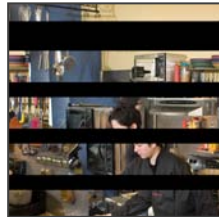


Village of Catskill, NY

Downtown and Waterfront Revitalization Strategy



FUNDING & ORGANIZING PARTNERS

The following partners were critical in the funding and completion of this report:

Greene County Legislature

Greene County Office of Economic Development, Tourism & Planning

Greene County Industrial Development Agency

Village of Catskill

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TABLE OF CONTENTS

Executive Summary

Project Purpose and Objectives.....1

Public Input.....3

Market Analysis.....6

Market Opportunities.....14

Public Investment.....22

Physical Enhancements Strategy.....34

Catskill Point Masterplan.....62

Implementation and Incentives.....68

Appendix



PROJECT PURPOSE & OBJECTIVES

Introduction

The Village of Catskill, nestled between the majestic Hudson River and Catskill Mountains, is a community at a crossroads. Building upon the momentum already established, Catskill is positioned to make significant positive changes that will ensure a successful future. Catskill's resurgence began with a committed group of local residents and business owners, investing their dollars in local enterprises and downtown property maintenance, and their valuable time into community groups and business support organization. An influx of artist, entrepreneurs, historically sensitive building owners and community activists have already found their way to Catskill in the past decade and contributed to the continuing efforts to improve the Village.

These dedicated locals, supportive organizations and incoming pioneers should be encouraged and supported, in the hopes that they will continue to invest time and money into Catskill and many more people like them will join in the efforts. Undertaking a Downtown and Waterfront Revitalization Strategy at this critical time will ensure that this positive momentum is continued so that Catskill launches into the future instead of regressing down a slippery slope, which is only too easy to do.

With the help of Greene County Legislators, the Greene County Office of Economic Development, Tourism and Planning, the Village and Town of Catskill, the Heart of Catskill Association and the Greene County Industrial Development Agency, this planning process involved all members of the community and took a comprehensive and in-depth look at Catskills assets, desires, needs and challenges. Taking into consideration the local demographics, regional significance, historical resources and economic potential of the Village, a vision was crafted for the community.

This plan focuses on what steps can be taken by the Village and its residents to re-create a downtown in which the entire community can take pride. A coordinated effort to improve the physical condition of the downtown while maintaining its historic quality, link the downtown to the proposed waterfront improvements, and launch a targeted marketing effort to recruit tourist based businesses that also appeals to the local population, is the foundation for long-term economic success. While the outer areas of the Village are not directly addressed in redevelopment strategy, the businesses and properties outside of downtown will also play a critical role in the Village's future and will benefit greatly from the efforts to renew the spirit of downtown. The implementation of this plan is dependent on enthusiastic support and tireless work by all interested stakeholders, from local residents and business owners to local government and private investors. Understanding the vision that Catskill is attempting to fulfill, and having a roadmap of the steps needed to attain that vision, will ensure success at all levels.

Success of this plan will come from the hard work and ingenuity of local residents and businesses.



A Vision for the Future

The Village of Catskill is the undiscovered gem of the Upper Hudson Valley. Geography, history, nature, community and culture collide in Catskill like nowhere else in New York State. This combination of assets is the recipe that will elevate the Village to a new level and make it known as the most desirable destination in the Catskill Region. The revitalization of Catskill will be continued with a unified approach, treating the various districts as one functional unit that is “Catskill on the Hudson.”

The waterfront is the focal point of the community. Properties along the Catskill Creek are developed and utilized in a way that takes maximum advantage of their waterfront location, providing recreational opportunities, public access, and views of and interaction with the water. Architectural and site designs are sensitive to the environmental vulnerability of the aquatic resources while contributing to the unique historic character of the village. Downtown and the waterfront are interwoven to create an experience unlike that of any other Hudson River Valley community.

The combination of Catskill's assets is the recipe that will elevate the Village to a new level and make it known as the most desirable destination in the region.

In this bright future, Catskill will offer something for everyone. Those who live, work and play in Catskill will find all of the activities, opportunities, and amenities they need to have a high quality of life and a rewarding experience within the Village. Recreational activities, cultural venues, and shopping opportunities will be available by day, while quality lodging, unique entertainment, and a variety of dining and night life options will delight by night. Parks, safe and attractive public spaces, historic character and a pleasant and well-designed streetscape offer comfort and convenience.

Catskill will have a variety of housing types, offering affordable and high quality options for all residents. The Village will exude life and vitality, with quality schools and libraries, public and private institutions, and a concentration of local and regional government services. A skilled and creative workforce will continue to attract successful businesses and industry to the region, further strengthening the economic stability of the Village. An eclectic mix of stores and a full complement of goods and services create an interesting, successful, functional downtown commercial district. The two sides of the creek, the unique business districts, and the residential neighborhoods are all connected to each other and to Main Street, functioning as a cohesive unit yet maintaining their distinct character and personality.

In this community where the mountains meet the river, a dazzling and successful future is just over the horizon.

PUBLIC INPUT



Public Input Process

The Downtown and Waterfront Revitalization Strategy for the Village of Catskill will be a working Action Plan that the Village can use to make physical, operational and policy changes that will work to improve the viability and quality of Catskill. The foundation of this plan is built upon critical and extensive input from the public. Residents, business owners, government employees, children, senior citizens, downtown shoppers, and many other individuals and groups form the collective community that makes up the Village. Those who live, work, visit, recreate, educate, support, and monitor Catskill are those best equipped to identify the features of the Village that should be maintained and built upon, as well as those issues and concerns that need to be addressed in order to make the Village a better place.

In order to collect ideas and input from various individuals and groups in Catskill, Elan Planning and Design scheduled a number of opportunities for public involvement to date, and actively encouraged the public to participate in this planning effort into the very last stages. Focus Group Meetings were held for two full days on February 25 & 26, along with additional dates scheduled as needed. A public Design Workshop was held on March 14, and



Attendees at the public visioning workshop recorded their ideas and desires for Catskill on charts and maps.

subsequent public meetings were held to reveal the recommendations of this plan and gather feedback from the community. Participants in both the Focus Groups and the Design Workshop were enthusiastic, insightful, and provided a significant amount of helpful information and ideas that otherwise would not have been a part of this plan.

Additional input was gathered through the distribution of a number of informal surveys. The Consumer Intercept Survey ran for a 5 week period and was administered by local business owners to identify where customers were coming from, what stores they frequent, and what they think is “missing” from Catskill’s downtown. A survey of Greene County employees identified when and where county

employees eat, shop and walk within the Village. Marina customers were also surveyed in order to gain more insight into the shopping, recreation, travel and activity habits of local and visiting boaters. While these surveys were not conducted using scientific methods, they did glean a great deal of useful information that Catskill government and businesses can use to gain greater understanding of the needs and desires of a wide range of Village users.

Common Themes

The most common theme across all of the public meetings is an overall positive attitude and outlook about the Village. Despite the fact that there are issues and concerns that need to be addressed about a variety of aspects of the Village, there is a pervasive love for the community coupled with hope and belief in a successful future. Participants used words like

welcoming, unique, historic, beautiful, friendly, and promising to describe Catskill. Even the words with negative connotations that were used to describe the Village had a hint of hope: rugged, unbranded, and disjointed were some of the few.

The overall themes that came across from the public input are that the Hudson River and Catskill Creek are unique assets that need to be better utilized and accessed, that the historic nature and current character of the community should be preserved, and that there are a number of things missing from Catskill that could greatly improve its sustainability and growth with little effort. While there were a number of other issues discussed, many of the comments and ideas fell under one of these three categories.

In terms of access and utilization of the water resources, people cited the following as issues to be addressed:

- i. Better access points for viewing, boating, fishing, and other water-based activities
- ii. Improving upon the current land-uses that front on Catskill Creek
- iii. Cleaning up and reducing the number of industrial and non water-based uses along the Creek
- iv. Increasing advertising and education about what the River, the Creek, and the Village have to offer boaters and those interested in water-based recreation activities.

In order to protect or improve the historic nature and unique character of the Village, a majority of participants suggested the following:

- i. Ensuring proper maintenance of buildings, historic structures, sidewalks, streets, and other properties
- ii. Being mindful that new development fits in with the scale and character of the Village
- iii. Controlling growth so that it remains affordable for current residents to live in the Village

Components identified that are currently missing from the Village:

- i. The lack of lodging in the Village is a significant deterrent to tourism and local visitors
- ii. Ways to physically find the Village and then know where to go and what to do once you arrive are few and far between, pointing to the need for better signage, advertising, and an information center of some kind
- iii. A proper balance and critical mass of basic goods and services is lacking downtown, including groceries, convenience items, personal and business services, etc. See below for a complete list of the items mentioned
- iv. Lack of consistent hours for retail businesses and particularly restaurants was a concern
- v. Integrated activities and events that provide opportunities for locals and can bring in tourism dollars as well

Frequently Mentioned Items

There were a number of suggestions and concerns that were repeated during various focus groups and at individual tables at the design workshop, in addition to the issues identified above. It is important to note those items that are at the forefront of many people's concerns, as those are the things that should be addressed in a thorough and timely manner in the initial stages of plan implementation if possible. Creating a better quality of life for the current residents of the Village is a priority, and when people participate in a process and see real change within a short period of time they become highly invested in the process and in the community.



Public meetings were well attended and included a wide cross-section of community residents and business owners.

The following lists are not comprehensive, nor are they in any particular order.

Issues and Concerns:

- i. Parking can be a problem
- ii. There are not adequate activities for youth and teens, especially at night
- iii. Affordability of living in Catskill is difficult for some
- iv. Inconsistent hours of operation and offerings from stores and restaurants make it difficult to consider downtown a reliable destination for evening and weekend activities
- v. Need and desire exists for parks, green spaces, meeting places, and other public space
- vi. Better physical connections need to be made between neighborhoods, downtown, West Main and West Bridge Streets, recreational spaces, and other Village assets

Unique Ideas

While many of the focus groups and design workshop tables had similar themes and suggestions, there were a few ideas that were original or innovative and stood apart from the rest. These ideas are included here so that they can be preserved and can be contemplated by the Action Team and the public for their feasibility.

- i. Local radio station streaming events, ads, local info, etc. with corresponding signs along transportation corridors to alert travelers to listen in
- ii. Bring Spirit of the Hudson to Catskill for it's home base, at Dunn Site
- iii. Expanding Façade Program for Main Street to ALL buildings, regardless of use
- iv. Bring satellite location for Columbia Greene Community College, preferably at an underutilized site such as the Verizon building or St. Patrick's
- v. Trader Joe's, health food store or other specialty grocery store on or near Main Street
- vi. Creating a Trolley or local bus system that connects all of the critical areas of the Village and outlying areas



MARKET ANALYSIS

Introduction

The Village of Catskill is at a critical stage in its economic development. A number of viable businesses have opened and thrived in recent years, and many long-standing businesses are still operating on Main Street and beyond. Buildings are in the process of being renovated for new uses, and a number of other properties are available to host additional businesses and attractions. Understanding the market and the customers that will be served by these existing and future businesses is critical to their success, and by extension the success of the Village.

