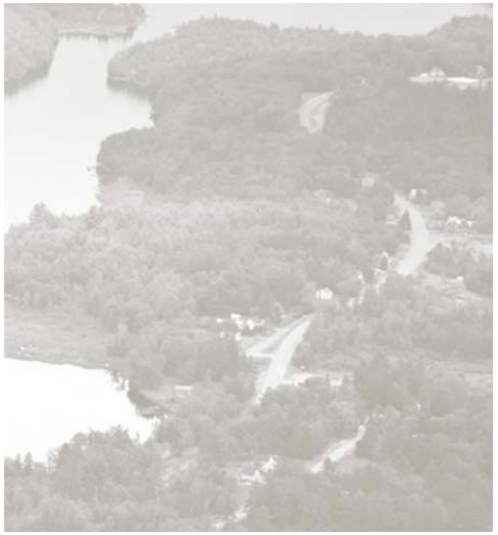

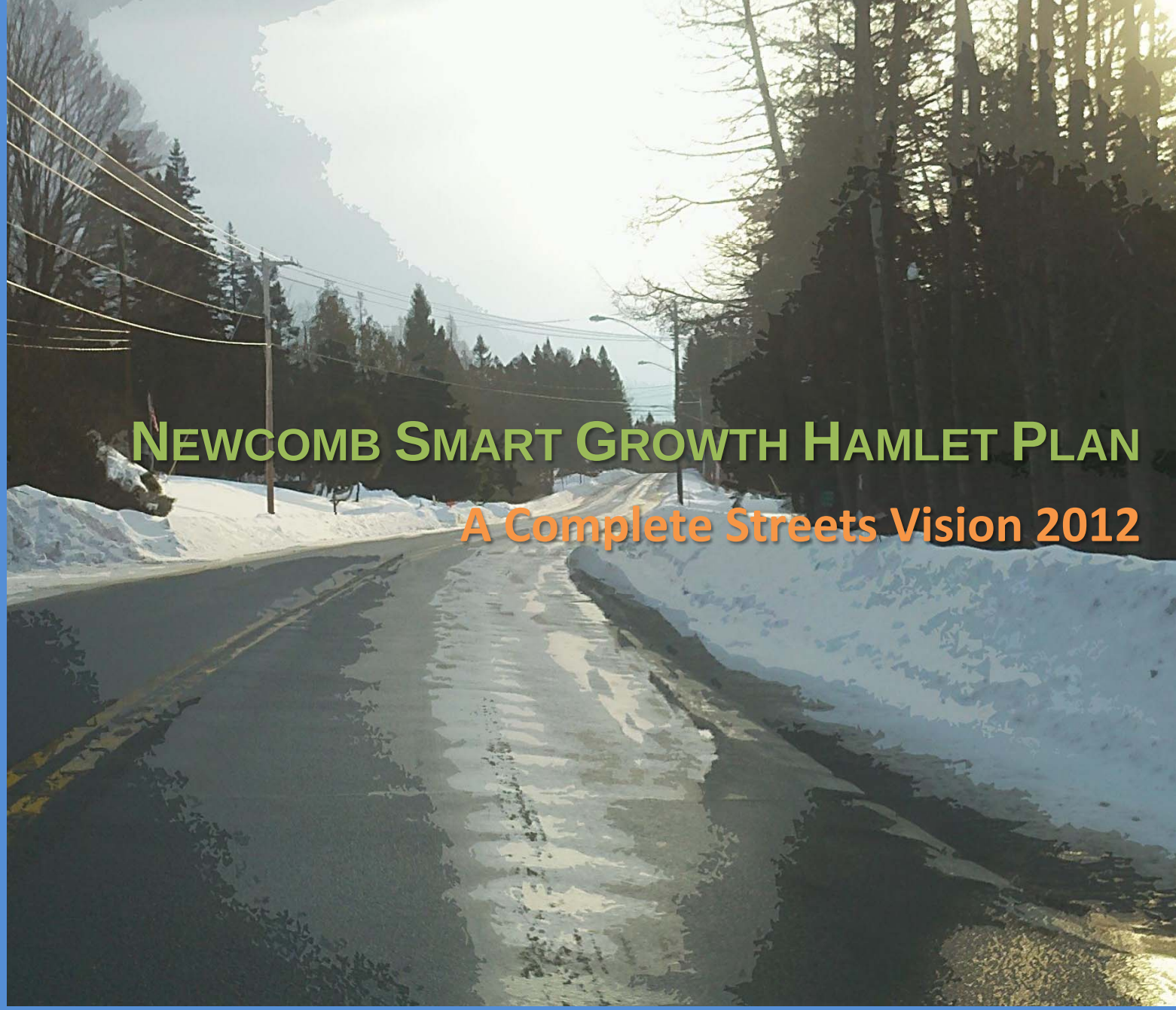

Newcomb Smart Growth Hamlet Plan

A Complete Streets Vision 2012

The Chazen Companies

Acknowledgements

The Newcomb Smart Growth Hamlet Plan was prepared by an advisory committee that worked cooperatively to create a new and forward thinking vision for the NYS Route 28N corridor. The Newcomb Smart Growth Hamlet Plan Committee would like to thank the many citizens of Newcomb for contributing their ideas to the creation of this plan.

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Special Thanks

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North Country Healthy Heart Network, Inc.
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Dylan Walrath, NYS Department of Environmental Conservation

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B - Newcomb Marketing & Branding Strategy
C - Sample Complete Streets Policy Resolution

Introduction

The Town of Newcomb 2010 Comprehensive Plan recognized the NYS Route 28N corridor as its major thoroughfare. The plan also recognized that the corridor serves as a vital link, as it follows the natural corridor of the Hudson River, Harris and Rich Lakes, to the Adirondack Northway (Interstate 87) and to the communities to its West. With many key land uses, public facilities, attractions, and residents located within reach of the corridor, the Comprehensive Plan also noted that NYS Route 28N is Newcomb's "*defacto* Main Street." The Comprehensive Plan stated that "there is no sense of place along NYS Route 28N due to non-existent streetscape and spread out facilities." This is particularly true within Newcomb's Adirondack Park Agency (APA) designated Hamlet. This sentiment is based on the public's observations that included deteriorating road conditions, a lack of pedestrian amenities and safety features, poorly identified activity nodes, discontinuous signage, minimal gateway treatments, and the long distances between resources and attractions. While many North Country communities face somewhat similar issues, for Newcomb they are particularly poignant given its small and declining population and minimal number of businesses. Therefore, efforts to reverse these trends are essential for Newcomb's future success.

Faced with these challenges, Newcomb continues to seek ways to attract new residents, investments, and visitors by capitalizing on its existing assets and by developing well defined community spaces and unique user experiences within its Hamlet. This concept was articulated by the following Comprehensive Plan priority recommendation:

> *Develop a plan for the NYS Route 28N corridor in the Town, to include uniform signage and elements/improvements to help create a sense of place. Such elements may include context appropriate and/or period lighting fixtures, sidewalks, bike lanes and/or paths, and controlled access and traffic calming features.*

The Comprehensive Plan also called for improvements to Overlook Park and the development of identifiable "downtown" core areas in order to attract small-scale commercial businesses.

View of NYS Route 28N near Adams Lane Intersection

Following the Comprehensive Plan update, Newcomb was awarded a NYS Department of Environmental Conservation (NYSDEC) Adirondack Park Community Smart Growth Program Grant to prepare a "complete streets" plan for the Hamlet portion of the NYS Route 28N corridor. Over the last few years this approach of using "context sensitive design" solutions to improve roadways for all users, not just vehicles, has become increasingly popular throughout the planning and engineering community. Furthermore, with the recent passage of the Complete Streets Act, New York State has officially adopted this concept into law. According to the legislation, complete streets "considers the needs of all users of roadways including pedestrians, bicyclists, public transportation riders, motorists and citizens of all ages and abilities, including children, the elderly and the disabled…" While traditional roadway designs use a

classification system based on increasing volumes and speed (i.e., residential, collector, minor, and major arterial, etc.), a complete street integrates design elements to control access and speed, thereby making for a more safe and efficient experience for all users. This integrated design helps to reduce vehicle miles traveled, promotes pedestrian mobility, and will create a greater sense of place.

Because complete street designs are context sensitive, implementation can vary greatly on rural or suburban roads and urban streets. For Newcomb, complete streets design features include critically needed road reconstruction and/or resurfacing, the narrowing of travel lanes using line striping, additional pedestrian and bicycle signage, and more pedestrian and bicycle-oriented shoulder design and maintenance. In addition to these features, the Newcomb Smart Growth Hamlet Plan's complete street vision includes the following key concepts and features:

- **Pedestrian Access, Safety & Mobility:** includes such features as sidewalks, crosswalks, bike access, landscape buffers between vehicle traffic and pedestrians, and signage. Together, these features can make for a safer and more pleasant experience for pedestrians and provide access to nearby residences, businesses, recreational facilities, trail networks, and parking and transit facilities.

- **Access Management**: includes orderly and well planned points of access throughout the corridor, reduced number and narrowing of curb cuts, increased interconnection between adjacent land uses, and designated turning lanes. Access management, when implemented, will help to reduce the number of potential conflicts between motorist and pedestrians by providing defined crosswalks and walkways at entrances to adjacent land uses.

- **Traffic Calming Techniques**: includes the narrowing of roadways, pedestrian and bicyclist signage, reduced speed limits, and textured surfaces (e.g., crosswalks, pedestrian spaces, etc.). Together, these features are conducive to safe and alert driving.

- **Corridor Beautification**: may include themed or specialized lighting, landscaping, buffer strips, grass areas, street trees, planters, public spaces, gateway treatments, and wayfinding signage. These features not only help create a sense place and improve the aesthetic quality of the corridor, but can attract new investments and promote tourism.

- **Green Infrastructure**: includes the use of native plantings and stormwater designs that focus on infiltration and nutrient uptake (e.g., raingardens, disconnected curbs, bioretention basins, pervious surfaces, etc.). These features also help to treat pollutants that may be conveyed by stormwater runoff.

The benefits from a complete streets approach for Newcomb's NYS Route 28N corridor are numerous. While pedestrian safety is considered mostly an urban issue, statistics indicate that rural communities are disproportionately impacted by pedestrian accidents and fatalities. Simply adding sidewalks along roadways can reduce pedestrian accidents by as much as 88 percent.[1] In addition to safety, complete streets provide a variety of health related benefits. Individuals with safe places to walk within 10 minutes of their home were nearly twice as likely (43 percent) to

[1] U.S. Federal Highway Administration, *Safety Benefits of Walkways, Sidewalks, and Paved Shoulders*, retrieved 2012 (http://safety.fhwa.dot.gov)

meet recommended activity levels.[2] Many studies show people are likely walk to a destination that is within 0.25 miles and are willing to walk to certain destination that are within 3-4 miles.[3] As such, by providing complete streets infrastructure the number of annual vehicle miles could be significantly reduced, which in turn would reduce our overall transportation costs and the amount of time we spend in our vehicles.

From a smart growth perspective, the Newcomb Smart Growth Hamlet Plan reflects the principles outlined in the Adirondack Park Agency's *Hamlets 3* plan, which provides a "planning and design model for smart growth that builds on existing community centers and bridges state and local planning processes."[4] More specifically, Newcomb seeks to enhance its existing areas of development by improving walkability, offering increased travel choices, and fostering a greater sense of place by enriching the visual quality of the built environment throughout the NYS Route 28N corridor. Ultimately the goal of these efforts is to attract new residents, visitors, business, and employment opportunities. While this strategy will directly benefit Newcomb, it also represents an opportunity for New York State to capitalize on its $49.8 million purchase of 69,000 acres of land previously owned by Finch Pruyn and the Nature Conservancy. Successful implementation of the Newcomb Smart Growth Hamlet Plan will result in a physical connection to these newly acquired lands and will symbolize the Town and State's commitment to balancing economic growth and environmental sustainability.

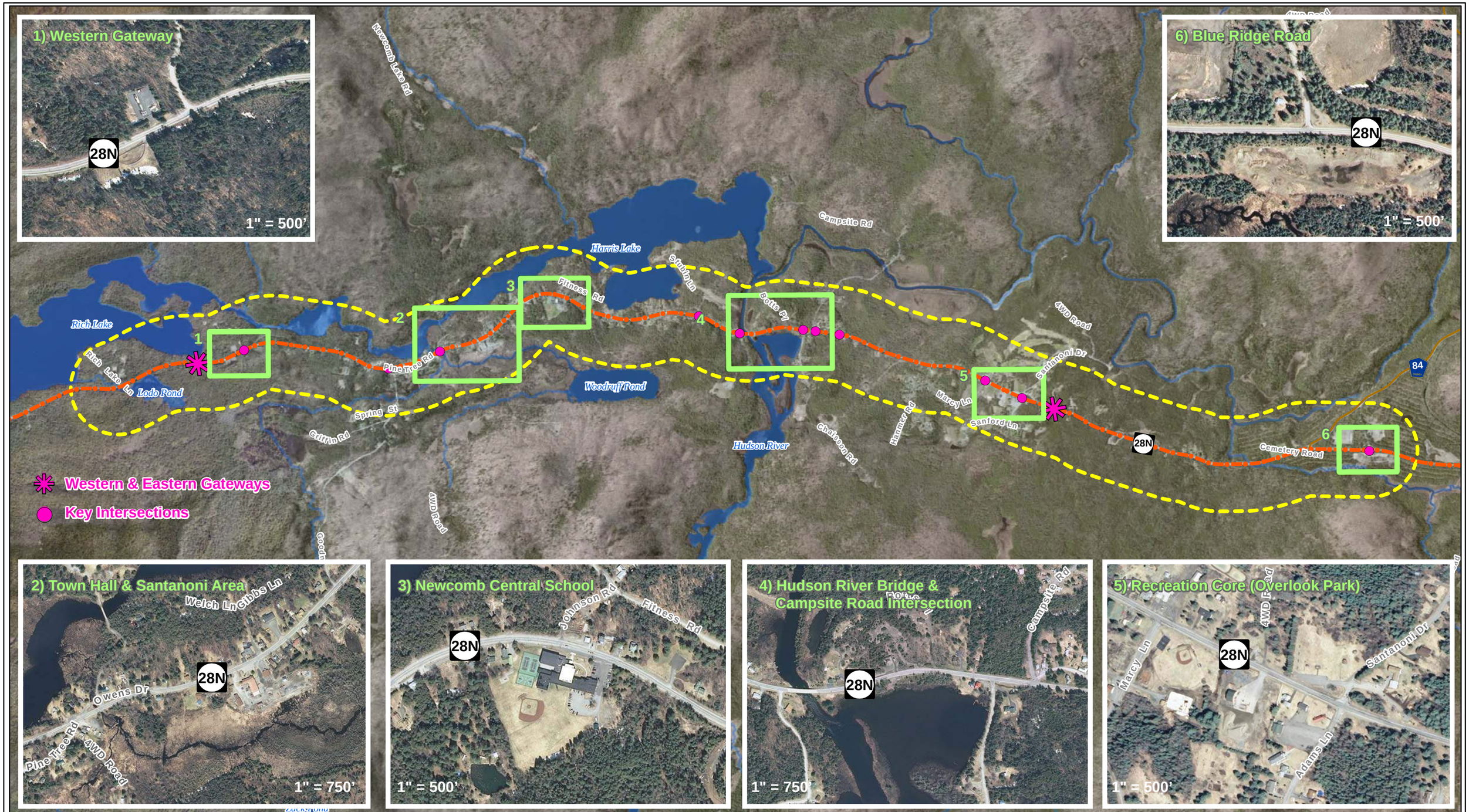
[2] Smart Growth America & National Complete Streets Coalition, *Complete Streets Promote Good Health*, retrieved 2012 (www.smartgrowthamerica.org)
[3] U.S. Center for Disease Control, National Health Interview Survey 2005, 2010
[4] Adirondack Park Agency, Hamlet 3, 2010 (www.apa.ny.gov)

Study Area

The Newcomb Smart Growth Hamlet Plan study area is located along Newcomb's 11.8 mile section of NYS Route 28N (see Study Area figure next page). While improvements were considered throughout the corridor, the primary focus area of the Newcomb Smart Growth Plan includes the seven (7) mile roadway segment from the Blue Ridge Road intersection to the Adirondack Interpretive Center (AIC).

The NYS Route 28N corridor (also known as the Roosevelt-Marcy Trail Scenic Byway or Roosevelt-Marcy Memorial Highway) begins at the intersection with NY 28 and NY 30 near the hamlet of Blue Mountain Lake within the Town of Indian Lake, then passes through Long Lake and Newcomb, and ends in North Creek in the Town of Johnsburg. For Newcomb residents, it serves as vital link to nearby Adirondack communities and the Adirondack Northway (Interstate 87).

In addition to serving as the Town's main transportation corridor, the study area encompasses a significant number of the Town's residential, commercial, and institutional uses including Overlook Park, Newcomb Health Center, Newcomb Central School, Newcomb Volunteer Fire Department, Town Hall, the entrance to Great Camp Santanoni, and the AIC. As Newcomb's "Main Street," residents and businesses move about the NYS Route 28N corridor in their day-to-day lives while going to work, shopping, conducting business, and enjoying the outdoors.



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N W E S

0 0.5 1 Miles

Newcomb Smart Growth Hamlet Plan

Study Area Map

Town of Newcomb
Essex County, New York

Drawn:	PWC
Date:	11/27/2012
Scale:	1 " equals 2,500 '
Project:	91145.00
Figure:	NA

Planning Process

The figure below depicts the overall Newcomb Smart Growth Hamlet Plan planning process. A summary of the planning process is included in the following sections (next page).

Inventory & Analysis

- Land Use Analysis
- Review of Build Out Analysis
- Community & Natural Resource Analysis
- Existing Conditions Analysis

Public Outreach & Engagement

- Committee Meetings
- Public Workshop(s)
- Stakeholder Outreach
- Design Charrette

Newcomb Smart Growth Hamlet Plan

- Complete Street Concept Plans
- Implementation Intiatives & Stratagies
- Cost Estimates
- Funding Opportunities

Newcomb Smart Growth Hamlet Plan Committee

The Newcomb Smart Growth Hamlet Plan Committee consisted of residents, business owners, stakeholders, and Town officials that represented a broad spectrum of Newcomb. Throughout the planning process, the Committee sought input from the entire community as they gathered information, explored issues and opportunities, and developed the recommendations that are outlined in this plan. As part of the planning process, the Committee hosted two (2) public workshops and a daylong design charrette. The Committee also reached out to land owners, local businesses, NYS Department of Transportation (NYSDOT), and the North Country Healthy Heart Network (a regional non-profit that provides technical assistance and funding support for complete streets initiatives).

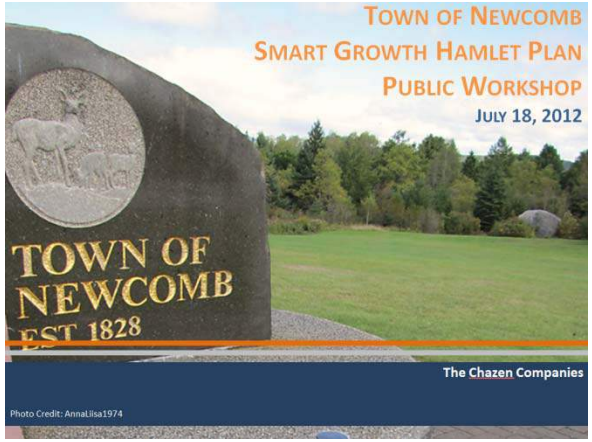
Inventory & Analysis

The first step in the planning process was to conduct an inventory and analysis of the NYS Route 28N corridor's existing conditions. This included a review of goals and recommendations outlined in Newcomb's 2010 Comprehensive Plan and the complete streets approach outlined in Newcomb's NYSDEC Adirondack Park Community Smart Growth Program Grant.

The Comprehensive Plan provided key information regarding land use characteristic and future growth potential within the corridor. Newcomb's NYSDEC Adirondack Park Community Smart Growth Program Grant presented a complete streets framework that highlighted key pedestrian safety and access issues, multimodal transportation needs, and streetscape improvement ideas and opportunities.

