

MOBILITY

Background

After the 1980 Olympics, the Lake Placid/North Elba community adopted an economic strategy of developing and marketing events to increase area tourism. This strategy has been very successful. Over recent years the volume of visitors has increased, and the length of the "shoulder seasons" has decreased. More and more visitors attend events like the Lake Placid Ironman Triathlon; rugby, lacrosse and soccer weekends; hockey tournaments; skating events; and various other competitions. A byproduct of this success though is an increased strain on the transportation infrastructure, as larger numbers of people use a limited number of roadways and parking areas, usually in concentrated intervals. This makes it difficult for both locals and visitors to move about the region.

Frustrations with parking and circulation in the community are certainly not new. The 1997 Comprehensive Plan envisioned a circulation network which would invite residents and visitors of all ages and abilities to walk and bicycle to and from commercial districts, residential areas, recreational and cultural facilities, and special event venues. The Town and Village subsequently developed satellite parking with free trolley and shuttle services. While considerable progress has been made by the Town and Village in improving and expanding the pedestrian and bicycle network since then, it requires constant revision and improvement. This plan aims to continue that progress.



As indicated, bicycling and walking are increasingly popular activities in the community of North Elba/Lake Placid, whether for recreation, fitness, or transportation. Residents and visitors of all ages and abilities bike, walk, and/or run on our roadways alongside world-class athletes who gravitate to the area to train for competitive events like the Ironman Triathlon. With more vehicles and bicyclists on area roadways, the safety of all users has become an increasingly important mobility concern. In addition, while the community is generally very pedestrian-friendly, it remains difficult to walk from the outskirts of town into the central business district, and older adults and people with disabilities still face barriers when using the pedestrian network and public transportation.

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Vision for Mobility

Lake Placid/North Elba envisions a community with a transportation system that encourages healthy, active living, promotes all transportation options and independent mobility, and reduces environmental impacts. The community intends to achieve greater social interaction and community identity by providing safe and convenient travel options along and across roadways through a comprehensive, integrated transportation network for pedestrians, bicyclists, public transportation users, and motorists. Intended users include people of all ages and abilities, including children, families, older adults, and individuals with disabilities.



Goals, Objectives and Implementation Measures

Pedestrian and Bicycle Circulation/Complete Streets

Goal #1: To plan and establish a comprehensive, safe, and accessible network of pedestrian and bicycle facilities that is incorporated into existing and proposed facilities, and links residential areas; commercial business districts; educational, cultural and recreational facilities; and community services.

Objective 1: To identify opportunities to improve and expand the existing network of pedestrian/bicycle facilities, in coordination with road repair/reconstruction/construction efforts on Village, Town, County and State roadways.

Implementation Measures

- Create a Pedestrian/Bicycle Master Plan for the Village and Town areas, to identify gaps and needed improvements in sidewalks, paved shoulders, trails, and other pedestrian/bicycle facilities.
- Develop a “Complete Streets” Policy that directs transportation planners and engineers to routinely design and operate the entire right of way, to enable safe access for all users regardless of age, ability, or mode of transportation.
- Establish a pedestrian and bicycle advisory committee to coordinate with the Essex County Department of Public Works (DPW) and the New York State Department of Transportation (NYSDOT), to ensure that pedestrian/bicycle connectivity is a priority, and will be given equal consideration to other infrastructure investments.
 - Consider developing a GIS map of existing trail ways, walk ways, and bike ways.
 - Ensure that sidewalks in and out of the business district are maintained.

Objective 2: To create safe and convenient pedestrian connections between key destinations.

Implementation Measures

- Conduct an assessment and inventory of the existing pedestrian network, to evaluate existing conditions and identify and prioritize proposed improvements to pedestrian facilities.

