



TUPPER LAKE REVITALIZATION STRATEGY AND ACTION PLAN

December 2013

This project was funded by the Environmental Protection Fund Local Waterfront Revitalization Program administered by the NYS Department of State.



PREPARED FOR

Tupper Lake, New York

and the NYS Department of State -
Local Waterfront Revitalization Program

TUPPER LAKE



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Tupper Lake, New York Revitalization Strategy and Action Plan

2013



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Special thanks to the *Tupper Lake Revitalization Committee* who volunteered their time to contribute ideas and suggestions toward this effort.

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I. INTRODUCTION

Purpose

The *Tupper Lake Revitalization Strategy and Action Plan* builds upon over a decade of effort by the residents of Tupper Lake to enhance the environmental, social, and economic fabric of this special Adirondack community. The community's vision and goals, as expressed through previous studies, have been confirmed and refined as appropriate and specific actions for improving the Raquette Pond waterfront and revitalizing the Demars Boulevard corridor between the uptown and downtown sections of Tupper Lake have been identified through this process. The purpose of this strategy and action plan is to focus the various efforts that are already underway, to combine these with some new ideas based on current information and emerging opportunities, and to outline a clear pathway forward for achieving the community's vision as it applies to this important part of the Village.



Funding and technical assistance for developing the plan was provided by the Environmental Protection Fund Local Waterfront Revitalization Program administered by the NYS Department of State. In addition to this plan, the Department of State's funding was utilized to develop design concepts and construction documents for a new playground and gateway entrance at the Waterfront Park.

Completion of the Revitalization Strategy and Action Plan is another important step in the community's continuing, grassroots effort to revitalize itself. Now, with the Department of State as a partner and a source of additional funding and technical assistance, Tupper Lake will look to implement projects and programs that will take advantage of its waterfront assets and stimulate redevelopment in the Demars Boulevard Corridor. It is understood that this will be a multi-year effort requiring persistence and long-term commitment from community leaders, residents, and business people. The fact that the Tupper Lake community has already demonstrated an abundance of these characteristics bodes well for the future success of these efforts.



Process

The Tupper Lake Revitalization Committee - consisting of community volunteers, representatives of several community organizations, and the Village and Town of Tupper Lake - oversaw the development of this Revitalization Strategy and Action Plan. At its monthly meetings, the committee worked with Melissa McManus (project coordinator), Behan Planning and Design (lead consultant), and the Department of State to discuss and refine ideas for the waterfront and the Demars Boulevard Corridor.

The Tupper Lake Revitalization Committee hosted a public workshop on June 23, 2011 at the Goff-Nelson Memorial Library. The purpose of the public workshop was:

- To introduce the project to the community,
- To present preliminary design concepts for the waterfront park playground and gateway improvements and to receive feedback about these preliminary concepts, and
- To brainstorm ideas for projects that would improve the waterfront and Demars Boulevard corridor.

Notes from this first public workshop are included in Appendix A.



A second public workshop was held on May 24, 2012. The focus of the second workshop was to present the main recommendations contained in the preliminary draft plan and to solicit feedback from participants about this earlier version of the document. Public comments were used to refine the document; and a final version was submitted to the Village and the Town for adoption.

Notes from the second public workshop are included in Appendix A.



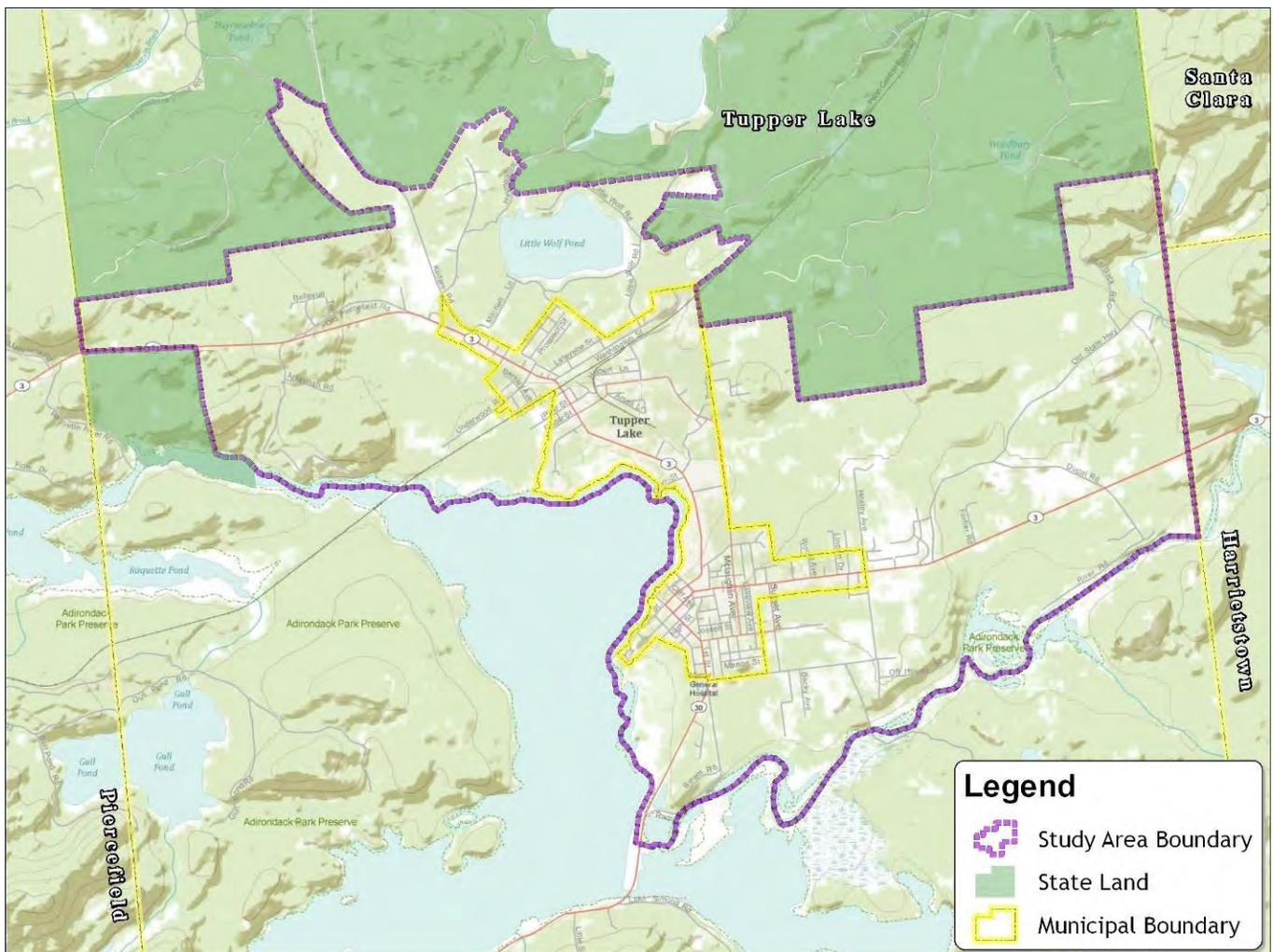
II. REVITALIZATION AREA BOUNDARY

Revitalization Area Boundary

As illustrated below (Figure 1), the overall Study Area Boundary for the Tupper Lake Revitalization Project encompasses approximately 7,800 acres, or 12.2 square miles. The boundary includes the entire Village of Tupper Lake, as well as portions of the Town of Tupper Lake. The east and west limits of the boundary are formed by the Town of Tupper Lake municipal boundary. The southern limit of the boundary is comprised of the Raquette River, Raquette Pond and land owned by the State of New York. Finally, the study area is bounded to the north by lands of the State of New York.

This overall Study Area Boundary was selected to be inclusive of all of the land within the Town that is not owned by New York State and that is located on this side of Raquette Pond and the Raquette River. By including this wide area within the boundary, future projects - even those that have not yet been conceived - could later be eligible for funding under the Local Waterfront Revitalization Program.

Figure 1 - Overall Study Area Boundary

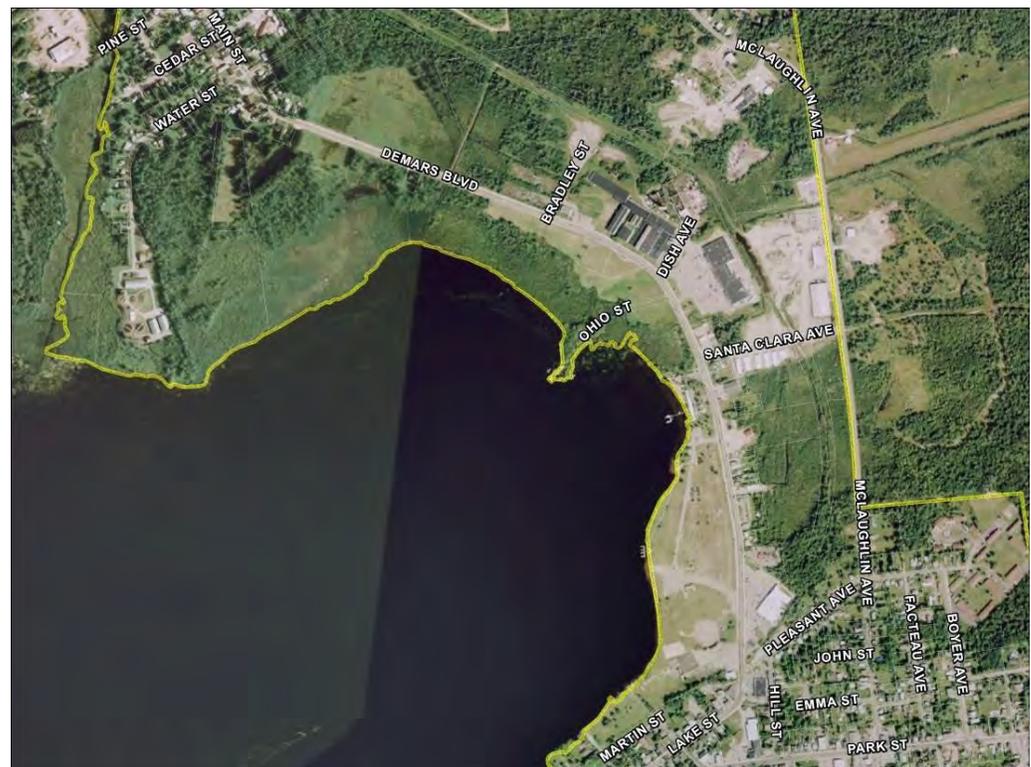


Within this larger area, the *Tupper Lake Revitalization Strategy and Action Plan* concentrates on the Village of Tupper Lake (Figure 2); and specifically the portion of the Village that runs along the Raquette Pond waterfront and connects the “uptown” and “downtown” portions of the village. This area - the Waterfront / Demars Boulevard Focus Area - is shown in Figure 3.

Figure 2 -
Village of Tupper Lake



Figure 3 -
Waterfront / Demars
Boulevard Focus Area



III. EXISTING CONDITIONS

Previous Plans and Initiatives

There have been numerous studies completed for the Village of Tupper Lake in the past decade. Many of these studies have overlapping themes and conclusions. Tupper Lake faces similar challenges that many Adirondack communities face, including loss of business and industry and difficulty retaining young people; the community has met these challenges with optimism and energy, as evidenced by its many successes and current and prior projects. This project honors past planning efforts and moves toward implementation of priorities. The following is a brief summary of some of the relevant studies that have been completed in recent years; a more detailed summary is included as Appendix B.

- The Village of Tupper Lake Downtown Revitalization Plan - October 2003

This vision plan for the village highlighted improvements that could be made “downtown” and along the waterfront. Specific recommendations include creating a gateway into the Village to create a sense of arrival and identity; improving the aesthetics and function of streets and parking; preserving the Village’s historic look and feel; creating a multi-modal transportation system within the Village; and conceptual improvements to Flanders Park. Many of the design concepts from the report are being expanded upon for this current study and can continue to serve as a reference for future revitalization planning in the Village.

- Tupper Lake Economic Development Strategy - December 2007

This Economic Development Strategy for Tupper Lake was completed in 2007. It discusses the economic improvements made over the years as well as the struggles and the improvements that need to be made in the future. From the report: “Tupper Lake still struggles with the continued deterioration of its downtown commercial districts, blighted housing conditions, challenges in maintaining its infrastructure, the continuing exodus of young people from the area, seasonal unemployment, and rising property taxes, among other issues. In 2006, the Town of Tupper Lake received a Technical Assistance grant from the New York State Office for Small Cities to develop an economic development strategy to address these continuing issues more aggressively and incorporate existing plans into one comprehensive strategy.” From this grant the village was able to create the 2007 Economic Development Strategy which includes a vision statement for Tupper Lake, a SWOT analysis, the creation of six primary goals for implementing the plan, and actions that can be taken to achieve the goals and vision.

- Raquette River Corridor Blueway Trail Plan - April 2010

In addition to summarizing the important features and communities along the 174-mile Raquette River corridor, which extends from Blue Mountain Lake to its final destination at the Akwesasne/St. Regis Mohawk Reservation on the St. Lawrence River, the report includes recommended projects to be undertaken that would enhance the Blueway. Within Tupper Lake some of these projects include:

- Enhancing Tupper Lake Municipal Park and Flanders Park as these are highly visible from the Blueway and thus raise awareness of the Blueway and in turn provide users of the Blueway with a destination.
- Creating a Blueway Kiosk at the Wild Center
- Creation of a ‘Rail Gateway’ at the Tupper Lake Depot
- Enhancement/creation of trails, several of which are located in Tupper Lake

The report also highlights the importance of inter-municipal cooperation and planning and as such Tupper Lake should consider how the action items of this project relate to the Blueway and how they may be tied into neighboring projects within the region.

- Tri-Lakes Housing Needs Assessment - July 2010

The Tri-Lakes Region is comprised of six communities in northern New York, including the Town and Village of Tupper Lake. The Tri-Lakes Housing Needs Assessment was completed in 2010 and is comprised of two main components, the Regional Housing Profile (RHP), and the Housing Needs Assessment (HNA). The RHP provides relevant and pertinent information that describes the changes in demographic, economic, and housing inventory characteristics of the local market. The HNA analyzes the findings in the RHP and presents a summary of housing characteristics for each community.

The RHP indicated that of the three villages, Tupper Lake had the lowest percentage of parcels owned by people with principal addresses outside the Adirondack Park, the fastest turn-around time for home sales, the lowest median sales price for residential homes, and the lowest median sale price per square foot for non-waterfront homes.

	Villages		
	Lake Placid	Saranac Lake	Tupper Lake
Percent of Parcels Owned by People with Principal Addresses Outside the Adirondack Park (2008)	26 percent	8 percent	7 percent
Average Residential Properties Sold Annually (2006-2009)	14	32	17
Median Time on Market (2009)	10 months	9 months	6 months
Residential Median Sale Price (2006-2009)	\$241,500	\$124,700	\$73,000
Residential Median Sale Price per Non-Waterfront Sq. Ft. (2009)	\$161	\$87	\$59
Vacant Lots Sold (2006-2009)	4	3	5

Residential Statistics – from Tri-Lakes Housing Needs Assessment – July 2010

The report recommends construction of new affordable housing within the Tri-Lakes Region, creating a rehabilitation program to take advantage of existing housing stock that has fallen into disrepair, and promoting industries that will provide sustainable jobs in the region. The report notes that while the Tupper Lake market has the most affordable housing already, there is also a high concentration of “substandard conditions” in need of rehabilitation.

The report concludes with “In summary, it is anticipated that through the short-term (over the next five years), subsidy of construction of affordable housing, home ownership, and

rehabilitation of the existing substandard housing within the Tri Lakes Region will be required. While these subsidies can provide short-term assistance, they are not intended to provide long-term relief. A greater emphasis will need to be placed on job growth and an economy that can provide sustainable jobs which will increase local residents' income, aim to alleviate the dependency on local, state and federal subsidies, and promote owner financed rehabilitation of the existing housing stock.”

Demographics indicate that there continues to be room for more second home and resort housing in Tupper Lake. Over the years, most of this type of development has gone to Lake Placid; but perhaps with the coming addition of broadband internet service to Tupper Lake, the second home market could improve. The proposed Adirondack Club and Resort development could meet the demand for high end housing, but more modest homes throughout the community could also become more attractive as second homes for those with more modest resources. All of this also highlights the importance of the community's housing rehabilitation efforts and the continued need to improve the overall appearance of the community to attract such investment.

- Tupper Lake Smart Growth Project - January 2011

Tupper Lake Smart Growth Project documents were completed in 2011 and cover a number of topics including Site Architectural Design Guidelines, Waterfront Parks Master Plan and the Demars Blvd (NYS Route 3) Design Concepts. The design guidelines “establish criteria to ensure consistent, and quality designs for rehabilitation and infill projects, enhance property values, spur economic revitalization, and protect the investment of current property owners and entrepreneurs.” Goals from the waterfront parks master plan include maintaining a natural, environmental, and educational theme within the parks, creating a community information center, and ensuring a safe, physical community linkage system both within the parks and connecting to the surrounding community. The Demars Blvd Design Concepts plan recognizes that there are multiple opportunities for both aesthetic and functional improvements along the corridor. The Demars Boulevard corridor provides a principal conduit for vehicular and pedestrian connectivity within the Village of Tupper Lake. Enhancements to the corridor would provide long lasting operational, safety, and aesthetic benefits to the corridor and the community as a whole, while providing a multi-modal linkage between the Junction, the waterfront parks, and the Park Street Uptown area.

In addition to reviewing the relevant studies that have been prepared over the past several years, some new and updated information was collected as part of the process of developing this Revitalization Strategy and Action Plan. This information is included (in full) in the appendices and summarized below.

Community Profile

A Community Profile report, completed in June 2011, describes the natural, cultural, economic, and recreational resources in the Village of Tupper Lake. The Community Profile report is included as Appendix C.

Approximately 43% of the village (in land area) is zoned for high density residential uses. Industrial zoning accounts for 20% of the village and commercial zoning encompasses just under 13% of the village. The majority of properties in the village are privately owned residential homes and multi-family housing.

There are numerous active and passive recreational opportunities in and around Tupper Lake, including many trails and walking paths, waterfront access, ball fields, and playgrounds. Skiing and golf opportunities are also located within minutes of the village center. There are also many parks in the village, with a large amount of parkland fronting on Raquette Pond.

Several businesses and institutions are located in the Tupper Lake area, as well as many historic and cultural buildings. The Wild Center (Natural History Museum of the Adirondacks) has been a tremendous addition to the community, introducing many visitors to Tupper Lake. Two scenic byways also pass through the area - the Olympic Scenic Byway and the Adirondack Trail Scenic Byway.

The Village of Tupper Lake has two distinct hamlet areas, to the north is Faust/the Junction, and to the south is Tupper Lake. An abandoned rail corridor and future trail connect the two hamlets, as does Demars Boulevard and McLaughlin Avenue. Faust is the historic center of the village and contains the recently renovated train depot.

Economic Data Update

Data from the 2007 Economic Development Plan was recently updated as part of this project. This economic data update is included as Appendix D.

Due in part to a changing economy, several of the projections from the 2007 report needed to be revised. According to the Update, the population of Tupper Lake has been decreasing since 2000, and is projected to continue to decrease through 2015. The median age in Tupper Lake is higher than both the statewide and county averages and is projected to continue to rise at a relatively rapid rate. The 2007 report projected that households earning more than \$75,000 would account for 33% of the households in Tupper Lake by 2012; in fact that percentage was only 17% in 2010 and is projected to be less than 20% by 2015. While the educational attainment level in Tupper Lake is higher than the surrounding county, it is significantly lower than the state-wide average - this may be attributed to a lack of employment opportunities for higher skilled labor. In terms of economic indicators, the report found that unemployment has risen by over 2% in Franklin County, to over 6%, since 2007. Retail has the most private sector jobs in Franklin County, followed by "Other Services," and Accommodations and Food Services.

There are several potential growth industries in the region, including Agriculture, Forestry, Fishing and Hunting, Educational Services, Arts, Entertainment and Recreation, Construction, Professional and Technical Services, and Real Estate Rental and Leasing. According to the retail market analysis there are several new business types which are predicted to have success in Tupper Lake based on supply and demand, these include: Motor Vehicle and Part Dealers, Furniture and Home Furnishing Stores, Electronics and Appliance Stores, and Building Materials, Garden Equipment and Supply Stores.

Visitor Survey

A Visitor Survey was conducted in the summer of 2011. A report describing the results of this survey is included as Appendix E.

The survey results provide insight into why people visit Tupper Lake and what amenities may be lacking in the village. The analysis was based on 125 completed surveys, representing a total of 431 visitors. 90% of the survey respondents indicated they plan to return to Tupper Lake in the future, 72% of respondents had visited previously. 90% indicated they would be visiting other areas outside of Tupper Lake, the majority going to Lake Placid. The majority of visitors had heard about Tupper Lake from friends and family. With the exception of “other” the Wild Center was the second highest way people knew of Tupper Lake, followed closely by an online search.

Approximately 60% of the respondents either had or would like to visit the Wild Center - one caveat to that number is that the highest number of surveys returned came from the Wild Center. The Waterfront Parks were the second highest attraction visited (~20% of respondents), followed by the Big Tupper Ski Area.

When asked what Tupper Lake could offer to make it more appealing to stay in the area, family restaurants was the top answer, followed by lake access, and specialty events and live music. Several people felt there was not enough to do in the village. In terms of shopping, an Outdoor Equipment Store was the most desired option, followed by a general store and a clothing/shoe store.

Based on the information in the survey, it would seem that Tupper Lake should focus on maintaining and improving cross-marketing and tie-ins to the Wild Center, and support and encourage development of an outdoor equipment store as well as additional lodging options.

IV. REVITALIZATION AREA VISION AND GOALS

Revitalization Area Vision and Goals

As noted previously, this Revitalization Strategy and Action Plan builds upon previous efforts by the community over the last several years. As defined through these previous efforts and confirmed again through this process, the overall vision for Tupper Lake’s revitalization efforts is captured in the following vision statement:

By 2020, Tupper Lake will be a nationally recognized center for education in environmental and natural sciences and a vibrant four-season Adirondack destination attracting families, businesses and visitors looking for a unique place balancing nature and technology, history and progress, work and play.

The Waterfront / Demars Boulevard Study Area can play a unique role in helping the Tupper Lake community achieve this vision by:

Creating linkages (both literal and figurative) between the uptown (Park Street) and downtown (Junction) centers of the Village and the Raquette Pond waterfront



Enhancing year-round public access and enjoyment of the Raquette Pond waterfront for residents and visitors

Providing opportunities to explore and learn about the history and environment of Tupper Lake (extending the Wild Center experience to the waterfront)



Redeveloping vacant and underutilized commercial and industrial sites to accommodate uses/activities that support the community's vision; especially those uses/activities that are not well suited for the village's two traditional centers

Identifying and protecting important environmental resources



V. PROPOSED USES AND PROJECTS

In order to achieve the community's overall vision, and in particular to advance the unique role that the Waterfront / Demars Boulevard Corridor can serve as part of that vision, a number of proposed uses and projects have been identified for the study area. These proposed uses and projects are illustrated on the Concept Plan Graphic on the following page and each of these is described in greater detail below.

Waterfront Parks

One of the key ongoing initiatives for improvement of this area of Tupper Lake is the work that is being done to enhance the Town and Village owned waterfront parks. These parks are a tremendous asset for the community, providing access to the Raquette Pond waterfront and creating a valuable amenity for residents and visitors. The parks are used for informal recreation (watching the sunset is very popular), organized sports, and also as the focal point of several large events during the year. They are within walking distance of the Park Street Business District; and because of their location along NYS Route 3 they are highly visible to people travelling through Tupper Lake on their way to/from other locations in the Adirondacks.

A Waterfront Parks Master Plan was completed in January 2011 as part of the Tupper Lake Smart Growth Project. This Waterfront Parks Master Plan begins to define a program of improvements for both the Municipal Park and adjacent Flanders Park based on community input. In general, Flanders Park is envisioned as a public place that focuses on the arts and passive recreational enjoyment of the lakefront (for activities such as picnics, small concerts, etc. - a band shell and/or a terraced outdoor amphitheater might be appropriate additions). The municipal park is envisioned to include additional opportunities for passive recreation (such as improvements to the walkway along the lake shore) as well as facilities for active recreation (the baseball field, basketball and tennis courts, the skate park, etc.).

Though some details about the conceptual improvements identified in the Waterfront Parks Master Plan still need further discussion and refinement before they are implemented, there are several projects that should be advanced as soon as possible. These include the following:

- New Playground and Mill Street Gateway (in progress) -

As part of the same NYS Department of State grant that allowed for the development of this Revitalization Strategy and Action Plan, funding was also provided to develop design concepts and construction documents for a new playground and gateway entrance at the Waterfront Park at the bottom of Mill Street. Funding for actual construction of these improvements was secured through several additional grants and member-items; and construction is scheduled to begin in the spring of 2012. The community is eager to see this work get underway; in particular the playground which will replace old equipment that was removed from the park two years ago.

Tupper Lake Plan Concepts

Waterfront Revitalization

Tupper Lake, NY

June 2012

This project was funded by The Environmental Protection Fund Local Waterfront Revitalization Program administered by the NYS Department of State.



Junction Pass Multi-Modal Trail

Design and Construction (in-progress)
Consider enhancements - such as "berry trail" concept

Agricultural Demonstration Project

Possible cranberry bog

Demars Boulevard Improvements

Utilize Demars Boulevard Design Concepts (Vol. III of Smart Growth Report) as a starting point for roadway redesign - "Complete Street, Road Diet, and Traffic Calming"

Oval Wood Lake Shore Homes Development Area

Enhance the approved plan - explore opportunities to expand the mix of uses and improve the design.

Waterfront Trail Extension

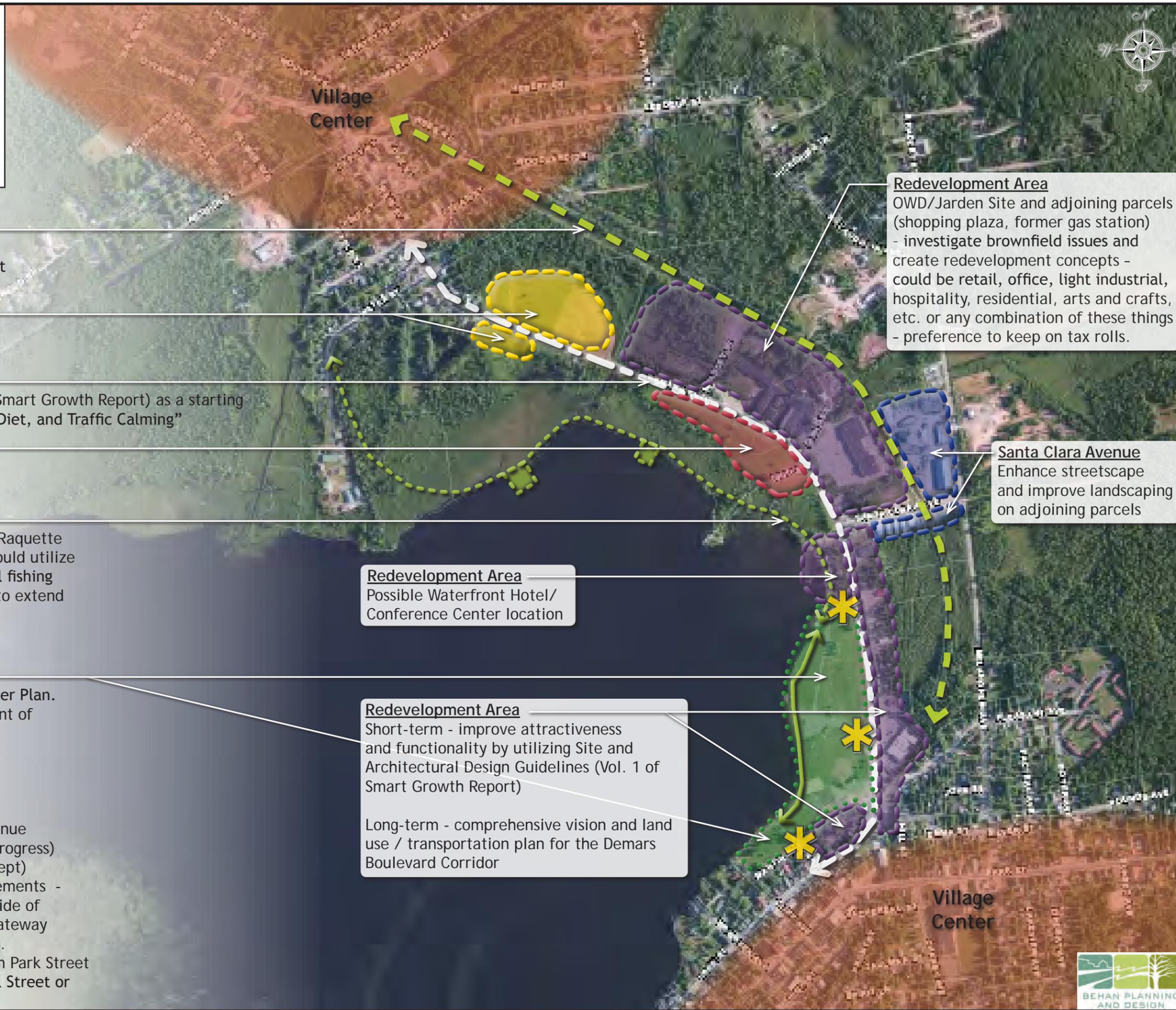
Extend waterfront trail northward along the shore of Raquette Pond. Since much of this area is wetland, the trail would utilize a boardwalk design. Consider viewing areas and small fishing piers at appropriate locations. Interpretive program to extend educational experience from the Wild Center.