The Committee also examined NYSDOT Annual Average Daily Traffic (AADT) data, existing roadway conditions, and strategies to improve municipal facilities, including better access, maintenance needs, beautification, and opportunities for additional amenities. This process, coupled with public input and the design charrette (see below), served as the basis from which the Committee developed its recommendations.

Public Participation



Public input on the plan was received through two (2) public workshops and a daylong design charrette (see below). The first public workshop was held on March 15, 2012 at Newcomb Central School. The intent of the first workshop was to provide the community with some of the Committee's initial inventory and analysis findings and to obtain early input regarding how best to improve the NYS Route 28N corridor. The workshop included a presentation and facilitated breakout sessions. This format offered residents more opportunity to discuss their ideas in a small group setting.

Following the design charrette and preparation of the draft concept plans, the second public workshop was held on July 18, 2012 at Newcomb Central School. The purpose of this workshop was to present the concept plans to the community and to obtain feedback. This input, along with additional input from property and business

owners, the NYSDOT and North Country Healthy Heart Network, was then incorporated into the Committee's review and revision process.

Design Charrette

A design charrette is a collaborative process where participants gather to develop a series of creative solutions in a rapid, hands-on fashion, resulting in a consensus-based vision for a community. Following the first public workshop, the Newcomb Smart Growth Hamlet Plan Committee hosted a charrette on April 18, 2012 that focused on ideas that had been identified during the inventory and analysis and initial public input phase of the planning process.

The day began with a brief overview of the design charrette process. Following the overview, charrette participants took part in a facilitated tour of the NYS Route 28N corridor, from the Roosevelt Monument to AIC, collaborating and exploring possible design solutions. Participants then reconvened to discuss their observations and proposed improvements, which were captured on a series of maps by a team of landscape architects and planners. Following the design charrette, the Committee reviewed the team's renderings and provided additional suggestions and edits. These renderings were then used to develop the Newcomb Smart Growth Hamlet Plan concept plans.

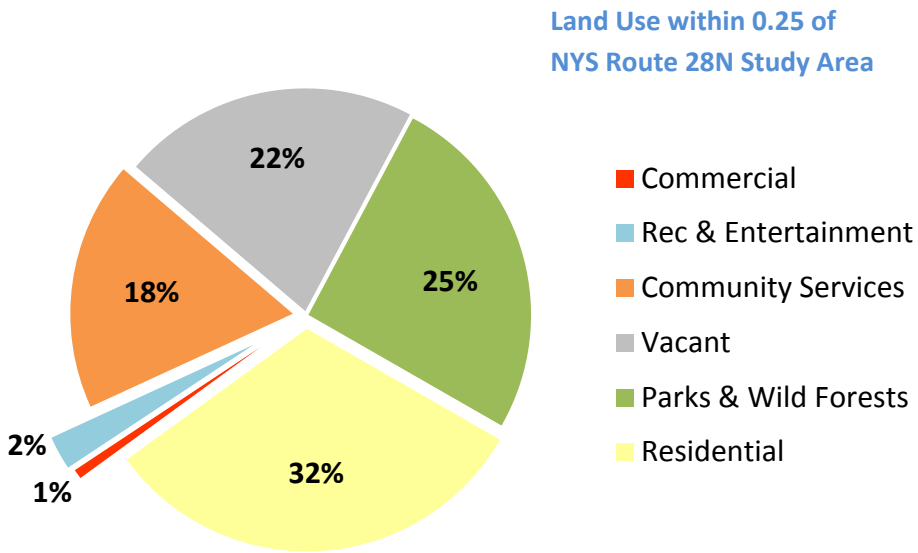
Newcomb Smart Growth Hamlet Concept Plans

The Newcomb Smart Growth Hamlet Concept Plans includes several figures located at the end of the Corridor Plan Recommendations section (see page 27). These figures, coupled with the corridor recommendations, represent the future vision for Newcomb's NYS Route 28N corridor. However, it is important to note that the proposed improvements depicted in these figures are conceptual in nature and may be subject to modification during subsequent design phases.

Inventory & Analysis

Land Use Characteristics

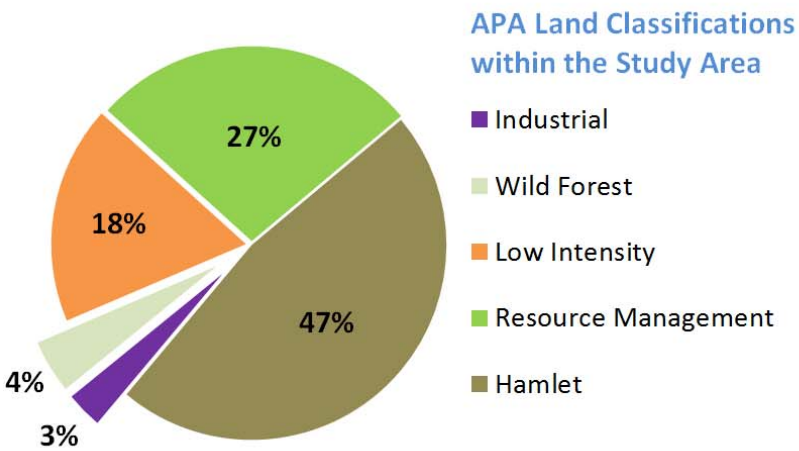
Land use within a 0.25 mile of the NYS Route 28N corridor, is generally mixed.[5] According to Essex County Real Property Tax Service data, approximately 32 percent of land area is residential. The balance consists of parks and wild forests (25 percent), vacant (22 percent), community services (18 percent), and a small number of recreation and entertainment (2 percent) and commercial (1 percent) properties. With approximately 90 percent of the Newcomb's population living within a few miles of the study area, the corridor is proximate to all of the Town's commercial services, educational and religious institutions, and municipal facilities. Key sites and land uses within the immediate NYS Route 28N corridor include the Roosevelt Memorial, the Town's industrial district, Blue Ridge Road Roosevelt Marcy Memorial Highway marker and parking area, St. Therese's Cemetery, Newcomb Health Center, High Peaks Golf Course, Overlook Park, Town Recreation Fields, Lake Harris Campground access, Hudson River Bridge, Town Beach and Boat Launch, Newcomb Central School, Newcomb Historical Society, Newcomb Volunteer Fire Department, Town Hall and

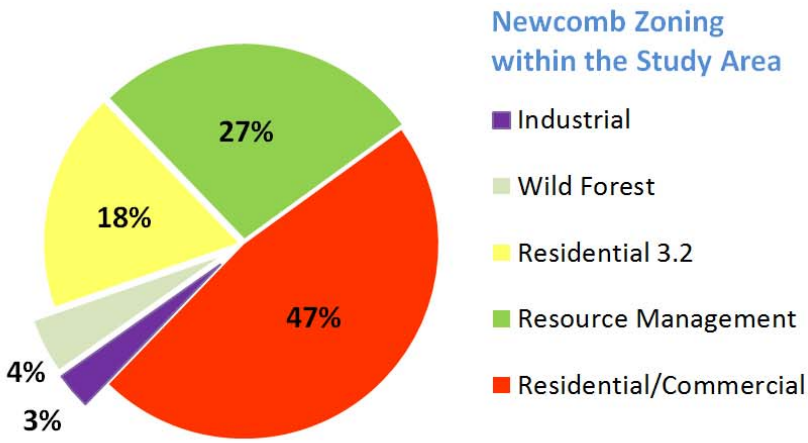


[5] The 0.25 mile distance was selected as it is commonly accepted among the professional transportation planning community as a distance many people are willing to walk to a destination.

Highway Garage, Great Camp Santanoni Gate Lodge, Huntington Cemetery (Grave Yard Bay Cemetery), Adirondack Interpretive Center, and the Goodnow Mountain trailhead. Additionally, there are several local businesses that are vital to Newcomb's economic success and identity located within the corridor/study area.

The study area has five (5) Adirondack Park Agency (APA) land use classifications: Hamlet, Low Intensity, Resource Management, Wild Forest, and Industrial. While over 30 percent of the Town's land area is classified as Resource Management, only a small portion of the study area is designated as such (27 percent). A majority of the area is classified as Hamlet (47 percent), which is the most flexible APA land use classification. As one of the few Adirondack communities to have an APA approved Local Land Use Program, Newcomb has its own zoning. According to local zoning, much of the study area is designated Residential Commercial (RC-1). The figure below depicts the percentage of the APA land use classifications and Newcomb's zoning districts that are within a 0.25 mile of the NYS Route 28N study area.





In 2009-2010, as part of the Newcomb Comprehensive Plan planning process, the Town prepared a town-wide buildout analysis. This analysis provided an estimate of the maximum development potential for the Town based on a set of land use assumptions. Taking into consideration regulatory and environmental constraints such as APA standards, zoning requirements, steep slopes, poor soil conditions; it was estimated that many new dwelling units could be constructed within the Town's residential and commercial zoning districts.[6] While such a development scenario is unlikely within the near future, it is important to note that a significant amount of this development opportunity is located within close proximity to the NYS Route 28N corridor. This finding has broad implications when considering future pedestrian access and safety, as new residents will increase the need for such amenities.

It is important to note that Newcomb's land use characteristics will soon change with New York State's $49.8 million purchase of 69,000 acres of land previously owned by Finch Pruyn and The Nature Conservancy (TNC).[7] In addition to the monies spent for this purchase, the State is currently planning additional investments for improved accesses to hunting, fishing, hiking, paddling, camping, mountain biking, cross-country skiing, and snowmobiling. Because a significant percentage of these lands are located within Newcomb, anticipated increases in visitation that are likely to result from these investments will place new demands on the Town's public and private resources. Newcomb is taking an active role in preparing for such demands; however, these efforts must be met with much needed State investments to the NYS Route 28N corridor in order to support, complement, and justify this addition to the Adirondack Forest Preserve.

[6] According to the Town's Comprehensive Plan buildout analysis, there is a potential for as many as 400-575 dwelling units to be built.
[7] New York State intends to add these lands to the Adirondack Forest Preserve. Portions of the Essex Chain and MacIntyre Tracts are located within Newcomb. The Newcomb Comprehensive Plan recommends that Essex Chain tracts be classified as Wild Forest to allow for a broad range of recreational uses, including snowmobiling, mountain biking, and horseback riding. However, according to the NYSDEC, these lands will likely be classified as a mix of Wilderness and Wild Forest.

Transportation Network

As Newcomb's "Main Street," the NYS Route 28N corridor is the central component of its transportation network. NYS Route 28N intersects with several roadways that provide access to residences, businesses, places of education and worship, attractions, cultural resources, and municipal facilities. The following key intersections are depicted on the Newcomb Smart Growth Hamlet Plan Study Area figure:

- NYS Route 28N/Blue Ridge Road
- NYS Route 28N/Eaton Lane
- NYS Route 28N/Santanoni Drive/Adams Lane
- NYS Route 28N/Marcy Lane
- NYS Route 28N/Bissell's Loop
- NYS Route 28N/Campsite Road
- NYS Route 38N/Hudson River Drive
- NYS Route 28N/Airport Lane
- NYS Route 28N/Beach Road
- NYS Route 28N/Newcomb Lake Road
- NYS route 28N/Pine Tree Road

According to Newcomb's Comprehensive Plan, NYS Route 28N accounts for 11 percent of Town's entire road network. Based on NYSDOT estimates, NYS Route 28N had an Annual Average Daily Traffic (AADT) count of 1,403 in 2006.[8] More recent estimates (2012) indicate that the AADT figure has declined to 1,372. More targeted analysis indicates that the NYS Route 28N road segment from the Blue Ridge Road intersection to the Town's eastern municipal boundary has an AADT count of 679.

[8] Annual Average Daily Traffic (AADT) figures represent the total volume of vehicle traffic of a roadway for a year divided by 365 days.

Owned and maintained by the State of New York, Newcomb's portion of NYS Route 28N is in poor condition. While numerous spot improvements have been made over the years, the road has not been resurfaced since the early 90's and it has not had any major reconstruction in over 30 years. In many locations, the surface of road is cracked and deteriorated. During the winter months the road is prone to frost heaves making travel difficult. The road shoulder is also significantly deteriorated; in some locations it is completely broken apart or it has washed away. Furthermore, because the initial design and subsequent improvements have not focused on pedestrian needs, there are many locations where pedestrian safety is of concern. Specifically, the combination of these deteriorating physical conditions coupled with narrow road shoulders along the Hudson River Bridge and in-between guiderails, require pedestrians to use the travel lane, exposing them to potential conflicts with vehicles that are traveling a high rate of speed. An increasing interest in cycling in the area also highlights these issues and concerns. This is particularly true as the American Association of State Highway and Transportation Officials (AASHTO) and Adventure Cycling Association (ACA) work to improve the Northern Tier bike route, which extends from

Poor road conditions along NYS Route 28N

A mix of guiderail styles and conditions near Newcomb Lake Road

Anacortes, Washington to Bar Harbor, Maine, and passes through Newcomb via NYS Route 28N.[9]

From an aesthetic perspective, the mix of cable and box beam guiderails, which range from poor to good conditions, appears haphazard and unsightly. NYSDOT recently modified its standards for guiderails within the Adirondack Park, in part, because the previously required "rustic" box beam design "deteriorates at an accelerated and unpredictable rate." Because no alternative to the rustic box beam have been found that is "brown, safe, practical and affordable," grey galvanized guiderails are now permitted.

Utilities, in addition to guiderails, are also unsightly throughout the NYS Route 28N corridor. Old and/or crooked utility poles and web of cable lines detracts from the visual experiences to some of New York State's most important viewsheds, including vistas of the Adirondack High Peaks and pristine portions of the Hudson River. As noted in the Comprehensive Plan, the Town's Comprehensive Emergency Management Plan (2008) states that utility failure poses the greatest threat to Newcomb due to the relative isolation of the community, followed by severe winter storms and wildfires. Because of these aesthetic issues and safety concerns, opportunities to place such utilities underground should be considered.

Overhead utilities crisscross the corridor

Community Resources

While Newcomb's Comprehensive Plan includes a thorough inventory of the Town's assets, it is important to highlight (from a more complete streets perspective) public amenities and municipal facilities within the NYS

[9] See Adventure Cycling Association http://www.adventurecycling.org/routes/northerntier.cfm

Route 28N corridor that may be linked together in order to create a unique user experience. The following is a list of key cultural and recreational resources that were identified during the inventory and analysis process:

- **Roosevelt Monument**

  Erected in 1908, the monument commemorates the location where Theodore Roosevelt became President following the death of William McKinley on September 14, 1901. The stone monument and plaque is located approximately 1.25 miles east of the Blue Ridge Road intersection, along the north side of NYS Route 28N. The location is hard to identify when traveling by vehicle because of a lack of signage in both directions. The site is also somewhat overgrown and is devoid of landscaping and designated parking.

- **Blue Ridge Road Parking Area**

  The parking area at the Blue Ridge Road intersection serves multiple purposes. Truck traffic uses the location for overnight parking and to chain-up during winter months. The traveling public uses this location for carpooling purposes and as a place of respite. This location includes directional signage for the High Peaks Wilderness, Tahawus, and Upper Works. It also includes a historic marker commemorating the Roosevelt Marcy Memorial Highway. Based on research that was conducted during the Comprehensive Plan planning process, it is estimated that approximately 15,000 people a year turn at this intersection on

their way to hike the trails leading to Bradley Pond Trail, East River Trail, Calamity Pond, the Flowed lands, and the High Peaks.[10]

- **High Peaks Overlook Park & Recreation Area:**

This area is one of the Town's most important activity centers. The area is defined by a concentration of residential housing, businesses, and municipal facilities including Community Bank, WD's Country Store, Overlook Park, Newcomb Health Center, and the Town's recreational fields. The area is also the location of St. Barbara's Church and St. Therese Church (along Adams Lane) and the Town's community gardens and Emergency Squad building (along Marcy Lane). The area also provides access (via Santanoni Drive) to the High Peaks Golf Course and Hudson River Information Center (located along the Hudson River). Finally, given the area's topography, it offers what are perhaps New York State's most spectacular views of the Adirondack High Peaks. Because of these features, this area was recognized as the Town's eastern gateway and one of the most important focal points.

[10] This figure is based on the number of hikers that registered at Bradley Pond and Upper Works. This figure takes into consideration NYSDEC studies that estimate that only about half of those using a trail sign in.

Hudson River Bridge & Campsite Road Area

The NYS Route 28N Hudson River Bridge serves as a divide in the Hudson River's NYSDEC Wild, Scenic, and Recreational designations. The section north of NYS Route 28N is designated Recreational because it is readily accessible by road, while the section south of 28N is designated Scenic because it is considered less accessible. Regardless of these designations, the bridge offers remarkable views of the Hudson River that, coupled with nearby business (e.g., Cloud Splitter Outfitters and Aunt Polly's Material Girls), attract many visitors to the area. However, the area around the Hudson River Bridge offers limited pedestrian access. Those that choose to visit the location have few parking options and are often forced to stop in their car or walk out onto the bridge. Both of these scenarios are dangerous due to conflicts with vehicle traffic.

Located approximately 0.35 miles to the east of the Hudson River Bridge is the NYS Route 28N and Campsite Road intersection. Campsite Road provides access to the NYSDEC Lake Harris Campground, which is a 90-campsite facility that attracts camping and RV enthusiast throughout the spring, summer, and fall months. Many of those that stay at the campground enjoy walking, jogging, and bicycling along nearby roadways. The Campsite Road intersection is somewhat poorly defined and the proximity of the Bissell Loop intersection, near the Newcomb Post Office, presents some safety related concerns due to line of sight and angle of approach related issues.

- **Newcomb Central School Area**

The Newcomb Central School (NCS) is one of the Town's important activity centers. NCS provides elementary, secondary, international student, and distance learning services (including college accredited courses). In addition to school related events, NCS hosts numerous other events throughout the year for a variety of causes, clubs, and organizations. As such, NCS is not only an educational facility but is also vital community center. Residents recently voted (August 2012) to approve a $2.0 million project for various repairs at the school, including ventilation system improvements, air conditioning in the auditorium, a new oil tank, renovated bathrooms, handicapped-accessibility improvements, a canopy over the main (rear) entrance, a new playground, sidewalk repairs, repaved parking area, and sewer line upgrades. While NCS is doing its part by making these upgrades, which will certainly result in a safer more attractive facility, existing pedestrian access within the vicinity of the NCS is somewhat limited. At grade, paved over, or nonexistent sidewalk segments from the Beach Road intersection (located approximately 0.15 miles to the east of NCS), wide travel lanes, higher rates of speed, the absence of a crosswalk, and open road shoulders along adjoining parking areas present a variety of pedestrian-safety related concerns.

Nearby amenities include the Woodruff Pond Ecology and Fitness Trails, as well as access (via Beach Road) to the Town Beach and Boat Launch on Lake Harris. The Town Beach and Boat Launch are used by many year-round and seasonal residents and students during the spring, summer, and fall months.

- **Town Hall & Great Camp Santanoni Entrance Area**

Similar to the Overlook Park and Newcomb Central School areas, the Town Hall is an important center of activity. Several businesses, the Newcomb Historical Society, Newcomb Volunteer Fire Department, Town Hall and Highway Department, and the entrance to Great Camp Santanoni (via Newcomb Lake Road) are located along this section of roadway.

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During the winter months residents and visitors frequent Great Camp Santanoni on snowshoes or cross-country skis and snowmobilers crisscross the area as they access nearby trails, fill up their gas tanks, or grab a bite to eat. In warmer months residents and visitors enjoy hiking, biking, or taking a horse drawn-wagon ride to Great Camp Santanoni.[11] It is important to note that the horse stable is located approximately 0.5 miles west of Newcomb Lake Road intersection. As such, when traveling to Great Camp Santanoni, horses use NYS Route 28N. Because of the existing speed limit and the road grade, vehicles traveling towards the east are

[11] According to recent NYSDEC figures, approximately 3,300 people signed in at Great Camp Santanoni. Taking into consideration NYSDEC's estimate that only half of trail users sign in, this figure is likely closer to 6,000-7,000 people.

often moving at a high rate of speed as they approach the Town Hall area (near Pine Tree Road and Newcomb Lake Road intersections). Given the level of activity that occurs within this area, measures to control vehicle speeds and ensure pedestrian safety are important.