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- Evaluate opportunities to link pedestrian facilities to the following trailheads that are within walking distance of the hamlet area.
 - Jackrabbit Trail
 - Henry's Woods
 - Lussi Trails (behind golf course)
 - Peninsula Trails
 - Evaluate opportunities to link the following areas: Cascade Acres to the existing sidewalk on Sentinel Road/NYS 73, where it terminates at the intersection with Newman Road.
 - Sentinel Road with Old Military Road by constructing a sidewalk on Newman Road.
- Investigate the feasibility of using "Access Management" designs to improve pedestrian safety on Saranac Avenue/NYS 86 between the intersection with Wes Valley Road and the entrance to Price Chopper and on West Valley Road.
 - Clearly define entrances and reduce the amount of pavement immediately adjacent to the roadway.
 - Design and construct commercial driveways that cross sidewalks so that the sidewalk continues across the driveway at the same elevation, and the driveway apron does not go through the sidewalk.
 - Seek ways to provide fewer driveways and narrower driveway crossings to improve pedestrian safety, especially in busy commercial areas.
- Approach the Department of Public Works about considering the following possibilities:
 - Whenever feasible, construct new sidewalks to be a minimum of 5 feet wide.
 - Install high-visibility ladder-style crosswalks at mid-block crossings and all intersections where sidewalks or paved shoulders are provided for pedestrians.
 - Install in-street crosswalk signs at un-signalized crossings, to make the crosswalk more visible and increase driver yielding.
 - Where appropriate, shorten crossing distances by using small corner radii on corners where truck traffic is not a concern, and by installing curb extensions where parking is allowed on local streets.
 - Restrict curb parking at specific crossing points to provide greater visibility for pedestrians and drivers.
 - Use traffic calming measures to slow motor vehicle traffic in areas with high pedestrian traffic, particularly residential, school, and shopping areas.
- Coordinate with local and state police to ensure that the following traffic laws pertaining to motorists and pedestrians are being obeyed and enforced.
 - Speeding Laws
 - Require drivers to STOP, not just YIELD, for pedestrians in a crosswalk.
 - Laws pertaining to pedestrian travel in roadways without sidewalks.

Objective 3: To create safe and convenient bicycle connections between key destinations.

Implementation Measures

- Conduct an assessment of the existing bicycle network to evaluate existing conditions and to identify and prioritize proposed improvements to bicycle facilities.
- Coordinate with local and state police to ensure that the following traffic laws pertaining to motorists and bicyclists are being obeyed and enforced.
 - Speeding Laws
 - Safe Passing Laws
 - Laws pertaining to the operation
- Coordinate with local businesses, community organizations, law enforcement, and volunteers to conduct education efforts on bicycle safety in the community.
 - Place special emphasis on Lake Placid Ironman Triathlon organizers and participants, in order to minimize conflicts during the spring and summer months.
- Encourage Village DPW, Town Highway Department, County DPW, and NYSDOT to provide appropriate on-road facilities for bicyclists that reflect Complete Streets design principles, including:
 - Regularly scheduled road maintenance, including sweeping of debris and pavement repairs.
 - Paved shoulders, 4-6 ft width is preferable.
 - Bicycle access to public transit (bike racks on buses/trolleys; bike parking at key stops).
 - Designated bicycle lanes (where appropriate and feasible).
 - Secure bicycle parking at key destinations.
 - Installing “shared roadway” and/or “share the road” signage along popular bicycling routes to alert motorists to the presence of bicyclists.
 - Shared Lane pavement markings on roadways (also called “sharrows”) to indicate that bicycle traffic is common. Shared Lane markings are useful where bike lanes and/or paved shoulders are not an option due to street width or other factors, and can be helpful for linking bicycle routes together to form a comprehensive bicycle network. Where cars are allowed to park on the shoulder, Shared Lane markings can help reduce the chance of a bicyclist impacting the door of a parked car. They should only be used on roadways where the speed limit is less than or equal to 35mph.

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- Coordinate with the Scenic Railroad to provide “bike cars” that accommodate bicycles on one-way trips between villages. Also consider providing rail stops for passengers to disembark on more remote roads, and continue walking/cycling.
- Examine the possibility of creating a bicycle lane on Main Street.

Objective 4: To develop a pedestrian network that is accessible to and usable by persons with disabilities.

Implementation Measures

- Coordinate with NYSDOT to integrate Lake Placid/Town of Elba into the NYSDOT’s Americans with Disabilities Act (ADA) Transition Plan for Region 1.
 - An ADA Transition Plan should include an inventory and assessment of the accessibility of pedestrian facilities (including sidewalks, curb ramps, paved shoulders, and their interface with parks, recreation facilities, parking lots, and other public spaces), and identify and prioritize improvements that remove barriers to accessibility.
- The DRAFT Public Rights-of-Way Accessibility Guidelines (PROWAG) should be used as guidance when planning, designing, constructing, and maintaining pedestrian facilities on local roads.

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Goal #2: To encourage and promote the use of the pedestrian/bicycle network.

Objective 1: To establish a community-wide Wayfinding Signage Plan to help residents and visitors navigate the community by foot and/or bicycle.

