



Lake Champlain Lake George Regional Planning Board

North Country Main Street Reinvestment Program

Main Street Toolkit

Main Street and Downtowns Matter. Main Streets and Community Centers are the economic engines of our region. An important component of attracting and retaining businesses to our Main Streets is creating spaces where people want to visit, gather, shop, dine, and conduct business. Main Streets are the public face of a community and often the basis of the perception of that community. Working to develop a shared community goal and vision for your downtown and investing strategically to bring that vision to life is a first step in building capacity and attracting private investments to Main Street.

Main Street Toolkit. The Toolkit provides communities and citizens with the resources to get the conversation started and empower the community to envision the Main Street that they want. In this guide, you will find visualizations of best practices for Main Streets Design, a checklist to inventory foundational elements in your own Main Street corridor, and a list of potential partners and fundings sources to utilize to make your vision a reality.

The purpose of this toolkit is to provide regional support and guidance to local communities to identify and support Main Street development and enhancement projects that build upon individual community assets and characteristics while incorporating *placemaking and complete street techniques* into their existing Main Street corridors.



Main Street Design

Each community's Main Street should be uniquely designed to respond to the needs of the community and reflect the individual characteristics of that community. There are, however, some foundational elements that should be included in your Main Streets design:

Five Foundational Elements for Main Street Design



Street furniture. Objects installed along streets to generally serve the user. These include lighting, benches, trash receptacles, mailboxes, art installations. The design and placement of street furniture should consider aesthetics, function, pedestrian mobility, safety, and comfort.



Street Markings and Traffic Calming. Street markings indicate to roadway users what part of the road to use for different purposes. Street marking may include striping for vehicles, bike lines, and parking areas. Additional street markings may include elements of traffic calming, visual indicators to drivers that they should slow down.



Walking Enhancements. Include highly visible crosswalks and widened sidewalks to increase user comfort and safety. Considerations may also be made to separate the sidewalk from the roadway with vegetated tree lawns.



Green Space and Street Trees. Refers to area of greenery, ornamental landscaping, and trees installed along a street. Green space and street trees increase the aesthetic quality of a streetscape, but also provide respite and shade for pedestrians and can help mitigate impacts from storms by absorbing some rainwater that would otherwise run over the street's surface.



Signage. Visual elements used to convey a message. Signs should be designed at different scales for different users, for example signs for pedestrians are smaller and placed in a different area than those that are meant for motor vehicle users.



Pedestrian scale signage is a valuable tool to assist in navigating your community



Visualizing Main Street

Visualizing these elements on your Main Street is an important first step in realizing the impact small and meaningful changes can have in creating a sense of place and community. In this section you will find three examples from the LCLG Region which display the implementation of the foundational elements of [Main Streets Design](#). The images below are meant to be illustrative and depict best management practices for streetscape design.

Village of Granville, Washington County



- 1 Street furniture like benches, bicycle racks and trash receptacles add additional elements of use to the streetscape.
- 2 A repositioned crosswalk, closer to the intersection and traffic signal creates a more visible and safer pedestrian crossing while the widening of the sidewalk narrows the lane of travel, signaling to vehicles to slow down as they pass through Main Street.
- 3 A widened sidewalk area with a brick buffer from traffic creates a welcoming space for pedestrians.
- 4 An improved greenspace and street trees increase the aesthetic quality of Main Street while providing shade for pedestrians and green infrastructure opportunities.