- **Adirondack Interpretive Center & Huntington Cemetery (Grave Yard Bay Cemetery) Area**

  The Newcomb Smart Growth Hamlet Plan recognizes the area near the Adirondack Interpretive Center (AIC) and the Huntington Cemetery (commonly referred to as the Grave Yard Bay Cemetery) as the study area's western gateway. The stonework along the Huntington Cemetery, coupled with its cultural significance, provides for a strong visual and psychological point of entry into the community. The AIC, which is located across NYS Route 28N from the Huntington Cemetery, is an important land use and attraction. According to the Town's Comprehensive Plan, the facility attracts approximately 28,000-29,000 people annually.[12]

  Although it is located approximately 1.40 miles to the west of the Huntington Cemetery and AIC, the Goodnow Mountain Trailhead is another important location within the NYS Route 28N corridor. It is estimated that 10,000-12,000 people hike Goodnow Mountain a year.[13]

Future Growth Considerations

Throughout the planning process, existing and future population trends were taken into consideration when evaluating public resource demands and design alternatives for the NYS Route 28N corridor. Although the Town's population has steadily declined over the last several decades, efforts to reverse this trend are well underway. Furthermore, like many Adirondack communities, Newcomb's estimated ±350-450 seasonal resident population

[12] Visitor estimates were gathered for the Town's Comprehensive Plan. During this time the facility was owned and operated by the Adirondack Park Agency.
[13] This figure takes into consideration NYSDEC studies that estimate that only about half of those using a trail sign in.

helps to somewhat offset this decline.[14] In addition to its residential populations, the number of annual visitors to the Town is significant. Based on an analysis of NYSDEC and SUNY ESF figures, it is estimated that over 50,000 people sign in at the various trailheads within Newcomb (including Great Camp Santanoni) and visit the AIC.[15] It is important to note that this estimate does not include figures from Lake Harris Campground, attendance at local events such as Theodore Roosevelt weekend, nor does it take into consideration the visitation of family members and friends, which is often higher in seasonal communities like Newcomb.

While the number of visitors to Newcomb is substantial relative to its local population, many individuals often come for a singular experience, and are unaware of the many amenities or attractions within the vicinity. Because of this limited user experience, many have some difficulty identifying with Newcomb as a place of commerce or as a destination, which has broad implications on everything from attracting new investments to maintaining a sustainable population or a viable school district.

When it comes to developing a sense of place, there are several things to consider regarding successful planning strategies. According to The Brookings Institution, these strategies include “defining the boundaries of a downtown,” identifying concentrations of retail, determining which “one-of-a-kind” cultural facilities should be pursued or strengthened, and taking a “comprehensive approach” to creating a walkable environment.[16] The Brookings Institution also notes the importance of marketing, and how particular attention must be paid to “re-positioning,” or creating a certain image or identity in the minds of a target audience.

[14] This figure assumes 2 to 2.5 residents per Newcomb’s 179 seasonal housing units.
[15] According to NYSDEC, it is estimated that only 50 percent of visitors sign in at trailheads. Therefore, the number of visitors at these locations may be double.
[16] Leingerger, “Turning Around Downtown: Twelve Steps to Revitalization,” The Brookings Institution (2005)

As part of the NYSDEC Adirondack Park Community Smart Growth Program Grant, Trampoline Design of Glens Falls, New York, prepared a marketing and branding strategy for Newcomb that positions the Town as an "undiscovered frontier" that is wild, welcoming, friendly, and adventurous. This strategy presents several phases including the establishment of an identity through print and media (e.g., banners, maps, brochures, website, etc.), a broader advertising and marketing campaign (e.g., media publications and outlets, target marketing, social media support), and a maintenance and extended outreach phase (e.g., monthly advertising, direct mailing, etc.). While this marketing and branding strategy includes a proposed logo and several "signal art elements," the Town's "Park-It" campaign may be an attractive alternative or could be used to complement the strategy outlined by Trampoline Design. If the Town decides to continue with the Park-It campaign, it should work to refine the product for publication purposes and incorporate it into Trampoline's more comprehensive marketing strategy. Please note that for the purposes of this planning exercise Trampoline Design's logo and signal art elements were utilized in the concept plans to illustrate the integration of marketing and wayfinding signage. Trampoline Design's marketing and branding strategy is included as Attachment B.

Corridor Plan Recommendations

The overall design philosophy for the Newcomb Smart Growth Hamlet Plan is centered on the idea that the corridor should accommodate all users. This includes pedestrians, bicyclists, motorists, representing people of all ages and abilities, including children, older adults, and people with disabilities. While traditional roadway designs used a classification system based on increasing volumes and speed, a more "complete street" integrates various design elements to control access and speed, thereby making for a more safe and efficient experience for all users. This integrated design approach helps to reduce vehicle miles traveled and promotes pedestrian mobility. Finally, a complete street design offers more opportunities to improve the aesthetic quality of the roadway and its environs.

The Newcomb Smart Growth Hamlet Plan includes improvements for the entire corridor. Site-specific improvements are depicted in the Town Recreation Core, Newcomb Central School Concept Plan, Site Specific Enhancement Plans, and Design Vocabulary figures. These figures may be found at the end of this section. The location of these target areas is identified in the **Key Plan, Complete Streets** figure (next page). A brief description of these figures:

- **Town Recreation Core:** Improvements to this area are intended to create a unified and attractive user experience and to establish a "downtown" or "place making" center of activity along the NYS Route 28N. Improvements to the High Peaks Overlook Park and recreation field include new sidewalks, walkways, and pedestrian connections. It also includes attractive, pedestrian-scaled lighting, landscaping and tree plantings, screening of the Town shed, a terraced amphitheater (for outdoor events), a natural play area made of earthen materials, relocated picnic space (near proposed play area and restrooms), improved parking, reduced impervious surface, rehabilitated recreation fields and buried utilities.

Proposed Town Logo

Complete Streets

The overall design philosophy for the Town of Newcomb's smart growth hamlet plan is that the corridor should accommodate all users. Specifically pedestrians, bicyclists, motorists, and people of all ages and abilities which includes children, older adults, and people with disabilities. While traditional roadway design used a system based on increasing volumes and speed, a more "complete street" integrates various design elements to control access and speed, thereby making for a more safe and efficient experience for all users which also includes improved aesthetics. This integrated design approach helps to reduce vehicle miles traveled and promotes pedestrian mobility and recreational tourism. The end goal is to enhance the appearance for visitors as well as current and future residents.

Access Management

The goal of access management is to encourage the orderly and well planned points of vehicular access to businesses. Clearly defining entrances and reducing the amount of paving creates a safer pedestrian environment and frees up space for sidewalks where appropriate and trees.

Streetscape Beautification

Streetscape beautification includes those elements that promote a sense of place and add to the overall aesthetic quality of a place. These elements also help to create a pedestrian and people oriented core. Newcomb has many period and historic structures such as the Great Camp at Santanoni. Streetscape elements would enhance the location/entry to these structures and provide greater aesthetics and an interesting environment for pedestrians and motorists. These elements include historically influenced stone work for all important hamlet features, such as entry pillars, town information kiosks and entry gateways. There is also areas of pedestrian scale lighting, occasional benches grouped around trees and gardens, flags, wayfinding signage, vegetative screening of large parking areas and underground utilities where appropriate.

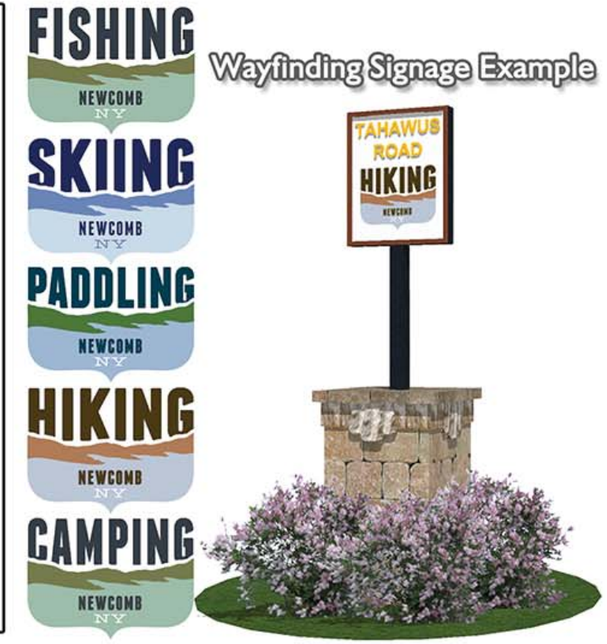
Pedestrian Access, Safety and Mobility

Pedestrian access, safety and mobility are core components of Newcomb's revitalization. Design features will include a shared roadway with generous dimensions for safety, strategic sidewalk placement and curbing, crosswalks, pedestrian scale lighting, and signage.

Wayfinding and Signage

In addition to physical access improvements, the Hamlet Plan calls for the installation of a wayfinding signage system that will help strengthen the usability and enjoyment of the Route 28N corridor. The term signage encompasses an array of functionalities including: regulations, warnings, directions and distances, services and amenities, and interpretation. Key features of a wayfinding signage with regards to this plan include:

- Attractive and coherent fonts, color contrast, and symbology, including branding and marketing logos or signal art and the use of high quality materials (e.g., custom woodwork, fabricated metals, stone, etc).
- Appropriate scales and heights that are designed around the intended user (e.g., vehicular traffic, pedestrians, etc.).
- Use of landmarks and key sites to provide orientation cues and memorable locations.
- Placement of signs at decision points to help wayfinding decisions.



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TOWN OF NEWCOMB, NEW YORK

NEWCOMB SMART GROWTH HAMLET PLAN

KEY PLAN, COMPLETE STREETS

JULY 2012

Proposed Town Logo

- **Newcomb Central School Concept Plan:** The plan identifies improvements along the NYS Route 28N streetscape within the vicinity of Newcomb Central School (NCS). Improvements proposed by NCS are capture as well as additional enhancements recommended as a part of this effort. This includes various pedestrian, parking, and circulation improvements. The necessity of these additional improvements should be revaluated following any construction of NCS facilities and should be coordinated with NCS District officials.

- **Site Specific Enhancement Plans:** This figure illustrates improvements to the following locations:

  Blue Ridge Road Information Rest Area – An attractive parking area is proposeed that provides wayfinding signage and local business information intended to educate visitors (via an informational kiosk) about other points of interest within the Town of Newcomb.

  Bissell Loop Enhancements – Improvements to the Campsite Road and Bissell Loop intersections including the realignment of the Bissell Loop intersection in order to address line of sight and pedestrian concerns. Landscaping and pedestrian amenities are intended to make the location more safe and inviting.

  Hudson River Bridge Enhancements – Several improvements are intended to improve viewing opportunities of the Hudson River (and possibly access opportunities). This includes parking and an informational kiosk, a bike lane and shared roadway along NYS Route 28N, and cantilevered pedestrian walkway and overlook along the Hudson River Bridge. It is important to note that alternative parking areas along NYS Route 28N should also be explored and that any potential access to the Hudson River must take into consideration the nearby rapids.

Town Hall Enhancements – Improvements to this area include streetscape and access management features (e.g., sidewalks, street trees, attractive lighting, reduced curb cuts, etc.), improved parking, and landscaping.

Great Camp at Santanoni Entrance Enhancements – Proposed improvements within the vicinity of the Newcomb Lake Road intersection includes enhanced landscaping and gateway treatments in order to accent the entrance to Great Camp Santanoni (along NYS Route 28N), formalized parking area and snowmobile crossing and access points, improved pedestrian connections along old NYS Route 28N, bridge improvements, and access management treatments near Pine Tree Road and the Newcomb House.

- **The Design Vocabulary Figure:** This figure illustrates a proposed "meandering path" from the Overlook Park area to the Bissell Loop intersection. The path is intended to provide off-road access along the corridor and to be used by pedestrians in the warmer months and cross-country skiers during the winter months. The figure also illustrates proposed roadway and sidewalk sections, along with gateway and wayfinding signage and informational kiosk designs.

Newcomb Complete Streets Vision

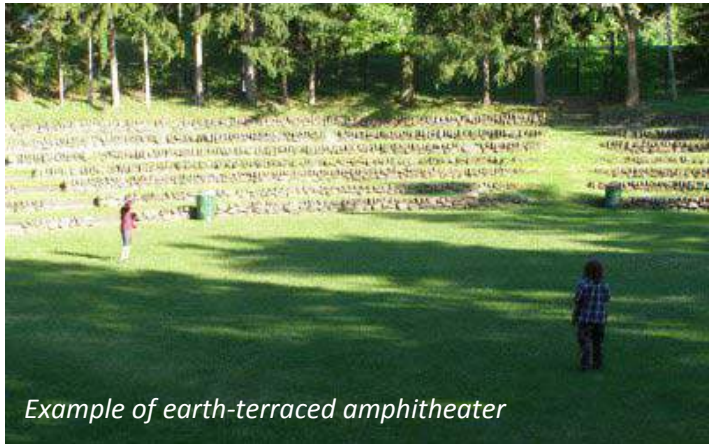
The Newcomb Smart Growth Hamlet Plan addresses key complete streets concepts as described in the introduction (e.g., pedestrian access, safety, corridor beautification, etc.). Key elements of this complete streets approach are as follows. Please reference the **Key Plan, Complete Streets** and associated figures located at the end of this section for additional information**.**

- **Transportation Improvements**

The Newcomb Smart Growth Hamlet Plan calls for significant improvements to the NYS Route 28N corridor. In order to enhance multimodal transportation opportunities for pedestrians and bicyclist, in order to enhance multimodal transportation opportunities for pedestrians and bicyclist, the travel lanes should be reduced to 12 feet and a five (5) foot and eight (8) foot shared roadway lane be installed throughout the corridor (see illustration below). Strong connections between these multimodal travel lanes and pathways should be established where adjoining pedestrian access and mobility improvements are being proposed. Safety, directional, and wayfinding signage should also be included. Ultimately, these improvements are intended to improve safety and usability of the corridor as well as opportunities for people from one center of activity within the corridor to another. Additional improvements include access to existing and proposed snowmobile networks.

- **Pedestrian Access & Mobility**

The Newcomb Smart Growth Plan design figures located at the end of this section illustrates a network of sidewalks, paths, crosswalks, and pedestrian connections. These improvements are intended to enhance pedestrian safety and user experiences. As previously noted, these locations would be connected to one another via the proposed transportation improvements along the corridor, including the narrowing of travel lanes, a five (5) foot bike lane and eight (8) foot shared roadway lane, and a meandering path from Overlook Park to the Bissell Loop intersection (see above).


Example of earth-terraced amphitheater

The **Town Recreation Core** figure depicts a looped trail surrounding "The Great Lawn" within the Overlook Park. Alongside the proposed trail are the Town's flower gardens, native landscaping, play and picnic areas, a relocated and restored Earnest D. Rist monument, a rebuilt Overlook monument, and an earthen terraced amphitheater and stage (possibly covered). It is important to note that any relocated monuments must align with original views of the respective High Peaks. A new, handicap, at-grade accessible parking area along Santanoni Drive is provided. The trail network would also connect to nearby commercial uses and parking facilities (including improved parking for St. Barbara's Church) on Adams Lane via crosswalks and sidewalks. The sidewalk network would continue along NYS Route 28N, providing a link between the Town's recreational field, the proposed historic welcome center and parking area, and the community gardens along Marcy Lane. This network is intended to unify the area's resources in order to make it a more attractive community center. Interconnected parking spaces

and a new historic welcome center will improve mobility and increase visitation to the area, making it a model complete street neighborhood.

Proposed pedestrian improvements within the vicinity of the Hudson River Bridge (see the **Site Specific Enhancement Plans** figure located at the end of this section) include a parking area along Hudson River Road, a NYS Route 28N crosswalk, and a cantilevered walkway and overlook (see example below). These improvements would allow people to park and safely walk across the Hudson River Bridge. The crosswalk would allow the traveling public to move from one side of the road to other, allowing them to cross the Bridge without having to enter the travel lanes.

Example of cantilevered walkway

Near Newcomb Central School, improved sidewalks from Beach Road to the United Methodist Church (see **Newcomb Central School Concept Plan**). This includes the addition of a crosswalk and sidewalk near Newcomb Central School, which would allow student to safely cross NYS Route 28N as they walk to school or the Town Beach. The Plan also calls for a new parking area in front of the United Methodist Church. This would help to alleviate safety concerns related to churchgoers parking along the roadway.

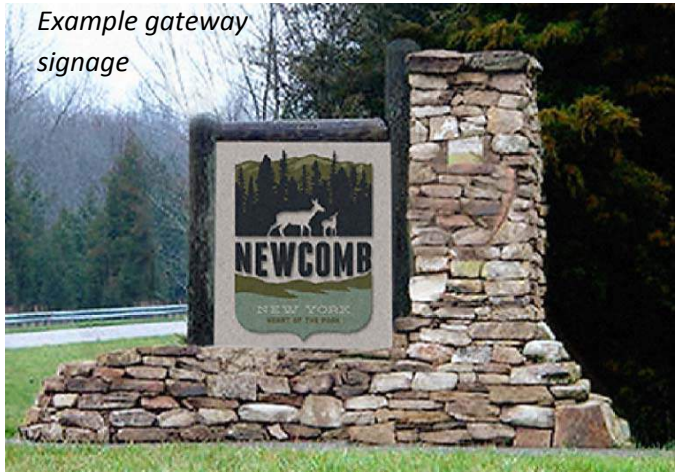
Within the vicinity of the Town Hall and Newcomb Lake Road intersection, it is recommended that a network of sidewalks and walkways be installed to allow for the safe movement of pedestrians. This includes reduced curb cuts and open shoulders along adjoining parking areas and a crosswalk (with snowmobile access signage) near the Pine Tree Road intersection and proposed parking area.

- **Wayfinding Signage**

A wayfinding signage system that incorporates the Town's marketing and branding design elements will help strengthen the usability and enjoyment of the NYS Route 28N corridor. The term signage encompasses an array of functionalities including: regulations, warnings, directions and distances, services and amenities, and interpretation. Key features of a wayfinding signage plan include:

- Attractive and coherent fonts, color contrast, and symbology, including branding and marketing logos or signal art and the use of high quality materials (e.g., custom woodwork, fabricated metals, stone, high-grade polymers, etc.).
- Appropriate scale and height that are designed around the intended user (e.g., vehicular traffic, pedestrians, etc.).
- Use of landmarks and key sites to provide orientation cues and memorable locations.
- Placement of signs at decision points to help wayfinding decisions.

The proposed wayfinding signage may be divided into several categories, including gateway, pedestrian, parking, places of interest, and kiosks and landmark (see next page). Such signage is intended to work in concert with one another to create a unifying user experience. Additional directional signage placed along roadways leading to Newcomb should also be considered (e.g., at exits along the Adirondack Northway, etc.) With regards to regulatory signage, the proposed wayfinding signage is intended to complement NYSDOT and the Manual of Uniform Traffic Control Devices (MUTCD) signage standards.



Example gateway signage

Gateway Signage: Gateway signage announces to the traveler that they have arrived within the limits of the Hamlet Area, and should provide a sense of arrival and celebrate Newcomb's character. Gateway signs should be located at the existing 'Welcome to Newcomb' sign location before the Santanoni Drive intersection (eastern gateway) and near the AIC and Huntington Cemetery (western gateway). These should be monument signs made of natural materials (e.g., stonework that complements Great Camp Santanoni) and should have attractive landscaping to create a lasting first impression. In addition to gateway signage, attractive local business and points of interest signage should be prominently displayed (for vehicle traffic) at the Blue Ridge Rest Area.

