



OGDENSBURG WATERFRONT

Capturing the Ogdensburg
Waterfront Potential

**REQUEST FOR
PROPOSALS (RFP):
THE DIAMOND SITE**
1 MADISON AVE & 2 MADISON AVE
Ogdensburg, NY 13669

SUBMISSION DEADLINE:
September 20, 2021 3:00 PM EST



This document was prepared for the New York State Department of State with funds provided under Title 11 of the Environmental Protection Fund Act.



Ogdensburg

REQUEST FOR PROPOSALS (RFP): THE DIAMOND SITE 1 MADISON AVE & 2 MADISON AVE



The City of Ogdensburg is seeking proposals to implement redevelopment of a key site along the St. Lawrence River: the Diamond Site.

This Request for Proposal (RFP) is part of the City’s efforts to revitalize the waterfront. The contents of the RFP includes details about the site, its relationship to the surrounding area as well as the requirements for proposal submissions.

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1. The Site

The City of Ogdensburg is inviting all interested parties to consider this exciting opportunity to develop waterfront property, known as the Diamond Site. Located along the shore of the St. Lawrence River with views of Canada, the Diamond Site is positioned for waterfront redevelopment.

The Diamond Site is a remediated brownfield owned by the City of Ogdensburg that is available for redevelopment. The primary site feature is its expansive St. Lawrence River frontage that stretches approximately a quarter of a mile. Proximate to the southwestern gateway to the City of Ogdensburg and its waterfront downtown, the Diamond Site provides a great opportunity to connect to the City's goal of developing as a destination in the North Country.

Site Details:

The Site Location Map, along with the following details, provide important information for the development of the Diamond Site:

- **Location:** 1 Madison Avenue and 2 Madison Avenue.
- **Parcels:** The site consists of two parcels of land identified on the City of Ogdensburg Tax Map as Lot 1.12 and Lot 1.13, each within Block 59.021-4.
- **Acreage:** The two site parcels comprise 24.21 acres of land, of which 8.63 acres are under water land in the St. Lawrence River.
- **Former Use:** Previously utilized for paper pulping and production by the Diamond International Paper Mill, the site has been remediated and a Certificate of Completion was issued in 2014.
- **Environmental Conditions:** The site has an Environmental Easement and a Site Management Plan (SMP), which details the requirements of the Environmental Easement.
- **Allowable Uses:** According to the Environmental Easement, the site may be used for industrial, commercial or restricted-residential uses.
- **Utilities:** The site is serviced by public water and sewer, and natural gas and optic fiber are nearby. Electric rates are approximately 8.5 cents/kwh. In addition, there are New York Power Authority incentive programs, such as ReCharge NY and Preservation Power, may be applicable.



The City of Ogdensburg is investing in infrastructure. Currently a \$49.0M upgrade to the city-owned and operated wastewater treatment plant is underway. In addition, in 2018, a sewer force main and pump station were installed along with a new combined sewer overflow storage system. The City is committed to continuing to enhance its public infrastructure, and will work with the developers of the Diamond Site to ensure public utilities provide necessary capacity.

Figure 1. Site Location Map

Parcel Line

Adjacent Property



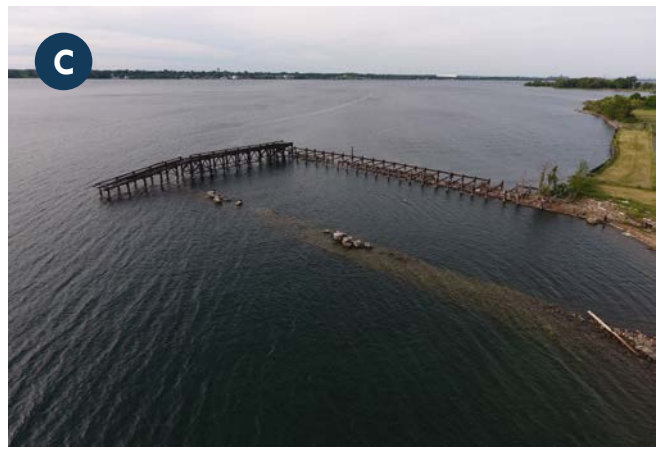
Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

Views of the Diamond Site.

The Diamond Site was photographed in June 2021 with the use of a drone. The drone photography key map shows the perspective of the corresponding images.

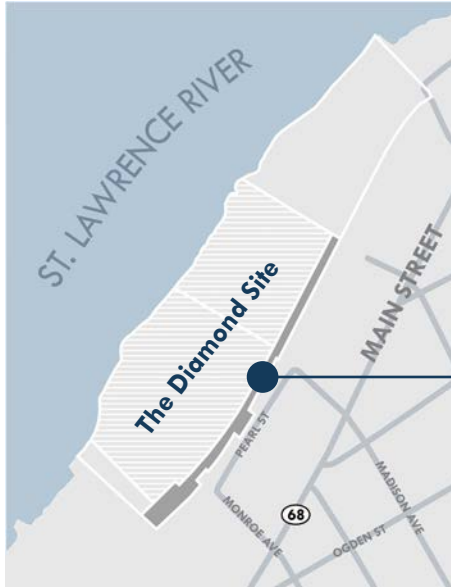


Figure 2. Drone Photography Key Map



As can be seen in the images above, the remnants of a dock from previous use remain on site. This existing historical evidence of waterfront use may provide a regulatory advantage to a developer looking to improve the waterfront with marina or docking facilities.

Figure 3. Adjacent Properties

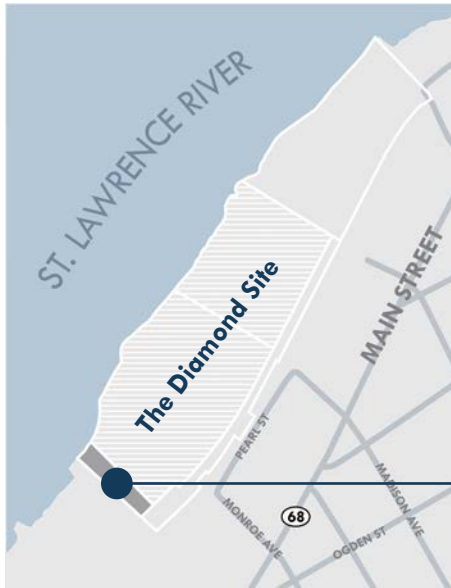


Surrounded by City-owned land, the Diamond Site offers flexible design opportunities.

This city-owned land includes three parcels which are adjacent to the Diamond Site. Parcel details are as follows:

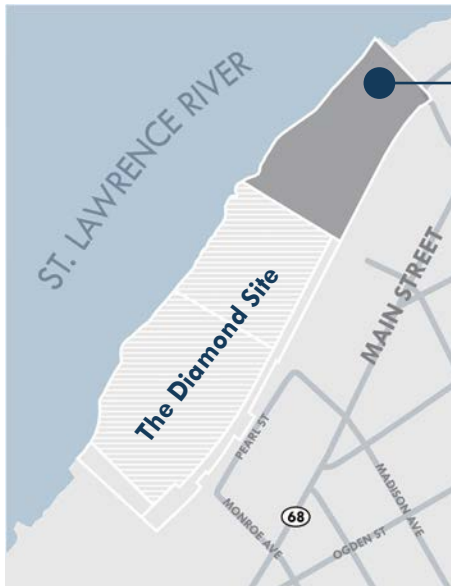
3 Madison Avenue (Parcel ID: 59.021-4-31)

This linear property is a vacant city-owned parcel along the southeastern portion of the Diamond Site. The parcel has frontage on Pearl Street and potential connection to Monroe Avenue and Madison Avenue. Through this parcel, the Diamond Site could be connected to the city street system.



