal, person, or other dignitary, such as the Miner Statue as part of the Town's culture and history or the Lake Champlain sea monster, better known as Champy, that was the catalyst for promoting the Town through events such as Champ Day. Another aspect of incorporating a community brand is through art initiatives, such as the addition of more murals and street art around the community.

### Local Market Potential

As part of this planning process, an analysis was conducted to understand the overall retail market potential and the dining market potential for the business district that is Moriah. Market potential provides insights into American consumer preferences and includes past and predicted demand for a product or service in an area. This information is used to understand how people think, what they value, and how they spend their time and money. Documenting this information can help a community work with current or potential developers to expand the goods and services provided in an area or gear their business and marketing techniques towards those local consumer preferences. As part of this process, LCLGRP worked with regional and community organizations to put out a community survey. Respondents to the community survey indicated that increased dining options and shopping/retail developments are all preferred developments for Main Street.

To understand the potential for new retail, restaurant, and other goods and services for Moriah, data on Retail Market Potential and Restaurant Market Potential was evaluated. This data is collected by MRI-Simmons in a nationally representative survey of U.S. households, which Esri then forecasts for 2024 and 2029 by population area. Additional employment and business summary data are collected by Data Axle, Inc. and then calculated using Esri's Data Allocation Method, which uses census block groups to allocate business summary data to custom areas (Appendix B).

The largest share of existing businesses and largest employer in the area is for services (39.2%), such as automotive services, health services, and other services. In Moriah, the employee/population ratio (per 100 residents) is 46. The next highest employer is government (28.0%), which is similar to a regional analysis conducted by LCLGRP as part of the Comprehensive Economic Development Strategy (2019) across Essex County, Warren County, Washington County, Hamilton County, and Clinton County which revealed that employment by sector indicates government at 21% of total surveyed.

Restaurant Market Potential – The most common type of restaurant visited by adult consumers in the area over the last 6 months was a fast-food establishment or a drive-in (91.5%), followed by a family restaurant or a steakhouse (74.3%). The Market Potential for consumers frequenting a family restaurant or a steak house is 4-9% higher in Moriah than the average of consumers in the rest of the country. Ordering home delivery fast food or take-out/walk-in fast food is 5-17% less likely in

Moriah households as compared to the average of households in the rest of the country.

Retail Goods and Services Expenditures – This metric tracks Consumer Expenditure Surveys (CEX) from the Bureau of Labor Statistics. In Moriah, the survey tracked the area population to be 1,148, roughly 520 households, a consumer median age of 47.6 with a median household income of \$49,493. The average consumer spending furthest from the United States consumer average (100) is for school books (58), footwear (58), computers and hardware for home use and computer software (58), small appliances (57), video game hardware, software and accessories (57), sports, recreation, and exercise equipment (56), children's apparel (56), and miscellaneous video equipment (49) indicating a potential gap in availability of these goods.

## Conclusion- Recommendations

The Town of Moriah is a community rich with cultural, historical, and natural resources all of which can be elevated to encourage economic growth and community development. Small investments made by the Town to promote key community assets, maintenance upkeep of valuable public spaces, and branding a community identity can create a ripple effect within the community. This will further encourage new businesses and developers to invest in the area and help existing businesses find a pathway to grow to better serve the community's needs.

**The recommendations below are meant to elevate the existing assets within the focus area in ways that will encourage economic development and establish community building opportunities:**

- 1. Improve pedestrian areas and access points, such as business district gateways, accessibility to ample parking, and the improvement of streets for all users. Specific suggestions include regular maintenance on well-used sidewalks, a renewed focus on pedestrian safety when crossing Route 9N with the inclusion of bump-outs, and the addition of public art and signage.**
- 2. Activate the business district through a more deliberate and inclusive streetscape design, and the attraction of tenants, developers, and consumers to reignite a robust commercial corridor. This can be done by conducting additional market analyses to better understand what types of businesses and services the community could attract and retain. The Town can lead an effort to pursue new business types that will serve the community while also attracting visitors and growing and diversifying the tax base.**
- 3. Placemaking. Placemaking is the practice of utilizing existing characteristics of the community including historic architecture, walkability, waterfront location, and historic, and agricultural heritage to create opportunities for growth and economic development. Tying the history of Moriah into Main Street is a way to implement placemaking elements that would highlight the unique characteristics and identity of the town. The process to seek historic designation for eligible publicly owned buildings is something that can be started at any time. A recommendation is to consider establishing a historical district for the former village of Port Henry's commercial area. This can be for placemaking opportunities as a way to celebrate the community's cultural heritage, tourism attraction, and economic growth.**