Waterfront Parks

Refine concepts and implement Waterfront Parks Master Plan.
Flanders Park - focus on the Arts and passive enjoyment of lakefront (picnics, etc.)
Municipal Park - oriented to more active recreation

Priority Projects:

- Playground and Mill Street Gateway (in progress)
- Waterfront Trail Interpretive Plan / Signage - continue educational experience from the Wild Center (in progress)
- Beach Feasibility Study (consider breakwater concept)
- Demars Boulevard Park Edge and Gateway Enhancements - consider opportunities to make the Demars Blvd. side of the park more welcoming - design and construct gateway improvements, add landscaping, off road trail, etc.
- Work with NYSDOT to ensure that connections from Park Street Business District to the parks are emphasized (Mill Street or possible Park Street Ext.)



Village Center

Redevelopment Area
OWD/Jarden Site and adjoining parcels (shopping plaza, former gas station)
- investigate brownfield issues and create redevelopment concepts - could be retail, office, light industrial, hospitality, residential, arts and crafts, etc. or any combination of these things - preference to keep on tax rolls.

Santa Clara Avenue
Enhance streetscape and improve landscaping on adjoining parcels

Redevelopment Area
Possible Waterfront Hotel/Conference Center location

Redevelopment Area
Short-term - improve attractiveness and functionality by utilizing Site and Architectural Design Guidelines (Vol. 1 of Smart Growth Report)
Long-term - comprehensive vision and land use / transportation plan for the Demars Boulevard Corridor

Village Center



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The proposed designs for the new playground and the Mill Street gateway were inspired by the design motif of the Wild Center (Natural History Museum of the Adirondacks). This was done intentionally as part of the broader goal of encouraging visitors from the Wild Center to visit the waterfront and the Park Street business district. Extending the Wild Center experience into the community is an important element of the economic/tourism development strategy for Tupper Lake.



The gateway design for the Mill Street entrance to the waterfront parks is intended to set the tone for the design of future improvements to the other entranceways into the park along Demars Boulevard. These are discussed further as part of the Demars Boulevard Park Edge Enhancements below.



- Waterfront Trail Interpretive Plan / Signage (in progress) -

Another project that is already underway seeks to extend the educational experience from the Wild Center to the waterfront. As part of this initiative, the Wild Center is working with the community to create new interpretive signage telling the story of Tupper Lake’s history and natural history. These signs will eventually be located along the waterfront trail, and each sign location might include some thematic landscaping or interactive feature that would help bring to life the information presented on the sign. Initial language and sign layouts are being developed and it is hoped that some of these signs could be installed as early as the summer of 2012.

Similar to the grounds at the Wild Center, the waterfront trail interpretive plan will create an outdoor classroom along the waterfront. This initiative, like the design of the playground and gateway described above, is intended (in part) to give visitors to the Wild Center another reason to venture into the Village - to visit the waterfront and to stop into the stores, restaurants, and other businesses located in town. (Note: a simple sign at the intersection of Hosley Avenue and Park Street - indicating to drivers leaving The Wild Center that the business district is to the left - would also be beneficial).



- Conduct a Beach Feasibility Study -

Though a public beach already exists on Little Wolf Pond, this location is somewhat out of the way and it mainly serves people staying at the Little Wolf Campground and residents of Tupper Lake. A public beach on Raquette Pond would be a bigger draw for visitors due to the waterfront park's visibility from NYS Route 3 and its proximity to the Park Street business district.



The Waterfront Parks Master Plan

identified a beach on Raquette Pond as a desirable amenity, but is stopped short of recommending a specific location or providing details about the possible characteristics of this type of facility. The plan states that, "There has been overwhelming public support of a seasonal public beach to allow residents and visitors to take advantage of the community's location along the shoreline of the Raquette River and Raquette Pond." It also notes that, "Construction of a public beach within Tupper Lake's waterfront parks will need to consider wind and water patterns off of Raquette Pond, and include the necessary design considerations to maintain shoreline stability and prevent erosion and degradation to water quality and resources."

Additional issues should also be identified and studied as appropriate. For example, during the development of this plan, it was suggested that debris in the lake could be a problem. A possible solution offered for this problem could be the construction of a breakwater that would shelter the swimming area. This type of structure could also provide access for fishing on the deep water side. Solutions for the geese issue will also need to be addressed.

A Beach Feasibility Study should be conducted to explore all of the environmental and engineering issues further, to identify suitable locations and potential design alternatives, and to consider operational and management options and costs. Funding for the Beach Feasibility Study has already been secured through the NYS Department of State.

- Demars Boulevard Park Edge and Gateway Enhancements -

The park edge along Demars Boulevard (NYS Route 3) is not very welcoming and it does not adequately convey a sense of the attractive amenities that exist elsewhere in the park. Since it is the most visible section of the park from the perspective of the travelling public, enhancing this edge of the park could provide a reason for more people to stop and spend some time in Tupper Lake.

Several ideas for enhancing the park edge along Demars Boulevard have already been discussed. Improvements to the main entranceway to the park (in the vicinity of the McDonald's), and to the secondary entranceways at the northern and southern ends, are a priority. The design of these "gateways" to the park should be based on the design of the new gateway on Mill Street (see above). Like the Mill Street gateway, the design of these entrances along Demars Boulevard should thematically tie the waterfront park to the Wild Center. Another suggestion for the park edge is the installation of landscaping to buffer or replace sections of the chain link fence that runs the length of this side of the park. Such landscaping should not obscure the views of Raquette Pond and the mountains beyond it. And finally, this side of Demars Boulevard could be an excellent location for a multi-use trail.

In order to advance these ideas further, a design plan for the park edge along Demars Boulevard should be prepared and implemented.



- Coordinate with the NYS Department of Transportation (NYSDOT) -

The NYSDOT is developing plans to reconstruct Route 3 & 30 in the Village of Tupper Lake. Though the community is still waiting for the NYSDOT to formally present the alternatives that are under consideration, it is known that the proposed project will not include Demars Boulevard. It will, however, include the upper portion of Mill Street and it might consider options for extending Park Street northward directly to Demars Boulevard. From the standpoint of the waterfront parks, the Village should work with NYSDOT to ensure that strong pedestrian connections (wide sidewalks, highly visible crosswalks, etc.) between the Park Street business district and the waterfront parks are included in the design plans for this reconstruction project.

- Refine Concepts from the Waterfront Parks Master Plan -

In addition to these projects for the waterfront parks, the community conversation about the overall Parks Master Plan should be continued at an appropriate time. As noted above, the

Waterfront Parks Master Plan begins to define a program of improvements for both the Municipal Park and adjacent Flanders Park; however there are still unresolved issues related to certain parts of the plan. For example, competing interests and different ideas for use of the interior area of the waterfront park should be discussed further. Revisiting these portions of the Parks Master Plan might be easier once some of the short-term improvements discussed above are implemented.

- Clean-up the shoreline of Raquette Pond -

Spring flooding in 2011 left quite a bit of debris along the shore of Raquette Pond. The Town and Village could sponsor a clean-up day along publicly accessible sections of the shoreline. With proper supervision and organization, it might be possible to recruit community volunteers to do much of the actual work. As another alternative, in some communities labor from minimum-security correctional facilities has been used successfully for similar simple construction or maintenance projects.

- Consider opportunities for boat storage and/or rental of boats and other recreational equipment -

In partnership with Raquette River Outfitters, The Wild Center will offer a daily canoe program with a naturalist for the first time this summer. Canoeists and kayakers will also be able to paddle to The Wild Center and tie up at the new dock for their visit to the museum. These types of opportunities for waterside connections and experiences should be expanded throughout Tupper Lake. For example, installation of a dock and boat lockers for canoes and kayaks at the waterfront park should be considered. Visitors arriving to the waterfront park from the water would then be able to walk into the Park Street business district for food, beverages, or just to look around. The opportunity to rent canoes, kayaks, paddleboats, fishing equipment, and even bikes could also be made available in the park. Winter rentals - snow shoes, cross-country skis, ice-skates, and perhaps ice-fishing equipment - should also be considered.

Waterfront Trail Extension

Another great opportunity for increasing public access and enjoyment of the Raquette Pond waterfront would be to extend the waterfront trail northward from the end of the existing trail in the Municipal Park to the Water Street area near the Junction. Accomplishing this would require collaboration with the small number of private property owners who own most of this land. Permission from these owners in the form of easements, or actual acquisition of portions of these properties via donation or purchase, should be considered. Because much of this portion of the waterfront is wetland, special design options such as an elevated boardwalk should be considered. Consultation with the Adirondack Park Agency (APA), the NYS Department of Environmental Conservation (DEC), and the Army Corps of Engineers should take place early in the design process.

Additional amenities should be considered in the design of this waterfront trail extension. For example, viewing platforms and small fishing piers at appropriate locations would expand the attractiveness of this trail to a wider audience. The wild shoreline and wetland environment along this trail would also provide another excellent opportunity to work with the Wild Center to develop an educational experience here. Interpretive signage and/or related options (perhaps an outdoor classroom) could be explored.



Junction Pass Multi-Modal Trail

The Junction Pass Multi-Modal Trail is a project that has been in the works for several years. The portion of the trail that runs through the Waterfront / Demars Boulevard Focus Area follows the abandoned railbed of the former New York and Ottawa Railroad, linking the Junction and the Adirondack Scenic Railroad to the Raquette Pond Municipal Parks and the Park Street business district. Additional portions of the proposed trail will connect all the way to the Wild Center.

Funding for design and development of the Junction Pass Multi-Modal Trail was secured through the Transportation Enhancement Program in 2007 and is being administered by the NYSDOT. A Final



Design Report is currently being prepared by the Town and Village’s engineering consultant. Once this report is approved by NYSDOT, it is hoped that final preparations for construction can begin.

During the development of this Revitalization Strategy and Action Plan a few additional suggestions for the proposed trail corridor were offered. It was noted that the trail could have a theme that would reflect some feature of the natural environment in the region. For example, it could be developed as a “berry trail” with the cultivation of native edible berry plants along the edges of the corridor; or as a “bird trail” with selected plantings that would attract migratory birds. These types of thematic enhancements to the trail might make this facility stand out as special, encouraging additional use of the trail by visitors to Tupper Lake.

Four season use of the trail should also be considered. In the winter, snowmobiles, cross-country skiers, and walkers can safely co-exist if certain precautions are established. Tupper Lake should continue to work with ongoing community volunteer and regional efforts to expand the community’s trail system and link to regional trail systems to encourage additional four season tourism in Tupper Lake.

- Consider a Bike Share Demonstration Project for Tupper Lake

Another suggestion related to the trail, and one that might attract additional visitors to the community, was consideration of a “bike share” demonstration project for Tupper Lake. Bike share programs have been very popular and successful in cities across the United States and around the globe. Such programs allow users to rent bikes at automated stations located around the community, and return them at any station near their destination. Few communities the size of Tupper Lake have tried such programs, but with some grant funding it might be possible to organize a demonstration project to test whether this type of program could be an attraction for visitors to the Adirondacks. Bike stations could be located in key locations around the community, such as: the Wild Center, the uptown and downtown business districts, the waterfront park, the Junction station, and others.



Perhaps a less expensive and more simple option (though less flexible and easy for the user) would be to encourage the establishment of a bike rental business in the park or at a nearby location within the business district. Bike racks should also be installed at important locations throughout the community to make it easier to use bicycles for different types of trips - to go to the park, to shop, etc.

Redevelopment Areas

Several portions of the Waterfront / Demars Boulevard Focus Area have been identified as opportunity areas for redevelopment. Redevelopment consistent with the community's overall vision (as described in Section IV) is desired in each of these areas, but in each case there are challenges that need to be addressed before redevelopment is likely to occur. Each of these potential redevelopment areas is described below:

- Oval Wood Dish / Jarden Plastics site and adjoining parcels -

This is the most significant redevelopment area in the Waterfront / Demars Boulevard Focus area. This area includes the large OWD/Jarden structure and its site, as well as the adjoining shopping plaza and the former gas station immediately to the south. The former OWD / Jarden facility is one of the most visible landmarks in Tupper Lake. Its smokestack can be viewed for many miles and the building itself sits just a few feet off of NYS Route 3. The community is very interested in seeing this building and site reused or redeveloped.

The building itself is very large - in excess of 100,000 square feet. The size of the structure suggests that it is unlikely that a single use will once again occupy the entire facility. Instead, several uses could be accommodated in various sections of the building. Currently, portions of the structure are being utilized for storage and for a small charity sorting and recycling enterprise. From the municipal standpoint, new uses that would keep this property on the tax rolls would be viewed most favorably.



During the course of preparing this Revitalization Strategy and Action Plan, numerous ideas regarding the potential redevelopment of the OWD/Jarden site were offered. These included:

- Use for an industry like aquaculture or other agribusiness (i.e. greenhouses)
- A site for regional artisans to work, display, sell - crafts, artwork
- Possible location for large retail

- A water park
- A racetrack - could also use land to the west of the OWD building and Town Hall for this. Maybe something smaller like go karts
- Reuse as a brewery / pub
- Indoor sports and spa - could also include outdoor recreation on adjacent lands
- Indoor recreation center with climbing walls, etc.
- Tech center (hub) taking advantage of broadband along old railroad bed from the train depot
- Data storage center, using broadband
- Adirondack Museum satellite site

Additionally, it was suggested that any redevelopment of the OWD/Jarden site should attempt to keep the smokestack.

The building appears to be structurally sound; but because of its past industrial use there may be environmental issues that need to be addressed before certain activities can be safely conducted there. Internal systems, such as electricity and heat, will also need to be reestablished. Breaking up the structure into smaller units that can be refitted on an incremental basis might be the best approach.

Recently, a group of Tupper Lake residents - a subcommittee of the Tupper Lake Revitalization Committee - has been meeting to brainstorm ideas for the reuse of the OWD/Jarden site. The property's current owner, based in New York City, is cooperating with this group and is interested in hearing ideas from the community. This renewed interest and enthusiasm for finding a suitable mix of uses and exploring realistic strategies for addressing the size of the building and other issues is encouraging.

- Area along Demars Boulevard immediately north of the waterfront park

This redevelopment area incorporates the existing Sunset Park Motel and land adjacent to it along the shore of Raquette Pond. Though the existing businesses found here are well-respected and appreciated members of the local business community, the identification of this location as a potential redevelopment area simply recognizes that this location could be a prime spot for a waterfront hotel and conference center.

Development of a larger hotel, perhaps one that is affiliated with a national brand and which includes facilities that would be attractive to visitors year-round (such as an indoor pool), is viewed as something that would greatly enhance the Tupper Lake's position in the Adirondack tourism market. A location along the waterfront - next to the waterfront parks, close to the Park Street business district, directly off NYS Route 3, and across the street from a redeveloped OWD/Jarden site - would be ideal. However, other locations - such as the center of the business district - would also be good if a suitable site exists.



A waterfront hotel could incorporate waterside amenities and activities such as a marina, paddle boats, a sea plane station, tour boat, fishing, ice skating, etc. An appropriately-sized conference center or facility for special events could further expand the range of visitor attractions. The financial feasibility of a hotel will be one of the alternatives examined through the upcoming Brownfield Opportunity Area (BOA) study.



Above left: The area along Demars Boulevard immediately north of the waterfront park (aerial view).

Above right: The Clarkson Inn in Potsdam (aerial view). It appears that a hotel building this size could fit in the Demars Boulevard location.

Bottom: The Clarkson Inn in Potsdam (street view)

- The mixed residential and commercial parcels on the east side of Demars Boulevard (primarily north of Pleasant Avenue) and on the west side of Lake Street (just south of Pleasant Avenue)

This redevelopment area along the extreme northwestern end of Lake Street and the east side of Demars Boulevard (across the street from the waterfront park) is characterized by an assortment of commercial and residential uses - a car wash, shopping plaza, fast food restaurant, motel, assorted stand alone retail, single-family homes, etc. All of the area is included in the Village’s Commercial (C) Zoning District.



In the short-term, to improve the attractiveness and functionality of this area the *Site and Architectural Design Guidelines* (Volume 1 of the Tupper Lake Smart Growth Project) that were created for Tupper Lake should be utilized to guide the design and the review of future changes to the homes and businesses located here as well as any new development that is proposed. This document suggests improvements such as: tree plantings and improvements in streetscape and street edge, screening or dividing parking areas to improve aesthetic appeal, and façade improvements to commercial buildings.

Longer-term, the community should turn its attention to this area and the entire Demars Boulevard corridor. When the real estate market in Tupper Lake strengthens, or perhaps in anticipation of a future highway reconstruction project as described on page 25 (Demars Boulevard Improvements), a comprehensive vision and detailed land use/transportation plan for the corridor should be developed. This type of corridor plan would guide the design of transportation improvements and could lead to appropriate zoning amendments for the land adjoining the corridor. Opportunities for more mixed-use development (across the area and within individual buildings) and suggestions for the appropriate reuse/redevelopment of residential structures could be considered.



Oval Wood Lake Shore Homes Development Area

The area across the street from the OWD / Jarden site - between Demars Boulevard and Raquette Pond - is the only significant undeveloped and buildable area in the Waterfront / Demars Boulevard Focus Area. Though large portions of this site along the lakeshore consist of regulated wetlands, the section along Demars Boulevard is suitable for development. The site is located in the Shorefront Resort Development (SRD) zoning district.



A residential development project was approved for this location sometime in the last two or three years. The proposed project consists of a number of townhomes oriented to a new internal street that intersects Demars Boulevard directly across from Bradley Street (the westernmost entrance to Town Hall). Development of this project has not started, and the land (with its approvals) is currently listed “for sale”.

Though there is considerable interest in the community for seeing this area developed, the design of the proposed project could be improved. The proposed design would place backyards along Demars Boulevard, and the proposed building architecture and the back fence (though decorative) would not create a very welcoming or attractive view from the street. Because actual development of the project has been postponed, there might be an opportunity to enhance the approved plan with a better design and perhaps a wider mix of uses.



Demars Boulevard Improvements

The Demars Boulevard corridor (NYS Route 3) is the primary link between the uptown (Park Street) and downtown (Junction) centers of the Village. It is also one of the main conduits for travelers heading through Tupper Lake on their way to and from other North Country destinations. In addition to the land use issues and opportunities described above, the Demars Boulevard corridor itself should be the focus of some improvement efforts. The current condition of Demars Boulevard is not very attractive nor is it particularly safe for bicyclists or pedestrians.



The Tupper Lake Smart Growth Project completed in January 2011 included a report (Volume III) entitled *Demars Boulevard (NYS Route 3) Design Concepts*. This report included some preliminary ideas for the redesign of portions of Demars Boulevard in the Junction and along the commercial corridor in the vicinity of the OWD/Jarden site and the waterfront park. These initial concepts could be used as the basis for discussions with NYSDOT (owners of the road) regarding the future redesign and reconstruction of Demars Boulevard.



The NYSDOT is scheduled to undertake a different road reconstruction project in Tupper Lake within the next few years. This project will focus primarily on portions of NYS Route 3 and 30 on the heart of the uptown (Park Street) section of the Village. Design alternatives for this project are being developed and should be shared with the community in the coming months. However, that project will not extend to Demars Boulevard. Though state resources are limited, now would be an appropriate time to start discussions with NYSDOT about a future project that would extend



their work north on NYS Route 3 along Demars Boulevard and into the Junction.

To simplify the conversation with NYSDOT, the future redesign of Demars Boulevard should focus on three transportation principles. They are:

- **Complete Streets** - a “complete street” is a street that meets the needs of all users...including pedestrians, bicyclists, public transportation riders, motorists and citizens of all ages and abilities, including children, the elderly and the disabled
- **Road Diet** - a “road diet” involves narrowing travel lanes or shoulders or eliminating some of them to provide more space for pedestrians and bicyclists
- **Traffic Calming** - “traffic calming” - as defined by the Institute of Transportation Engineers (ITE) - is the combination of mainly physical measures that reduce the negative effects of motor vehicle use, alter driver behavior and improve conditions for non-motorized street users.

The existing right-of-way (ROW) on Demars Boulevard would appear to provide ample room for redesign alternatives founded on these principles. The two-way center turn lane, for example, is probably not necessary in most instances. It could probably be replaced with a raised, planted median in many locations; slowing traffic, providing safe refuge for pedestrians utilizing new crosswalks, and enhancing the appearance of the corridor. Though further study will be needed, current or projected future traffic volume on Demars Boulevard is unlikely to be a significant issue that would limit the use of techniques consistent with these principles.

In terms of landscaping, when the corridor is redesigned it may be worth reviewing some historic photographs for inspiration. It has been noted that large elm trees once lined Demars Boulevard.



Top: Original Road.

Middle: After Road Diet – four lanes become three lanes plus bicycle lanes.

Bottom: Mid-block pedestrian crossing island added in the center lane.

Similar techniques could be utilized for Demars Boulevard in Tupper Lake.

Photos by Dan Burden from <http://www.saferoutesinfo.org> – National Center for Safe Routes to School (funded by the U.S. Department of Transportation Federal Highway Administration)

Santa Clara Avenue Improvements

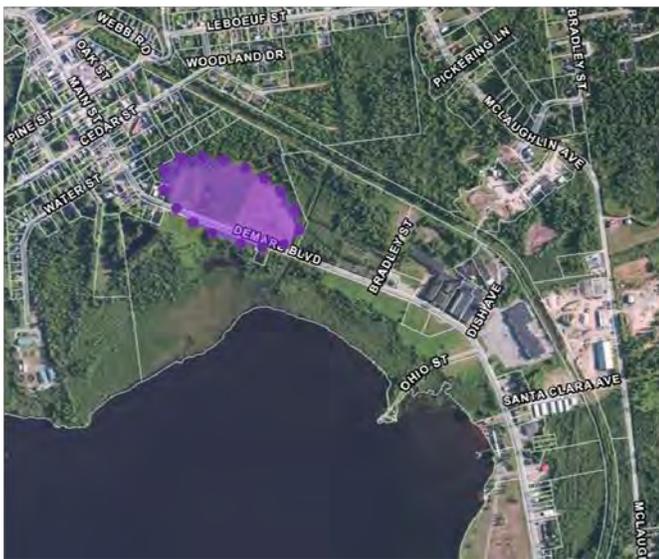
Santa Clara Avenue runs east-west from Demars Boulevard to McLaughlin Avenue. Like Demars Boulevard, the streetscape along this short street should be enhanced with sidewalks and other amenities to make it more attractive. Landscaping on adjoining parcels - around the civic center, the village DPW, and the self-storage business - should also be improved. In particular, portions of these properties in view of the future Junction Pass Multi-Modal Trail (discussed above) should be cleaned-up or screened with year-round vegetation or other appropriate measures.



Above: A view down Santa Clara Avenue toward Demars Boulevard.

Agricultural Demonstration Project

The open area of land at the eastern edge of the downtown (Junction) portion of the Village and on the north side of Demars Boulevard is an attractive meadow. Much of this land is classified as wetland and is, therefore, not suitable for development. It has been identified as the possible location for an agricultural demonstration project - showcasing the potential for growing cranberries as a crop in the North Country. There is one cranberry farm in northern New York; Deer River Cranberries is located in Brasher Falls between Potsdam and Malone. Given its already wet characteristics, this highly visible location along Demars Boulevard (NYS Route 3) in Tupper Lake could possibly be converted to a cranberry bog.



Develop a Tourism Marketing Plan for Tupper Lake

In coordination with the Tupper Lake Chamber of Commerce, and perhaps connected to regional Blueway Trail and Scenic Byway marketing efforts, a marketing plan and marketing campaign for Tupper Lake should be prepared. The visitor survey, conducted as part of the development of this Revitalization Strategy and Action Plan, revealed useful information about the ways in which visitors to Tupper Lake learn about their travel destinations and about the kinds of activities, accommodations, etc. that they enjoy when traveling. The Tupper Lake area does provide most of the activities and experiences that visitors to the Adirondacks enjoy, but people don't necessarily know that these things can be found here. Since many visitors report that the recommendations of friends and family influence their choice of activities, an "internal marketing program" should be considered to inform Tupper Lake and Tri-Lake residents of the many opportunities for recreating and dining that Tupper Lake offers.

It is clear that continued work and investment in the community will help make Tupper Lake a more attractive destination; but at the same time the community could do a better job promoting what it already has to offer. Tremendous strides have already been made in this regard. In particular, the Wild Center, the many summer events that take place in Tupper Lake, and the reopening of Big Tupper have put Tupper Lake on the map. A new Events Coordinator position was also recently created through a collaboration of the Village, Town, and the Chamber of Commerce. These efforts need to be continued and expanded to create a more sustainable, year-round economy that takes advantage of all that Tupper Lake has to offer.

Advance Improvements in Tupper Lake's Tourism Infrastructure

Tupper Lake plans to continue developing the community's tourism infrastructure to build the critical mass of offerings and attractions required for Tupper Lake to become a regional tourism destination hub. Some of the important initiatives that are already underway include:

- Little Wolf Pond

Little Wolf Beach and Campsite - The Town of Tupper Lake operates a public beach and campground at Little Wolf Pond. Little Wolf Beach is one of the most picturesque sandy beaches in the Adirondacks. The Town is engaged in a multi-year effort to improve Little Wolf beach facilities and equipment. Investment in Little Wolf Beach should be continued, including renovations of buildings and playground equipment.

The Adirondack Public Observatory - The Adirondack Public Observatory, located at Little Wolf Pond, will be an important tourist destination, and as such is essential for the development of the critical mass of tourism infrastructure that will spur Tupper Lake's waterfront and downtown revitalization.

The APO will be an integrated facility providing all interested in astronomy, amateurs and professionals alike, with access to the dark skies of the Adirondacks. The APO currently teams with The Wild Center to bring astronomy programs to the public.

Construction will begin on the APO facility at Little Wolf Pond in 2012. Current plans for Phase I include construction of a roll-off roof observatory with four fixed-mount telescopes. Future plans include a research-grade observatory and astro-science center planetarium.

Adirondack Public Observatory facilities combined with Tupper Lake's dark sky offerings will make the community a draw for amateur and professional astronomers throughout the East; advancing Tupper Lake's vision of becoming a nationally recognized center for education in natural sciences.

- **Broadband Expansion**

The results of broadband expansion in Keene Valley document the importance of broadband availability in attracting tourists and second home residents to the Adirondacks. Second home residents surveyed in Keene Valley indicated that they spent additional time in the Adirondacks as a result of broadband access, yielding important benefits to the local economy.

Tupper Lake should continue to aggressively pursue opportunities to make broadband accessible to tourists and second home owners. This includes encouraging efforts to make Wi-Fi available in the municipal park and at key tourist destinations such as The Wild Center, the Adirondack Public Observatory, and the public library.

Broadband availability, combined with very low municipal electric rates, may also offer opportunities for redevelopment of properties along Demars Boulevard.

- **Developing and Sustaining Private Sector Tourism Infrastructure**

Tupper Lake has already pursued Main Street Program and Microenterprise Program funding to assist tourism based businesses. Efforts should continue to assist current and potential entrepreneurs in identifying market opportunities and assessing feasibility, accessing capital and technical assistance, and renovating existing buildings in the downtown and along Demars Boulevard to improve the community's aesthetic appeal and tourism infrastructure offerings.

- **Continue Downtown Revitalization Efforts**

Tupper Lake's Raquette River waterfront and downtown areas are so closely linked and as such, the community should continue its ongoing downtown revitalization efforts to also leverage waterfront revitalization. Ongoing beautification efforts to improve streetscapes and enhance community appearance should be continued, as should efforts to develop the downtown's private sector tourism infrastructure as described above.

VI. Implementation

Adoption of this Revitalization Strategy and Action Plan by the Town Board and Village Board should be viewed as an important but initial step in a much longer process. This document looks at all of the previous reports and studies prepared for Tupper Lake and uses these, as well as new information and input from the community, to identify opportunities for the Waterfront/Demars Boulevard Focus Area. Implementation of the recommended projects in this plan will continue over the next several months and years. It is important to establish a guide for implementation to ensure that the community's effort to develop this Revitalization Strategy and Action Plan will lead to specific actions that move the community toward the vision and goals described herein.

This section will outline some of the appropriate next steps for implementing the strategy. Because it is not possible to undertake all of the suggestions at one time, it is useful to prioritize projects or programs that into those that should be initiated in the near term and those that might wait. Of course, opportunities may arise that make it necessary or beneficial to shift these priorities in the coming years. Ideas for organizing and funding these efforts are also discussed below.

Local capacity for coordinating and managing the implementation of projects and programs will be critical. This capacity can be attained by continuing coordination through a Revitalization Committee of representatives from the Village, Town, Chamber of Commerce, Wild Center, APO, and other community organizations, as well as local businesses and residents; and continuing the services of a Revitalization Project Coordinator to provide organizational capacity for implementation of Revitalization Strategy priority projects.

Short-Term Actions

Three (3) primary courses of action should follow *immediately* from the completion of this Revitalization Strategy and Action Plan. They are:

- **Advance efforts to redevelop the OWD /Jarden site and its surroundings**
- **Continue waterfront park improvements**
- **Initiate a Tourism Marketing Plan for Tupper Lake**

Funding is already in place to move forward with the next phases of work for the OWD/Jarden site and for the waterfront parks. Funding for the Tourism Marketing Plan must still be secured. Each of these projects is described in more detail below.

OWD/Jarden Site and Environs - Tupper Lake will soon initiate a Brownfield Opportunity Area (BOA) Nomination Report; a project funded in part by the NYS Department of State's Brownfield Opportunity Area (BOA) Program. The final scope of work for this project is currently being negotiated and it is hoped that the project can begin by the summer of 2012. The Tupper Lake Revitalization Committee will oversee this project.