1 Monroe Avenue (Parcel ID: 59.021-4-32)

This small property along the southwestern portion of the Diamond Site is the location of the city's water intake pump house. Although this use will remain on site, lands surrounding the pump house may be able to support development needs such as waterfront access or site access.



541 Covington Street (Parcel ID: 59.021-4-33): Shade Roller Site

This large waterfront property along the northeast portion of the Diamond Site is city-owned and available for redevelopment upon the completion of site remediation. The 7.76 acre parcel is the former Standard Shade Roller property, which is currently enrolled in the Brownfield Cleanup Program (BCP) administered by the New York State Department of Environmental Conservation (NYSDEC). The City has retained consultants to design and implement remediation needed in accordance with NYSDEC requirements. Once a Certificate of Completion (COC) is issued, which is anticipated by the end of 2022, the property will be available for future use and development. **If expansion at the Diamond Site is needed in the future, this parcel provides a great opportunity to accommodate additional space needs.**

1.1. Redevelopment Ready

All remediation work necessary to redevelop the Diamond Site has been conducted and an environmental easement and Site Management Plan (SMP) has been put in place. The Use & Remediation Timeline in Figure 4 illustrates the significant investment already completed to prepare the site for future use. The result of these remediation efforts is the issuance of a Certificate of Completion (COC) from the New York State Department of Environmental Conservation (NYSDEC) on April 8, 2014.

The environmental easement on the Diamond Site requires compliance with the Engineering Controls (ECs) and Institutional Controls (ICs) detailed in the SMP. In general, the ECs outline the management of remaining contamination with a soil cover or cap while the ICs outline site restrictions that apply. In compliance with the ICs, site uses include industrial, commercial or restricted-residential uses as outlined in the SMP.

For more details, please refer to the Site Management Plan completed September 2011.

SITE BACKGROUND

This vacant waterfront site was once an active pulp and paper mill that included seven buildings, two wastewater treatment clarifiers, an emergency wastewater lagoon, underground chests contained within a concrete vault, and several underground storage tanks. With this history of industrial use, the site was entered into the New York State (NYS) Environmental Restoration Program (ERP) administered by New York State Department of Environmental Conservation (NYSDEC).

Based upon remedial investigation and interim remedial measures (IRMs) conducted to date, the primary contaminants of concern for the site are semi-volatile organic compounds (SVOCs) and metals. The remaining low level contamination in soil and groundwater is being managed by an environmental easement and site management plan.¹

¹ <https://www.dec.ny.gov/cfm/external/derexternal/haz/details.cfm>

Figure 4. Use & Remediation Timeline

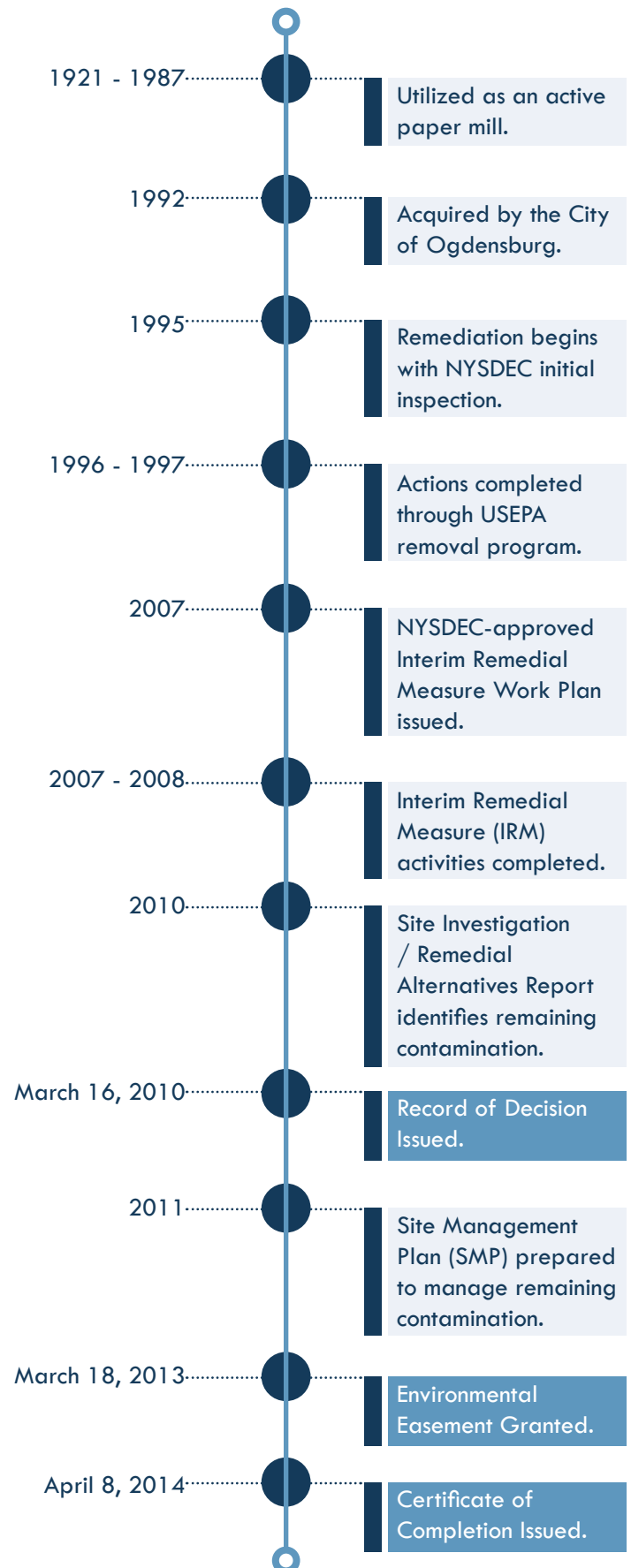


Figure 5. Zoning Map for the Diamond Site



1.2. Available Land Use

The Diamond Site is designated as vacant commercial land. Surrounding land uses include additional vacant commercial land, such as the Shade Roller Site at 541 Covington Street and the city-owned parcel at 3 Madison Avenue. The only adjacent parcel that is not designated as vacant land is a community service use at 1 Monroe Avenue, where the City’s water intake pump house is located. These adjacent properties are a potential advantage for the redevelopment of the Diamond Site as they provide the opportunity for site design flexibility and site access. Furthermore, the Shade Roller Site provides an opportunity for future expansion adjacent to the Diamond Site.

1.3. Flexible Zoning

The Diamond Site parcels and surrounding parcels are all part of the Residential/Business Mixed Use (R/B) District. According to the City’s Zoning Code, the R/B District is designed to accommodate mixed use development projects which feature business or services at the street level and residential uses on upper stories.

Due to the size of the Diamond Site, additional flexibility is provided through the City’s Planned Development District (PDD). The purpose of this floating district, which can be applied to district areas that meet minimum standards, is to develop with a unified site design that allows economies of scale and creative planning and design. The City’s Zoning Code details the submission and review procedure to establish the PDD. Once established, the PDD standards replace the previous use and dimensional specifications of the underlying zone.

Additional considerations for the Diamond Site include those related to its waterfront location:

- The Diamond Site parcels are part of the Waterfront Overlay District. This district does not replace the existing land use districts, but provides an additional level of review that relates to the policies and purposes of the Local Waterfront Revitalization Program (LWRP). Specifically, the Overlay District prohibits junkyard/salvage use.
- Portions of the Diamond Site, adjacent to the St. Lawrence River, are within the 100-year Flood Boundary and are regulated by the Flood Damage Protection section of the City Code, which includes standards for areas of special flood hazard.

