



# NEWCOMB SMART GROWTH HAMLET PLAN

## A Complete Streets Vision 2012



## 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.

### Advisory Committee

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## Table of Contents

- Introduction .....1
- Study Area .....6
- Planning Process .....8
- Inventory & Analysis .....13
- Corridor Plan Recommendations.....27
- Cost Estimate & Funding Strategy .....40

## Attachments

- A - Concept Plan Cost Estimates
- B - Newcomb Marketing & Branding Strategy
- C - Sample Complete Streets Policy Resolution

## Introduction

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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.<sup>1</sup> 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

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

meet recommended activity levels.<sup>2</sup> 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.<sup>3</sup> 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."<sup>4</sup> 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.

<sup>2</sup> Smart Growth America & National Complete Streets Coalition, *Complete Streets Promote Good Health*, retrieved 2012 ([www.smartgrowthamerica.org](http://www.smartgrowthamerica.org))

<sup>3</sup> U.S. Center for Disease Control, National Health Interview Survey 2005, 2010

<sup>4</sup> Adirondack Park Agency, *Hamlet 3*, 2010 ([www.apa.ny.gov](http://www.apa.ny.gov))

## Study Area

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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.



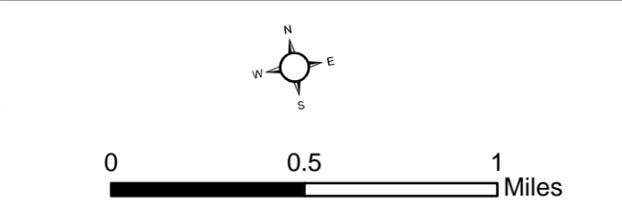
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**Newcomb Smart Growth Hamlet Plan**

**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

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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 Initiatives & Strategies
- 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).



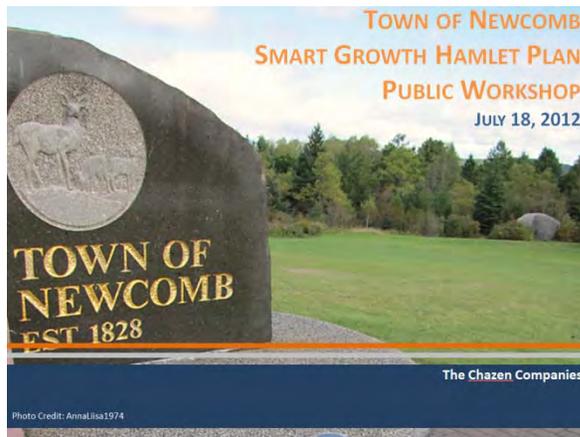
### Inventory & Analysis

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.

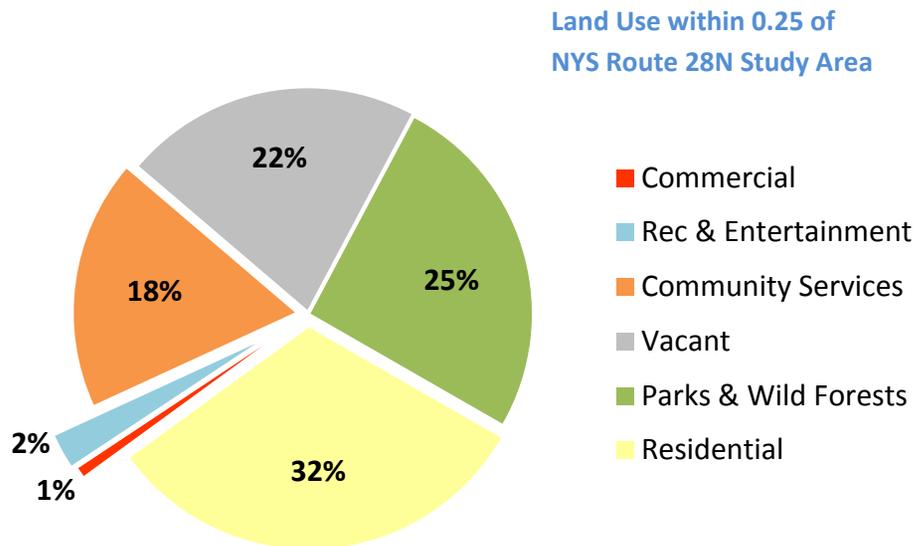
### **Newcomb Smart Growth Hamlet Concept Plans**