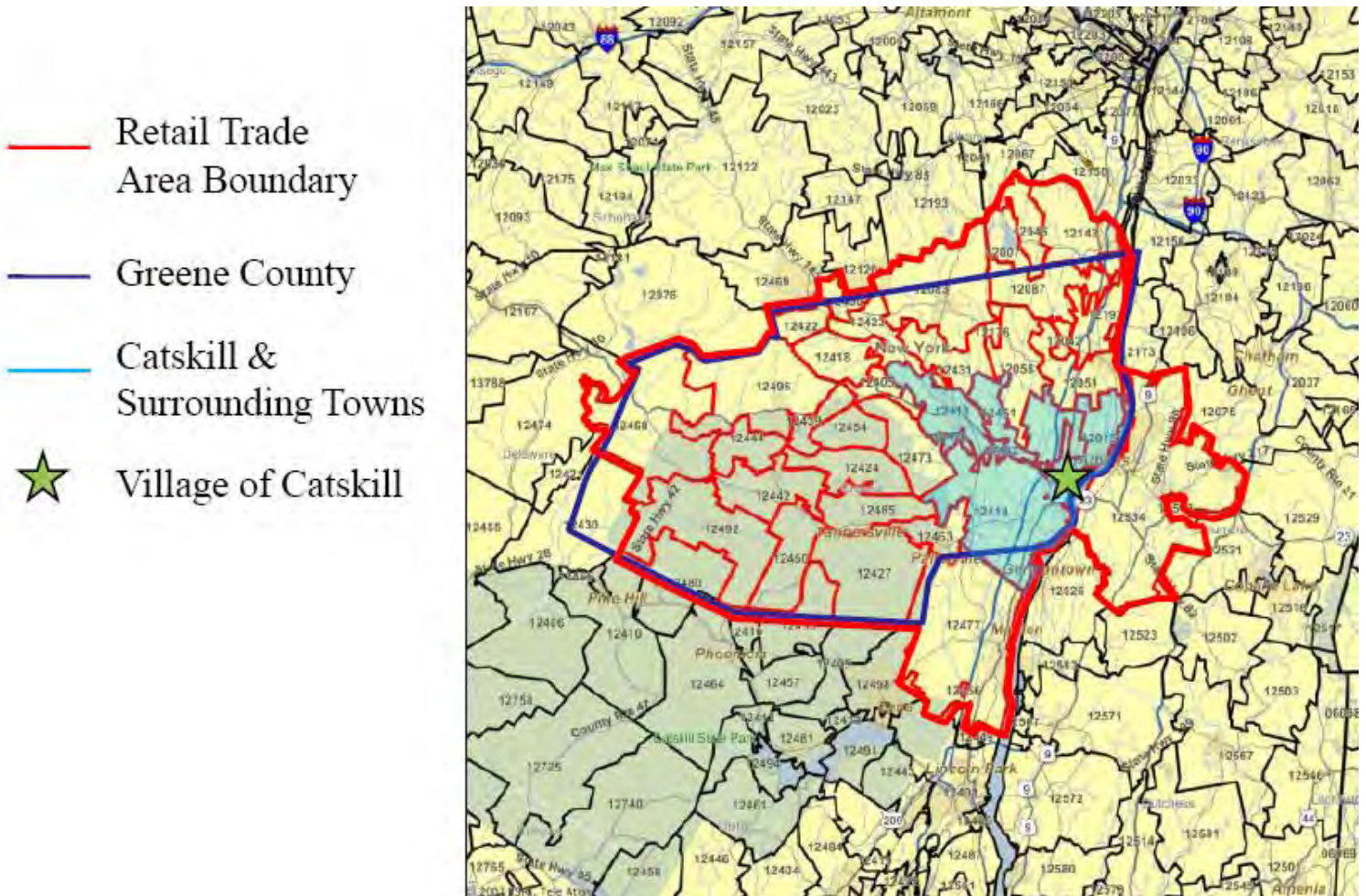
While each business would typically conduct their own thorough market analysis that fits the needs of their specific venture, the information provided by this market analysis will provide a good foundation of knowledge about the average Catskill consumer and their needs and desires. Businesses can use this information to decide what goods or services are missing from the current offerings, cater their retail offerings to the desires of the local population, and focus their marketing efforts on the appropriate audience. Knowing your customer can be the single most important factor in creating and sustaining a successful business, and having a critical mass of successful businesses will be a key factor in the sustainability and growth of the Village.

A comprehensive and in-depth report was assembled by Greene County in 2007 titled *Greene County Comprehensive Economic Development Plan*. The information contained in that report is invaluable to any business or individual interested in doing business in Greene County. The market profile information contained herein and in the Appendices of this document should be considered a complement to the *Greene County Comprehensive Economic Development Plan*. Please see Appendix for more detailed background data.

Retail Trade Area Boundary

During the initial stages of this study, a retail trade area was delineated with input from focus group meetings, the Action Team, Greene County Office of Planning, Economic Development and Tourism, and the consultant, Elan Planning & Design. This retail trade area is intended to capture the frequent and occasional customer of Catskill from the local population. The Village of Catskill is home to Greene County offices and has the largest “downtown” in the county. In many respects, Catskill serves as the business, commerce, and social hub for all of Greene County. Understanding the demographics and spending patterns of the residents within the Trade Area is critically important to the future of Catskill’s business community. To that end, further detailed information was obtained for smaller geographic areas within the Retail Trade Area: the Village of Catskill, and a smaller local trade area including portions of the Towns of Catskill, Athens, Cairo and Coxsackie, and the Villages of Catskill and Athens.

The wider Retail Trade Area, as shown on the map below, contains most of Greene County, a small portion of Albany County to the north including the Village of Ravena, and a small portion of Ulster County to the south including the Town and Village of Saugerties. Portions of Columbia County surrounding the Rip Van Winkle Bridge were also included, as this is a major transportation corridor for many Columbia County residents.



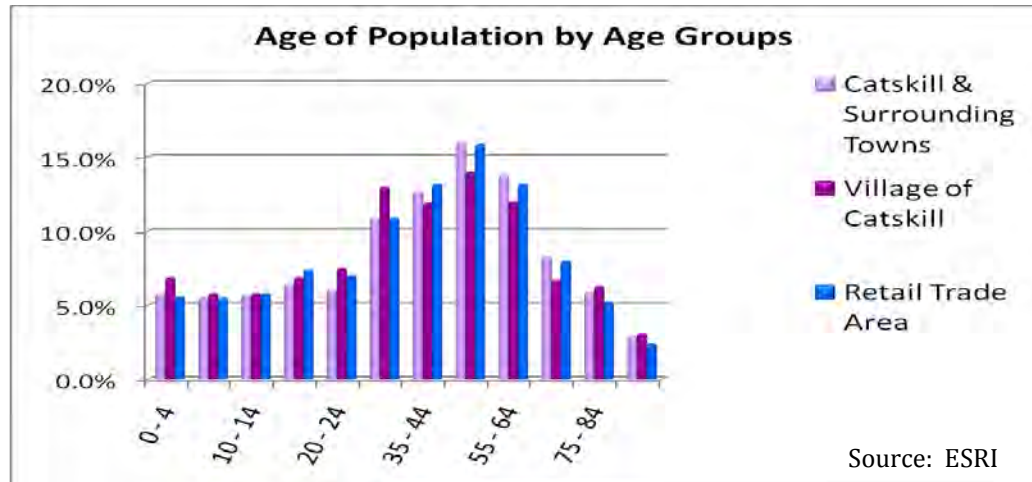
Demographic Profile

The total population of the Retail Trade Area is 104,242, with 41,239 households and an average household size of 2.4. The population is expected to grow at an annual rate of .47% between 2008 and 2013. The following table shows a demographic comparison between the various trade areas studied in this report. As expected, the Median Household Income increases as the geographic area becomes wider and the trade area encompasses more rural, resort and second home areas.

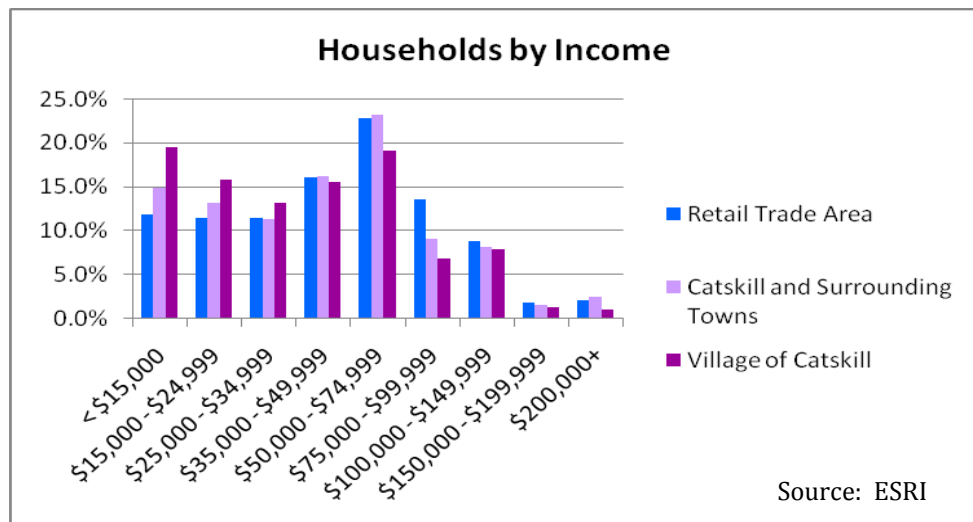
Study Area	Population	Median Age	Median Household Income
Village of Catskill	4,518	38.4	\$36,025
Catskill & Surrounding Towns	21,457	42.7	\$44,659
Retail Trade Area	104,242	41.3	\$49,078
New York State	19,554,879	37.4	\$58,692

Source: ESRI

The median age for the Retail Trade Area is 41.3. The following graph shows the 2008 estimated population breakdown by age group for the three trade areas. The largest age group is the 25-44 segment, at 34.5%, which indicates a high demand for jobs, home-ownership, places suitable for beginning families, and active recreation activities. The senior population, at 13%, is on par with the State average of 13.2% and slightly above the national average of 12.6%.



The median household income for the Trade Area is \$49,078 and is expected to increase approximately 2.99% per year through 2013. Per Capita income is \$24,997. The median household income for New York State, for comparison purposes, was \$58,692 in 2008. Nearly 35% of all households within the Retail Trade Area have income below \$35,000. 52.3% of households in the Retail Trade Area have an income between \$35,000 and \$100,000, and the remaining 12.8% have income greater than \$100,000. Income is a good indication of spending power, and positively correlates to retail spending. While there is a significant amount of disposable income being shown in the Retail Trade Area, the Village itself has greater proportions of lower income residents. Retailers will need to be sensitive to this information and provide affordable and practical goods for the Village residents while also having higher-end offerings for regional residents and tourists.



Community Tapestry

Community Tapestry is an analysis of population invented and conducted by ESRI, a data mapping and GIS company. Community Tapestry is used to precisely identify and target specific consumer groups and operates on the “birds of a feather” principle, meaning that people with similar tastes, lifestyles and behaviors to seek out others with the same tastes, and therefore neighborhoods are likely to be home to similar people. This tool allows businesses to understand consumers/constituents and supply them with the right products and services. Each neighborhood is analyzed and sorted by more than 60 attributes including income, employment, home value, housing type, education, household composition, age, and other key determinants of consumer behavior. The tapestry data is presented in 65 segments that range from 1 (most wealthy) to 65 (least wealthy).

Tax parcel data was obtained for the Retail Trade Area and sent to ESRI for analysis. The top six tapestry segments were identified as follows:

31 – Rural Resort Dwellers	23.4%
24 – Main Street, USA	9.4%
18 – Cozy and Comfortable	7.4%
33 – Midlife Junction	5.7%
29 – Rustbelt Retirees	4.8%
46 – Rooted Rural	4.4%

Source: ESRI

As the names of these categories suggest, most of the regional residents who fall into these categories are working class suburban and rural homeowners with simple tastes, healthy retirement funds, and an interest in civic issues, sporting events, and travel and leisure activities. The number one category, Rural Resort Dwellers, has a tendency toward second home ownership in areas similar to the Catskills. While these categories are not significantly wealthy, they are comprised of people who tend to spend money on many of the types of activities and amenities offered in and proposed for the Village of Catskill.

While the top six categories do not represent a great deal of wealth in the area, further analysis of the tapestry data reveals that a combination of the top 10 most wealthy tapestry categories totals approximately 19.4% of the Retail Trade Area population. This has considerable implications for the economic and retail potential surrounding Catskill, which existing and potential businesses should take note of and use to their advantage to the greatest extent possible. Knowing that the spending power is there, businesses can determine the correct marketing strategy to attract those customers to the Village. Please see Appendix for a complete package of the demographic and tapestry data collected during this study.