The study will look at the OWD/Jarden site along with adjacent properties to the south including the strip shopping center and the former gas station on the corner of Demars Boulevard and Santa Clara Avenue. Properties across the street, between Demars Boulevard and Raquette pond will also be examined as part of this work. A wide variety of uses could potentially be accommodated in this area - retail, office, light industrial, hospitality, residential, arts and crafts, recreation, greenhouse/agriculture, etc., or any combination of these uses.

The purpose of the BOA study will be:

- to investigate the nature of any brownfield issues in this area,
- to develop alternative redevelopment concepts for key sites in this area, and
- to assess the economic feasibility of these alternatives.



This study will be guided by the community's overall vision and the ideas generated through this Revitalization Strategy and Action Plan for the Waterfront / Demars Boulevard Focus Area. It should provide answers to several of the important questions regarding the OWD/Jarden site and the surrounding properties: Is further environmental investigation required? What type of remediation activities might be necessary? Given this information, what types of uses would be most appropriate and desired here? How should they be organized on the available land? Can these uses be sustained by the private sector or will innovative funding partnerships be required? The study will recommend specific activities and investments that could promote redevelopment in this currently underutilized area, and bring Tupper Lake closer to its goal of returning the area to productivity in terms of jobs, tax revenue, and community character.

Waterfront Park Improvements - Construction of the new playground this Spring/Summer will be a significant achievement for the community. Coupled with the installation of the initial interpretive signs under a program led by the Wild Center, it will hopefully create momentum for the advancement of some of the other projects that are planned for the waterfront parks. Funding has already been secured for additional improvements to the park over the coming year. The Tupper Lake Revitalization Committee will oversee this work.

Tourism Marketing Plan - funding for creation and implementation of a Tourism Marketing Plan should be pursued during the next round of New York State Consolidated Funding Applications (CFA). This initiative could be led by the Tupper Lake Chamber of Commerce in cooperation with the Town and Village.

Medium-Term Actions (initiate within the next two or three years)

In addition to the continuation of the projects and initiatives started as part of the short-term actions, some new initiatives could be started in the next two or three years. These include:

Waterfront Trail Extension Project - Working with the landowners along the shoreline north of the waterfront park, and with the appropriate permitting agencies, a conceptual plan for the waterfront trail extension should be developed. Based on this plan and the associated cost estimates, grant funding could be pursued for construction.

Demars Boulevard Corridor Land Use /Transportation Plan - In anticipation of a future NYSDOT project for Demars Boulevard (see Long-Term Action below), a comprehensive vision and detailed land use/transportation plan for the corridor should be developed. This type of corridor plan would guide the design of transportation improvements and could lead to appropriate zoning amendments for the land adjoining the corridor.

Long-Term Actions

Initial discussions about these projects can begin at any time, but it is not likely that these projects would begin in earnest for at least three to five years.

Redesign and Reconstruction of Demars Boulevard - as noted earlier, the Tupper Lake community is still waiting to hear from NYSDOT regarding the upcoming improvements along Routes 3 and 30 in the Park Street business district area. Given New York State's fiscal condition, and the large backlog of projects at NYSDOT, it is understood that it will take time for these improvements to be completed. However, Tupper Lake should begin to advocate for the next phase of desired improvements - those described above for Demars Boulevard (NYS Route 3) heading north from the Park Street business district.

Implementation Matrix

The Implementation Matrix below lists all of the proposed projects and activities identified in Section V of the plan and attempts to assign a time frame and responsible agency for each. Potential partners and funding sources for each of these projects and activities are also noted.

Time Frames:

- Short-term = initiate immediately
- Medium-term = initiate within the next two or three years
- Long-term = initiate within the next three to five years

Proposed Project / Activity	Time Frame	Responsible Agency	Potential Partners	Potential Funding Sources
Waterfront Parks				
New Playground and Mill Street Gateway	Underway	Village of Tupper Lake	Town of Tupper Lake, Tupper Lake Revitalization Committee, the Wild Center	Already secured NYS Department of State EPF LWRP
Waterfront Trail Interpretive Plan / Signage	Underway	Village of Tupper Lake and The Wild Center	Town of Tupper Lake, Tupper Lake Revitalization Committee	Already secured NYS Department of State EPF LWRP
Conduct a Beach Feasibility Study	Underway	Village of Tupper Lake	Town of Tupper Lake, Tupper Lake Revitalization Committee	Already secured NYS Department of State EPF LWRP
Demars Boulevard Park Edge and Gateway Enhancements	Short-term	Village of Tupper Lake	Town of Tupper Lake, Tupper Lake Revitalization Committee	NYS Department of State
Coordinate with NYS Department of Transportation	Underway	Village of Tupper Lake	Town of Tupper Lake, Chamber of Commerce, State Legislators	N/A

Proposed Project / Activity	Time Frame	Responsible Agency	Potential Partners	Potential Funding Sources
Refine Concepts from the Waterfront Parks Master Plan	Underway	Village of Tupper Lake	Town of Tupper Lake, Tupper Lake Revitalization Committee	Already secured NYS Department of State EPF LWRP
Clean-up the Shoreline of Raquette Pond	Short-term	Town and Village of Tupper Lake	Tupper Lake Revitalization Committee, Volunteers	NYS Department of State, volunteer labor
Consider Opportunities for Boat Storage and/or Rental of Boats and Other Recreational Equipment	Medium-term	Village of Tupper Lake	Town of Tupper Lake, Tupper Lake Revitalization Committee, local business(es)	NYS Department of State, local businesses
Waterfront Trail Extension	Medium-term	Town and Village of Tupper Lake	Tupper Lake Revitalization Committee	NYS Department of State
Junction Pass Multi-Modal Trail	Underway	Village of Tupper Lake	Town of Tupper Lake, Tupper Lake Revitalization Committee, NYSDOT	NYS Department of Transportation
Consider a Bike Share Demonstration Project	Medium-term	Village of Tupper Lake	Town of Tupper Lake, Tupper Lake Revitalization Committee	NYSERDA, NYS Department of Transportation, NYS Department of State
Development Areas				
Oval Wood Dish / Jarden Plastics Site and Adjoining Parcels	Short-term	Village of Tupper Lake	Town of Tupper Lake, Tupper Lake Revitalization Committee, NYS Department of State, landowners	Already secured NYS Department of State BOA Program

Proposed Project / Activity	Time Frame	Responsible Agency	Potential Partners	Potential Funding Sources
Area Along Demars Boulevard Immediately North of the Waterfront Park	Short-term	Village of Tupper Lake	Town of Tupper Lake, Tupper Lake Revitalization Committee, NYS Department of State, landowners	Already secured NYS Department of State BOA Program
Mixed Residential and Commercial Parcels on the East Side of Demars Boulevard (across from the Waterfront Park)	Medium-term	Town and Village of Tupper Lake	Tupper Lake Revitalization Committee	NYS Department of State
Oval Wood Lake Shore Homes Development Area	As Development Progresses	Town and Village of Tupper Lake	Planning Board, Developer	N/A
Demars Boulevard Improvements	Long-term - but initiate dialogue as soon as possible	Town and Village of Tupper Lake	NYS DOT, Tupper Lake Revitalization Committee	NYS Department of Transportation
Santa Clara Avenue Improvements	Medium-term	Village of Tupper Lake	Tupper Lake Revitalization Committee	Village of Tupper Lake
Agricultural Demonstration Project	Medium-term	Town and Village of Tupper Lake	Tupper Lake Revitalization Committee, landowner	NYS Department of Agriculture and Markets
Develop a Tourism Marketing Plan for Tupper Lake	Short-term	Town and Village of Tupper Lake	Chamber of Commerce, Tupper Lake Revitalization Committee	Empire State Development, Already secured NYS Department of State EPF LWRP
Advance Improvements in Tupper Lake's Tourism Infrastructure				

Proposed Project / Activity	Time Frame	Responsible Agency	Potential Partners	Potential Funding Sources
Little Wolf Beach and Campsite	Ongoing	Town of Tupper Lake	Tupper Lake Revitalization Committee	Already secured NYS department of State EPF LWRP; additional funding NYS Department of State, NYS OPRHP
Adirondack Public Observatory	Ongoing	APO	Town and Village of Tupper Lake	NYS Department of State
Broadband Expansion	Ongoing	Town and Village of Tupper Lake	Development Authority of the North Country (DANC), SLIC	Already secured NYS Department of State EPF LWRP
Leveraging Private Sector Business Development	Ongoing	Town and Village of Tupper Lake	Tupper Lake Revitalization Committee	NYS Homes and Community Renewal, Empire State Development
Continue Revitalization Project Coordination and Developing Local Capacity to Implement Action Plan	Ongoing	Town and Village of Tupper Lake	Tupper Lake Revitalization Committee	NYS Department of State

Appendix A
Public Workshop Notes

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Town and Village of Tupper Lake, New York
Tupper Lake Revitalization Strategy and Action Plan

Public Workshop #1 – June 23, 2011
7:00 – 9:00 PM

MEETING NOTES

Following a brief welcome and review of the meeting agenda, Melissa McManus (Tupper Lake's project coordinator) provided an overview of the project (see PowerPoint presentation attached). The overview described the purpose of the project, sources of funding, and project partners. It acknowledged previous planning efforts in Tupper Lake and noted that these will serve as the starting point for this effort. Finally, Ms. McManus reviewed the community's vision statement (created through the previous planning efforts) and asked participants at the workshop if it remains relevant today. By a show of hands, everyone agreed that the vision statement remains the correct target for all of the community's revitalization efforts. The only suggested refinement was to the first word – rather than saying "In 2020..." it might be better to say "By 2020..." This subtle change would simply recognize that if the community could achieve all or most of its vision sooner than 2020 that would be great.

Following the introductory presentation, Michael Welti of Behan Planning and Design presented information about a specific project that is being funded as part of this effort. The project involves the design and construction of a new playground and gateway entrance to the waterfront park in the vicinity of the intersection of Mill Street and Martin Street. During the winter and spring, Behan Planning and Design worked with the Tupper Lake Revitalization Committee to develop conceptual designs for these improvements. Mr. Welti presented the preliminary design concepts for the playground and the gateway, describing the rationale and intent of the various elements proposed. For example, design considerations included the proposed incorporation of design treatments that are similar to those found at The Wild Center, and the spring flooding inspired the compact layout and location on higher ground of the proposed playground. Mr. Welti noted that he and the committee were looking for feedback about these concepts tonight. The feedback will be used to develop final detailed designs for the playground and gateway improvements over the summer. It is hoped that some preliminary construction on the playground can begin this coming fall.

Following the presentation of these design concepts, Mr. Welti asked participants to respond to two questions regarding the ideas presented:

What do you like about the design concepts presented this evening?

What concerns or suggestions do you have regarding the design concepts?

Overall, those in attendance responded favorably to the playground and gateway concepts presented. Specific comments/suggestions included the following:

- Liked the position of the playground toward the top of the hill – should help avoid damage from flooding
- Liked the water pump and the small drainage channel / rain garden – a nice touch
- The separation of play areas for toddlers, 2 to 5 year olds, and 5 to 12 year olds was viewed as a positive.
- The gateway design looks nice. One person preferred the wrought iron archway shown in the old gateway concept shown in the Waterfront Master Plan (but it turns out that he is an blacksmith)
- The idea of a climbing wall is great – good fun for kids and it fits Tupper
- Should consider the addition of ornamental lighting and security (Mayor Desmarais noted that the Village does intend to install security cameras at the playground)
- Consider ways to incorporate industrial history/culture of Tupper Lake
- Discussion about making the park as a whole more interactive – interpretive signage to tell the story of Tupper Lake. (It was noted that the committee and the Wild Center have been discussing collaboration on an interpretive signage plan for the park – looking for funding)
- Perhaps the little playhouse could be designed as a mill – a way of bringing the history/culture to kids in a simple manner
- Could there be some recognition of the Santa Clara Lumber Company?
- What about a name for the playground? Does it need to have a name?
- The concepts do not show a merry go-round or a teeter-totter – suggestion that these be added. There seemed to be some agreement about the teeter-totter.
- Someone suggested that the spider-web climbing structures are also a fun activity for kids – could this be added?
- There should be a pathway connection of some type to the restrooms. Also, perhaps a pathway across the top of the playground area and down the hill to the skateboard park?
- It would be nice if there was a viewing platform of some type on the hill (perhaps a fire tower)
- Add more definition to the sledding hill – this is a good idea and should not be an afterthought. Discussion of whether the Village could pile more snow there in winter.
- It would be good to consider how the playground could be used in winter
- Don't forget to add bike racks in the parking area for the gateway. Also, make sure that there are benches.

Following the facilitated discussion about the playground and gateway concepts, Mr. Welti explained that in addition to these specific improvements, the Revitalization Strategy and Action Plan is intended to identify future projects that would advance the community's vision in the Demars Boulevard corridor (in between uptown and downtown Tupper Lake). This area takes in the waterfront, including the parks, and former industrial sites such as the OWD building. Mr. Welti showed aerial and ground level photos

of the highly diverse mix of uses located in this area – residences, stores and shopping plazas, motels, a closed gas station, the OWD site, the Civic Center, the old rail corridor (proposed as a future trail), etc.

After this brief virtual tour, Mr. Welti asked participants to divide into three groups around tables at the back of the room. Each table had a large aerial photo of the area and some markers. Mr. Welti, Ms. McManus, Andy Labruzzo (NYS Department of State – Local Waterfront Revitalization Program) and Rebecca Nolan (Behan Planning and Design) would be stationed at the tables to facilitate group discussions. David MacLeod (NYS Department of State – Brownfield Opportunity Area program) would also be available to answer questions. Each group was tasked with brainstorming ideas for the area, in consideration of the community’s overall vision (discussed earlier), using the following questions as a guide:

What opportunities do you see for the Waterfront/Demars Blvd. study area?

How can this area be improved?

Are there specific projects that would be a good fit here?

What challenges do you anticipate?

After about 30 to 40 minutes, everyone reconvened to share brief synopses of the group discussions. Ideas generated by each of the groups follow.

Mike’s Group

- Numerous ideas for the OWD site:
 - Perhaps it could be used for an industry like aquaculture
 - A site for regional artisans to work, display, sell – crafts, artwork
 - People don’t love the building itself, but any redevelopment should try to keep the smokestack
- The wet open field just east of the Junction along the northeastern side of Demars Blvd – could this be used as a cranberry bog?
- The wetlands along the lakeshore east of the Junction, on the southwestern side of Demars Blvd (across the street from the field discussed above) – would be a nice location for a boardwalk trail. Could include a fishing pier on Raquette Pond and/or some interpretive signage about the wetlands or some aspect of Tupper Lake’s natural or cultural history.
- The former railroad bed – agreement that this should be a multi-use trail. Make sure it has 4 season use (cross country skiing, snowshoeing, and snowmobiling in the winter). Other ideas for this trail include:
 - Berry Trail – numerous types of edible berries grow well in the area. Could plant these along trail to make it an attraction.
 - Birding – could enhance vegetation along portions of the trail to make it an attractive resting place for migrating birds. Encourage bird watchers to visit.

- Need to beautify the portion of the trail near Santa Clara Ave. – near the Civic Center and behind the DPW site – plantings or other options for screening unsightly uses
- It was noted that the Civic Center is a very busy place in the winter
- Idea to extend the trail eastward along Santa Clara Avenue – perhaps create a snowmobile terrain park east of McLaughlin Avenue. Would bring more visitors to Tupper in the winter
- It was noted that there is a proposed project to develop townhomes on lakeside parcels across from Town Hall and the OWD site – not sure where this project stands (perhaps it has received approval but is on hold).
- Could there be a marina on the point that extends into the lake behind the proposed townhome project (accessed from Ohio Street)
- The small motel immediately north of the waterfront park – this would be an ideal location for a much needed hotel – could include a shoreline restaurant (people love to sit and eat by the water)
- Plant trees along Demars Blvd. – this is a relatively low cost but high impact investment
- The waterfront park – several ideas including:
 - Need for more functional parking
 - Take advantage of sunset views – benches or other ways to enjoy these views
 - A lot of enthusiasm in the group for creating some type of game or experience in the park or along the waterfront trail –
 - something that would complement the research and educational experience at The Wild Center and bring visitors from there to the park
 - could emphasize the natural and/or cultural history of Tupper Lake
 - Perhaps history of Tupper through time – as you move along the trail from south to north
 - Develop a landscape plan with specific interpretive elements to describe different natural/cultural history subjects related to Tupper and the Adirondacks – glacial (erratic), maples (sugaring), pines (logging) – create micro-ecosystems at points along the trail
- Need BIG ideas – things that will bring people to Tupper Lake
- It was noted that Tupper Lake has its own municipal power company – perhaps could set Tupper Lake apart from other places by going carbon free (create interest that would bring people here)

Rebecca's Group

- Numerous ideas for the OWD site, including:
 - Possible location for large retail such as Walmart
 - Perhaps a water park
 - Something like NASCAR – could also use land to the west of the OWD building and Town Hall for this. Maybe something smaller like go karts
- A couple of locations discussed for a fair grounds (there is no county fair):

- The open field just east of the Junction, on the northeast side of Demars Blvd
 - The northern end of the waterfront park
- Extend the waterfront trail north along the lakeshore – through the wetlands on the southwestern side of Demars Blvd (all the way to the water plant)
- A couple of locations discussed for a pier/fishing pier:
 - Along the waterfront trail, somewhere between Ohio Street and the wetlands to the northwest
 - At the northern end of the waterfront park
- Perhaps add some docks at the waterfront park or along the point that extends out from Ohio Street
- It was noted that some type of housing is proposed for land across from the OWD site
- Perhaps more retail could be located in the shopping plaza next to the OWD site – a Price Chopper?
- Could there be some assisted living located somewhere along the lake –perhaps between the waterfront park and Ohio Street.
- The location of existing motel immediately north of the waterfront park – identified as a possible location for a hotel and conference center
- Paddle boats on the lake? Perhaps near the possible hotel and conference center – in the little cove formed by the point that extends out from Ohio Street.
- More retail along Demars Blvd
- Future bike path along the abandoned railroad bed – also use this for cross country skiing in the winter
- More restaurants
- Improve main park entrance off Demars Blvd – by the baseball field
- Crosswalks along Demars Blvd – at park entrance and at Pleasant Avenue.
- Could we get minor league (AA) baseball to the park?
- Need to address sewer problem in the vicinity of the proposed playground area Casino
- Note: Flanders Park is mislabeled on the map – should be on the south side of Mill Street
- Flanders Park – possible location for a band shell – could have concerts and perhaps a picnic area
- Comment about the boat launch in the waterfront park (west of main entrance to park)
- 5 main ideas from this group were:
 - Redevelop OWD as soon as possible
 - Recreational uses
 - Retail
 - Shoreline (fishing pier)
 - Conference Center and Hotel

Melissa and Andy's Group

- Ideas for the OWD site included:
 - Reuse as a brewery / pub
 - Indoor sports and spa – could also include outdoor recreation on adjacent lands
 - Tech center – hub – take advantage of broadband (existing? proposed? along old railroad bed from the train depot?)
 - Save the OWD smokestack
- Perhaps platform tennis near OWD site – west of Town Hall
- Consider a wetland walk / bog in the wet open field just east of the Junction along the northeastern side of Demars Blvd
- Bass Pro Shop (or other major sports retail) for the shopping plaza immediately south of the OWD site
- Ideas for land south of Santa Clara Avenue - mixed use (residential), more retail, restaurant/hotel?, conference center? Chain hotel
- Restaurants – perhaps along Lake Street (south of Pleasant Ave) and/or along Mill Street
- Former marina at bottom of Wawbeek Ave
- Consider a marina near downtown – perhaps at south end of Waterfront Park or by Flanders Park. Perhaps give people a place to come by boat and stroll into the Village along Mill Street.
- Seaplanes – give them a place to come
- Yacht club
- Tour boat
- Viewsheds from Flanders Park and Waterfront Park
- Consider kayak/canoe access at northern end of Waterfront Park – could also have a related retail outfitter
- From northern end of waterfront trail – consider extending northward along shoreline – might need boardwalk in the wetland areas – interpretive signage for the wetland trail
- Restaurant / light house on the point at the end of Ohio Street
- Public beach on Raquette Pond
- Bury power lines
- Parallel parking
- Streetscape – add trees
- Training center / medical – developmental disabilities?, geriatric?, nursing?

After each group had a few moments to share their ideas with the whole audience, Mr. Welti provided a quick description of the next steps for the project:

Summer 2011

Final design for Waterfront Park Playground and Gateway Improvements

Continued information gathering – Visitor Survey

Development of project concepts for the Study Area

Fall 2011

Public Workshop – Discussion of project concepts for the study area

Initiate construction of Waterfront Park Playground and Gateway Improvements

Mr. Welti then thanked everyone for their participation and the meeting was adjourned.



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Town and Village of Tupper Lake, New York
Tupper Lake Revitalization Strategy and Action Plan

Public Workshop #2 – May 24, 2012
7:00 – 9:00 PM

MEETING NOTES

Following a hearty welcome from Melissa McManus (Tupper Lake’s project coordinator) and introductory comments from Mayor Paul Maroun (Village of Tupper Lake) and Supervisor Roger Amell (Town of Tupper Lake), Michael Welti from Behan Planning and Design reviewed the agenda for this workshop. He then gave a presentation that provided some background information about the study and summarized the main ideas from the *Draft Revitalization Strategy and Action Plan* (May 2012).

The *Draft Revitalization Strategy and Action Plan* was made available for public review on May 18th at the Village offices, Town Hall, and online at <http://tupper-lake.com>. Comments collected at this workshop will be considered by the Tupper Lake Revitalization Committee as it prepares a final draft of the plan in the coming weeks. After this meeting, additional comments can be submitted to the Tupper Lake Revitalization Committee, c/o Mary Casagrain, Village Clerk, Village of Tupper Lake, 53 Park Street, Tupper Lake, NY 12986 or by email to Melissa McManus at melissamcmanusllc@gmail.com. To be considered by the Revitalization Committee as it prepares a final version of the Revitalization Strategy and Action Plan in the coming weeks, comments should be provided by June 11th.

After Mr. Welti completed the presentation of the Draft Plan, he asked those in attendance to respond to the following two questions:

What do you like about the ideas/concepts that have been presented this evening?

What concerns or questions do you have about the ideas/concepts that have been presented this evening?

Responses are summarized below:

- Question about coordination between these efforts and the Blueway Corridor. It was noted that there has been coordination between the local revitalization efforts in Tupper Lake and the regional Blueway Corridor initiative. Also, a public television program (Mountain Lake PBS) about the Blueway Corridor is being produced and will include Tupper Lake.
- The idea for the waterfront trail extension (“marsh walk”) was viewed as very promising. It was noted that there is something similar to that in Myrtle Beach and it is very popular. Someone else noted that there are similar paths at Paul Smith’s College VIC (Visitor Interpretive Center) – it is really nice, beautiful flowers, etc.

- Likes the idea of a continuous waterfront path linking the uptown and downtown areas of Tupper Lake – also, with the Junction Pass multi-modal trail this would create a loop instead of “4 mile square” (can stay off the road away from traffic)
- The area behind the bowling alley is a naturally occurring cranberry bog – make this more accessible and let people know it is there
- Development of the playground will be a nice asset for tourists with children
- The current appearance of the entrances to the park are not well defined – tourists are unsure whether this (the park) is a destination. Proposed improvements to these entranceways (gateways) will be beneficial.
- Concern about whether the Village is going to fix the sewer overflow that occurs during storm events near the skate park – should be done before the playground is constructed. It was noted that the area mentioned is outside of the construction area for the playground.
- Make sure to keep open space along the waterfront – no commercial development there. There is very little lake access in Lake Placid for example – very unfortunate.
- Watching the sunset at the park is very popular – this received a lot of positive feedback on a Facebook survey done by the Wild Center.
- Hosley Avenue/Park Street intersection – need to ask NYSDOT to place a sign here indicating the direction to the Village’s business district (so visitors leaving the Wild Center know to make a left onto Park in order to get to the business district). There was much agreement regarding this simple suggestion and it should be added to the plan.
- Would like to see restoring of trees along Demars Boulevard – there were once large elms lining this street (they died many years ago and were not replaced)
- Nobody outside of Tupper Lake knows that they have a beautiful public beach at Little Wolf campground. Perhaps the current beach needs to be better publicized; however most felt that a new beach on Raquette Pond (even a small one) would get people who are passing through to stop. It was noted that the little beach in Long Lake is a perfect example.
- For most of the “wetland walkway”, would only need to work with one property owner (especially if you went around the Sunset Motel and the real estate office) – very doable. Would be nice to create this walkway.
- There are low spots in the open field at the park that need to be filled.
- What about uses for the field at Flanders Park? Used to be a picnic area. Generally, this area has been eyed for passive recreation such as that. More active uses (sports fields, etc.) in the municipal park.
- Should add a music/band shell in Flanders Park. Also discussion about a terraced outdoor amphitheater.
- For the beach feasibility study – need to get rid of the geese population before any part of the waterfront can be used as a beach.



This project is funded by the Environmental Protection Fund Local Waterfront Revitalization Program administered by the NYS Department of State.



Appendix B

Community Planning and Waterfront Revitalization Initiatives

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Review of Community Planning and Waterfront Revitalization Initiatives

Tupper Lake faces similar challenges that many Adirondack communities face, including loss of business and industry and difficulty retaining young people; the community has met these challenges with optimism and energy, as evidenced by its many successes and current and prior projects. This project honors past planning efforts and moves toward implementation of priorities. The following is a summary of some of the relevant studies that have been completed in recent years.

The Village of Tupper Lake Downtown Revitalization Plan – October 2003

Barton & Loguidice, P.C. (B&L) “developed [a] Conceptual Plan which translates the Village’s vision into a graphic design and accompanying narrative. The resultant Downtown and Waterfront Revitalization Plan will assist the Village and the NYSDOT in the development of an appropriate Streetscape and Pedestrian Plan for Park Street, the siting, accessing, and landscape development of the Information Center, and the design of a multi-modal linkage to the waterfront. The Plan provides a basis for coordinating the inclusion of appropriate design elements (lighting, plantings, sidewalks, signage, street furniture, etc.) into the Department’s project to reconstruct Park Street and realign the Route 3 and 30 intersection.”

The report by B&L has several specific recommendations, including:

Create a gateway into the Village to create a sense of arrival and identity. Gateway features suggested include planted medians, a landscaped plaza at the intersection of Wawbeek and Park Streets that includes an informational kiosk, and similar treatments along Park Street. Gateway and streetscape enhancements along the length of Park Street would result in traffic calming and enhance the pedestrian environment.

Street and Parking improvements.

According to the report streets need to be pedestrian friendly environments; they must have a similar aesthetics in their treatments, off street parking needs to be provided, ornamental plantings, decorative pavement treatments, appropriate lighting, signage and furnishings. Along the Park Street Corridor it was recommended that the historic structures be preserved and rehabilitated; it was also recommended that some of the space that was originally allocated to vehicles be used for public open space. It was recommended that on street parking should be created within a two block radius of Park Street and the Central Business District, both diagonal and parallel parking would be included.



A computer rendering of streetscape improvement along Park Street that could be considered by the Village – from B&L’s 2003 Downtown Revitalization Plan

There are a variety of facilities and businesses such as the Village Office Building and Welcome Center that will need off street parking. In order to successfully have off street parking there needs to be adequate connections between the adjacent streets and the off street parking facilities.

Preserve the Village’s Historic Look and Feel. The plan recommends an inventory be completed to assess the presence and condition of historic buildings within the village and to use the inventory to create a historic district. The inventory would also be important to develop a plan for preservation and rehabilitation of key structures. The inventory could also be used to create architectural standards for new structures to be in the same or similar architectural style as the more historic structures.

Creation of a multi-modal transportation system within the Village. Community resources need to be linked to the Village Center include the Natural History Museum, the Adirondack Railroad, the Waterfront and Municipal Park, the Mount Morris Ski and Golf Centers, the Raquette River system, and the regional trail system.

A Flanders Park Conceptual Plan was created that provides a basis for the consolidation of similar uses or facilities, the elimination or buffering of conflicting areas, and addresses access and circulation needs. Factors considered in developing this Plan included: active or passive recreational opportunities, age and/or demographic considerations, water-based activities, economic implications and benefits; and linkages and accessibility.

The in addition to the Flanders Park Conceptual Plan, the B&L report includes many other design concepts that are being expanded upon for this current study and can continue to serve as a reference for future revitalization planning in the village.

Tupper Lake Economic Development Strategy – December 2007

An Economic Development Strategy was completed by Camoin Associates in 2007. It discusses the economic improvements made over the years as well as the struggles and the improvements that need to be made in the future. From the report: “Tupper Lake still struggles with the continued deterioration of its downtown commercial districts, blighted housing conditions, challenges in maintaining its infrastructure, the continuing exodus of young people from the area, seasonal unemployment, and rising property taxes, among other issues. In 2006, the Town of Tupper Lake received a Technical Assistance grant from the New York State Office for Small Cities to develop an economic development strategy to address these continuing issues more aggressively and incorporate existing plans into one comprehensive strategy.” From this grant the village was able to create the 2007 Economic Development Strategy which includes a vision statement for Tupper Lake, a SWOT analysis, the creation of six primary goals for implementing the plan, and actions that can be taken to achieve the goals and vision. The goals from the plan are outlined below:

Goal 1: Establish a structure for sustained planning and economic development. Action items under this goal include: establishing a Local Development Corporation; consolidating the Town and Village of Tupper Lake; secure financing to support infrastructure and with the

redevelopment projects; simplify the permitting process; and update the zoning to be in line

recommendations of the economic development strategy.