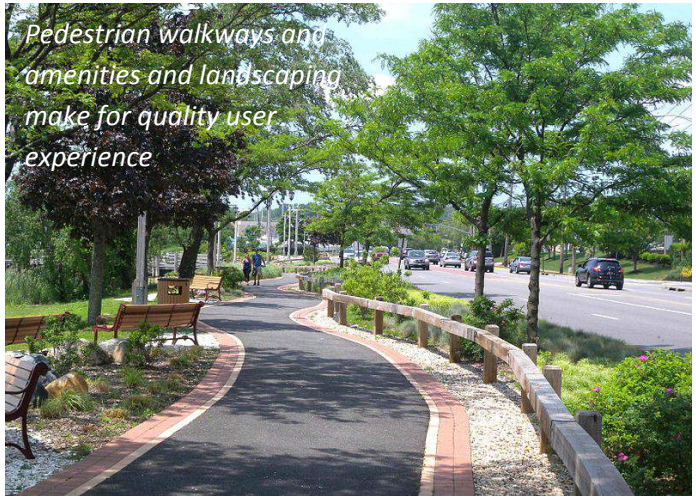
Pedestrian, Parking & Places of Interest Signage: Attractive and appropriately scaled directional and point of interest signage should help direct travelers to points of interest and landmark locations (e.g., Overlook Park, Town Beach, Great Camp Santanoni, local businesses, etc.). This signage should also be incorporated into road intersection and site entrance pillars (see below). Uniform parking signage should be located at each parking facility. Secondary signage should include facility specific parking regulations.

Kiosks & Landmark: More multifaceted and larger in scale then pedestrian signage, kiosks should be clearly identifiable and placed at central locations throughout the Hamlet (e.g., Blue Ridge Road Parking Area, Overlook Park, Hudson River Bridge, Town Hall). Kiosks should have permanently mounted information such as maps of the NYS Route 28N corridor, local business locations, and points of interest. They should also include space to post information about upcoming community events and possibly incorporate display lighting.

Kiosk Signage

Pedestrian & Entry Pillar Signage

- **Corridor Beautification**



Current landscaping within the corridor is limited. While some areas are well designed and maintained, other areas are devoid of such improvements. In order to improve the visual quality of the corridor, a mix of native trees, shrubs, and flowers should be planted and attractively arranged along proposed sidewalks, pathways, gateways, road intersections, and key locations such as Overlook Park. In addition, landscaping may be used to screen undesirable features or soften hardscapes within the corridor, including tree planting within large parking areas and a landscape buffer in front of the Town shed. Ultimately, landscaping will not only improve the aesthetics of the NYS Route 28N corridor, but will help foster a stronger sense of place and community. In addition to landscaping, the underground of utilities (particularly within such visually sensitive areas as Overlook Park and Hudson River Bridge areas), and more attractive, pedestrian-scaled lighting along sidewalks and walkways would enhance the visual quality of the corridor. Examples of desirable lighting are depicted in the **Design Vocabulary** and **Recommended Site Design Features** figures (below). In areas where there is less pedestrian activity, taller downward directed lighting that complements the proposed pedestrian-scale lighting should be considered.

- **Green Infrastructure**

Alternative stormwater designs help improve water quality by focusing on infiltration

Stormwater along the NYS Route 28N corridor primarily runs off into drainage swales along the roadways and parking areas. This approach is very traditional in nature and does not provide for the treatment of runoff, particularly during the spring thaw and large storm events. Current best management practices call for some level of treatment through sediment and pollutant removal, which is generally achieved through green infrastructure practices. Such practices not only improve the health of the ecological system, but can also help to attract multiple funding sources. The Newcomb Smart Growth Hamlet Plan recommends the use of the following stormwater practices: rain gardens, bioretention basins, grass swales, infiltration basins, and pervious surfaces (e.g., proposed parking near the existing community garden on Marcy Lane, etc.) in order to improve water quality. Similar stormwater practices have been used successfully by the Adirondack Wild Center in Tupper Lake. Additional stormwater improvements should be explored during the design phase.

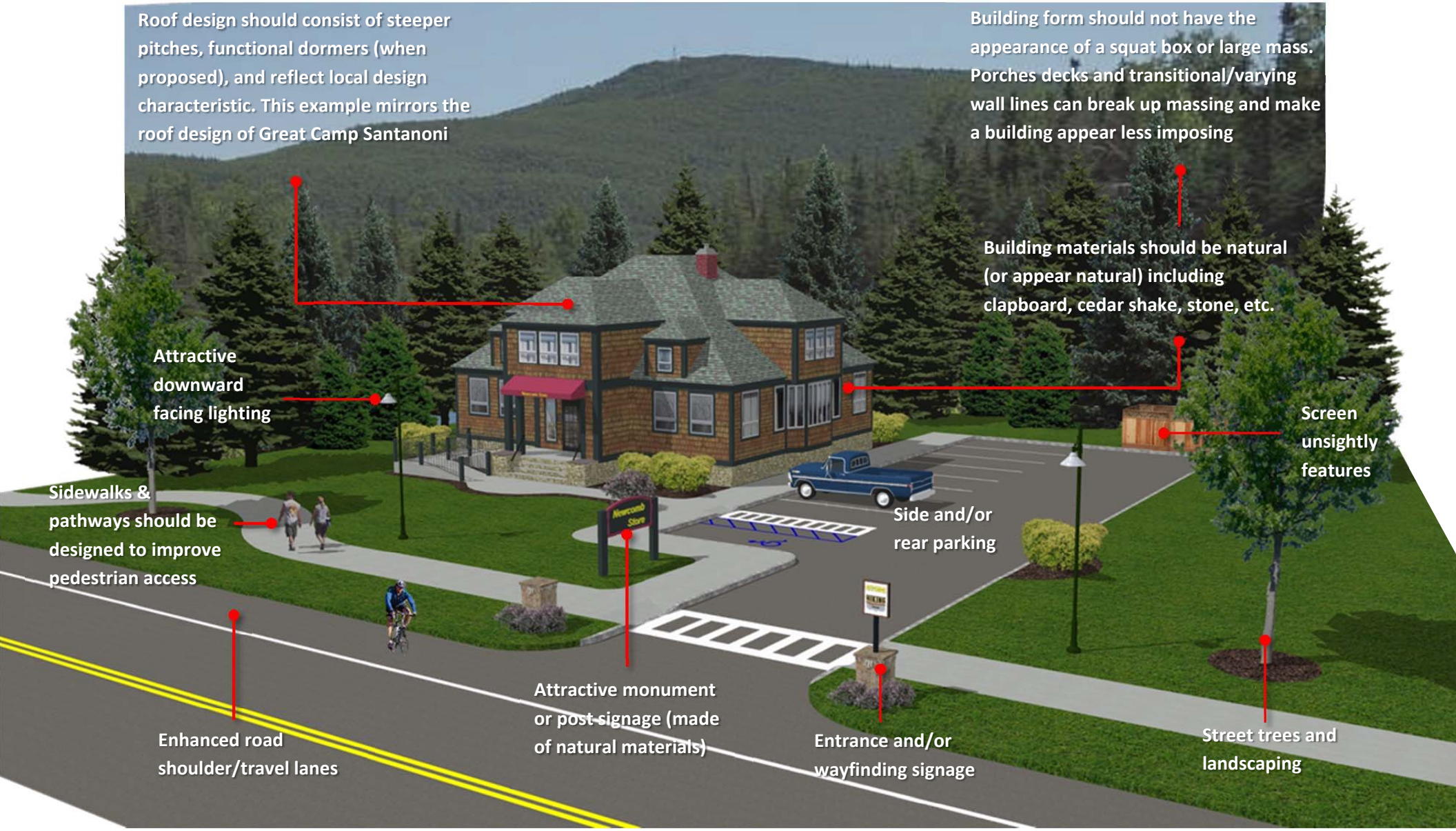
Local Complete Streets Policy

Adopting a local complete streets policy will demonstrate the Town's commitment to improving its roadway and transportation network for all users. Essex County Public Health's Creating Healthy Places to Live, Work & Play Program (http://www.co.essex.ny.us/EssexCountyPublicHealth/) offers a model complete streets resolution that the Town could revise and adopt as a formal policy, which could then be used to direct future transportation and land use decisions. In turn, the Creating Healthy Places to Live, Work & Play Program provides monies for projects that meet its programs goals. Attachment C includes a sample complete streets policy resolution.

Site Design

While much of the planning process focused on many NYS Route 28N complete streets improvements, the Newcomb Smart Growth Hamlet Plan Committee also examined ways to improve the visual quality of adjoining land uses throughout the corridor. Using visual aids and visual preference surveys, the Committee developed the Recommended Site Design Features figures (next page), which depicts preferable design elements (particularly for future commercial or institutional uses) within the NYS Route 28N Corridor. The Recommended Site Design Feature figure is intended to be used as a visual aid during future Town and Planning Board reviews or during future zoning revisions.

Recommended Site Design Features



This figure depicts a hypothetical commercial use along the NYS Route 28N corridor. It incorporated a variety of preferred site design elements. It is intended to be used as a visual aid during future Town and Planning Board reviews or future zoning revisions.

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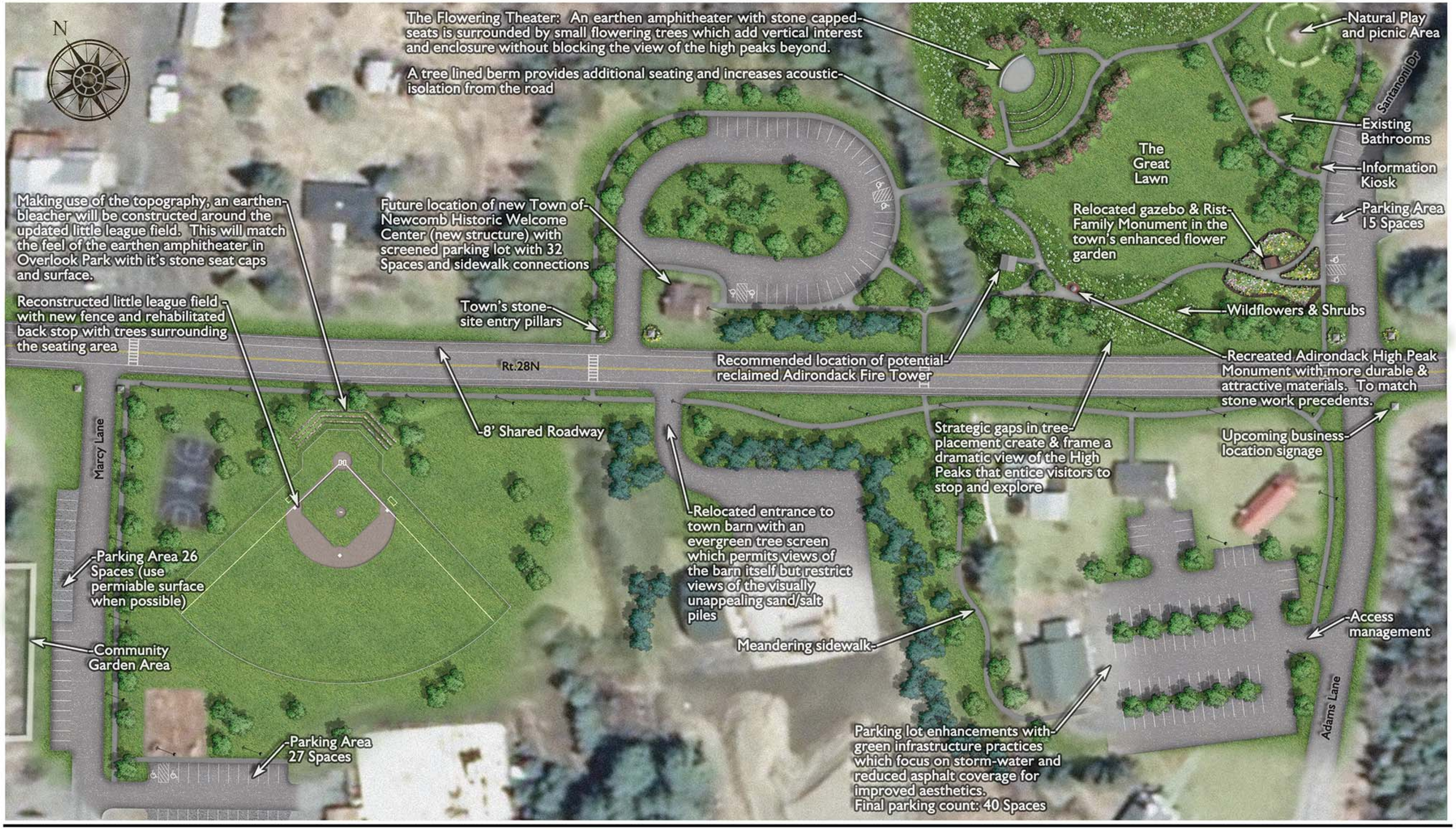

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TOWN OF NEWCOMB, NEW YORK

NEWCOMB SMART GROWTH HAMLET PLAN

TOWN RECREATION CORE

JULY 2012

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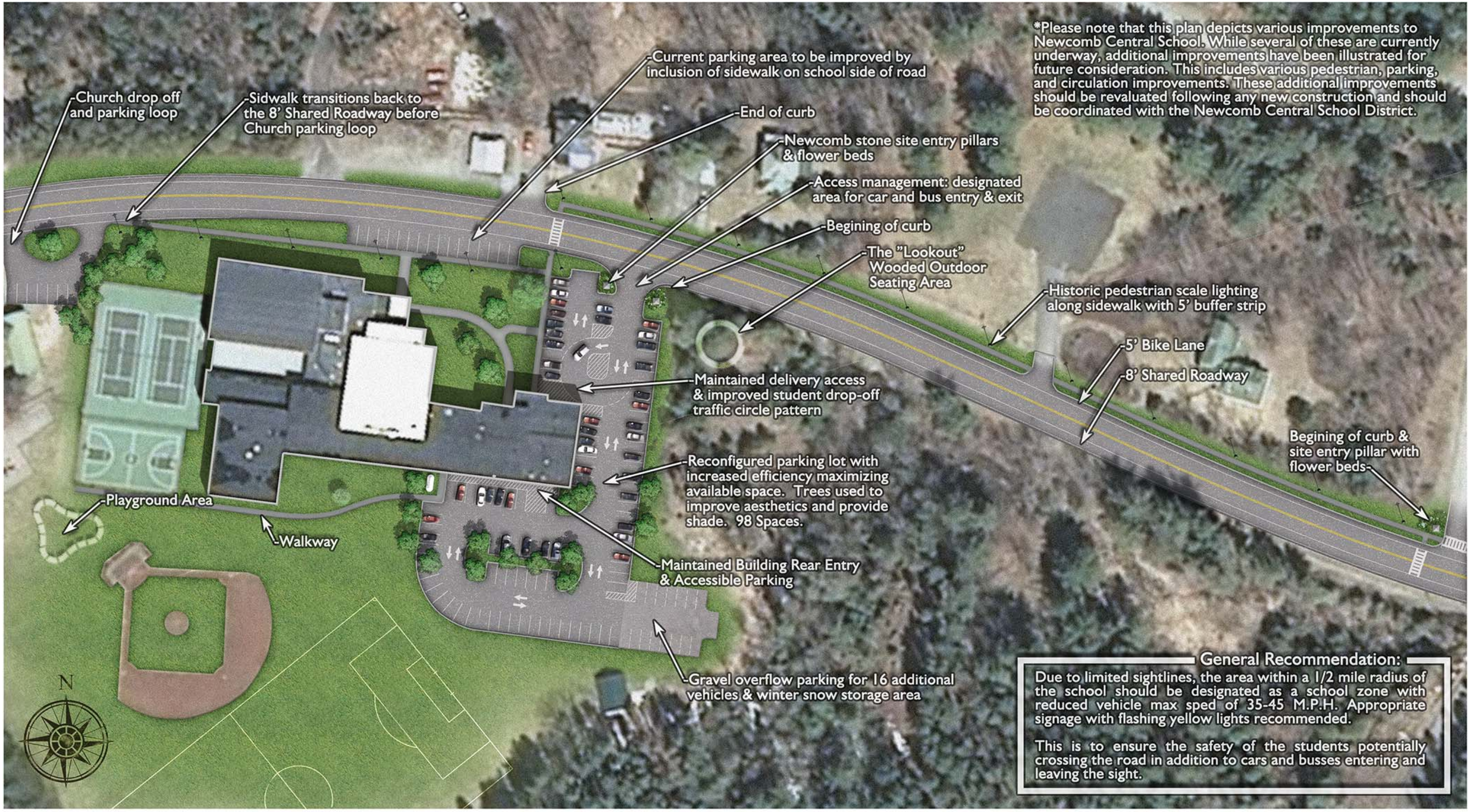
HEART OF THE PARK



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TOWN OF NEWCOMB, NEW YORK

NEWCOMB SMART GROWTH HAMLET PLAN

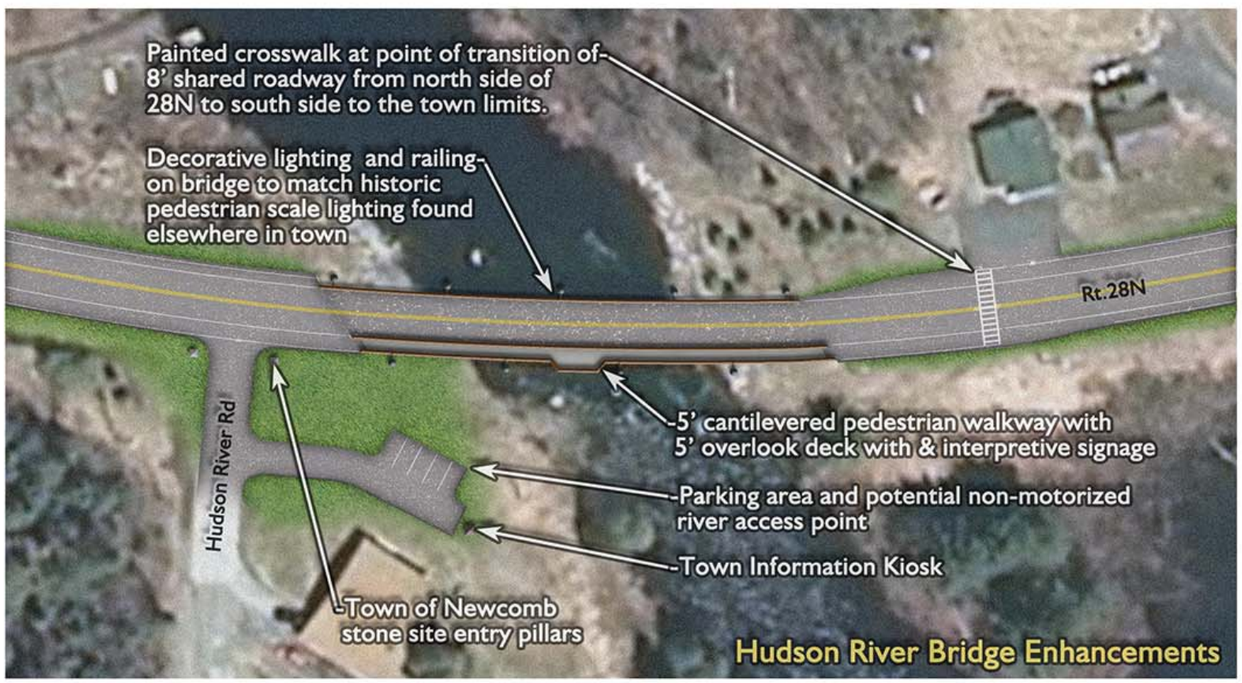
CENTRAL SCHOOL CONCEPT PLAN

JULY 2012

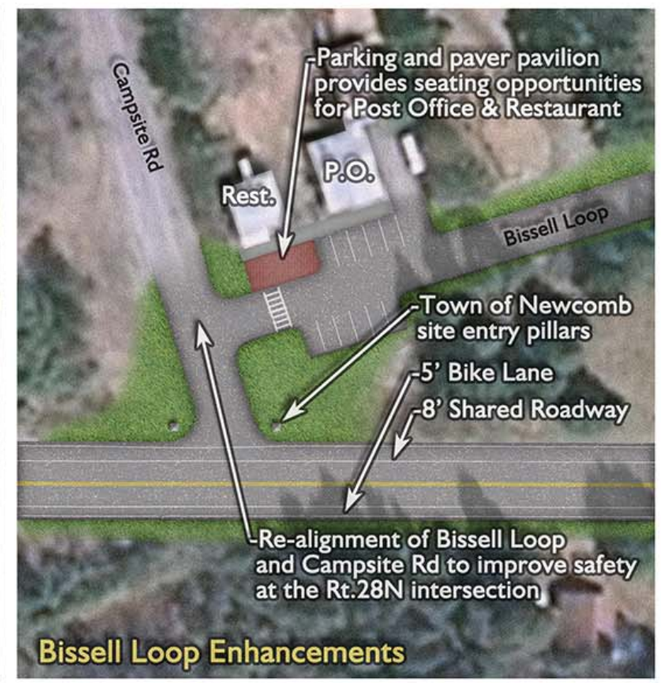
NEWCOMB
NEW YORK
HEART OF THE PARK
Proposed Town Logo

