



**Adirondack
Park Agency**

The Adirondack Park Agency Outreach

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for Economic Affairs**

September 21, 2022

Goals

Introduction to Agency's Economic Services

Hamlet Development Program

Smart Growth Planning

Agency's Economic Services Unit

Economic and Demographic Data Analysis

Industry Retention and Recruitment

Community Planning

Project Siting and Permitting

Project Feasibility Analysis

Business Recruitment and Market Analysis

Town of Johnsburg Draft Business Recruitment Marketing Plan

The Town of Johnsburg has identified a need to recruit new businesses into its community. The below is a plan to market the community to potential new businesses in the region with a focus on "exporting" industries, or those industries that ship goods and services out of the region and bring new wealth and jobs into the community.

Goal 1: Recruit entrepreneurs and business owners to either start a business or relocate their business in the Town of Johnsburg.

Goal 2: Attract a talented workforce to locate in Johnsburg.

Goal 3: Encourage existing local businesses to expand.

Key Research and Analysis Findings:

1. Johnsburg offers an attractive quality of life for people seeking four-season recreation activities.
2. Johnsburg offers most of the commercial services necessary to support a year-round population.
3. 38% of Johnsburg's approximately 1,850 housing units are owned by seasonal residents.
4. Over 220,000 skier visits occur at Gore Mountain every year.
5. Many areas of Johnsburg continue to lack adequate broadband and cellular access.
6. Johnsburg has access to County-owned rail lines but is distant from Interstate-87.
7. The primary heating source in Johnsburg is fuel oil, a fuel with large price volatility and currently more expensive than natural gas.
8. Sections of Johnsburg are served by town water but no areas are currently served by municipal wastewater treatment facilities.
9. 23.3% of seasonal home owners are from the Capital Region, 12.5% are from the Adirondacks, 12.4% are from New York City suburbs, 10.4% are from the Glens Falls/Saratoga region, 10% are from Long Island, and 8.7% are from New Jersey.

Economic Competitiveness	
Positives	Negatives
Quality of Life	Heating and Energy Costs
Recreation Opportunities	Distance to Markets (By Road)
Commercial Services	Broadband and Cellular Access
Rail Access	Limited Workforce
Familiarity with Many Visitors	Wastewater Treatment

Figure 1a. 5 Mile Radius

	Maximum	Minimum	Median	Mean	Indian Lake
Total Population	31,860	674	5,786	8,426	585
Seasonal Units	1,608	15	161	273	684
Growth Rate (2000-2010)	17.8%	-8.7%	-1.0%	0.2%	-12.8%
Population Per Square Mile	510	4	87	124	10
Seasonal and Full-Time Units	11,698	761	2,783	3,483	964
Year-Round Residency Equivalent	31,937	907	5,951	8,562	927

Figure 1b. 10 Mile Radius

	Maximum	Minimum	Median	Mean	Indian Lake
Total Population	94,596	1,455	22,333	29,458	1,352
Seasonal Units	4,345	50	834	1,172	1,249
Growth Rate (2000-2010)	15.6%	-9.6%	0.3%	1.1%	-7.8%
Population Per Square Mile	312	2	81	103	5
Seasonal and Full-Time Units	39,572	2,234	9,041	12,625	1,911
Year-Round Residency Equivalent	95,110	2,244	22,559	30,044	1,977

Figure 1c. 25 Mile Radius

	Maximum	Minimum	Median	Mean	Indian Lake
Total Population	804,060	9,502	202,212	241,747	11,585
Seasonal Units	11,085	2,718	6,153	6,709	9,377
Growth Rate (2000-2010)	6.0%	-4.8%	1.5%	1.3%	-7.8%
Population Per Square Mile	429	4	121	138	5
Seasonal and Full-Time Units	329,210	14,044	80,222	102,263	14,534
Year-Round Residency Equivalent	807,120	14,403	204,297	245,102	16,274

As shown in the above figures, the population of Indian Lake never exceeds the five-mile radius population of any Big M locations; however, when combining both full-time and seasonally occupied housing units, Indian Lake maintains greater combined seasonal and full-time five-mile radius market opportunity than Big M's Speculator, NY store (964 units compared to 761 units in Speculator). Speculator's year-round population exceeds Indian Lake's by about 90 people but the larger seasonal market of Indian Lake exceeds Speculator's by about 200 homes. If we derive a year-round residency equivalent from these seasonal homes, Indian Lake has a slightly larger total year-round equivalent population than Speculator (927 people versus 906). This should help to provide opportunity for pursuing a Big M location in Indian Lake.