Goal 2: Enhance tourism and focus on building a year-round season. Action items under this goal include: supporting the Adirondack Club and Resort and the Adirondack Public Observatory and Planetarium; bringing rail service to the village; encouraging water front mixed-use development, including lodging; enhanced tourism marketing; implementation of the 2006 Multi-Use Recreational Trail Plan; supporting existing lodging establishments; upgrades to the golf course and country club; and supporting the development of the Tupper Lake Heritage Museum.

Goal 3: Focus on business retention and business attraction in private sector industries other than tourism. Action items under this goal include: securing broadband internet access in Tupper Lake and setting up village-wide wireless internet access; establishment of a formal Business Retention & Expansion program; creation of a Business Development Committee; partner with Saranac Lake on coordinated planning for education and scientific research; and establish a system to market to visiting business people.

Goal 4: Brand Tupper Lake as a center for environmental and natural sciences education. Action items under this goal include: establishing a task force of local, regional and state environmental and natural science leaders to ‘buy-in’ to the concept, develop it further, and support its implementation; develop new programs and facilities for environmental education; implementing a professional brand marketing campaign; and promotion for environmentally sensitive practices for residents and business owners.

Goal 5: Improve community appearance. Action items under this goal include: revitalizing the commercial district; establishing a housing rehabilitation program; establishing a Housing Trust to preserve quality and affordable housing; and improvements to Town and Village streets and roadways.

Goal 6: Continue support of youth activities programming. The only objective to this goal is to maintain the youth activities coordinator as a permanent position.

In 20 years Tupper Lake would like to be recognized as a green community and center for environmental education and programming, a place that encourages green infrastructure and ecotourism, as well as being a good place for business opportunities and families.

Raquette River Corridor Blueway Trail Plan – April 2010

“This report is a plan to create the Raquette River Corridor Blueway Trail. Blueways are small boat and paddling routes that combine recreation and environmental awareness and allow users to travel to designated stops along the way. The 174-mile Raquette River corridor extends from Blue Mountain Lake to its final destination at the Akwesasne/St. Regis Mohawk Reservation on the St. Lawrence River. This corridor has much to offer with its scenery, rich history and varied recreational opportunities.” In addition to summarizes the important features and communities along the Blueway, the report includes recommended projects to be undertaken that would enhance the Blueway.

Within Tupper Lake some of these projects include:

- Enhancing Tupper Lake Municipal Park and Flanders Park as these are highly visible from the Blueway and thus raise awareness of the Blueway and in turn provide users of the Blueway with a destination.
- Creating a Blueway Kiosk at the Wild Center
- Creation of a ‘Rail Gateway’ at the Tupper Lake Depot
- Enhancement/creation of trails, several of which are located in Tupper Lake

The report also highlights the importance of inter-municipal cooperation and planning and as such the Village of Tupper Lake should consider how the action items of this project relate to the Blueway and how they may be tied into neighboring projects within the region.

Tri-Lakes Housing Needs Assessment – July 2010

The Tri-Lakes Region is comprised of six communities in northern New York, including the Town and Village of Tupper Lake. The other communities in the region include the Villages of Lake Placid and Saranac Lake, and the Towns of Harriestown and North Elba. The Tri-Lakes Housing Needs Assessment was completed by the LA Group in 2010 and is comprised of two main components, the Regional Housing Profile (RHP), and the Housing Needs Assessment (HNA). The RHP provides relevant and pertinent information that describes the changes in demographic, economic, and housing inventory characteristics of the local market. The HNA analyzes the findings in the RHP and presents a summary of housing characteristics for each community.

The RHP indicated that of the three villages, Tupper Lake had the lowest percentage of parcels owned by people with principal addresses outside the Adirondack Park, the fastest turn-around time for home sales, the lowest median sales price for residential homes, and the lowest median sale price per square foot for non-waterfront homes.

	Villages		
	Lake Placid	Saranac Lake	Tupper Lake
Percent of Parcels Owned by People with Principal Addresses Outside the Adirondack Park (2008)	26 percent	8 percent	7 percent
Average Residential Properties Sold Annually (2006-2009)	14	32	17
Median Time on Market (2009)	10 months	9 months	6 months
Residential Median Sale Price (2006-2009)	\$241,500	\$124,700	\$73,000
Residential Median Sale Price per Non-Waterfront Sq. Ft. (2009)	\$161	\$87	\$59
Vacant Lots Sold (2006-2009)	4	3	5

Residential Statistics – from Tri-Lakes Housing Needs Assessment – July 2010

Within the HNA The report goes on to say: “The Tupper Lake Market Area, the western portion of the Tri-Lakes Region, is characterized as having the lowest median sale prices, lower incomes, higher concentrations of fair to moderate housing conditions, smaller living areas with virtually no new construction, and a higher concentration of manufactured homes in comparison

to the other market areas. This market area is also influenced by a seasonal population, but to a lesser extent than in the Harrietstown-Saranac Lake Market Area. Waterfront property is traditionally seasonally oriented; however the neighborhoods of year-round housing stock are largely intact. It is evident the housing opportunities within this market area are more affordable in comparison to the other market areas. As a result, the Tupper Lake Market Area, and other communities surrounding the Tri-Lakes Region have a debt to income (DTI) ratio below 28 percent, and are therefore generally more affordable.”

The report recommends construction of new affordable housing within the Tri-Lakes Region, creating a rehabilitation program to take advantage of existing housing stock that has fallen into disrepair, and promoting industries that will provide sustainable jobs in the region. The report notes that while the Tupper Lake market has the most affordable housing already, there is also a high concentration of “substandard conditions” in need of rehabilitation.

The report concludes with “In summary, it is anticipated that through the short-term (over the next five years), subsidy of construction of affordable housing, home ownership, and rehabilitation of the existing substandard housing within the Tri Lakes Region will be required. While these subsidies can provide short-term assistance, they are not intended to provide long- term relief. A greater emphasis will need to be placed on job growth and an economy that can provide sustainable jobs which will increase local residents’ income, aim to alleviate the dependency on local, state and federal subsidies, and promote owner financed rehabilitation of the existing housing stock.”

Tupper Lake Smart Growth Project – January 2011

Tupper Lake Smart Growth Project documents were completed by Barton and Loguidice in 2011 cover a number of topics including Site Architectural Design Guidelines, Waterfront Parks Master Plan and the Demars Blvd (NYS Route 3) Design Concepts. The following is a brief overview of those initiatives; much of the language below was copied directly from these reports.

Site and Architectural Design Guidelines

The first volume of the Smart Growth Project discusses the Design Guidelines for Tupper Lake. Our Village downtowns and Main Streets within the Adirondack Park represent the past in their architecture, use patterns and public spaces. They also represent a major economic investment in our communities, and they provide the site and setting for new construction, infill or for the rehabilitation of structures. The utilization of these Design Guidelines by the Town and Village of Tupper Lake will preserve and enhance the quality and character of the area.

These Guidelines will establish criteria to ensure consistent, and quality designs for rehabilitation and infill projects, enhance property values, spur economic revitalization, and protect the investment of current property owners and entrepreneurs. This document presents Design Guidelines for the primary business areas within the Village and will provide a tool that can be used to create a visual identity. The collective goal of the Design Guidelines is to

provide a basis for achieving and implementing the vision identified and established by community leaders, citizens, the business community, and elected officials. Understanding and adhering to the goals outlined in this plan will help ensure that Tupper Lake will remain a vibrant, attractive Adirondack community.

The first of four goal objectives is to retain and enhance the historic and architectural character of the junction and uptown areas by affirming a design quality and consistency of scale, details and materials. Tupper Lake's identity is largely portrayed by two very different Village centers, The Junction and Uptown. Both have a long and rich history which is reflected in the architecture and streetscapes along NYS Routes 3 and 30. An opportunity exists to establish special districts which will identify and define unique community resources and cause preservation and downtown revitalization. Traditionally, individual buildings in Tupper Lake were architecturally unique in character; identifying those characteristics and building upon them during new construction, infill, or refurbishment of existing structures will provide a consistency of style and design that will improve the overall quality within the Village while celebrating its past.

The second goal of the design guidelines is to establish design consistency and context for future development of the Jarden Site. Since the recent closing of the Jarden Factory, this site has been central to discussions regarding possible future development opportunities. Regardless if it's big-box retail or mixed-use, the redevelopment of this site will have a significant impact upon the economic, visual and cultural make-up of the Town and Village of Tupper Lake. Tupper Lake wants to ensure that the overall layout of this site fits with the visual identity and is contextually appropriate, no matter the development type. Utilization of these Design Guidelines will help achieve this goal and protect Tupper Lake from amorphous development that can cripple the historic and architectural integrity of Adirondack communities.

The third goal is to utilize the design guidelines to aid in identifying appropriate gateway treatments for sites and vehicular corridors. Enhancing "community gateways" into the Village of Tupper Lake continues to be a central focus of discussion in the community. These Design Guidelines build upon the Village's Downtown Revitalization Plan to further identify specific treatments to be incorporated into such projects to achieve an enhanced entrance to greet residents and visitors into the Village of Tupper Lake and greater Olympic Region.

The fourth and final goal is to provide an illustrative review mechanism to accompany existing zoning laws to achieve actual desired development. These Guidelines are intended to supplement the existing Village of Tupper Lake Land Use Code and help clarify those regulations. It is important to specify particular zoning districts to which these guidelines will apply. The existing Village Land Use Code sets forth specific use and dimensional requirements for parcels within these zones. Unlike those requirements however, the Design Guidelines are not mandated. Rather, they will be strongly recommended by the local reviewing boards for use in projects and aid in making the review process.

Waterfront Parks Master Plan

The second volume of the Smart Growth Project documents discusses the Waterfront Parks Master Plan. The Town and Village of Tupper Lake began the process of waterfront revitalization in the late 1990s. With funding for planning and construction, a shoreline walkway along Raquette Pond was completed in 1998. With the shoreline walkway successfully constructed, it added a scenic element to the largely utilitarian Municipal Park. As a result of circumstances that lead to the end of waterfront-based planning, a visioning and planning process has not been completed, leaving the community with no coherent waterfront revitalization strategy. This Waterfront Parks Master Plan represents the intention of the Tupper Lake community to continue to actively engage in multi-faceted waterfront revitalization planning, both to foster revitalization efforts in the community and to advance the regional efforts of the Raquette River Corridor. This document addresses Tupper Lake's need for tangible and systematic improvements to aesthetics and to improve the community enjoyment.

A critical part of the planning process was the community charrette held in August 2008. The intent of the charrette was to involve the Tupper Lake Community in confirming a Vision for the community and to help create a consensus regarding specific goals that provide direction in preparing a Master Plan for the waterfront parks and adjacent roadway facilities. Public input from the charrette focused on the following primary components related to the waterfront parks for consideration in preparing a Master Plan: community gateways and welcome center, linkages/multi-modal, innovative transportation systems, parking, municipal/governmental complex transportation corridors, streetscape/lighting/signage, utility undergrounding, sustainable design, environmental preservation and education, accommodations/services and events/activities. The charrette lead to the establishment of specific goals and helped continue the focus of the planning process on the waterfront revitalization.

The first of three goals that came out of the charrette is to continue to institute a natural, environmental, and educational theme. This theme should build off of the site and architectural design of The Wild Center in Tupper Lake for planning, design, and construction of future improvements within the waterfront parks. This goal focuses on the "green" infrastructure design guidelines. Just as important as using green or sustainable materials in future site and building projects along roadways and on specific development sites, instituting the same design practices and techniques within the waterfront parks is critical. This satisfies the intent to preserve Tupper Lake's natural resources, raise environmental and natural systems awareness for park users, and continues to foster the idea of Tupper Lake being a leader in sustainable design within the Adirondack Park.

The second goal is to provide enhancements within the waterfront parks that will make them the central community hub for Tupper Lake. Currently the waterfront parks are used in conjunction with various outdoor community events. Public sentiment from the charrette identified a need for a community information center centrally located within the Village of Tupper Lake that can service residents and visitors. A central location for such a facility that

would help build on existing features and programs that would establish the waterfront parks as the clear central hub for the community and spearhead waterfront revitalization.

The third and final goal of the waterfront revitalization plan is to ensure a safe, physical community linkage system within the waterfront parks that connects its facilities to the surrounding community and natural resources. One of the central ideas behind the Adirondack Park Community Smart Growth Program is to evaluate ways at the local level to provide for a more sustainable way of living and enhanced quality of life.

Phased improvements within the park and its adjacent facilities must physically link up to each other in order to provide a safe, interesting and multi-modal system that allows residents and visitors of Tupper Lake to truly embrace and educate themselves about the vast natural resources, community events, and retail destinations. The continuation and progression of sound waterfront revitalization planning will set a course for the community to capitalize on the scenic beauty of this half mile of shoreline while working to mitigate the threats to the enjoyment of the site's natural beauty. Participation in the Department of State Division of Coastal Resources' LWRP program will build on this Master Plan to ensure that future development is compatible with the community's intent to protect the unique asset of the Raquette River shoreline and waterfront parks.

Other issues and opportunities the community expressed as important include: access, circulation and linkages, parking, preserving and enhancing views, comfort facilities, beach, shoreline and water access, marina and boat launch, flooding and drainage, and public events. The Tupper Lake Community, its Waterfront, and its place within the Adirondack Park present unique challenges and opportunities to develop Visioning, Plans, and Design Guidelines which represent the collective will of its residents, preserve its unique setting, and enhance its economy.

Demars Boulevard (NYS Route 3) Design Concepts

The third volume of the Smart Growth Documents discusses the design concepts for Demars Boulevard (NYS Route 3). Demars Boulevard is classified mainly as a minor arterial road. Demars Boulevard currently serves as Tupper Lake's western gateway into the community at The Junction. Currently, its identified by two distinct areas along the corridor; the Junction segment dominated by higher density residential, retail and service uses, and the commercial segment of the corridor where it is bordered by a mix of commercial strip plazas, naturalized areas and open space, and the waterfront parks, before it ultimately intersects with Park Street (NYS Route 30), the Village's "Main Street" and central business district. Tupper Lake's economic, cultural, educational, and governmental institutions and centers line this corridor. Design concepts illustrated in this document seek to reestablish and enhance the corridor as a visually cohesive, economically viable, and functional roadway that will provide the community with a suitable gateway into the community from the west and provide additional safety and traffic calming measures to compliment adjacent property owners and enhance aesthetics in line with the Design Guidelines.

The Demars Boulevard corridor within Tupper Lake carries several opportunities for improvement from both a functional and aesthetic standpoint. Traffic-calming, gateway features, “green” infrastructure, streetscaping, parking, and landscape improvements are all fundamental components of the overall design aesthetic of this corridor. These elements are similar to those proposed for the Park Street/NYS Route 30 corridor suggested in the Downtown Revitalization Plan. This document provides Tupper Lake a basis for future design discussions with NYSDOT and neighboring property owners as future buildout occurs within the Right-of-Way and adjacent to the waterfront parks.

The first concept is the idea of having a Western Gateway into the community. This concept is an opportunity to provide a welcoming gateway at the western entrance to The Junction; creating a visual sense of arrival and welcome to the visitor and resident. Design elements include the continued rehabilitation of the train depot site combined with streetscape elements along Demars Boulevard in The Junction including “green” infrastructure landscaping, new pedestrian scaled lighting, enhanced sidewalks, bike lanes, decorative paver treatments and bumpouts (flush or curbed) at crosswalks, and welcome signage.

The design and implementation of an aesthetic and functional streetscape within the Demars Boulevard corridor is important to Tupper Lake. The street can provide economic, safety and social benefits to the community. The creation of a pedestrian-friendly environment encourages convenient access to commercial and governmental institutions which line the roadway. The key to the revitalizing the Tupper Lake community Main Street is rediscovering the unique sense of place and reclaiming a portion of the space now allocated to cars.

Specific design proposals of the streetscape include the provision of off-street parking where feasible, the introduction of decorative pavement treatments, street tree and ornamental plantings, period lighting, attractive informational signage, street furniture, and traffic calming and access management elements. The retention and rehabilitation of the historic buildings which line Demars Boulevard and the revitalization of the former Jarden Site is also key.

One of the crucial elements in the smart growth of Tupper Lake, particularly in The Junction downtown and Park Street Uptown areas, is the provision of convenient parking, both on street and off street. Currently, many of the on-street parking spaces are occupied by business owners and their employees. This issue is addressed by the suggestion of creation additional on-street parking within a two block radius of Park Street and the Central Business District. Demars Boulevard should keep its current configuration of on-street parallel parking with the inclusion of new bumpouts at key intersections to provide pedestrian provisions in accordance with NYSDOT traffic-calming principles and to retain the neighborhood character and culture. Off-street parking spaces are suggested at the redevelopment site of the former Jarden Plastics Company, at the rehabilitated train depot site, and at the proposed Welcome/Information Center within the Municipal Park. Back-lot or on-site parking is also available for Village residents, as well owners and employees for several businesses within the Junction.

The existing site of the former Jarden and Oval Wood Dish factories represents Tupper Lake's industrious past, while also providing opportunities for future revitalization. This is approximately 16.25 acres and contains remnants of the former Oval Wood Dish operations as well as the more modernized facilities for the former Jarden Plastics Company. The existing site is along the transitional portion of Demars Boulevard between the Junction downtown and the commercial areas across from the waterfront parks. This site contains one of the few areas along the transitional portion of the corridor that can handle large-scale commercial or industrial development as other areas along the corridor are largely wet non-buildable areas programmed for nature trails, open space preservation and wildlife habitat.

The future revitalization of the former Jarden / Oval Wood Dish site would be a critical feature in the overall make up of Tupper Lake as it represents the first large-scale development that motorists see traveling into the community from the west. The site would need to complement existing local business and retail establishments as well as keeping in mind the enhancements happening at Demars Boulevard, and at the waterfront parks. Site design components in the concept for the former Jarden site include the use of permeable paving treatments at the main entrances to the building, bio swales, rain gardens, and planted medians as green infrastructure practices, shared access control and entry driveways with adjacent properties for better access management along the Demars Boulevard corridor, and pedestrian provisions to provide connectivity to surrounding areas.

The most important aspect is that the Demars Boulevard corridor provides a principal conduit for vehicular and pedestrian connectivity within the Village of Tupper Lake. Enhancements to the corridor (and NYS Scenic Byway), both in the Junction downtown and along the transitional commercial portion of the roadway, would provide long lasting operational, safety, and aesthetic benefits to the corridor and the community as a whole, while providing a multi-modal linkage between the Junction, the waterfront parks, and the Park Street Uptown area. Working with the NYSDOT and the Adirondack Park Agency in developing the corridor to include critical pedestrian improvements will relieve congestion and enhance safety while providing residents and visitors a more inviting and comfortable means to patronize local shops, regional trail networks, nature areas, and community destinations and parks.

Appendix C
Community Profile

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Community Profile

1.0 INTRODUCTION

Outlined below is a community profile that describes the natural, cultural, economic, and recreational resources in the Village of Tupper Lake. Per the New York State Department of State (NYSDOS) Work Program, this profile “is not intended to be an exhaustive inventory of resources in the project area. Rather, it is intended as an overview of the resources and conditions in the project area, which will be used to determine the compatibility of potential sites and projects to be developed through the planning process.”

1.1 Community and Regional Setting

The Village of Tupper Lake, sited at the crossroads of the Adirondack Park, serves as the western gateway to the Olympic Region and High Peaks Wilderness Area. Routes 3 and 30 (the principal east-west and north-south transportation routes within the six million acre Park) intersect at the Village Center. Designated Scenic Byways, the Olympic and Adirondack Trails are key elements of a transportation network which brings some nine million visitors to the Park each year. Highways are not the only means of accessing Tupper Lake. The Raquette River is a designated Recreational River on New York State’s Wild, Scenic, and Recreational Rivers System; the revitalized Adirondack Scenic Railroad links Utica and the Mohawk Valley to Saranac Lake and Lake Placid; and, the Adirondack Regional Airport is within thirty minutes of Downtown Tupper Lake.



The entire Adirondack Mountain Region lies within the Adirondack Park. This six million acre Park is comprised of public and private lands in approximately equal measure and administered by the Adirondack Park Agency (APA). The Park is unique in two respects: it is the largest park – state or national – within the lower 48 states; and, the combination of such large holdings of public and private lands under a comprehensive master plan administered by a single agency is unprecedented.

Furthermore, the Olympic Region encompasses the resources and facilities associated with the 1932 and 1980 Winter Olympics. Principal communities within the region include Lake Placid, Saranac and Tupper Lakes.

1.2 Tupper Lake's Settlement History

Because of the poor agricultural potential within the intermountain basin and the surrounding mountains, along with the extremely harsh climate, settlement of the Tupper Lake area was delayed until the mid-nineteenth century. However, with the expansion and the industrialization of the fledgling nation, the forests of the Adirondacks began to be harvested.



The initial logging venture at Tupper Lake was by the Pomeroy Lumber Company of Maine. By 1890, the Village of Tupper Lake contained some 100 buildings and the population exceeded 1,000 permanent residents. Within the Village was Hurd's sawmill, the largest mill ever built within New York State, which processed 33-million board feet of lumber annually.

In order to transport logs to the mills along the Raquette River, dams were constructed to manage water levels. Noteworthy was the Setting Pole Dam at Piercefield. This dam impounded water for a distance of 30 miles, raising the natural shorelines of Tupper Lake and Simon and Raquette Ponds by several feet and making these three separate water bodies interconnected and essentially indistinguishable. This condition is what exists today as one stands on the shoreline of Municipal and Flander's Parks within the Village.

By the turn of the century, a railroad was constructed from Utica to Tupper Lake. Grand hotels were built along the shores of the lake and Raquette Pond and within the Village to accommodate the vacationers and those who came to the Adirondacks for health reasons. The first hotel was constructed by Martin Moody, for whom the hamlet of Moody is named and who served as postmaster until his death in 1910.



As the 20th century progressed, the local and regional economy transitioned from a forest products industrial base to a tourism service oriented base; the transportation system from a mover of goods and products to a mover of people; and, the Raquette River from a mover of logs and energy provider to a recreational resource. In some regards, this transition has been slow and painful and the economy has suffered in the short term. However, community leaders and concerned citizens have engaged in a process to take an active role in shaping Tupper Lake's future and exciting projects, public and private, are coming to fruition.



The Natural History Museum of the Adirondacks, open since 2006, was built on a pristine site on the Raquette River. The 35,000 square-foot museum contains exhibit halls and galleries, a panoramas theater, classrooms, and laboratories, with the exhibits containing living ecosystems with native flora and fauna to allow visitors to explore the nature of the Adirondacks. Annual visitations have been in the neighborhood of 135,000, with peak single day admissions exceeding 1,100 visitors.

Furthermore, a grass roots movement is in place to extend service via the Adirondack Scenic Railroad to Tupper Lake. The Tupper to Saranac Lake and Lake Placid expansion would link the Tupper Lake community and the Museum to the Olympic venues, and perhaps even re-establish freight service. Ridership is projected to approach 150,000 passengers annually.

Finally, the proposed redevelopment of the Big Tupper Ski Area and Mount Morris as part of the proposed Adirondack Club and Resort project could present a signal opportunity economically and recreationally to benefit the Village and larger region. Envisioned is a multi-seasonal residential community comprising more than 700 homes, townhouses, and condominiums overlooking Simon Pond; amenities would include improvements to the recently re-opened Big Tupper Ski Area, a marina, recreational trails, and a health and racquet club.

While Tupper Lake faces many of the same challenges the late 20th century brought to other Adirondack communities, including loss of its timber products industry and the out migration of its young people, the community has met these challenges with optimism and energy. This is evidenced by its many recent successes and current and prior projects. Tupper Lake is a key community in the Raquette River Corridor, which has developed a Local Waterfront Revitalization Program funded by New York State Department of State Division of Coastal Resources. Tupper Lake will also be able to take advantage of opportunities presented by its location on the 90 Miler Trail, for which a Community Revitalization and Blueway Trail Strategy was developed. When the Adirondack Park Community Smart Growth Grant program was announced in the fall of 2007, Tupper Lake was in the process of reviewing and updating its revitalization efforts, which included the *Tupper Lake Community Revitalization Strategy* (2000), the *Strategic Revitalization Plan* (Camoin Plan, 2002), *Village of Tupper Lake Downtown Revitalization Plan* (2003), the *Master Plan for a Multi-Use Recreation Trail and Transportation Network* (2006), and an *Economic Development Strategy* (2007). Most recently, the Smart Growth Program funded the preparation of Design Guidelines for key corridors within the Village and a Waterfront Parks Master Plan.

Entering the 21st century, a feeling of optimism is evident within the community, as well as a desire to manage and grow the Village and Town of Tupper Lake consistent with the vision identified within the Strategic Revitalization Plan (Camoin Plan) and as augmented in various subsequent plans, including this planning and design project.

2.0 COMMUNITY PROFILE

The intent of this section is to provide a general understanding of the Tupper Lake community and its vast resources and functional systems within the context of the Adirondack Park and, more specifically, the Olympic Region. This community profile is based largely on existing plans and other sources of information including those plans mentioned in the previous section. Generally, a village-wide approach has been applied to this profile; however when possible, information specific to the Waterfront/Demars Boulevard Focus Area is provided.

2.1 Study Area and Primary User Base

One of the primary factors regarding the development of a waterfront revitalization plan (waterfront revitalization strategy component of this project) and area-wide redevelopment plan (the BOA Nomination component of this project) is the identification of the study area and its users. Knowing who will use the area and its interconnected systems of natural, recreational, and transportation functions will determine appropriate recommendations and design strategies. User identification will also help us to avoid conflicts and issues between incompatible users, and prepare a strategy to accommodate special uses or alternative sites for future redevelopment efforts. Through several design charrettes and participatory workshops with local citizens and interested citizen groups in the last decade, participants identified at minimum the following user base and activities for waterfront revitalization and village-wide redevelopment:

- Commuters
- Senior Citizens
- Tourists
- Students
- Shoppers
- Railroad Visitors
- Bicyclists
- Mountain Bikers
- Hikers
- Walkers
- Joggers
- Boaters
- Snowmobilers
- X-Country Skiers
- Snowshoers
- Equestrians
- Skateboarders
- In-line Skaters



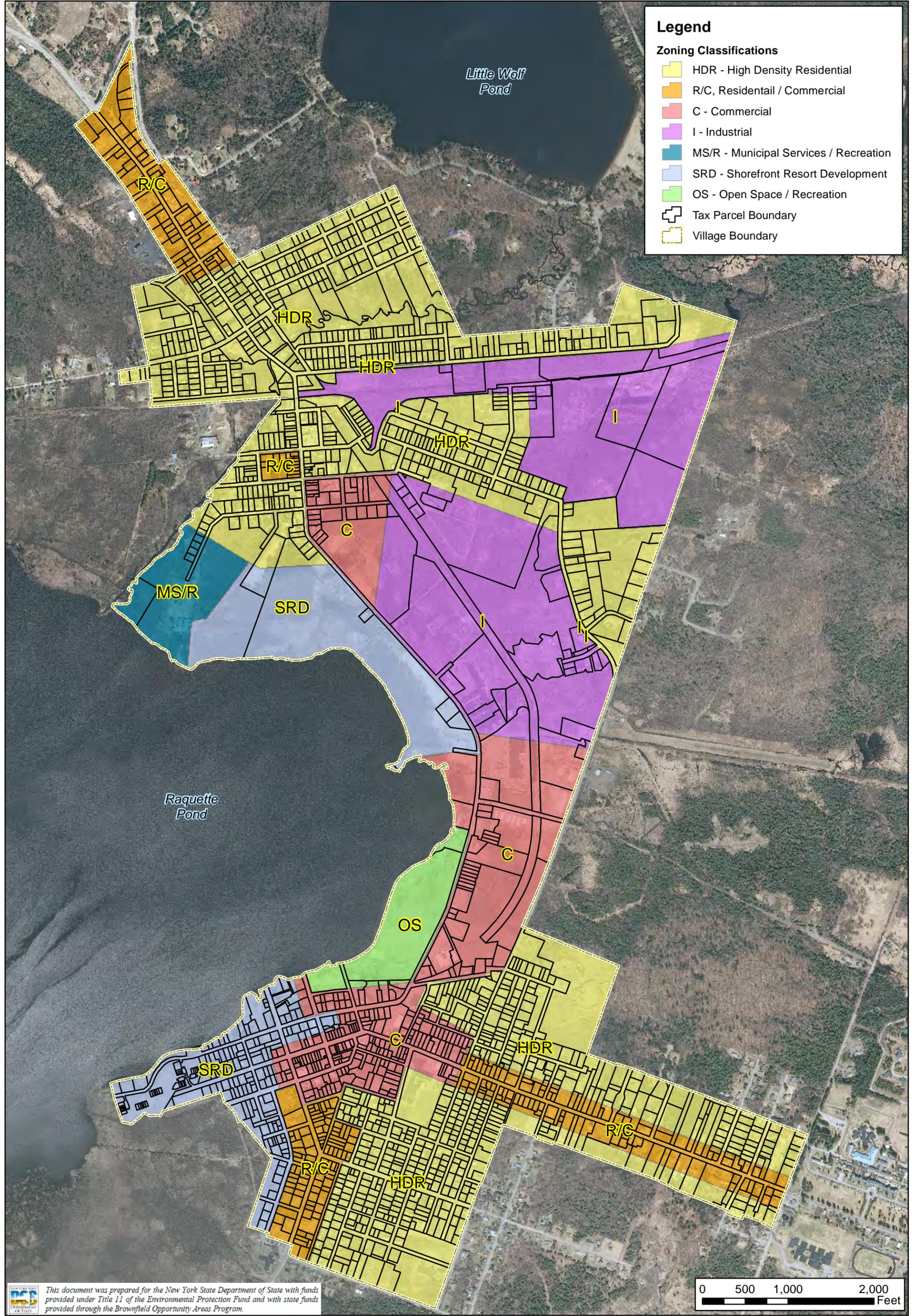
2.2 Existing Zoning and Land Use

The Village of Tupper Lake is comprised of seven (7) zoning districts. They are:

- High Density Residential (HDR)
- Residential / Commercial (R/C)
- Commercial (C)
- Industrial (I)
- Municipal Services / Recreation (MS/R)
- Shorefront Resort Development (SRD)
- Open Space / Recreation (OS)

The majority of the Village is split among the High Density Residential, Commercial, and Industrial zoning districts. The largest portion is within the HDR district (43% +/-), followed by industrial zoned land areas (20% +/-). Although the historic train depot site is within the HDR district, the land along the railroad tracks to the east, as well as an area surrounding the former Jarden Plastics factory site, comprise the two Industrial districts within the Village. As illustrated on Figure 3, the main business areas within the Village are zoned Commercial. This includes a small area in the north end of the Village (known as the Faust/Junction area), and a larger area that stretches southward along Demars Boulevard from the Jarden Plastics site to the Park Street area. It extends into what is known as the Village's Uptown Business District. The Uptown Business District (along Park Street and neighboring blocks) is what most communities would refer to as "downtown", where a generous mix of retail shops, restaurants, boutiques and specialty stores are located. The two primary parks within the Village and the Town of Tupper Lake are located within the Open Space/Recreation (OS) district between the Demars Boulevard Commercial area and the shoreline of Raquette Pond. The Shoreline Resort Development (SRD) district is primarily along the shoreline of Raquette Pond, across the street and north of the Jarden site. This area is largely a low-lying wet area, which probably explains why it has not yet been developed despite its ideal location and views along the waterfront.