Implementation Measures

- Determine where signs should be located along existing and planned pedestrian and bicycle routes in accordance with the Bicycle and Pedestrian Master Plan.
- Determine sign standards to ensure consistency, including the following:
 - Uniform sign design
 - What information to include on the signs.
- Determine information to be placed on signs, including the following:
 - Identify destinations that signs will identify.
 - Identify approximate distance and walking/riding time to each destination.
- Manufacture and install signs.
- Consider converting information into a map of pedestrian and bicycle routes through the area; distribute as a pamphlet.

Objective 2: To provide a comprehensive system of bicycle parking facilities for residents and visitors.

Implementation Measures

- Conduct an inventory and assessment of existing bicycle parking facilities; identify and prioritize locations for new short-term bicycle parking racks.
- Identify potential locations and procedures for replacing car parking spaces with bicycle parking.
- Identify examples of bicycle rack cost-sharing programs, for potential partnership with local businesses and community organizations.

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Objective 3: To promote and market Lake Placid/North Elba as a pedestrian and bicycle-friendly community.

Implementation Measures

- Apply for recognition from the League of American Bicyclists as a “Bicycle Friendly Community.” The Bicycle Friendly Community Program provides incentives, hands-on technical assistance, and awards recognition to communities that actively support bicycling.

Goal #3: Improve the life of residents of Lake Placid and North Elba by supporting enhanced county-wide public transportation.

Objective 1: Enhance public transportation services for Lake Placid and North Elba residents.

Implementation Measures

- Convene a meeting of organizations that provide transportation assistance to identify existing service routes.
- Work with Essex and Franklin counties to ensure that bus service is operating as needed for local residents and businesses. Consider county budgets, route planning, and service advertisements.
- Develop coordinated marketing/education programs to increase awareness of existing transportation services.
- Consider developing a low cost personal transportation service, similar to the Gadabout service of Ithaca and Franklin Counties.
- Explore the feasibility of providing a limited shuttle to the Van Hoevenberg area for all-season recreation access.
- Consider partnering with the Adirondack Mountain Club to explore the implementation of a fee-based shuttle, similar to the one provided in the White Mountains of New Hampshire by the Appalachian Mountain Club.

Goal #4: Improve trolley operation to reduce congestion on Main Street, improve downtown parking, and improve around-town transportation for tourists and for those without personal vehicles.

Objective 1: Increase the efficiency of trolley operation.

Implementation Measures

- Reevaluate the trolley's route, determining stops that will best serve local residents and visitors.
- Ensure that the trolley serves remote parking areas to encourage visitor parking away from the immediate downtown area.
- Prominently mark trolley stops. At each stop post the schedule (indicating seasonal and special event changes), as well as a map of the route.
- Provide trolley schedules and maps to hotels/motels, village/town offices, and churches; for publication in tourist literature; and for posting on the internet.
- Conduct a "Ride the Trolley" campaign to announce the new, improved service.
- Consider the adoption of a phone app that tracks the trolley on its route.

Goal #5: Increase connectivity and transportation options to Lake Placid.

Objective 1: Coordinate activities between train stations, bus stations, and airports to Lake Placid and its various destinations.

Implementation Measures

- Inventory existing public transportation options between transportation hubs and Lake Placid.
- Conduct a gap analysis.
- Market public transportation connection options for those without a private vehicle.

Goal #6: Create a balance of parking that supports economic development but does not detract from the quaint village atmosphere.

Objective 1: Develop a Parking Plan for the Village of Lake Placid.

Implementation Measures

- Develop a comprehensive parking plan that evaluates Village rights-of way for additional parking and bicycle lanes.
- Consider a centralized location for a parking garage.

Environment and Natural Resources

Background

In a study done some years ago for the Visitors Bureau it was found that people came to Lake Placid for vacations and it was the beauty of the area that attracted them. The same can be said for the residents. Clean air, clean water and spectacular views typify our region and Lake Placid. In study after study, it becomes apparent that our environment and natural resources are what we are all about.

In 1967 rules were established by ordinance for the protection of Mirror Lake both above and below the water. An assessment of open space within the community was done in the 1970's which identified sensitive view sheds and areas to be protected for visitors and residents alike.