4. Community programming to build off recent successes along the waterfront. Moriah has utilized waterfront space, both at the Bridgeview Harbour Marina and the Port Henry Boat Launch and Beach to sustain an annual event in Champ Day, and weekly, seasonal farmers markets.

- a. Encourage and foster partnerships among regional businesses, non-profits, and other educational resources, such as a partnership between the Moriah Chamber of Commerce and Sherman Free Library for a 'Community Read Program'
- b. Set up mentorship programs and skill-building workshops for residents in and around Moriah, a great model being the Mountain Weavers Farm Store
- c. Host family friendly pop-up events sponsored by the town in partnership with area businesses
- d. Utilize public space with the implementation of a community calendar and park rental program



Photo 23: Church Street and the Sherman Free Library. Photo credit: LCLGRP

5. Small Business Support as small, local businesses are the life blood of the region's hamlets and Main Streets. The Town should work with the Essex County IDA, the Moriah Chamber of Commerce, and LCLGRP to provide small businesses and small business start-ups with available resources and opportunities:

- a. Create a Main Street façade improvement program
- b. Support business owners in accessing small business loans for operating and start-up capital from LCLGRP
- c. Host small business shopping events in conjunction with other community events
- d. Host pop-up opportunities for cottage businesses or businesses located outside of Main Street focus area

**e. Identify opportunities for partnerships between the town and small businesses to apply for state economic development funding**

**6. Collaboration. Work with other Essex County lakefront communities to establish shared marketing efforts focused on Lake Champlain, the local arts community, agriculture, and history**

## Funding Opportunities and Resources

A variety of funding sources are available to implement the recommendations identified in this strategy. Below is a description of each by organization and grant programs:

### New York State Department of State

- **Downtown Revitalization Initiative** – The state funding program that awards transformative downtown public/private projects as part of community redevelopment efforts, job creation, and economic development.
- **Smart Growth Comprehensive Planning and Zoning Program** – The Smart Growth Planning and Zoning Program provides grants to communities to create and update municipal comprehensive plans and zoning ordinances to incorporate Smart Growth and clean energy elements.
- **Brownfield Planning Program** – Provides communities with grant funding and technical assistance to develop area-wide, community-based plans to effectively redevelop brownfields and other vacant and abandoned sites, transforming them into catalytic properties that facilitate community investment and improvement <https://dos.ny.gov/brownfield-redevelopment>.
- **Local Waterfront Revitalization Program (LWRP)** - This program is a partnership with waterfront communities across New York State to address local and regional waterway issues, improve water quality and natural areas, guide development to areas with adequate infrastructure and away from sensitive resources, promote public waterfront access, and provide for redevelopment of underutilized waterfronts. Planning and project implementation can be funded through this program <https://dos.ny.gov/local-waterfront-revitalization-program>.

### New York State Empire State Development

- **Restore New York Communities Initiative** - Provides municipalities with financial assistance for the revitalization of commercial and residential properties. The program encourages community development and neighborhood growth through the demolition and redevelopment of blighted structures <https://esd.ny.gov/restore-new-york>.

### New York State Office of Homes and Community Renewal

- **New York Main Street** - Provides financial resources and technical assistance to communities to strengthen the economic vitality of the state's traditional Main Streets and neighborhoods through targeted commercial/residential improvements such as façade renovations, interior commercial and residential building upgrades, and streetscape enhancements <https://hcr.ny.gov/new-york-main-street>.

### New York Forward

- This program is designed to invigorate and enliven downtowns in New York's smaller and rural communities <https://www.ny.gov/programs/ny-forward>.

### Lake Champlain Basin Program

- Provides funding to communities within the Lake Champlain Basin for projects that promote water quality improvement and advance the mission of the organization <https://www.lcbp.org/about-us/grants-rfps/grants-database/>.

