

Task 1: Initial Project Scoping Meeting

Goals:

- Orient the committee to the project scope, goals, objectives
- Review the schedule
- Review project requirements, including identification of existing relevant information and initial review of the public participation process
- Provide consultant team with initial input of the committee

Deliverable:

- Meeting summary distributed to all committee members

Task 2: Project Area Boundary and Waterfront Profile (NYS DOS Tasks #9 and 10)

Goals:

- Delineate waterfront boundary.
- Conduct an inventory and of existing natural and man-made resources and conditions within the waterfront area, including:
 - Existing land and water dependent and water-related uses
 - Existing zoning and other relevant local development controls
 - Land ownership patterns, including underwater lands
 - Public access and recreational resources
 - Brownfields and contaminated sites
 - Historic resources
 - Scenic resources
 - Water quality
 - Natural resources
 - NYS Significant Coastal Fish and Wildlife Habitat areas and locally important fish and wildlife habitats

Deliverables:

- Project area boundary map and description
- Waterfront profile summary report and maps

Task 3: Public Input (NYS DOS Tasks #8 and 16)

Goal:

- Define a public input process that builds on the ideas from previous plans.
- Collect information to assist in developing a vision and recommendations for the plan while not duplicating ideas gained from previous public meetings.

Potential forms of public input:

- Waterfront Advisory Committee Meetings – The Team will meet with the Committee on a monthly basis to facilitate the development of the plan.
- Public Meeting #1 (Community Visioning Session) – Gather input from the public on any ideas/issues/concerns they have regarding the waterfront. This meeting will be held after the inventory and analysis has been completed in order to use the resultant information at the meeting. A short presentation will be made by the team. Participants will be broken out into groups of 8 – 10 each and input will be collected on flip charts and base maps of the community.
- Public Meeting #2 (Public Informational Meeting/Village Board Briefing) – Review the draft recommendations of the waterfront revitalization plan and gather additional input from the general public. This meeting will be organized with audience style seating. Élan will make a presentation of the Plan and facilitate input from audience members.

Deliverables:

- Summary of public input from Meeting #1 and #2
- Meeting minutes for all Committee Meetings

Task 4: Economic and Market Analysis (NYS DOS Task #11)

Goal:

- Gain an in-depth understanding of the primary markets and trade areas of the business district
- Identify realistic opportunities for business investment, retail and business recruitment
- Build on work completed by Marist College interns regarding business interviews.

Information will be collected and analyzed on the following:

- Local and Regional Demographic and Economic Analysis
- Analysis of Consumer Spending
- Tourism Market

Deliverables:

- A marketing report including:
 - Analysis of the current market situation;
 - Consumer trends among the target customer groups in terms of profiles, consumption patterns, needs and expectations
 - Recommendations for specific store types for the resident and tourism market.
 - Identification of barriers and opportunities for change in the retail mix that would deliver the types of business and potential market segments for the district.

Task 5: Future Uses Defined (NYS DOS Task #12)

Goal:

- Summarize the public input collected in Public Meeting #1
- Outline the issues, opportunities, vision, and a preliminary list of specific actions and strategies.

Deliverables:

- Draft vision statement
- Future land use plan for the waterfront area, illustrating the range of most appropriate development/uses.
- List of strategies and recommendations.

Task 6: Schematic Plans (NYSDOS Task #13)

Goal:

- Prepare alternative conceptual designs for two sites within the Village, considering and including a summary of the best management practices to be employed to avoid or reduce water quality impairments

Deliverable:

- Concept design graphics and descriptive report