



Deferiet Brownfield Opportunity Area (BOA)

DRAFT

Community Participation Plan

June 2023



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Section 1: Introduction

The Study

The Village of Deferiet, in partnership with the Town of Wilna, has been awarded a Brownfield Opportunity Areas Program grant from the New York State Department of State (NYS DOS) Brownfield Opportunity Areas (BOA) Program to examine the reuse of underutilized and vacant properties located within the Village. The *Deferiet Brownfield Opportunity Area Nomination* (Deferiet BOA) will include a multi-disciplinary, comprehensive approach to brownfield redevelopment based on sound planning principles, environmental analysis, and economic and real estate analysis.

The BOA program will enable Deferiet to identify strategic opportunities to return dormant or underutilized areas back to productive use while restoring environmental quality and will examine economic market trends and environmental constraints. The Deferiet BOA is a locally driven study being undertaken by the Village and Town as they strive to restore economic vitality and to maintain the environmental integrity of the greater community.

The outcomes of Deferiet BOA are anticipated to be:

- A comprehensive land use assessment and analysis
- An economic and market trends analysis of regional and local forces
- Identification and description of all brownfield sites with an emphasis on the reuse and redevelopment potential
- Recommendations for future uses and actions to redevelop strategic sites and revitalize the study area.

A brownfield is defined as “...any real property, the redevelopment or reuse of which may be complicated by the presence or potential presence of a contaminant.”

(NYSDEC)

Project Team

Elan Planning, Design & Landscape Architecture, DPC (Elan) has been selected to work with the project Steering Committee to facilitate the study. Joining Elan's team of professionals are Barton & Loguidice, DPC and 4Ward Planning, Inc. In addition, a local Steering Committee has been established to help guide the Nomination study.

Community Participation Plan

Community participation provides an opportunity to gather information from the public regarding the history or future plans of a given property or corridor. This input allows informed decisions to be made regarding the investigation and ultimate development of a site within the study area. This study involves a significant public involvement component to gather input from residents, property owners, business owners and various other stakeholders.

The goal of the Community Participation Plan (CPP) is to foster communication and trust between the public, the Village of Deferiet, applicable regulatory agencies, and the Project Team during the course of the planning process.

The CPP outlines an approach to achieve the following objectives:

1. To share information with the public regarding the planning process;
2. To provide opportunities for the public to voice issues, concerns and opportunities; and,
3. To provide an opportunity for the public to contribute their perspective in the development of the Deferiet BOA as well as a vision for the community.

This CPP details the approach that the Steering Committee and its Project Team will use to inform residents, property owners and Deferiet BOA will not only rely on the expertise of the Project Team but will substantially rely on local stakeholders from within the Village. This will include municipal planners, engineers, lenders, developers, property owners, business owners, government officials and community members.

The details of these project components are discussed further in the remaining sections of this CPP.



Section 2: Deferiet BOA

Site Location

As illustrated in Figure 1: Deferiet BOA Boundary Map (see Attachment A), the Deferiet BOA follows the Village boundaries and measures approximately 627 acres.



Section 3: Scope of Work

Project Scope

The BOA program, facilitated by the NYSDOS, is a two-step process. It includes a Nomination Study (Step 1) and a final Implementation Strategy (Step 2). Each step allows a community to take progressively deeper looks at its existing brownfield conditions and identify redevelopment strategies that may assist in correcting any environmental issues.

The Deferiet BOA Nomination will include an in-depth description and analysis of existing conditions within the study area, an economic and market trends analysis, and identification of opportunities and reuse potential of strategic brownfield sites that have been identified as catalysts for area wide revitalization.



Section 4: Citizen Participation Activities

Public engagement during the development of the BOA Nomination Study is a means to incorporate village residents in the future of the BOA and the former mill lands. Community engagement should both inform the public about the project and allow them to participate in forming the plan, thus ensuring community support, and understanding.

The following sections of this CPP summarize the measures that will be in place to maintain effective communication between the Steering Committee and the community throughout the process.

Deferiet BOA Steering Committee

The Steering Committee has been established to provide guidance and serve as a project steering group during the project. The role of the Steering Committee is to review and provide input on documentation, help evaluate study findings, and to prioritize the brownfield sites. The Steering Committee is comprised of individuals representing the Village of Deferiet, Town of Wilna, regional agencies, as well as business and property owners and residents of the study area. A complete list of Steering Committee Participants can be found in Attachment #2.