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.<sup>5</sup> 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

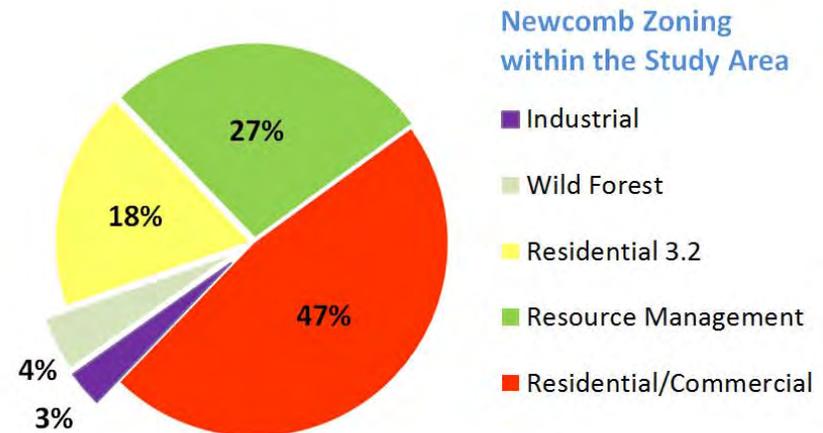
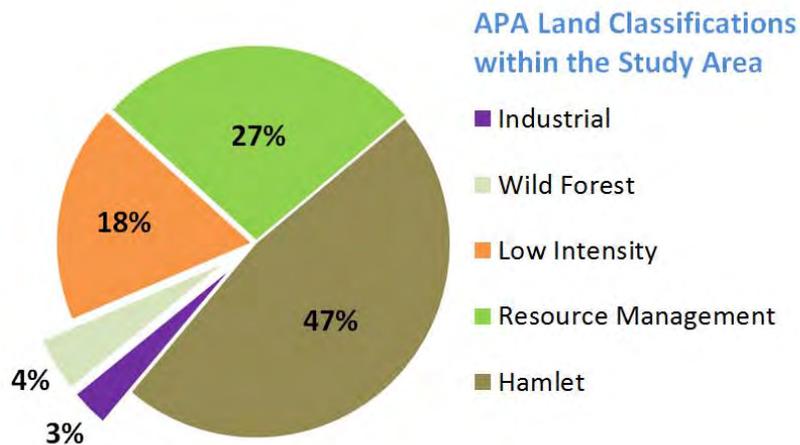


the immediate NYS Route 28N corridor include the Roosevelt Memorial, the Town's industrial district, Blue Ridge Road Roosevelt Marcy Memorial Highway marker and parking area, St. Therese's Cemetery, Newcomb Health Center, High Peaks Golf Course, Overlook Park, Town Recreation Fields, Lake Harris Campground access, Hudson River Bridge, Town Beach and Boat Launch, Newcomb Central School, Newcomb Historical Society, Newcomb Volunteer Fire Department, Town Hall and

<sup>5</sup> 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.<sup>6</sup> 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).<sup>7</sup> 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.

<sup>6</sup> According to the Town's Comprehensive Plan buildout analysis, there is a potential for as many as 400-575 dwelling units to be built.

<sup>7</sup> 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.<sup>8</sup> 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.

<sup>8</sup> 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.<sup>9</sup>

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

<sup>9</sup> 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.<sup>10</sup>

- **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.

<sup>10</sup> 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 enthusiasts 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.

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.<sup>11</sup> 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



<sup>11</sup> 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.<sup>12</sup>

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.<sup>13</sup>

### 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  $\pm 350$ -450 seasonal resident population

<sup>12</sup> Visitor estimates were gathered for the Town's Comprehensive Plan. During this time the facility was owned and operated by the Adirondack Park Agency.

<sup>13</sup> 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.<sup>14</sup> 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.<sup>15</sup> 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.<sup>16</sup> 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.

<sup>14</sup> This figure assumes 2 to 2.5 residents per Newcomb’s 179 seasonal housing units.

<sup>15</sup> 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.