The areas along the shoreline within the Shorefront Resort Development district and across Demars Boulevard in the Commercial and Industrial districts are prime target areas for redevelopment efforts – anchored by the Municipal Waterfront Park and Flander's Park within the OS district. With the exception of the parks, the former Jarden site, the adjacent commercial plaza, McDonalds, and a few other commercial entities and their associated parking areas, most of the land within these districts remains largely vacant, undeveloped and underutilized (see Figure 4, Existing Land Use). Waterfront revitalization and community redevelopment opportunities abound in these areas. Generally, uses such as restaurants, theaters, tourist accommodations and related recreational facilities, boatyards, marinas, water-oriented businesses, condominiums, and offices are permitted with a special review by the Village Planning and Zoning Boards within the SRD district. However, aside from standard lot coverage controls, signage, and lighting guidelines, there is no guidance within the current zoning code regarding site and architectural design preferences for future development. In the winter of 2011 the Village finished the preparation of a set of Site and Architectural Design Guidelines that



Legend

Zoning Classifications

- HDR - High Density Residential
- R/C, Residential / Commercial
- C - Commercial
- I - Industrial
- MS/R - Municipal Services / Recreation
- SRD - Shorefront Resort Development
- OS - Open Space / Recreation
- Tax Parcel Boundary
- Village Boundary

This document was prepared for the New York State Department of State with funds provided under Title 11 of the Environmental Protection Fund and with state funds provided through the Brownfield Opportunity Areas Program.



<small>This map is to be used for reference purposes only. Barton and Loguidice P.C. is not responsible or liable for any inaccuracies herein contained.</small>	Project No. 1400.001	Figure 3	Date 3/28/11	Scale As Shown	
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Tupper Lake Revitalization Strategy and Action Plan

Zoning Map

Franklin County New York



Engineers • Environmental Scientists • Planners • Landscape Architects

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were intended to augment the existing zoning code and establish review criteria for its planning and zoning boards when future development applications are submitted to the Village. The extent that the Design Guidelines are being used by the Village planning and zoning boards at this time is unknown.

Tables 1 and 2 below further summarize the local distribution of zoning districts and land use areas. It should be noted that the distribution in Table 1 was evaluated based upon land area of each zoning district as opposed to number of parcels in each district because of uncertainty as to exactly where many of the district boundaries fall in certain areas. For instance, there are numerous parcels that, based on the Village zoning map, appear to be split by two different zoning districts.

TABLE 1: LAND AREA DISTRIBUTION BY ZONING DISTRICT		
Zoning District	Area in Acres	% Total
Commercial	149.34	12.80%
High Density Residential	501.31	42.97%
Industrial	237.45	20.35%
Municipal Services / Recreation	27.68	2.37%
Open Space / Recreation	28.81	2.46%
Residential / Commercial	103.99	8.94%
Shoreline Resort Development	118.00	10.11%
Total Land Area	1166.59	100.00%

TABLE 2 : PARCELS DISTRIBUTION BY LAND USE		
Land Use Classification	Total # of Parcels	% Total
Commercial	174	9.80%
Community Services	25	1.41%
Industrial	7	0.39%
n\a	5	0.28%
Public Services	8	0.45%
Recreation & Entertainment	7	0.39%
Residential	1300	74%
Vacant	239	13.54%
Total Parcels	1765	100.00%

2.3 Community Facilities

The Village and larger community are nestled within a pristine natural environment, with areas such as the Moody Marsh, Raquette Pond Waterfront, Little Wolf Pond, Mount Morris and Big Tupper, and the Natural History Museum's environmental interpretation areas sited within walking and cycling distance of the Village's Uptown and Faust/Junction centers. The community's proximity to Raquette Pond provides direct access to Tupper Lake, Simon Pond, and the Raquette River system for water-based recreational activities. Existing passive and active recreational opportunities are available at various facilities located within the Tupper Lake community such as waterfront parks, playgrounds, beaches, and school athletic facilities.

The following is a list of different types of community facilities located within the Town and Village of Tupper Lake; those that are in the Village are illustrated on Figure 5.

- L.P. Quinn Elementary: athletic facilities, nature trail
- Flanders Park: waterfront access, walking paths
- Municipal Park: waterfront access, playing fields, walking path, scenic overlook, bike rental center, skatepark, playground
- Washington Street Park: playing fields, playground
- Little Wolf Pond: camping, playground, beach
- Big Tupper Ski Area: downhill and cross country skiing, mountain biking
- Tupper Lake Country Club: golf, cross country skiing
- Raquette River: canoe/kayak trail, fishing
- Natural History Museum of the Adirondacks: interpretive nature trails
- Depot Junction Station



Within close proximity to the village centers and local community of Tupper Lake, there are several recreational facilities and backcountry hiking trails that could be linked to the system. Specifically, areas such as the Wawbeek Plantations and Fernow Forest, Deer Pond Loop Trails, Trombley Landing, Stoney Creek Ponds and Coreys Road areas can be linked to the system via the designated byways systems as a feasible vehicular, bicycle, or canoe route.

Legend

-  Commercial, Historic & Institutional Facilities
-  Tax Parcel Boundary
-  Village Boundary



 This document was prepared for the New York State Department of State with funds provided under Title 11 of the Environmental Protection Fund and with state funds provided through the Brownfield Opportunity Areas Program.



This map is to be used for reference purposes only. Barton and Loguidice P.C. is not responsible or liable for any inaccuracies herein contained.	Project No. 1400.001	Figure 5	Date 3/28/11	Scale As Shown	
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Tupper Lake Revitalization Strategy and Action Plan
Community, Historic & Cultural Facilities map
 Franklin County New York



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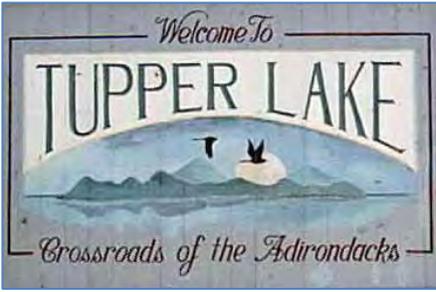
2.4 Historic and Cultural Facilities

Several historic and cultural destinations within the Tupper Lake region attract citizens and visitors to Tupper Lake. Many of these destinations are located on the two major byway routes, the Olympic Scenic Byway and the Adirondack Trail Scenic Byway, providing direct linkages to the unique culture and lifestyle of Tupper Lake. The following list represents key historic buildings, sites, and cultural resources within the community; those of which that are within the Village are illustrated on Figure 5:

- Beth Joseph Synagogue
- Masonic Temple
- St. Alphonsus Church
- Holy Name Church
- Purdy Building
- Oval Wood Dish
- Northland Hotel
- McCarthy Building
- Union Building
- Underwood Building
- Sunmount Facility
- Village Office Building
- Movie Theater
- Casiers Building
- Tupper Lake National Bank
- American Legion Memorial
- The Holy Tree
- Lumberjack Springs



2.5 Parks, Recreation and Open



The Tupper Lake region is recognized as the “Crossroads of the Adirondacks”, as the village center is located at the intersection of the Adirondack Trail and **Olympic** Scenic Byways, the western gateway to the Olympic and High Peaks regions. The Adirondack region is unparalleled for recreation and open space opportunities, presenting visitors beautiful natural environments, scenic vistas, trail systems, environmentally sensitive areas, and numerous active and passive recreational activity opportunities and facilities.

Recreational facilities will be key components to the entire transportation network and will be contingent upon the success of the area’s tourism appeal. Tupper Lake’s parks and open spaces are considered origins as well as destinations and provide key linkages as event venues, trailheads, and community festivals. The following list represents key parks and recreational nodes that will be considered within the context of waterfront and community wide revitalization; those that lie within the Village are also illustrated on Figure 6:

- Tupper Lake Municipal Waterfront Park
- Flanders Park
- Little Wolf Beach
- State Boat Launch
- McDonald’s Marina (Proposed)
- Tupper Lake Country Club
- Big Tupper
- Orvis Recreational Shooting Course (Proposed)
- Washington Street Park
- Wawbeek Plantation / Fernow Forest
- Trombley Landing
- Hayes Brook Trail
- Deer Pond Loop Trail
- Stony Creek Ponds / Coreys Road
- Pitchfork Pond Road



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2.6 Commercial and Institutional Facilities

Tupper Lake’s commercial districts, local businesses, and institutional facilities comprise the majority of employment opportunities in the area. Future waterfront and community-wide revitalization and development will be integral to connecting local commuters and citizens to schools, employers, services, and retail establishments – and fostering the community’s walkable environment. The Tupper Lake Visitor Center, the Natural History Museum, Civic Center, and Scenic Railroad Depot, primary origins for visitors to Tupper Lake, will be considered when evaluating how to best augment existing commercial and institutional nodes within the context of future revitalization efforts.

The following list represents significant commercial districts, businesses and institutional facilities within the community:

- Lodging Facilities – Moody and Park Street Motels
- Scenic Railroad Train Depot
- Tupper Lake Visitor Center
- Natural History Museum of the Adirondacks
- Goff—Nelson Library
- Civic Center
- L.P. Quinn Elementary School
- Tupper Lake High School
- Tupper Lake Rod & Gun Club
- DeMars Boulevard Shopping Plazas
- Faust (Junction) Business District
- Tupper Downtown Business District
- Tupper Lake Memorial Hospital
- Sunmount Facility



2.7 Natural and Environmental Resources

The Tupper Lake region is blessed with some of the most pristine environments and natural resources within the Adirondack Park. Tupper Lake's most identifiable environmental features include lakes, ponds, rivers, and mountains which enhance the scenic and aesthetic quality of the area, and provide a boundless natural playground for outdoor enthusiasts of all ages and skills. Providing access to the abundance of natural resources while preserving the natural beauty of the environment will play a key role in the long term revitalization and enhancement of the Tupper Lake community.

The following list represents noteworthy natural open spaces, environmentally sensitive areas, and wilderness recreation areas; some of which are illustrated on Figure 7:

- Moody Wildlife Marsh
- Raquette River
- Raquette Pond
- Simon Pond
- Little Wolf Pond
- Tupper Lake
- Bog River
- Horseshoe Lake
- Coney, Arab, Panther, and Whisker Mountains
- Massawepie Mire
- Tallman Hill
- Wawbeek Plantation and Fernow Forest
- Ampersand Mountain
- Spring Pond Bog
- South Creek
- International Paper Lands and Trails



2.8 Landownership

Land in the Village of Tupper Lake is predominantly privately owned, single family and multi-family housing. Most of the publicly owned land within the Village is located in proximity to the waterfront parks along Demars Boulevard, in open space on the northwest shoreline of Raquette Pond, along the existing railroad beds and within the public Rights-of-way along road corridors. Figure 8 illustrates the spatial distribution of public lands within the Village, and also shows those parcels owned either by the Town and Village of Tupper Lake.

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- Public Land Ownership
- Town of Tupper Lake
- Village of Tupper Lake
- Tax Parcel Boundary

This document was prepared for the New York State Department of State with funds provided under Title 11 of the Environmental Protection Fund and with state funds provided through the Brownfield Opportunity Areas Program.



This map is to be used for reference purposes only. Barton and Loguidice P.C. is not responsible or liable for any inaccuracies herein contained.	Project No. 1400.001	Figure 8	Date 3/28/11	Scale As Shown	
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Tupper Lake Revitalization Strategy and Action Plan

Land Ownership

Franklin County New York

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2.9 Transportation

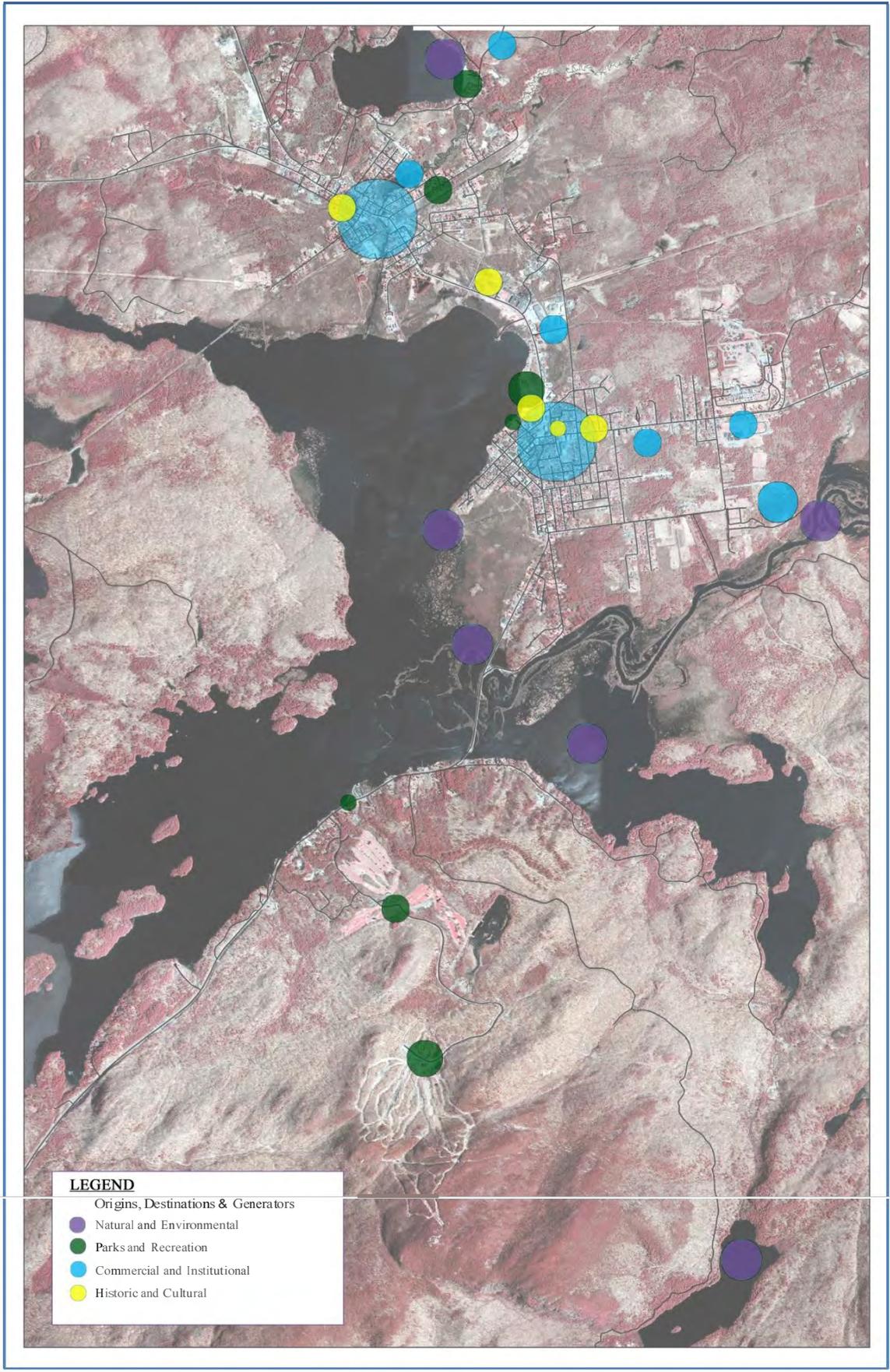
One of the primary goals of the *Tupper Lake Multi-Use Recreation Trail and Transportation Master Plan* was to program, plan for, and provide linkages and mobility within the Tupper Lake community and larger regional Adirondack Park. The existing Tupper Lake transportation system consists of the sidewalk system, designated bike routes and byways, mountain bike and snowmobile trails, walking paths and the existing street infrastructure. New York State Routes 3 and 30 are the two State highways within the Village that link up to one another at the intersection of Mill Street and Park Street. The rest of the transportation network within the Village is mainly local roads and access drives.

Tupper Lake is a traditional Adirondack walking community. There are several factors that contribute to Tupper Lake's pedestrian and bicycle friendly environment. Community residents, seeking the health benefits of alternative transportation modes, are keenly aware of their environmentally sensitive surroundings of the Adirondack Park, and prefer to walk or bike to their local destinations. Walking has been the preferred choice of many residents, and pedestrians are often seen throughout the community, particularly the section along DeMars Boulevard that links Tupper and Faust. Other residents may choose to walk out of necessity—they either do not own a vehicle or live on fixed incomes and tight budgets, preferring to drive only when necessary.



The primary reason for Tupper Lake being a walkable, pedestrian and bicycle friendly community is due to the proximity of its destinations, which is a direct result of the layout of the Village and its neighboring hamlets. Tupper Lake is nestled among rivers, wetlands, bogs, ponds, lakes, and mountains and forest preserves, all factors contributing to limiting areas for development and settlement. Tupper Lake's neighborhoods, business districts, community facilities, and area destinations are all within easy walking distance. Routine trips to the post office, schools, parks, and businesses do not require the use of an automobile. The traditional fabric of Tupper Lake allows its destinations and their connectivity to be achieved through the byways and streets, sidewalks, waterways, greenways, and trail systems. Every destination within Tupper Lake is easily accessible. Regional destinations can be connected through these local routes, reaching into the Adirondack Park and connecting to the Park's trail systems, points-of-interest, visitor's centers, camping areas, and tourism centers.

Additionally, design charrettes and participatory workshops conducted in March, 2006, established the four following categories of proposed and existing destinations and generators which are illustrated graphically on the following image: 1) Parks and Recreation, 2) Historic and Cultural, 3) Commercial and Institutional, and 4) Environmental.



2.9.1 Existing Trail Corridors



Tupper Lake has several existing trail corridors and a network of locally known primitive type footpaths that serve as short-cuts and passages that connect the areas of the Junction/Faust and waterfront to local facilities, shopping areas, and business districts. The only connection from Tupper Lake to the hamlet of Moody and points south, other than waterways, is the Adirondack Trail Scenic Byway (NYS Route 30). The Byway follows a causeway that bisects Simon Pond and Raquette Pond, providing a stunning scenic gateway into the Village of Tupper Lake for visitors from the south.

The primary trail corridor that provides an accessible and direct connection between the Junction/Faust area and the Village Uptown area is the abandoned railroad corridor between Demars Boulevard and McLaughlin Street. The corridor originates near the planned Adirondack Scenic Railroad Depot on Oak Street and terminates at the intersection of McLaughlin and Pleasant Avenues, providing access to Park Street, Tupper Lake's core business district. This abandoned railroad corridor is currently in the process of being transformed into a multi-modal trail facility as part of the Junction Pass Trail project, which is in the final design phase with bidding and construction slated for fall 2011.



The corridor also provides linkages to the Aubuchon Shopping Plaza, Oval Wood Dish (Jarden Plastics) site, Municipal Waterfront Park, and a sanitary easement corridor which links to the Park Street Motels, Sunmount, L.P. Quinn Elementary, the Natural History Museum, local cemeteries, and eventually extending to the Olympic Byway, Old Wawbeek Trails, Fernow Forest, Coreys Road Trails and the St. Regis Canoe Area. The corridor also provides key routes to link the Corridor 7 Snowmobile Trail to lodging and services on Park Street.

There are also several other primitive-type trails through local woodlands, open spaces, or utility easement lines that allow local connections. These paths are primarily footpaths that have been established over the years by the community's youth and adventuresome. At L.P. Quinn, formal nature trails have been developed and offer local residents and visitors a defined trail system providing access to the Raquette River riparian areas, wetlands, and oxbow. The trails at L.P. Quinn will also tie into the Oxbow Interpretive Trails at the Natural History Museum.

2.9.2 Streets and Sidewalks

Tupper Lake contains two major thoroughfares, the 170-mile Olympic Scenic Byway and the 188-mile Adirondack Trail Scenic Byway, NYS Routes 3 and 30 respectively. This unique intersection of Byways has given Tupper Lake the namesake of "The Crossroads of the Adirondacks". The Byways are the primary routes of entry into and through the Village of Tupper Lake and provide regional connections to the Olympic and High Peaks Regions, St. Regis Canoe Area, the St. Lawrence Seaway, Lake Ontario, the Thousand Islands Region, the



southern Adirondack foothills and Mohawk Valley, and the Roosevelt-Marcy Trail (NYS Route 28). The Olympic Scenic Byway and the Adirondack Trail Scenic Byway are also NYS designated Bike Routes with accommodating shoulder widths that vary from a minimum of 4’ up to 12’. The Byways provide convenient access to local and regional trailheads, camping areas, wilderness areas, water recreation areas, and tourism attractions. The Byways, operating as “Main” streets for the Village, are complemented by the neighborhood street system consisting of a local level network of residential streets.

The Village of Tupper Lake is actually separated into two neighboring hamlets, Faust (the Junction) to the north and Tupper Lake to the south. The two areas are connected by three primary routes, the abandoned railroad corridor, McLaughlin Avenue, and Demars Boulevard (NYS Route 3/Olympic Byway). The Town of Tupper Lake also encompasses the small hamlet of Moody, south of Simon Pond. This area may experience growth over the next ten to twenty



years with the build-out of the proposed Adirondack Club and Resort, a planned development community consisting of resort facilities, town homes, single family homes, great camps, and centered around the Big Tupper Ski Resort. If it is approved, the community will preserve approximately 5,300 acres of open space, addressing a forest management plan and providing a network of recreational and hiking trails within the preserve. Providing a safe, efficient connection to Moody and The Adirondack Club and Resort will be vital for the Village of Tupper Lake.

The area known as Faust is a distinct neighborhood of short residential streets, narrow and tree-lined in character. Faust is the historic center of Tupper Lake as it was the epicenter of the lumber industry and rail transportation from the late 1800’s until the early 1960’s, evidenced by its collection of the oldest buildings in Tupper. Faust remains the gateway to Tupper Lake for visitors arriving from the north, west, and south along Route 3, via Interstate 81.



The Uptown District, the Village’s primary center, has a more extensive network of streets and a Main Street business district yet retains its residential character. The street corridors vary in width and are generally considered low level usage corridors. The speed limit throughout the Village is 30 miles-per-hour, which allows the streets to be consistently used as multi-modal transportation routes for pedestrians and bicycles.

The larger Village of Tupper Lake has few sidewalks within the street rights-of-way. The primary sidewalks are located along Demars Boulevard, Park Street, Wawbeek Avenue, and Mill Street, all of which are sections of the Scenic Byways NYS Routes 3 and 30. There are several minor sections of sidewalk that connect the main arterials and side streets to local facilities and institutions such as L.P. Quinn Elementary on Hosley Avenue, but pedestrian accommodations are provided primarily on the main arterials.

Access to the residential neighborhoods and other commercial and industrial areas are provided by the street system or the network of trails and footpaths that exist throughout the Village. A sidewalk along the east side of Demars Boulevard provides pedestrian connection between Faust and Tupper Lake, and access to the Municipal Waterfront Park, Flanders Park, shopping plazas along Demars, and the core business districts within Faust and Tupper. A paved walking trail in the Municipal Waterfront Park and Flanders Park provides a multimodal route along the scenic Raquette Pond waterfront, connecting the parks with both sections of Tupper Lake.



The sidewalks along Wawbeek Avenue and Park Street, the main business district and highly visible downtown area, are currently in poor condition. The sidewalks in this area lack a smooth walking surface, formal curb edges and ramp systems, and pedestrian scale amenities such as benches, informational signage, and street trees are limited. In the near future however, the NYSDOT will be repairing the infrastructure in this location, giving the Tupper Lake main street much needed improvements. Working with the NYSDOT, the Village developed the *Tupper Lake Village Downtown Revitalization Plan*, which identified aspects along the Park Street corridor that should be integrated into NYSDOT's Highway Safety Improvements. The plan graphically illustrated recommended improvements and elements such as gateway treatments, streetscape enhancements, proposed linkages, façade improvements, parking solutions, and potential infill development. That project has yet to be constructed; however this Plan will consider its impacts on future revitalization efforts.

Beyond Park Street, the sidewalk system is fairly well utilized by local residents and visitors. A solitary section of sidewalk between Faust and Tupper is in good condition and provides a few benches along its path. Regardless of the weather or time of year, it is inevitable that pedestrians are traveling along this section.

2.9.3 Water Routes

Tupper Lake, located within the heartland of Adirondack's waterways, provides direct access to miles of waterfront and Adirondack canoe routes. The Ten Rivers Region, a name given to market the water-based recreational areas surrounding Tupper Lake, consists of ten major Adirondack Rivers, all within a 30-mile radius of Coney Mountain's summit, which is also the point of intersection of three county boundaries; Franklin, Hamilton, and St. Lawrence. The rivers located within the Ten Rivers Region are all designated canoe and kayak routes and



include the following major Adirondack Rivers; Cold, Raquette, Beaver, Marion, Hudson, Oswegatchie, St. Regis, Bog, Grasse, and Saranac Rivers.

The Ten Rivers Region links other major Adirondack waterways including the St. Regis Wilderness Canoe Area and the Saranac Lakes Chain. Access to the Tupper Lake community can be achieved through an existing State marina and boat launch in Moody or the designated car top launch at the Tupper Lake Rod and Gun Club on Lake Simon Road. There is also the potential to provide a new water route access point within the Waterfront Municipal Park.

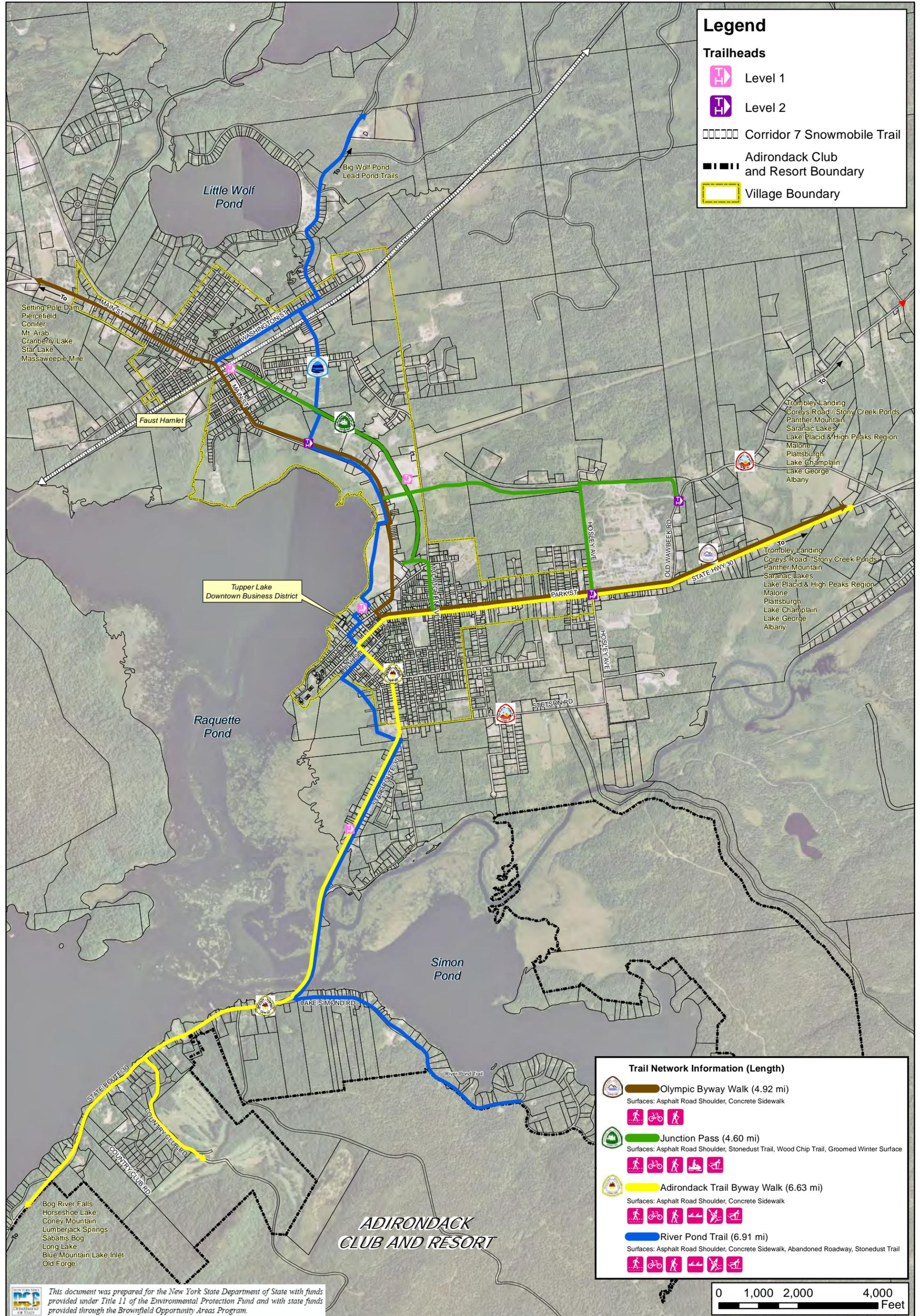
Tupper Lake is also part of the Raquette River Corridor Blueway Trail. As described in the ***Raquette River Corridor Blueway Trail Plan*** (2010), blueways are small boat and paddling routes that combine recreation and environmental awareness and allow users to travel to designated stops along the way for rest, overnight stays, and enjoyment of land-based attractions in the vicinity. Work continues to implement the vision of the Blueway Trail Plan, and annual events such as the Adirondack Canoe Classic “90-Miler” bring attention and activity to these efforts.