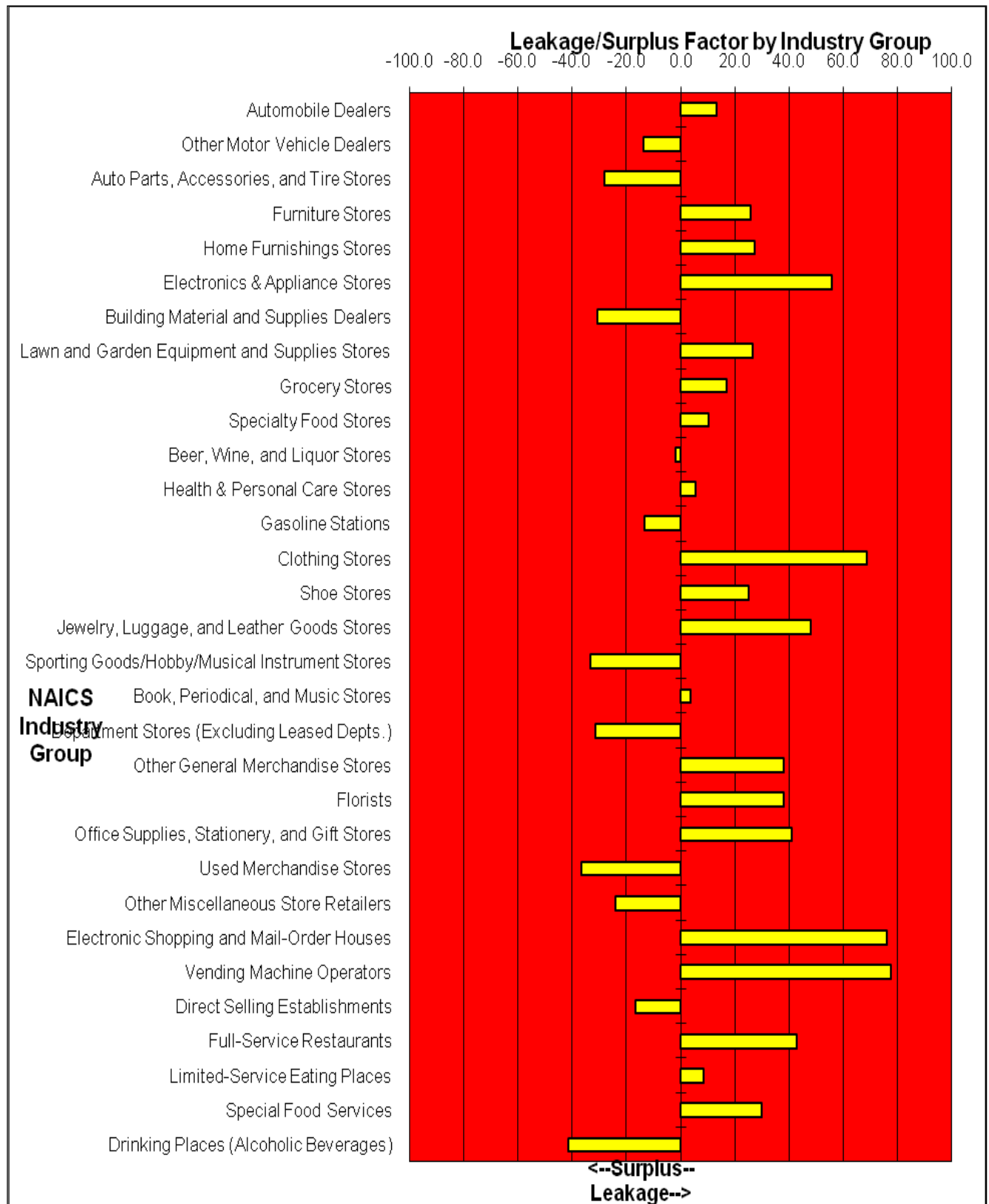
Retail Surplus and Leakage Analysis

Consumer behavior patterns are a key indicator of retail potential for any given area. Understanding where people travel and for what types of goods and services in general can be compared to existing conditions in an area to provide insight on what markets may already be served, versus where there may be opportunities to fill in the spending gaps. With this as a basis of understanding, additional markets may be explored.

Examining retail sales and demand is one way to determine where people spend their money, what they spend their money on, and what they would like to buy. Conducting a Retail Surplus/Leakage analysis determines whether the Catskill Trade Area fulfills the retail demand of its consumers. If people are traveling outside the trade area to buy a certain item, there may be an opportunity to open a store to fulfill this need.

In this analysis, the sales and demand figures listed above are compared to determine the 'Leakage/Surplus Factor', which is a measure of demand relative to supply. The factor ranges from 100 (total leakage) to -100 (total surplus). For example, if there were demand for a retail item that was not available anywhere in the Trade Area, the factor would be 100. This means that consumers are seeking that item and spending their consumer dollars outside the Trade Area.

Retail Trade Area Leakage/Surplus Factor by Industry Group. Source: ESRI

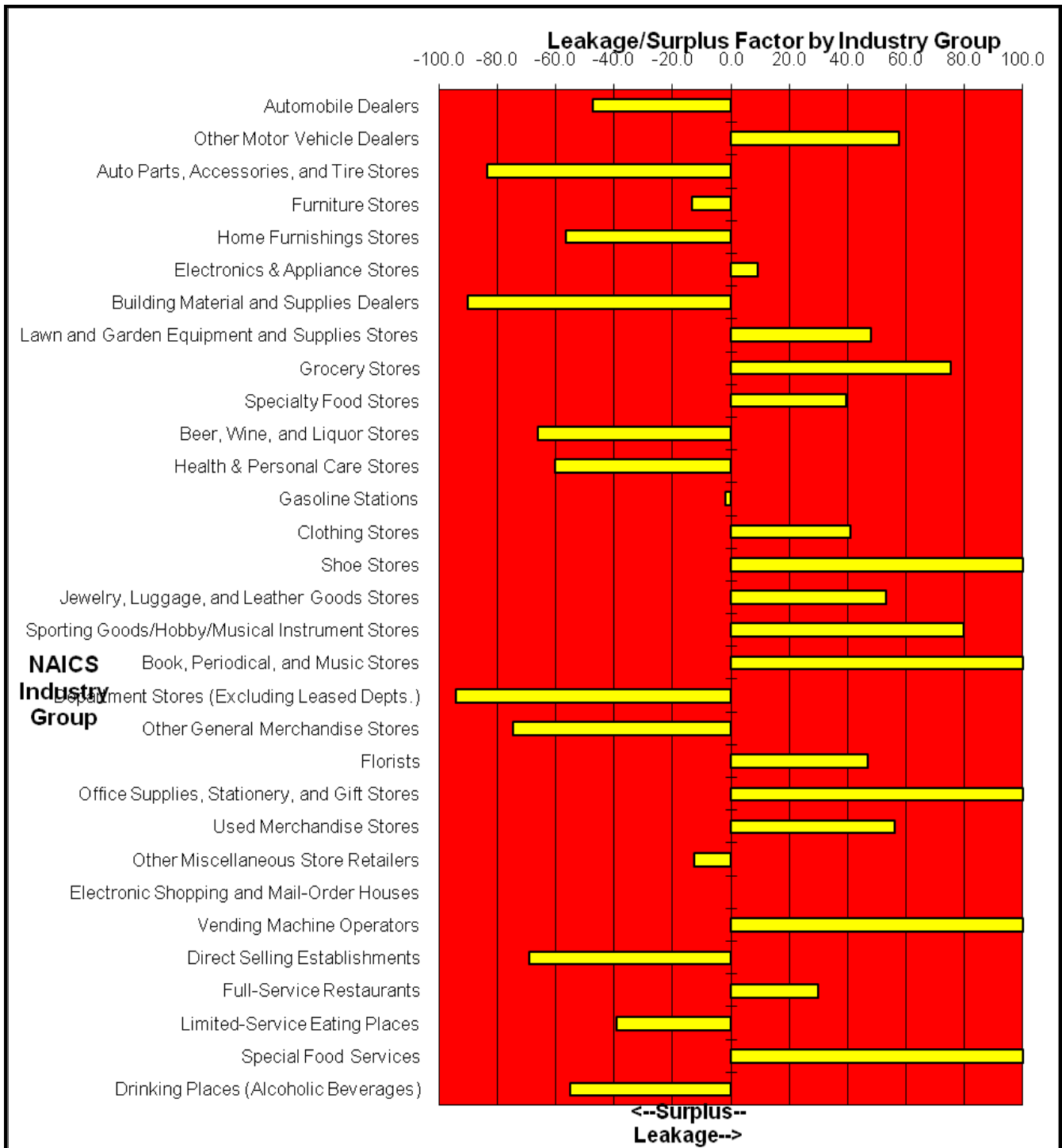


The Leakage/Surplus analysis conducted for the Retail Trade Area shows a variety of supply and demand relationships for different industries. Some business types, such as Auto Parts, Building Materials, Sporting Goods, and Drinking Places show a surplus, meaning that these businesses are all operating and filling most of the demand within the Trade Area, and even capturing consumer dollars from outside the Trade Area. This is not to say, however, that these businesses are not needed or desirable for the Village of Catskill. A thorough analysis of market demand for these business types within Catskill and the Retail Trade Area should be done before a business in one of these categories is pursued.

While only 10 industries showed surplus within the Retail Trade Area, 21 industries reported leakage of some degree. Of those 21 industries, 14 showed a leakage factor of over 20, and 6 showed a leakage factor over 40, representing a significant opportunity for new businesses to locate and thrive in Catskill. A few industries that showed significant leakage for the Trade Area that could complement the existing businesses in Catskill include Furniture and Home Furnishings stores, Electronic and Appliance stores, Clothing and Shoe stores, Jewelry, Luggage, and Leather Goods stores, Office Supply, Stationary, and Gift Stores, Florists, and Restaurants.

Significant surpluses in the Village indicate that regional residents are already accustomed to visiting the Village to fill certain needs, such as Building Materials and Supplies, Beer, Wine and Liquor Stores, Department and General Merchandise Stores, and Home Furnishings Stores. These shopping habits represent a positive opportunity based on a trend toward multiple-errand shopping trips and the tendency for people to remain within their comfort zone and seek out new experiences within these places. Equally significant leakage in the Village indicates that there are a number of local needs that are not being met by the current retail offerings. These business types should be immediately evaluated and targeted for location within Catskill.

Village of Catskill Retail Leakage/Surplus Factor by Industry Group. Source: ESRI



MARKET OPPORTUNITIES



Introduction

The Greene County region has a significant amount of attractions that combine to create the ideal tourism destination, while also providing a sustainable and pleasant place to live. The combination of elements, from waterfalls and bike trails to amusement parks and ski areas, and from downtown shopping to waterfront relaxation, the Catskill area offers something for everyone. Catskill as a community is uniquely positioned to become the center for the myriad activities available in the region. Historic buildings, a compact historic downtown, numerous waterfront parks and properties, and a central location combine to provide the perfect vacation destination, and also make for a high quality place to live.

When close to home, people seek basic goods and services such as personal care items, groceries, liquor, and restaurants. People are willing to travel further from home for regional retail items such as those found at major big box retail centers. People are willing to travel even further if the result of their effort is a distinctive store, recreation experience, entertainment venue, or restaurant. Stores, restaurants, entertainment venues, and recreational attractions in this category can be thought of as “destinations.” For example, people may be willing to travel further for a specialty store that sells unique items, or a special recreational experience. The destination experience can also be a combination of both, such as a restaurant with outdoor seating overlooking the mountains, or a retail store combined with an art gallery.

Healthy downtowns have a mixture of all three scales of retail and entertainment. These types of retail stores, restaurants, entertainment venues, and recreational experiences can serve the local market by making the community a fun and exciting place to live, as well as bringing in people from outside the community to spend time and money. The nature of these retail and destination businesses allows them to locate in downtown areas, inhabiting renovated spaces and benefiting from the foot traffic and small-town atmosphere provided by such a location. A successful Main Street has a wide variety of offerings, hosting mainly retail businesses on the first floor with office spaces and residential units above. Finding a niche that Catskill can fill in the tourism and shopping market within the Hudson Valley could make it a destination for a much wider range of visitors.

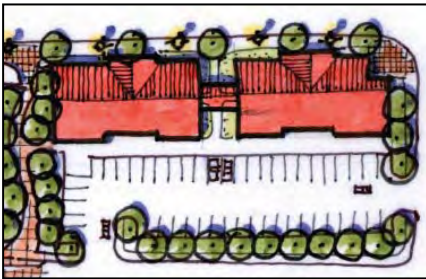


Lodging

Currently, Catskill is severely lacking in consistent and reasonable lodging facilities, particularly within downtown. If the vision for Catskill's future is to be realized, the provision of lodging facilities within the Village is absolutely critical. Catskill should be, can be, the hub for the entire Catskill Region, but only if it has the infrastructure in place to get to that next level. Providing hotel accommodations will not only give visitors to Catskill a place to stay, it will allow regional tourists and visitors to make the village their base of operations for their Catskills vacation. Establishing lodging within the downtown, as opposed to along the major transportation routes outside of the village, will provide greater exposure for Catskill as a tourism destination while allowing overnight guests to experience the full range of activities Catskill has to offer.

The ideal lodging facility for Catskill is the boutique hotel. This style of lodging provides the flexibility, size and quality required to fit in with the scale and needs of the area. New hotels in Catskill should be built to complement the existing architecture of downtown and serve to infill or redevelop areas of the downtown that have been identified in this report. Any lodging facility should strive for an atmosphere that exemplifies the character and culture of Catskill, providing excellent service and adding to the overall experience of a visit to Catskill.

Specific locations suggested for new lodging include the area of Main Street adjacent to the Dunn property, West Main Street on either the north or south side of West Bridge Street, on the waterfront near Catskill Point, or potentially on the Hop-o-nose housing site, if it were to ever be redeveloped. These locations are ideal due to their location, size and redevelopment potential. Outside of the core of the village there is another location suitable for a hotel, at the corner of Route 9W and Main Street, which would be more visible for passing travelers and potentially capture more tourism dollars for the Village.



Lodging Development Options

clockwise from top left: Corner of Main Street and Bronson Street, Con-e-Island property, Hop-o-Nose housing redevelopment, Hop-o-Nose Marina and surrounding properties

Museum and Interactive Center

A major tourism element missing from Catskill is a museum or similar interactive learning center. The importance of having this type of facility cannot be overestimated in a tourist community, as it often serves as an anchor destination. In addition to being attractions in and of themselves, museums provide a place for families with children to visit, an alternative activity for a rainy day, and an opportunity for visitors to learn more about the history and resources of the community. A centrally located museum in Catskill would be a key component in this revitalization effort and will have a positive ripple effect throughout the community.

