

# Hamlet Economic Planning and Assistance (HEPA) Initiative

Town of Northampton and  
Village of Northville

May 27, 2014

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# HEPA Overview

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



# HEPA Overview –Agency’s Goal

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



# HEPA Objectives and Deliverables

- Provide a framework for Hamlet revitalization through a **Hamlet economic plan**
- **Build local capacity** for plan/project implementation with assistance from APA staff
- Achieve **success of economic plan elements** (projects on the ground)

# HEPA Process

- Develop a local stakeholder workgroup
- Identify and map community assets (Agency and workgroup)
- Identify and map redevelopment opportunities (Agency and workgroup)

# HEPA Process (Continued)

- Prepare a draft Hamlet economic plan (Agency and workgroup)
- Present the draft strategy/plan at a Planning or Town Board meeting
- Revise the plan based upon community feedback
- Implement the plan (workgroup and Agency)

# Plan Components

**Vision:** More young people, more and successful businesses, less “for sale” signs

**Goal:** Help businesses be more successful/viable businesses

**Objective 1:** Paint Downtown

**Implementation:**

- Pursue grant funding for a façade improvement program
- Educate business owners on façade improvement program

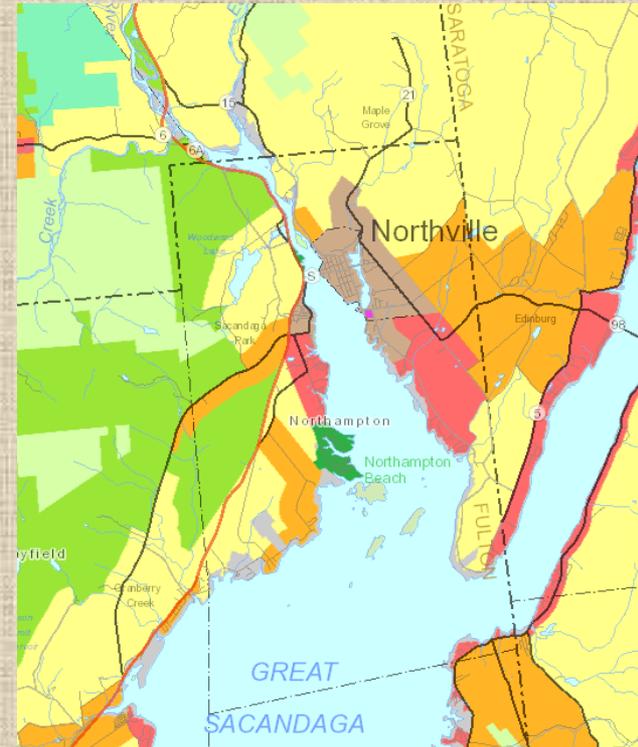
**Objective 2:** Promote the community’s arts assets

**Implementation:**

- Develop brochure highlighting the region’s arts facilities
- Distribute brochure to regional marketing agencies

# Other Components

- Maps (Existing Assets, Development Opportunities)
- Timeframes
- Responsibilities/Actors
- Funding
- Metrics (Measurements of Success)



