

# Greene Planning



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## **Town of Cairo Main Street Revitalization Strategy** ***Public Information Meeting, Gallagher's, September 28, 2009, 6:30 p.m.***

The Town of Cairo has been working for the past year on a Main Street Revitalization Strategy to improve the key Main Street area of the Town, and create a better climate for business and residents alike. A Revitalization Committee, along with Greene County staff, has been actively engaged in the development of the Plan. The Town hired Dadrus Architects, a firm with nationally-recognized expertise in Main Street revitalization in order to create a unique, comprehensive strategy that can be implemented successfully by government, business and not-for-profits in Cairo to make the Main Street area vibrant and successful.

The study area for the Cairo Main Street Strategy is Main Street (County Route 23B) between Route 23 south at Stewart's and the banks, and Route 23 North near Toad's Stereo headed toward Windham.

National studies have shown that Main Streets are important because they:

1. Reflect the community's heritage;
2. Represent a significant portion of the community's tax base;
3. Are an ideal location for independent businesses;
4. Are the historic core of the community;
5. Often are a major tourist attraction;
6. Are convenient shopping centers because they are in walking distance to neighborhood centers;
7. Often are civic/government centers.



**Gallagher's Banquet Hall is a good example of a historic building that can become a community anchor.**



**The National Bank of Coxsackie is one of the two bank buildings recently constructed on the "Eastern Gateway."**

**The Cairo Town Board and Cairo Main Street Strategy Committee are hosting a public information meeting at Gallagher's Banquet Hall, located at 513 Main Street, Cairo on *Monday, September 28<sup>th</sup>, beginning at 6:30 p.m.* A presentation will be provided by the Project Team to discuss the recommendations of the Main Street Strategy. Copies of this Informational Flyer and the Draft Report are available at the Cairo Town Hall and are downloadable from [www.GreenePlanning.com](http://www.GreenePlanning.com)**

**Main Street Revitalization Program**



A strategy is not a Comprehensive Plan or a zoning ordinance. It isn't a regulatory tool that will force people to follow the Strategy with the renovation or enhancement of their individual properties. It is a roadmap to assist the community in its revitalization, and create the kind of community that they would like to live and work in.

In the same way you wouldn't build a house or start a business without a plan for success, Main Street Revitalization should begin with a plan with action steps achieved over a period of time.

The implementation of the Strategy involves more than just Town government actions, but also encourages the private sector and business groups to make supportive actions that assist with the implementation of the Strategy.

Cairo's Main Street continues to have many of these characteristics, and other Main Streets in Greene County have been experiencing growth as new investment has come to these historic areas. New businesses and apartments have been created, and property values have risen dramatically.

Groups such as the National Trust for Historic Preservation have established principles for community to follow in their Main Street Revitalization efforts. Ten key findings of national research on successful Main Streets from various organizations is summarized above.

- **Organizational model reflects strengths of the community.**
- **Multiple traffic generators within walking distance.**
- **Physical environment of a quality and character where people want to live.**
- **Take advantage of unique heritage & have regional significance.**
- **Pedestrian scale and walkable, with street-level attractions.**
- **Downtown has a diversity of uses, activities, and residences.**
- **Broad public and private investment in downtown.**
- **Local, independent retailers and an abundance of food & beverages.**
- **Entertainment opportunities, downtown hours beyond 5pm.**
- **Strong & growing market for downtown housing.**

In short, Main Streets revive because the community cares about them, is willing to work to preserve them, and willing to make the investments and support the standards necessary for their success.



**Angela Canna Town Park is a key Town asset that can greatly benefit Cairo's Main Street.**

Ten core ideas have been recommended by the Cairo Revitalization Committee for implementation in Cairo. They are the following:

- ✓ **Creation of Main Street Commercial Retail Clusters.**
  - a. Restaurants.
  - b. Service Retail.
  - c. Sports/ski shop.
- ✓ **Development of a Visitor Information Center in Cairo**
  - a. Potentially combined with Chamber and other related uses to generate revenue to make the center as self-supporting as possible.

- b. Supports the idea of Cairo as ‘the Crossroads of the Catskills’ and a place where you can “stock up” for the trip into the mountains.
- ✓ **Creation of a Cairo Main Street Bed & Breakfast/Small Inn District.**
  - a. Assisting with the preservation of historic homes in Cairo by providing a viable revenue source that works with the buildings.
  - b. Bring tourists and potential new customers directly to Main Street.
- ✓ **Enhancing Cairo’s Gateways through a Gateway Project.**
  - a. New themed signage for the two gateways on Route 23 at each end of Cairo.
  - b. Ensuring other signage is in good condition and current.
  - c. Ensuring gateway buildings are attractive and show the community in a good light.
- ✓ **Enhancing pedestrian and vehicular connections to Angela Canna Town Park and the former Fairgrounds property.**
  - a. Good walking connections between the Park, Main Street and the Town Hall.
  - b. Using activities and festivals in the Town Park to help Main Street.
  - c. Ensuring that a potentially large-scale development site at the Fairgrounds has appropriate public infrastructure.
- ✓ **Preservation and enhancement of the historic architecture of Cairo.**
  - a. Finding appropriate economic uses for historic buildings that allow them to be maintained properly and benefit the community and their owners.
  - b. Using the buildings to draw tourists as an “attraction” in their own right.
- ✓ **Creation of a community gathering place on Main Street.**
  - a. Another way to generate traffic on the Main Street, and utilize existing building space in the “civic core.”
  - b. Working to engage youth to an appropriate place on the Main Street.
- ✓ **Main Street Urbanism in Cairo.**
  - a. Linking together “back streets” in Cairo to improve traffic flow.
  - b. Encouraging development in and near existing areas with already existing and enhanced infrastructure.



**The Bank of Greene County is an excellent example of a well-sited and attractive gateway building in Cairo.**

- ✓ **New Parking and Streetscape Enhancements in Cairo.**
  - a. Ensuring all public Main Street parking is well labeled and in good condition.

- b. Improving sidewalks where needed.
- c. Appropriate placement of street furniture and trees.

- ✓ **Creation of a Cairo Business/Retail Branding and Marketing Strategy.**
  - a. Creating a professional branding campaign that markets Cairo as the “Crossroads of the Catskills”.
  - b. Ensuring all signage, marketing materials, web site and related information have a common theme and look.
  - c. Linking Downtown with Purling and Round Top Tourism and Hospitality Businesses (cross-promotion).