In order to be competitive in this era and truly become a desirable attraction, museums today must be hands on and activity based. Interactive exhibits, live demonstrations and technologically advanced displays are critical elements of successful museum facilities. Potential themes for a Catskill museum could focus on the historic industries and character of the area, specifically transportation, and the Hudson River as an artist haven, transportation corridor, and a critical component of the development of America.

The two most desirable locations for this museum facility would be on the Dunn Property, or on the Con-e-Island property at the corner of West Main and West Bridge Streets. Both of these locations would provide ample parking, opportunity for interaction with the Catskill Creek, and close proximity to Downtown. In either location, the museum would serve as an anchor destination, enticing visitors to come to Catskill who would then discover the wide range of opportunities the Village has to offer. Waterfront dining, retail shops, public dock access, and the proposed amusement facilities on the Con-e-Island property would all enhance the experience for visitors and provide a full day of activities for the whole family.

Tourist Attractions and Destination Development

In order to truly become a successful tourism destination, Catskill must find ways to develop the underutilized properties in the heart of the Village into destination uses that are attractive to the desired tourist demographic. Catskill should be teeming with activities and opportunities that appeal to families, couples, children, active seniors, outdoor recreation enthusiasts, history buffs, and art lovers. While a wide variety and sustainable balance of businesses, recreation options, stores, lodging, restaurants and other activities is necessary for success, so too is the presence of major destination traffic drivers that will bring in steady streams of visitors from a broad geographic area.

Attracting destination retail businesses would likely be one of the first steps in establishing traffic generators for Catskill. Enticing one or two well-known business that consumers are willing to travel longer distances to shop is a realistic goal for the Village. The Christmas Tree Shoppes is a store that fits in with the local demographics and has shown interest in locating in the Village. Coupled with another higher-end store to balance out the purchasing power of visitors, such a retail destination would bring a significant influx of people to Catskill and create a multiplier effect throughout the local economy.

Creation of amusement facilities or a similar family activity center would be a desirable addition to downtown as well. The plans presented in this report suggest options for expanding the Con-e-Island concept into a carnival-like space on the west side of the creek, including a small Ferris wheel, roller coaster, carousel and game center. The options for amusement or family destinations are endless, and a creative landowner or developer could conceive of an attractive and exciting model for Catskill. Attention should be given to the design, location and impact of any proposed amusement facility so that it enhances, rather than detracts from, the scenic and historic character of downtown.

Incorporating a water-based attraction into the Village will also be a critical element of the revitalization strategy. The properties in downtown along the Catskill Creek should be integrated with the water to the greatest extent possible, which includes providing activities and transportation options that incorporate and utilize the waterfront. One potential idea for a water-based destination is the riverboat tour concept presented for the Dunn property, operating a dayliner tour company on the Hudson or a dinner cruise similar to the Spirit of the Hudson. Visiting Catskill should be an experience, of which the water is an integral part.



A Dayliner tour boat or Dinner Cruise ship could be based out of one of Catskill's many downtown docks.

Water-Based Recreation and Tourism

Catskill's position on both the Catskill Creek and the Hudson River affords a wide variety of locations ideal for water based and water related activities and uses. Coupled with the proximity of the water to Main Street and downtown, the publicly owned and operated parks and facilities on the Point, Catskill's location presents a unique opportunity for a number of water-enhanced businesses. The highest and best use for properties along the creek should be considered those that take full advantage of their waterfront location.

People love to be near water, to see it, touch it and hear it. Providing every opportunity for residents and visitors to interact with the water will enhance their experience in the Village and improve the overall quality of life in the community. Aside from the major destination-type water-based uses mentioned above, a number of smaller scale water related businesses and activities should be provided along the creek. Waterfront dining, pedestrian boardwalks, scenic overlooks, kayak rentals, boat launches, marinas and canoe tours are just a few of the many options possible to provide water-based experiences in Catskill.

Catskill is the northernmost protected deep-water harbor on the Hudson River. Marina businesses continue to thrive in the community, providing mast-stepping services, dock rental, mechanic services, gasoline and other boater needs. Their valuable locations and good reputations are a significant asset to the area, and they are poised to be catalysts to further growth and expansion of regional water-based tourism activities. The marinas in Catskill would be well-served to examine the possibilities they have for improvement and expansion of their properties and services in order to be a contributing partner in the revitalization of the community.



Existing waterfront activities and facilities in Catskill can be built upon to create a water-based recreation destination.

Retail

Catskill is an eclectic community with a unique mix of shops and retail offerings. New stores are opening on a regular basis, from clothing boutiques and home goods stores to galleries and gift shops. Some of these businesses are extremely successful, while others are struggling to keep their doors open, for a variety of reasons. A critical mass of shops and a good mix of store types are necessary to create a thriving downtown, and the efforts of this revitalization strategy are geared toward ensuring the success of Catskills retail businesses.

Shopping is often cited as the number one vacation activity, and window shopping is as involuntary as breathing when one walks down a city street. The dense development pattern of Catskill, along with the tremendous development potential of in-town properties presents a significant opportunity for retail development. The historic buildings along Main Street and West Bridge Street are a fantastic location for retail businesses, and the development potential outlined on the specific properties in this report will only complement and enhance the current offerings. The Dunn Property, Main Street infill buildings, and the areas on West Bridge and West Main Streets are ideal areas for the addition of new retail businesses in Catskill. Connections between the various shopping areas will be critical, as well as the provision of parking, both of which are discussed elsewhere in this report.

The Route 9W corridor and other outlying areas have significant offerings in the categories of daily needs and services to accommodate much of the local population. The shops and businesses on Main Street in Catskill should not necessarily attempt to draw customers from those other businesses because they will not be able to compete on the basis of location, convenience, or even price. Businesses in downtown Catskill must be unique and complementary to the existing regional retail offerings if they hope to be successful.

As discussed in the Retail Marketplace Profile, Catskill has an interesting demographic makeup that requires further study by any potential retailer in order to ensure they “hit the mark” with their mix of goods and price point. One or two “destination retail” establishments would be desirable in order to generate the desired level of traffic to the community. New shops and infill retail should be sensitive to the existing offerings, complementing rather than competing with the existing businesses. While a significant amount of retail would be included in the redevelopment of the Dunn property, it is important that the development does not reduce the vitality of the existing Main Street shops, but rather enhances the whole experience of shopping in Catskill.

Equally important is that the businesses in Catskill cater to both local residents and visitors. The goods and services required by those who live and work in Catskill may differ greatly from the retail desires of tourists and visitors. Having a variety of stores that cater to different sectors will be a recipe for success. Identification of the retail desires of the anticipated tourists is difficult at this time, but a number of businesses on the wish list of the local resident were identified during the public input process. Some of those potential business ideas are as follows:

Bookstore	Small grocery
Pet shop	Deli
Clothing & shoe stores	Linens/curtains
Brewpub	Sporting goods
Restaurants	Cocktail lounge or nice bar

Home Improvement Market Niche

A successful niche market has been established in Catskill over the last few years in the home goods sector. A bath supply shop, cabinet shop, tile maker and retailer, lighting store and appliance business have all found homes in storefronts on Main Street. This collection of interrelated business has created a compact destination for both home design professionals and do-it-yourselfers who want a one-stop shopping experience but still desire the quality and customer service that are often absent at big-box stores.

The existing shops have become somewhat of a regional destination, and this momentum should be maintained through collaborative advertising and the establishment of complementing businesses. Additional shops such as a linen or curtain maker and a flooring store that would further expand the offerings and convenience of this market sector and establish Catskill as a regional hub for home improvement.

Catskill's business community, and individual businesses, are highly encouraged to continually survey and study their market to ensure they are providing the right goods and services at appropriate price points. Existing and potential businesses can utilize the retail marketplace data contained in this report as a beginning step to determine the right type and character of shops and mix of goods and services appropriate for Catskill. Obtaining periodic updates to local, regional and tourist demographics is helpful in this endeavor, as is the use of surveys and other tools to gauge the needs and desires of existing customers. Collaboration between businesses, preferably in the form of a Business Improvement District or Chamber of Commerce, along with working with the Catskill Local Development Corp., cannot be undervalued and is critical to Catskill's success.



Home improvement stores have found a market niche on Catskill's Main Street.

Restaurants

Catskill has seen an influx of new dining establishments over the last few years. However, a lack of consistent hours, tendency toward catering to the lunch crowd, and the small number of restaurants have hindered the ability of Catskill to gain a reputation as a good place to dine in the region. A major element of successful downtowns is a large number and wide variety of restaurant offerings, and if Catskill is to thrive as a destination community, this critical mass of restaurants must be achieved.

The first and most important step in establishing Catskill as a dining destination is to encourage the existing restaurants to maintain consistent and convenient hours of operation. There are a handful of excellent restaurants already operating in the Village, but they are open only on certain nights or during certain seasons, do not keep consistent hours, and often are closed during the dinner hour. In order to give the local and regional customer the message that Catskill is the place to go for a meal, they have to have faith that they can arrive in the Village and find multiple dining options that are open. A concerted effort by all dining establishments in Catskill to restore this confidence is required, and should be implemented as soon as possible.

Specific opportunities exist to create unique dining experiences in Catskill that cannot be found elsewhere in the region. The waterfront location of Catskill's downtown provides a number of locations where waterfront dining would be possible and desirable, especially when done in conjunction with the proposed redevelopment efforts.



As Greene County was once a major grower of hops, a brewpub would be a suitable business for Catskill, which could serve dual roles as restaurant, much needed night life option, and tourist attraction for beer connoisseurs and seekers of all things local. Hinchey's Brewery, with its main location in Albany, NY, had a bottling facility on the point and sold its beer in many Catskill restaurants and inns.

A local brewery would be a welcome addition to the existing restaurants in the Village.

Creating a brewpub with this historic brewery as a theme could be a wonderful addition to Catskill, becoming a tourism draw and fun place for locals to gather to enjoy a beer. A larger-scale tourism draw could be a regional beer tour featuring local draughts, with this renewed Hinchey Brewery as a destination stop along the route. Ideal locations identified for a brewery include the Mountain Tees building on the corner of West Main and West Bridge Streets or in a section of the Dunn property revitalization project, as well as a redevelopment idea for one of the buildings in Catskill Point Park.



The Mountain Tees building could be easily converted to a brewpub or German biergarten with outdoor seating.

PUBLIC INVESTMENT



Role of Public Investment

Public investment is a critical component of any successful community revitalization. In order for the majority of the projects and improvements in this report to be implemented, significant investment from multiple public entities will be necessary. Initial and ongoing spending on infrastructure, amenities and public spaces is required to transform Catskill into a community that will be comfortable, safe, attractive and interesting. Continual maintenance and improvements, along with consistent beautification efforts, will ensure that Catskill remains a desirable place to live, work and play. The Downtown Master Plan graphic shown below provides a detailed overview of the public investments projects recommended herein.

Many of the things that make a community special are the things that often are taken for granted and go unnoticed. Finding a parking spot close to your destination, feeling safe when you walk back to your car after dinner, having a shady spot to sit on a park bench and eat your lunch, or being able to throw away your trash without having to carry it for blocks. While the fabulous stores, the fun museum activities, or the delicious meal are the ultimate destination, it is the simple things can make or break the experience of visiting a place. Likewise, these details are what constitute a large portion of the quality of life in a community and determine the number and type of people who chose to live there. For the most part, these amenities and characteristics are provided by public entities.