The Lake Placid Shore Owners Association has for years employed Lake Stewards to patrol and discourage boaters from introducing pollutants and invasives into the municipal reservoir. The Lake Placid Beautification group plants and enhances the beauty of our

community year round. The Mirror Lake Watershed Association patrols the lakes and byways to identify and mitigate the spread of invasive species and control the introduction of pollutants into the waterways. Our municipal government bodies and countless volunteer organizations work to keep our beautiful home as clean and lovely as possible but every day brings a new challenge be it development, a new bug or plant not seen before in our area.

Vision for Environment & Natural Resources

The community will become more environmentally responsible through increased awareness and education and enforcement in order to preserve and protect for generations what it is we have to offer.

Goals, Objectives and Implementation Measures

Goal #1: Strike and maintain an optimal balance between protecting and preserving the natural environment, to include ground, water and air, and improving economic vitality and quality of life in the community.

Objective 1: Keep the air (including light, smell/odor, particulates and noise) as clean as possible.

Implementation Measures

- To require by code that any of the above be as unobtrusive as possible and only as much as is needed for function and safety. It would apply to all commercial, residential and public/common property.
- For any new development, public or private, a set of rules and regulations for light that would consider focus/direction, brightness, color, on/off times. Reference “Dark Sky Initiative”
- Move to bring existing developments into compliance with current rules and regulations. Seek self/voluntary compliance, provide incentives, e.g. reimbursement of costs, tax abatement, recognition, etc.
- Establish a Conservation Advisory Council (CAC) in accordance with NYS General Municipal Law. This council should act with public and private agencies as and advisor and resource on environmental issues.

Objective 2: Encourage the protection of existing trees, the removal of diseased trees, and replanting to enhance landscaping and erosion mitigation.

Implementation Measures

- With the newly established *Environmental Committee*, provide landscaping rules for replanting of trees, shrubs and plants.
- Establish a tree preservation ordinance which requires permits or inspections of trees of a certain size or type before removal or trimming.

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- Provide for a heritage tree consideration. This might be done with the collaboration of a Historical Preservation group.
- Find a way to work with private property owners allowing removal of diseased trees to prevent further spread.

Objective 3: Identify and eradicate Invasive Species.

Implementation Measures

- Work with existing environmental organizations, schools, Adirondack Park Invasive Plant Program (APIPP), municipal bodies and volunteers to increase education and awareness of invasive species. Money should be allocated by municipal budgeting to provide a fund for these initiatives.
- Secure public or private funding to remediate infestations of invasive species.
- Secure funding to hire stewards to monitor lakes.

Objective 4: Continue to improve and enforce the existing watershed management plan.

Implementation Measures

- Monitor new development.
- Conduct annual inspections of septic systems.
- Work with state and municipal authorities to mitigate salt, sand and oil, runoff into watershed.

Objective 5: Partner with Land and Water protection organizations and government entities effectively.

Implementation Measures

- Encourage interaction among preservation and conservation organizations to identify land that would protect a sensitive site such as view shed, watershed, or open space.

Environment and Natural Resources

- Use these agencies to identify avenues for funding and incentives to help landowners achieve the best use of their land.

Objective 6: Inventory of best usage for local lakes and waterways to be done by existing volunteer groups such as Lake Placid Shore Owners' Association, Mirror Lake Watershed Association, Ausable River Association, Mill Pond Dam Neighborhood, and other interested parties.

Implementation Measures

- Research on how much is too much in terms of buildings, percentage of lot use, marinas, etc.
- Prohibition of further building of marinas. Tighter definition of what constitutes a marina.
- Oversight of use of herbicides and pesticides on shorelines and significant fines imposed by Code Office for any infractions.
- To develop ways to utilize expertise of local citizens with special knowledge of all of the above issues.
- Encourage local elected boards, appointed boards and municipal employees to engage the above mentioned Associations and volunteers in decision making and resolution of questions regarding the preservation and protection of the environment.
- Coordinate activities and initiatives through the newly created Conservation Advisory Council (see Goal 1)

Goal #2: Establish a community fund to further the aims and objectives of the goals alluded to in this document

- Provide money to hire consultants.
- Provide funds for matching grants.
- Help pay for stewards to monitor lakes.
- Hire professionals to remediate infestations of invasive species.
- Impose fines for non-compliance of any aspects of codified rules . Fines should be significant and determined by the consequences of the infraction.The cumulative impact of building and development on shore land must be taken into to consideration.



HOUSING

Background

One of the unique qualities of the Lake Placid / North Elba area is the fact that it is a resort community where long-term, year-round residents live. It was not created and designed by a corporation, but rather one built by the residents. It was the residents of the community who hosted two Olympics, built sports venues, and continues to draw conventions, World Cup Events, Ironman Competitions, Horseshows, and other activities to the area. It was also the residents who built the homes, the residential neighborhoods, the schools, the churches, the retail stores, services and professional practices.