<sup>16</sup> 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

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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.



Town of Newcomb Smart Growth Key Plan

**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.

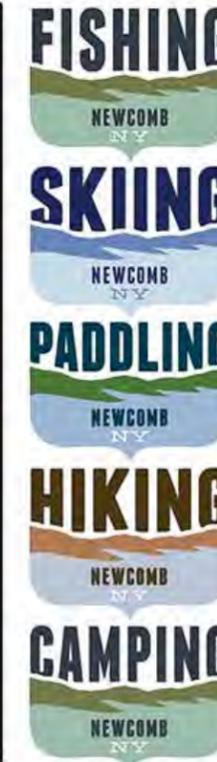
**Pedestrian Access, Safety and Mobility**

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.



Wayfinding Signage Example



- **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 captured 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 reevaluated 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 proposed 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.

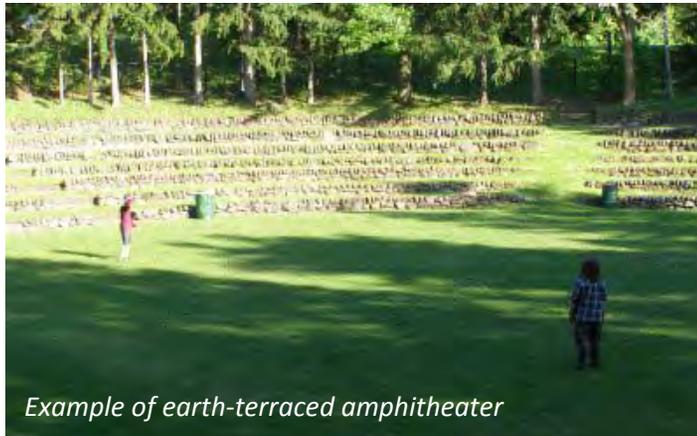
- **Transportation Improvements**

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.

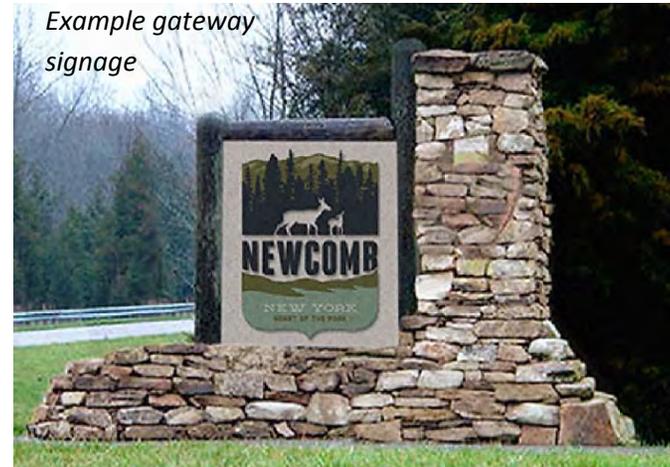
- **Wayfinding Signage**

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.

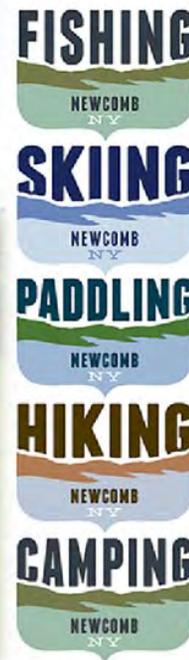
The proposed wayfinding signage may be divided into several categories, including gateway, pedestrian, parking, places of interest, and kiosks and landmark (see next page). Such signage is intended to work in concert with one another to create a unifying user experience. Additional directional signage 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.