Great Camp at Santanoni Entrance Enhancements

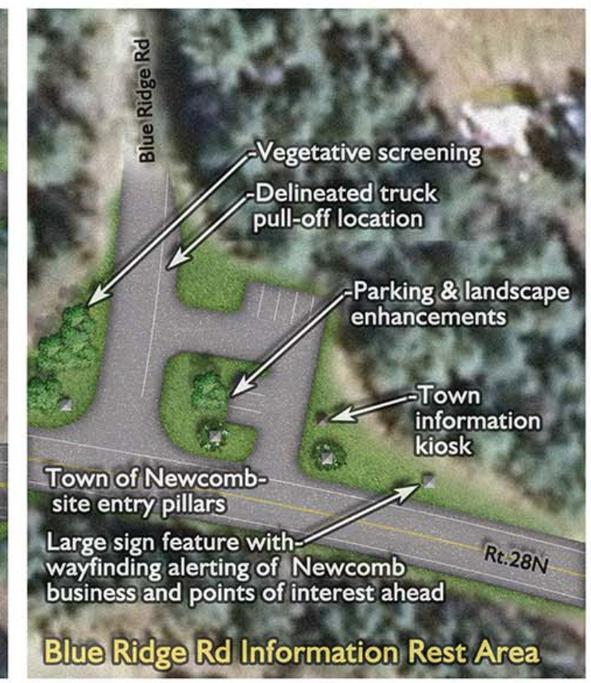
Town Hall Enhancements



Hudson River Bridge Enhancements



Bissell Loop Enhancements



Blue Ridge Rd Information Rest Area

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TOWN OF NEWCOMB, NEW YORK

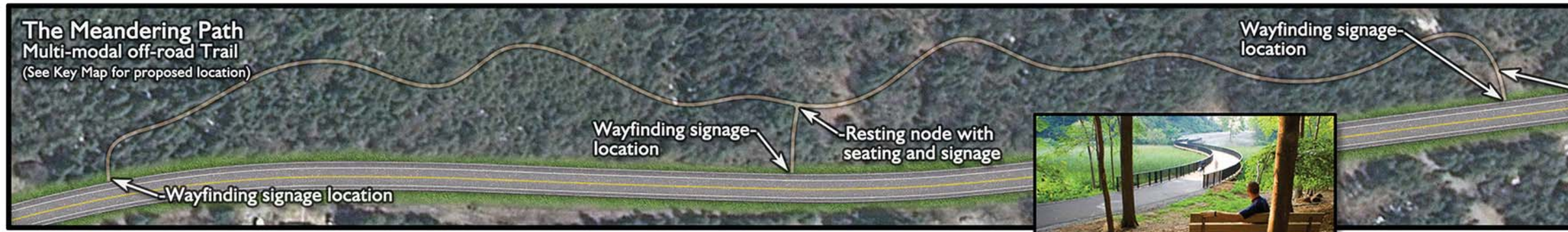
NEWCOMB SMART GROWTH HAMLET PLAN

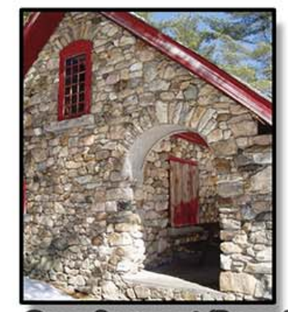
SITE SPECIFIC ENHANCEMENT PLANS

JULY 2012

NEWCOMB NEW YORK HEART OF THE PARK

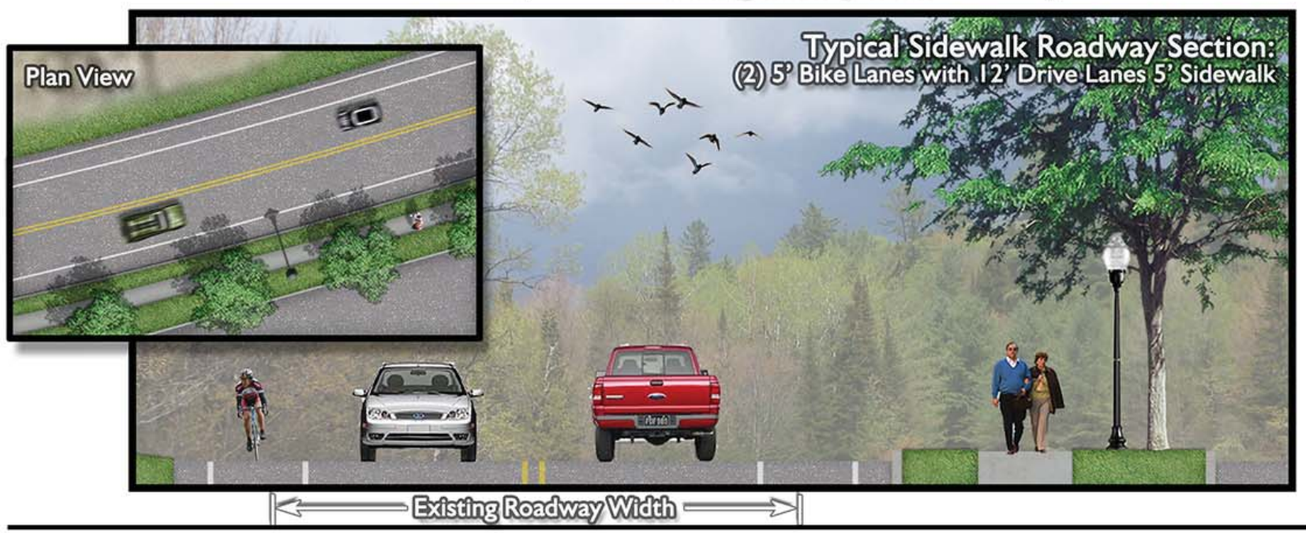
Proposed Town Logo





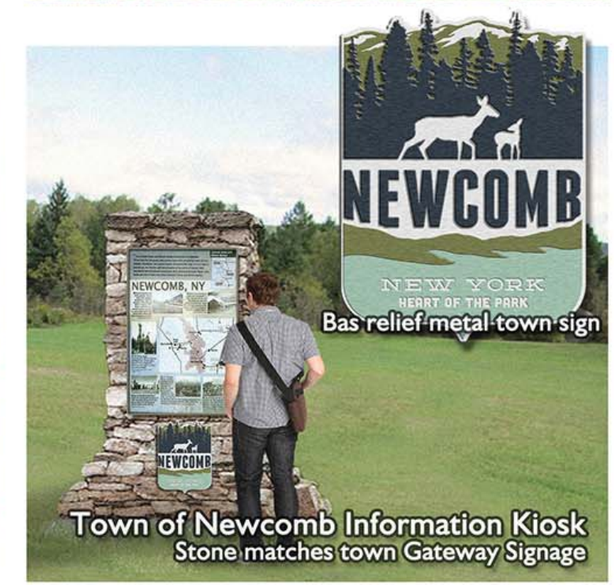
Camp Santanoni (Precedent for signage & pillars)

Town of Newcomb Gateway Signage
Dry laid stone inspired by Camp Santanoni



Wayfinding Sign Example

Site Entry Pillar with Wayfinding
Stone matches gateway & kiosk



Bas relief metal town sign

Town of Newcomb Information Kiosk
Stone matches town Gateway Signage

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TOWN OF NEWCOMB, NEW YORK

NEWCOMB SMART GROWTH HAMLET PLAN

DESIGN VOCABULARY

JULY 2012

Proposed Town Logo

Cost Estimate & Funding Strategy

There are several potential funding sources that may be used to implement the Newcomb Smart Growth Hamlet Plan. However, no one source will likely fund the project in its entirety. As such, it is important to explore and leverage all funding opportunities. Given the variety of funding sources and strategies, it is important to continually examine priorities, possible alternatives, and implementation strategies to champion the projects that are identified with this plan. The estimated 2012 project cost for the Newcomb Smart Growth Hamlet Plan is approximately $4.6 to $9.1 million. A copy of the cost estimates is included in Attachment A. Below is a summary of these estimates:

NYS Route 28N Roadway (resurface vs. reconstruction)	$1,540,000-$6,100,000
Town Hall Area	$390,000
Newcomb Central School (does not include recently approved projects)	$620,000
Hudson River Bridge (does not include cantilevered walkway)	$140,000
Campsite Road & Bissell Loop	$105,000
Meandering Path	$125,000
Recreation Core - Overlook Park Area	$1,540,000
Blue Ridge Road Information Rest Area	$65,000
Total	**$4,525,000 - $9,085,000**

While NYSDOT will be responsible for much of the work within the immediate NYS Route 28N corridor, other projects will impact the right-of-way or may affect nearby land owners, particularly within the Recreation Core (Overlook Park), Bissell Loop, Newcomb Central School areas. Because of this the Town will need to partner with the NYSDOT and adjoining landowners in order to implement the Newcomb Smart Growth Hamlet Plan.

Funding Strategy & Priority Projects Considerations

The cost estimates are generally divided into site-specific improvements. However, Newcomb could divide a project into phases or by priority as a means of further reducing the scale and cost in order to make a project more readily fundable. This may include: 1) roadway improvements; 2) wayfinding and gateway signage; 3) sidewalks and pedestrian connections; and/or, 4) project enhancements.

- **Roadway improvements:** It is assumed that the NYSDOT will complete most of this work as a component of their capital program/construction and maintenance efforts. This phase may include the undergrounding of utilities wherever practicable. Active and broad engagement with the NYSDOT will help to foster a positive and proactive partnership between the Town and the NYSDOT. This effort should include continued outreach to NYSDOT and elected officials.

- **Wayfinding and gateway signage:** Signage could be installed throughout the corridor as part of a standalone initiative. However, the timing and layout of future improvements must be considered. More specifically, installing signage first my result in their removal or replacement when making other physical improvements. Funding for signage may come from a variety of sources, including the NYS Department of State (NYSDOS) Local Waterfront Revitalization Program (LWRP) or the Essex County Public Health's Creating Healthy Places to Live, Work & Play. Please note that LWRP funding generally requires the preparation of an LWRP plan. However, because the wayfinding and gateway signage and marketing and

branding initiatives are interrelated, it is recommended that the Town finalize its marketing and branding strategy first (e.g., logos, signal art elements, etc.) in order to achieve the desired results (i.e., a uniform and coordinated user experience).

- **Sidewalks and pedestrian connections:** The Town could implement select connections as part of an overall corridor enhancement or beautification initiative. While many of the proposed improvements should be constructed by NYSDOT, some of the proposed connections will require Town leadership. This includes the proposed "meandering path" that connects the Recreation Core Area and Bissell Loop/Campsite Road intersection(s). This may also include proposed connections within the Recreation Core Area that are not part of the NYSDOT right-of-way or near Newcomb Lake Road intersection (i.e., along the original NYS Route 28N roadway).
- **Site-specific enhancements:** This strategy includes the phasing of site-specific improvements. For example, the Town may choose to design and construct all the improvements to a selected area. From a small-scale perspective, the Town could select the proposed Blue Ridge Road Rest Area. Because this area includes many of the proposed design elements (e.g., signage, landscaping, lighting, etc.) it could serve as a test piece for the balance of the NYS Route 28N corridor. A more large-scale project that would have a sizable impact on the community could include the Recreation Core Area and/or Overlook Park. Please note that the Town could choose to design site-specific improvements and then use the designs to pursue additional funding opportunities.

Although there are many benefits to implementing the Newcomb Smart Growth Hamlet Plan in phases, it is important to note that there may be a slight increase in costs when breaking the project into phases, which is attributable to redundant mobilization and/or restoration activities.

Potential Funding Sources

The Town should investigate the feasibility of funding sources to assist in the implementation of the improvements outlined in the study. These could include:

- **Transportation Enhancement Program (TEP)** funds which require a minimum total project cost of $200,000 and maximum federal participation of $2.5 million. Please note that current transportation funding is through the recently authorized **Moving Ahead for Progress in the 21st Century Act (MAP-21)**, which may result in changes in program requires and guidelines. Additional information regarding TEP funding may be found at the **NYS Department of Transpiration's (NYSDOT)** website (https://www.dot.ny.gov/programs/tep).
- As a Hudson River community**, New York State Department of State (NYSDOS) Local Waterfront Revitalization Program (LWRP)** funds are available through the State's Consolidated Funding Application (CFA) process. Monies for the program are derived from the State's Environmental Protection Fund (EPF) and may be used to prepare a wide variety of community planning initiatives and projects. Grant requirements include a 50 percent local match (http://www.dos.ny.gov/communitieswaterfronts/grantOpportunities/epf_lwrpGrants.html).
- Also available through the State's CFA process are **New York State Office of Parks, Recreation, and Historic Preservation Parks (OPRHP) funds**. Similar to the LWRP funds, the monies for these programs are derived from the State's EPF funds and require a 50 percent local match (http://nysparks.com/grants/).
- **The NYS Environmental Facility Corporation (EFC) Green Innovation Grant Program** is a highly competitive grant program that uses funding from the US Environmental Protect Agency and is administered under the Clean Water State Revolving Fund. The Green Innovation Grant Program 2010

(GIGP 2010) will provide seed money for projects which spur green innovation, build green capacity, and facilitate technology transfer throughout the State. Eligible projects will improve water quality and demonstrate sustainable wastewater infrastructure in communities across the State. The design grant maximum is $50,000 per project, and a grant match of 50 percent is required. The construction grant maximum is $750,000 per project, and a grant match of 10 percent is required **(**http://www.nysefc.org/home/index.asp?page=1046).

- **The NYS Department of Environmental Conservation (NYSDEC) Urban and Community Forestry Grants Funding** seeks to encourage and assist municipalities as they develop and implement sustainable local urban forestry programs. Grants are designed to encourage communities to actively enhance tree cover along their streets and in their parks, to properly care for and maintain their community trees, to develop tree inventories and management plans, and to inform their residents of the value and benefits of urban trees.
- **Essex County Public Health's Creating Healthy Places to Live, Work & Play** program provides monies for projects, after the adoption of a local complete streets resolution or through its grant program, that meet its programs goals. This may include monies for signage and small site-specific improvements. Attachment C includes a sample complete streets policy resolution. (http://www.co.essex.ny.us/EssexCountyPublicHealth/).
- **I LOVE NY** funds may be used to prepare marketing and branding initiatives at the local and regional levels. Grants are available through the NYS Consolidated Funding Application (CFA). CFA information can be found at the NYS Regional Economic Development Councils website (http://regionalcouncils.ny.gov/).

ATTACHMENT A: CONCEPT PLAN COST ESTIMATES

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Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan **Date: August 2012**
Route 28N Improvements
Chazen Project No. 91145.00

Description	QTY	Unit	Unit Price	Total Cost
Route 28N Roadway Improvements (Resurfacing)				
Milling of Bituminous Asphalt	103,000	SY	$2.25	$231,750.00
1 1/2" Asphalt Top Course	103,000	SY	$7.50	$772,500.00
Striping	24,500	LF	$2.00	$49,000.00
Crosswalk Markings	7	EA	$640.00	$4,480.00
"Pedestrian Crosswalk" Sign	14	EA	$225.00	$3,150.00
			Total Route 28N	***$1,060,880.00***
			Construction Estimate Subtotal	***$1,060,880.00***
			Maintenance & Protection of Traffic	**$20,000.00**
			Mobilization (4%)	**$42,435.20**
			Project Contingency (20%)	**$212,176.00**
			Construction Total	**$1,335,491.20**
			Legal, Technical, and Administravtive Allowance (15%)	**$200,323.68**
			Total	**$1,535,814.88**
Route 28N Roadway Improvements (Full Depth Replacement Option)				
Sawcut Asphalt Pavement	80	LF	$2.50	$200.00
Excavation and Disposal (Asphalt Removal - Top & Binder)	12,000	CY	$15.00	$180,000.00
Unclassified Excavation	36,000	CY	$6.00	$216,000.00
Asphalt Pavement (1.5" Top & 2.5" Binder)	103,000	SY	$20.00	$2,060,000.00
Subbase Type 2 (12")	103,000	SY	$14.00	$1,442,000.00
Striping	24,500	LF	$2.00	$49,000.00
Crosswalk Markings	7	EA	$640.00	$4,480.00
"Pedestrian Crosswalk" Sign	14	EA	$225.00	$3,150.00
			Total Route 28N	***$3,954,830.00***
			Maintenance & Protection of Traffic	
			Mobilization (4%)	**$492,671.24**
			Project Contingency (20%)	**$790,966.00**
			Construction Total	**$5,238,467.24**
			Legal, Technical, and Administravtive Allowance (15%)	**$785,770.09**
			Total	**$6,024,237.32**

[1] This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes only. Estimate is based on approximate dimensions measured from aerial imagery. A more detailed estimate can be prepared following land survey services and advancement of design.