1.4. Guidance for Redevelopment

The City of Ogdensburg is ready for redevelopment and has established key planning initiatives that serve as a framework to guide actions. These initiatives include the Downtown Waterfront Core Brownfield Opportunity Area (BOA) and the Local Waterfront Revitalization Program (LWRP). The vision, goals and policies of these plans apply to the Diamond Site.

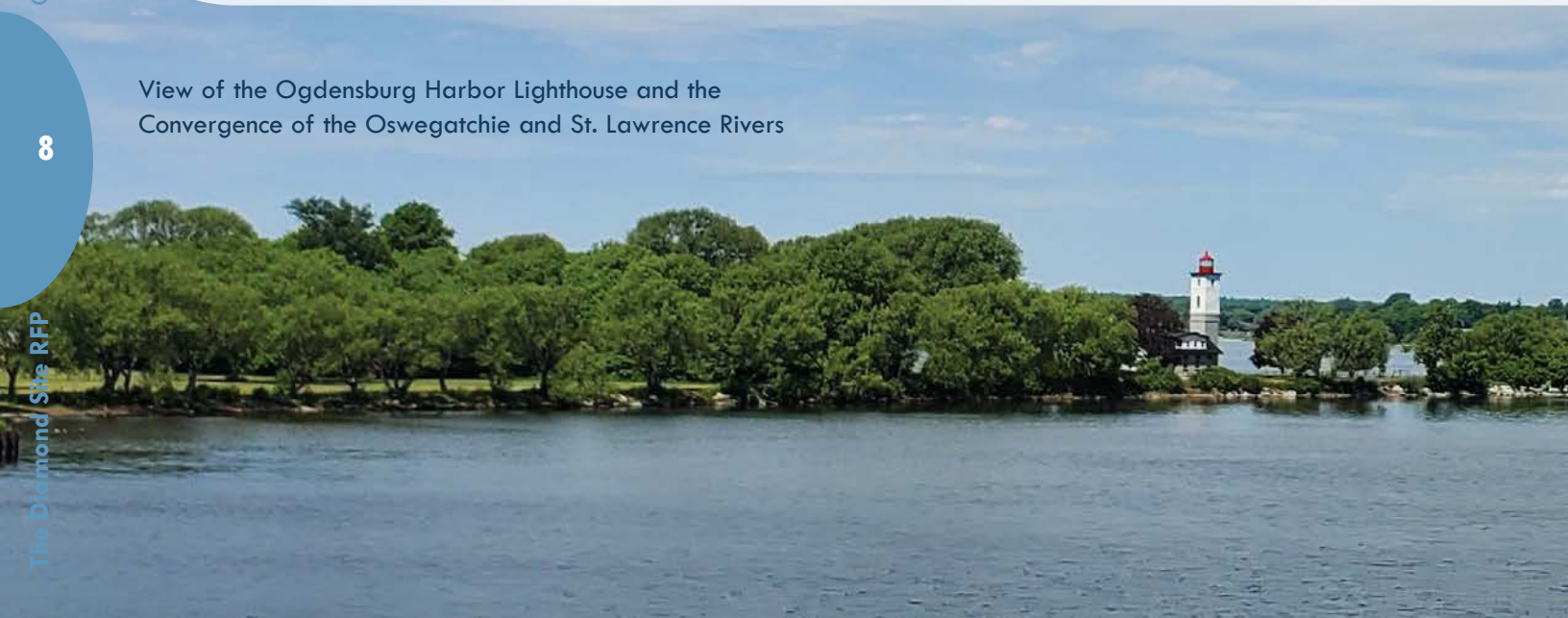
BOA Vision & Goals

A downtown waterfront property, the Diamond Site is within the designated Downtown Waterfront Core Brownfield Opportunity Area (BOA). In 2015, the Nomination Study for the Downtown Waterfront Core Brownfield Opportunity Area (BOA) established a vision for the future.

The Vision 

“The downtown waterfront Brownfield Opportunity Area is a destination in northern New York where individuals and families can live, work, visit, and play. The downtown waterfront core is an essential urban experience with a sustainable employment base, mixed-use neighborhoods, and a vibrant collection of housing options. The St. Lawrence and Oswegatchie riverfronts offer a full spectrum of amenities and services to enhance the quality of life for residents and visitors alike.”

View of the Ogdensburg Harbor Lighthouse and the Convergence of the Oswegatchie and St. Lawrence Rivers



Aligning with the City’s vision statement for the BOA, the planning program established three goals for catalytic projects for implementation:

- 1. Create a destination or place on the Ogdensburg waterfront where people live and spend money;**
- 2. Increase tourism within Ogdensburg, along the waterfront and throughout the City; and**
- 3. Increase commerce in Ogdensburg on the waterfront.**

It is the intention of the City, through this Request for Proposal (RFP) process, to identify creative projects that accomplish the goals of catalytic BOA projects and move the City closer to its vision for the future.

LWRP Policies

Recognizing the waterfront potential of the St. Lawrence and Oswegatchie rivers, the City of Ogdensburg has continued to focus on developing waterfront policies for a comprehensive approach to these important assets. The City’s Local Waterfront Revitalization Program (LWRP) sets state-recognized policies that apply to the Waterfront Revitalization Area (WRA). Located along the St. Lawrence River, the Diamond Site is part of the WRA.

LWRP policies include, but are not limited to, the following:

- Restore, revitalize, and redevelop deteriorated and underutilized waterfront areas for commercial, industrial, cultural, recreational and other compatible uses.
- Facilitate the siting of water-dependent uses and facilities on or adjacent to coastal waters.

Other policies are those for fish and wild life, flooding and erosion, public access, recreation, historic and scenic resources, energy and ice management, and water and air resources.

Having an LWRP in place is an advantage for the City as it provides eligibility for implementation funds through the Local Waterfront Revitalization Program to begin to implement identified and prioritized projects.¹

Proposals for the Diamond Site should identify how they align with the LWRP development policies, promote local revitalization efforts and maintain or enhance the City’s waterfront resources.

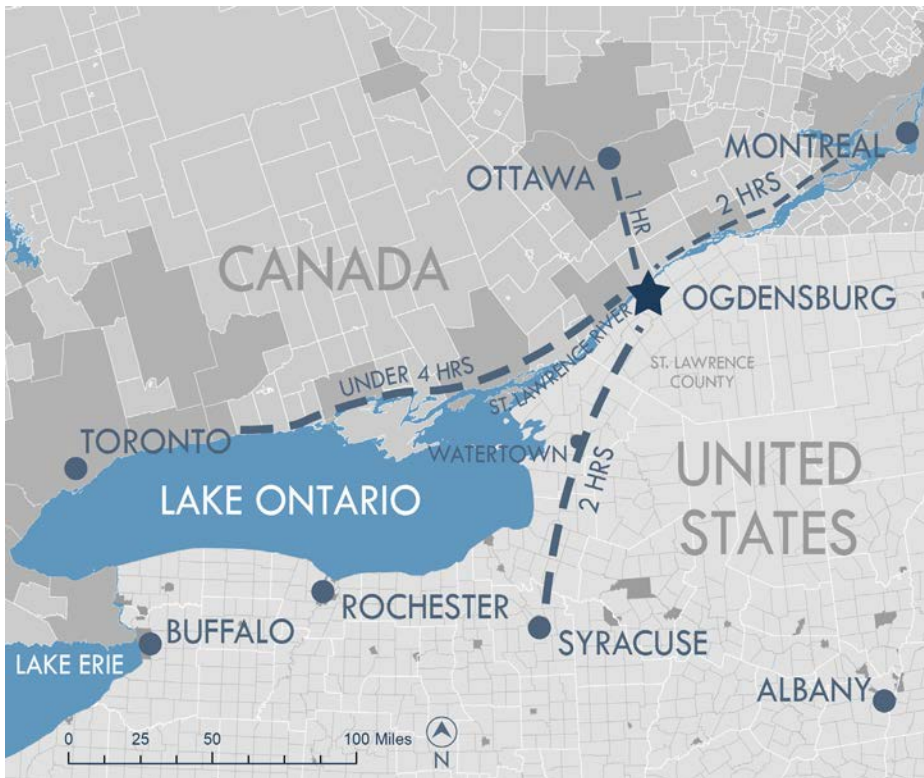
¹ New York State Department of State. dos.ny.gov/local-waterfront-revitalization-program



2. The City

The City of Ogdensburg is a historic waterfront community, positioned at the confluence of the St. Lawrence and Oswegatchie Rivers. With a population of just over 10,000 people, Ogdensburg is the only city in St. Lawrence County's rural New York landscape. Ogdensburg also serves as a transportation hub at the border of the United States and Canada, connecting residents, visitors and commerce to the Great Lakes Region and beyond.