### New York State Department of Environmental Conservation



- **Adirondack Communities Smart Growth Grant Program** - This location specific grant supports projects that foster sustainable development, environmental protection, and community livability <https://dec.ny.gov/nature/open-space/smart-growth-in-adirondack-park-catskill-park>.

#### United States Department of Agriculture Rural Development

- **Rural Development Business Programs** - Business programs provide financial backing and technical assistance to stimulate business creation and growth. The programs work through partnership with public and private community based organizations and financial institutions to provide financial assistance, business development, and technical assistance to rural businesses <https://www.rd.usda.gov/programs-services/business-programs>.

#### United States Department of Transportation Federal Highway Administration

- **Safe Streets and Roads for All (SS4A) Grant Program** - The SS4A program funds regional, local, and Tribal initiatives through grants to prevent roadway deaths and serious injuries. The SS4A program supports the U.S. Department of Transportation's (USDOT) National Roadway Safety Strategy and goal of zero roadway deaths using a Safe System Approach. <https://www.transportation.gov/grants/SS4A>
- **Transportation Enhancement Activities** - Federal Highway Administration monies for smaller-scale transportation projects such as pedestrian and bicycle facilities, overlooks, and viewing areas; community improvements such as historic preservation and vegetation management; environmental mitigation related to stormwater and habitat connectivity; recreational trails, safe routes to school projects; and vulnerable road user safety assessments [https://www.fhwa.dot.gov/environment/transportation\\_alternatives/](https://www.fhwa.dot.gov/environment/transportation_alternatives/).

#### Other Programs and Resources

- **Adirondack Foundation** - The Adirondack Foundation is a 501(c)(3) nonprofit organization dedicated to building strong communities across the Adirondacks. The Foundation provides a variety of funding opportunities through the Generous Act Fund <https://www.adirondackfoundation.org/granting>.
- **Essex County Industrial Development Agency (IDA)** - The Essex County IDA offers financing and incentive programs for businesses in Essex County <https://www.essexcountyida.com/loans-resources/>. Resources include:
  - Revolving Business Loan Program
  - Tax Abatement Programs
- **Dormitory Authority of the State of New York Library Construction Grant Program (NYS Education Department)** - Funds are allocated to public library systems based on formulas in Education Law 273-A. Libraries may qualify for up to 50% of their total project cost and up to 75% if they meet the Reduced Match Eligibility Requirements.