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Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan **Date: November 2012**
Great Camp at Santanoni Entrance Enhancements
Chazen Project No. 91145.00

Description	QTY	Unit	Unit Price	Total Cost
Great Camp at Santanoni Entrance Enhancements				
Sidewalk (5' wide concrete)	1,000	LF	$25.00	$25,000.00
Unclassified Excavation	140	CY	$6.00	$840.00
Subbase Type 2 (12")	300	SY	$14.00	$4,200.00
Asphalt Pavement (1.5" Top & 2.5" Binder)	300	SY	$20.00	$6,000.00
Trees (installed)	16	EA	$600.00	$9,600.00
Newcomb Lake Road Entrance Gateway	2	EA	$5,000.00	$10,000.00
Site Restoration	1	LS	$2,000.00	$2,000.00
			Total Route 28N	***$57,640.00***
			Construction Estimate Subtotal	***$57,640.00***
			Maintenance & Protection of Traffic	**$0.00**
			Mobilization (4%)	**$2,305.60**
			Project Contingency (20%)	**$11,528.00**
			Construction Total	**$71,473.60**
			Legal, Technical, and Administrative Allowance (15%)	**$10,721.04**
			Total	**$82,194.64**

[1] This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes only. Estimate is based on approximate dimensions measured from

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Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan **Date: November 2012**
Town Hall Enhancements
Chazen Project No. 91145.00

Description	QTY	Unit	Unit Price	Total Cost
Town Hall Enhancements				
Unclassified Excavation	800	CY	$6.00	$4,800.00
Subbase Type 2 (12")	2,400	SY	$14.00	$33,600.00
Asphalt Pavement (1.5" Top & 2.5" Binder)	2,400	SY	$20.00	$48,000.00
Pavement Markings	550	LF	$3.00	$1,650.00
Granite Curbing	1,500	LF	$40.00	$60,000.00
Trees (installed)	16	EA	$600.00	$9,600.00
Entrance Gateway	1	EA	$5,000.00	$5,000.00
Historic Pedestrian Lighting	7	EA	$4,000.00	$28,000.00
Wiring & Conduit	480	LF	$20.00	$9,600.00
Trenching	480	LF	$5.00	$2,400.00
Sidewalk (5' wide concrete)	300	LF	$25.00	$7,500.00
Establish Turf (6" topsoil, seed & mulch)	5,800	SF	$0.20	$1,160.00
Site Restoration	1	LS	$4,000.00	$4,000.00
			Total Route 28N	***$215,310.00***
			Construction Estimate Subtotal	***$215,310.00***
			Maintenance & Protection of Traffic	**$0.00**
			Mobilization (4%)	**$8,612.40**
			Project Contingency (20%)	**$43,062.00**
			Construction Total	**$266,984.40**
			Legal, Technical, and Administrative Allowance (15%)	**$40,047.66**
			Total	**$307,032.06**

[1] This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes only. Estimate is based on approximate dimensions measured from

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Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan **Date: November 2012**
Central School Enhancements
Chazen Project No. 91145.00

Description	QTY	Unit	Unit Price	Total Cost
Newcomb Central School Enhancements				
Existing Parking Area (mill and top course)	1,800	SY	$10.00	$18,000.00
Parking Lot Expansion (includes site prep.)	2,400	SY	$36.00	$86,400.00
Permeable Overflow Parking	600	SY	$50.00	$30,000.00
Removal/Disposal of Existing Paved Drop Off	500	SY	$7.00	$3,500.00
Road Side Parking Area	250	SY	$36.00	$9,000.00
Pavement Markings	2,200	LF	$3.00	$6,600.00
Pavement Cross Hatching	1,900	SF	$3.00	$5,700.00
Granite Curbing	2,500	LF	$40.00	$100,000.00
Trees (installed)	18	EA	$600.00	$10,800.00
School Entrance Gateway	1	EA	$5,000.00	$5,000.00
Beach Road Entrance Gateway	1	EA	$5,000.00	$5,000.00
Historic Pedestrian Lighting	15	EA	$4,000.00	$60,000.00
Wiring & Conduit	1,200	LF	$20.00	$24,000.00
Trenching	1,200	LF	$5.00	$6,000.00
Sidewalk (5' wide concrete)	1,800	LF	$25.00	$45,000.00
Asphalt Walkway Reconfiguration	90	SY	$36.00	$3,240.00
Walkway Retaining Wall	1	LS	$5,000.00	$5,000.00
Site Restoration	1	LS	$10,000.00	$10,000.00
			Total Route 28N	***$433,240.00***
			Construction Estimate Subtotal	***$433,240.00***
			Maintenance & Protection of Traffic	**$4,000.00**
			Mobilization (4%)	**$17,329.60**
			Project Contingency (20%)	**$86,648.00**
			Construction Total	**$541,217.60**
	Legal, Technical, and Administrative Allowance (15%)			**$81,182.64**
			Total	**$622,400.24**

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Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan **Date: November 2012**
Hudson River Bridge Enhancements
Chazen Project No. 91145.00

Description	QTY	Unit	Unit Price	Total Cost
Hudson River Bridge Enhancements				
Unclassified Excavation	200	CY	$6.00	$1,200.00
Asphalt Pavement (1.5" Top & 2.5" Binder)	600	SY	$20.00	$12,000.00
Subbase Type 2 (12")	600	SY	$14.00	$8,400.00
Pavement Markings	80	LF	$3.00	$240.00
Historic Pedestrian Lighting	9	EA	$4,000.00	$36,000.00
Wiring & Conduit	550	LF	$20.00	$11,000.00
Trenching	550	LF	$5.00	$2,750.00
Entrance Gateway	1	EA	$5,000.00	$5,000.00
Informational Kiosk	1	EA	$8,000.00	$8,000.00
Guide Rail	200	LF	$56.00	$11,200.00
Guide Rail End Assembly	2	EA	$385.00	$770.00
Site Restoration	1	LS	$2,000.00	$2,000.00
Cantilevered Bridge Improvements	1	LS	TBD	TBD
			Total Route 28N	***$98,560.00***
			Construction Estimate Subtotal	***$98,560.00***
			Maintenance & Protection of Traffic	**$0.00**
			Mobilization (4%)	**$3,942.40**
			Project Contingency (20%)	**$19,712.00**
			Construction Total	**$122,214.40**
			Legal, Technical, and Administravtive Allowance (15%)	**$18,332.16**
			Total	**$140,546.56**

[1] This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes. Estimate is based on approximate dimensions measured from aerial

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Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan **Date: November 2012**
Bissell Loop Enhancements
Chazen Project No. 91145.00

Description	QTY	Unit	Unit Price	Total Cost
Bissell Loop Enhancements				
Pavement Excavation	1,100	SY	$15.00	$16,500.00
Unclassified Excavation	80	CY	$6.00	$480.00
Subbase Type 2 (12")	1,000	SY	$14.00	$14,000.00
Asphalt Pavement (1.5" Top & 2.5" Binder)	1,000	SY	$20.00	$20,000.00
Pavement Markings	180	LF	$3.00	$540.00
Crosswalk	150	SF	$3.00	$450.00
Entance Gateway	1	EA	$5,000.00	$5,000.00
Paver Patio	650	SF	$16.00	$10,400.00
Site Restoration	1	LS	$2,500.00	$2,500.00
			Total Route 28N	***$69,870.00***
			Construction Estimate Subtotal	***$69,870.00***
			Maintenance & Protection of Traffic	**$2,000.00**
			Mobilization (4%)	**$2,794.80**
			Project Contingency (20%)	**$13,974.00**
			Construction Total	**$88,638.80**
			Legal, Technical, and Administravtive Allowance (15%)	**$13,295.82**
			Total	**$101,934.62**

[1] This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes. Estimate is based on approximate dimensions measured from aerial

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Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan **Date: November 2012**
Meandering Path Multi-Model Off-Road Trail
Chazen Project No. 91145.00

Description	QTY	Unit	Unit Price	Total Cost
Meandering Path Multi-Model Off-Road Trail				
Gravel Pathway (8 feet wide, inc. clearing and grading)	2,500	LF	$30.00	$75,000.00
Way Finding Signage	3	EA	$3,000.00	$9,000.00
Resting Node Seating & Signage	1	LS	$2,000.00	$2,000.00
			Total Route 28N	***$86,000.00***
			Construction Estimate Subtotal	***$86,000.00***
			Maintenance & Protection of Traffic	**$2,000.00**
			Mobilization (4%)	**$3,440.00**
			Project Contingency (20%)	**$17,200.00**
			Construction Total	**$108,640.00**
			Legal, Technical, and Administravtive Allowance (15%)	**$16,296.00**
			Total[2]	**$124,936.00**

[1] This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes. Estimate is based on approximate dimensions measured from aerial

[2] This total cost does not include acquisition of an easement for land use which may result in an increaded total cost

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Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan **Date: November 2012**
Town Recreation Core
Chazen Project No. 91145.00

Description	QTY	Unit	Unit Price	Total Cost
Proposed Historic Community Center & Parking Area				
Parking Lot	2,300	SY	$65.00	$149,500.00
Pavement Markings	800	LF	$3.00	$2,400.00
Pavement Cross Hatch	350	SF	$3.00	$1,050.00
Sidewalk	900	LF	$30.00	$27,000.00
Stone Pilars	1	EA	$5,000.00	$5,000.00
Historic Pedestrian Lighting	3	EA	$7,000.00	$21,000.00
Trees (Deciduous)	32	EA	$600.00	$19,200.00
Trees (Conifer)	9	EA	$1,000.00	$9,000.00
Site Restoration	1	LS	$6,000.00	$6,000.00
Vistor Center Improvements	1	LS	TBD	TBD
			Visitor Center Subtotal	**$240,150.00**
			Maintenance & Protection of Traffic	**$5,000.00**
			Mobilization (4%)	**$9,606.00**
			Project Contingency (20%)	**$48,030.00**
			Construction Total	**$302,786.00**
	Legal, Technical, and Administravtive Allowance (15%)			**$45,417.90**
			Total	**$348,203.90**
Overlook Park				
Parking Lot	300	SY	$65.00	$19,500.00
Pavement Markings	300	LF	$3.00	$900.00
Pavement Cross Hatch	200	SF	$3.00	$600.00
Sidewalk	7,030	SF	$6.00	$42,180.00
Stone Pilars	1	EA	$5,000.00	$5,000.00
Historic Pedestrian Lighting	3	EA	$7,000.00	$21,000.00
Trees (Non-Flowering Deciduous)	43	EA	$600.00	$25,800.00
Trees (Flowering Deciduous)	13	EA	$800.00	$10,400.00
Wildflowers	2,600	SY	$3.00	$7,800.00
Establish Turf	5,300	SY	$1.80	$9,540.00
Informational Kiosk	1	EA	$8,000.00	$8,000.00
Site Restoration	1	LS	$7,000.00	$7,000.00
Reclaimed Fire Tower	1	LS	$4,000.00	$4,000.00
Rist Monument	1	LS	$1,000.00	$1,000.00
Earthen Ampitheater	1	LS	$20,000.00	$20,000.00
Town Flower Garden (Rist Monument)	1	LS	$4,000.00	$4,000.00
Adirondacks High Peaks Monument	1	LS	$18,000.00	$18,000.00
Natural Play & Picnic Area	1	LS	$8,000.00	$8,000.00
			The Great Lawn Subtotal	***$212,720.00***
			Maintenance & Protection of Traffic	
			Mobilization (4%)	**$8,508.80**
			Project Contingency (20%)	**$42,544.00**
			Construction Total	**$263,772.80**
	Legal, Technical, and Administravtive Allowance (15%)			**$39,565.92**
			Total	**$303,338.72**
Adams Lane Parking Enhancements				
Parking Lot	2,950	SY		
Pavement Markings	864	LF	$3.00	$2,592.00
Sidewalk	1,200	LF	$30.00	$36,000.00
Historic Pedestrian Lighting	10	EA	$7,000.00	$70,000.00
Trees (Deciduous)	33	EA	$600.00	$19,800.00
Trees (Conifer)	43	EA	$1,000.00	$43,000.00
Pavement Removal and Disposal	300	SY	$10.00	$3,000.00
Restablish Turf	965	SY	$1.80	$1,737.00
Town Barn Pavement	2,640	SY	$65.00	$171,600.00
Site Restoration	1	LS	$5,000.00	$5,000.00
			Adams Lane Parking Enhancements Subtotal	***$352,729.00***
			Maintenance & Protection of Traffic	
			Mobilization (4%)	**$14,109.16**
			Project Contingency (20%)	**$70,545.80**
			Construction Total	**$437,383.96**
	Legal, Technical, and Administravtive Allowance (15%)			**$65,607.59**
			Total	**$502,991.55**
Recreation Field Enhancements				
Parking Lot (Pavement)	486	SY	$65.00	$31,590.00
Parking Lot (Permeable Pavement)	486	SY	$100.00	$48,600.00
Pavement Markings	930	LF	$3.00	$2,790.00
Pavement Cross Hatch	162	SF	$3.00	$486.00
Sidewalk	840	LF	$30.00	$25,200.00
Stone Pilars	1	EA	$5,000.00	$5,000.00
Historic Pedestrian Lighting	12	EA	$7,000.00	$84,000.00
Trees (Deciduous)	35	EA	$600.00	$21,000.00
Site Restoration	1	LS	$5,000.00	$5,000.00
Reconstructed Baseball Diamond	1	LS	$30,000.00	$30,000.00
Earthen Bleacher	1	LS	$12,000.00	$12,000.00
			Baseball Field Subtotal	***$265,666.00***
			Maintenance & Protection of Traffic	
			Mobilization (4%)	**$10,626.64**
			Project Contingency (20%)	**$53,133.20**
			Construction Total	**$329,425.84**
	Legal, Technical, and Administravtive Allowance (15%)			**$49,413.88**
			Total	**$378,839.72**

[1] This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes. Estimate is based on approximate dimensions measured from aerial

THE Chazen COMPANIES

CHAZEN ENGINEERING, LAND SURVEYING & LANDSCAPE ARCHITECTURE CO., P.C.

Dutchess County Office
Phone: (845) 454-3980

100 Glens Street, Suite 3D, Glens Falls, NY, 12801
Phone: (518) 812-0513 Fax: (518) 812-2205
Web: www.chazencompanies.com

Captial District Office
Phone: (518) 273-0055

Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan **Date: November 2012**
Blue Ridge Road Information Rest Area
Chazen Project No. 91145.00

Description	QTY	Unit	Unit Price	Total Cost
Blue Ridge Road Information Rest Area				
Unclassified Excavation	250	CY	$6.00	$1,500.00
Subbase Type 2 (12")	700	SY	$14.00	$9,800.00
Asphalt Pavement (1.5" Top & 2.5" Binder)	700	SY	$20.00	$14,000.00
Pavement Markings	250	LF	$3.00	$750.00
Entrance Pilars	1	EA	$5,000.00	$5,000.00
Informational Kiosk	1	LS	$8,000.00	$8,000.00
Trees	1	EA	$600.00	$600.00
Site Restoration	1	LS	$2,000.00	$2,000.00
			Total Route 28N	***$41,650.00***
			Construction Estimate Subtotal	***$41,650.00***
			Maintenance & Protection of Traffic	**$2,000.00**
			Mobilization (4%)	**$1,666.00**
			Project Contingency (20%)	**$8,330.00**
			Construction Total	**$53,646.00**
			Legal, Technical, and Administravtive Allowance (15%)	**$8,046.90**
			Total	**$61,692.90**

[1] This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes. Estimate is based on approximate dimensions measured from aerial

THE Chazen COMPANIES

ATTACHMENT B: NEWCOMB MARKETING & BRANDING PLAN

MUNICIPALITY

TOWN of NEWCOMB, NY

RECOMMENDATIONS FOR BRANDING & MARKETING

7/24/12

trampoline
IDEAS THAT MOVE

WRITE: 166 GLEN STREET, 2ND FLOOR, GLENS FALLS, NY 12801
ONLINE: www.designtramp.com
E-MAIL: info@designtramp.com
PHONE: (518) 798-9155 FAX: (518) 798-9156

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The Town of Newcomb has embarked on a journey to improve various areas of the town for reasons of safety, viability and opportunity. Trampoline was charged with creating a visual identity for Newcomb that would complement the efforts being put forth by Chazen Companies.

A visual identity, which is sometimes referred to as a brand, is intended to be a consistent visual cue for people and organizations. It should translate to both a local audience and a wider audience unfamiliar with Newcomb.

A strong brand is built on several simple factors:

> The design takes into account future use

> The owner plans for future use

> The future use of the brand is calculated

> The design is honored in future use

To recap: The owner of a strong brand understands and appreciates the need to invest in a plan which focuses on a consistent, targeted use of appropriate representations of the mark in ways that continue to move it (Newcomb) toward its end goal.

The brand proposed for Newcomb by Trampoline is based on feedback gathered during a meeting (see Appendix C) with the committee after a caravan tour of the town. The interview process used in the meeting was designed to inform the design process to achieve a mark that can work immediately as well as in the years to come as Newcomb continues down a path of positioning itself for the future it aspires to create.

The brand, or an intentional derivative thereof, will be suitable for any use desired by the committee. This report will offer trail markers to guide the way to those uses and the general expectations the committee should have relative to cost, timeline and results, as Newcomb continues to carry its brand and message beyond the town's main corridor.

With thanks for your consideration,

Amanda Magee,
Principal: Business Dev.

Derek Slayton,
Principal: Creative Direction

Sean Magee,
Principal: Brand Strategy

Paula Slayton,
Principal: Business Mgmt.

Welcome to Newcomb

The proposed brand identity for the Town of Newcomb is equal parts geography and welcoming nature. In creating an identity that proudly represents the Town of Newcomb, our group meeting with the committee and Chazen led Trampoline through a discovery process, and served as an informative platform in which to determine the version you will see on the following two pages.

Brand ID Attributes

Representation
Newcomb is in many ways an undiscovered frontier; wild yet welcoming, friendly yet adventurous. Its symbiotic relationship with nature is rich with honesty and respect.

Color Scheme & Elements
The new logo honors the history of Newcomb's existing 3-deer logo by continuing to exhibit the deer as Newcomb's "welcoming party." The elements such as the deer, trees, text treatments, and part of the shield can be broken out, as seen on the next page. The parent logo serves as the umbrella mark, while the breakout elements play the role of brand "children". Colors are earth tones and represent the natural elements seen in and around the town and can be altered to reflect the seasonal changes. This combination of elements and color give the mark a great amount of flexibility when it comes to usage.

Consistency
It's important that Newcomb's new brand identity be treated consistently in any application. In order to make the best impression on the general public, this mark and its related elements should have the same treatment throughout all forms of communication, both internal and external. This consistency is a form of brand management— an important role when broadcasting throughout various marketing channels, such as advertising, signage, print collateral, interactive applications, and promotional items. Brand stewardship is not unlike cautious treatment of the environment, when managed with sensitivity to function and form, it can yield great rewards.

Development
Trampoline can help develop the voice and structure of Newcomb's new brand identity, ensuring a widely accepted use of the logo and its elements through the creation of a brand standards guide. We hope to continue to work with the Town of Newcomb to ensure the success of its marketing efforts.

"Welcomb to Newcomb!"

Flagship "parent" logo

Spring

Summer

Color Variations

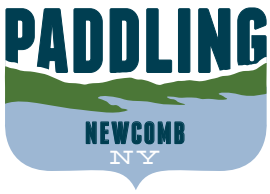
Autumn

Winter

Signal art elements

Light pole banner

Designators & breakout elements



Spring

Summer

Autumn

Winter

Strategy & Suggestions Based on Budget

The Town of Newcomb will have many factors to weigh as a budget is established, the single most important task will be to establish a realistic objective. Before executing on a marketing plan, branding infrastructure should exist in town in the way of consistent signage on town buildings, visitor attractions etc. Ultimately the marketing strategies* (See appendix A) will have to build upon an initial branding push to establish a recognizable identity.

A tack that would be more conducive to planning and financial forecasting is to phase the brand roll out to ensure that the plan will be addressed from all angles.

Phase 1:
Establish Identity, $40,000 budget

Corridor Banners, Map, Brochure, Sales Collateral, Website
A budget of $40,000 will help create the pieces necessary to establish a deliberate identity for Newcomb. This budget does not allow for significant purchasing power in media spaces, but will support the creation of a solid foundation from which to grow. Additional funding will be critical to actively and effectively implement a media strategy that will promote Newcomb.

Corridor Banners- $4,000
Visitors to Newcomb will have driven a significant distance, by heralding that they have arrived and welcoming visitors to town with banners along the corridor, the experience people have in Newcomb will be more pleasant and memorable than it might otherwise have been.
$1,500 design of 4 banners
$2,500 printing + hardware for 3 of each design

Map- $5,000 design only
Newcomb should create a map, perhaps folding in surrounding areas or attractions to offer a resource, but also to demonstrate relative proximity. The occasional obstacle of having less than people expect could be transformed to a considerable asset with the right approach to a map. Ultimately, having the map will make people more comfortable, whether they are thinking about coming or already on their way to Newcomb.

Production numbers are not provided for the map as the material will influence cost significantly. One suggestion would be to use a material such as Yupo, which can withstand exposure to water and varying temperatures. Other factors in cost are size and quantity.

Pedestrian Brochure / Rack Card— $11,000

This piece would include the map to make visiting easier. Content should include existing businesses, resources and need-to-know information (how far to medical facilities, cell signal, avg. temps/weather conditions). Could have dual purpose as tourism invitation and business recruitment with appropriate companion letter.

$4,500 design

$6,500 printing 3,000 copies (NOTE: printing is an estimate until design is finalized, quantities and or paper selection can be adjusted to meet budget.)

Website $10,000

As the Adirondacks grow more popular and as Tech Valley transplants continue to look farther north, the research of places like Newcomb will increase. People will draw conclusions based on articles they find online and observations they hear from others. A website is critical to shaping the opinions people have of a place.

Newcomb should have a current, well designed website that offers detailed information about the area, photos, insider tips and avenues for people to learn more. Until such a time as Newcomb has more features to integrate (lodging search, restaurant directory, shops, etc.), the site can be relatively simple.

Design: $5,400

Development $4,600

Business Recruitment Lit Carrier & Sell Sheets—$10,000

Newcomb should create a printed piece to highlight the benefits of starting and operating a business in Newcomb. The goal will be to reposition Newcomb's relative scarcity of business as a blank canvas in one of the most beautiful corners of the world. Information should include tax data, cost of living averages, distance to services, tourism statistics, etc. Use local resources (See Appendix B for suggestions) to work with elected officials to determine if there are specific incentives to offer.