**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 than 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.



- **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**

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



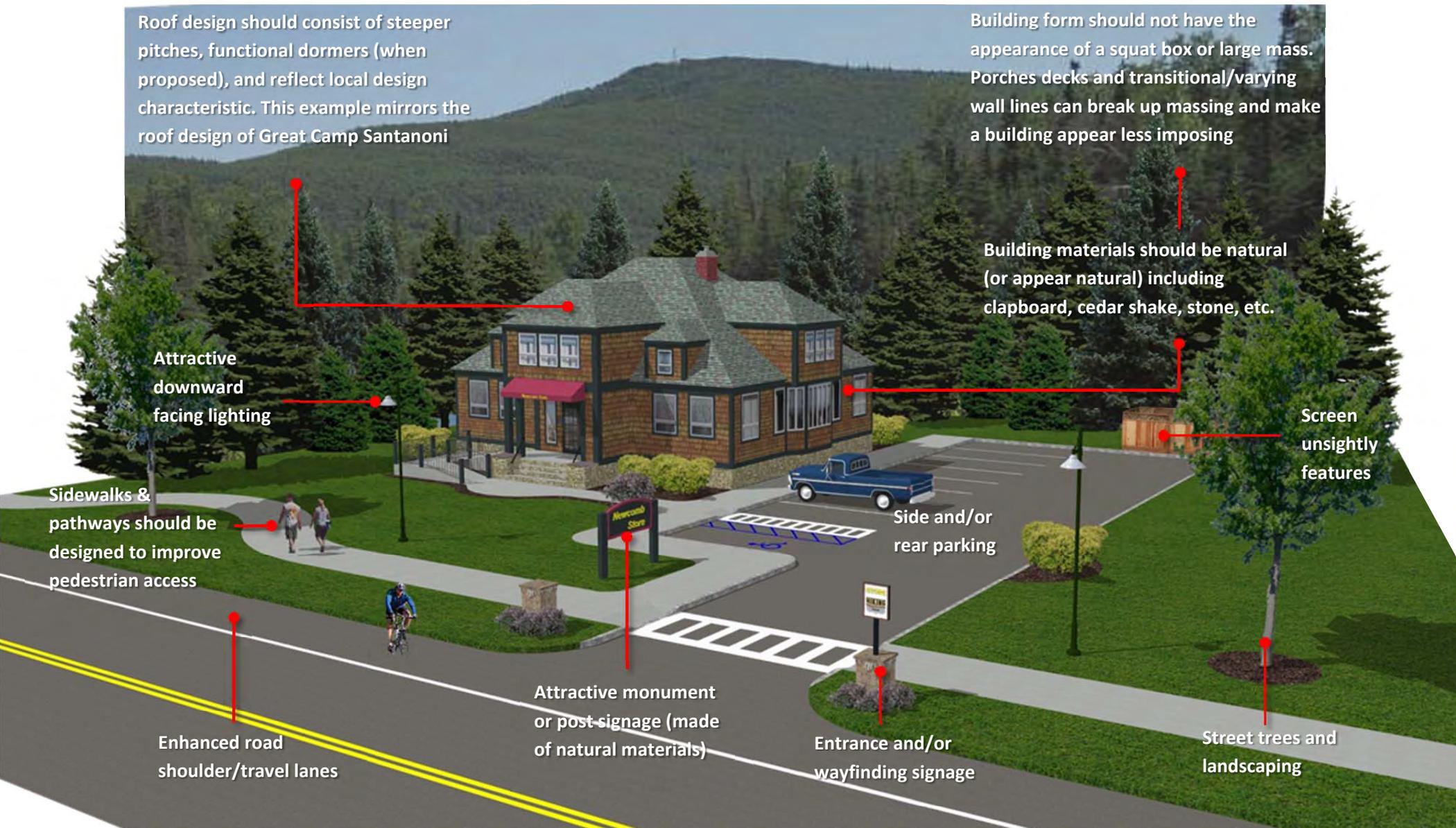
Adopting a local complete streets policy will demonstrate the Town's commitment to improving its roadway and transportation network for all users. Essex County Public Health's Creating Healthy Places to Live, Work & Play Program (<http://www.co.essex.ny.us/EssexCountyPublicHealth/>) offers a model complete 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