Elan will also provide updates to the Deferiet Village Board to keep them abreast of activities and progress as the Deferiet BOA moves forward.

As the Deferiet BOA moves forward, the Steering Committee will meet on a regular basis to discuss the progress of the project and to keep the community informed of the assessment activities. These Steering Committee meetings will generally coincide with significant project milestones. In advance of each Steering Committee meeting, Elan will prepare an agenda and distribute meeting materials to the full Steering Committee via email.

Project Website

A project website will be developed as part of the public engagement process. The website can serve as a repository of information that is easily accessible by the public inclusive of documents, maps, presentations, recorded events, etc., with built-in language and ADA accessibility features. It is also a place

where people can officially comment and subscribe to the project contact list, making it more organized than random comments on social media.

Public Meetings

To maximize public input, a variety of meeting formats will be used during the preparation of the Deferiet BOA. An overview of these activities follows:

Stakeholder Meetings: Working with the Steering Committee, the Project Team will identify key individuals in the community that have been or will likely be involved with the redevelopment of these brownfield sites. This may include public and private sector individuals such as private landowners, study area businesses or neighborhood groups. One-on-one meetings will be held to understand their issues, concerns, and ideas for redevelopment. A one-on-one setting is preferred for the stakeholder meetings as people are more comfortable expressing their ideas and desires.

Proposed Meeting Location: To be Announced

Public Meeting #1 - Project Update: The Vision Statement, inventory and market analysis will be presented to the public at the Public Presentation, along with preliminary land use and development scenarios. This presentation will be structured to provide a project update and involve residents and business/property owners within the project area. This workshop will elicit community input on major issues, concerns, alternatives, and opportunities within the study area.

Advertising for the public workshop and securing appropriate meeting space will be a collaborative effort between the Village and the Project Team. The Project Team will be responsible for facilitating the discussion and engaging the public at the workshop and will prepare poster size visuals of the study area, maps and associated pertinent data/material.

Proposed Meeting Location: To be Announced

Multi-Agency Project Group: In addition to the public participation methods outlined above, a Multi-Agency Project Group will be established. The group will include representatives from Jefferson County, the Village of Deferiet, Town of Wilna, the BOA Steering Committee, and key stakeholders including the Department of State, and private landowners. The group will meet bi-annually to discuss the progress of the Deferiet BOA, along with tourism and economic development initiatives.

Proposed Meeting Location: To be Announced

In-person Events

It is sometimes more convenient to go to community events rather than scheduling a meeting that the public has to make an effort to attend. Places like farmers markets, events in the park or fire house, Regis Court Apartments, or Village Hall are excellent options for setting up a 'pop' event to educate and solicit input.

Virtual Outreach

Given recent events, Elan has also focused on expanding virtual participation options. Statistics show that over 50% of adults will not attend a public meeting yet 85% of adults are online (computer or phone) and 95% of teens are online.¹ Conducting online public engagement can bring a wider audience and builds a space or record that will be available for years to come. We have seen these statistics play out, for example, with online surveys that attract hundreds more, diverse, respondents than an in-person Open House held at the same time. To take advantage of this trend, we have devised quick and easy ways for the public to submit feedback on key project elements - such as vision, goals, strategies, and potential project ideas - that are informative and fun. These have included visual preference surveys, interactive maps, and live polls during public meetings. Virtual methods that don't require internet access have included text (SMS) campaigns and interactive mapping stations set up in strategic community spaces. Promoting engagement opportunities through posts and videos distributed via the Town and Village and other project partners social media outlets, online newsletters, and press releases is an effective means to bring awareness and increase the number of respondents.

Public Notification Procedures

To develop interest and to encourage participation, announcements relative to Community meeting dates and venues, project status, and/or the availability of reports will be posted on the Village's website.

Notification of meetings or other project status-related announcements will also be provided on the events calendars associated with the following internet web sites:

Information Repositories

Historical environmental reports (if available), pertinent correspondence, the Work Plan document package, future reports, and this CPP will be available for public review at the information repositories identified below:

Paper Copy Location:

Village Hall
68 Riverside Drive
Deferiet, NY 13628

In addition, the project website will be a resource for stakeholders and interested parties throughout the duration of the study. The website will include draft reports, meeting notes, mapping and dates of upcoming opportunities for public involvement and input. The project website can be found at www.DeferietBOA.com.

¹ The Golden Circle of Online Engagement, APA webinar.

Contacts

The following information provides contact information for local, regional, and state agencies participating in the Deferiet BOA Nomination.

[Village of Deferiet](#)

Contact information for the Village's primary representative is listed below:

Janet Zando, Mayor
Village Hall
68 Riverside Drive
Deferiet, NY 13628

[Town of Wilna](#)

Janet Zando, Mayor
Village Hall
68 Riverside Drive
Deferiet, NY 13628

[New York State Department of State \(DOS\)](#)

The DOS is the primary sponsor of the Deferiet BOA and has provided funding for the project. In addition, the DOS will provide oversight, direction, and technical assistance throughout the duration of the project. Contact information for the DOS representative for this project is provided below:

Ms. Kylie S. Peck
Office of Planning, Development & Community Infrastructure
New York State Department of State
317 Washington Street
Watertown, NY 13601
Kylie.Peck@dos.ny.gov
(315) 916-4121

[Elan Planning, Design & Landscape Architecture DPC](#)

The project team will provide technical expertise for the duration of the project. The lead consultant on the Deferiet BOA will be Elan Planning, Design & Landscape Architecture, DPC (Elan) of Saratoga Springs, New York. Comprising the rest of the consulting team are Barton & Loguidice and 4Ward Planning Inc. In

addition to their role as team lead, Elan will serve as public facilitators. The primary contacts for the project team are listed with contact information below:

Ms. Lisa Nagle, AICP
Principal-in-Charge
Elan Planning, Design and Landscape Architecture, PLLC
18 Division Street, Suite 304
Saratoga Springs, NY, 12866
lnagle@elanpd.com
(518) 306-3702 ext. 11

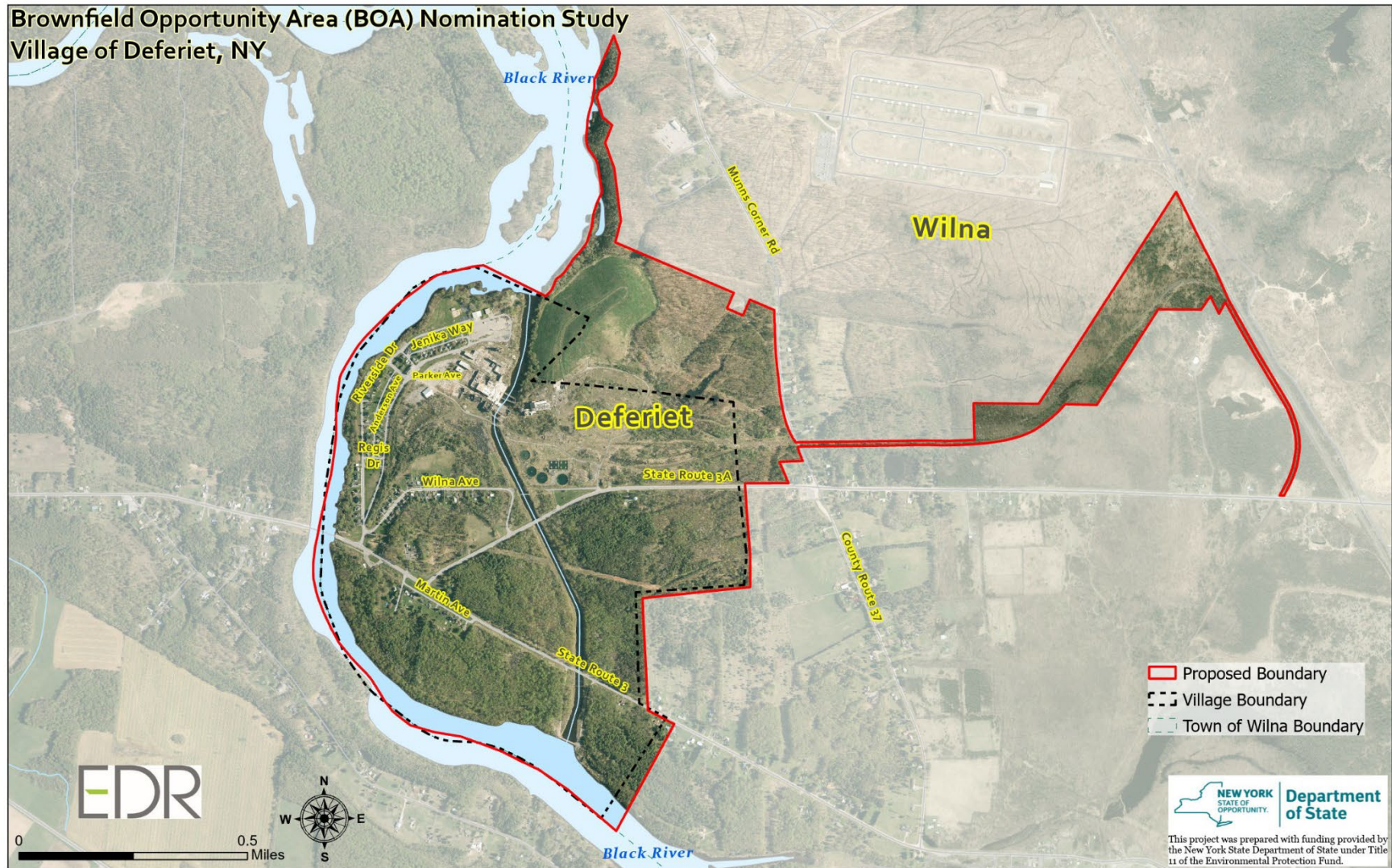
Ms. Susan Caruvana, AICP, LEED AP
Project Manager
Elan Planning, Design and Landscape Architecture, PLLC
18 Division Street, Suite 304
Saratoga Springs, NY, 12866
scaruvana@elanpd.com
(518) 306-3702 ext. 17