Figure 6. Context Map & Approximate Drive-time



Data Sources: NYS GIS Clearinghouse, Statistics Canada, and Google Maps

The City of Ogdensburg is home to over seven miles of St. Lawrence River frontage. The river is a primary feature of the City and New York's Thousand Island-Seaway Vacation Region, which characterizes this area. Two hours north of Syracuse via I-81 and NY-37, Ogdensburg is a short drive to this and other population centers in New York State. In addition, with access to the Ogdensburg-Prescott International Bridge, the City is proximate to several major Canadian cities, including Ottawa, Montreal and Toronto.

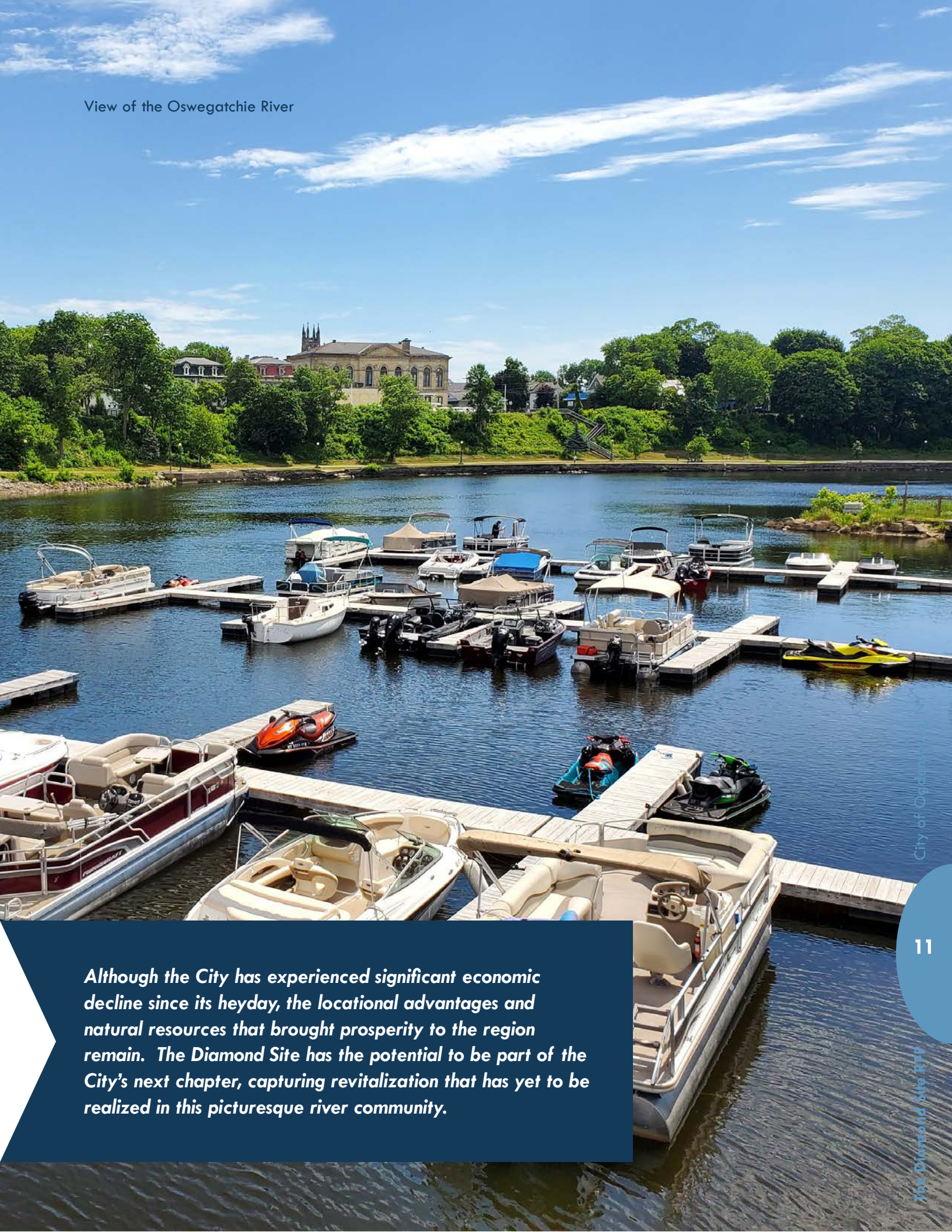
Military Heritage

The City's early settlement grew from a military outpost, known as Fort de la Presentation. Established in 1749 as a fortified mission, the Fort was involved in the French and Indian War, the Revolutionary War and the War of 1812. Serving different national interests throughout its history, the Fort's storied past characterizes the City's waterfront.

Industrial Heritage

Also a key part of Ogdensburg's waterfront heritage is its prominence as a center for industry. The City became a port of call for the first Great Lakes Steamboat in the early 1800s and the terminus of the Northern Railroad in the mid-1800s. By 1868, Ogdensburg was incorporated and as industries flourished it became known as "Maple City" and the "New York of the North."

View of the Oswegatchie River



Although the City has experienced significant economic decline since its heyday, the locational advantages and natural resources that brought prosperity to the region remain. The Diamond Site has the potential to be part of the City's next chapter, capturing revitalization that has yet to be realized in this picturesque river community.

2.1. Attractions & Amenities

Downtown Ogdensburg has a variety of cultural, historic, recreational and community resources that make this a unique destination for residents and visitors. The following highlights several of these key resources that characterize the City:

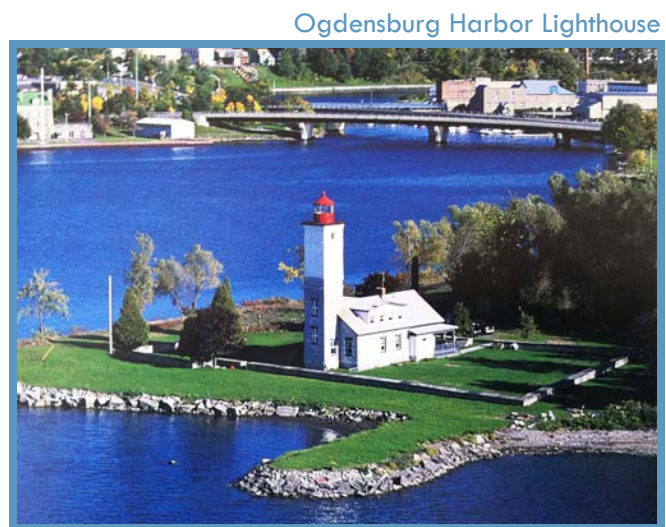
Fort de la Presentation

Van Rensselaer Point along the City's waterfront was the location of a fortified mission founded by Abbe Francois Picquet in 1749. Although the original fort is no longer present, the area features a waterfront heritage trail known as Picquet Trail and the Abbe Picquet Memorial monument. Here residents and visitors can attend re-enactments of the War of 1812 Battle of Ogdensburg and other community events. In addition, the non-profit organization that owns Fort de la Presentation has developed a 2018 Visitors Interpretive Strategy, which recommended expanded site development and animation.