Hamlet of Keeseville, Clinton and Essex Counties



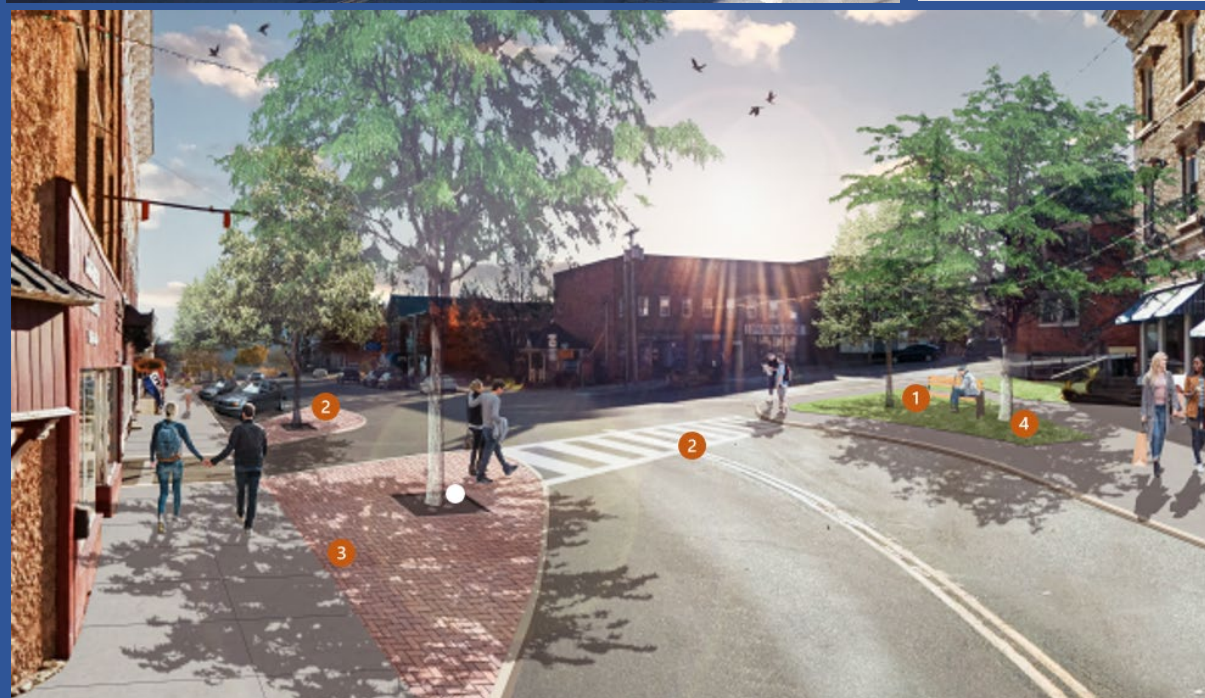
- 1 The addition of benches increases the functionality of Main Street.
- 2 A new crosswalk with enhanced pedestrian signage creates a designated space for crossing the street and serves to slow cars on Main Street. A striped bike lane provides a safe space for cyclists.
- 3 Enhanced sidewalks create a welcoming space for pedestrians.
- 4 Street trees provide shade, cooling, and increased aesthetics to a downtown.



Hamlet of Port Henry, Essex County



- 1 A bench located under the shade of a tree provides respite for pedestrians as well as increased functionality and sense of community on Main Street.
- 2 A crosswalk positioned at an intersection increases pedestrian viability for motorists and bricked bump-outs at the corners provides formalized areas for parking, reduces traffic speeds and decreases crossing distances for pedestrians.
- 3 Enhanced sidewalks and brick bump-outs provides a buffered area for pedestrians and decreases time spent in the crosswalk both of which increase actual and perceived safety for pedestrians.
- 4 Green space and street trees provide an area to rest and improve the aesthetic quality of the area.



Additional Resources

Lake Champlain Lake George Regional Planning Board (LCLGRPB). LCLGRPB provides technical assistance and access to funding to make your Main Street vision a reality. LCLGRPB serves communities within Clinton, Essex, Hamilton, Warren, and Washington Counties and can assist municipalities in advancing priorities, identifying grant opportunities, and connecting with project partners.

Potential Project Partners

New York State Department of Transportation (NYSDOT). NYSDOT coordinates operations of transportation facilities across the state and may be a source of funding for some on road improvement projects. Coordination with the department may be required for improvements on state owned roadways. The LCLG Region lies within NYSDOT Regional Offices 1 (Essex, Warren, and Washington Counties), Region 7 (Clinton County), and Region 2 (Hamilton County).

County Department of Public Works/ Highway Department. County Departments are responsible for maintenance and improvement of county owned roadways. Coordination with your County Highway or DPW Department is important for any planning improvements on these roadways.

Adirondack/Glens Falls Transportation Council (AGFTC). AGFTC is the Metropolitan Planning Organization (MPO) for Warren, Washington, and a portion of Saratoga County. The purpose of an MPO is to develop solutions to regional transportation problems and address issues such as land use, air quality, energy, economic development, commerce, and quality of life. The MPO engages stakeholders and connects municipalities with federal transportation funding to implement transportation projects. The MPO can also help facilitate coordination between municipalities and NYSDOT.

County Planning Departments. Your county planning department is a valuable resource to contact when undertaking any community planning process. Staff in these departments can provide a countywide perspective on roadway improvements in programs as well as connect you with other municipalities or agencies who are working on similar projects in your area. Additionally, many county planning departments can assist with grant writing and access funding sources.