# Retail Goods and Services Expenditures

Port Henry CDP, NY (3659333)  
Port Henry CDP, NY (3659333)  
Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Heartland Communities (6F)	100.0%	Population	1,148	1,142
	0.0%	Households	520	529
	0.0%	Families	276	285
	0.0%	Median Age	47.6	48.5
	0.0%	Median Household Income	\$49,493	\$56,212
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		60	\$1,425.14	\$741,073
Men's		62	\$273.08	\$141,999
Women's		60	\$480.37	\$249,795
Children's		56	\$207.03	\$107,654
Footwear		58	\$289.56	\$150,570
Watches & Jewelry		63	\$144.42	\$75,100
Apparel Products and Services (1)		63	\$30.68	\$15,955
<b>Computer</b>				
Computers and Hardware for Home Use		58	\$155.99	\$81,116
Portable Memory		59	\$2.40	\$1,249
Computer Software		58	\$9.07	\$4,714
Computer Accessories		60	\$14.36	\$7,467
<b>Entertainment &amp; Recreation</b>		62	\$2,551.65	\$1,326,860
Fees and Admissions		62	\$513.81	\$267,181
Membership Fees for Clubs (2)		66	\$198.25	\$103,091
Fees for Participant Sports, excl. Trips		63	\$84.44	\$43,908
Tickets to Theatre/Operas/Concerts		61	\$46.64	\$24,252
Tickets to Movies		54	\$13.30	\$6,916
Tickets to Parks or Museums		56	\$21.16	\$11,004
Admission to Sporting Events, excl. Trips		72	\$56.81	\$29,542
Fees for Recreational Lessons		54	\$92.70	\$48,206
Dating Services		63	\$0.50	\$261
TV/Video/Audio		64	\$846.50	\$440,181
Cable and Satellite Television Services		67	\$508.30	\$264,316
Televisions		62	\$94.34	\$49,059
Satellite Dishes		63	\$0.79	\$412
VCRs, Video Cameras, and DVD Players		53	\$2.64	\$1,371
Miscellaneous Video Equipment		49	\$10.99	\$5,715
Video Cassettes and DVDs		57	\$3.31	\$1,720
Video Game Hardware/Accessories		57	\$26.35	\$13,700
Video Game Software		57	\$11.59	\$6,026
Rental/Streaming/Downloaded Video		58	\$100.15	\$52,078
Installation of Televisions		68	\$1.16	\$602
Audio (3)		60	\$85.92	\$44,676
Rental and Repair of TV/Radio/Sound Equipment		61	\$0.97	\$507
Pets		62	\$629.13	\$327,147
Toys/Games/Crafts/Hobbies (4)		63	\$114.30	\$59,435
Recreational Vehicles and Fees (5)		65	\$128.56	\$66,853
Sports/Recreation/Exercise Equipment (6)		56	\$170.73	\$88,779
Photo Equipment and Supplies (7)		61	\$37.44	\$19,468
Reading (8)		63	\$87.89	\$45,701
Catered Affairs (9)		59	\$23.30	\$12,115
<b>Food</b>		61	\$6,807.77	\$3,540,040
Food at Home		61	\$4,480.40	\$2,329,808
Bakery and Cereal Products		62	\$584.86	\$304,128
Meats, Poultry, Fish, and Eggs		61	\$954.01	\$496,086
Dairy Products		62	\$428.48	\$222,812
Fruits and Vegetables		61	\$874.17	\$454,571
Snacks and Other Food at Home (10)		62	\$1,638.87	\$852,212
Food Away from Home		60	\$2,327.37	\$1,210,232
Alcoholic Beverages		61	\$400.33	\$208,171

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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# Retail Goods and Services Expenditures

Port Henry CDP, NY (3659333)  
Port Henry CDP, NY (3659333)  
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	71	\$32,783.57	\$17,047,458
Value of Retirement Plans	69	\$112,488.89	\$58,494,224
Value of Other Financial Assets	65	\$5,937.80	\$3,087,656
Vehicle Loan Amount excluding Interest	59	\$2,097.91	\$1,090,914
Value of Credit Card Debt	63	\$1,809.09	\$940,725
<b>Health</b>			
Nonprescription Drugs	66	\$116.46	\$60,561
Prescription Drugs	75	\$312.13	\$162,310
Eyeglasses and Contact Lenses	67	\$84.13	\$43,746
<b>Home</b>			
Mortgage Payment and Basics (11)	64	\$8,600.86	\$4,472,445
Maintenance and Remodeling Services	65	\$3,042.00	\$1,581,839
Maintenance and Remodeling Materials (12)	68	\$589.98	\$306,788
Utilities, Fuel, and Public Services	64	\$3,792.24	\$1,971,966
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	60	\$78.87	\$41,015
Furniture	62	\$618.43	\$321,583
Rugs	64	\$29.09	\$15,125
Major Appliances (14)	64	\$374.47	\$194,727
Housewares (15)	60	\$64.23	\$33,397
Small Appliances	57	\$46.22	\$24,037
Luggage	60	\$12.35	\$6,422
Telephones and Accessories	61	\$61.44	\$31,948
<b>Household Operations</b>			
Child Care	57	\$318.09	\$165,406
Lawn and Garden (16)	67	\$469.63	\$244,209
Moving/Storage/Freight Express	57	\$69.11	\$35,936
Housekeeping Supplies (17)	63	\$566.09	\$294,365
<b>Insurance</b>			
Owners and Renters Insurance	67	\$553.79	\$287,970
Vehicle Insurance	60	\$1,280.15	\$665,678
Life/Other Insurance	67	\$449.81	\$233,899
Health Insurance	66	\$3,320.78	\$1,726,805
Personal Care Products (18)	60	\$338.35	\$175,941
School Books (19)	58	\$24.84	\$12,919
Smoking Products	66	\$309.39	\$160,880
<b>Transportation</b>			
Payments on Vehicles excluding Leases	63	\$1,904.88	\$990,538
Gasoline and Motor Oil	61	\$2,017.54	\$1,049,120
Vehicle Maintenance and Repairs	62	\$919.28	\$478,025
<b>Travel</b>			
Airline Fares	57	\$361.68	\$188,074
Lodging on Trips	62	\$613.40	\$318,967
Auto/Truck Rental on Trips	62	\$72.21	\$37,551
Food and Drink on Trips	62	\$457.85	\$238,082