# Identified Goals and Objectives

**Goal 1:** Reduce “For Sale” Signs, Attract More Young People, Increase Population

**Goal 2:** Increase Housing Options

**Objective 1:** Increase Senior Housing Opportunities

**Goal 3:** Maintain and Enhance the Historic Aesthetic of our Community

**Objective 1:** Paint Downtown

**Objective 2:** Encourage Homes to be Refurbished in Victorian Style

# Identified Goals and Objectives

**Goal 4:** Expand Tourism Industry and Assets

**Objective 1:** Promote Arts Assets

**Objective 2:** Promote Historic Assets

**Implementation Measure 1:** Register area as a Historic District **ACHIEVED!**

**Implementation Measure 2:** Increase Historical Markers around Town

**Implementation Measure 3:** Provide Guided Walking Tours

**Objective 3:** Create History Museum on Development of the Lake

# Identified Goals and Objectives

**Goal 5:** Help Existing Businesses be More Successful/Viable

**Goal 6:** Attract More Businesses

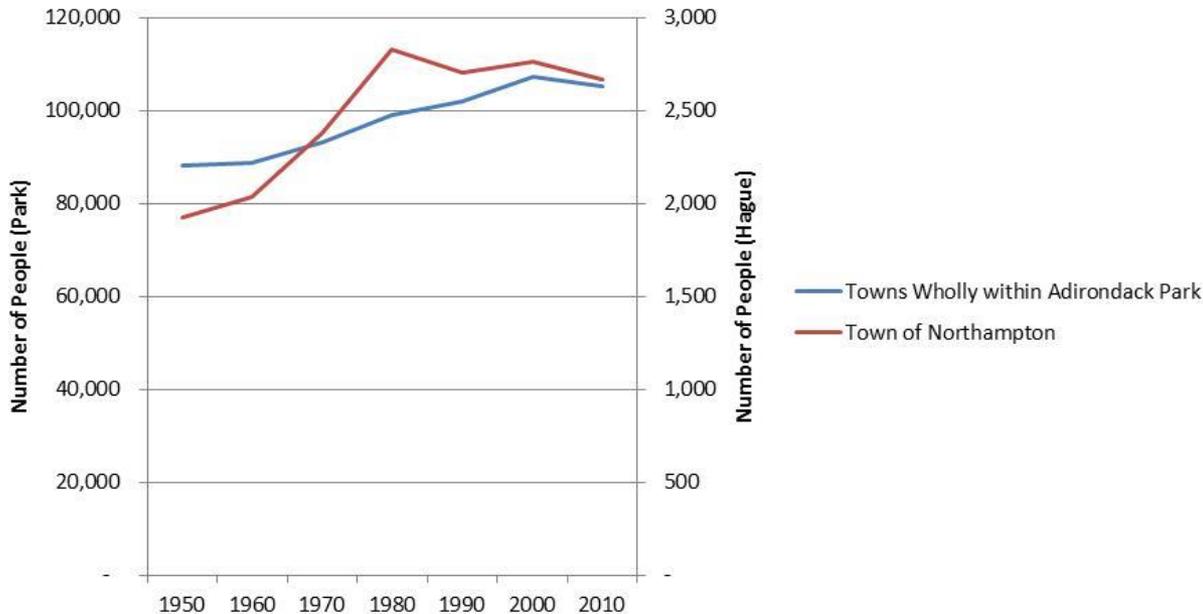
**Goal 7:** Upgrade School Facilities

# Population Information

## Population

|                     | 1950    | 1960    | 1970    | 1980    | 1990    | 2000    | 2010    |
|---------------------|---------|---------|---------|---------|---------|---------|---------|
| Adirondack Towns    | 147,625 | 169,444 | 188,288 | 208,485 | 223,333 | 232,315 | 234,794 |
| "Wholly Within"     | 88,103  | 88,846  | 93,113  | 99,123  | 101,913 | 107,247 | 105,186 |
| "Partially Within"  | 59,222  | 80,598  | 95,175  | 109,362 | 121,420 | 124,903 | 129,608 |
| Adirondack Villages | 33,004  | 27,120  | 24,582  | 28,692  | 27,498  | 23,482  | 24,259  |
| Town of Northampton | 1,925   | 2,033   | 2,379   | 2,829   | 2,705   | 2,760   | 2,670   |

**Town of Northampton vs. Adirondack Towns**



# Employment Information

## Employment by Industry\*

|  | 2010 |        | 2000 |   | Change | 2010 Location Quotient <sup>1</sup> |
|--|------|--------|------|---|--------|-------------------------------------|
|  | #    | %      | #    | % |        |                                     |
| Agriculture, forestry, fishing, hunting, mining                        | 34   | 2.96%  | 30   |   | 13.3%  | 4.97                                |
| Construction   | 68   | 5.91%  | 79   |   | -13.9% | 1.01                                |
| Manufacturing  | 165  | 14.35% | 185  |   | -10.8% | 2.04                                |
| Wholesale trade  | 14   | 1.22%  | 28   |   | -50.0% | 0.46                                |
| Retail trade   | 102  | 8.87%  | 169  |   | -39.6% | 0.83                                |
| Transportation, warehousing, and utilities                             | 6    | 0.52%  | 72   |   | -91.7% | 0.10                                |
| Information  | 48   | 4.17%  | 23   |   | 108.7% | 1.38                                |
| Finance, insurance, real estate, rental, leasing                       | 94   | 8.17%  | 49   |   | 91.8%  | 0.98                                |
| Professional, scientific, management, administrative, waste management | 61   | 5.30%  | 49   |   | 24.5%  | 0.49                                |
| Educational services, health care, social assistance                   | 296  | 25.74% | 281  |   | 5.3%   | 0.95                                |
| Arts, entertainment, recreation, accommodation, food services          | 73   | 6.35%  | 95   |   | -23.2% | 0.74                                |
| Other services, except public administration                           | 109  | 9.48%  | 79   |   | 38.0%  | 1.87                                |
| Public administration  | 80   | 6.96%  | 81   |   | -1.2%  | 1.41                                |

# Economic Drivers

## Basic Industries

|  | Northampton | Park-Wide |
|--|-------------|-----------|
| Agriculture, forestry, fishing and hunting, and mining                   | 4.97        | 4.1       |
| Construction   | 1.01        | 1.72      |
| Manufacturing  | 2.04        | 0.99      |
| Information  | 1.38        | 0.56      |
| Retail trade   | 0.82        | 1.08      |
| Arts, entertainment, and recreation, and accommodation and food services | 0.74        | 1.45      |
| Other services, except public administration                             | 1.87        | 0.95      |
| Public administration  | 1.41        | 1.58      |

## Drive Time to Work

| Minutes | 1980   | 1990   | 2000   | 2010  |
|---------|--------|--------|--------|-------|
| 0-19    | 44.73% | 36.75% | 37.43% | 36.4% |
| 20-44   | 42.49% | 46.57% | 42.56% | 37.0% |
| 45+     | 12.78% | 16.68% | 20.02% | 26.6% |

Source: US Census Bureau

# Questions

- What do you envision as the area's economic driver?
- Where do visitors to your community come from?
- What types of new businesses would you like to see?
- Are there specific redevelopment opportunities that you would like to pursue?
- Who should be our contact person?

# Thank You

## Contact

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