United State Environmental Protection Agency (USEPA) Recreation Economy for Rural Communities. This planning assistance program helps communities identify strategies to grow their outdoor recreation economy and revitalize their Main Streets. Technical assistance providers help facilitate community visioning efforts. <https://www.epa.gov/smartgrowth/recreation-economy-rural-communities>

Potential Funding Sources

New York State Department of Transportation (NYSDOT). Transportation Alternatives Set-Aside (TAP). This project provides federal highway funding for pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation. <https://www.dot.ny.gov/TAP-CMAQ>

Adirondack/Glens Falls Transportation Council (AGFTC). Make the Connection Program. AGFTC funds small to medium sized community projects in the MPO's region, including new facilities or improvements to existing pedestrian infrastructure and ADA compliance. <https://agftc.org/>

Adirondack/Glens Falls Transportation Commission (AGFTC). Transportation Improvement Program (TIP). The TIP is a five-year capital improvement program, facilitated by AGFTC, that allocates federal highway and transit funds to surface transportation projects in the MPO's region. <https://agftc.org/>

New York State Department of Environmental Conservation (NYSDEC) Climate Smart Communities (CSC). This program, available through the Consolidated Funding Application (CFA) provides 50/50 matching funds for communities to complete CSC actions related to land use, including complete streets policies and planning for bicycling and walking. <https://www.dec.ny.gov/energy/109181.html>

New York State Department of Environmental Conservation (NYSDEC) Adirondack Park Community Smart Growth Program. This program supports projects that foster sustainable development, environmental protection, and community livability. Grant funding is available to counties, towns, and villages located with the Adirondack Park. <https://www.dec.ny.gov/lands/49210.html>

Hudson River Valley Greenway. Community Grants Program. Greenway Communities are eligible to receive up to \$10,000 in matching funds to develop plans or projects consistent with the five Greenway criteria. In the LCLGRPB Region, Greenway Communities are limited to Washington County. <https://hudsongreenway.ny.gov/grants-funding>

The Adirondack Foundation. A variety of grant opportunities are available to communities within the Adirondack Park within the Foundation's five key interest areas that focus on building stronger communities for the region. <https://www.adirondackfoundation.org/granting/apply-grant>


Project for Public Spaces. Community Placemaking Grants. Provides direct funding, technical assistance, and capacity building to nonprofits and government agencies to address inequality of access by working directly with local stakeholders to transform public spaces or create new ones. <https://www.pps.org/community-placemaking-grants>



Support for this work is from Generous Acts at Adirondack Foundation - a force for good that pools gifts from generous donors who love the Adirondacks and care about our communities. Adirondack Foundation enhances the lives of the people in the Adirondacks through philanthropy. To learn more, visit adirondackfoundation.org/GenerousActs

Main Street Inventory Checklist

LCLGRP Staff developed a checklist that communities can use to inventory Main Street assets and identify areas that need improvement. This checklist is a beneficial first step for a community seeking to develop a unified vision for the future of their Main Street. Please contact LCLGRP if you are interested in conducting an assessment for your community.



Lake Champlain Lake George Regional Planning Board
Main Street Inventory Checklist

Town/Village _____ Date _____

Streetscape Inventory:

	Yes	No	Additional Info/Comments
Are sidewalks provided?			
Are sidewalks in good condition			
Are curb cuts/ ramps present?			
Are sidewalks clear from obstructions?			
Is there street lighting?			
Are there beautification efforts?			
Pedestrian crosswalks?			
Are cross walks marked?			
Is there on-street parking?			
Is street pavement maintained?			
Bike lanes or sharrows?			
Pedestrian traffic level	High	Low	
Is there wayfinding signage?			
Other ie: Trashcans, Benches, Greenspace, Bike Racks			

Commercial use types: (Check)	Additional Info
Retail: _____	
Office: _____	
Banking: _____	
Hotels: _____	
Multiuse: _____	
Other: _____	
Number of residential: _____	
Number of Commercial buildings: _____	
Number of vacant buildings: _____	
Commercial vacant: _____	
General building condition/ Maintenance	
Broken/ boarded windows: _____	
Canopies or awnings in disrepair: _____	
Seems to be structural issues (cracks, sags): _____	
Bricks missing or damaged: _____	
Are there buildings with signs of improvement?	

Additional Comments/Recommendations: