



OGDENSBURG WATERFRONT

Capturing the Ogdensburg
Waterfront Potential

**REQUEST FOR
PROPOSALS (RFP):
17 MAIN STREET**
Ogdensburg, NY 13669

SUBMISSION DEADLINE:
October 29, 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): 17 MAIN STREET OGDENSBURG, NY 13669



The City of Ogdensburg is seeking proposals to implement redevelopment of a key site in the City’s Marina District:
17 Main Street.

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.

CONTENTS

1. The Site	2
1.1. Site Preparation & Environmental Considerations	6
1.2. A Mix of Surrounding Land Uses	8
1.3. Flexible Zoning	9
1.4. Guidance for Redevelopment	10
2. The City	12
2.1. Attractions & Amenities	14
2.2. Along Scenic Routes	16
2.3. Transportation Connections	18
3. The Market	20
3.1. Demographics	20
3.2. Industry Analysis	21
3.3. Retail Market Analysis	22
3.4. Real Estate Market Analysis	23
4. The Submission	24
4.1. Submission Requirements	24
4.2. Site Tour (Optional)	24
4.3. Terms and Conditions	24
4.4. Delivery Method	24
4.5. Proposal Timeline	25
4.6. Screening Criteria	25



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1. The Site

The City of Ogdensburg is inviting all interested parties to consider this exciting opportunity to develop 17 Main Street in the City's Marina District. Proximate to both the St. Lawrence and the Oswegatchie rivers and only steps from the Maple City Trail, this nearly one acre property has the potential to be transformed into a Marine District destination.

The 17 Main Street site is a vacant property owned by the City of Ogdensburg that is available for redevelopment. The primary site feature is its location in the City's Marina District. Proximate to a variety of existing downtown waterfront attractions and features, the 17 Main Street 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 17 Main Street:

- **Parcel ID:** 48.078-4-4.11
- **Address:** 17 Main Street.
- **Current Owner:** City of Ogdensburg.
- **Adjacent Features:** Vacant City-owned property to the east (Parcel ID: 48.078-4-42), Main Street to the south, Gibbs Street to the west, and W. River Street to the north.
- **Acreage:** 0.92 acres (40,0075 square feet).
- **Existing Use:** Vacant Land (No Structures Present).
- **Environmental Conditions:** A draft Phase I Environmental Site Assessment (ESA) was conducted in 2015, which recommended a Phase II investigation to further characterize the site.
- **Permitted Uses:** As detailed in the City's Zoning Code, permitted uses include: mixed uses, residential uses, public and institutional uses, service uses and commercial/retail uses.
- **Utilities:** Available on site, including public water, sewer, electric, and natural gas.



17 Main Street Site
Looking Northeast Toward the Oswegatchie River

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 17 Main Street to ensure public utilities provide necessary capacity.

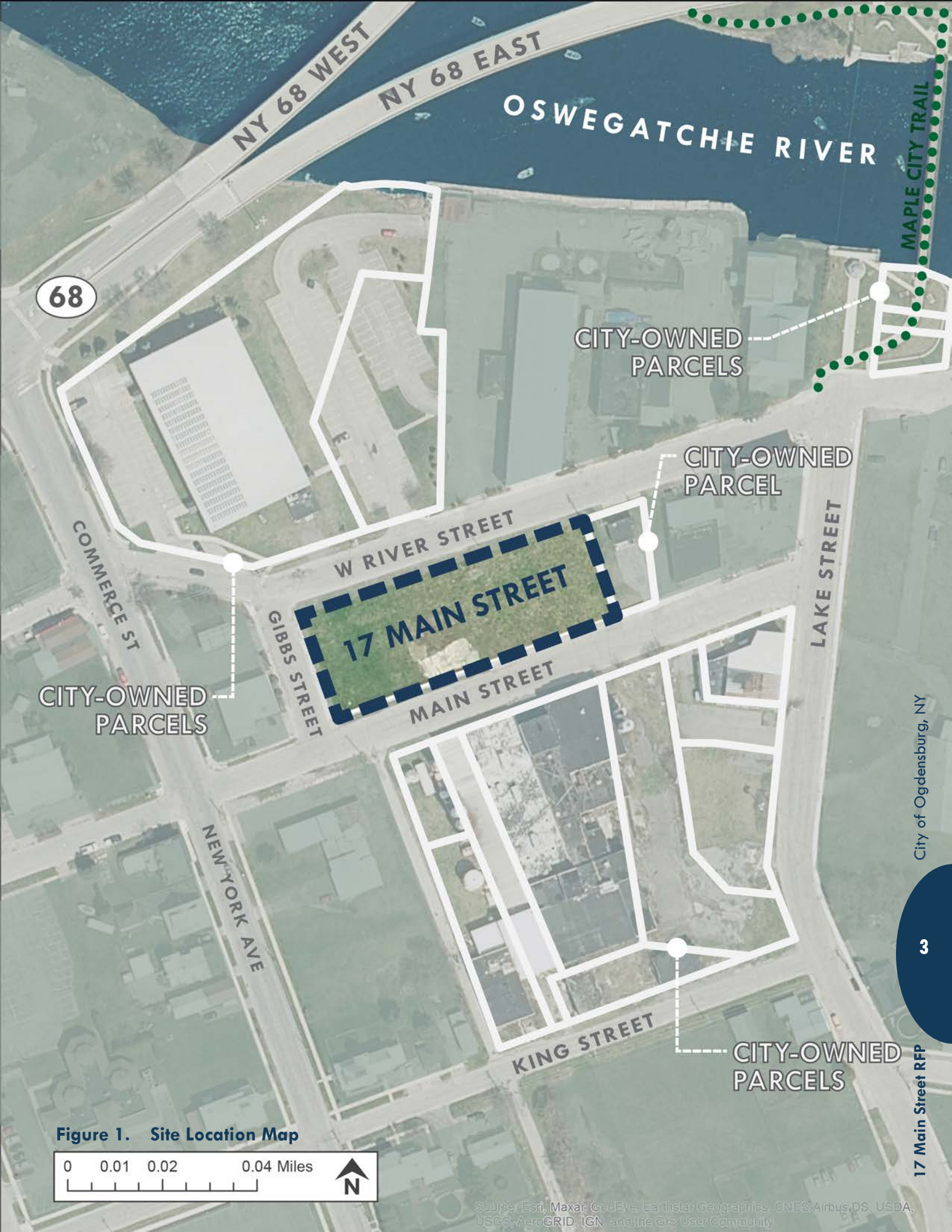
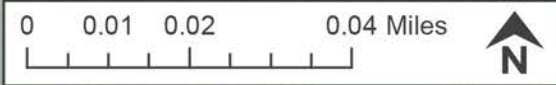


Figure 1. Site Location Map

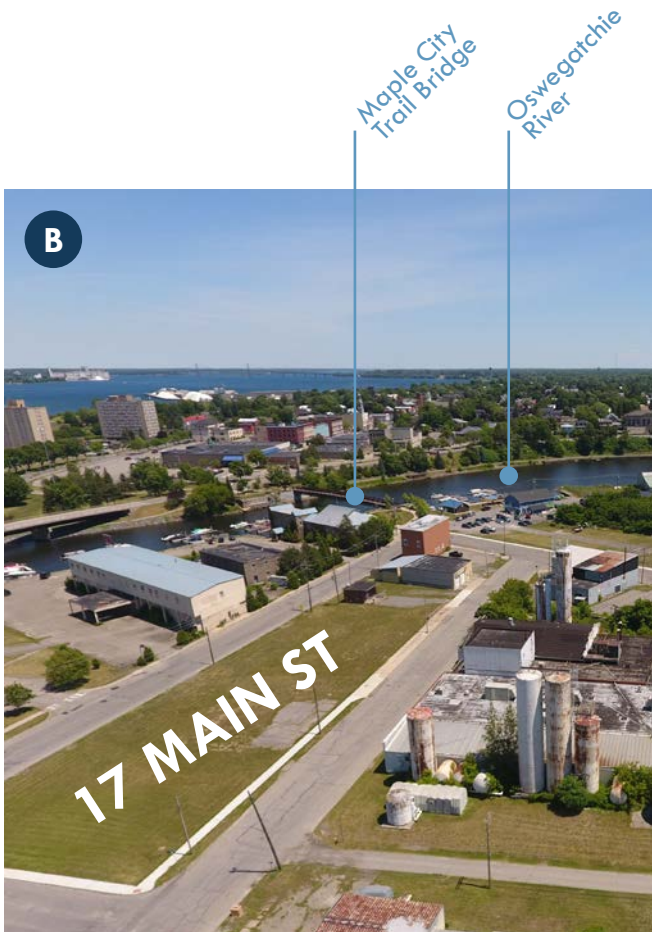
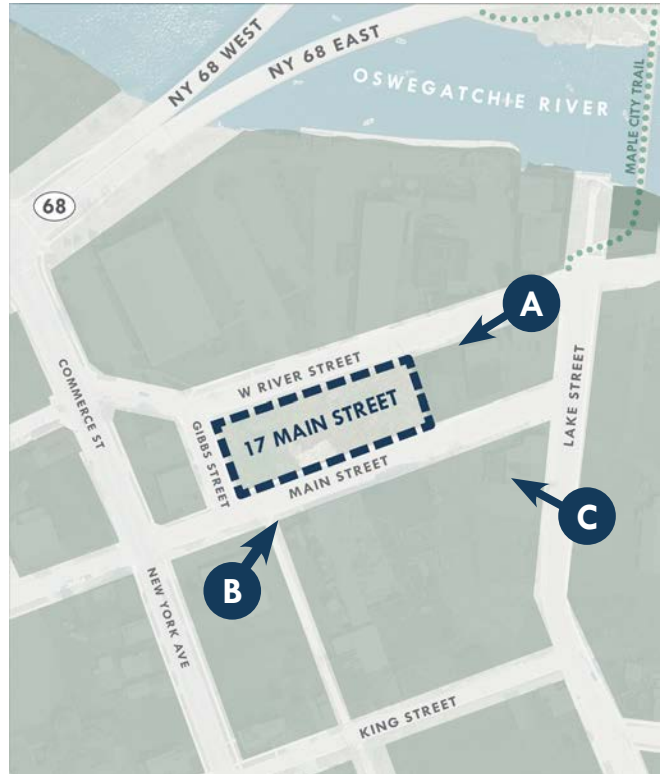


Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

Views of 17 Main Street

In June 2021, the 17 Main Street site was photographed using drone and still photography. The following three photographs show the different views captured and identify the perspective of each view in Figure 2. Also highlighted in the photos are the local landmarks that can be seen from the site.

Figure 2. Key Map of Site Views



Surrounding Features

Part of the City’s Marina District, the 17 Main Street site is close to many different business and facility destinations. The following highlights some of the active businesses and facilities immediately surrounding the site:

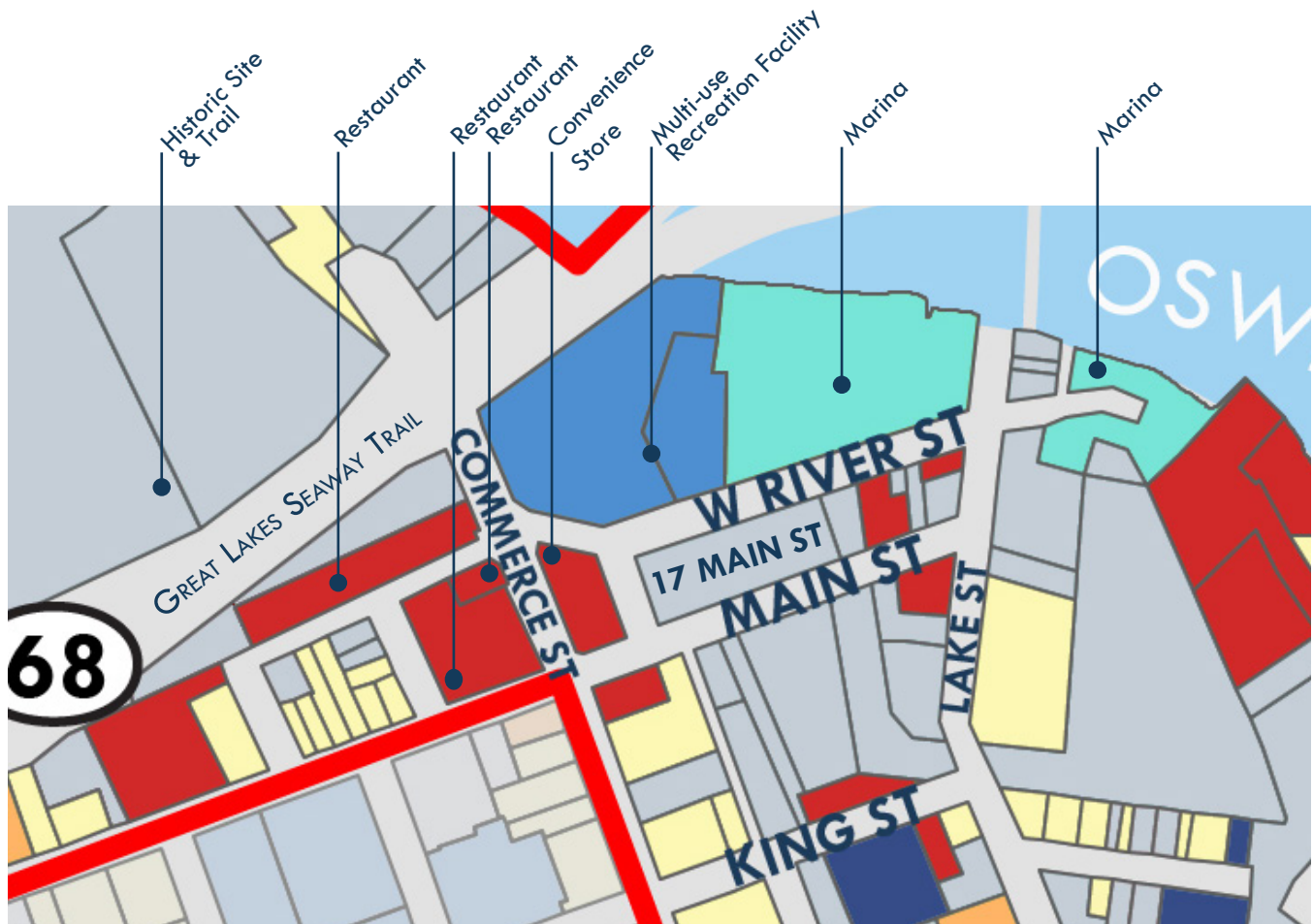
- Historic Site & Trail: Fort de la Presentation and its collection of historic interpretive features.
- Restaurants: Freight House Restaurant, The Dirty Gringo, and Sips.
- Convenience Store: Twin Bridges Convenient Mart.
- Multi-Use Recreation Facility: Lockwood Civic Center including ice arena.
- Marina: Hosmer’s Marina and Smuggler’s Cafe, and At the Docks Marina and Tiki At The Docks.

Each of these businesses and facilities are shown by category in the Figure 3 map.



Also proximate to the site is the Great Lakes Seaway Trail, which is a National Scenic Byway that follows State Route 68 as it crosses the western boundary of the City of Ogdensburg until reaching State Street on the eastern site of the Oswegatchie River.

Figure 3. Businesses and Facilities Surrounding 17 Main Street Map



1.1. Site Preparation & Environmental Considerations

In June 2015, the City acquired 17 Main Street through a tax sale. Since taking title to the property, the City has undertaken a number of measures to prepare the site for redevelopment. These measures are detailed in the following reports: the 2015 Draft Phase I Environmental Site Assessment (ESA), the 2017 Underground Storage Tank Closure Report, and the 2019 Underground Storage Tank Closure Report. The following highlights the report findings:

Phase I Environmental Site Assessment

A 2015 draft Phase I Environmental Site Assessment (ESA) conducted on behalf of the City identified one recognized environmental condition (REC) in the central portion of the property. The ESA noted that industrial operations used petroleum, solvents, acids, bases, and metals which may have impacted soil or groundwater. No specific evidence of releases was identified. The Phase I ESA also noted several releases of petroleum and other products in the area surrounding the property. A Phase II investigation was recommended to further characterize the site.

Demolition of Warehouse & Tank Removal

Using part of a \$500,000 Restore NY program grant, the City began demolishing a vacant 29,820 square-foot warehouse on the site in March 2017. During demolition, a 5,000-gallon petroleum underground storage tank (UST) was identified and removed. Soil samples collected during the tank removal were reported below the New York State Department of Environmental Conservation (NYSDEC) unrestricted use soil cleanup objectives (SCO) except for acetone reported in one soil sample. The closure report notes that it appeared that petroleum-impacted material associated with the UST has been satisfactorily removed.

Additional Tank Removal

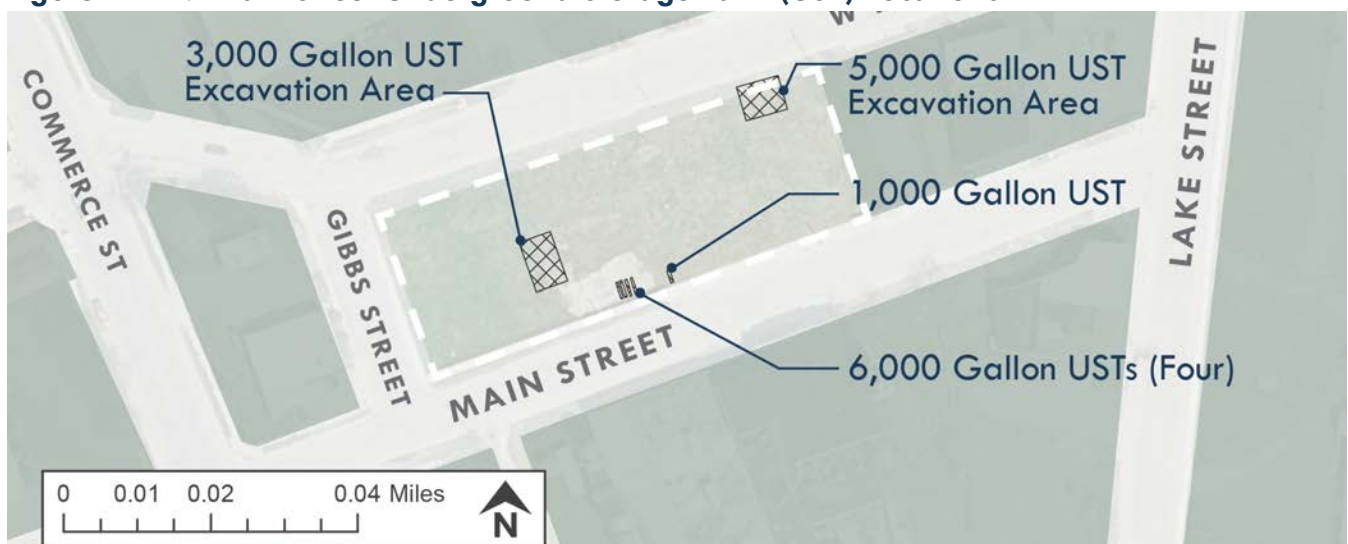
In 2019, a 3,000-gallon petroleum underground storage tank (UST) was identified on the site and removed. Soil samples collected during the tank removal were reported below the NYSDEC unrestricted use SCO except for acetone reported in one soil sample. The closure report notes that it appeared that petroleum-impacted material associated with the UST has been satisfactorily removed.

Gasoline Filling Station

A gasoline filling station located in the central portion of the property is depicted on the 1949 and 1962 Sanborn maps included in the Phase I ESA. This filling station is also shown on a 1944 insurance map. The 1944 insurance map shows four 6,000-gallon gasoline USTs and a 1,000-gallon fuel oil tank associated with the filling station. Given the size and location of the UST removed in 2019, it does not appear to be associated with the former filling station.

The figure below shows the approximate location of UST on the property based on the closure reports and the 1944 insurance map.

Figure 4. 17 Main Street Underground Storage Tank (UST) Locations



Site History

Although the property is currently vacant, with no structures present, industrial, commercial, and residential uses have occurred on the site dating back to the late 1800s. At one time a canal adjoined the property to the east and powered a water wheel used to generate electricity for the property and many neighboring industrial operations. There also appears to have been a tail race in the western quadrant of the property running beneath the buildings. Filling of the canal appears to have been completed in the mid-20th century but the presence of the tail race remains unknown.



Figure 5. 1925 Sanborn Map

Utilities and Site Features Available

As is shown in the Development Authority of the North Country (DANC) Internet Mapping Application (IMA), the site is serviced by a sewer main and a water lateral. Additionally, a fire hydrant is located along Main Street adjacent to the site and there is a sewer pump station in the adjacent City-owned parcel. It

should also be noted that there is a fiber cable line that runs approximately along Gibbs Street.

Although the site is currently vacant, there are sidewalks present along Main Street and Gibbs Street.

Figure 6. Utilities Proximate to 17 Main Street



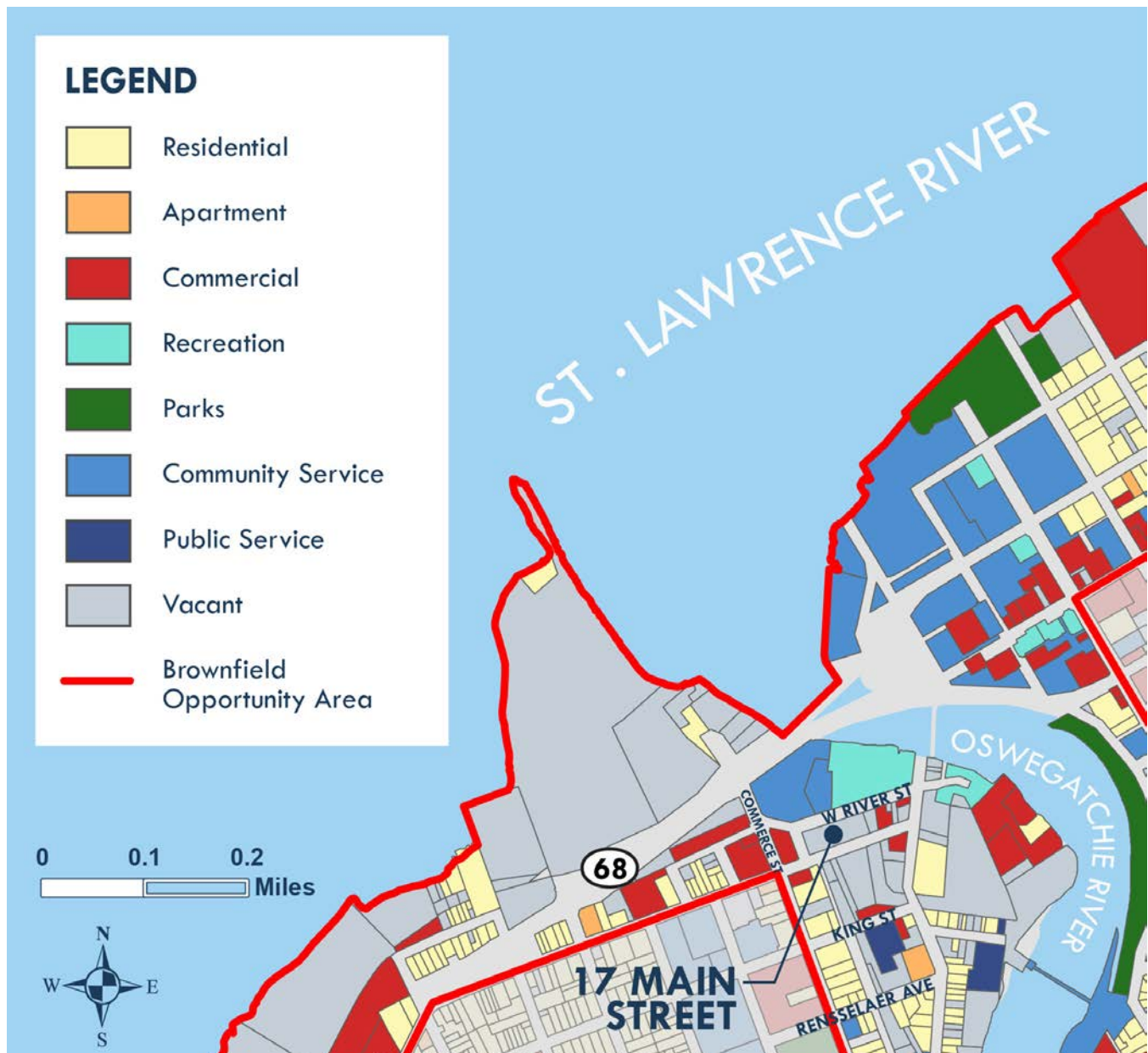
Data Source: Development Authority of the North Country (DANC) Internet Mapping Application (IMA)

1.2. A Mix of Surrounding Land Uses

Just south of State Route 68 and the confluence of the St. Lawrence and Oswegatchie rivers, the Marina District is home to a variety of land uses, including residential, commercial, recreational, community service and public service uses. These existing land uses, combined with the Marina District's concentration of vacant land, provide potential for redevelopment as vibrant urban district.

The 17 Main Street site is one of the District's properties designated as vacant commercial land. Land uses adjacent to this site include additional vacant land to the east and south, commercial land to the west and community service and recreational land to the north. As is shown in the Site Location Map in Figure 1, the properties to the east and south of the 17 Main Street site are City-owned, providing additional opportunity for redevelopment in the Marina District.

Figure 7. Land Use Map Featuring 17 Main Street

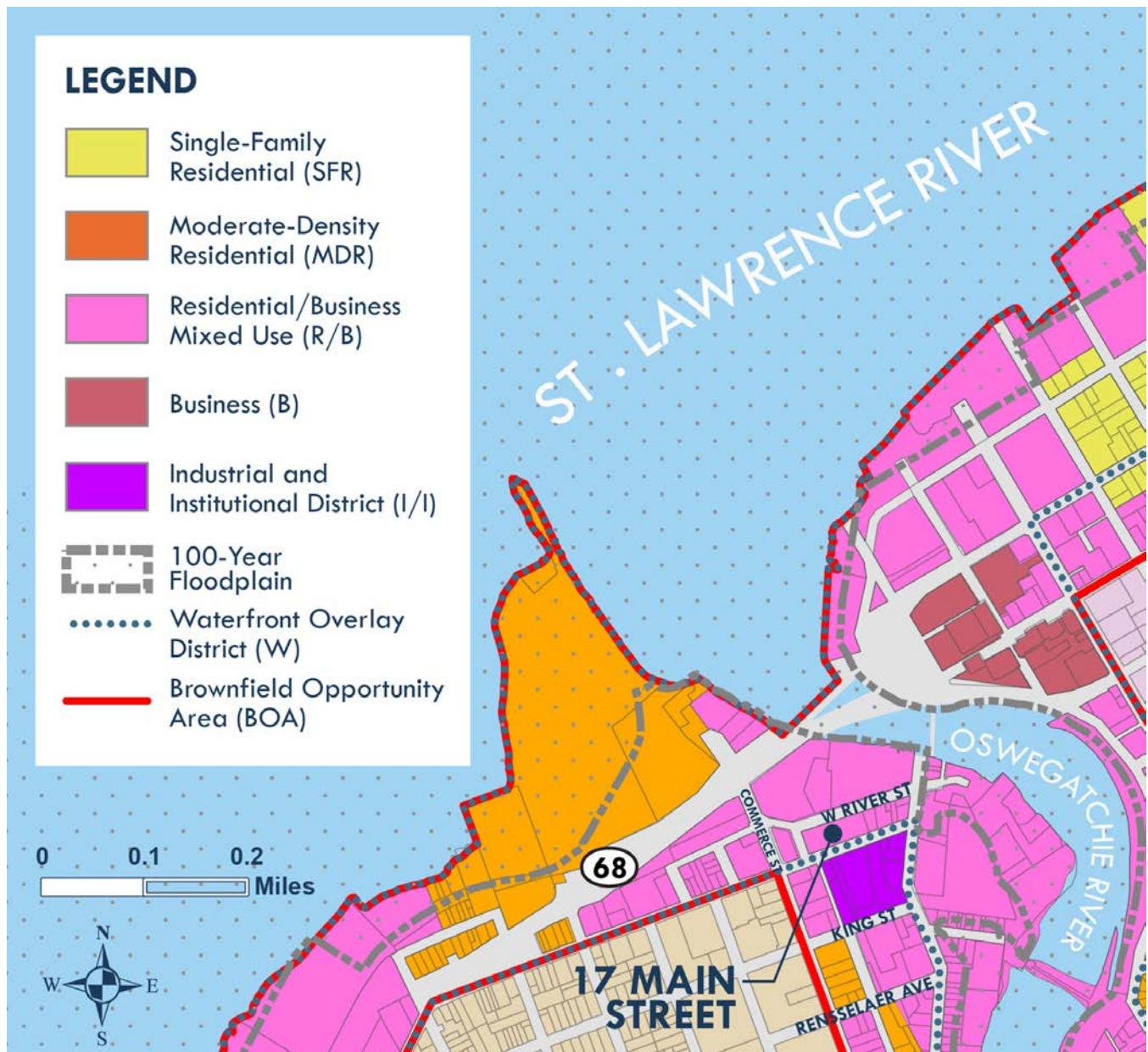


1.3. Mixed Use Zoning

The 17 Main Street site is 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. As is detailed in the Zoning Code, permitted uses include: mixed uses, residential uses, public and institutional uses, service uses, and commercial/retail uses.

The site is also 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.

Figure 8. Zoning Map Featuring 17 Main Street



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), the Downtown Improvement / “Main Street” Revitalization Strategy and the Local Waterfront Revitalization Program (LWRP). The vision, goals and policies of these plans apply to the 17 Main Street site.

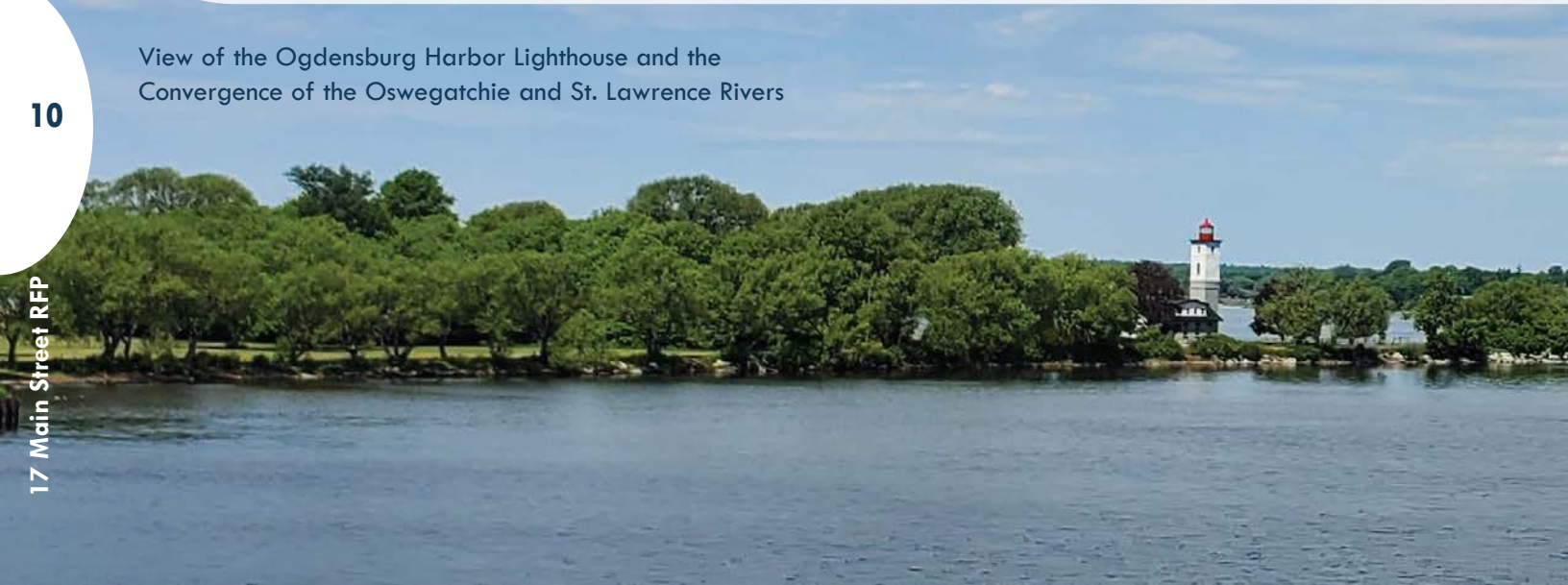
BOA Vision & Goals

A downtown waterfront property, the 17 Main Street 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.

Downtown Improvement / “Main Street” Revitalization Strategy

Completed in July 2011, this strategy provides guidance for the revitalization of the Marina District, including encouraging more marina commerce. While progress has been made since the development of this plan, which can be seen by the implementation of a new pedestrian bridge, future development can build on the recommendations for continued revitalization.

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 near both the St. Lawrence River and the Oswegatchie River, the 17 Main Street 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 17 Main Street site should identify how they align with the LWRP development policies, promote local revitalization efforts and maintain or enhance the City’s waterfront resources.

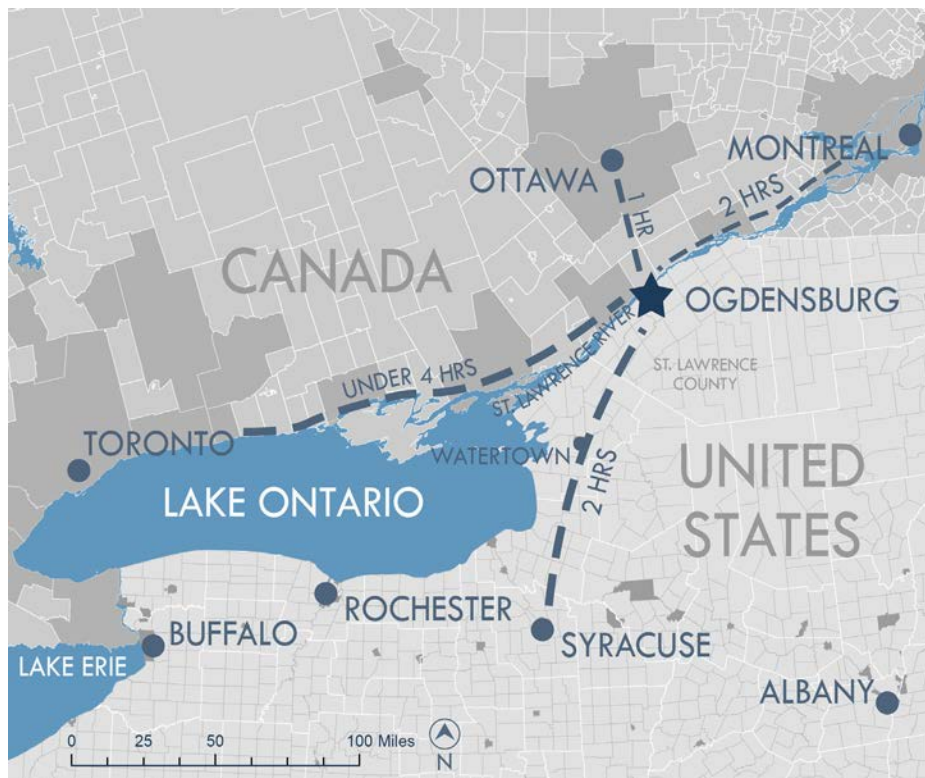
¹ New York State Department of State. dos.ny.gov/local-waterfront-revitalization-program



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 9. 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.

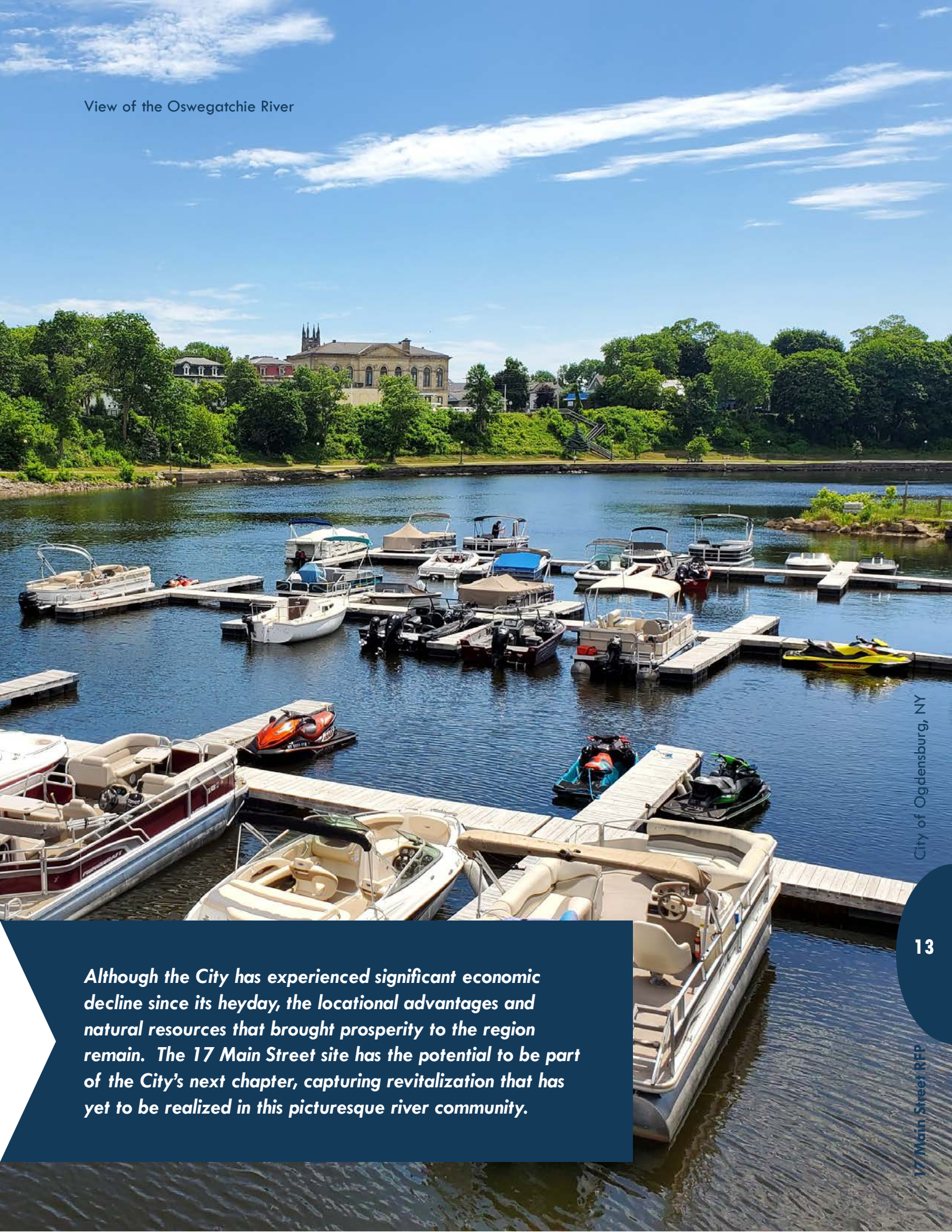
Military Heritage

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 17 Main Street 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.

Fort de la Presentation



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.

Ogdensburg Harbor Lighthouse



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.

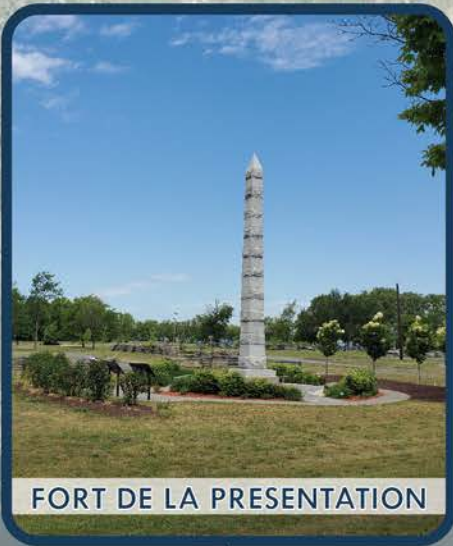
Ogdensburg Public Library



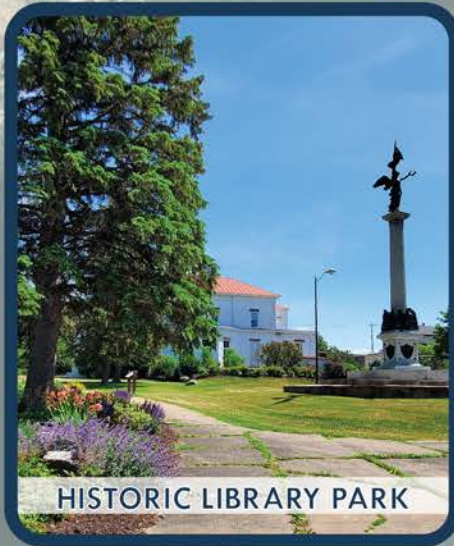
Other historic features in Ogdensburg listed on the National and State Registers of Historic Places include:

- 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.

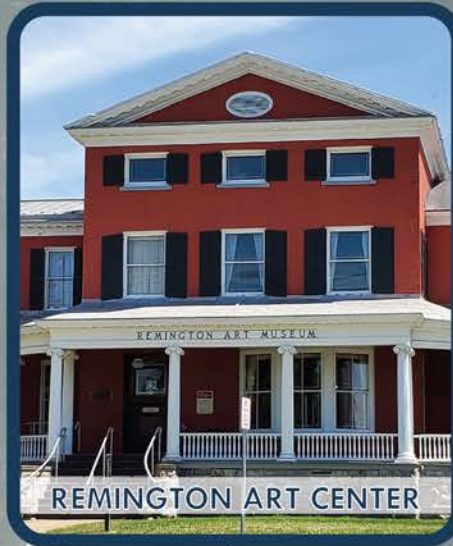
- Ogdensburg Pumping Station: Built in 1868, the station was critical to the City's growth.
- Post Office: Built between 1867 and 1870 and associated with the development of the City.



FORT DE LA PRESENTATION



HISTORIC LIBRARY PARK



REMINGTON ART CENTER

Figure 10. City Attractions Map

ST. LAWRENCE RIVER

PORT OF
OGDENSBURG

GREENBELT

MAPLE CITY TRAIL

OSWEGATCHIE RIVER

Von Rensselaer Point

17 MAIN ST



DOBISKY VISITORS' CENTER

City of Ogdensburg, NY

15



MAPLE CITY TRAIL BRIDGE



U.S. CUSTOMS BUILDING

17 Main Street RFP

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 that 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 17 Main Street 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.

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 17 Main Street site is located along the portion of Main Street that is south of State Route 68. This portion of Main Street, from New York Avenue to Lake Street, has a 2019 Annual Average Daily Traffic (AADT) Count of 242. State Route 68, which is classified as a minor arterial, has a 2019 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)

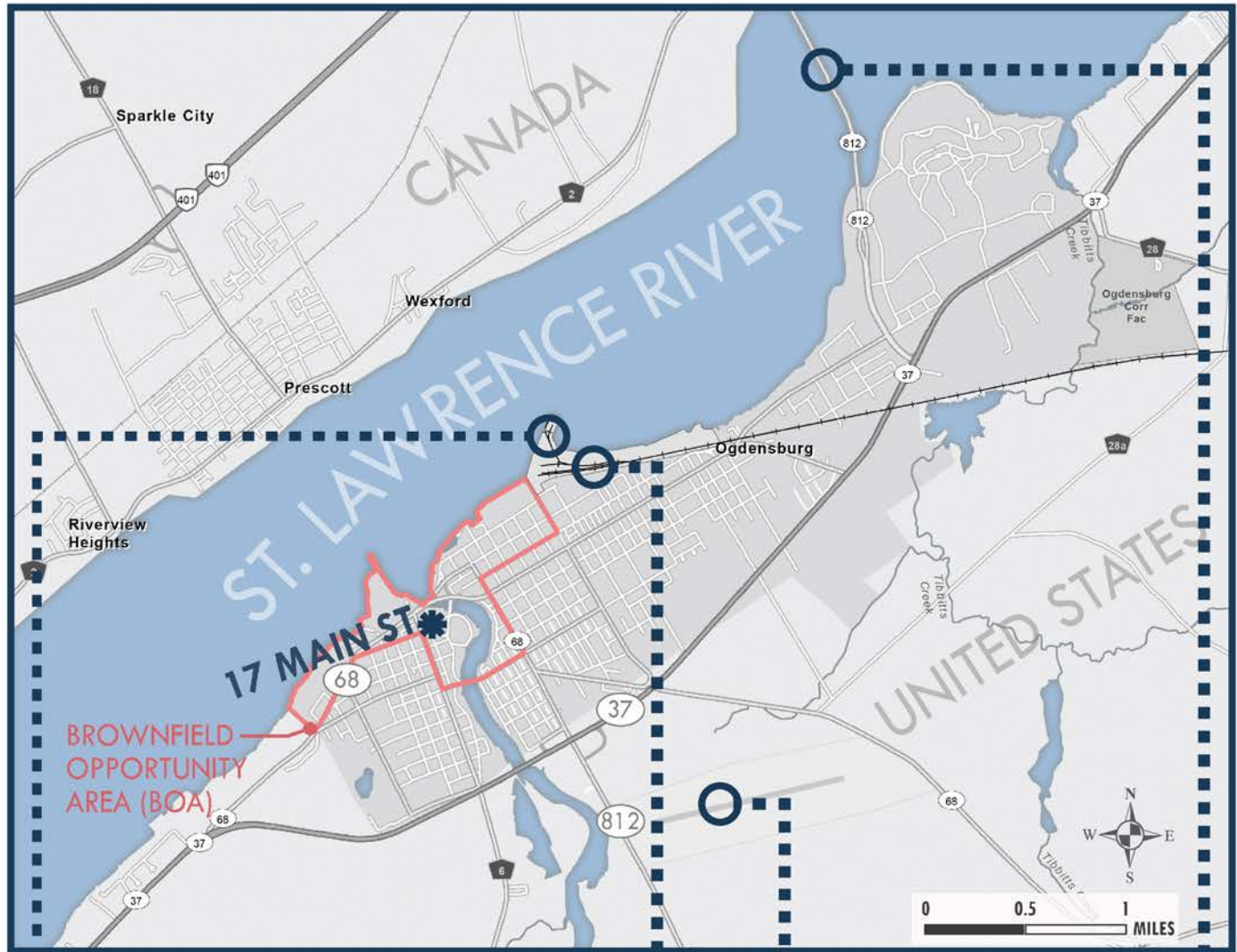
A shortline railroad, NYOG runs approximately 26 miles between the Port of Ogdensburg, NY and the CSX junction in Norwood, NY. Operated by Vermont Rail System, the railroad carries a variety of bulk and non-bulk cargo.

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

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

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

Figure 11. Transportation Map



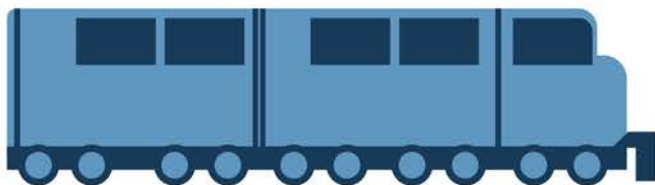
PORT OF OGDENSBURG



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.

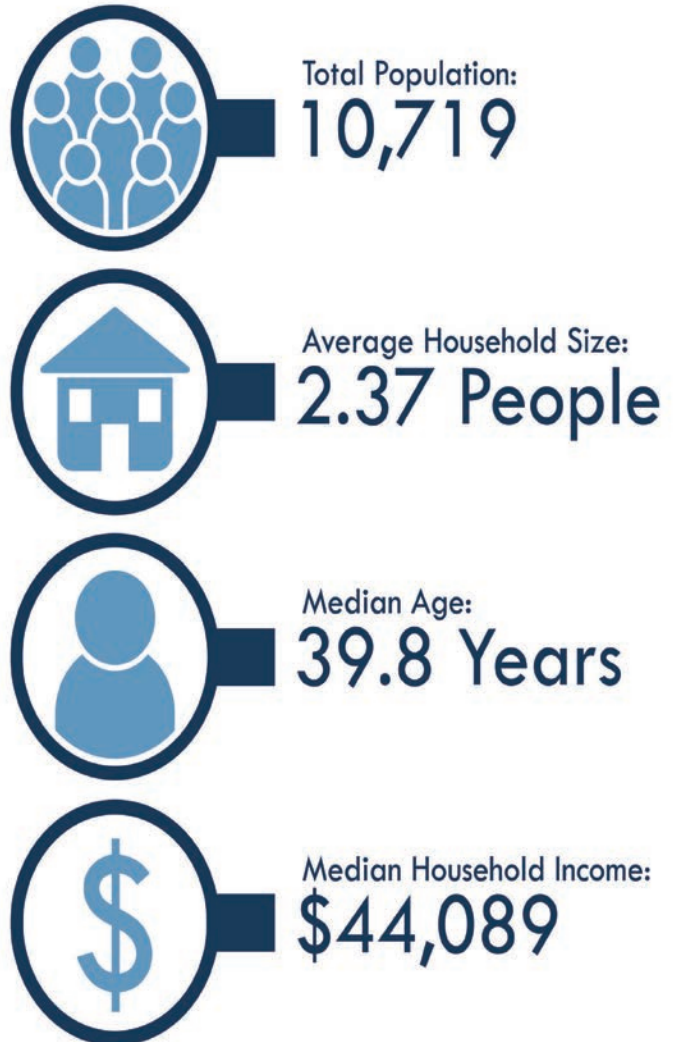
3.1. Demographics

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 12. 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 13).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

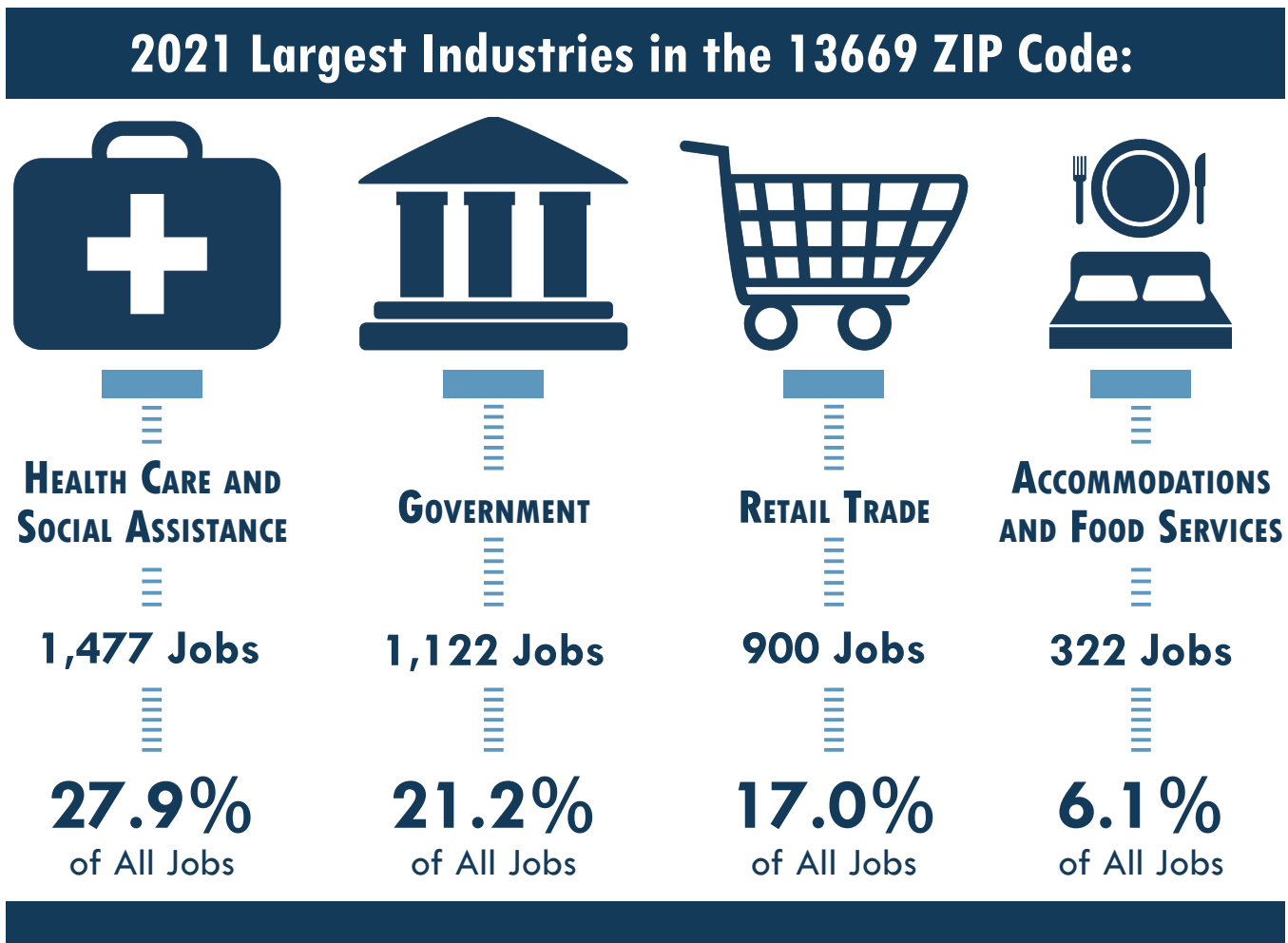
² Source: Economic Modelling Specialists International (ESMI).
³ Source: Economic Modelling Specialists International (ESMI).

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 13. 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 14. 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 15.

Figure 15. 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.

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 17 Main Street site. The City will review and evaluate all submissions to determine completeness with the intent of inviting one or more parties to present more specific project details. The City may elect to enter into negotiations for the disposition and redevelopment of the property upon the completion of this review.

4.1. Submission Requirements

Respondents must complete the 17 Main Street Response form provided with this RFP in its entirety. The form includes the following types of information:

- Project Details
- Developer Qualifications
- Developer Experience
- Financial
- Implementation

Concise and relevant information is encouraged. Respondents may attach additional pages of narrative response. Please clearly reference the corresponding section of the form for each additional response.

For a copy of the Required Response form, please contact Andrea Smith at:

asmith@ogdensburg.org

4.2. Site Tour (Optional)

Optional site tours can be arranged by appointment by submitting an email request to:

Jessica Kooris at:

jkoooris@vitanuova.net

4.3. 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.

4.4. Delivery Method

The submission shall be sent by email in a single merged file (PDF format) to:

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

4.5. Proposal Timeline

All submissions must be received no later than 3:00 PM EST October 29, 2021.

The date stamp from the email transmission received by the City will determine the time received.

4.6. Screening 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).

- ✓ Completeness of response
- ✓ Relevant development experience
- ✓ Respondent's experience with contaminated properties
- ✓ Compatibility of proposed uses with Ogdensburg's BOA
- ✓ 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.