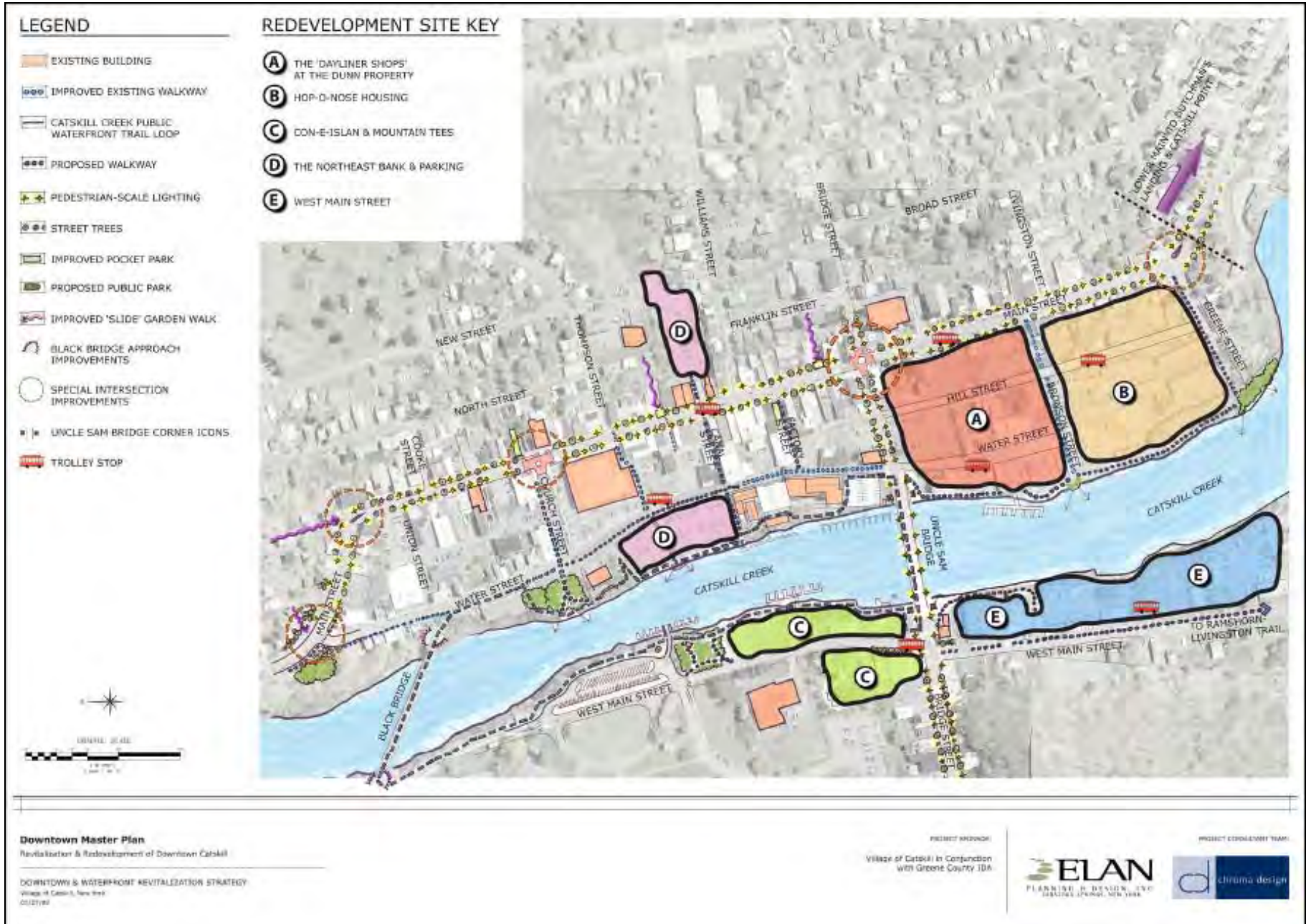
In Catskill, public investment can come from a variety of sources. The Village and Town of Catskill are both committed to providing the infrastructure and amenities needed to attract and retain visitors and residents. Greene County is, and will continue to be, a critical partner in a variety of arenas, from obtaining grant funding and direct project funding to cooperative advertising efforts and improvements to County-owned properties. Additional assistance is available from public and quasi-public entities such as the Greene County Industrial Development Agency and the Catskill Local Development Corporation. State and Federal funding through grant opportunities and other programs should be taken advantage of as often as possible by the local municipalities as well.



Creativity in the arena of public funding allows the combination of different financing and matching opportunities that will allow Catskill to see these projects come to fruition in a timely manner.

The “Cats” are a wonderful public amenity that brings the streets of the Village to life each summer and draws visitors from miles around.

Catskill Downtown & Waterfront Revitalization Strategy



Streetscape Improvements

The redevelopment ideas, market opportunities and new attractions suggested in this Revitalization Strategy are all intended to work together to bring the vision for Catskill to life. Bringing tourism dollars to Catskill is the main goal of these efforts, but if the physical place, the sidewalks, streets, trails and parks are not comfortable and inviting, people will ultimately not have a good experience here. Creating and maintaining the comfort and attractiveness of the community will ensure a positive experience for visitors, which will make them more likely to spread the word to their family and friends about Catskill, increasing tourism in the Village and the region. The Village has been conducting a number of streetscape improvement and beautification projects in recent years, as well as keeping up on maintenance, and it is critical that they continue or increase those efforts.

The Downtown Masterplan shows a number of improvements that could be made to improve the look and feel of Catskill. These include a number of streetscape improvements that can be undertaken in the near future, and will give potential developers confidence in the sincerity of the Village's efforts toward revitalization. Existing businesses and residents will benefit greatly from these improvements as well, which in turn may encourage them to invest in improvements to their own properties. While the Downtown Masterplan is shown at a small scale, it is a to-scale drawing that can and should be used as a guide for the following projects. The following are specific upgrades and projects that are recommended to enhance downtown Catskill.



Sidewalks, street trees, benches and flowers make this Saratoga Springs street a pleasant pedestrian environment, which could easily be replicated in Catskill.

TREES

Street trees are an important component of any downtown streetscape. When selected and placed properly, they create a barrier between pedestrians and the roadway, provide shade and cooling effects in the summertime and create a comfortable and pleasant ambiance on the street. They can also enhance the architecture of the buildings, provided they are placed with mindfulness to the existing structures and not at an arbitrary set interval. Ultimately, the tree planting patterns should complement the historic architecture of downtown.

LIGHTING

A consistent style of light fixtures creates a uniform look in a community, and can often help visually connect separate neighborhoods or development areas that otherwise would feel disjointed. Having the correct scale and level of light for various applications is also important for improving comfort, safety and ambiance in a community. Pedestrian scale light fixtures that are appropriate for sidewalks and trails are different from those that should be used in a parking lot or along a busy roadway. The placement of new light fixtures, as well as the size and scale, as illustrated by the Downtown Masterplan Drawing and associated images are examples of what is envisioned for downtown Catskill.

SIDEWALKS, CURBS AND CROSSWALKS

Pedestrian safety and comfort are critical to providing a positive experience in a downtown. Residents and visitors alike benefit from a high quality pedestrian environment. If people feel that they are safely separated from cars, have well maintained and even sidewalks to travel on, and ample opportunities to cross the streets unharmed, they remain longer and explore wider areas of the community. Walking in downtown for recreation and exercise become more enjoyable when the pedestrian areas are protected, attractive and free of hazards.



Certain areas of Catskills downtown have good sidewalks, curbing and crosswalks, while others are in need of repair and replacement. Guidelines for these improvements have been provided in the “Upper Main Street” and “Lower Main Street” sections of the Physical Enhancements Section of this report. Selective improvements are possible, as opposed to a full-scale replacement. Curbs should be handicapped accessible and crosswalks should be well marked and consistent. Reducing vehicle speeds and increased enforcement of New York State pedestrian laws by the Village Police force will further encourage walking along Main Street and other Village roadways.

TRASH CANS & BENCHES

Part of the experience of downtown is to sit on a bench, drink a cup of coffee or eat a sandwich, rest your feet, or simply sit and watch the world go by. People-watching is often cited as a highly desirable activity for travelers, and providing well-placed and comfortable benches allows many opportunities for people to do this. Catskill would be well served by placing high quality benches along Main Street and West Bride Street and throughout the various parks and redevelopment areas as part of this revitalization effort.



Trash cans are another necessary component of a downtown environment. They are both an amenity to the downtown user and a benefit to the community, by providing a convenient receptacle for trash and discouraging litter. Bins that fit in with the rest of the character and streetscape elements should be chosen, adding to the ambience of the street while serving a critical function.

SIGNAGE

Signs are a useful and necessary feature of a community. However, when signs are created and located in a haphazard and piecemeal way, they can detract from the character and beauty of a downtown. Having a uniform set of standards for the size, color, font, location

and materials for downtown signs is an easy and efficient way to accomplish a high quality visual landscape. Attention can also be paid to the number of signs and their content, with programs in place to combine information on single signs in order to reduce visual clutter and make it easier for visitors to locate their desired destination.

PARKING METERS

While it is recommended that the Village continue to charge a fee for on-street parking in the downtown area, the use of individual parking meters is not the most efficient or attractive means to do so. Not only do individual meters create inefficiencies in collection and often malfunction, they become bent and ugly as they age and they litter the streetscape unnecessarily. Removing the individual meters from Main Street would significantly reduce the visual clutter on the sidewalk and offer more room for street trees, benches, and other more desirable public amenities. Installing a series of single location metering stations similar to the one in the Village lot is strongly encouraged.

See the “Parking” section of this chapter, as well as the “Northeast Bank” section of the Physical Enhancements Chapter for further parking recommendations.

FLOWERS & LANDSCAPING

Attractive and well maintained landscaping elements, flowers along the street, and other beautification efforts can go a long way for improving the ambiance of a community. Whether provided by the Village, a not-for-profit organization, or a collaborative downtown business entity, flowers and landscaping can significantly impact the success of a tourism based economy. Flowers should be well maintained, consistent in location and design, and sensitive to the local climate and conditions. Landscaping is a more year-round effort that should be designed and maintained professionally and with sensitivity to the environment as well as to the seasonal nature of the climate and the tourism trends of the Catskill region.

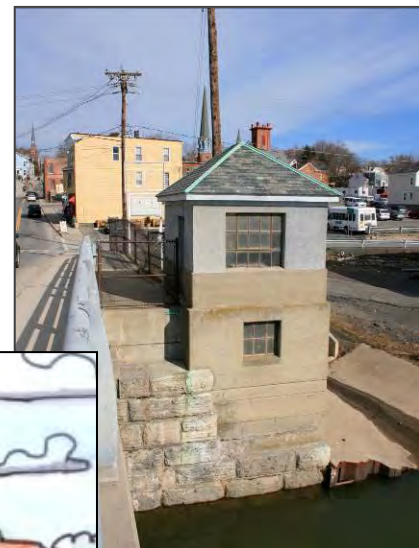


Public Information Center

Providing a visible and convenient location for visitors to obtain information about Catskill is a necessary aspect of this revitalization process. Having a comprehensive collection of brochures, maps, menus, guides and other informational materials will enhance the visitor experience and increase the likelihood of longer stays and more tourism dollars spent. It is critical that updated, complete materials be provided to visitors at all times, as misinformation can easily lead to a negative experience that will spread bad word-of-mouth about the community and decrease the likelihood of that visitor returning to Catskill.

This public information center should be centrally located in a place that is easy to see and access by all transportation modes, and should provide a sheltered area with well maintained displays. Some communities go so far as to staff their information centers during busy times of the year, which is not necessary at this time but is something that Catskill may want to consider as it grows and prospers.

A unique and innovative location for such an information center for Catskill would be one of the lifted and renovated “head houses” on the corners of the Uncle Sam Bridge. This location would be highly visible, easy to access, and would include a viewing platform over the creek, creating an exciting view of the Village as an additional amenity.



The bridge house on the Dunn side of the Uncle Sam Bridge could be replicated on all four corners to create information centers and creek-side overlooks downtown.

Parking



Catskill's current parking situation poses problems for many members of the community. During Focus Group meetings, participants indicated that the lack of adequate parking is a significant barrier to downtown activities and growth. However, the results of a preliminary parking analysis done in conjunction with the Greene County Office of Planning, Economic Development and Tourism revealed that the actual number of parking spots in the Village should be sufficient for current use levels. The arrangement, enforcement and quality of the parking, as well as perceptions and attitude, are where the problems likely originate.

There are a number of feasible community-wide programs to reduce parking problems in downtown. Local businesses, and especially government entities, should encourage ride-sharing and biking and walking to work, and can often offer incentive packages for those who participate in the program. Validation programs for parking during certain hours or visiting certain locations can entice people to use municipal lots rather than metered on-street parking. Strictly enforcing a one or two hour parking limit during business hours for all on-street parking discourages all-day parking in those spaces by downtown employees or business owners. Signage directing visitors to the public parking lots should be easily visible at all hours, appropriately placed, and of uniform size and design for quick recognition.

All downtown employees should be encouraged, or better yet required, to park in outer lots and on back roads rather than on the main roads and parking lots abutting Main Street. Retail and service businesses rely on the ability of customers to park near their location, and if the on-street parking near their storefront is occupied for eight hours by a downtown worker, their business suffers. The inconvenience that employees endure from walking an extra block or two to work pales in comparison to the economic benefits enjoyed by the whole community when customers can easily find a parking space.

Ultimately, if the revitalization of Catskill outlined in this report is successful, the demand for parking is going to increase significantly. Several options for providing parking structures to accommodate growth and the corresponding parking demand are included in the Physical Enhancement Strategy section. In the short term, the strategies outlined above can be implemented to help alleviate the current parking issues.