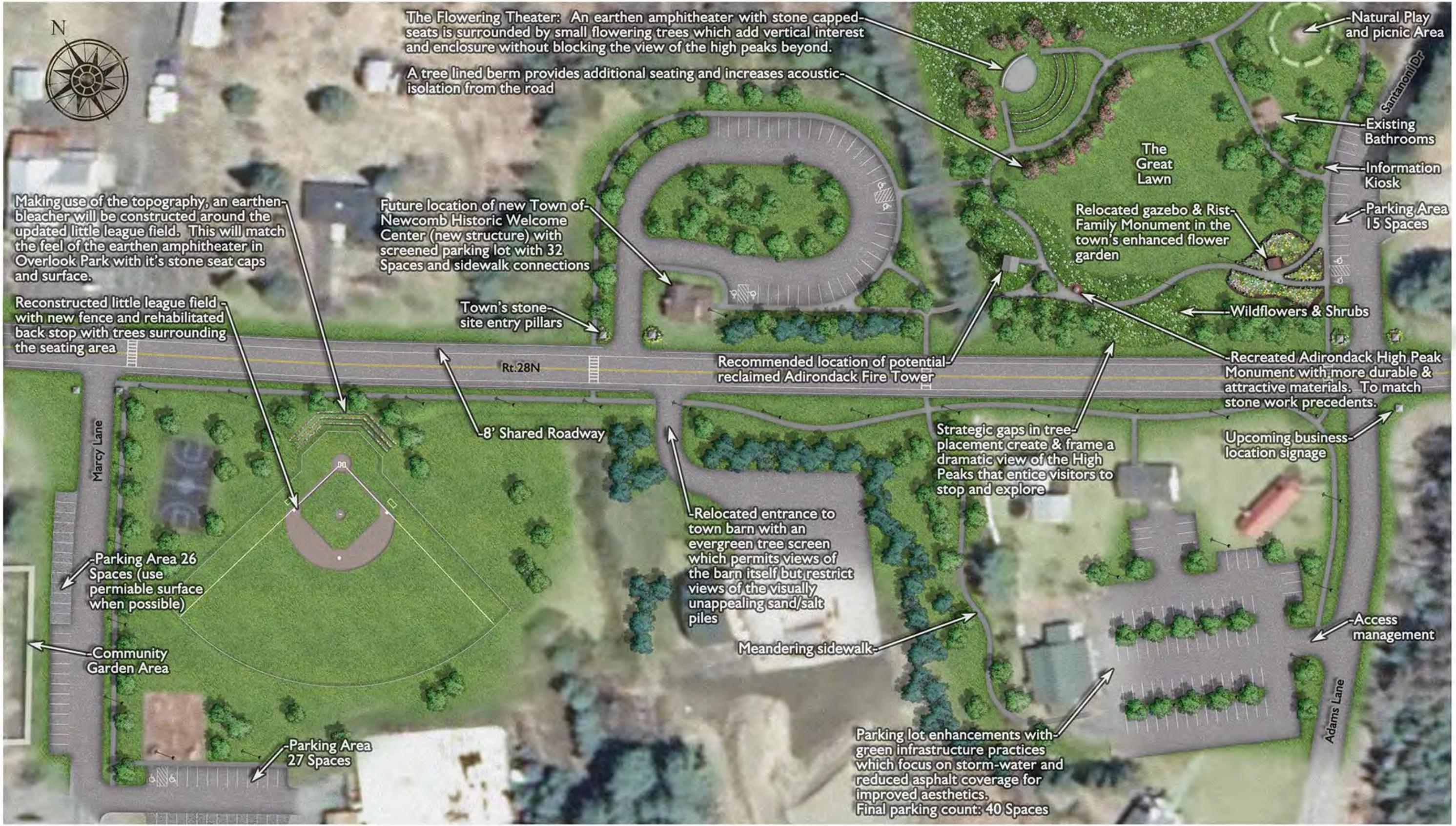
While much of the planning process focused on many NYS Route 28N complete streets improvements, the Newcomb Smart Growth Hamlet Plan Committee also examined ways to improve the visual quality of adjoining land uses throughout the corridor. Using visual aids and visual preference surveys, the Committee 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

Newcomb Smart Growth Hamlet Plan  
A Complete Streets Vision 2012



*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.*



The Flowering Theater: An earthen amphitheater with stone capped seats is surrounded by small flowering trees which add vertical interest and enclosure without blocking the view of the high peaks beyond.

A tree lined berm provides additional seating and increases acoustic isolation from the road

Making use of the topography, an earthen bleacher will be constructed around the updated little league field. This will match the feel of the earthen amphitheater in Overlook Park with it's stone seat caps and surface.