Design: $5,500

Production: $4,500 (est. qty. 2,000)

Phase 2:
Advertising & Marketing, $60,000 budget

Media Plan $5,000
Establish a media plan to promote Newcomb as a destination for tourism and a contender for new business opportunities. Placement should work for two audiences: travelers and investors/entrepreneurs. Preliminary media plan should present an array of outlets for consideration, then the creation of a targeted buy and space/rate negotiations can commence. Cost of media plan includes transmittal of completed artwork to vendors and collection of tear sheets, etc.

Advertising Budget for first year: $50,000
- $3,000 a month in media space $36,000
- $4,000 production of 1-2 billboards
- Advertising Campaign $10,000
    - Campaign concept: $2,000
    - 3 full page ads: $700 each- $2,100
    - 3 half-page ads: $500 each- $1,500
    - 12 Resizes: $250 each - $3,000
    - Billboard design: $1,400

Social Media Support: $5,000
Creation of jpegs, mastheads, cover photos and appropriate skins (graphics) for social media channels YouTube, Facebook, Twitter
Design: $1,000
Maintenance: $4,000
(Incl. 4 months of 2 hrs/wk of ghostwriting for social media outlets; populate Facebook and Twitter with updates, links)

Phase 3:
Maintenance & Extended Outreach Marketing, $40,000 Budget

Advertising: $2,000 month ($24,000)
New Ads: $3,000

Direct Mail Campaign:
Design $3,000
Production/Postage $10,000

APPENDIX A

As a means of generating a menu of options for establishing a marketing plan, Trampoline created this list of potential opportunities to build the Newcomb brand.

As budgets, ambitions and objectives align, these suggestions can be used to carve new avenues for sharing the Newcomb message with different audiences across multiple platforms.

Identity

Create a visual identity for the Town of Newcomb with a mark and tagline if appropriate. This mark should be consistent; often times, brand standards guides will be created.

A brand standards guide will specify colors, sizing, fonts and acceptable reinterpretations. These guides are very helpful in scenarios where many individuals or departments will have the authority to create communication pieces, signs or merchandise. The guidelines prevent usage of a brand/logo in a way that would dilute the efforts done to date.

For example, a department needs to run an ad in a local publication, but the logo is horizontal and the ad is vertical. Rather than having the logo forced into an odd shape, there would be a predetermined approach to conforming to a vertical ad. The same would be true for color to B&W to 2 color type situations. The guide would also specify particular orientations for use in print, online, advertising, merch, etc.

Typical Brand Standards Cost Range: $3,500-$5,000

Map

Given the very unique composition of Newcomb's offerings (corridor vs. clear downtown/center), having a highly visible, easily accessible and well thought out map is essential. The location in the Adirondack Park combined with the untarnished frontier, mean that a map could be equal parts informational and aspirational. The allure of the Adirondacks also means that materials from Newcomb, if launched appropriately, could be considered keepsakes.

Our suggestion for Newcomb would be to consider the idea of a map, perhaps folding in surrounding areas or attractions to offer a resource, but also to demonstrate relative proximity. The occasional obstacle of having less than people expect could be transformed to a considerable asset with the right approach to a map. Ultimately having the map will make people more comfortable, whether they are thinking about coming or are already on their way.

Typical Map Cost Range: $4,000-$10,000

Web Presence

People search the web—they do it from their phones, from their desks at work and from their laptops at home. It is imperative that your presence online match what you are putting out in the world elsewhere. A strong website will meet current standards—work across all browsers, scale to mobile, offer clear navigation and demonstrate acceptable load times. It will also be visually appealing and without unnecessary clicks (quality over quantity).

Typical Website Cost Range:
$3,500-$7,500 Design
$3,000-$25,000 Development

Custom App

While wireless service is not without hiccups in the Park, the idea of a custom app to appeal to lovers of both the Adirondacks and technology, could be a very large step in the direction of persuading an investor/entrepreneur to view Newcomb as fertile territory for a new venture. The specifics of the *how and what* would need to be researched, but with studies showing that smartphone use will eventually eclipse traditional internet use, an app would be a shrewd investment in positioning.

Custom App Cost Range: $2,500-$6,500

Social Media

Facebook, Twitter, Flickr, YouTube, and LinkedIn all fall under the social media umbrella. These tools can be as useful as you desire to make them. Twitter and Facebook in particular require a great deal of time and consideration as they should be posted to daily. They can be very helpful in mounting special contests or incentives. They also enable you to grow your fan base without advertising costs, but the part many social media experts will not say is that they are not a replacement for traditional self-promotion efforts.

The Adirondacks are a sought after thing—whether it's Abercrombie and Fitch displayed on shirts worn by kids in the Midwest, or as a vacation destination. This means they'll be searched and the different search functions within social media lend themselves well to finding things that many people love.

Creating a dedicated YouTube account for Newcomb with a library of videos and an invitation for people to share their videos of enjoying Newcomb, perhaps accomplished through a call for videos and photos on Facebook, would establish a source for evergreen content (this means that the content will always stay relevant in internet searches for things related to Newcomb.) The YouTube page would have a link back to the Newcomb site creating a direct line between people seeking Newcomb and the best source for information about Newcomb.

Typical Social Media Support Cost Range:

Social Media Campaign Concept (e.g. contest + awareness)
Cost Range: $1,200-$2,500

Facebook Design Cost Range: $750-$1,500
Facebook Management (updates, photos etc.): Monthly $250-500

Twitter Design Cost Range: $250-500
Twitter Support (updates): Monthly $250-500

Flickr: Dependent upon availability of photos

YouTube: Account creation, page design & initial population: $750-$2,500

Media Planning

Identity and location enhancements are only as effective as the audience that they play to. Advertising will be a key component in attracting a new population to Newcomb.

To achieve the goal of Newcomb being considered as a viable option for new business, a message will have to be actively promoted. The options for where to advertise are vast, which is where a media plan comes into play.

A media plan is literally a map that illustrates where you will advertise (print, online, radio, billboard etc), the frequency with which you will advertise, the cost of each ad, the duration of each ad, and the specifics of the ads used.

Typical Media Plan Cost Range: Tends to be relative to media budget, $1,500-$5,000

Advertising Campaign:

> Generally, the chronology of creating an advertising campaign is:

> Determine whom it is that you want to reach:
Manufacturing, Families, 2nd Home Buyers, Global Foundries

> Establish the message you want them to hear:
Come to Newcomb. Fall in love with Newcomb. Stay/Build in Newcomb.

> Explain how you want them to act on the message:
Plan a trip, Camp, Golf, Hike.

> Decide how much you have to spend:
Be realistic, how far are you trying to reach?

> Identify a way to gauge progress:
QR code in ad, Website analytics, Inquiries to Visitor Center.

Newcomb will need to establish an online advertising presence. This means advertising on some of the usual suspects in the Adirondacks. The same applies for print, the idea is to capitalize on the work others have already done to get people to this area.

A combined print and online campaign would have a visual and narrative thread that would create consistency across the ads, whether people saw 2 or 20. Realistically, Newcomb will be speaking to at least two audiences:

1) Vacationers who are loyal to the Adirondacks and eager to try something new, or discover a new part of their favorite Park.

2) People who are really just considering the Adirondacks now and who have no pre-conceived idea of one town over another.

This means at least two campaigns, though with time, budget and ambition it could be broken down ever further—region, audience demographics, call to action. Each campaign would have a unique identity with type treatments, signal art, photography and call to action information (url, phone number, code word etc). The ads would be specific to each publication or outlet and would change over time to carry the message.

Advertising Campaign Cost Range:
Concept $1,500-$3,500
Individual Ads: $450-$2,500 depending upon size of publication
Resize: $250-$800 per ad
Billboard Design: $750-$2,000

Media costs are additional—local publications $500-$2,000 per ad;
regional and national publications $750-$4,500 per ad

Online ads $250-$5,000 depending upon impressions (# of times ad is displayed)

Billboards: $2,000-$6,000 to produce the billboard
$1,500-$2,500 a month based on contract duration

Visitor Guides- $200-$2,500

Collateral

There are certain promotional tactics that are employed frequently in the Adirondacks, and for good reason. Visitors come to the area looking to explore everything from amenities and landmarks to outdoor sporting pursuits, shopping and real estate. Brochures, rack cards and visitor guides are sought after by this audience.

Newcomb should have a presence in the displays at Chambers of Commerce and Visitor Centers (as membership allows). The piece could do double duty as a self-mailer for inquiries about the area. This printed piece would be best served to have a website it can direct people to for further information, along with an overview of the offerings in town as well as distance to other locations, perhaps with details about points of interest along the way. The more Newcomb can position itself as equal parts destination and resource, the more likely people will be to return to it.

Rack Card Design Cost Range: $750-$2,000
Rack Brochure Design Cost Range: $1,500-$4,500

Printing is dependent on quantity and paper selection
Rack Card .50¢-$1.25 per piece, Rack Brochure $1.25-$2.50 per piece

Vehicles & Merchandise

The subject of the Long Lake bumper sticker came up frequently in discussion. Newcomb has every right to have a bumper sticker of its own. Every time a brand achieves the act of someone else carrying their message, whether it's via a badge on a cap, an image on a bumper or a tagline on a sleeve, the weight of promoting itself is lightened. Vehicle graphics, from entire wraps to more modest artwork, literally add mileage to your branding and enhance awareness of the work done by town employees. Clothing, gear, ornamental items, keepsakes, post cards and a coffee table book would all work to build the Newcomb brand and position the town and all it has to offer as something worth experiencing and/or owning.

Cost Ranges: Vehicle wrap/graphics design: $500-$2,500
Production per vehicle: $500-$3,000

Bumper sticker/magnet design: $150-500
Production per sticker: .50¢-$2.00
Productions per magnet $1.50-$3.00

Cap design: $150-$300
Purchase + production per cap: $8-$14

T-shirt design: $350-$500
Purchase + production per piece: $5-$18

Post card design: $450-$1,000
Production per post card: .25¢-$2.00

Coffee Table Book Design: $12,000-$25,000
(includes photography, illustration, copy writing and typesetting)
Production: $18-$40 per book

APPENDIX B

Potential Area Resources:

ROOST (offers assistance in sustainable tourism and marketing)
CEO James McKenna, Regional Office of Sustainable Tourism
(518) 523-2445 x 102
james@lakeplacid.com

Economic Regional Development Council Initiatives
Currently there are efforts to create a program to use tourism as a means of community development. If approved it could mean that within a year or two, low interest loans would be available with potential conversion to grants with appropriate targets reached.

Plattsburgh Office
401 West Bay Plaza
Plattsburgh, NY 12901
(518) 561-5642
(518) 561-8831 Fax

Watertown Office
Dulles State Office Building
Watertown, NY 13601
(315) 785-7907
(315) 785-7935 Fax

Potential Advertising Outlets:

Business Audience:
Empire Service Amtrak posters
Inc. Magazine
LAMAR displays at Albany Airport, billboards

Dual Audience:
Adirondack Life
Outside Magazine

Sponsorships:
SPAC
Proctors Theatre
Balloon Festival
Chambers of Commerce outreach
Stage a road/trail race

APPENDIX C

Meeting Notes:

Trampoline was contracted to conduct an interview with a committee representing Newcomb about their perspectives on Newcomb and their hopes for its future. The meeting took place at the Newcomb Town Hall after a bus tour of the Newcomb corridor.

What is the specific objective and what are the results expected?

1) Reach people of child bearing age willing to permanently relocate to Newcomb
2) Attract small businesses and entrepreneurs
3) Secure interest by wood/glass/clean manufacturing plants of modest size

Cultivate the next generation for Newcomb.

How can branding/communications achieve the objective?

1) Drive visitors by identifying the offerings with visual cues
2) Establish Newcomb as viable, intentional and providing big bang for the buck
3) Capitalize on Adirondack mystique and growth to the south

Logo & signage are a start; marketing beyond Newcomb is crucial to growth.

What exactly is it that Newcomb is selling?

1) Nature
2) Beauty
3) Recreation
4) Vistas/Views
5) Quality of life
6) Potential

What you're selling and who you want buying inform the presentation (methods, locations, timing) of the brand.

What is the perception of Newcomb by the target audience?

1) There are no businesses
2) There is no food
3) There are no beds
4) You can't buy gas
5) There isn't a grocery store
6) Nobody lives there

They need to believe they can choose Newcomb.

Who is the competition?

1) North Creek
2) Long Lake
3) North Warren
4) Tupper Lake
5) Warrensburg

*We need to **actively** compete.*

What are the words you would use to describe Newcomb's personality?

1) Active, smart, beautiful/handsome, bug-bitten, happy
2) Young, old, self-reliant, healthy, stubborn
3) Corridor, hungry, splendid, isolated, gather
4) Unique, effervescent, energetic, calm, resourceful
5) Beautiful, historic, progressive, educated, quiet
6) Sporty, athletic, confident, friendly, diverse
7) Energetic, positive, hospitable, caring, giving

Introduce yourself, put yourself in front of the right people, be engaging & honest.

What do people gain by choosing Newcomb?

1) Enjoying Santanoni
2) Gorgeous golf course
3) A desire to come back
4) A unique feeling
5) Safety/Security

They feel like they made the best decision.

Why should people believe the Newcomb promise?

1) Nature-based recreation
2) Historic significance
3) Teddy Roosevelt/Marcy Highway

It is a genuinely special place.

Other things shared by the group in conversation:

> Pointy trees— spruce/balsam/fir, unique to this area
> Alpenglow Blue into red into pink
> "We have depth."
> Don't want to exclude snowmobilers and present ourselves as nature purists
> "Who would have thought the middle of nowhere could be the center of everything?"
> Like the idea of movement in a logo – bears of Long Lake are on the move
> "Blue and green are overused."
> Literal center of the high peaks

The end goal is to build the next generation of families and businesses in Newcomb.

APPENDIX D

Trampoline: Agency Bio

Trampoline has always lived squarely in the industry of ideas. We believe that there is always a more potent way to connect a message with an audience, and in fact, that is why often times we work harder to bring the audience to the message than the other way around.

The talent within our agency allows us to shift from video production and web development, to illustration, copywriting and brand evolution. Becoming quickly literate on a subject or place, we create plans that maximize budgets and communicate with audiences in the time, place, and manner that they are most receptive.

It is with precision and strategy that we determine how to position a brand—from outdoor billboards, print and online ad campaigns and non-traditional messaging like strapping larger-than-life asthma inhalers to street poles to communicate with a population that neither read the newspaper nor surfed the web.

We have created the visual and informational underpinnings of incredibly successful capital campaigns as well as lifted small companies with tiny budgets up through inspired rebrands. Five star resorts, sole proprietors, national campaigns, local not-for-profits and all kinds of clients in between, we make your goal our mission and we literally do not stop until we get past where we promised.

This means that when we create a website, we construct the experience we want the user to have. When we produce a brochure, we write copy and include imagery that will matter to the audience; satisfying them is our surest way to please a client.

trampoline

Creative Crew Schematic for Town of Newcomb

1 **Amanda Magee,**
Principal: Business Development

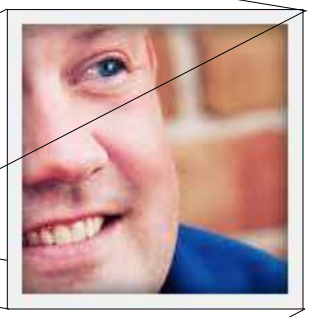
Main point of contact, establishes project goals, timeline and parameters.

2 **Paula Slayton,**
Principal: Business Management

Establishes contractual agreements, negotiates terms, addresses billing questions.

3 **Sean Magee,**
Principal: Brand Strategy

Develops campaign concept and messaging. Audience research, local perceptions, media planning.



4 **Derek Slayton,**
Principal: Creative Direction

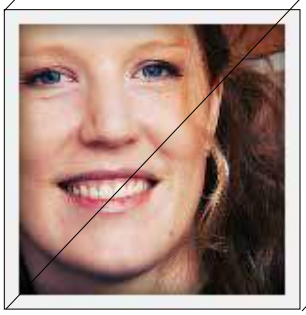
Establishes campaign look and feel. Signal art, color palatte, input on design.

5 **Amy Stevens,**
Art Director

Executes layout and design. Typeface selection, artwork creation and supervision of design team.

6 **Jacob Hadden**
Graphic Designer

Produces campaign deliverables and manages junior designers.



7 **Trina Quandt**
Production Coordinator

Provides estimates on deliverables and manages the execution of printing, media and web projects.

REFERENCES:

Beth Povie
Director, Branding & Communications // Finch Paper, Glens Falls
Tel: (518) 793-2541 x5482 Email: bpovie@finchpaper.com
Projects: Branding, advertising, marketing campaigns, web/blog/html e-mail & interactive support, print collateral, environment/tradeshow, signage, packaging, copy writing, photography, social media
Samples:
http://www.designtramp.com/work/individual/finch-paper-posters/
http://www.designtramp.com/work/individual/finch-in-the-house-blog/

Mike Howard
CEO // Parks Heritage Federal Credit Union, Glens Falls
Tel: (518) 926-4700 Email: mhoward@parksheritagefcu.org
Projects: Brand development, interactive support, signage systems & design, advertising, campaign, print collateral; social media support

Kevin Rosa
Director of Marketing & Sales // The Sagamore Resort, Bolton Landing
Tel: (518) 743-6210 Email: krosa@thesagamore.com
Projects: Branding, advertising, campaign, html e-mail & interactive support, print collateral, signage, photography, environment/tradeshow, copy writing
Samples:
http://www.designtramp.com/work/individual/html-email-the-sagamore-holiday/
http://www.designtramp.com/work/individual/advertising-the-sagamore-1st-hole/

Rick Davidson
Owner // Davidson Brothers Restaurant & Brewery, Glens Falls
Tel: (518) 743-9026 Email: rick.davidson@davidsonbrothers.com
Projects: Branding, packaging, advertising, marketing, campaign, web/blog html e-mail, interactive support, signage, packaging, copy writing, print collateral
Samples:
http://www.designtramp.com/work/individual/dbros/
http://www.dackerale.com/

John Strough
Queensbury Town Councilman // Town of Queensbury
Tel: (518) 798-9696 Email: jstrough@verizon.net
Projects: Branding, signage, print collateral

Mark Parfitt
Director of Marketing & Community Relations // SUNY Adirondack, Queensbury
Tel: (518) 743-2245 Email: parfittm@sunyacc.edu
Projects: Branding, advertising, marketing campaigns, environment/tradeshow, print collateral, copy writing, photography
Samples:
http://www.designtramp.com/work/individual/suny-adirondack-adventure-sports-brochure/
http://www.designtramp.com/blog/suny-adirondack-gold/

Season Brochure

SKI
WEST
MOUNTAIN
PURE FUN, DAY OR NIGHT

50TH
1961-2011

Brand Identity & Commemorative Logo

West Mountain, right off I87 in the southern Adirondacks is a family friendly mountain with 40 trails and a vertical drop of 1010'. Big enough for a full day of skiing, small enough for a novice. 2011 marks West Mountain's 50th anniversary, and they celebrated with a brand update. Trampoline responded with a shape that's part W letterform, part M, and part mogul trail. The star is a nod to West's popular night skiing program.