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Port Henry CDP, NY (3659333)  
Port Henry CDP, NY (3659333)  
Geography: Place

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
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- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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# Retail Goods and Services Expenditures

Port Henry CDP, NY (3659333)  
Port Henry CDP, NY (3659333)  
Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Heartland Communities (6F)	100.0%	Population	1,148	1,142
	0.0%	Households	520	529
	0.0%	Families	276	285
	0.0%	Median Age	47.6	48.5
	0.0%	Median Household Income	\$49,493	\$56,212
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		60	\$1,425.14	\$741,073
Men's		62	\$273.08	\$141,999
Women's		60	\$480.37	\$249,795
Children's		56	\$207.03	\$107,654
Footwear		58	\$289.56	\$150,570
Watches & Jewelry		63	\$144.42	\$75,100
Apparel Products and Services (1)		63	\$30.68	\$15,955
<b>Computer</b>				
Computers and Hardware for Home Use		58	\$155.99	\$81,116
Portable Memory		59	\$2.40	\$1,249
Computer Software		58	\$9.07	\$4,714
Computer Accessories		60	\$14.36	\$7,467
<b>Entertainment &amp; Recreation</b>		62	\$2,551.65	\$1,326,860
Fees and Admissions		62	\$513.81	\$267,181
Membership Fees for Clubs (2)		66	\$198.25	\$103,091
Fees for Participant Sports, excl. Trips		63	\$84.44	\$43,908
Tickets to Theatre/Operas/Concerts		61	\$46.64	\$24,252
Tickets to Movies		54	\$13.30	\$6,916
Tickets to Parks or Museums		56	\$21.16	\$11,004
Admission to Sporting Events, excl. Trips		72	\$56.81	\$29,542
Fees for Recreational Lessons		54	\$92.70	\$48,206
Dating Services		63	\$0.50	\$261
TV/Video/Audio		64	\$846.50	\$440,181
Cable and Satellite Television Services		67	\$508.30	\$264,316
Televisions		62	\$94.34	\$49,059
Satellite Dishes		63	\$0.79	\$412
VCRs, Video Cameras, and DVD Players		53	\$2.64	\$1,371
Miscellaneous Video Equipment		49	\$10.99	\$5,715
Video Cassettes and DVDs		57	\$3.31	\$1,720
Video Game Hardware/Accessories		57	\$26.35	\$13,700
Video Game Software		57	\$11.59	\$6,026
Rental/Streaming/Downloaded Video		58	\$100.15	\$52,078
Installation of Televisions		68	\$1.16	\$602
Audio (3)		60	\$85.92	\$44,676
Rental and Repair of TV/Radio/Sound Equipment		61	\$0.97	\$507
Pets		62	\$629.13	\$327,147
Toys/Games/Crafts/Hobbies (4)		63	\$114.30	\$59,435
Recreational Vehicles and Fees (5)		65	\$128.56	\$66,853
Sports/Recreation/Exercise Equipment (6)		56	\$170.73	\$88,779
Photo Equipment and Supplies (7)		61	\$37.44	\$19,468
Reading (8)		63	\$87.89	\$45,701
Catered Affairs (9)		59	\$23.30	\$12,115
<b>Food</b>		61	\$6,807.77	\$3,540,040
Food at Home		61	\$4,480.40	\$2,329,808
Bakery and Cereal Products		62	\$584.86	\$304,128
Meats, Poultry, Fish, and Eggs		61	\$954.01	\$496,086
Dairy Products		62	\$428.48	\$222,812
Fruits and Vegetables		61	\$874.17	\$454,571
Snacks and Other Food at Home (10)		62	\$1,638.87	\$852,212
Food Away from Home		60	\$2,327.37	\$1,210,232
Alcoholic Beverages		61	\$400.33	\$208,171