Additionally, when utilizing a twenty-five mile radius, Indian Lake surpasses Big M's Eagle Bay location in population, seasonal units, population density, combined full-time and seasonal housing units, and year-round residency equivalency. While this would appear promising, it should be noted that much of Indian Lake's population within this radius is within a ten-mile radius of a Grand Union in North Creek, presenting an obstacle for justifying a grocer in Indian Lake when utilizing a twenty-five mile radius.

Comprehensive Planning and Zoning



COMPREHENSIVE PLAN FOR
THE TOWN OF CROWN
POINT



SEPTEMBER 1, 2018

TOWN OF NORTH ELBA VILLAGE OF LAKE PLACID LAND USE CODE UPDATE

Public Informational Meeting
June 24, 2021

Local Waterfront Revitalization Planning

TOWN OF SCHROON
TOWNWIDE REVITALIZATION STRATEGY

TOWN OF SCHROON
ESSEX COUNTY, NEW YORK

FEBRUARY 2018

TRAMPOLINE
ADVERTISING & DESIGN CO.

The LA GROUP
Landscape Architecture & Engineering P.C.
People. Purpose. Place.

NEW YORK
STATE OF OPPORTUNITY
Department
of State

NORTHVILLE LWRP VIRTUAL OPEN HOUSE

The Village is preparing a Local Waterfront Revitalization Program (LWRP). The purpose of the virtual open house is to find out what types of waterfront & economic development projects are most important to you.

**To take part in the
virtual open house, visit:**

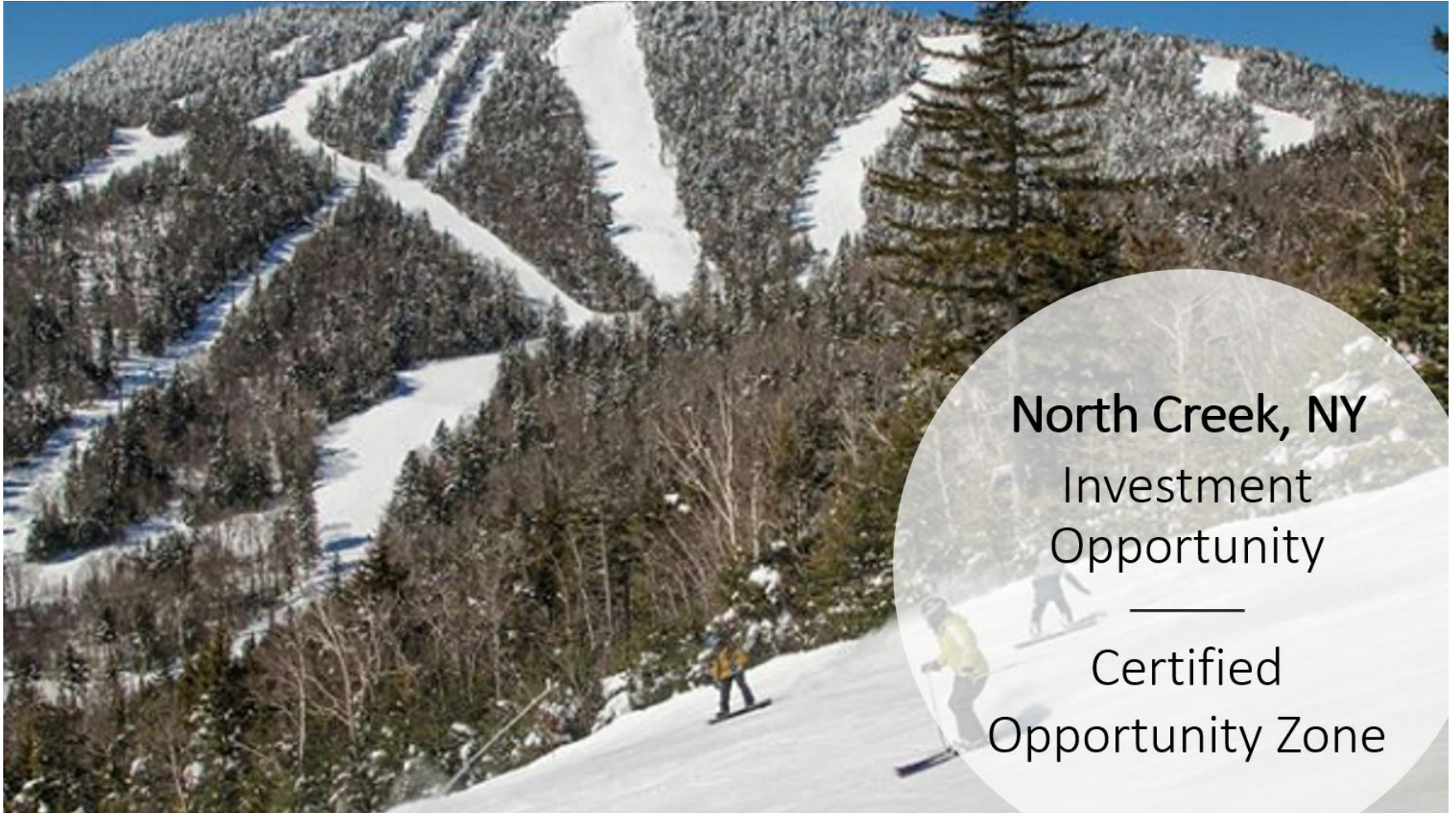
<https://www.surveymonkey.com/r/NorthvilleLWRP>