Meanwhile the housing market in the area has changed. The cost of housing has increased and retirees from outside the region drive up market prices as they retire to the area and more homes are bought as investments. An increased number of second homes and vacation rentals have led to many residential areas turning into "dark neighborhoods", consisting of houses that are empty most of the time.



Service industry workers can no longer afford to live in the area so the gateway corridors are crowded during rush hours with commuters coming and going from as far away as Malone or Ausable Forks. Teachers, accountants, lawyers and others with middle class jobs start their careers in Lake Placid, and then buy a home in an outlying community where they raise their family. Many sons and daughters of long-time residents cannot afford to live in the area and seniors have difficulty remaining independent without their support. Staffing the volunteer fire departments and ambulance corps is increasingly difficult.

This shift in demographics also requires design changes in residential structures to accommodate the ability to age in place. Facilities and services for an aging population have to be provided. Principles of universal design should be considered in any type of construction.

Vacation rentals intensify the use of resident structures and create safety, parking, and quality of life issues. The increased use of housing also places an additional strain on the infrastructure. Electrical and sanitary sewage capacities either become stressed, or increasingly expensive. This leads to a need for energy conservation and the desire to retrofit existing residences and build new residences to higher standards.

Any examination of the housing situation in the area, therefore, uncovers many challenges and opportunities.

HOUSING

Vision for Housing

The Lake Placid / North Elba community provides a diversity of safe, energy efficient housing opportunities to attract people of all income levels and age groups.

Goals, Objectives and Implementation Measures

Goal #1: Increase the stock and availability of income-based housing in the North Elba/Lake Placid community.

Objective 1: Accurately measure and track changes in the inventory and price of targeted housing stock.

Implementation Measures

- Develop and maintain metrics that describe the number, type and costs of housing units (sales and rental) available for targeted household incomes.
- Coordinate information with the Tri-Lakes Housing Study (2010)

Objective 2: Monitor and adjust the impact of the adoption of the 2012 Land Use Code.

Implementation Measures

- Interview key individuals associated with developments that involve accessory dwellings and income-based housing. Propose appropriate amendments to the Land Use Code.

Objective 3: Increase the opportunity for the private development of income based housing.

Implementation Measures

- Identify municipal or private lands that are suitable for the development of income-based housing.
- Identify foreclosed properties that are suitable for the development of income-based housing.

HOUSING

Objective 4: Build upon the existing partnership with the Adirondack Community Housing Trust (ACHT).

Implementation Measures

- Investigate methods for increasing the North Elba funds currently administered by the ACHT.
- Encourage the ACHT to pursue funding opportunities for developing income-based housing in the Town of North Elba.

Objective 5: Develop mechanisms that may facilitate the flow of Federal and State housing funds.

Implementation Measures

- Research the advantages and disadvantages of creating a North Elba Housing Trust based upon Title XVIII of the New York State Constitution.
- Identify buildings suitable for rehabilitation that include income-based housing utilizing Federal Tax Credits.
- Develop methods that inform Village and Town officials of potential funding opportunities.

GOAL #2: Ensure that short-term rental housing units meet the health and safety requirements of the uniform code and do not negatively impact the quality of neighborhood life.

Objective 1: Establish a rental permit system for short term home rentals that provides for inspection, posting emergency information, maintaining safety equipment and reasonable occupancy limits.

Implementation Measures

- The Town and Village Boards should establish a joint committee to create a rental permit system for short term home rentals.

Goal #3: Promote energy efficiency in the construction of new homes and the renovation of the existing housing stock, including rental housing.

Objective 1: Create a one-stop "clearinghouse" with information and guidance about programs available to contractors and homeowners.

Implementation Measures

- Include information on energy efficient construction, renovation and financing as part of the permit process.

Objective 2: Develop methods for financing energy efficient construction.

Implementation Measures

- Investigate the possibility of using special assessment districts, and other methods, to amortize costs more effectively.

Objective 3: Promote energy audits of existing and new housing stock.

Implementation Measures

- Develop a program to inform homeowners of energy leaks through the use of infrared photography.
- Create outreach programs that target specific homeowners with information regarding incentives to participate in existing programs.
- Train Town and / or Village employees to perform energy audits (BPI Certification).
- Provide homeowners with specific information regarding costs and effectiveness of energy upgrades.