Transportation and Connections

Transportation is a necessary part of community life, and often something that municipalities struggle to make available. The needs and desires of a local population cannot always be met by the transportation options available, especially if a critical mass is not reached to provide public transportation in a cost-effective way. However, there are incremental steps to gaining the momentum needed to establish a comprehensive transportation system, with each individual step adding significant value to the community as a whole.

Recent health concerns and a trend toward increased outdoor recreation have spurred individuals, special interest groups and municipalities to work toward providing healthy transportation and recreation options for communities. Pedestrian amenities, safe traffic crossings, bicycle lanes, multi-use trails, and interconnected regional Trailways are increasingly attractive to users and should be provided whenever possible. Catskill has a number of regional trails that pass through or by it, which is wonderful for the community. Every effort should be made to ensure that the roadways in the Village are safe for all users, and that connections to places like the Ramshorn-Livingston trail and the Rip Van Winkle Bridge are maintained and strengthened.

Public transportation was identified during the public input process as a need and desire of the community. Certain residents would rely on public transportation to get to work, travel to nearby communities, or to conduct daily errands or appointments. Others saw public transportation as a luxury that would afford people the ability to travel within and around Catskill for convenience or recreation. Provision of a trolley service from Catskill Point into downtown, between various historical and cultural destinations, or simply between different areas of the Village was seen as an opportunity to entice additional visitors to explore what Catskill has to offer. A trolley service of this kind could be a significant benefit to everyone in Catskill, and would offer both local and regional connections in order to encourage regional tourism. Trolley stops would be incorporated into Main Street, at all major destination areas, and within the redevelopment areas explored in this report.

Public transportation, pedestrian and cyclist amenities and intermodal connections are critical components of a successful and accessible community.



Informational and Wayfinding Signage

Critical to the success of Catskill's future is the establishment and maintenance of a system of informative and directional signage to and within the Village. The ability of visitors to easily and efficiently locate downtown, navigate between major landmarks and destinations, and find the shops and amenities they desire adds to the experience of discovering new places.

One of the current issues facing Catskill is that though it is in such close proximity to a number of transportation corridors, many people do not know it is there. With Main Street and Bridge Street in a valley along the Catskill Creek, the Village is hidden from the view of travelers on Route 9W, Routes 23 and 23B, and the Thruway. Establishing a set of wayfinding signs that direct people to the waterfront and historic downtown of Catskill would greatly increase traffic and visibility. Likewise, visitors to downtown should be informed of and directed to the businesses on the outskirts of the Village that offer goods and services that may not be found at Main Street establishments. These signs would be incorporated into the redesign and improvement of the Village Gateways identified below.

Wayfinding signage within the downtown is critical as well. Directing people from Main Street to Catskill Point, informing Main Street customers that there are additional experiences to be had over on West Bridge Street, and pointing visitors to the various historic and cultural landmarks are all possible with good wayfinding signage. Other important information for such signs includes the location of restrooms, parking and other public amenities, directions to major entertainment attractions, and the presence of parks, trails and waterfront walking loops. Providing this information

Educational signage can be a wonderful addition to a community, especially when, as in Catskill's case, there is a significant amount of history and culture to inform people of. These signs add interest and entertainment value to the experience of exploring a new place, and they also inform visitors about aspects of the community lead to a heightened personal connection with the area.

As mentioned above, each of these signs should be uniform in design and combined where possible to reduce visual clutter of the streetscape. The Village would be well served to do a comprehensive signage study to identify the types of information they want to provide, appropriate locations for those signs, and a uniform set of signage standards.



These types of informational and wayfinding signage found in other communities could be replicated in Catskill.



Pedestrian Loop/Waterfront Walkway

Greene County is currently in the process of creating a “bridge to bridge” walking loop, starting from the parking lot of the County Office Building and proceeding north along the Catskill Creek, over the Black Bridge, along West Main Street, over the Uncle Sam Bridge and back down Water Street to the county lot. This walk will provide an opportunity for pedestrians to interact with the water and safely experience a larger area of the community. It will also serve as a connection between the retail districts on either side of the creek and the new development that will occur closer to Main Street on the Dunn Property and along Water Street.

Portions of the walkway are being completed as part of renovation of waterfront properties, while others will be undertaken with grant and county funding. Upgrades to both the Uncle Sam and Black Bridges will be part of this pedestrian loop project. Efforts will be made to connect the walkway to the creek as closely as possible, and a uniform style of walking surface, lighting, railings, and landscaping will establish a cohesive and easily recognizable public space.



The “Slides”



Catskill’s “Slides” are a unique feature of the community that can be used to enhance Main Street and Creek views, and maintain important visual and physical connections with surrounding neighborhoods.

The topography of the Village creates a number of interesting elements that are unique to Catskill. One such feature is the “slides,” the formal and informal walkways and stairs that have been established from the upper neighborhoods down to Main Street. In addition to the pedestrian access these slides provide, they also afford attractive vistas of downtown and Catskill Creek that greatly enhance the character of the village. This connection of neighborhoods, to downtown, and to the waterfront is one of the elements that make Catskill so distinctive.

Upgrades to the slides would include clearing of brush and debris, repair and replacement of damaged stairs and ramps, well-designed and easy to maintain landscaping elements, and pedestrian scale lighting and amenities. Ensuring safety and security in these areas at all times of the day is also a chief concern, and can be addressed largely by physical design elements such as lighting and open lines of sight.

Attempting to create views of the waterfront from the upper areas of the Village should also be a goal of any and all upgrades to the slides and the roads that connect to Main Street. The more visual and physical connections that can be established between downtown and the waterfront, the more attractive the community will become.

Public Docks & Boat Launches

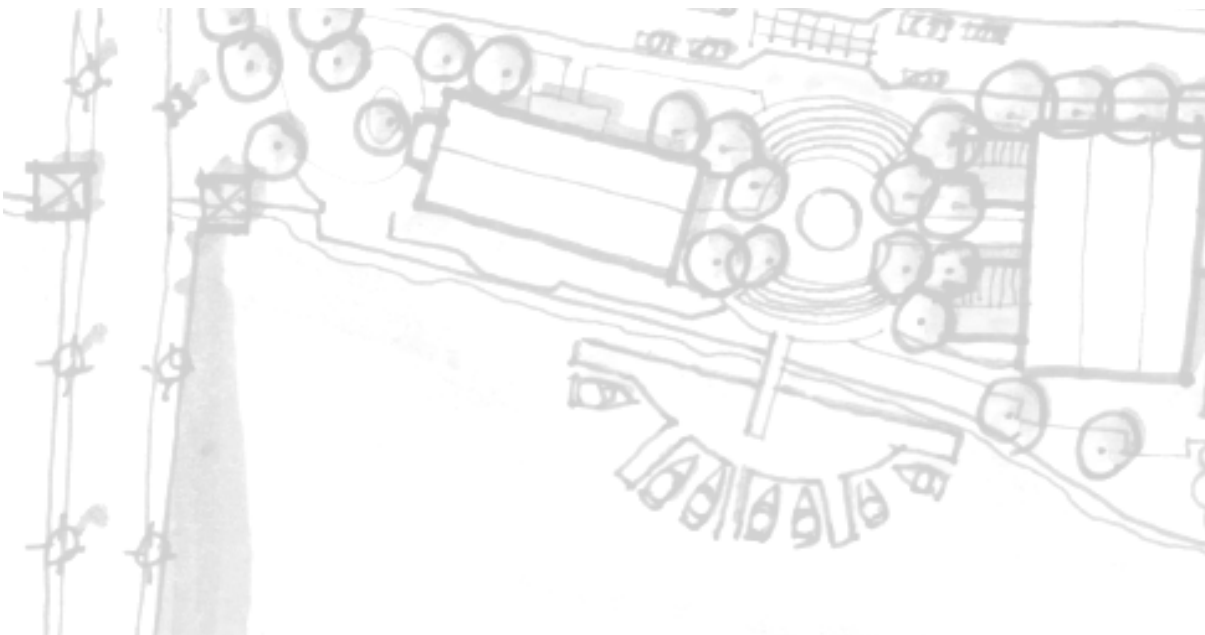
Waterfront activities should be at the forefront of Catskill life, whether it is for residents or tourists. Providing public access to the Catskill Creek and Hudson River will provide ample opportunities for water based recreation, as well as reinforce the desired connection between downtown and the water. Docking and launching facilities should be easy to locate, convenient to use, and integrated as closely as possible to downtown, public spaces and local attractions.

Public dock spaces at Catskill Point and near downtown on Catskill Creek will allow visitors to come to Catskill from the surrounding region by boat and explore the Village. Likewise, ample boat launch facilities encourage boaters to use Catskill as a launching point where they can enjoy some time on the water and then have access to the local amenities and activities. Kayak and canoe launches with associated convenience facilities will draw recreation lovers to the community, and also provide locals with opportunities to more readily enjoy the bounty of nature that the region has to offer.

The proximity of the Ramshorn-Livingston Wildlife Sanctuary is a significant asset to Catskill, and efforts should be made to educate everyone about the recreational possibilities that are available there. Visitors coming to the region for other recreational activities such as hiking, fishing and rafting should also be made aware of the boating opportunities in Catskill.



Water-based recreation access within downtown Catskill would be a major tourism draw, as well as enhancing quality of life for local residents.



PHYSICAL ENHANCEMENTS STRATEGY



Introduction

When studying Catskill, it is critical to take into consideration issues such as the local geography, transportation, natural features and current development patterns. During the creation of the Phase 1 report for Catskill, the Greene County Office of Economic Development Tourism and Planning, the Greene County IDA, and the consultant defined a study area for the Village, as shown in the Phase 1 report in the Appendix. However, it was important to take a step back for this revitalization strategy and look at the context of the Village within a wider area.

For this reason, a one-mile radius was established around the core of the Village, as shown in the Study District Redevelopment Plan below. Within this area, the major gateways, transportation corridors and critical properties and attractions were identified in order to ensure that the Village is properly incorporated in to the surrounding context. Proper attention must be paid to where people are travelling and visiting in the region, how they get to the Village, or why they may not even be aware that the Village is nestled down in the valley by the Catskill Creek.

Once the regional context was determined, the Village was examined to identify smaller study areas within Catskill; neighborhoods or areas that function as a distinct area with a unique personality or set of store types. These areas were broken down into districts that could be considered separately or as part of the whole. The properties surrounding Catskill Creek were identified as desirable to function as one unit and were dubbed the “Entertainment District.” Main Street is already functioning as the heart of downtown and has an identity with its local characters, historic buildings, and walkable streetscape. Lower Main Street is mainly a residential area but was recognized for its importance as a connection between Main Street and Catskill Point. The Point functions separately as a recreational and cultural destination.

Master Plan Overview

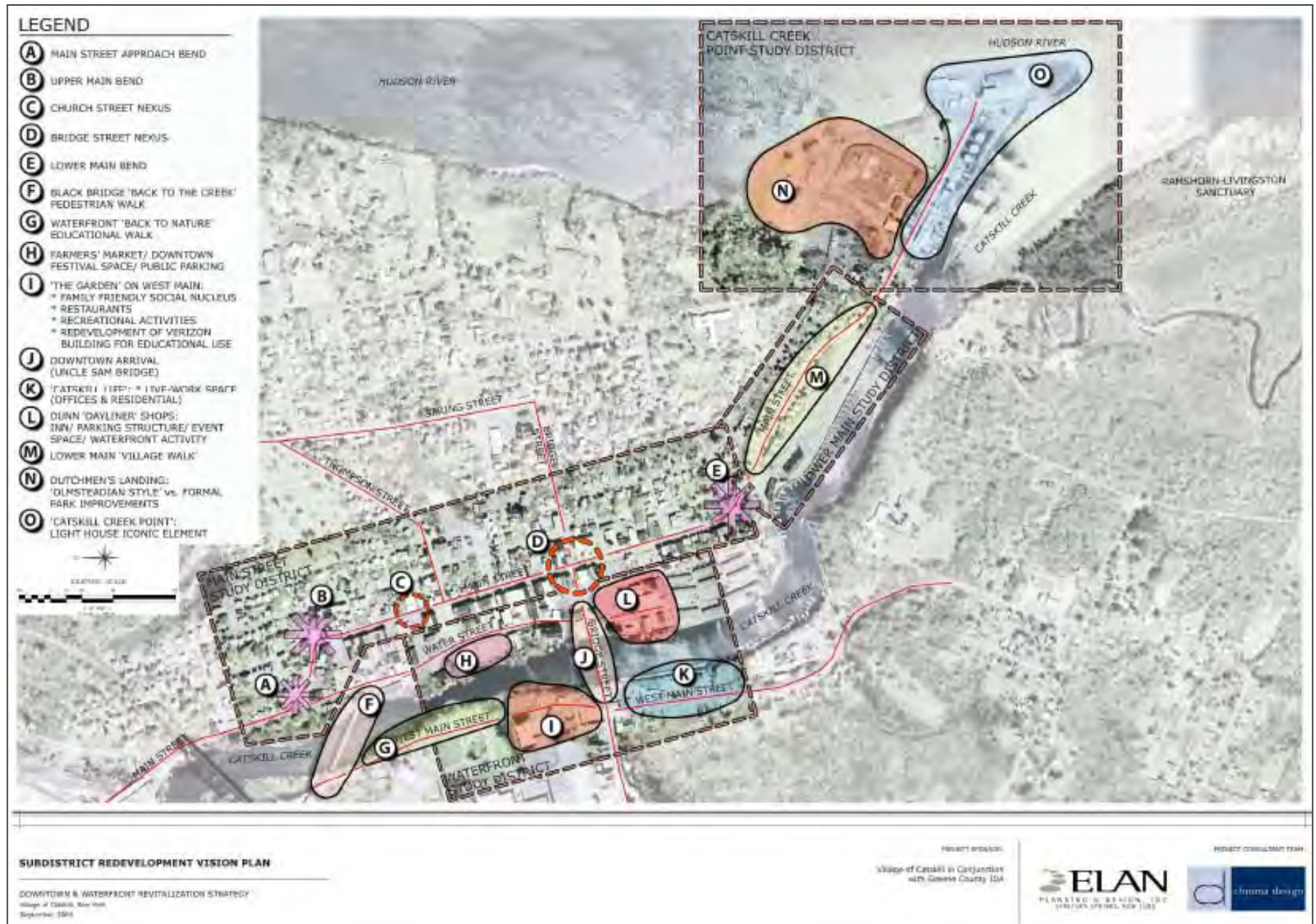
Further delineation of districts was explored in an effort to determine the character of each neighborhood within the study area, as shown in the ‘Subdistrict Revitalization Vision Plan’ and the ‘Downtown Master Plan’ below. Districts were studied for their current uses and their look and feel, and then a visioning process was undertaken to brainstorm about the future potential of these areas and their greater role in the Village of Catskill. A critical look was taken at the options for appropriate “destinations” for each district and the role they could play in drawing tourism and anchoring downtown. An effort to make Catskill a year-round recreation and tourism community is important, so the vision for the Village includes uses and activities that will be attractive in a variety of seasons to a wide range of customers.