The open house will be available online from
February 1 to February 19, 2021

**Get
Involved,
Share
Your Ideas**

HELP PLAN NORTHVILLE'S WATERFRONT

Business Recruitment



North Creek, NY
Investment
Opportunity
—
Certified
Opportunity Zone

Hamlet Development Program

HDP is a community-driven initiative, led by a local stakeholder workgroup with assistance from the Adirondack Park Agency, that develops and implements a plan for economic improvement of the community's commercial center.

The Agency seeks to build partnerships with Adirondack communities to help them achieve their economic and quality of life goals.



HDP Objectives and Deliverables

Provide a framework for hamlet revitalization through an **economic plan**

Build local capacity for plan/project implementation with assistance from APA staff

Achieve success of **economic plan elements** (projects on the ground)

HDP Process

- Develop a local stakeholder workgroup
- Host a Public Information and Outreach Meeting
- Identify Community Vision and Goals
- Work with Workgroup to Develop the Plan
- Present Plan to Public
- Update Plan Based upon Feedback
- Workgroup Brings Plan for Support Resolution at Local Gov't
- Implement the Plan

Plan Components

Vision Statement

Economic and Regional Analysis

Priority Sites Inventory

- 11 Commercial/Residential Sites

Economic Plan

-4 Overall Objectives

-21 Action Items

-32 Implementation Items

-37 Sub-Tasks



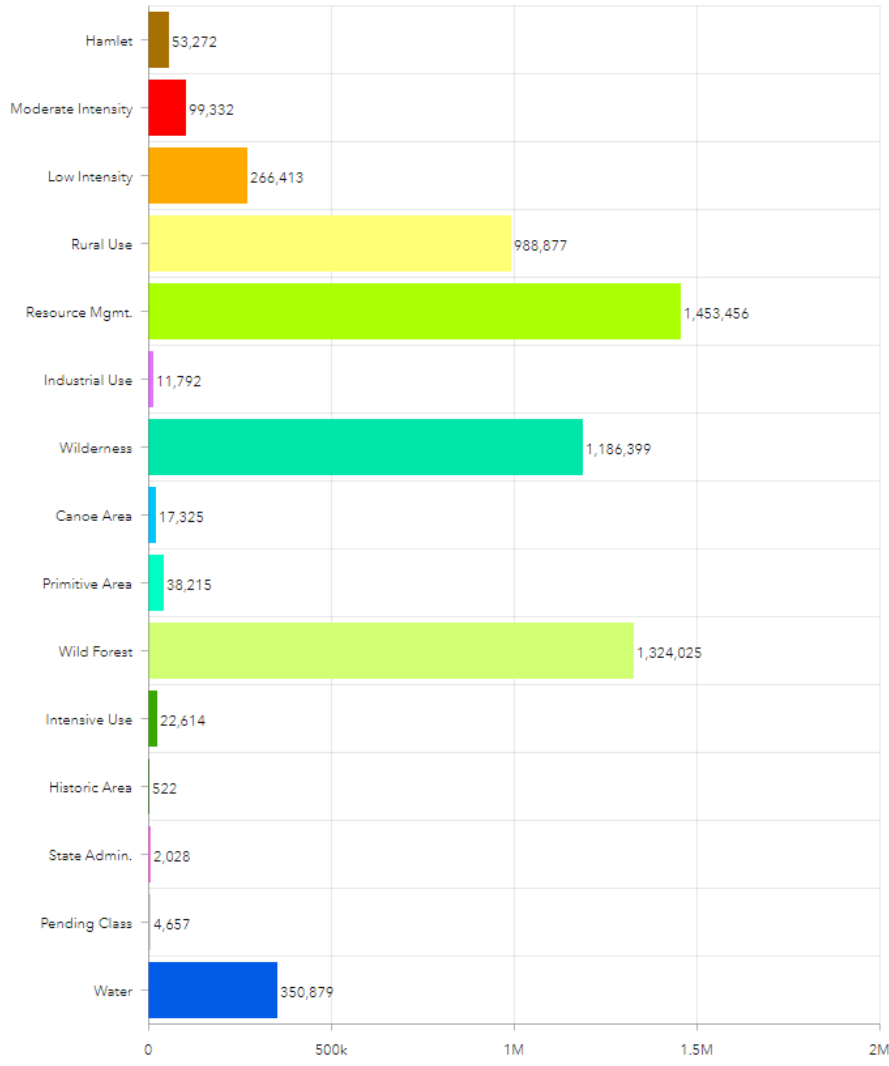
Priority Sites – Development Opportunities



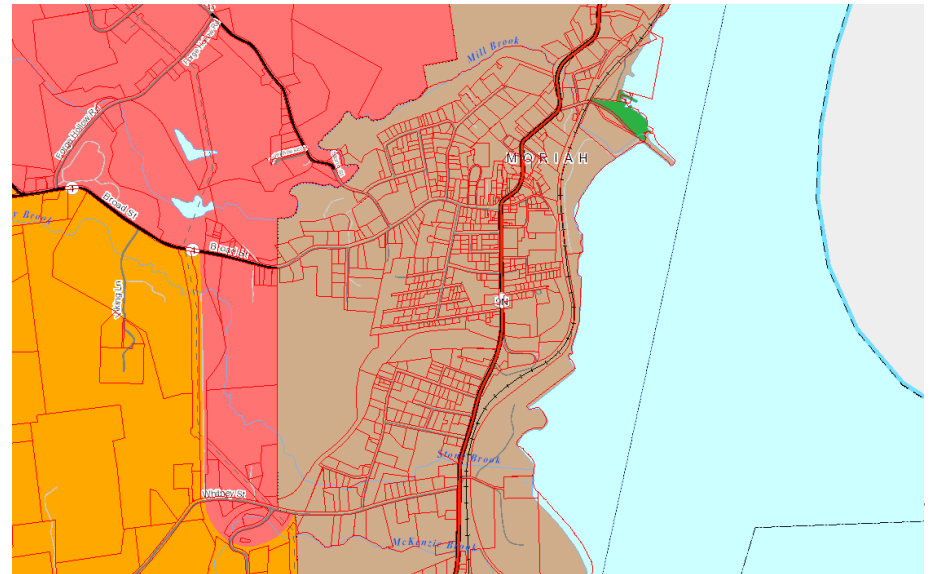
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Maximizing Use of Hamlets

Land Classification Acreage of selected area



Maximizing Use of Hamlets



Smart Growth Principles

1. Mixed Land Uses
2. Compact Building Design
3. Diversity of Housing
4. Walkable Neighborhoods
5. Sense of Place
6. Preserve Open Space
7. Develop in Existing Communities
8. Transportation Choices
9. Predictable Permitting
10. Stakeholder Collaboration



Conclusions

The Agency seeks to build partnerships with Adirondack communities to help them achieve their economic and quality of life goals while protecting the unique scenic and recreational resources of the Park.

The Agency offers diverse economic development and planning resources to help local communities.

If we don't specifically offer what you are looking for, please start a conversation.

Thank You

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Environmental Advantages of Hamlet Revitalization

Open Space/Habitat Protection

Reduced Habitat Fragmentation

Feasibility for Water Quality Protection Systems

Air Quality/Greenhouse Gas Emission Reduction

- Reduced Traffic
- Shared Walls and Roofs

Building/Resource Reuse



Economic and Cultural Advantages of Hamlet Revitalization

Government Facilities and Services Cost Reduction

Increased Visitation

Synergies Between Local Businesses

Health and Mental Health Benefits

Increased Travel Choices

Access to Nature and Preserved Open Space



Population Growth, Design and Tourism

2010 Cornell study on Adirondack hamlets found:

- Correlation between hamlet design, tourism employment and population growth/retention