Reconstructed little league field with new fence and rehabilitated back stop with trees surrounding the seating area

Future location of new Town of Newcomb Historic Welcome Center (new structure) with screened parking lot with 32 Spaces and sidewalk connections

Town's stone site entry pillars

Rt.28N

-8' Shared Roadway

Recommended location of potential reclaimed Adirondack Fire Tower

The Great Lawn

Relocated gazebo & Rist-Family Monument in the town's enhanced flower garden

Wildflowers & Shrubs

Recreated Adirondack High Peak Monument with more durable & attractive materials. To match stone work precedents.

Upcoming business-location signage

Strategic gaps in tree placement create & frame a dramatic view of the High Peaks that entice visitors to stop and explore

-Relocated entrance to town barn with an evergreen tree screen which permits views of the barn itself but restrict views of the visually unappealing sand/salt piles

Meandering sidewalk

Access management

Parking lot enhancements with green infrastructure practices which focus on storm-water and reduced asphalt coverage for improved aesthetics. Final parking count: 40 Spaces

Natural Play and picnic Area

Existing Bathrooms

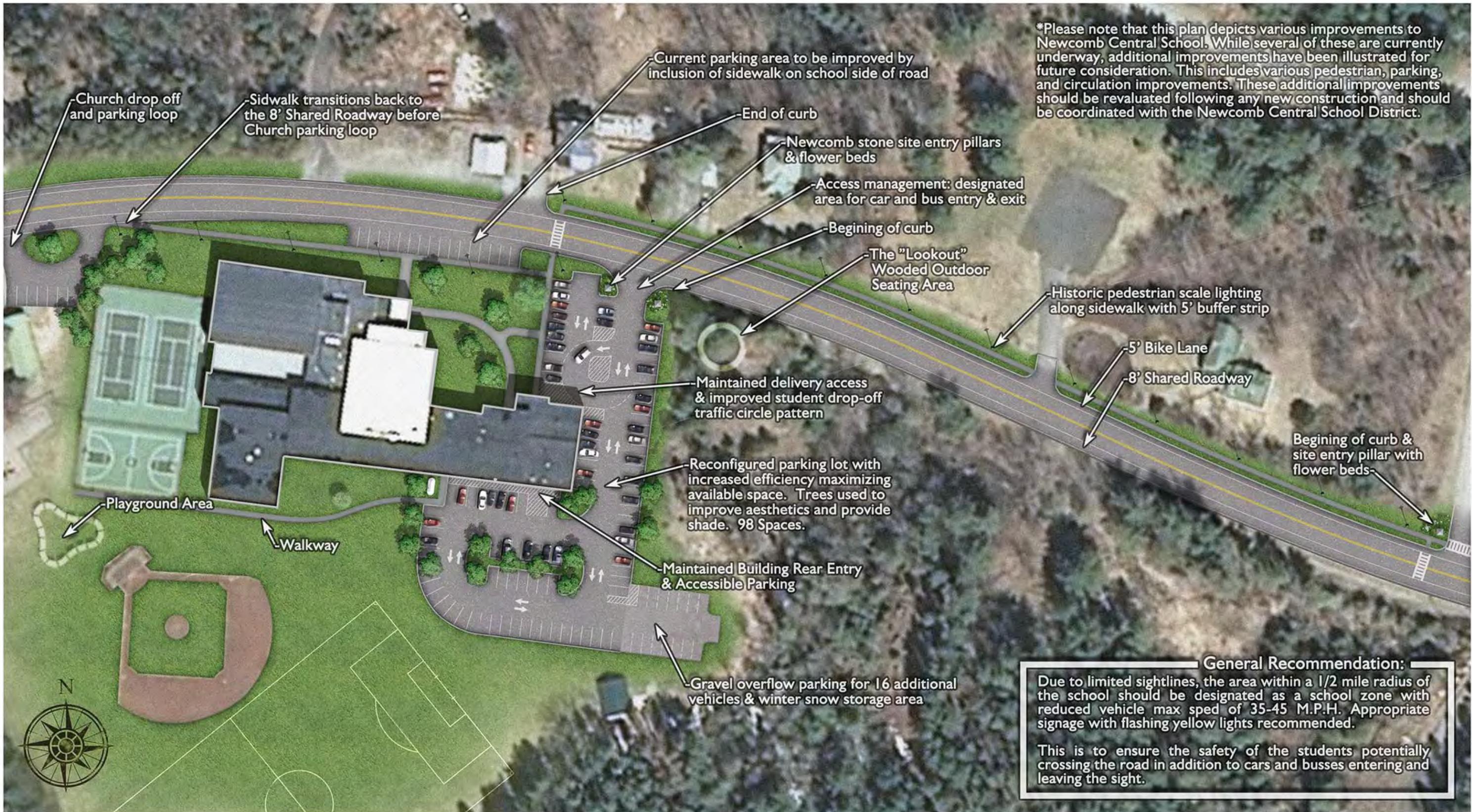
Information Kiosk

Parking Area 15 Spaces

Marcy Lane

Adams Lane

Santanoni Dr

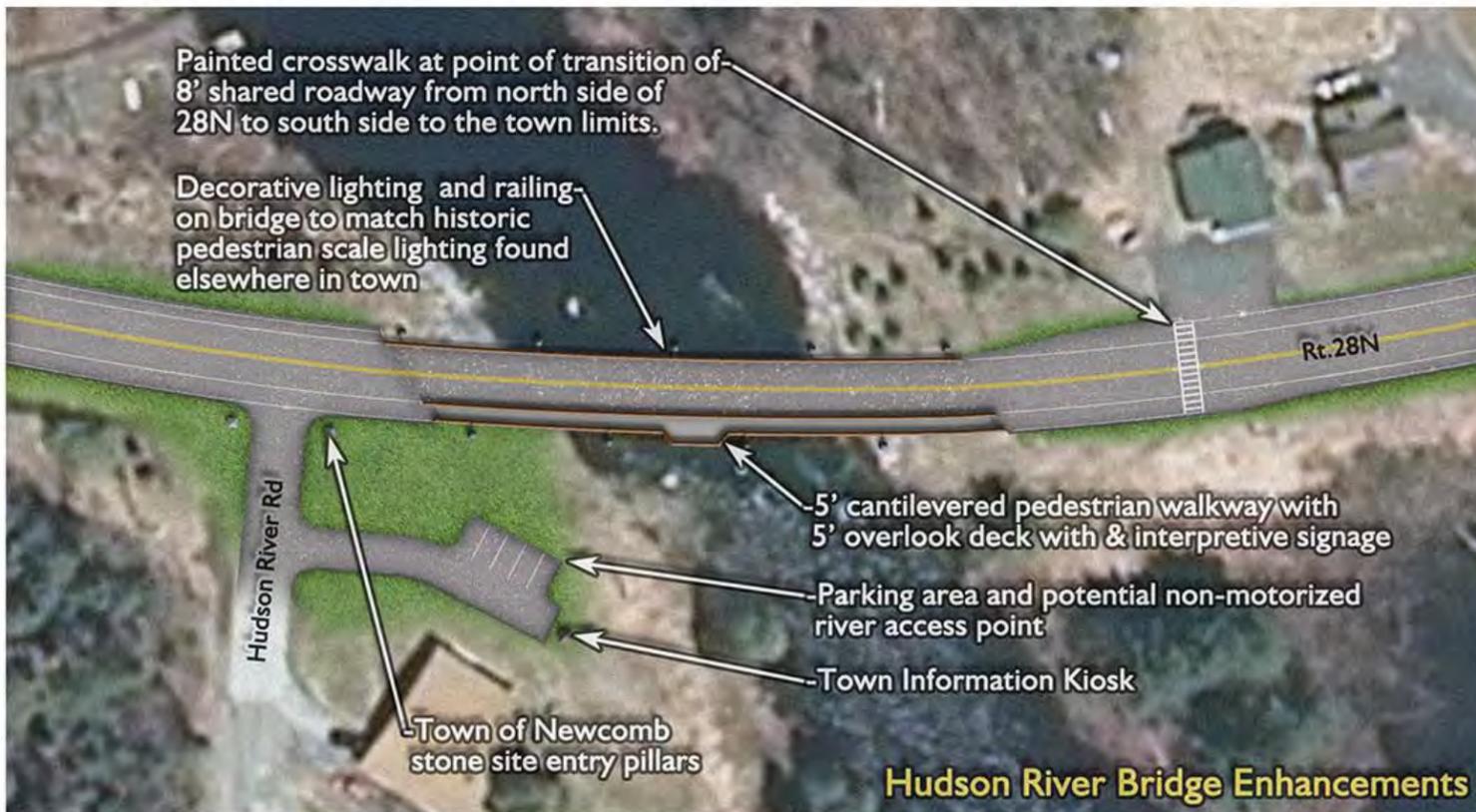




**Great Camp at Santanoni Entrance Enhancements**



**Town Hall Enhancements**



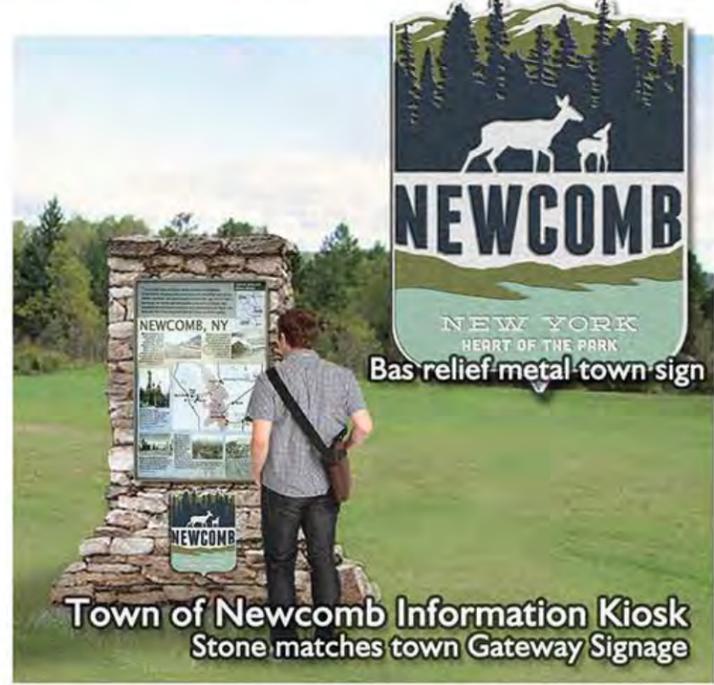