Legend

Trailheads

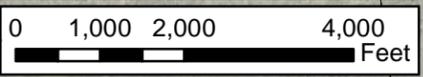
- Level 1
- Level 2

- Corridor 7 Snowmobile Trail
- Adirondack Club and Resort Boundary
- Village Boundary



Trail Network Information (Length)

- Olympic Byway Walk (4.92 mi)**
Surfaces: Asphalt Road Shoulder, Concrete Sidewalk
- Junction Pass (4.60 mi)**
Surfaces: Asphalt Road Shoulder, Stonedust Trail, Wood Chip Trail, Groomed Winter Surface
- Adirondack Trail Byway Walk (6.63 mi)**
Surfaces: Asphalt Road Shoulder, Concrete Sidewalk
- River Pond Trail (6.91 mi)**
Surfaces: Asphalt Road Shoulder, Concrete Sidewalk, Abandoned Roadway, Stonedust Trail



This document was prepared for the New York State Department of State with funds provided under Title 11 of the Environmental Protection Fund and with state funds provided through the Brownfield Opportunity Areas Program.

	Scale	As Shown
	Date	3/28/11
Figure	9	
Project No.	1400.001	
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Tupper Lake Revitalization Strategy and Action Plan

Multi-Modal Transportation Network

Franklin County New York

Engineers • Environmental Scientists • Planners • Landscape Architects

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Appendix D
Economic Data Update

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Tupper Lake Community Economic Data Update

Final Report

February 2012

This project was funded by the Environmental Protection Fund Local Waterfront Revitalization Program administered by the NYS Department of State.

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Introduction

In 2007, as part of the background research and analysis conducted for Tupper Lake's Economic Development Plan, Camoin Associates analyzed a range of demographic data for Tupper Lake¹ and compared it to data for Franklin County, New York State and the U.S. An Economic Overview was also prepared at that time and provided a snapshot view of the local Tupper Lake economy and potential growth industries. Now, as part of Tupper Lake's Revitalization Strategy and Action Plan, Camoin Associates has revisited these analyses to evaluate available updated data to determine if any significant changes have occurred. This report is not intended to identify specific businesses, industries or redevelopment scenarios for the Tupper Lake community but instead offer general economic background data within which to guide the development of revitalization strategies and redevelopment possibilities. In the context of Tupper Lake's Revitalization Strategy and Action Plan, this information will help the community identify possible targets for business retention and attraction efforts so that resources can be focused in ways that will have the largest positive impact on the local economy.

The following report includes a review of current socioeconomic conditions of the Tupper Lake community as well as economic conditions to ensure that the community is working with the most up to date information. It is important to note that when the 2007 Economic Development Strategy was originally produced, the United States had not yet been through the most devastating global economic crisis since the Great Depression of the 1920's, nor was anyone predicting such a significant economic event. The Great Recession of 2009 brought entire industries to their knees, Americans are now earning less than they did 13 years ago^[2] and as a nation we are still feeling the consequences and impacts. It is also important to note that just because the Adirondacks and North Country did not directly experience the impacts of the Great Recession to the extent of other parts of the country (extreme foreclosure statistics, factory closures, etc.) does not mean that the projections that had previously been made would remain constant. The Adirondacks and North Country had already been in a period of slow growth/decline and therefore the boom and bust that happened in Nevada, Texas, Florida fortunately did not occur locally. However, for better or worse, Tupper Lake is part of an increasingly global economy and there have been indirect impacts of the Great Recession in terms of projections. The data that was used as part of the 2007 Economic Overview was the most up to date and comprehensive at that time, and now after 5 years and a significant global economic event, the data and projections have shifted.

Camoin Associates uses two sources of information for the following economic overview update, ESRI Business Analyst Online (ESRI) and Economic Modeling Specialists, Inc. (EMSI). These are both highly reputable data sources that continually update their data based on newly available information, changing economic climates and updated projection techniques.

- ESRI's base data is the Census and it uses proprietary statistical models and updated data from the U.S. Census Bureau, the U.S. Postal Service and various other sources to project current statistics and future trends. Many communities and corporations use ESRI data for economic development, marketing, site selection and strategic decision making. For more information,

¹ Defined as the 12986 zip code for purposes of this study

^[2] Source: http://www.census.gov/newsroom/releases/archives/income_wealth/cb11-157.html



visit www.esri.com or see their methodology white paper at: <http://www.esri.com/library/whitepapers/pdfs/demographic-update-methodology-2010.pdf>

- EMSI data are compiled from several sources, including the U.S. Census Bureau and U.S. Departments of Health and Labor using specialized proprietary processes and models to estimate current statistics and predict future trends. Visit www.economicmodeling.com for additional information.

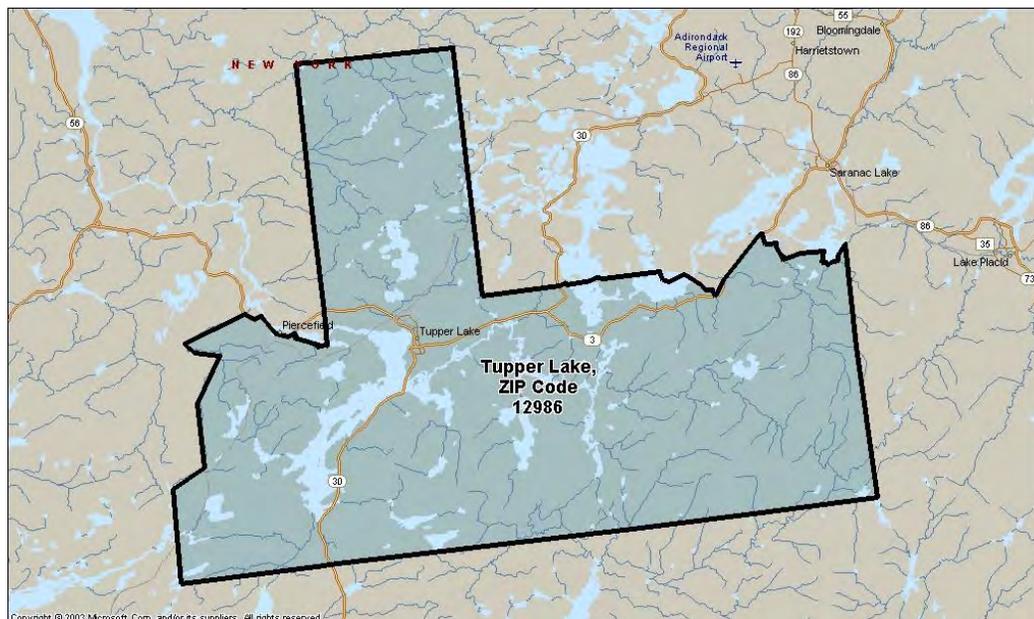
Demographic Trends

Introduction

As part of the background research and analysis conducted for Tupper Lake's Revitalization Strategy and Action Plan, Camoin Associates analyzed a range of demographic data for Tupper Lake and compared them to data for Franklin County, New York State and the U.S. This brief report summarizes that analysis and highlights areas where the more recent data indicates a change from the 2007 analysis.

The goal of this exercise was to capture recent and projected demographic trends for the community and compare existing data to what was available and presented in the 2007 analysis. The following report is intended to help the Tupper Lake community make any necessary adjustments to the Economic Development Plan and to develop an effective Revitalization Strategy and Action Plan based on changes occurring in their community. The changes that have occurred since 2007 may have an effect on the demand for community services, public infrastructure, and the local business mix. Moreover, these data can be used to evaluate the competitiveness of Tupper Lake in attracting businesses based on their local workforce. An additional update describing the changes that have occurred in the local economy since 2007 was also prepared and follows this section.

To be consistent with the data collected in 2007, data for Tupper Lake was analyzed using the 12986 zip code. This area is shaded in the map below.



Important findings in analyzing the demographic data for Tupper Lake to consider in the context of the Revitalization Strategy and Action Plan include:

- In general, the community of Tupper Lake has been slowly shrinking since the year 2000, and this trend is expected to continue until at least 2015. The population, number of families, number of households, average household size, owner occupied housing units and renter occupied housing units are all expected to decrease. **Note, this is a change from 2007 when the**



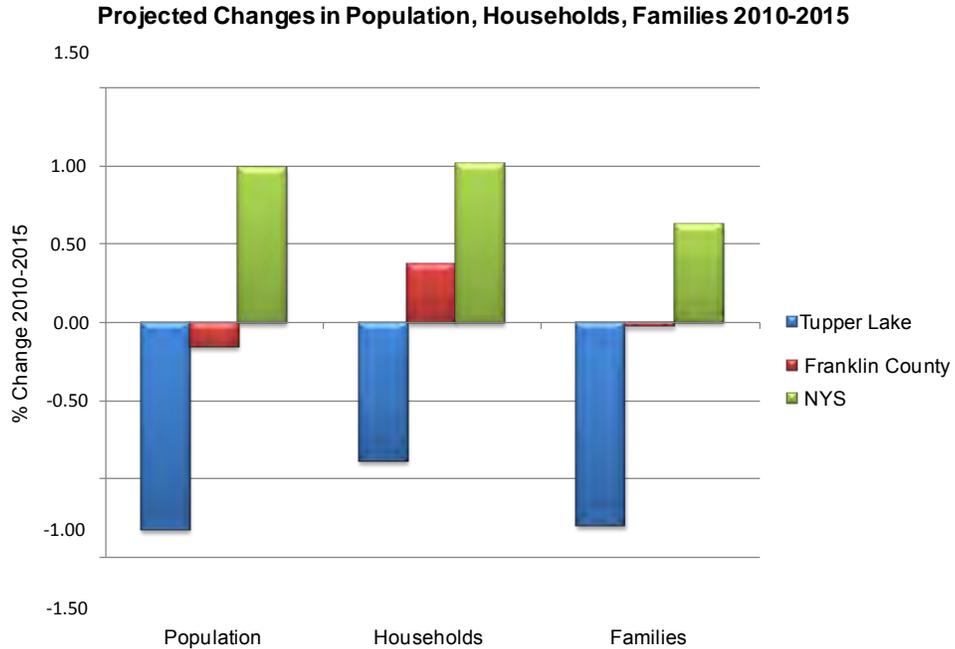
number of households and the renter occupied housing units were expected to increase. As the Town is well aware of, it is vital that the community reverse their population decline and reduce any outmigration.

- An analysis of median age and the age distribution in Tupper Lake shows that the community is older than the statewide and county population and that it is projected to age more rapidly than the statewide and county population through 2015. This was the case in 2007 and remains true in 2011. **Older populations have unique needs including a need for pharmacy's, assisted living facilities, health care and community centers. All of these could be facilities that Tupper Lake may want to consider in order to help older adults stay in the area longer and be more independent and healthy. Note that the Retail Sales analysis shows that personal care stores are experiencing leakage in the region and therefore an opportunity may exist to bring a wellness store to the area to recapture those sales.**
- As in 2007, projected growth in household income in Tupper Lake will be concentrated in the upper income brackets over the next few years and middle-income households will increase slightly as a percentage of total households in the community. All income brackets below \$35,000 are expected to decrease except for the \$15,000 and under cohort. **In 2007, it was projected that by 2012, households earning \$75,000 or more would make up nearly 33% of all households in Tupper Lake. This did not come to fruition and instead, the upper income brackets (those above \$75,000 annually) made up only 17% of all households in 2010 and are projected to make up less than 20% in 2015.** This reduction in projected income levels is likely a factor of the Great Recession as well as the transition to more retail/service sector based job opportunities in the lower wage industries.
- In terms of educational attainment compared to the county and the state, Tupper Lake continues to surpass Franklin County in the percentage of the population that graduates from high school, receives some college education, or obtains an associates or bachelor's degree. However, both Tupper Lake and Franklin County still lag far behind the state in terms of the proportion of population that earn a bachelor's degree or higher. **Residents who are able to achieve a higher degree may leave the area due to the lack of job opportunities for higher skilled labor.**

Basic Demographic Trends

As was done in the 2007 analysis, Camoin Associates analyzed demographic trends that would impact the local community. The following data show that total population, the number of households, and the number of families in Tupper Lake will decline over the next four years whereas these indicators are growing in New York State or staying relatively stable in Franklin County. This is in contrast to the projections provided in 2007, when population and families were projected to decrease, but households were estimated to increase slightly.

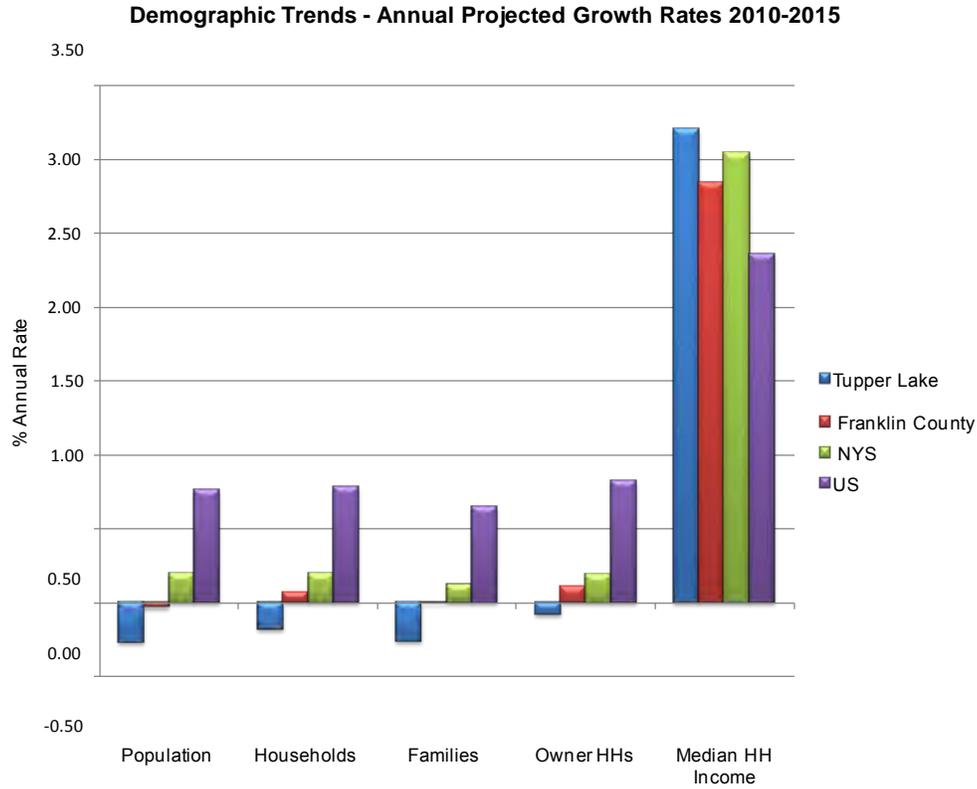




Source: ESRI

The following graph shows the annual projected growth rates for various economic indicators for Tupper Lake, Franklin County, New York State and the U.S. **As illustrated in the graph, all indicators for Tupper Lake, with the exception of median household income, are expected to decrease annually. This was not the case in 2007 when population, households, owner households, and median household income were all projected to increase slightly. These indicators will also grow at a rate below the county, state and nation.** Median household income in Tupper Lake, on the other hand, continues to be higher and increasing at a faster rate than median household income in Franklin County. While Tupper Lake median income is lower than at the state level, it is growing at a faster rate than state median household income.

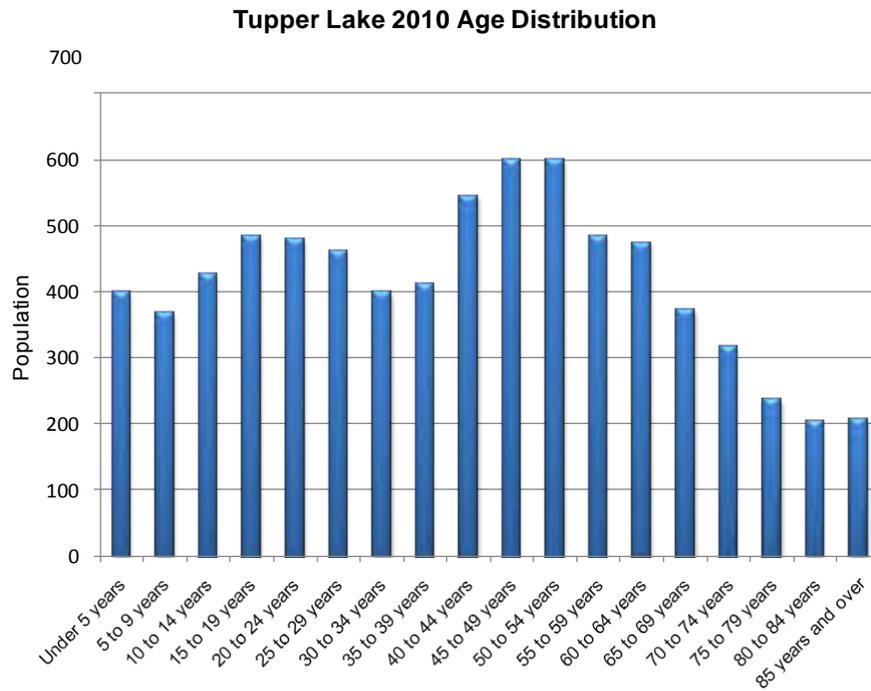




Source: ESRI

Age Distribution

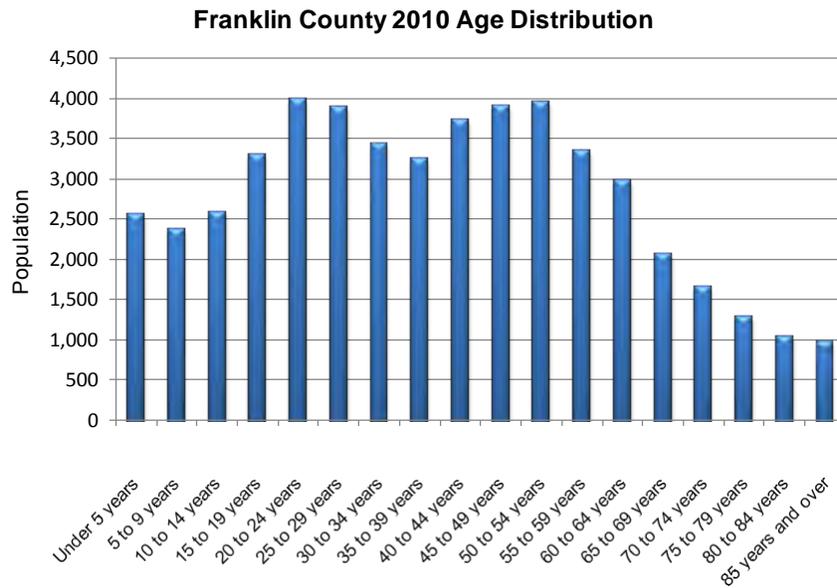
The graphs below show the current age distribution in Tupper Lake and in Franklin County. In Tupper Lake, the largest age groups in the following order are 50-54; 45-49; and 40-44.



Source: Economic Modeling Specialists, Inc.

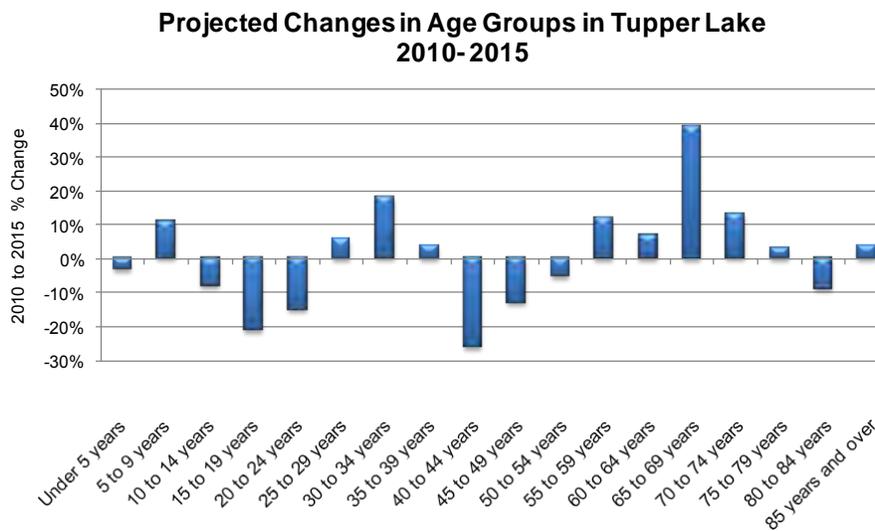


In Franklin County, the largest age groups are 20-24; 50-54; and 45-49.



Source: Economic Modeling Specialists, Inc.

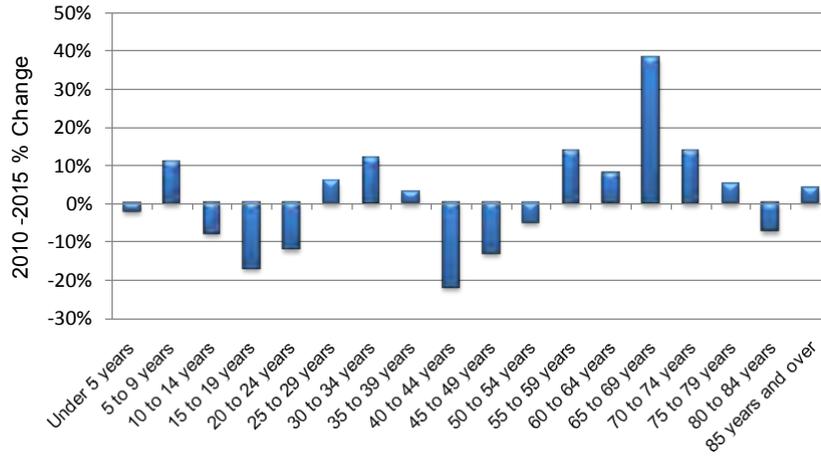
The projected changes in age groups in Tupper Lake and Franklin County are shown in the two bar graphs below. Both populations exhibit similar patterns: In 2007, the 30-34 age group was expected to grow by the largest percentage, all sectors above 50 were to increase, and the 10-19 and 35-49 age groups were to decrease. **Today, the data indicates that the 30-34 age group will increase, but the sector that will experience the most growth is 65-69.** The 40-44 and 15-19 age cohorts continue to be the sectors that will face the largest decreases. Note that the 40-54 age group are right around the years where people will see their highest income and discretionary spending potential, this will impact the Tupper Lake community as this portion of the population decreases.



Source: Economic Modeling Specialists, Inc.



Projected Changes in Age Groups in Franklin County 2010-2015

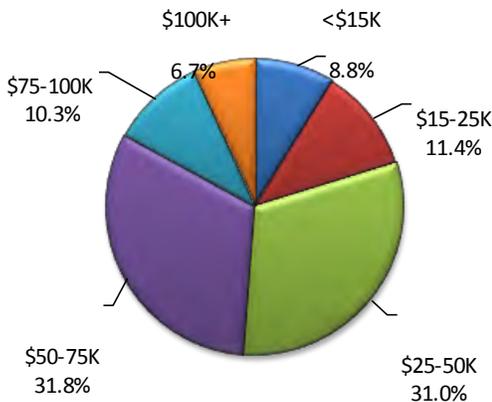


Source: Economic Modeling Specialists, Inc.

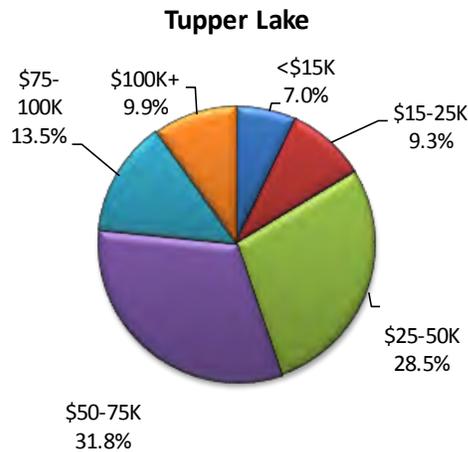
Household Income Distribution

The two pie charts below show the projected change in household income distribution in Tupper Lake between now and 2015. The percentage of households in the upper income brackets (all brackets over \$75K) will increase. The middle income group, comprised of households earning between \$35,000 and \$75,000, will increase slightly. All of the lower income brackets (households with income below \$35,000) are projected to decrease except for the lowest income bracket (incomes below \$15,000 annually) will experience a slight increase. Projections in 2007 indicated that by 2012, households earning \$75,000 or more would make up nearly 33% of all households in Tupper Lake. **However, as shown in the charts, the upper income brackets instead made up only 17% of all households in 2010 and are projected to make up less than 20% in 2015.** Similarly, the \$50,000-75,000 income bracket was projected to decrease from 23.5% of all households in 2007 to 20.2% in 2012. **Data from 2010 indicate that this income bracket now make up nearly 32% of all households, a figure that is projected to remain constant over the next several years.**

2010 Households by Income - Tupper Lake



2015 Households by Income - Tupper Lake



Source: ESRI



Conclusion

While many of the demographic indicators analyzed for Tupper Lake have remained constant since 2007, there are several significant changes that are important to note. Data indicate a substantial decrease in the population, number of families and households. Meanwhile, there has been an increase in the percentage of households with annual incomes between \$50,000 and \$75,000. As Tupper Lake formulates their Revitalization Strategy and Action Plan, it will be critical for them to market themselves as an attractive community to live, work and recreate in for the age cohorts that are leaving the community including those looking to start a family, expand a business or improve their job opportunities. Moreover, an understanding of the economic well-being of their constituents will allow them to focus their promotional and marketing efforts and to develop services and amenities where they are most needed.



Economic Overview

Introduction

The purpose of this analysis is to help Tupper Lake better understand the current economic climate within which they are operating so that they can position themselves, through their Revitalization Strategy and Action Plan, for the future. The information gathered is based on the county level (Franklin County) so readers should consider how Tupper Lake fits into the larger region.

For the Franklin County industry and occupation analysis, Camoin Associates utilizes data through a subscription to Economic Modeling Specialists, Inc., (EMSI) (www.economicmodeling.com). EMSI data allows us to drill down from two-digit to six-digit NAICS codes (North American Industrial Classification System) and allows for data analysis at the regional, local, and even zip code basis. EMSI combines employment, establishment, and occupation data from the Quarterly Census of Employment and Wages (QCEW) produced by state labor departments with data from the Regional Economic Information System (REIS) published by the U.S. Bureau of Economic Analysis (BEA) and augmented with County Business Patterns (CBP) and Non-employer Statistics (NES) published by the U.S. Census Bureau. In our experience EMSI is the most comprehensive industry, employment, and occupation data set available to economic development practitioners. EMSI factors in “non-covered” employment sources (both proprietorships and 1099 self-employed contractors, neither of which are typically captured by local or state data sources) and also makes a number of other statistical adjustments to recover employment data suppressed by the BEA/BLS due to confidentiality constraints.

For this economic data update, only data on private industries, which excludes all federal, state and local government jobs, are presented for Franklin County in an effort to focus on finding private industry sectors that may provide future growth opportunities as opposed to being dependent on public sector job opportunities. The data is collected at the county level because that is the smallest area that can be used for the data to be accurate and provides a good indication of the economic climate within which the Town and Village of Tupper Lake exists. Key findings from this analysis follow in the coming sections.

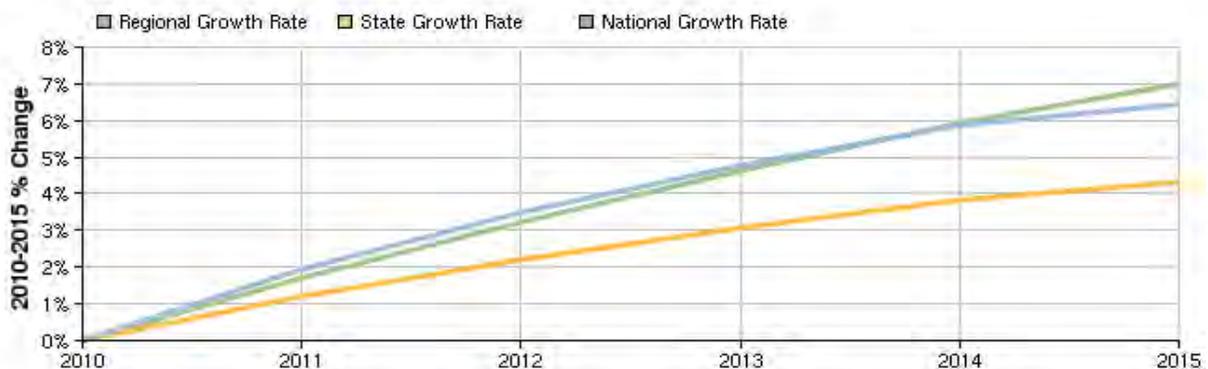
- Unemployment in Franklin County has risen since 2007 from less than 4% to over 6%.
- Underemployment continues to be an issue for the community, especially in the winter, as does reliance on public sector jobs, which total over 50% of all jobs.
- The following industries show growth potential in Franklin County and may represent possible business attraction targets for Tupper Lake:
 - Agriculture, Forestry, Fishing and Hunting
 - Educational Services
 - Arts, Entertainment and Recreation
 - Construction
 - Professional and Technical Services
 - Real Estate Rental and Leasing
- The following industries are becoming less concentrated over time in Franklin County:
 - Utilities
 - Accommodation and Food Services
 - Other Services (Except Public Administration)



Franklin County Employment Summary

The graph and table below show the projected change in total private sector employment in Franklin County, New York State and the U.S. for the period 2010-2015. In 2007, private sector employment in Franklin County was projected to grow by 10%, exceeding the national and state growth. **Today, at 6%, the regional growth rate is slightly lower than the national growth rate (7%).** The area is projected to outpace the state, which will see only a 4% increase in private sector employment. However, as indicated in the table, average annual earnings per worker (EPW) are only \$32,014 in Franklin County. This is significantly lower than EPW at the state (\$67,599) and national (\$49,342) levels.

Private Sector Employment in Franklin County 2010-2015



Private Sector Employment in Franklin County						
Description	2010 Jobs	2015 Jobs	Change	% Change	2010 EPW	2010 Establishments
Regional Total	11,717	12,472	755	6%	\$32,014	997
State Total	7,815,492	8,153,018	337,526	4%	\$67,599	517,107
National Total	128,447,343	137,428,683	8,981,340	7%	\$49,342	7,957,260

Source: EMSI, Camoin Associates

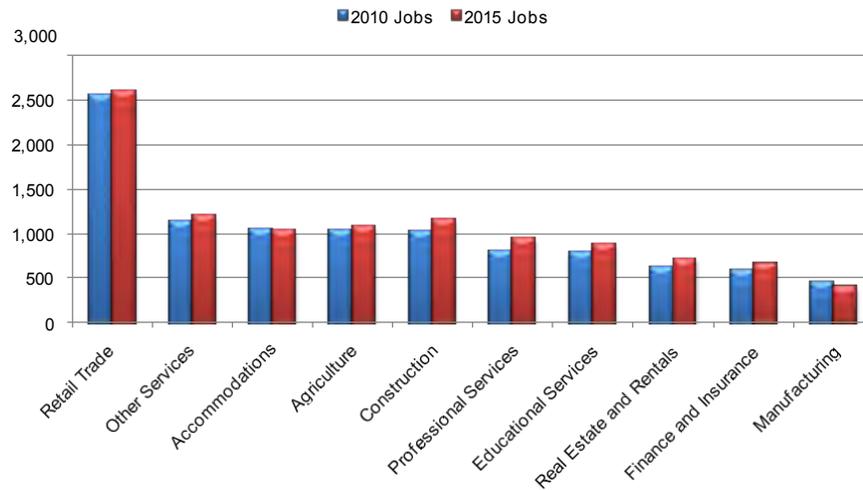
Employment by Industry

The graph and table below show projected employment changes by industry, average annual earnings per worker (EPW) and total number of establishments for each industry in 2010. As shown in the graph, retail and service sector jobs make up the top three employment sectors and they are all growing. These sectors have remained strong since 2007 with increases in two of the three sectors and only a slight decrease in the accommodations sector.

A change that has occurred since 2007 is the increase in Agriculture, Forestry, Fishing and Hunting sector which represented 747 jobs in 2007 and was projected to decrease by nearly 80 workers. Instead, this sector has grown and now accounts for 1,028 jobs and is expected to increase over the next few years. Conversely, the Educational Services and Transportation and Warehousing sectors have experienced decreases since 2007.



Franklin County Industry Breakdown 2010-2015



Industry Breakdown - 2010-2015 - Franklin County					
NAICS Code	Description	2010 Jobs	2015 Jobs	2010 EPW	2010 # of Establishments
44-45	Retail Trade	2,548	2,593	\$27,308	190
81	Other Services (except Public Administration)	1,138	1,202	\$29,150	145
72	Accommodation and Food Services	1,051	1,024	\$17,271	114
11	Agriculture, Forestry, Fishing and Hunting	1,028	1,079	\$20,963	31
23	Construction	1,020	1,146	\$35,965	143
54	Professional, Scientific, and Technical Services	806	934	\$47,372	74
61	Educational Services	781	881	\$33,898	10
53	Real Estate and Rental and Leasing	619	719	\$13,462	47
52	Finance and Insurance	590	659	\$61,551	56
31-33	Manufacturing	456	401	\$48,960	35
56	Administrative and Support and Waste Management and Remediation Services	407	474	\$18,038	22
71	Arts, Entertainment, and Recreation	357	432	\$17,510	26
48-49	Transportation and Warehousing	293	277	\$42,094	42
51	Information	223	234	\$44,864	24
42	Wholesale Trade	217	207	\$58,308	26
21	Mining, Quarrying, and Oil and Gas Extraction	74	93	\$122,843	2
55	Management of Companies and Enterprises	55	69	\$25,063	4
22	Utilities	54	48	\$97,307	6
	Total	11,717	12,472	\$32,014	997

Source: EMSI, Camoin Associates



Location Quotient Analysis

The table below show total jobs and location quotients for private industry sectors in Franklin County compared to the U.S. A location quotient indicates the relative concentration of jobs in a region compared to the United States. Only two industries in Franklin County have a significantly high location quotient (above 1.2) including Agriculture, Forestry, Fishing and Hunting and Educational Services. Both of these industries are expected to increase their concentration. A change from the 2007 report shows the Agriculture, Forestry, Fishing and Hunting industry getting stronger over the next five years rather than declining. Also interesting is that the Arts, Entertainment, and Recreation sector is projected to become more concentrated in Franklin County than was originally thought in 2007.

Location Quotient Analysis for Franklin County 2010-2015				
NAICS Code	Description	2010 Jobs	2010 LQ	2015 LQ
11	Agriculture, Forestry, Fishing and Hunting	1,028	2.13	2.32
61	Educational Services	781	1.37	1.38
44-45	Retail Trade	2,548	1.05	1.05
81	Other Services (except Public Administration)	1,138	0.92	0.90
23	Construction	1,020	0.82	0.85
71	Arts, Entertainment, and Recreation	357	0.68	0.73
22	Utilities	54	0.65	0.57
72	Accommodation and Food Services	1,051	0.63	0.58
53	Real Estate and Rental and Leasing	619	0.60	0.61
54	Professional, Scientific, and Technical Services	806	0.49	0.51
51	Information	223	0.49	0.50
52	Finance and Insurance	590	0.46	0.46
21	Mining, Quarrying, and Oil and Gas Extraction	74	0.37	0.40
48-49	Transportation and Warehousing	293	0.35	0.31
56	Administrative and Support and Waste Management and Remediation Services	407	0.29	0.30
31-33	Manufacturing	456	0.27	0.25
42	Wholesale Trade	217	0.26	0.24
55	Management of Companies and Enterprises	55	0.20	0.24
	Total	11,717	0.65	0.65

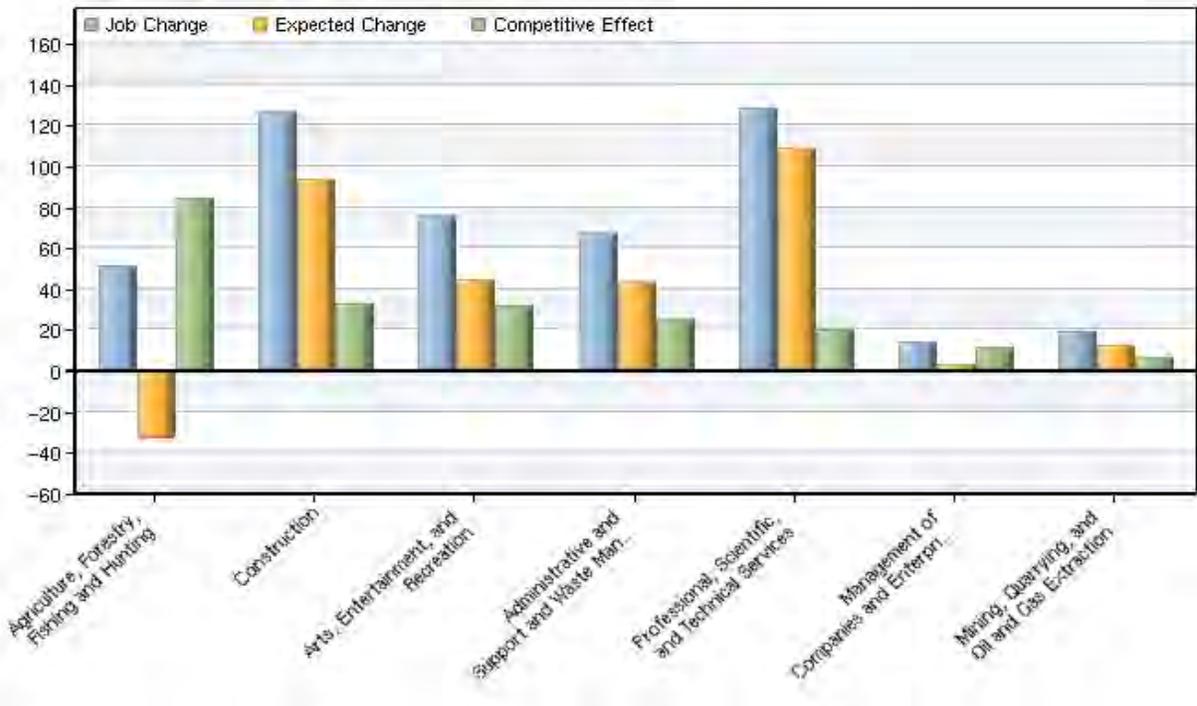
Source: EMSI Complete Employment - 1st Quarter 2011



Shift Share Analysis

The bar graph and table below show the regional shift share numbers for select industry sectors in Franklin County, with industries having the highest competitive effect being illustrated by the graph and also showing up first in the table.

Shift Share Analysis for Franklin County 2010-2015



Shift Share Analysis for Franklin County 2010-2015						
NAICS Code	Description	Job Change	Ind Mix Effect	Nat Growth	Expected Change	Competitive Effect
11	Agriculture, Forestry, Fishing and Hunting	51	-108	75	-33	84
23	Construction	126	18	75	93	33
71	Arts, Entertainment, and Recreation	75	18	26	44	32
56	Administrative and Support and Waste Management and Remediation Services	67	13	30	43	25
54	Professional, Scientific, and Technical Services	128	49	59	108	19
55	Management of Companies and Enterprises	14	-1	4	3	11
21	Mining, Quarrying, and Oil and Gas Extraction	19	7	5	12	6
51	Information	11	-9	16	7	4
53	Real Estate and Rental and Leasing	100	51	45	96	3
52	Finance and Insurance	69	24	43	67	2
61	Educational Services	100	41	57	98	2
22	Utilities	-6	-3	4	1	-6
44-45	Retail Trade	45	-124	187	63	-18
42	Wholesale Trade	-10	-7	16	9	-19
81	Other Services (except Public Administration)	64	6	83	89	-26
48-49	Transportation and Warehousing	-16	-6	22	16	-31
31-33	Manufacturing	-55	-56	33	-23	-33
72	Accommodation and Food Services	-27	3	77	80	-106
	Total	755	-85	859	774	-19

Source: EMSI Complete Employment - 1st Quarter 2011, Camoin Associates

Since 2007, there has been an increase in the competitive effect in Agriculture and Arts and Entertainment. Conversely, a decrease can be seen in the Construction industry.

According to the analysis, the most competitive industries in Franklin County include:

- Agriculture, Forestry, Fishing and Hunting
- Construction
- Arts, Entertainment, and Recreation
- Administrative and Waste Services
- Professional and Technical Services

The industries with the most significant competitive disadvantages include:

- Accommodation and food services
- Manufacturing
- Transportation and Warehousing
- Other Services (except Public Administration)
- Wholesale Trade
- Retail Trade

Changes since 2007 include a shift of Agriculture from an industry with a competitive disadvantage to a competitive advantage. Conversely, Other Services and Transportation and Warehousing have shifted from a competitive advantage in 2007 to a competitive disadvantage today.

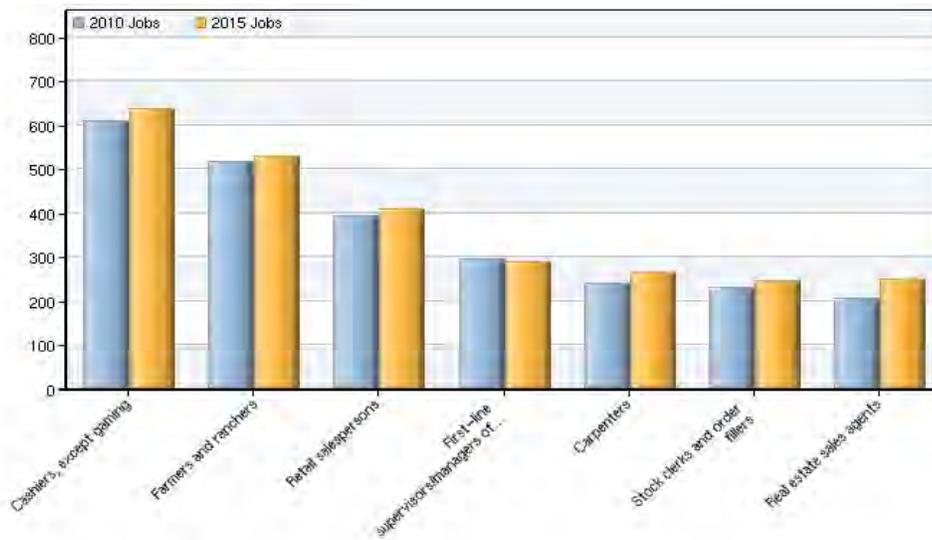


Looking closer into the Agriculture industry, it appears as though this industry is growing faster in Franklin County than it is in New York State or the United States. This growth, combined with recent demand for organic and fresh produce could pose an opportunity for local entrepreneurs in Tupper Lake. Taking local infrastructure and transportation systems into account, fresh produce grown in Tupper Lake would have a windshield time (transportation time) of approximately 2.5 hours to a major distribution site in Albany making it feasible for the right type of produce. Possibilities within the Agriculture industry could include greenhouse operations, value added food processing and/or traditional farming. The location quotient and competitive advantage for agriculture is also very high in Franklin County showing that there are existing supply chain businesses in the area.

Employment by Occupation

The top occupations in Franklin County are shown in the graph and table below. As in 2007, cashiers, farmers and ranchers, and retail salespersons account for the largest occupational groups. Carpenters continue to be an occupation that will see a large increase in employment between 2010 and 2015. **However, in 2007 the largest increases were expected to also occur in door-to-door sales workers, maids and housekeeping cleaners, and first-line supervisors/managers of retail sales workers. This is no longer the case. In addition to carpenters, large increases are also expected to occur in the number of real estate agents and stock clerks and order fillers.** The jobs experiencing increases are typically low paying jobs which will require that attention is paid to housing stock quality and affordability. Continued efforts to provide grant financing to improve housing stock will be necessary as older houses become more run down and residents do not have the funds to make the improvements.

Changes in Top Occupations in Franklin County 2010-2015



Changes in Top Occupations in Franklin County 2010-2015					
SOC Code	Name	2010 Jobs	2015 Jobs	Change	% Change
41-2011	Cashiers, except gaming	611	637	26	4%
11-9012	Farmers and ranchers	517	530	13	3%
41-2031	Retail salespersons	394	408	14	4%
41-1011	First-line supervisors/managers of retail sales workers	296	289	-7	-2%
47-2031	Carpenters	239	265	26	11%
43-5081	Stock clerks and order fillers	230	245	15	7%
41-9022	Real estate sales agents	206	248	42	20%

Source: EMSI Complete Employment - 1st Quarter 2011

Conclusion

As the Tupper Lake community develops their Revitalization Strategy and Action Plan, it will be important to keep in mind the industries where growth potential is greatest and the industries where there is a competitive advantage. For example, the data indicate that agriculture, forestry, fishing and hunting is a growing industry in Franklin County, while this report does not speak directly to the potential that exists in Tupper Lake proper, it is important information to understand and take the surrounding economic climate into account and consider the possibilities that could exist.

The arts, entertainment and recreation sector is another area where Tupper Lake can capitalize on growth opportunities. Projected growth is in many of the retail oriented sectors which show the demand for smaller retail in the downtown and likely increase in these types of shops to respond to demand from visitors. By focusing on improving their downtown and creating appropriate development in their waterfront area, Tupper Lake will help to attract more of these types of businesses. The following section illustrates the retail sectors which are experiencing sales leakage out of the region and where the Tupper Lake community could potentially recapture some of those sales.



Retail Market Analysis

In addition to reviewing the demographic and economic trends of the region, Camoin Associates also reviewed the region's consumer spending habits to help identify business opportunities or niche markets which are not being met by the current market. In order to help identify potential opportunities for a larger regional store (Wal-Mart for example), Camoin Associates collected data on sales within a 60 minute drive time from the Town of Tupper Lake to determine if there are retail sectors which are losing sales outside of the 60 minute drive time and would be appropriate for the Town of Tupper Lake.

Retail Leakage/Surplus Analysis

The table below shows existing retail sales ("Supply") in the 60 minute drive time and compares it to the retail potential ("Demand") of the same area's residents.

Retail Sales Suplus/Leakage			
Industrv	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Motor Vehicle & Parts Dealers (NAICS 441)	\$48,045,353	\$19,509,219	\$28,536,134
Automobile Dealers (NAICS 4411)	\$40,326,179	\$14,356,249	\$25,969,930
Other Motor Vehicle Dealers (NAICS 4412)	\$4,781,174	\$3,429,295	\$1,351,879
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,938,000	\$1,723,675	\$1,214,325
Furniture & Home Furnishings Stores (NAICS 442)	\$5,045,206	\$2,746,707	\$2,298,499
Furniture Stores (NAICS 4421)	\$3,729,092	\$2,373,879	\$1,355,213
Home Furnishings Stores (NAICS 4422)	\$1,316,114	\$372,828	\$943,286
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$5,304,663	\$839,158	\$4,465,505
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$8,436,194	\$4,639,280	\$3,796,914
Building Material and Supplies Dealers (NAICS 4441)	\$7,946,623	\$4,391,694	\$3,554,929
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$489,571	\$247,586	\$241,985
Food & Beverage Stores (NAICS 445)	\$44,859,423	\$53,616,439	-\$8,757,016
Grocery Stores (NAICS 4451)	\$40,500,514	\$45,437,822	-\$4,937,308
Specialty Food Stores (NAICS 4452)	\$2,132,096	\$659,444	\$1,472,652
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,226,813	\$7,519,173	-\$5,292,360
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$10,995,493	\$7,359,319	\$3,636,174
Gasoline Stations (NAICS 447/NAICS 4471)	\$39,139,448	\$55,527,045	-\$16,387,597
Clothing and Clothing Accessories Stores (NAICS 448)	\$5,422,222	\$3,339,087	\$2,083,135
Clothing Stores (NAICS 4481)	\$4,553,104	\$2,333,685	\$2,219,419
Shoe Stores (NAICS 4482)	\$445,688	\$686,873	-\$241,185
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$423,430	\$318,529	\$104,901
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,746,514	\$2,411,461	\$335,053
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,035,342	\$1,783,245	\$252,097
Book, Periodical, and Music Stores (NAICS 4512)	\$711,172	\$628,216	\$82,956
General Merchandise Stores (NAICS 452)	\$20,853,858	\$11,973,637	\$8,880,221
Department Stores Excluding Leased Depts. (NAICS 4521)	\$13,065,549	\$0	\$13,065,549
Other General Merchandise Stores (NAICS 4529)	\$7,788,309	\$11,973,637	-\$4,185,328
Miscellaneous Store Retailers (NAICS 453)	\$6,869,894	\$8,900,558	-\$2,030,664
Florists (NAICS 4531)	\$457,988	\$451,739	\$6,249
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,565,433	\$1,927,666	-\$362,233
Used Merchandise Stores (NAICS 4533)	\$1,006,700	\$871,410	\$135,290
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,839,773	\$5,649,743	-\$1,809,970
Food Services & Drinking Places (NAICS 722)	\$30,528,250	\$29,691,881	\$836,369
Full-Service Restaurants (NAICS 7221)	\$18,720,563	\$16,768,323	\$1,952,240
Limited-Service Eating Places (NAICS 7222)	\$9,252,407	\$6,846,484	\$2,405,923
Special Food Services (NAICS 7223)	\$1,690,065	\$4,519,146	-\$2,829,081
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$865,215	\$1,557,928	-\$692,713

Source: ESRI



Sales Leakage

The demand for goods and services that is not being met locally is referred to as *sales leakage*, shown in the table as a positive retail gap. The leakage occurs because consumers make purchases at establishments located outside the defined trade area. For example, there were approximately \$3.3 million in retail sales in the *Clothing Store* category in the trade area. However, residents within this sixty minute drive area spent approximately \$5.4 million on these types of goods. Therefore, regional residents spent about \$2 million outside of the trade area on *Clothing*, and this \$2 million is considered leakage.

Sales leakages are normally viewed as unmet demand and therefore an opportunity to be recaptured by businesses. However, not all retail categories that exhibit leakage within a particular trade area should be assumed to be a good fit for that trade area.

The industry groups experiencing leakage fall into the following categories:

- Motor Vehicle
- Furniture and Home Furnishings
- Electronics and Appliances
- Building Materials, Garden Equipment and Supply Stores
- Health and Personal Care Stores
- Clothing and Clothing Accessories Stores
- Sporting Goods, Hobby, Book and Music stores
- General Merchandise Stores
- Food Services & Drinking Places

Note that some subsets of the above mentioned sectors are experiencing surpluses as more people are coming into the area for those more specific retail sectors (for example special food services within the food services & drinking place category).

Sales Surplus

Conversely, if the supply of goods sold exceeds trade area demand, we assume that non-residents are coming into the trade area to spend money, creating a *sales surplus*. A sales surplus is shown as a negative retail gap in the table. There are two likely reasons a sales surplus condition would exist. First, a cluster of competing businesses offering a similar good or product may be located within the trade area, creating a specialty cluster that draws in spending by households from outside the trade area. Secondly, a sales surplus may indicate a saturated retail market, where supply exceeds demand.

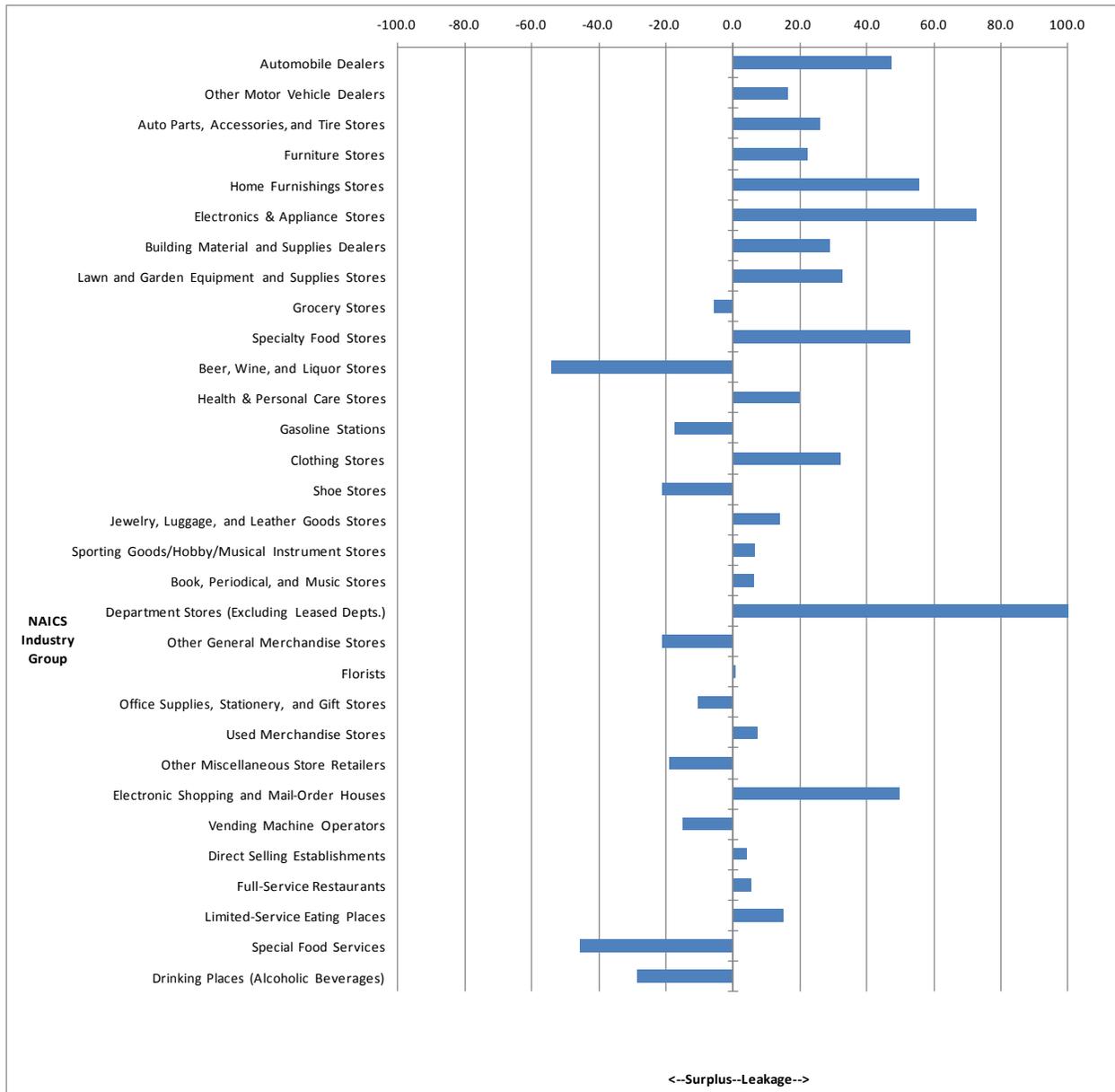
Industries that have a sales surplus compared to their total sales include:

- Food & Beverage Stores
- Gasoline Stations

Sectors with leakage can be good markets to pursue in that residents are currently going outside of the County to make purchases, so a new business could capture that spending. Alternatively, an industry with a surplus could provide a niche market that the target area could build on and create a retail identity in the larger region.

The chart below illustrates the leakage/surplus factor for the industry groups. The higher the leakage factor is the more expenditure being made outside of the trade area. For example, the table above and the bar graph below both show a high leakage factor for the Department Stores, almost all of all the residents' purchases are outside of the trade area.





Retail Use Feasibility

While the charts and tables in the previous section identify a number of industry sectors which are experiencing leakage, that does not mean that brand new businesses locating in the area would be successful. The following section identifies which of the industries with leakage have potentially enough customers to warrant opening a new establishment. This analysis will help the area to target businesses which will be successful and be able to recapture a portion (in this case we assume 50% of leaking sales could be recaptured) of the current sales leakage. The table below identifies the industries which are experiencing sales leakage in a sixty minute drive area.



Using ESRI data of total retail sales and the total number of businesses in each industry group, we identified the average sales per establishment for each industry group in the State. Using the Retail Gap for the industries experiencing leakage and dividing the average sales per business in that industry, Camoin Associates was able to identify retail opportunities for the County study area.

The table below shows the industries with a Retail Gap and the corresponding number of equivalent establishments.

Retail Potential				
	Sales Leakage	Recapture Rate (50%)	Average Sales Per Store	Retail Potential
Motor Vehicle & Parts Dealers (NAICS 441)	\$28,536,134	\$14,268,067	\$3,215,266	4.44
Furniture & Home Furnishings Stores (NAICS 442)	\$2,298,499	\$1,149,250	\$801,231	1.43
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$4,465,505	\$2,232,753	\$899,224	2.48
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$3,796,914	\$1,898,457	\$670,037	2.83
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$3,636,174	\$1,818,087	\$936,594	1.94
Clothing and Clothing Accessories Stores (NAICS 448)	\$2,083,135	\$1,041,568	\$552,682	1.88
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$335,053	\$167,527	\$289,323	0.58
General Merchandise Stores (NAICS 452)	\$8,880,221	\$4,440,111	\$3,427,326	1.30
Food Services & Drinking Places (NAICS 722)	\$836,369	\$418,185	\$587,637	0.71

Source: ESRI

Industries which, if 50% of sales are recaptured, would be able to be successful at running an “average” sized store include:

- Motor Vehicle & Parts Dealers
- Furniture & Home Furnishing Stores
- Electronics & Appliance Stores
- Building Materials, Garden Equipment and Supply Stores
- Health and Personal Care Stores
- Clothing and Clothing Accessories Stores
- General Merchandise Stores

Conclusion

The retail market analysis found that within the 60 minute drive time study area there were a number of major retail categories which were experiencing leakage that could potentially attract regional customers to a big box/discount store. Industries experiencing leakage range from clothing stores to vehicle dealers and show that demand exists that is not being met by regional businesses. The information from this analysis provides a good stepping stone for further analysis once the community identifies a potential project or development scenario that would warrant further investigation and analysis. Following the high level analysis done in this report a more detailed analysis would include site review, cost analysis, financial feasibility and the development of a pro forma which would calculate return on investment and the “bankability” of a particular project.



