

MASSENA
BOA

Project Update

North Country Redevelopment
Task Force

April 30, 2015

Massena, NY

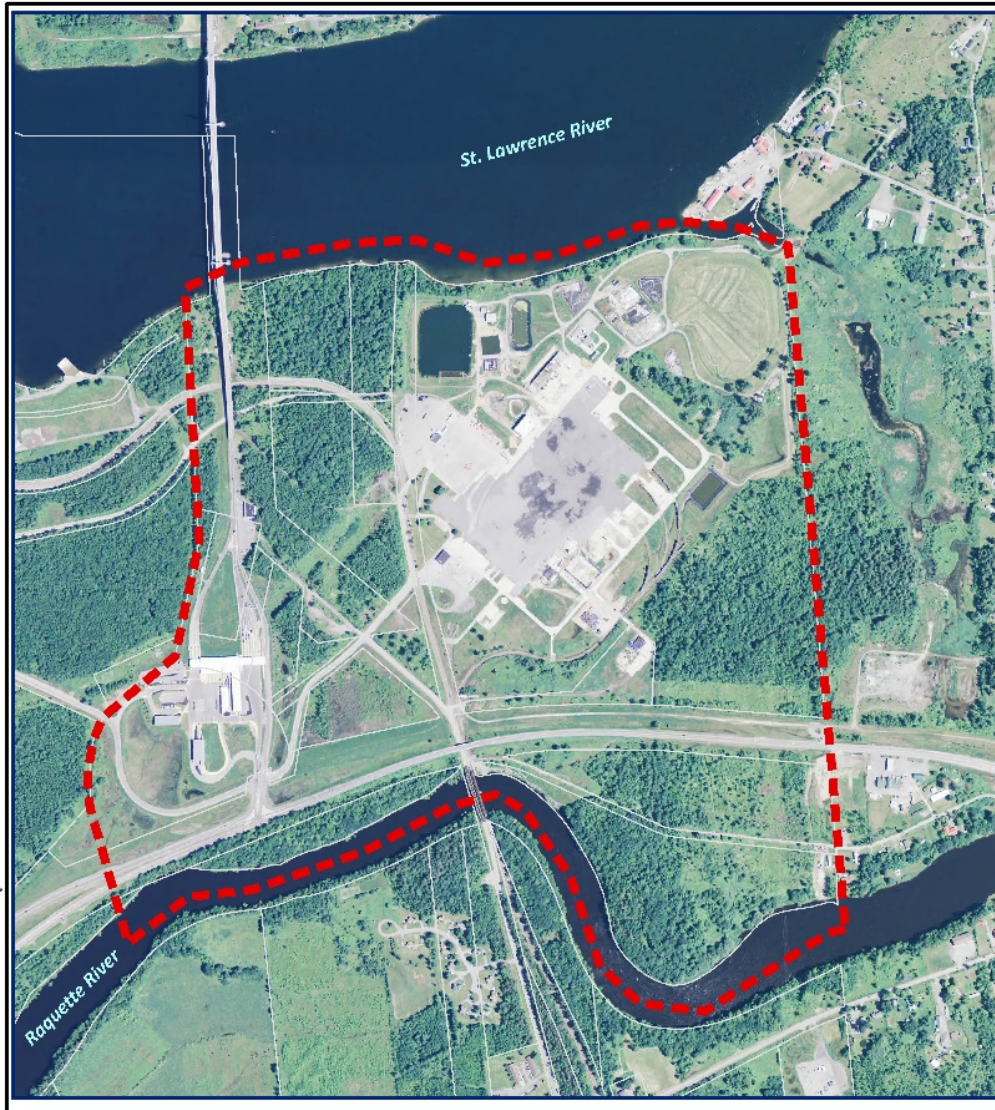
Purpose



GM Massena BOA Study Area – view from north
(photo credit: RACER Trust)

Develop a
Revitalization Plan
for the former
General Motors
Massena site

BOA Study Area



- 415-acre Study Area
- St. Lawrence Seaway (north)
- Raquette River (south)
- Akwesasne/St. Regis Mohawk tribal land (east)
- Alcoa (west)



Steering Committee Project Goals (January 2015)

- **Unified Vision** – There is a need for a clear and unified vision to guide future use and redevelopment.
- **Support Environment and Economy** – Redevelopment approaches need to balance environmental protection for land and people with economic development and job creation.
- **Leverage Assets** – The site’s location on the Canadian border and access to inexpensive reliable power have the potential transform the site in a way that benefits all stakeholders.
- **Balanced Process** – Participants noted the need for the project to be built on a balanced process that openly engages the public, municipal and tribal governments and local and regional partners.

Project Scope

Tasks	Estimated Timing	Steering Committee Meetings	Forums
1. Project Initiation	Jan 2015	SC1	
2. Goals and Existing Conditions	Apr 2015	SC2	
3. Community Engagement Plan	May 2015	SC3	Community Visioning Forum
4. Redevelopment Feasibility Analysis	Jul 2015		
5. Market/Economic Analysis	July 2015	SC4	
6. Site Build-out Analysis	Oct 2015		Community Planning Charrette
	Dec 2015	SC6	
7. Marketing Plan	Sept 2015	SC5	
	Oct 2015		Developers Roundtable
8. Revitalization Plan	Feb 2016	SC7	Regional Partners Round Table
	Apr 2016	SC8	Public Hearing
	Jul 2016	SC9	
9. Project Management	On-going		

Community Engagement

Timing	Forum	General Public	Stakeholder Focus Group
May-June 2015	Community Visioning Forum	✓	
Sept 2015	Reuse Planning Charrette	✓	
Oct 2015	Developers Forum		✓
Jan-Feb 2016	Regional Partners Roundtable		✓
Apr-May 2016	Draft Revitalization Plan Hearing	✓	



Contact Information

St. Lawrence County:

Heidi Ames (hames@stlawco.org / 312-379-2292)

GM Massena BOA project website:

<http://www.gmmassenaboa.skeo.com>

Skeo Solutions Contact:

Matt Robbie (mrobbie@skeo.com / 434-975-6700 x278)