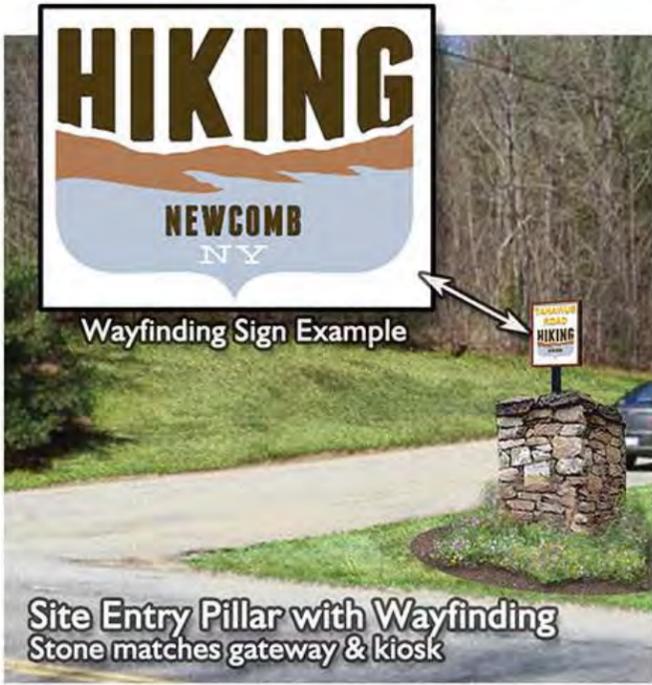
**Hudson River Bridge Enhancements**



**Bissell Loop Enhancements**



**Blue Ridge Rd Information Rest Area**



**THE Chazen COMPANIES**  
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Planners  
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TOWN OF NEWCOMB, NEW YORK  
NEWCOMB SMART GROWTH HAMLET PLAN  
**DESIGN VOCABULARY**  
JULY 2012



## Cost Estimate & Funding Strategy

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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
<b>Total</b>	<b>\$4,525,000 - \$9,085,000</b>

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 may 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](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/>).