It is critical that all stakeholders understand the direction that the Village is hoping to move in and that everyone works together to achieve that vision.

Special attention should be given during the revitalization process to historic uses on the sites and in the Village, and how the new designs will impact and interact with existing adjacent properties and uses. When reviewing the design alternatives presented for the Village, it is important to make the distinction between the look and feel of a space and the actual uses that locate there. While specific uses have been suggested for these various areas, the decision about what will be located there and how it will be designed is ultimately up to the developer of that property. The ideas presented herein are simply a variety of suggestions that can spur creativity and interest in the community and with potential investors. Because it is often difficult, especially for local residents, to think of their community in a new way, these designs are intended to paint a picture of the tremendous possibilities for the future of Catskill.

In order for this downtown revitalization strategy to be successful, a variety of factors will come into play. While the revitalization efforts must be conducted in phases over an extended timeframe, the various aspects of the Village that require improvement must be dealt with as a cohesive effort rather than individually. Regardless of how successful an individual business or destination may become, if the Village is not a comfortable and friendly place to visit, tourists will not return or tell others about the wonderful experience they had in Catskill. It is critical that all stakeholders understand the direction that the Village is hoping to move in and that everyone works together to achieve that vision.

Based on the market analysis, target tourism demographic, and needs of local and regional residents, a wide variety of business types and activities will be successful in Catskill. Finding the correct balance of these will be the challenge for everyone hoping to revitalize Catskill, from the Village government and County Planning Office to local business owners and private investors. Public investment will be a significant portion of this effort, and the recommendations in this report should go a long way toward assisting the village with implementing the vision for Catskill’s future.



Catskill Downtown & Waterfront Revitalization Strategy



Village Gateways

Gateways are areas where visitors experience a critical to first impression of the community. They also function as identification and decision points, where passers-by can be informed that Catskill is just around the corner and that they should go explore what it has to offer. All the elements work coherently to create a flow of movement and visual experience that naturally directs people to where you want them to go.

Well designed gateways that are placed appropriately, have attractive landscaping and informative signage, and give an indication of the character and quality of the community will successfully draw people to Catskill. Consideration should be given to how the outer gateways of the Village are treated, specifically the Route 9W/Main Street Intersection, the area near the Rip Van Winkle Bridge where Route 23 intersects Spring Street, and the convergence of West Bridge Street with Route 9W. These areas are all critical locations where travelers can be alerted to the presence of the Village and enticed to visit.

Catskill is in a sense hidden away within the valley between Route 9W and the Hudson River. In addition to that visual disadvantage, the Village also has a number of twists and turns to its main roadways that can deter people from exploring the various areas of the community. The bends at upper and lower Main Street are two examples of such breaks in the physical landscape. Eliminating the sense of the unknown from those areas can be accomplished by continuing sidewalks, street trees, and other visual elements around the corners in order to entice people to continue on and see “what’s next.” Appropriate signage and landscaping should also be considered for the intersections of both Bridge Street and Thompson Street with Main Street in order to increase the attractiveness of the Village and encourage drivers to stop and take notice of the area.

Palenville – The Hamlet

The connection between the mountaintop towns and Hudson River Valley communities of Greene County must be strengthened if Greene County is to remain a successful tourism destination. The hamlet of Palenville, located in the Town of Catskill, is determined to play a critical role in this effort. Palenville is positioned well, with a rich history in the arts, a critical mass of artists, and a centralized location on a transportation corridor surrounded by outdoor recreation activities and beautiful scenery.

While Palenville seeks to establish and strengthen its own identity, the hamlet also serves as a vital connection between Greene County’s Mountaintop communities and its River Towns. Creating an information and welcome center, as well as an artist colony/arts center/outdoor recreation and education area at the intersection of Routes 32A and 23A will be a tremendous benefit to the hamlet while encourage people to remain on 23A and travel toward Catskill. This will mean travelers are staying within Greene County instead of going south on 32A and ultimately carrying tourism dollars out of the area south into Ulster County.

Catskill has a number of assets that will work together to form the foundation of its revitalization and growth, but the Village must also look outside its borders and find the connections to surrounding areas that will catalyze the transformation of eastern Greene County into a regional tourism and recreation destination. The wide variety of experiences available on the mountaintop, along the river, and in the transitional spaces between makes this a unique area offering something for everyone, and Palenville is strategically positioned to play a major role in this transformation.

Upper Main Street

For many visitors, the bend at upper Main Street is their first experience of downtown Catskill. The view down Main Street is quite dramatic, lined with historic buildings that seem to continue off into the horizon. While the Rip Van Winkle statue that lords over the road in the summertime is a well-known icon of the Village, the area is in need of a new look that will define the first impression of Catskill.

This area should be alive with color, artfully landscaped, and present a unified look that is continued throughout the community. Turning the corner should bring travelers into another world that entices them to stop and discover the bounty of Catskill. Well defined pedestrian spaces, a traffic calming central median, street trees, buried utility lines, quality landscaping and sidewalks, and beautifully maintained buildings will all add to that visual experience.



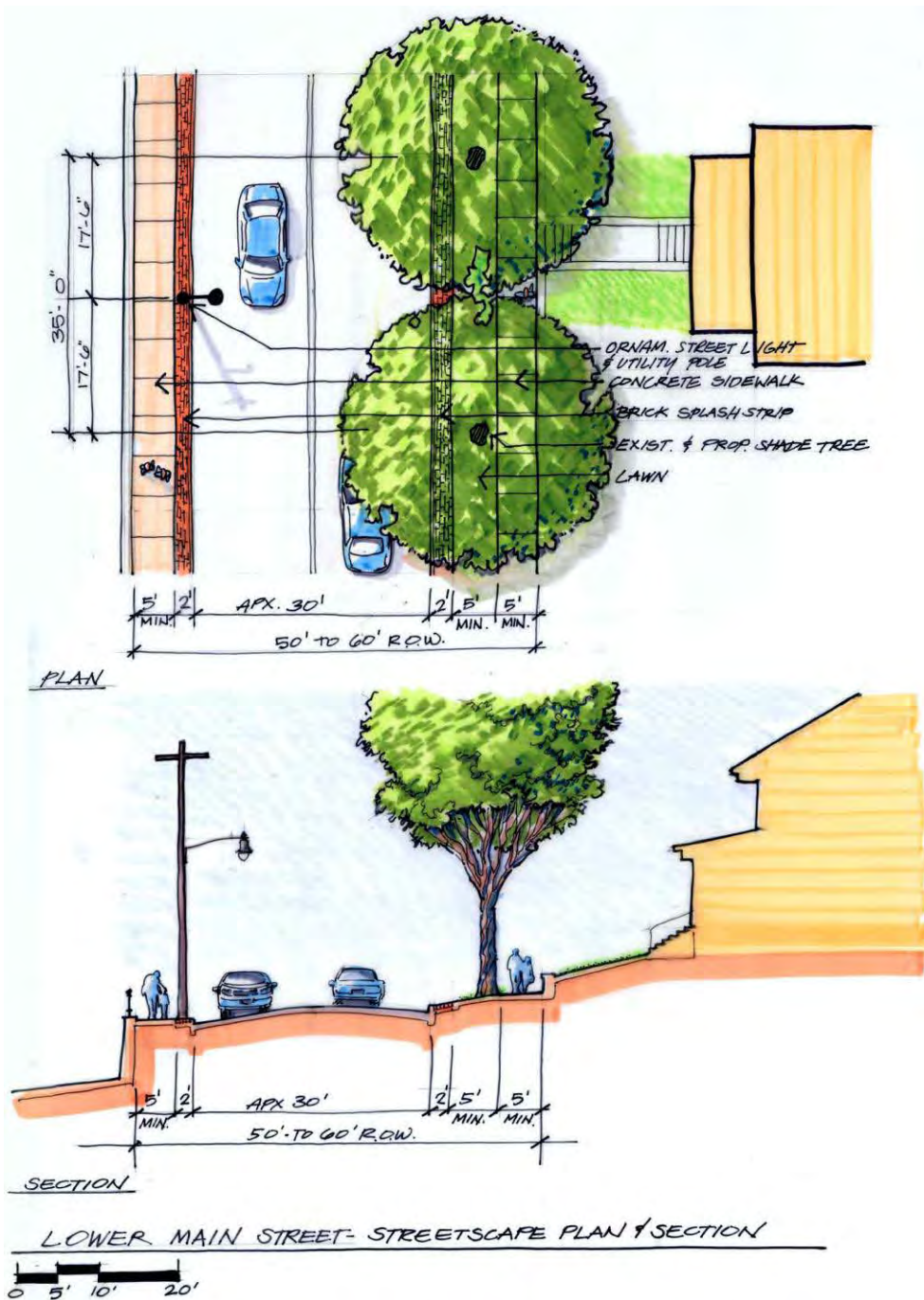
Lower Main Street

The lower end of Main Street, connecting out to Catskill Point, is an important component of this revitalization strategy. Though it is largely a residential neighborhood and has little practical role in the revitalization, it is the critical connection between two major areas of the Village.

Visitors to downtown need to feel comfortable and be enticed to make their way down to the point, both by car and on foot/bicycle. Those arriving at the Point by boat should be made acutely aware that the downtown is so close by, and they need adequate sidewalks and a

pleasant atmosphere to make the half mile walk more enjoyable. The quality and character of the streetscape need to be consistently maintained along this section of Main Street in order for it to function properly as a travel corridor.

Sidewalk replacement, lighting, signage and street trees, along with good maintenance and landscaping by property owners are recommended to improve this section of roadway. Consistent materials and design should flow from the downtown district through this neighborhood in order to reinforce a visual connection between the two areas. The accompanying graphic shows a cross-section of the physical upgrades proposed for Lower Main Street.



The Entertainment District

Introduction

Downtown Catskill is a unique experience, made possible by the combination of historic architecture, pedestrian-scale Main Street, picturesque views and waterfront accessibility. Due to the desire to focus Catskill's future on the waterfront resources, the area around the Uncle Sam Bridge will be branded as the "Entertainment District," with a marina or maritime theme. This district will be a vibrant, active area of the Village that is a destination for recreation, entertainment, culture and lifestyle. Anyone seeking a comfortable and enjoyable experience can find something that suits their fancy here. Waterfront activities will be at the forefront of the experience, with the entire area featuring a marina atmosphere and being visited both by land and by water.

While the four "corners" of the Uncle Sam Bridge are quite different in use, architecture and character, they should all function as one district that is focused on destination tourism, water recreation, and water-enhanced activities. Creek-front dining, pedestrian promenades, cultural and entertainment venues, visual and performing arts, historical exhibits, and other attractions will define the Entertainment District as a cohesive activity center for Catskill.