Appendix E
Visitor Survey

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Tupper Lake *2011 Visitor Survey Results*

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This document was prepared for the New York State Department of State with funds provided under Title 11 of the Environmental Protection Fund and with state funds provided through the Brownfield Opportunity Areas Program.

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Introduction

The Tupper Lake community is currently involved with a planning initiative known as the *Tupper Lake Revitalization Strategy and Action Plan* a joint Waterfront Revitalization Strategy (WRS) and Brownfield Opportunity Area (BOA) Nomination study. The goal of the Strategy and Action Plan is to enhance the Tupper Lake community and increase the region's tourism economy. In order to better understand the tourism economy, it was important to Tupper Lake to conduct a survey of visitors to document reasons for traveling, what amenities visitors are looking for and how the Tupper Lake area can better encourage repeat visits.

Some of the main findings of the visitor survey include:

- Most overnight visitors to Tupper Lake stay at a local motel and consider quality of the lodging to be the most important factor when making a selection. Almost all visitors who stayed in lodging in Tupper Lake would make a return visit suggesting acceptable quality. Visitors also consider location and cost to be major factors in deciding on lodging options.
- When trying to find information about Tupper Lake many people rely on Friends and Family for information about what to do, where to stay, etc. This presents a great opportunity to make sure regional residents are well informed about the variety of attractions, accommodations and retailers in the area so they can spread the information.
- The Wild Center is a significantly strong draw for Tupper Lake and presents an opportunity to be used to market regional amenities such as restaurants, events and retail opportunities.
- The natural environment that surrounds Tupper Lake is also a major draw for visitors to Tupper Lake and many people who come to the area are avid recreationists. One of the main retail establishment types that survey respondents are looking for is an outdoor recreation store. This could help further the overall idea of Tupper Lake as being an Adirondack community with access to a wide variety of recreational opportunities.
- Almost all of the activities that people indicated that they would want to participate in when visiting the Adirondacks are things that can be done in Tupper Lake which presents a wonderful opportunity to expand on the marketing of all the various amenities and resources which are available right in Tupper Lake.

The following is a summary report of the findings from the survey conducted during the summer of 2011, including methodology and recommendations.

Methodology

Working with Behan Planning and Design, the Tupper Lake Revitalization Committee, the Wild Center and the Tupper Lake Chamber of Commerce, Camoin prepared a survey tool that would be available both online via SurveyMonkey and in paper form for distribution at local businesses in Tupper Lake. This survey was designed to target visitors to Tupper Lake to gather information about the frequency and reasons for their visits as well as their input on other factors impacting the quality of their visit and plans for visiting nearby areas. This information will be used by the Tupper Lake community to help them prepare their Revitalization Strategy and Action Plan, as well as pursue their desire for increased tourism. The survey tool is attached as Appendix A.



Survey Results

The following section outlines the results of the 2011 Tupper Lake Visitor Survey. The survey was distributed starting July 20th, 2011 and officially closed September 9th, 2011. 125 visitors responded to the survey.

All responses are reported in aggregate, responses of individuals are not provided. Surveys could be completed online and paper copies could be obtained at various retail and lodging locations in Tupper Lake. About half the respondents completed the survey online. People mostly reported having obtained or learned about the survey at the Wild Center (44%), followed by hotel/motel/campground (21%), Chamber of Commerce (8%), and local restaurants or retailers.

Demographics

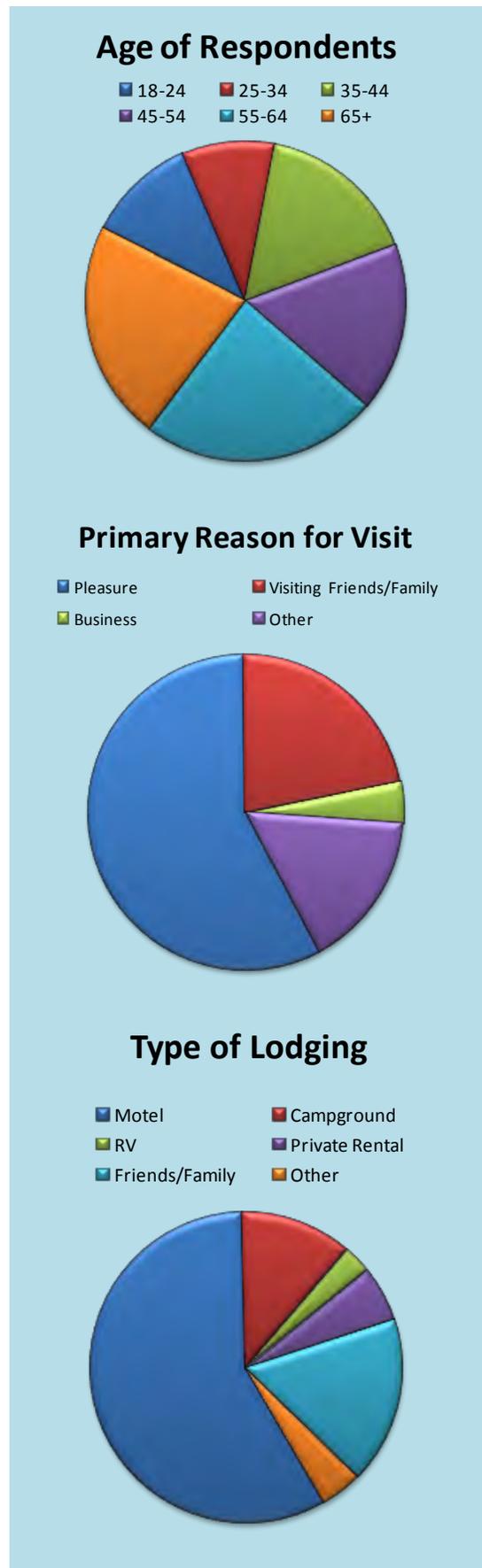
The age of respondents tended to be older with nearly half of the respondents (46%) reporting their age as 55 and above. The ratio of female to male respondents was almost 2 to 1. Most respondents came from New York, but there were also visitors from further away, such as California, Washington, Florida. Four visitors even came from other countries.

Visit Statistics

Most of the respondents (71.9%) reported having visited Tupper Lake previously, with Summer being the time of year with the most visits (an average of 9.2 previous visits) followed by Fall (an average of 7.6), Winter (6.3) and then Spring (5.9)¹. The primary reason that people visited the area was for pleasure, followed by visiting friends and family. Some of the “Other” reasons that people visited the area were to visit the Wild Center, “traveling through”, and that they “live in the region”.

The length of visit to the area ranged from half a day to two months, with the average length being approximately 4 days. A total of 431 visitors were reported (307 adults and 124 children) with the typical party consisting of 2 adults. Among those who traveled with children, there was an average of 2 children per visit. Almost 91% of respondents reported that they plan to return to Tupper Lake in the future.

¹ The fact that the survey was conducted during the summer could account for the high number of previous summer visits.
Page 2

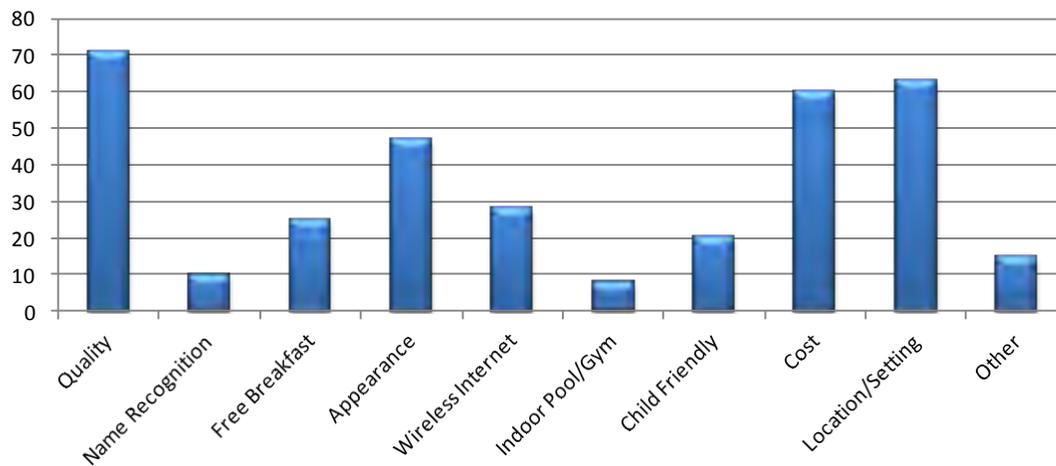


Several people reported that they have been visiting Tupper Lake for decades. One individual stated that four generations of their family have travelled to the area together.

Lodging and Travel

For those that indicated that they were staying overnight, more than half stayed in a local motel with another 17% staying with friends or family in the area and 11% staying at a local campground. People that answered with “Other” reported either owning a local home or that they were staying at a cabin (that they identify as being different than staying at a campground). The most important thing that people considered when booking overnight lodging was the quality of the lodging, followed by the location and setting and also the cost of where they were staying. Some other considerations that people thought were important were that the place allowed pets, that it was not a chain lodging establishment, that there was boat/fishing or water access, and that it had particular other amenities such as an outdoor pool or kitchen.²

What Do You Look For When Choosing Lodging?



Of the respondent groups staying overnight in Tupper Lake (57 surveys), 36 reported staying in a motel and all but two of those responded that they would like to visit Tupper Lake again. The table below shows the breakdown of the lodging choices made by visitors reporting to stay overnight.

Overnight Visitor Return Rate		
	Staying Overnight in Tupper Lake	Planning to Return to Tupper Lake
Motel	36	34
Friend/Family	10	10
Campground	5	5
RV	2	2
Private Rental	2	2
Other	2	2

The primary concerns of respondents were the quality of their lodging and the location and the cost of accommodations. Given the high rate of return visitors that choose to stay at local motels (as seen in

² Note that these surveys were conducted during the summer months. Low levels of interest in indoor pools/gym, for example, may be due to the fact that summer visitors have different demands compared to winter visitors.

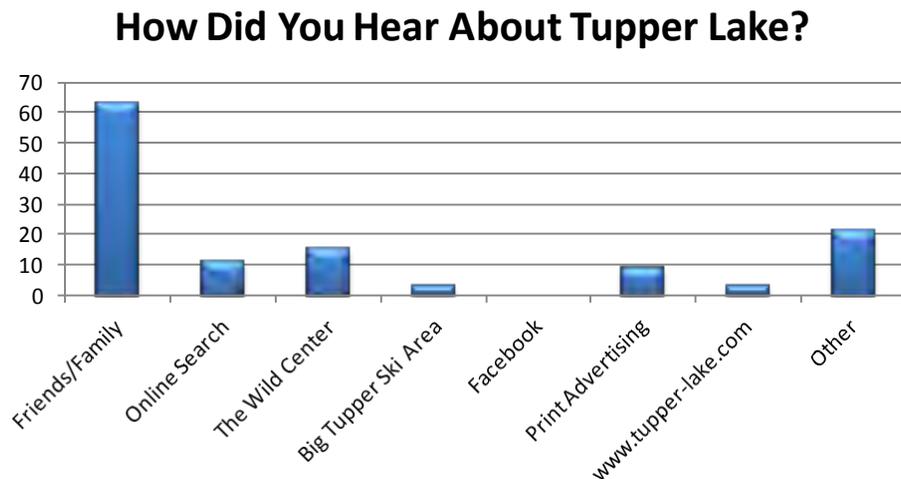


the table above), Tupper Lake appears to offer tourists what they are looking for in lodging options. This is supported by the comments made by three respondents who specifically noted that the motels they were staying at (Sunset Park Motel and Shaheen’s Motel) were great assets for the area and they were very pleased with the service that they received. Although comments suggest positive feedback on existing lodging options, there is still a larger percentage of visitors who are not staying overnight in Tupper Lake who may be able to be captured with a wider variety of lodging options.

The majority of people traveled to the area by car, but eleven people reported using a different means of transportation including mobile homes and RVs (6), buses (2), motorcycles (2), and a van (1) as means of travel.

Knowledge of the Area

Many people reported hearing about Tupper Lake from their friends and their family, while many also said that they had lived in the area either currently or previously or often drove through the area (these responses were under the “Other” answer). Fourteen people responded hearing about Tupper Lake online, either using an online search or the Tupper Lake website, but no one reported using Facebook as a means of learning about the area.



Most respondents reported receiving their information about Tupper Lake from their friends and family more than from any other sources. It is not clear if this is a result of people not looking to other sources for information or if they are unable to find the information they are looking for in other places. People have commented that the Chamber of Commerce was helpful in providing information but they would like more information specifically regarding retailers and restaurants and their locations and hours of operations. Eighteen respondents indicated that they currently use Facebook, so Tupper Lake’s Facebook page could be a good way to share information about interesting things that are happening in Tupper Lake. While Facebook is not a main source of information at this time, it’s influence is likely to increase as more people become comfortable and familiar with the technology.

Ninety of the respondents also said that they would be visiting other areas outside of Tupper Lake. Lake Placid was listed by the greatest number of people as to where else they were headed, followed by Saranac Lake, Long Lake and Blue Mountain Lake. People also indicated a variety of places, other than those listed, that they would be visiting.



Visiting Other Areas	
Area	Number
Saranac Lake	51
Lake Placid	52
Blue Mountain Lake	25
Long Lake	38
Other	21*

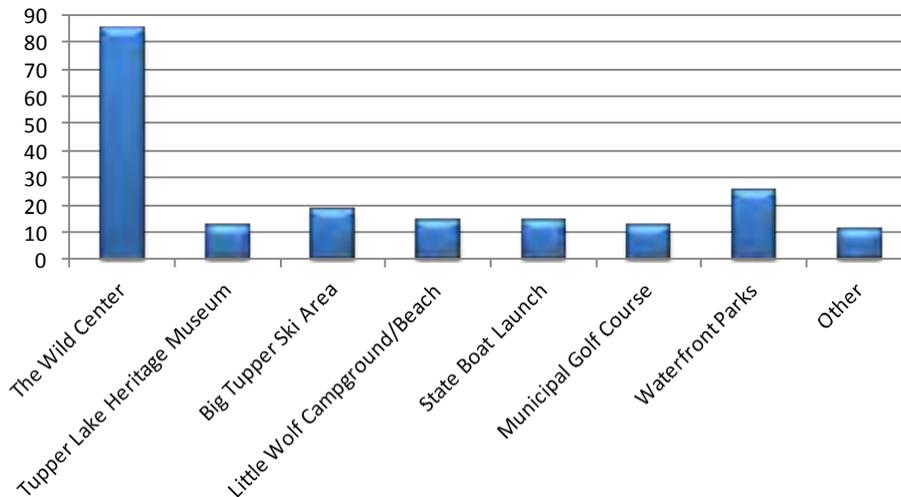
**Respondents could list more than one response.*

In addition to the areas listed above, respondents indicated the following areas that they would visit: Raquette Lake (3), Hoel Pond (2), Inlet (2), Paul Smith’s College (2), Indian Lake, Goodnow Flow, Massena, Augar Lake, Canton, Taylor Pond, Buck Pond, Meacham Lake, Keeseville, Lows Lake, Old Forge, Fish Creek and Plattsburgh.

Attractions and Activities

People were asked about what local attractions they have visited or would like to visit in the future as well as what activities they have done or would like to do both in Tupper Lake and in the Adirondacks. By far, the Wild Center had the highest response for local attractions followed by Waterfront Parks and Big Tupper Ski Area.

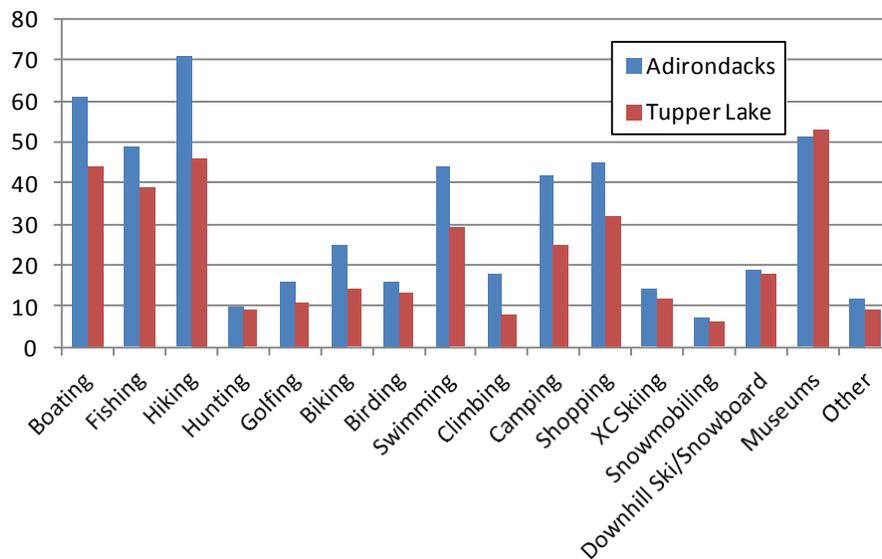
What Local Attractions Have You Visited or Would You Like to Visit?



When asked about activities in Tupper Lake and the Adirondacks, there was similarity in the responses for the two areas. The Adirondacks usually had a higher rate for each activity except for Museums; in this category Tupper Lake was ahead (driven presumably by the Wild Center). After museums, which was the highest selected answer, hiking, boating and fishing were the top answers for both areas. People also highly ranked shopping as an activity to be done in both Tupper Lake and the Adirondacks. Other activities included tennis, rafting, canoeing, relaxing and star gazing.



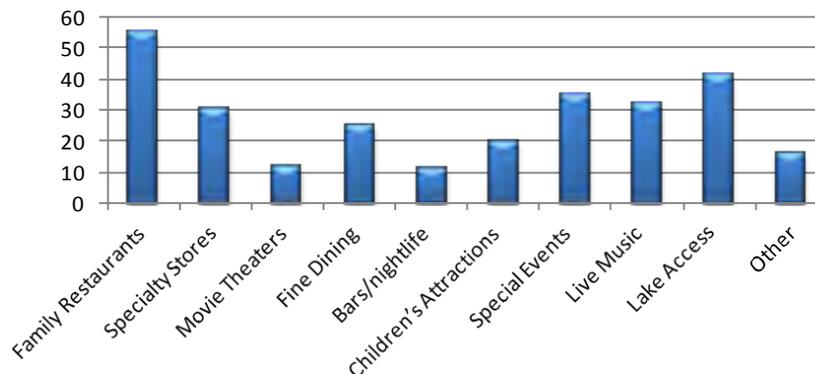
What Activities Have You Done or Would You Like to Do?



It is important to restate that all of the activities that visitors would like to do are available in Tupper Lake and with additional marketing regarding the wide variety of options available, tourists may be more likely to stay in the area for longer periods of time. Raising awareness and a general marketing campaign could increase the length of time people are in Tupper Lake and their spending.

People were also asked what things Tupper Lake could have that would make them more likely to visit or stay in the area. The top answer was family restaurants followed by access to the lake. People also showed an interest in special events and live music. As shown in the table above, people are also very interested in shopping in the area, specifically stating that specialty stores would make them more likely to visit and/or stay in the area. More information on shopping and spending will be covered in the next section.

What Would Make You More Likely to Visit or Stay in Tupper Lake?



A review of restaurants in Tupper Lake shows that there are a number of options that would be considered “family”, so it appears to be more an issue of perception. Coordinated marketing at the Wild Center illustrating where restaurants are, including a menu and operating hours would likely make it easier for a family visiting the museum to go to Tupper Lake for lunch or dinner rather than going elsewhere in the region.

While many people reported that they will be visiting other areas in the region, there are still things in Tupper Lake that are a big draw to them. The Wild Center is a huge asset to the area with people reporting it as the number one attraction they have visited or would like to visit in the area. Some respondents stated that they drive to Tupper Lake specifically for the Wild Center. Several people commented on how much they love the Wild Center and how it is a great family attraction in the area. While this is great news, there were also comments about how the area needs some improvement. People are all in agreement that the location and the area itself are definitely beautiful and worth visiting, but not everyone felt there was enough to do in the area. One person commented that they often need to drive to other areas because there was not enough to do in Tupper Lake

Shopping and Spending

When considering the spending of the average visitor, the survey found that lodging is the category where parties spent the most money. The second largest average expenditure was on food, which is in line with the table in the previous section showing that family restaurants ranked the highest for what would make people more likely to come to Tupper Lake.

Average Money Spent		
Category	Per Party*	Per Person**
Food	\$55.90	\$16.21
Entertainment	\$66.29	\$19.23
Lodging	\$173.05	\$50.19
Travel	\$18.59	\$5.39
Retail	\$15.63	\$4.53
Other	\$55.73	\$16.16

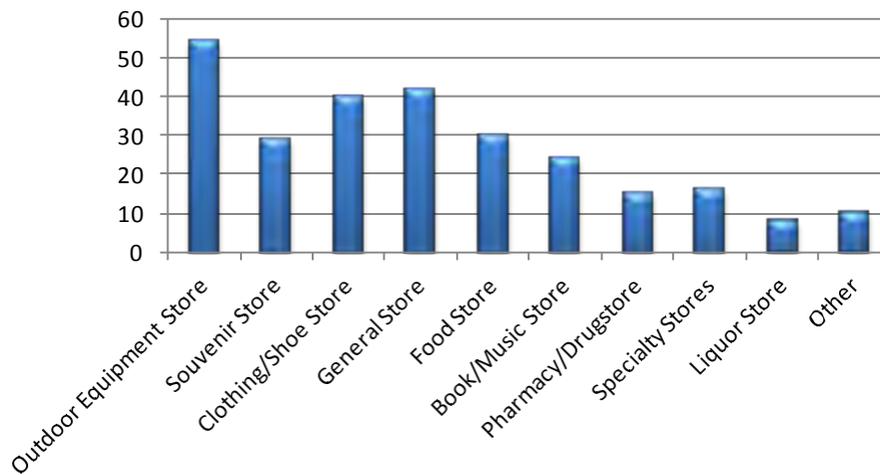
*Total Spending per category divided by 125 surveys returned

**Total Spending per category divided by 431 people in respondent groups

Based on the amount of money that respondents planned on spending in Tupper Lake, and their reported spending percentages per category, Camoin Associates determined average spending levels as shown in the table above. The first column shows the average spending per respondent group (i.e. per party) and the second column shows the average spending per person. Note that these numbers are the average overall responses, so they include the people who did not report spending any money on the various categories. Respondents were not asked to specify what they considered to be “Other” spending.



What Type of Retail Establishments Would You Like To See?



The above chart shows what type of specialty or general stores people are looking to find in the area. People that come to Tupper Lake are very interested in the outdoors; this is especially evident when those surveyed were asked about what type of retail establishments they would like to see in the area. Other than outdoor items, they were interested in a general store to purchase items they needed, clothing and shoe stores, stores to buy food and also stores to buy souvenirs to remember their visit to the area. Four people specifically mentioned they would like to see a big-box retail store, such as Wal*Mart, in the area.

Many of the problems that people noted in the survey centered on food (or more particularly restaurants) and retail establishments. Several people commented that businesses are not open late enough or on enough days of the week and that sometimes restaurants are closed but still have their open sign displayed, which is confusing for visitors. Respondents stated that better food shopping stores were needed as well as other retail establishments in the area. Shopping was ranked the 5th highest for activities that people would like to do in the area and the 5th highest for what would make people more likely to visit and/or stay in Tupper Lake. Therefore, it seems that people are looking for more opportunities to spend their money on goods in Tupper Lake. Restaurants ranked highest for an amenity that would make people likely to visit the area as well as being the second highest spending category. In light of the comments previously mentioned, this indicates that more could be done regarding the restaurant industry in the area.

The previously completed retail use analysis indicates that clothing and general merchandise stores have a regional resident demand that is not being met by local businesses and these types of stores would also be supported by visitors to Tupper Lake as they indicated in the survey. Sporting Goods, Hobby, Book, and Music Stores; and Food Service & Drinking Places were also identified in the survey as potential retail options that visitors would like to see in Tupper Lake.

The outdoors is a huge draw for people in Tupper Lake. Several people commented on the beauty of the Town itself, the natural beauty of the lake and the overall pleasant environment. The idea that people are visiting Tupper Lake to enjoy the outdoors is echoed by Outdoor Equipment Stores being the highest ranked for retail establishments that people would like to see as well as a high level of interest in all the outdoor-related activities that people indicated they have done or would like to do. As



mentioned in the report, Tupper Lake fell behind the Adirondacks region in all categories (except museums) which indicates an opportunity that exists for Tupper Lake to strengthen the draw for people to choose Tupper Lake for their boating, fishing and hiking rather than traveling to other areas in the region.

Appendix A

Tupper Lake - Visitor Survey

Thank you for taking the time to complete this survey. It has been designed to gather information from visitors to Tupper Lake regarding travel and spending habits. This information will be used to assist with revitalization efforts and should take no more than five minutes. Your responses are voluntary and will be confidential. All responses will be compiled together and analyzed as a group.

If you would prefer to complete this survey online, you can do so at: <http://www.surveymonkey.com/s/278JYJL>

1. What is your gender? Male Female

2. What is your age? 18-24 25-34 35-44 45-54 55-64 65+

3. What is your primary residence (Zip Code)? _____

4. Have you visited Tupper Lake previously? Yes No

5. If yes, how many times have you visited in the past, by season?
Summer: _____ Fall: _____ Spring: _____ Winter: _____

6. Is Tupper Lake your primary destination for this trip? Yes No

7. What is the primary reason for your visit to Tupper Lake?
 Business Pleasure Visiting Friends/Family Other (please specify)_____

8. How many people are you traveling with (do not count yourself)? Adults: _____ Children: _____

9. How long will you be staying in Tupper Lake (in days)? _____

10. How did you hear about Tupper Lake?
 Friend/Family Online Search The Wild Center Big Tupper Facebook
 Print Advertising www.tupper-lake.com Other (please specify)_____

11. What was your mode of transportation for coming to Tupper Lake?
 Car Bus Motorcycle Bicycle Mobile Home/RV
 Other (please specify)_____

12. Do you plan to return to Tupper Lake in the future? Yes No

13. Are you staying overnight in Tupper Lake? Yes No

14. If yes, what type of lodging have you chosen for this visit?
 Motel Campground Private Rental Staying with Friends/Family RV
 Other (please specify)_____

15. What do you look for when choosing lodging? (check all that apply)
 Quality Name Recognition Free Breakfast Appearance WiFi Cost
 Indoor Pool/Gym Child Friendly Location/Setting Other (please specify)_____

16. Do you plan to visit other nearby areas? Yes No

PLEASE CONTINUE THE SURVEY ON THE OTHER SIDE

17. If yes, where will you be visiting (check all that apply)?
 Saranac Lake Lake Placid Blue Mountain Lake Long Lake
 Other (please specify) _____
18. What local attractions have you visited or would you like to visit in Tupper Lake (check all that apply)?
 The Wild Center Tupper Lake Heritage Museum Big Tupper Ski Area Municipal Golf Course
 Little Wolf Campground/Beach State Boat Launch Waterfront Parks
 Other (please specify) _____
19. What activities do you enjoy doing in the Adirondacks? (check all that apply)?
 Boating Fishing Hiking Hunting Golfing Biking Birding Swimming
 Climbing Camping Shopping XC Skiing Snowmobiling Downhill Skiing/Snowboarding
 Museums Other (please specify) _____
20. What activities have you done or would you like to do in Tupper Lake? (check all that apply)?
 Boating Fishing Hiking Hunting Golfing Biking Birding Swimming
 Climbing Camping Shopping XC Skiing Snowmobiling Downhill Skiing/Snowboarding
 Museums Other (please specify) _____
21. How much money do you plan to spend in Tupper Lake? _____
Of money spent in Tupper Lake, what percentage is spent on:
Food: _____% Entertainment: _____% Lodging: _____% Travel: _____%
Retail: _____% Other _____% Please Specify: _____
22. Which of the following would make you more likely to visit or stay in Tupper Lake (Check all that apply)?
 Family Restaurants Specialty Stores Movie Theaters Fine Dining Bars/nightlife
 Children's Attractions Special Events Live Music Lake Access
 Other (please specify) _____
23. Which types of retail establishments would you like to see in Tupper Lake (Check all that apply)?
 Outdoor Equipment Store Souvenir Store Clothing/Shoe Store General Store
 Food Store Book/Music Store Pharmacy/Drugstore Specialty Stores
 Liquor Store Other (please specify) _____
24. Where was this survey completed/picked up?
 The Wild Center Retailer Event Hotel/Motel/Campground Chamber of Commerce
 Other (please specify) _____
25. What is your email address (optional, for local promotions)? _____
Do you currently use Facebook? Yes ____ No ____
26. Additional comments about your visit to Tupper Lake: _____

Thank you for completing this survey, please return it to the place where you picked it up, or mail it to:
Village of Tupper Lake Visitors Survey, P.O. Box 1290, Tupper Lake, NY 12986

For more information on Tupper Lake, please visit us at: www.tupper-lake.com and find us on Facebook.

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