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# Business Summary

Port Henry CDP, NY (3659333)  
 Port Henry CDP, NY (3659333)  
 Geography: Place

Data for all businesses in area		Port Henry CD...			
Total Businesses:		74			
Total Employees:		528			
Total Population:		1,148			
Employee/Population Ratio (per 100 Residents)		46			
	Businesses		Employees		
	Number	Percent	Number	Percent	
<b>by SIC Codes</b>					
Agriculture & Mining	0	0.0%	0	0.0%	
Construction	4	5.4%	24	4.5%	
Manufacturing	2	2.7%	12	2.3%	
Transportation	3	4.1%	8	1.5%	
Communication	0	0.0%	0	0.0%	
Utility	0	0.0%	0	0.0%	
Wholesale Trade	0	0.0%	0	0.0%	
Retail Trade Summary	12	16.2%	73	13.8%	
Home Improvement	0	0.0%	0	0.0%	
General Merchandise Stores	2	2.7%	17	3.2%	
Food Stores	1	1.4%	11	2.1%	
Auto Dealers & Gas Stations	2	2.7%	10	1.9%	
Apparel & Accessory Stores	0	0.0%	0	0.0%	
Furniture & Home Furnishings	0	0.0%	0	0.0%	
Eating & Drinking Places	3	4.1%	16	3.0%	
Miscellaneous Retail	4	5.4%	19	3.6%	
Finance, Insurance, Real Estate Summary	9	12.2%	56	10.6%	
Banks, Savings & Lending Institutions	3	4.1%	43	8.1%	
Securities Brokers	0	0.0%	0	0.0%	
Insurance Carriers & Agents	2	2.7%	2	0.4%	
Real Estate, Holding, Other Investment Offices	4	5.4%	11	2.1%	
Services Summary	29	39.2%	207	39.2%	
Hotels & Lodging	0	0.0%	0	0.0%	
Automotive Services	5	6.8%	13	2.5%	
Movies & Amusements	1	1.4%	3	0.6%	
Health Services	2	2.7%	4	0.8%	
Legal Services	0	0.0%	0	0.0%	
Education Institutions & Libraries	1	1.4%	2	0.4%	
Other Services	20	27.0%	185	35.0%	
Government	15	20.3%	148	28.0%	
Unclassified Establishments	0	0.0%	0	0.0%	
Totals	74	100.0%	528	100.0%	

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**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

# Business Summary

Port Henry CDP, NY (3659333)  
 Port Henry CDP, NY (3659333)  
 Geography: Place

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	4	5.4%	24	4.5%
Manufacturing	2	2.7%	12	2.3%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	9	12.2%	57	10.8%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	2	2.7%	12	2.3%
Health & Personal Care Stores	1	1.4%	7	1.3%
Gasoline Stations & Fuel Dealers	3	4.1%	20	3.8%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%
Sporting Goods, Hobby, Book, & Music Stores	1	1.4%	1	0.2%
General Merchandise Stores	2	2.7%	17	3.2%
Transportation & Warehousing	3	4.1%	7	1.3%
Information	1	1.4%	2	0.4%
Finance & Insurance	5	6.8%	45	8.5%
Central Bank/Credit Intermediation & Related Activities	3	4.1%	43	8.1%
Securities & Commodity Contracts	0	0.0%	0	0.0%
Funds, Trusts & Other Financial Vehicles	2	2.7%	2	0.4%
Real Estate, Rental & Leasing	4	5.4%	11	2.1%
Professional, Scientific & Tech Services	2	2.7%	3	0.6%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	0	0.0%	0	0.0%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	9	12.2%	149	28.2%
Arts, Entertainment & Recreation	5	6.8%	17	3.2%
Accommodation & Food Services	3	4.1%	16	3.0%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	3	4.1%	16	3.0%
Other Services (except Public Administration)	12	16.2%	37	7.0%
Automotive Repair & Maintenance	3	4.1%	8	1.5%
Public Administration	15	20.3%	148	28.0%
Unclassified Establishments	0	0.0%	0	0.0%
<b>Total</b>	<b>74</b>	<b>100.0%</b>	<b>528</b>	<b>100.0%</b>

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