Objective 4: Increase incentives for energy upgrades.

Implementation Measures

- Provide technical assistance to homeowners applying for available energy conservation programs.

HOUSING

- Use the Energy Conservation Fund to create a local program similar to the NYSERDA program.

Goal #4: Provide for the housing needs of an increased senior population.

Objective 1: Increase the housing that meets the requirements of seniors and those with physical disabilities such as building accessibility, location of bathrooms, door widths and height of controls.

Implementation Measures

- Promote universal design principles for the construction of new homes and the renovation of the existing housing stock.
- Create a one-stop “clearinghouse” with information regarding the requirements and benefits associated with utilizing the principles of universal design.
- Create and publish market studies relevant to the development of senior housing.

Goal #5: Increase the availability of subsidized independent housing for seniors.

Objective 1: Place the community in a position where it can successfully compete for grants for the construction of senior housing.

Implementation Measures

- Establish a person / office as lead agency and community contact for the development of senior housing.
- Include a section that underscores the community commitment to independent senior housing in the Comprehensive Plan.
- Identify properties that fit the profile of valued sites as established by the Department of Housing Community Renewal (DHCR).
- Identify landowners and developers that are interested in developing senior housing projects.

Objective 2: Increase the community resources available for the development of subsidized senior housing.

Implementation Measures

- Explore methods to increase the North Elba Housing fund currently administered by Adirondack Community Housing Trust (ACHT) and develop agreements that allow the fund to be used for subsidized senior housing.



Land Use and Design

Background

There are very few communities that are as closely tied to their surroundings as Lake Placid / North Elba. The natural beauty of the environment and the recreational opportunities that exist bring visitors that drive the tourist economy, draws retirees to settle here, and gives residents



the economic base needed to survive.

As a result, Lake Placid and North Elba are continually challenged to find a path of development that allows for economic growth while at the same time protecting the environment and the region's rich legacy.

Development guidelines have been instituted into several Land Use Codes updates. In 1996, the Land Use Code established storm water management regulations to protect the lakes, rivers and streams. The 1996 Code also established the first scenic overlay districts and architectural review corridors. The 2011 Code expanded the Shoreland Overlay and created new viewsheds that assured quality upland development. It also expanded the number of visual corridors, especially in the gateways, encouraged clustering and conservation subdivision planning, and revamped the signage regulations in an effort to keep a consistent visual integrity. The 2011 Code also established an historic district along Main Street to preserve the corridors historic character.

The 1997 Comprehensive Plan outlined some initiatives that promote aesthetics existing outside the Code. A Beautification Committee, for instance, acts as a community gardener and maintains flowers and landscaping. A Tree Board works to promote shade tree corridors, protect "heritage trees" and fight off invasive species. The Historic Society promotes architectural preservation while the Lake Placid Institute and the North Elba Conservancy create conservation easements in environmentally sensitive locations.

Land Use and Design



Vision for Land Use & Design

The vision for the Village of Lake Placid’s land use and design patterns is to maintain a balance of land use and development that enhances and protects the character of the greater Lake Placid / North Elba community. To accomplish this, the Village of Lake Placid will:

- Manage the impact on infrastructure,
- Enhance “the look” of downtown Lake Placid,
- Promote historic preservation,
- Regulate activities and development on the shorefront,
- Coordinate similar development goals with bordering areas and neighboring communities, and
- Educate and encourage sustainable and low impact development.



Land Use and Design

Goals, Objectives and Implementation Measures

Goal #1: To promote an architectural style for commerce and municipal uses that complements the natural and manmade environments.

Objective 1: Encourage the Town and Village to work together to create a uniform Community Design Guidelines.

Implementation Measures

- Establish a *Design Policies Committee* to develop design standards for the purchase of streetscape elements (streetlights, lampposts, trash and recycling receptacles, bikes racks, benches and fences) and promote their adoption by the municipalities.

Objective 2: Monitor signage guidelines to ensure compliance with existing regulations regarding size, color, duration of temporary signage, prior approval and consolidation where appropriate.

Implementation Measures

- Establish a Signage Design Review Committee to evaluate proposed projects and to monitor existing regulations.
- Develop and distribute pamphlet and online materials that demonstrates appropriate guidelines.
- Review and enforce regulations for residential signage (i.e. vacation rental, political signs, etc). Regulations should include criteria for placement, size and duration of posting any signs on residential property. Some types of signs may be prohibited such as items for sale.
- Work with the public sector to eliminate confusing clusters of signs and unnecessary signs; and to site, design, and landscape public sector signage.
- Review the regulations for the location, size, and duration for Sandwich boards and free-standing sidewalk signs, merchandise and/or advertising displays etc.

Land Use and Design

Objective 3: Monitor the Land Use Code to encourage architectural diversity and multi-purpose buildings while still maintaining the character of the area.

Implementation Measures

- Monitor the effects of the new land use code.

Goal #2: To preserve and enhance the vitality and attractiveness of the business district.

Objective 1: To enhance and further develop an aesthetically pleasing, user-friendly business district.

Implementation Measures

- Develop a Streetscape Enhancement Plan for Main Street.
- Formalize the Beautification Committee and allocate more funds to ensure the implementation of recommendations of the streetscape enhancement plan within the business district.
- Work with the downtown businesses to explore the feasibility of creating a Business Improvement District (BID) and include beautification methods in the BID Plan (see Appendix 1).

Objective 2: Increase customer access to the business district.

Implementation Measures

- Evaluate the creation of a Parking District to comprehensively address parking solutions and examine times of commercial deliveries on Main Street.

Objective 3: To facilitate a secondary use for vacant buildings.

Implementation Measures

- Create a program that works with owners of vacant buildings to encourage use of window displays for beautification, to provide area information to residents and visitors, or non-profit use.

Land Use and Design

Goal #3: Establish uniform Gateway Designs to integrate with neighboring towns.

Objective 1: Work with neighboring communities to enhance appearance of corridors and gateways into Town.

Implementation Measures

- Establish an inter-municipal committee to create a Master Plan for gateways and connections to neighboring communities. Consider:
 - Signage marking entrance/exit of town/village - Welcome/Thank you for visiting.
 - Introduce welcome kiosks / visitor information stands / booths.
 - Create pull-off areas and parking. Visitors stopping to take photos are creating safety issues.
 - Consider screening or reduction of construction debris pile at transfer station

Objective 2: Work with neighboring communities to coordinate similar development and design goals.

Implementation Measures

- Use best management practices when developing near shore front property such as the joint use of Lake Placid with St. Armand and North Elba.

Goal #4: To preserve and enhance the natural beauty of viewsheds and open spaces.

Objective 1: Maintain and enhance the use of public open spaces.

Implementation Measures

- Develop an inventory of existing open spaces and target where they should be expanded.
- Develop scenic easements along unprotected areas to maintain the rural character of those areas.

Land Use and Design

Objective 2: Preserve vistas and open spaces.

Implementation Measures

- Utilize the Conservation Advisory Council (See Environment section) to coordinate with the North Elba Land Conservancy to preserve vistas and open spaces by creating an Open Space Plan.
- Identify various protection measures such as volunteer conservation easements and land use regulations.

Objective 3: Encourage cluster subdivisions or planned unit developments in areas to protect existing open space, viewsheds and natural land forms.

Implementation Measures

- Monitor the changes that were part of the Land Use Code.

Goal #5: To promote the maintenance, beautification and upkeep of residential and commercial properties.

Objective 1: Encourage regular upkeep of all properties.

Implementation Measures

- Create a Property Maintenance Code that requires the repair of deteriorating structures: broken windows, rotting boards, sagging porches, falling stucco, etc.
- Create Town/Village laws requiring snow shoveling, lawn mowing, and debris removal.
- Enforce laws which forbid “junk” (unlicensed vehicles, boats, RV's, and snowmobiles) from being visible from the street side of the property.
- Research funding opportunities for rehabilitation and renovations.
- Create pamphlets and provide online resources of grant monies available to the public.

Land Use and Design

- Consider expansion of hazardous waste days to include appliances

Goal #6: Promote public appreciation of the Town and Village heritage and encourage the preservation and revitalization of historic resources for the educational, cultural and economic benefit of all residents of the community.

Objective 1: Recognize the inherent value of historic preservation at all levels of Town and Village government and functions.

Implementation Measures

- Invite preservation experts such as AARCH (Adirondack Architectural Heritage) to speak to Town and Village officials or appropriate committees about the value and importance of architectural heritage and resources available.
- Work with New York State Parks, Recreation and Historic Preservation (NYS OPRHP) to develop a Heritage Preservation Plan.
- Apply to NYS OPRHP to become a Certified Local Government (CLG).
- Use the historical society as a resource to educate owners about their district.
- Develop and distribute informational flyers to home/business owners in historic districts that will make them aware of the importance of their property.



Objective 2: Encourage voluntary actions by private property owners that will help accomplish historic resource management goal.

Implementation Measures

- Create ways in which private property owners are recognized publicly for their historic resource management efforts including inviting homeowners to speak to other groups of interested community members.

Land Use and Design

Objective 3: Promote public awareness and understanding of the cultural history and importance of preserving heritage to the social and economic well-being of the community.

Implementation Measures

- Encourage collaborations between local historical societies to create a shared conversation about historical preservation in the region.
- Develop heritage walkways and bikeways.

Objective 4: Increase the attractiveness of historic neighborhoods.

Implementation Measures

- Add signage signifying the entry into a historic neighborhood.
- Provide resources to home and business owners who are interested in maintaining the historic flavor of their property.
- Bring public light to those home and business owners who are following historic preservation guidelines and best practices.



Objective 5: To encourage the appropriate rehabilitation, preservation and renovation of existing properties within the business district.

Implementation Measures

- Examine legislation regarding condemnation and demolition of buildings.
- Establish a *Heritage Committee* to work with preservation partners, identify funding opportunities, and develop and distribute an informational brochure regarding renovation and preservation techniques.

Land Use and Design

Goal #7: To promote and encourage sustainable and low impact development.

Objective 1: Cultivate opportunities to enhance and develop the use of green and eco-friendly practices.

Implementation Measures

- Identify and assess potential costs/benefit of implementing eco-friendly practices including town recycling, green roofs, wind farms, biomass plant, LED street lighting and geothermal sidewalks.
- Promote innovative stormwater management practices such as rain gardens, planters, permeable pavers and other new technologies.

Objective 2: Educate and promote public awareness on the benefits of sustainable low impact development and practices.

Implementation Measures

- Secure grant funding and create committee to develop and distribute brochures and online resources designed to increase public awareness of the benefits of these practices, including any grant money or money saving opportunities.
- Coordinate public seminars.

What is a Business Improvement District (BID)?

A BID is an organizing and financing mechanism available to property owners and merchants to help determine the future of their commercial areas. In New York State, and throughout the US, BIDs are key organizational elements that directly contribute to the success of Downtowns. The advantages of a BID is that it is State recognized with specified funding, rather than being reliant on membership fees and fund raising.

The overall goal of a BID is to provide for the comprehensive management of the Business District. Specifically, a BID manages and implements capital, maintenance or marketing plans, conducts overall management, and generally operates to keep all parties at the table. Based on NYS legislation, there are a number of different activities that a BID may undertake, including the following:

Public Improvements - The BID can finance Downtown public improvements such as parking lots, lighting, attractive garbage receptacles, tree planting, and other streetscape improvements (e.g., brick sidewalks). It is important to note that the amount of financing that can take place is dependent upon the total assessed valuation of the properties within the district boundary.

Operations and Maintenance - The BID can provide for the operation and maintenance of any of the district improvements. In particular, the BID can hire a private security force to increase the comfort of shopping or working in the business district. Snow removal on sidewalks and garbage collection are other potential activities.

Promotional and Marketing - Advertising district promotions and special events, are common actions of many BID programs.

Business Recruitment - The BID can identify retail gaps, recruit new merchants to occupy vacant stores, and fill retail niches.

Research and Planning - The BID can collect data on the district, its building owners, commercial tenants and market conditions to use in its own planning activities.

Appendices

The BID is based on state law permitting property owners to band together to use the municipality's tax collection powers to assess itself. These funds, which are collected by the municipality and returned in their entirety to the BID, are used to purchase supplemental services beyond those services and improvements provided by the Town.

Since the nature of the BID program is one of self-help, the success of its implementation depends on community consensus on a variety of issues. These include the organizational structure of the BID, its boundaries, most-pressing needs and the amount to be spent. For example, by carefully considering its boundaries, the BID can establish where the retail and office development should take place. Addressing the 'real' community needs allows BIDs to serve as the pulse of the local economy.

By centralizing the management and coordination of business activities, property owners and merchants can also help make the Business District more competitive in the regional market. If Downtowns are to survive, they must not only improve physically, but also refine their image in the eyes of today's increasingly mobile and discerning shoppers.

For additional information on the topic, please refer to the 2006 NYCOM Municipal Management Series report titled, *Business Improvement Districts*, available at www.nycom.org.