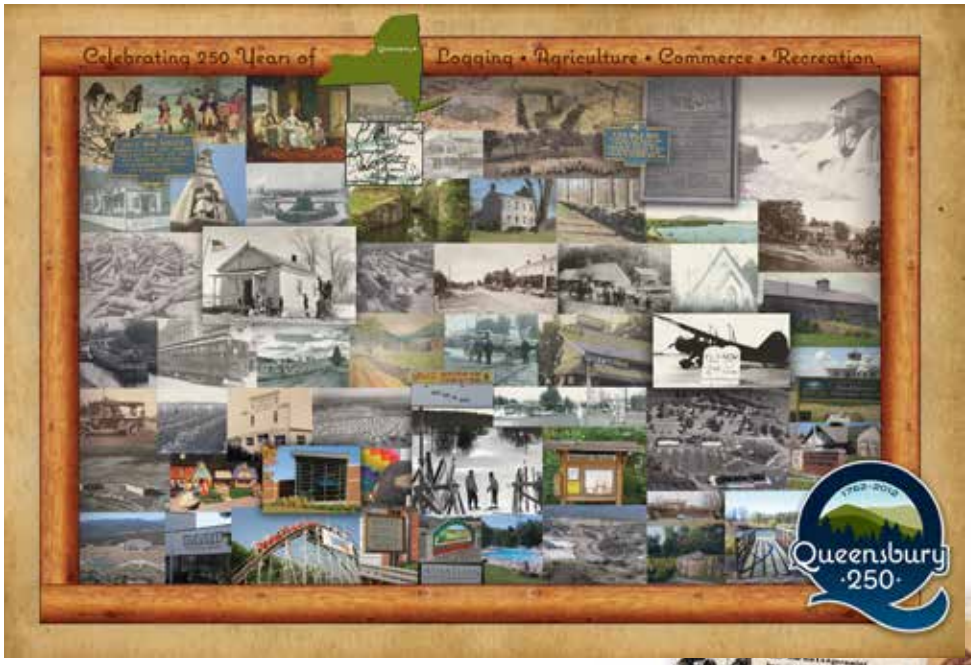
Trail Map

Vehicle Graphics

Commemorative & Town Logos

2x4' vertical, 2-sided

Banner Design



Commemorative Poster

Historical Walking Map Brochure

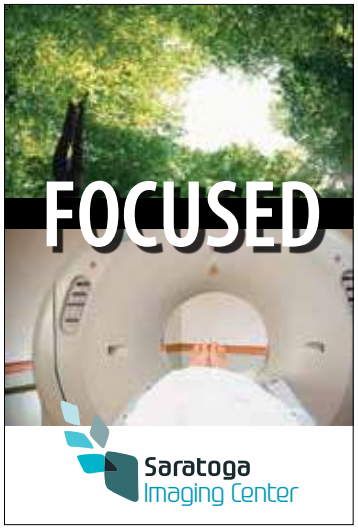
Town of Queensbury, 250th Anniversary

Queensbury's town and historical committees needed to tout it's forthcoming 250th anniversary of the founding of the town with some flavor, identity and a buzz. As the town didn't have an official brand, they did have some equity in an identifiable 'Q'. Trampoline combined that equity and took from the town's geographic and scenic beauty and created a commemorative logo, which will evolve into the official mark for the town.

In order to let the general public know of the event and its significance, light pole and standing banners were displayed for visual excitement. A brochure, providing a walking tour of historical sites, was created, as well as a commemorative poster to generate public awareness and outreach opportunities.

Saratoga Imaging Center

Images for Life



Ad Campaign

Adirondack Radiology Associates, a family of medical screening centers, was in need of a repositioned brand in order to compete with emerging competitors, while maintaining awareness of its multiple locations throughout the region.

Saratoga Imaging Center, the newest location in the Adirondack Radiology family, required strategic marketing services for its grand opening — this included a combination of broadcast, print, interactive, photography and signage components. The winning combination helped elevate not only the Saratoga practice itself, but helped the overall brand become a top choice to both doctors and patients.

Television Spots

Promo Tags

Brochure

Brochure

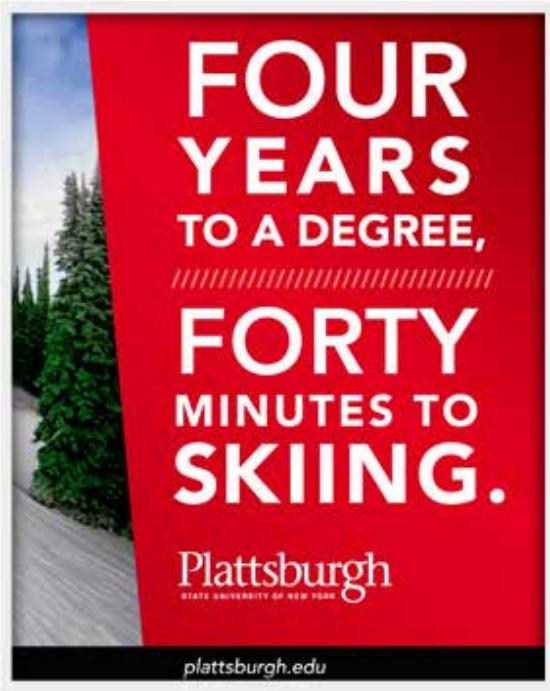
HEAD START
WARREN COUNTY NEW YORK

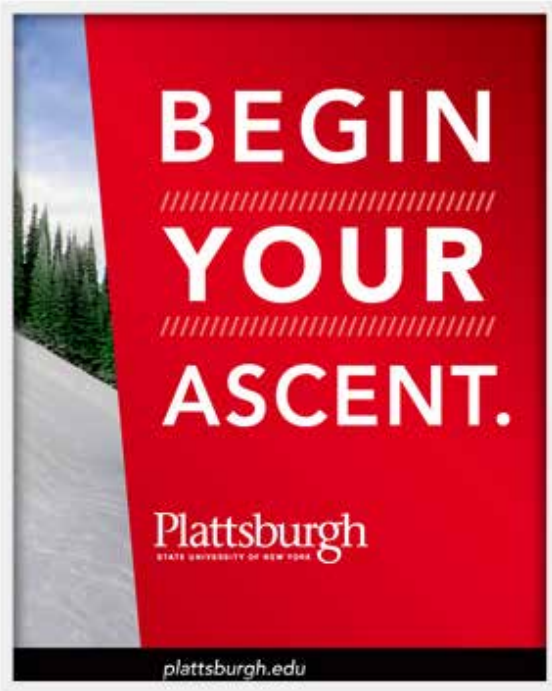
Warren County Head Start has been providing quality educational and social experiences for children and their families in upstate New York since 1965. Though the preparation they receive is first-class, income eligibility requirements for enrollment have led to negative perceptions that these children are at a disadvantage.

Trampoline Design created a playful mark that not only encompasses the excitement experienced in the classroom but also the amazement of those who learn that Head Start offers much more than an average preschool, providing an interconnectivity of nutritional, basic and mental health services while building a foundation for success.

Print Advertisement

Website





Gondola Signage

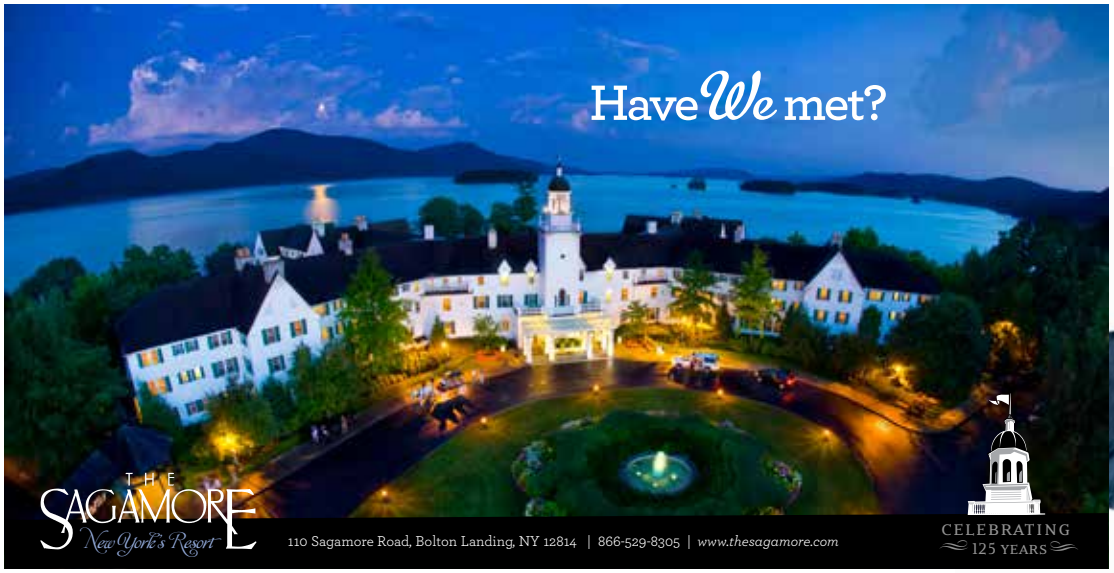
Arena Signage

Hockey Rink Dasherboard

SUNY Plattsburgh, Plattsburgh, NY

The iconic Lake Placid olympic posters from the 1930s exclaim: Join us! Outdoors! Up Where Winter Comes to Play. The same could be said for the strategy behind a recent campaign by SUNY Plattsburgh. An agreement with O.R.D.A. places messaging in and around the Olympic venues throughout the Lake Placid region.

The goal (pun intended—hockey fans: light the lamp) is to associate the Plattsburgh brand with positive experiences that families have right here in the Adirondack Park.



Merchandise & Apparel

Sagamore Image Campaign

The Sagamore,
Bolton Landing, NY

The Sagamore turned to Trampoline Design to help them reposition the hotel after a decade of stagnant marketing. A national print ad campaign cast the hotel in an elegant-yet-accessible light, and the conversational headlines and welcoming message continued through the hotel view book and brochures, television spots, html emails, on-site signage and radio scripts.

Brand Update

Facebook Fan Page 400 + Fans

Season Brochure

Show Poster

The Adirondack Theatre Festival, Glens Falls, NY

The organization was under new creative direction and determined it needed an updated look to reflect the programming and mission of the organization.

Trampoline Design worked to create a mark that conveyed the roots of the festival without pigeonholing it in a cookie-cutter style.

The debut of the mark on Facebook was central to the new approach and commitment to relevance that ATF desired. Posters, season mailer, advertising and stationery followed suit, demonstrating that ATF had done its homework with tech and dress rehearsal in order to offer a seamless branding performance.

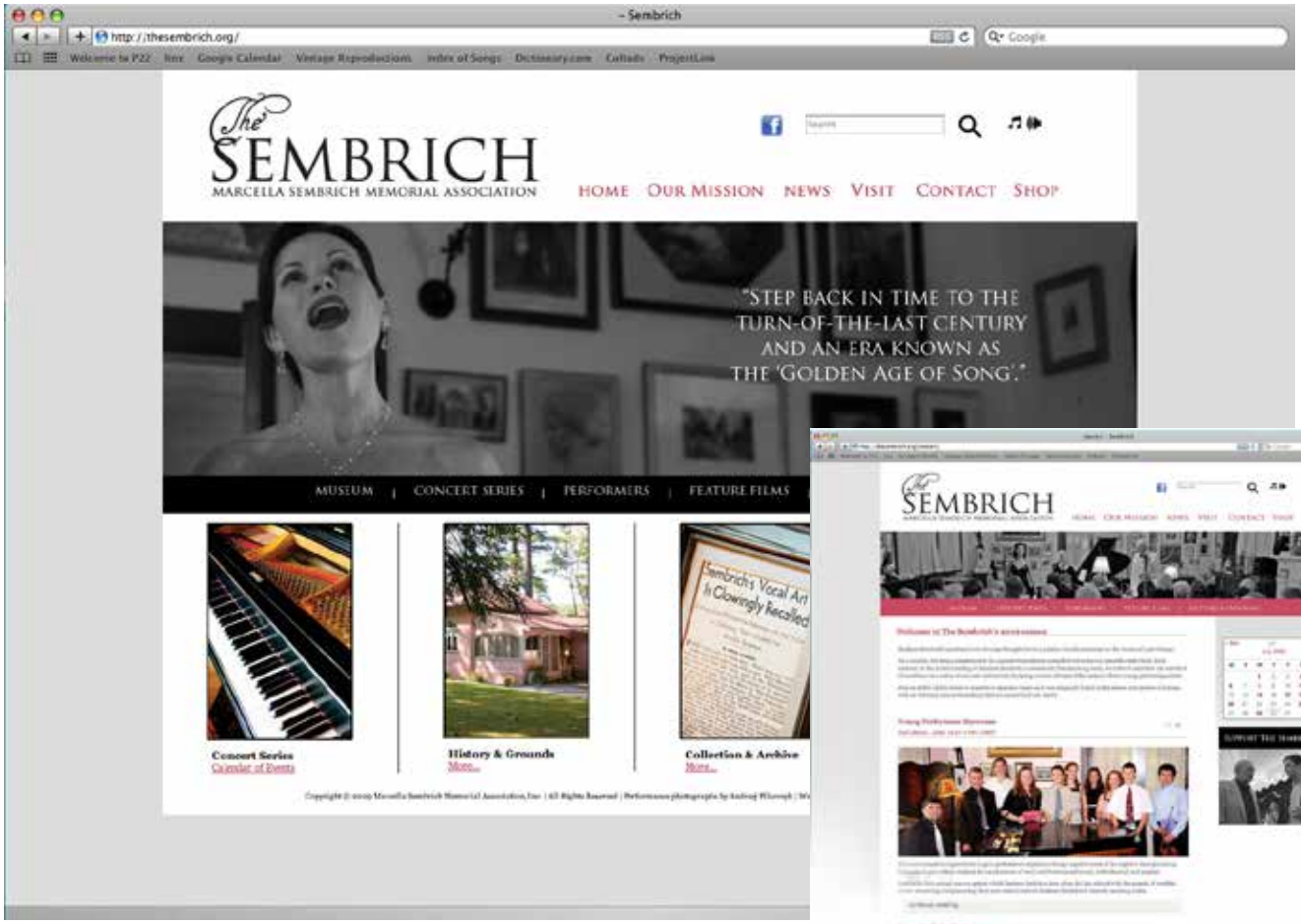
Direct Mail Postcard

Davidson Brothers Restaurant & Brewery: davidsonbrothers.com

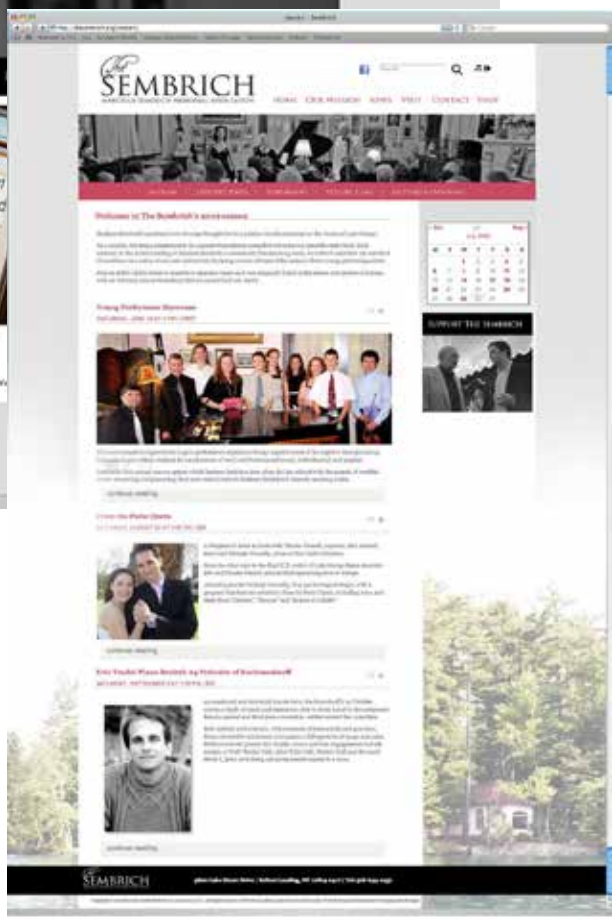
Davidson Brothers on Facebook —1,000 fans in two months' time

Sacandaga Outdoor Center: 4soc.com

Double H Ranch: doublehranch.org



Marcella Sembrich Museum: thesembrich.org



The Sembrich season page: powered by WordPress

Quandt's Food Service Distribution: quandts.com

Quandt's: Vendor Marketing Program, PURL outreach

Nine» Authentic Goods: shopnineonline.com

The Copperfield: HTML e-mail

The Sagamore: HTML e-mail

ATTACHMENT C: SAMPLE COMPLETE STREET POLICY RESOLUTION

SAMPLE Complete Streets Resolution

Town of Westport
Resolution of Commitment to Complete Streets

DEFINITIONS:
"Complete Streets" is defined as streets that are safe, convenient and comfortable for all ages and abilities using any mode of transportation (motor vehicle, public transportation, foot, bicycle, etc).

"Complete Streets Program" is a system of implementing Complete Streets.

"Multi-modal transportation" refers to various modes of transportation (walking, bicycling, automobile, public transit, etc.).

WHEREAS, the Town of Westport recognizes that the needs of bicyclists and pedestrians of all ages and abilities should be considered in the planning and design of all new street construction and street reconstruction undertaken in the Town; and

WHEREAS, Complete Streets concepts, design-features and practices include, but are not limited to, sidewalks, paved shoulders suitable for cycling, designated bike lanes, lane striping, share-the-road signage, crosswalks, curb ramps, audible pedestrian signals, pedestrian crossing signage, traffic calming measures such as curb bump-outs, center islands, and pavement markings, sidewalk snow removal and routine shoulder and bike lane maintenance; and

WHEREAS, Complete Streets has been recognized and adopted as law in New York State; and over 300 Complete Streets policies and laws have been adopted at the state, county, town, village and city levels across the country for the purpose of improving multi-modal transportation options, safety, and accessibility for all users; and

WHEREAS, the Town of Westport recognizes that Complete Streets will increase opportunities for multi-modal transportation, increase the capacity and efficiency of the road network, incorporate traffic calming actions, limit greenhouse gas emissions, improve rates of physical activity and related health outcomes, improve neighborhood vitality, increase social interactions, create a stronger sense of community, strengthen the local economy, and improve the quality-of-life for people in the community; and

WHEREAS, the Town of Westport and its Department of Public Works has the ability to work with the Westport Planning Board, the Essex County Complete Streets Coalition, Westport Central School, and others to explore the development, maintenance and enhancement of pedestrian, bicycle and trail connections within neighborhoods, hamlet centers, and rural areas of Westport and put into practice a Complete Streets Program to address issues of these amenities..

NOW, THEREFORE, BE IT RESOLVED, the Town of Westport hereby recognizes the importance of creating Complete Streets through the planning, design, budgeting and implementation of local highway, street and sidewalk projects undertaken by and in the Town that enable safe multi-modal transportation for people of all ages and abilities, including children, youth, families, older adults and individuals with disabilities; and

SAMPLE Complete Streets Resolution cont.

BE IT FURTHER RESOLVED, the Town encourages the NYSDOT and Essex County to consider incorporating Complete Streets concepts, design-features, and practices in the planning, design, construction, reconstruction and rehabilitation of their respective roadways in the Town.

BE IT FURTHER RESOLVED, that the Town Board hereby resolves to establish a Complete Streets Policy as follows:

1. The Department of Public Works shall consider incorporating Complete Streets concepts, design features and practices in the planning, design, budgeting and implementation of local highway, street and sidewalk improvement projects undertaken by the Town of Westport.

2. The addition of Complete Streets facilities shall be consistent with the scope of the construction or improvement project, sensitive to the surrounding environment, and shall not be disproportionate with the cost of the larger project.

3. Complete Streets facilities may be planned, designed, developed, and maintained in accordance with bicycle and pedestrian facility guidelines adopted by the United States Department of Transportation, New York State Department of Transportation, the American Association of State Highway and Transportation Officials, and other guidelines approved by the Town of Westport.

4. If the Department of Public Works determines that the inclusion of bicycle and/or pedestrian facilities are unable to be accommodated on a roadway or within the Town right-of-way proposed for construction or improvement, The DPW Superintendent shall provide said determination in writing, with supporting documentation, to the Town Board for their information.

5. The Town Board shall create, and solicit citizen participation through, an "advisory board" or a subcommittee of the Planning Board to make recommendations to the Town and the Department of Public Works on the planning, design, budgeting and implementation of Complete Streets improvements in accordance with this policy.

On a motion by _____,

Seconded by _____,

And by a vote of _____for, _____ against, and _____ absent,

this RESOLUTION was adopted on _____2011.