
VILLAGE OF SARANAC LAKE DOWNTOWN REVITALIZATION INITIATIVE

GOALS AND STRATEGIES

Prosperity

Create a downtown environment that attracts new private and public investment, that attracts workers and where a diverse range of locally-owned businesses flourish.

- Attract and support entrepreneurs to create new employment opportunities for the next- generation workforce.
- Encourage redevelopment of priority areas to accommodate a mix of commercial and office development.
- Encourage public-private partnerships.
- Develop and implement downtown revitalization tools such as a business improvement district and small business loan and/or grant fund to drive continued investment Downtown.
- Nurture a business environment that offers opportunities for locally-owned businesses and residents from all walks of life.

Destination

Make downtown a premier regional destination for entertainment, art, culture, shopping and dining for residents, workers and travelers.

- Attract and support the establishment of new arts, culture, and entertainment venues and events for residents and visitors of all ages, incomes and interests.
- Support existing signature community events and activities.
- Develop new and support existing programs and events that provide opportunities for people to remain in downtown in the evening and on the weekends throughout the year.
- Expand and enhance waterfront amenities that improve access to and enjoyment of the abundant water resources in downtown, including the Riverwalk and other public parks.
- Support the “Decidedly Different” tourism promotion and a marketing program that highlights the creative community, shopping, dining, and outdoor recreation.
- Achieve and maintain a balanced mix of businesses and organizations that attract visitors and provide necessary goods and services to regional residents.

Development of Vision, Goals and Strategies

The Vision for downtown Saranac Lake, supported by Goals and Strategies, was developed by the DRI Local Planning Committee with public input to guide the Strategic Investment Plan priorities and selection of DRI projects. The Vision captured the community's desire to facilitate the next chapter of downtown Saranac Lake's revitalization journey. 5 goals and 24 strategies support the Vision Statement.

Urban Design

Capitalize on downtown's unique and attractive design by enhancing historic architecture and building scale, form, context, a mix of uses, the streetscape, parks and access to the Saranac River.

- Maintain the historic character of downtown by promoting preservation and restoration of historic buildings.
- Support placemaking by investing in public streetscapes and parks to promote an attractive, walkable, dynamic downtown.
- Implement public art projects that are consistent with Saranac Lake brand message
- Utilize green infrastructure and green building techniques to create a more sustainable downtown.

Connectivity

Strengthen year-round multi-modal connections between downtown amenities and attractions to surrounding neighborhoods, natural areas and to other communities with high-quality infrastructure.

- Identify, prioritize and correct accessibility barriers within downtown.
- Ensure that bike and pedestrian routes link and connect neighborhoods, employment centers, amenities and attractions.
- Enhance visual and pedestrian connections to Upper Broadway and Depot area from the rest of downtown.
- Invest in streetscape improvements that will promote walkability and increase safety for all ages and abilities.
- Expand wayfinding to circulate people throughout the entire downtown and surrounding areas.

Livability

Enhance and maintain downtown as a complete neighborhood where a range of services, amenities, and housing options provide a desirable lifestyle.

- Support the creation of quality market rate and workforce housing that serves year-round residents and supports continued employment growth.
- Diversify housing options downtown.
- Support rehabilitation of existing single- and multi-family housing in neighborhoods adjacent to downtown.
- Adopt and enforce policies that help improve downtown livability.