Section 5: Schedule

This project will commence during the spring of 2023 and is expected to continue for fourteen (14) months. The project schedule is included as Attachment #3 to this document. This schedule will be amended as required to best meet the needs of the project as it moves forward.

Appendix A: Deferiet BOA Boundary Map



Appendix B: Deferiet BOA Steering Committee

- ▶ Janet Zando, Mayor, Village of Deferiet
- ▶ Michael Bourcy, Director, Jefferson County Planning Department
- ▶ Sarah Bullock, Community Development Coordinator, Town of Wilna
- ▶ Carla Fowler, Community Development Specialist, NYS Tug Hill Commission
- ▶ Anna Peck, Trustee, Village of Deferiet
- ▶ Harry Peck, Resident
- ▶ Rob Sligar, CrossCountry Mortgage
- ▶ David Zembiec, CEO, Jefferson County Industrial Development Agency (JCIDA)

NYS Team

- ▶ Kylie Peck, Revitalization Specialist, DOS
- ▶ Tracy Darougar, NYSERDA

Appendix C: Deferiet BOA Schedule

SECTION 4: PROJECT TIMELINE

Task	Title	2023												2024			
		FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
Component 1 - Scope of Work																	
1.1	Project Scoping	★															
Component 2 - Community Participation and Techniques to Enlist Partners																	
2.1	Community and Stakeholder Participation		★	⊕													
Component 3 - Draft Nomination																	
3.1	Description of the Project and Boundary					★											
3.2	Community Participation and Techniques to Enlist Partners			△													
3.3	Existing Conditions Analysis						★										
3.4	Final Recommendations and Implementation Strategy									★							
3.4.1	Recommendations for Revitalization and Redevelopment																
3.4.2	Interagency/Partner Engagement										★						
3.6	Implementation Strategy & Matrix											★					
Component 4 - Completion and Distribution of the Draft Nomination																	
4.1	Draft Nomination and Executive Summary										★		★				
Component 5 - Final Nomination and Application for Designation																	
5.1	Public Meeting												△				
5.2	Preparation of Final Nomination														★		
5.3	Application for Designation															★	
Component 6 - NYS Environmental Quality Review																	
6.1	Environmental Assessment Form																
Component 7 - Project Reporting																	
7.1	M/WBE Reporting																
7.2	Project Status Reports																
7.3	Final Project Summary Report																

- ★ In-Person Steering Committee Meeting
- △ Multi-Day Immersion and Public Open House
- ⊕ Interviews and Focus Groups