Frederic Remington Art Museum

Ogdensburg is home to a key cultural landmark, the Remington Art Museum located along Washington Street in the downtown waterfront area. The museum is known for its collection of original Remington sculptures and oil paintings. Adjacent to the museum is the Eva Caten Remington Education Center, which includes a children's museum called Kid's Place.



Source: New York State Office of Parks, Recreation & Historic Preservation. cris.parks.ny.gov

Historic Buildings

Designated as a City in 1868, the urban landscape has a variety of historic features. One of the City's most outstanding historic resources is the Ogdensburg Harbor Lighthouse. Located near the shoreline of the St. Lawrence and Oswegatchie rivers, just north of Fort de la Presentation, the 1871 lighthouse is a feature of the waterside cityscape and is listed on the National and State Registers of Historic Places.

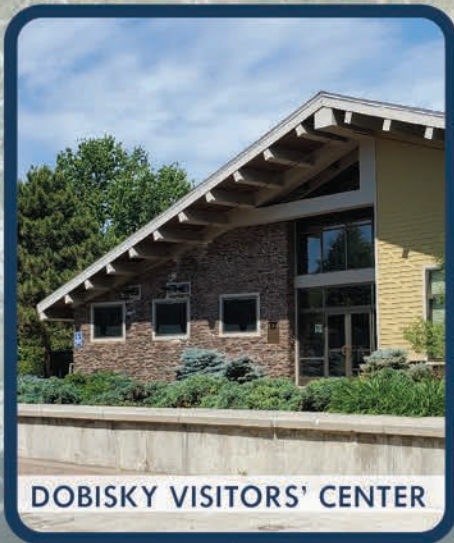
Other historic features in Ogdensburg listed on the National and State Registers of Historic Places include:

- U.S. Customs House: Built between 1809 and 1810, the Customs House was central to the City's shipping trade.
- Library Park Historic District: A collection of historically significant buildings, a park and a war memorial monument.
- Ogdensburg Armory: Built in 1898 to house a local unit of the New York State Army National Guard.

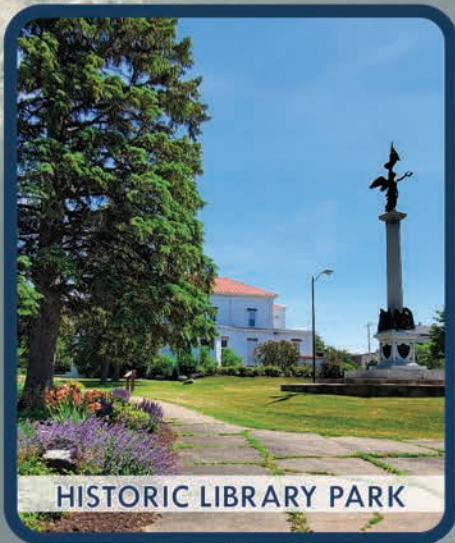
Ogdensburg Public Library



- Ogdensburg Pumping Station: Built in 1868, the station was critical to the City's growth.
- Post Office: Built between 1867 and 1870 and associated with the development of the City.



DOBISKY VISITORS' CENTER



HISTORIC LIBRARY PARK



REMINGTON ART CENTER

Figure 7. City Attractions Map



Dobisky Visitors' Center

The City of Ogdensburg welcomes residents and visitors to the waterfront at the Dobisky Visitors Center, within the City's Greenbelt Park System. The facility offers a variety of amenities including a boater's lounge with showers and laundry facilities, meeting rooms, a large covered outdoor patio, kitchen area, and handicapped accessible restrooms.

Paterson Street Boat Launch

Located at the end of Paterson Street, adjacent to the Port of Ogdensburg is a city-owned boat launch that provides access to the St. Lawrence River.

Claxton-Hepburn Medical Center

Downtown Ogdensburg is home to the Claxton-Hepburn Medical Center, which provides primary care to nearly 40,000 surrounding community residents and regional services for St. Lawrence County. A private, not-for-profit hospital and regional referral center, it includes 67 acute-care beds, a 10-bed intensive care unit, a 10-bed birthing center, and a 28-bed health center.

2.2. Along Scenic Routes

Bringing people into the City of Ogdensburg are three different scenic trails or routes:

Great Lakes Seaway Trail

The City is along the Great Lakes Seaway Trail, a National Scenic Byway that follows a series of designated roads and highways along the Saint Lawrence Seaway for 518 miles. In Ogdensburg, the Trail follows State Route 68, crossing the Oswegatchie River and traveling along City streets until reaching NY-812 and NY-37.

Oswegatchie River Blueway Trail

At the terminus of the Oswegatchie River, the City is part of the Oswegatchie River Blueway Trail, a recreationway along the Oswegatchie River watershed that links recreation and environmental awareness with community attractions and visitor services. The trail connects the City to varied river communities and wilderness areas that are attractions for those seeking natural recreation tourism experiences.



Maple Traditions Scenic Byway

In addition to water-based trails, the City is part of a scenic byway brings people through rural communities and natural landscapes where a variety of outdoor recreation can be found. This New York State Designated Scenic Byway, called Maple Traditions, is an 80-mile route that begins in Lowville and ends in Ogdensburg. The route enters the City of Ogdensburg via NY-812 where it turns onto NY-37 and travels northeast toward the scenic byway terminus, the foot of the Ogdensburg-Prescott International Bridge.

View of the Oswegatchie River and Maple City Trail

Greenbelt Park System

The City has several waterfront facilities that provide access to the water and comprise the City's Greenbelt Park System. These facilities include:

- The Greenbelt Boat Launch: For smaller craft to access the St. Lawrence, the boat launch is proximate to the Oswegatchie River.
- The Municipal Marina: This facility is a 71-slim, full-service marina with docks, playground, tennis courts, swimming pool and walking trails.
- The Maple City Trail, a 2.2-mile walking and biking trail, the Maple City Trail provides a picturesque view of the Oswegatchie River and connects to the St. Lawrence River at the Dobisky Visitors' Center.

In 2019, tourism in the Thousand Island region was measured as a \$575 million industry, supporting 8,863 jobs.¹ The attractions and amenities in the City of Ogdensburg can support the quality of life for residents as well as enhance the visitor experience.

¹ Tourism Economics, "Economic Impact of Visitors in New York 2019, Thousand Islands Focus," esd.ny.gov/esd-media-center/reports/2019-tourism-economics.

2.3. Transportation Connections

One of the City's primary advantages is its access to regional and international connections. These connections are key to the historic and future development of the waterfront. The variety of opportunities for transportation include marine, aviation and roadway transportation and feature a direct bridge connection between the United States and Canada.

Ogdensburg-Prescott International Bridge

In the northern portion of the City, at the terminus of New York State Route 812, is the Ogdensburg-Prescott International Bridge. A 1.5-mile suspension bridge completed in 1960, it connects to Highways 416 and 401 in Johnstown near Prescott, Ontario. From the crossing, several different Canadian cities can be reached within a few hours drive, including Montreal, Ottawa, Kingston and Toronto. The bridge has a heavy-load capability to 105,000 lbs and an annual 2011 crossings of nearly 722,698 vehicles.¹

Great Lakes - St. Lawrence Seaway & the Port of Ogdensburg

The City of Ogdensburg is along Great Lakes - St. Lawrence Seaway System, a 2,340 mile deep draft waterway that provides marine transportation from the Atlantic Ocean to the head of the Great Lakes and moves over 200 million tons of cargo annually. Along the Seaway is the Port of Ogdensburg, which serves as the northernmost port in New York State and is closer to Northern Europe than most other U.S. ports. Located northeast of the Diamond Site, the Port is accessible by roadway via Patterson Street.

The Port of Ogdensburg is Foreign Trade Zone (FTZ) qualified. Goods shipped into a FTZ are not considered within US customs territory, but in international commerce. Therefore, goods entering the FTZ do not require formal Customs entry, payment of Customs duties, or government excise taxes and can enter without thorough examination.² International shippers benefit from faster delivery times at less cost. More detailed information is provided by the Ogdensburg Bridge & Port Authority.

¹ Ogdensburg Bridge & Port Authority. www.ogdensport.com

² Ogdensburg Bridge & Port Authority. www.ogdensport.com

Ogdensburg International Airport

Located along State Route 812, the Ogdensburg International Airport provides service to Washington Dulles International Airport (IAD) via United Airlines where passengers can connect to other flights. Passengers that fly out of Ogdensburg International Airport are provided with free parking proximate to the terminal.

Roadways

The Diamond Site is located along Pearl Street, just off State Route 68, also known as Main Street. Classified as a minor arterial, State Route 68 has an Annual Average Daily Traffic (AADT) Count of 3,415 between the City boundary and Commerce Street. Other roadways proximate to the site include:

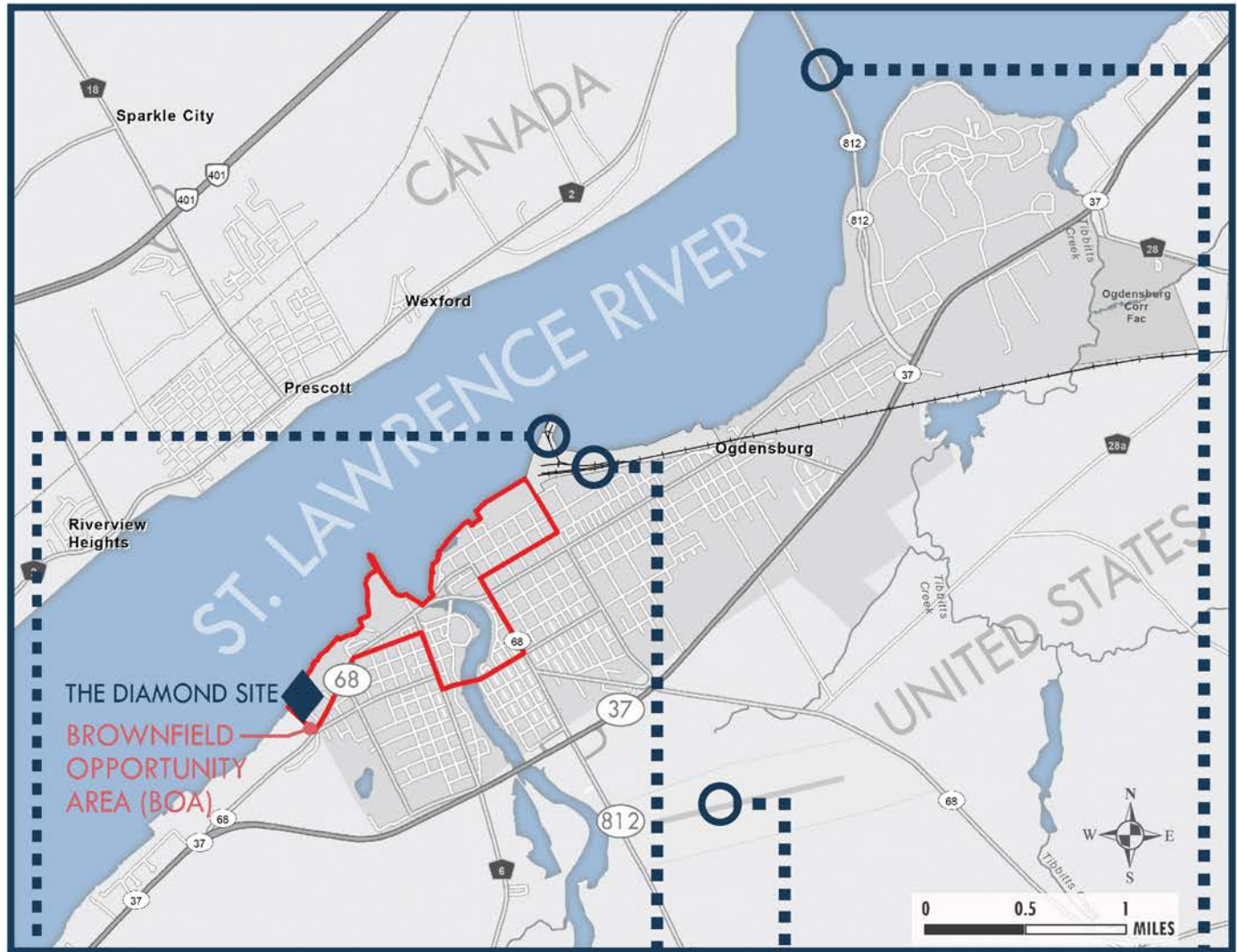
- NY-37: An east-west route along the southern edge of the City with an estimated 2019 AADT Count of 10,945 between CR-6 and the intersection with NY-812.
- NY-812: A north-south route that connects to the Ogdensburg-Prescott International Bridge and has an estimated 2019 AADT Count of 2,093 between Proctor Ave and the international border.³

New York & Ogdensburg Railway (NYOG)

A shortline railroad, NYOG runs approximately 26 miles between the Port of Ogdensburg, NY and the CSX junction in Norwood, NY. Operated by Vermont Rail System, the railroad carries a variety of bulk and non-bulk cargo.

³ Traffic Data Viewer - New York State Department of Transportation (NYSDOT). www.dot.ny.gov \tdv

Figure 8. Transportation Map



THE DIAMOND SITE

BROWNFIELD
OPPORTUNITY
AREA (BOA)

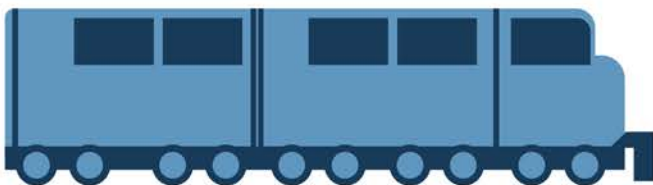
PORT OF OGDENSBURG



OGDENSBURG
INTERNATIONAL
AIRPORT



NEW YORK & OGDENSBURG
RAILWAY (NYOG)



OGDENSBURG-PRESCOTT
INTERNATIONAL BRIDGE



3. The Market

To facilitate sound redevelopment options, an Economic Base Analysis¹ was conducted for the City of Ogdensburg. This analysis highlights general demographic and industry information as well as key findings about the retail market and the real estate market.

¹ Economic Base Report: Ogdensburg BOA. Prepared by MRB Group, June 2021.

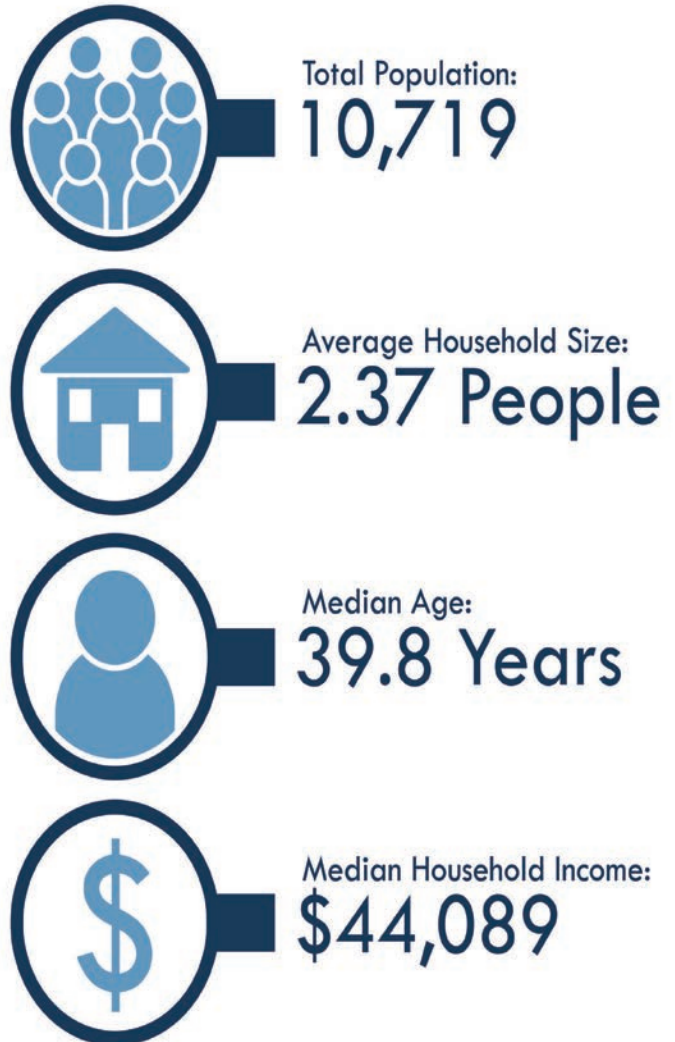
3.1. Demographics

Demographic trends identified as part of the economic base analysis highlight the characteristics of the population in the City of Ogdensburg and how it compares to St. Lawrence County and the North Country Region (including Clinton, Essex, Franklin, Hamilton, St. Lawrence, Jefferson and Lewis counties). These trends are as follows:

- Over the last ten years, the City of Ogdensburg has lost population at a rate of 3.7%. The County also lost population during this period, although at a lesser rate of 0.7%.
- When looking at the region as a whole, the North Country has seen slight population growth at a rate of 0.1%.
- The City’s average household size of 2.37 in 2020 has remained relatively unchanged from the 2010 average household size of 2.36.
- Median age has grown across each geography to 39.8, 38.8 and 39.1 years in the City, County and Region, respectively. While the City has the highest median age among the three areas, since 2010 its rate of growth has been less than that of the County and Region.
- There is a higher proportion of residents earning less than \$34,000 per year in the City than in St. Lawrence County or the North Country region.
- Approximately 45.5% of households in the City earn more than \$50,000 annually.
- The City of Ogdensburg median household income is projected to grow 12.8% by 2025 to \$49,739.

Figure 9. Demographic Highlights

The City of Ogdensburg in 2020:



Source: ESRI

3.2. Industry Analysis

Data from Economic Modelling Specialists International (Emsi) details the existing composition of industries for the ZIP Code 13669, which includes the City of Ogdensburg and a portion of Morristown, NY. This composition identifies the four largest industry sectors as health care and social assistance, government, retail trade, and accommodations and food services (each of which are highlighted in Figure 10).² Industry data also identifies projected employment trends through 2031 that shows an approximately 10 % increase in the number of jobs in both the health care and social assistance sector and the government sector. The overall job growth in the City through 2031 is projected at 2.3% as other industries, such as the retail trade sector and accommodations and food services sector, show decreases in the number of jobs.³

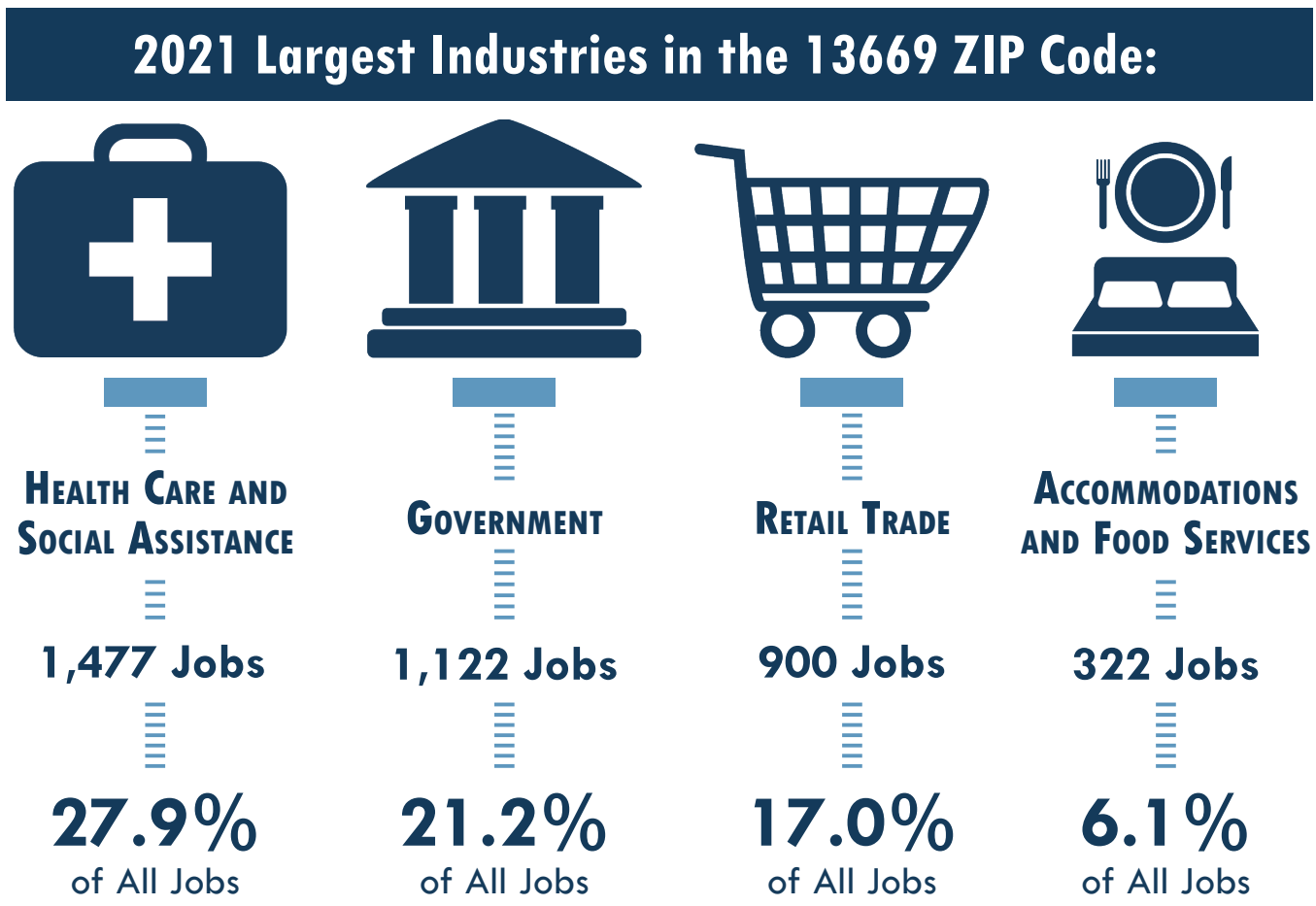
² Source: Economic Modelling Specialists International (ESMI).
³ Source: Economic Modelling Specialists International (ESMI).

Location Quotient Analysis

A location quotient (LQ) analysis compares the concentration of a regional industry to the concentration of the same industry across the country to show industries that may represent specialization and competitive advantages. *The LQ analysis shows a high concentration of jobs in the alcoholic beverage merchant wholesalers industry and the semiconductor and other electronic component manufacturing industry.*⁴

⁴ Source: Economic Modelling Specialists International (ESMI).

Figure 10. Industry Composition



Source: ESMI

3.3. Retail Market Analysis

A Retail Market Analysis identified retail leakages for a Local Market Area radius of a 20-minute drive time from the center of the City of Ogdensburg. Retail 'leakages' exist where residents are meeting their needs for these products and services by traveling outside the Local Market Area to make their purchases.

The Local Market Area for the City showed retail leakages in 14 different industry groups. Analysis

of this information, including the retail gap between demand and supply and a 25% recapture rate*, was used to identify the potential expansion and creation of new and existing businesses that the Local Market Area could support. Based on this analysis, the establishment of at least one new clothing store would be supported and over 1,000 square feet of additional space for 6 of the 14 industry groups showing retail leakages would be supported.

Figure 11. Retail Gap Analysis Findings

INDUSTRY GROUP	SUPPORTABLE BUSINESS COUNT	SUPPORTABLE SQUARE FOOTAGE
FURNITURE STORES	0.20	818
HOME FURNISHING STORES	0.58	1,367
LAWN & GARDEN EQUIPMENT & SUPPLY STORES	0.38	995
BEER, WINE & LIQUOR STORES	0.22	471
GASOLINE STATIONS	0.34	3,302
CLOTHING STORES	1.72	5,915
SHOE STORES	0.39	868
JEWELRY, LUGGAGE & LEATHER GOODS STORES	0.89	1,702
OTHER GENERAL MERCHANDISE STORES	0.17	1,576
FLORISTS	0.14	141
USED MERCHANDISE STORES	0.75	623
OTHER MISCELLANEOUS STORE RETAILERS	0.83	1,916
SPECIAL FOOD SERVICES	0.44	754
RESTAURANTS/OTHER EATING PLACES	0.10	205
TOTAL:	7.15	20,645

Source: ESRI, MRB Group

*The recapture rate is an assumption of the percentage of the retail leakage that will be brought back to the Local Market Area given the creation of new businesses or expansion of existing businesses.

3.4. Real Estate Market Analysis

A real estate market analysis using CoStar data on industrial, commercial and multi-family residential real estate trends in the City of Ogdensburg was conducted as part of the Economic Base Analysis.

Key findings for each type of real estate are shown in Figure 12.

Figure 12. Real Estate Market Analysis Findings

Industrial Real Estate



There are approximately 503,000 square feet of industrial real estate in the City.

Industrial vacancy rates range 0% to 10% over the last 10 years.

Asking rent for City industrial space is \$5.80 per square foot.

Office Real Estate



There are approximately 175,000 square feet of office space across 19 buildings in the City.

The office vacancy rates have remained under 5% for the last five years.

Rent prices for office real estate in the City is \$17.53 per square foot.

Retail Real Estate



There are approximately 914,000 square feet of retail space across 56 buildings in the City.

Retail vacancy rates range from 0% to 5.5% over the last 10 years. Prior to the COVID-19 pandemic, retail vacancies were near 0%.

Rent prices for retail real estate in the City is \$9.46 per square foot.

Multi-Family Real Estate



There are 32 multi-family units in the CoStar database in the City (excludes affordable units and generally would not include duplexes and other small buildings).

Multi-family vacancy rates have remained around 7% to 9% over the last 10 years.

71% of units in the CoStar database are one-bedroom. There are almost no 2-bedroom or 3-bedroom units available in the City.

Source: CoStar

4. The Submission

The City of Ogdensburg would like to invite all interested parties to prepare a submission in response to this Request for Proposal (RFP) for the Diamond site. The City will review and evaluate all completed submissions with the intent of selecting a Preferred Entity to enter into negotiations with the City for the disposition and redevelopment of the property.

4.1. Requirements

Respondents are encouraged to provide concise and relevant information about the purchasing entity(ies) and its approach to redeveloping the site.

The submission is limited to 20 pages and be compiled into one electronic (PDF) file. The following information must be included to become qualified for consideration:

Letter of Interest:

- Provide an overview of the entity's interest and suitability to develop the site.
- Legal identity of the entity submitting the non-binding offer.
- List of key development team members and the proposed structure under which a development might be completed.
- Identification of any additional due diligence materials, including, but not limited to, environmental due diligence, required by the Purchaser to submit a binding proposal to the City of Ogdensburg.
- A description of any assumptions that the Purchaser has with respect to the Seller's involvement before, during and after development.
- Exceptions, limitations or concerns regarding liability transfer and indemnifications.
- Purchase price and terms/conditions.

Redevelopment Approach & Concept:

- Provide a narrative description of the overall development vision, development program (density, square footage, land uses) and the respondent's reliance on or understanding of key market indices in support of its vision. Explain how the vision is consistent or supports the goals of the BOA as detailed in Section 2 of this RFP. If applicable, include a description of how the project will be phased.

- Describe financial impact/benefits to the community.
- Describe the anticipated due diligence process and entitlement process, including a list of anticipated permits, approvals, and clearances.

Purchase Price and Incentives:

- Provide a proposed non-binding price/fee structure for property disposition.
- Outline local, state, or federal incentives expected by the Respondent in support of the proposed building program.

Development Experience:

- Provide resumes of the key development team members highlighting relevant experience and accomplishments.
- Provide at least three projects implemented by the development team or key members of the team; include size, location, dates of involvement, final cost and reference.

Financial Capacity:

- Describe financial capacity including your internal funding capability and success at securing any outside sources of funding, if applicable.
- Identify on-going relationships with banks, financial investors or other sources that may be beneficial to securing financing for this project.

Timeline for Implementation:

- Provide a proposed timeline/project completion date broken into three phases: site negotiations, entitlement period and construction.

4.2. Terms and Conditions

The RFP and RFP submissions should not be considered legally binding agreements. All documentation and materials submitted shall become the property of the City of Ogdensburg, without restriction and shall not impose any legal obligations on the City of Ogdensburg nor constitute an enforceable agreement of any kind. All sales of real estate owned by the City of Ogdensburg shall be subject to the applicable laws of the State of New York, requirements of the Municipal Code of the City of Ogdensburg and any conditions attached thereto by the City Council, or its representatives. The City of Ogdensburg shall not be liable for any costs associated with the preparation, transmittal or presentation of any submissions in response to this RFP.

4.3. Delivery Method

All submissions shall be sent by email in a single file (PDF format) to:

Andrea Smith, AICP
Director of Planning & Development
City of Ogdensburg
asmith@ogdensburg.org

4.4. Proposal Timeline

All submissions are due by September 20, 2021 and received no later than 3:00 PM EST. This deadline is part of the overall timeline for the selection process, which is as follows:

RFP Informational Meeting:

August 10, 2021 at 12:00 PM EST, to be held virtually and in-person.

Site Tours:

Conducted weekly, by appointment.

Submissions Due:

September 20, 2021 at 3:00 PM EST, via email.

4.5. Selection Criteria

The City will review each Proposal and evaluate the response based upon the following criteria (not necessarily listed in order of importance nor all inclusive).

- ✓ Respondent's experience with similar projects
- ✓ Respondent's ability to successfully complete a transaction
- ✓ Legal structure of transaction and financial terms
- ✓ Compatibility of proposed uses with Ogdensburg's BOA
- ✓ Respondent's financial strength and creditworthiness
- ✓ Implementation schedule
- ✓ Overall benefits to the City

Short-listed Respondents will be selected based on the above criteria and may be invited to interview in advance of a final selection. Presentations may include alternative proposals, discussions and suggestions. Contract award will be subject to approval by the City's elected bodies and such other approvals, hearings and referendums, as required by applicable State statutes and the City's Charter.