Exciting outdoor spaces like this one at MASS MOCA offer great opportunities for live music and entertainment.

Entertainment District Character

In order for the redevelopment of the properties in this area to be successful, considerable effort must be made to bring a cohesive set of design standards and elements to the individual sites. Light fixtures, sidewalk and roadway materials, street furnishings, architectural styles and other design elements should match or complement one another, while also defining an atmosphere and character that exemplifies the feeling one would expect from a "marina." While the ideas presented for the various properties in this district are quite different in both use and look and feel, each one highlights the water and water-based activities at the forefront of the redevelopment.

Abundant and high-quality public spaces, exciting storefronts, pedestrian amenities, and interesting architecture will bring the district to life for the visitor and entice them to continue exploring to see what is around the next corner. By day the area will be teeming with people shopping, boating, exercising on the boardwalk, having an ice cream cone with the family, or visiting the Catskill museum. By night, outdoor cafes will entice diners with their lighting and atmosphere, live music will be heard from the various lounges or from a public performance stage, and beautiful storefronts will line the streets announcing the bounty that can be discovered within.

Critical Elements

Certain types of uses will be necessary to incorporate into the Entertainment District so that it truly can become the destination at the heart of Catskill. Providing lodging in or near this part of the Village will be critical in bringing and retaining tourism dollars into the community and ensuring that visitors have a convenient and exciting place to stay. Likewise, dining, shopping, and entertainment are vital components of a successful tourism community. In addition, at least one, but preferably multiple, destination traffic drivers will be required to generate the level of tourism and visitors needed to sustain growth in Catskill's downtown.

The Dunn and Con-e-Island properties will be the major anchors of the Entertainment District. Critical components of the redevelopment for Dunn include a riverboat tour business, museum or cultural space, and destination retail stores. Across the creek on Con-e-Island, a family fun activity center, children's museum, destination retail, biergarten or resort facility would provide entertainment for all ages and draw people to the west side of the Village. The key is to provide a balance of activities and a critical mass of major tourism draws in order to generate traffic and excitement in the Entertainment District.

Waterfront Access

Every property development along the Catskill Creek in the Entertainment District should make an attempt to incorporate the water to the greatest extent possible. Some uses will lend themselves well to the provision of public or private docks for motorized and/or non-motorized boats, while others would be better suited to simply have a waterfront walkway or other viewing areas. Any restaurant or family-oriented use should provide waterside dining or relaxation areas where feasible.

Public spaces on or near the river are a crucial element of the marina district. The Waterfront Walking Loop being created by the county that connects the Black Bridge and the Uncle Sam Bridge is a major component of the waterfront access in the district, but additional provisions must be made for public access and community spaces along the Creek. Part of the experience of visiting Catskill should be to see, touch, hear and experience the water, whether it be by sitting on a bench and enjoying a sandwich while watching the water go by, taking a tour of the Hudson River from the dock at the Dunn property, or launching a kayak in the creek to paddle over to the Ramshorn-Livingston Wildlife Sanctuary. The properties in the Entertainment District are all ideal locations for these types of activities and public spaces.



Development Pod A: Dunn Property to Main Street

Introduction

The Dunn Property and adjacent areas are intended to function as the heart of the Entertainment District. All activity, visual connections and pedestrian areas should radiate from this site. The historic nature of the buildings, the large size of the property, and its waterfront location and potential for access points to the water make it the ideal area to focus redevelopment for the Village. During Phase 1 of this planning effort, the Dunn Property was identified as a key redevelopment area, and the Greene County Industrial Agency took action on this information and secured a purchase option on the property. The marketing package prepared for this report will be used by the IDA to market the property to a suitable developer who can come in and implement the vision set forth herein.

The redevelopment of this property should focus on the historic buildings, once critical transportation hub as part of the Catskill Mountain Railroad and Dayliner routes. Preserving the past glory of this area will add to the character of the Village by creating nostalgia and curiosity often prompted by historic places. The waterfront, as mentioned above, is also a critical element of the area and should be incorporated in as many ways as possible. The uses incorporated on the revitalized Dunn Property should become a destination that draws people from all around, yet should carefully balance with the Village's Main Street so that it complements, rather than competes with, the businesses already established there.



Enhanced facades and roof lines, a circular amphitheater and public docks bring the Dunn Property to life as a tourism and shopping destination.

Redevelopment Components

The renovated buildings on the Dunn Property could be converted into the ‘Dayliner’ Shops & Restaurants, providing unique and interesting shopping and dining experiences. Waterfront dining and interactive retail uses, such as a newly designed ‘Candyman’ store with windows open to the street to allow passersby to watch the candy being made, would create an exciting and fun place for the whole family to visit. Likewise, the old Catskill Mountain Railroad ticket office could be transformed into a wonderful outdoor café courtyard lined with coffee shops, restaurants and artisan/craft stores. Retail and restaurant development potential also exists along Bridge and Water Streets adjacent to the proposed parking garage.

A Riverboat Tour Dock would become home to a cruise business that could feature such attractions as an Aquaduck, a Hudson River community tour boat, or an evening dinner cruise. Smaller docks on the Uncle Sam Bridge side would allow visitors to come to the area by boat and dock directly in the heart of the Village. A pedestrian walkway and boardwalk would line the creek, allowing visitors to experience the waterfront first hand. An overlook created on the raised headhouses at the corner of the Uncle Sam Bridge would function as and information center while providing lofty views of the Catskill Creek

A public ‘green’ would connect Main Street to the waterfront down the central spine of the redevelopment property. A performance amphitheater, as well as smaller stages and open areas along the green corridor would host live musical and theatrical performances and provide additional opportunities for larger festivals and celebrations.

A parking garage would be suitable in this area to provide parking for the site, alleviate Main Street parking issues, and accommodate growth and development in the Village. Street-level parking facilities for the shops and Dayliner would be provided on the southern side of the property. Additional components to any development in this area should include conveniences for both the public and the Village, such as public restrooms, storage areas, and maintenance facilities.

While the types of uses and features for the Dunn Property are fairly constant, two different alternative possibilities for the design and orientation of the redevelopment were created. The variations between these two alternatives are described below.



Infill development on Main Street creates additional connections with the Dunn Property, and a cruise boat dock brings a tourism destination to downtown Catskill.

Alternative Design Concepts

Two alternative ideas for redevelopment of the area around the Dunn Property were prepared and are shown below. Alternative 1 for the Dunn Property shows infill development along Main Street with a group of small buildings and a significant amount of parking, while Alternative 2 has a set of larger structures in that location that would be suitable for a lodging facility. Either scenario would be beneficial to Main Street by continuing the façade and revitalizing underutilized properties.

The parking structure shown on Alternative 1 is lined with shops and cafes along the Bridge Street and Water Street sides, concealing the garage and maintaining the façade to encourage pedestrian movement from Main Street to the Dunn Property. In Alternative 2, however, the Bridge Street side of the garage is a landscaped pedestrian promenade that is intended to shield pedestrians from the busy traffic on Bridge Street and enhance the visual connection between Main Street and Catskill Creek.



Spine of public green space and landscaped pedestrian walkway along Bridge Street proposed in Alternative 2.

The central green corridor on the property connecting Main Street to the waterfront is present in both scenarios, but has been altered slightly in each to show different options for provision of public spaces and the retention of existing buildings. This spine of green space will benefit the community with added park space, visual and physical connection to the water from downtown, and new areas to host festivals and other community wide events. Note the shaded sitting areas and the performance stages provided in the public space.

Catskill Downtown & Waterfront Revitalization Strategy

LEGEND

- (A) POCKET PARK & STAGE
'DAYLINER' WALK
- (B) GREEN ADJACENT TO PEDESTRIAN
WALKWAY
- (C) HILL STREET CROSSING &
SEASONAL PLANTING BEDS
- (D) 'DAYLINER' PLAZA
- (E) CATSKILL PARKING STRUCTURE #1
(3 LEVELS, ACCESS FROM HILL
STREET & WATER STREET)
- (F) RETAIL & CAFE SPACE
- (G) RENOVATED RAILROAD TICKET
BUILDING
- (H) WATER STREET NECK DOWN
PEDESTRIAN CROSSING &
TROLLEY STOP
- (I) 'DAYLINER' PERFORMANCE
AMPHITHEATER
- (J) RENOVATED 'DAYLINER' SHOPS &
RESTAURANTS
- (K) 'DAYLINER' LANDING DOCK & SLIPS
- (L) RIVERBOAT TOURS DOCK
- (M) 'DAYLINER' SHOPS & RIVERBOAT
TOURS PARKING
- (N) RAISED HEAD HOUSE & DECK FOR
CATSKILL INFORMATION &
WATERFRONT VIEWING
- (O) RETAIL/ HOSPITALITY BUILDING
& PARKING
- (P) PUBLIC BOARDWALK & TRAIL



REDEVELOPMENT SITE 'A' (Alternative #1)
Revitalization & Redevelopment Plan for the Duane Property

DOWNTOWN & WATERFRONT REVITALIZATION STRATEGY
Village of Catskill, New York
September, 2009

PROJECT EMPLOYER:
Village of Catskill in Conjunction
with Greene County IDA

ELAN
PLANNING & DESIGN, LLC
(DRUMS OPENED, NOW LIVE)

PROJECT CONSULTANT TEAM:
chroma design

Catskill Downtown & Waterfront Revitalization Strategy

LEGEND

- (A) POCKET PARK & STAGE 'DAYLINER' WALK
- (B) GREEN PEDESTRIAN WALK
- (C) HILL STREET CROSSING & SEASONAL PLANTING BEDS
- (D) 'DAYLINER' PLAZA
- (E) CATSKILL PARKING STRUCTURE #1 (3 LEVELS, ACCESS FROM HILL STREET & WATER STREET)
- (F) RETAIL & CAFE SPACE
- (G) RENOVATED RAILROAD TICKET BUILDING
- (H) WATER STREET NECK DOWN PEDESTRIAN CROSSING & TROLLEY STOP
- (I) 'DAYLINER' PERFORMANCE AMPHITHEATER
- (J) RENOVATED 'DAYLINER' SHOPS & RESTAURANTS
- (K) 'DAYLINER' LANDING DOCK & SLIPS
- (L) RIVERBOAT TOURS DOCK
- (M) 'DAYLINER' SHOPS & RIVERBOAT TOURS PARKING
- (N) RAISED HEAD HOUSE & DECK FOR CATSKILL INFORMATION & WATERFRONT VIEWING
- (O) MAIN STREET INN/ RETAIL & PARKING
- (P) PUBLIC BOARDWALK & TRAIL



REDEVELOPMENT SITE 'A' (Alternative #2)

Revitalization & Redevelopment Plan for the Downtown Property

DOWNTOWN & WATERFRONT REVITALIZATION STRATEGY
Village of Catskill, New York
September 2019

PROJECT SPONSOR:
Village of Catskill in Conjunction
with Greene County IDA

ELAN
PLANNING & DESIGN, INC.
DESIGNING THE FUTURE

PROJECT CONSULTANT TEAM:

chroma design

Development Pod B: Hop-o-Nose, Greene Street and Main Street

Introduction

The Hop-o-Nose housing complex serves a vital purpose to the community by providing housing for those who are in severe need. These residents play a vital role in the functioning of the community, and Catskill's goal is to be a diverse Village that offers opportunities for all who wish to reside here. However, it could be argued that the Hop-o-Nose housing complex is not the highest and best use for the downtown and waterfront property on which it is located. The property is fenced off along the Catskill Creek, preventing residents from accessing and enjoying their waterfront location, as shown in the image below, and the housing units are not well-integrated with the surrounding neighborhood.



The design and layout of the existing housing is outdated and does not provide a high quality of life for those who live there. Improving or redeveloping this property would be a mutually beneficial opportunity for the entire community. Providing the residents of Hop-o-Nose with high quality subsidized housing is critical, whether it is located on this property or elsewhere in the community.

The design alternatives presented here are simply creative visioning suggestions for how this particular property, which is in such close proximity to a key redevelopment site in the Village, could be redesigned or redeveloped in the future. Options for this property should be investigated and pursued in a collaborative spirit with Hop-o-Nose residents and management and the greater Catskill community, and ultimately could provide better and expanded housing opportunities for the Village. A detailed study of housing needs and alternatives for additional and relocated housing throughout the community would be necessary before any steps were taken to redevelop the Hop-o-Nose housing property.

Redevelopment Components

Regardless of the end use of the Hop-o-Nose property, there are specific improvements that can be made to the area to improve the look and feel of the neighborhood and provide additional public benefits and public space to the community. Creating an attractive streetscape by carrying through the materials, fixtures, and other amenities installed in the surrounding area will produce a unified look that gives character to the community. Attractive landscaping and property maintenance on the site will enhance the residents' quality of life while ensuring that adjacent redevelopment areas have "good neighbors."

Creation and continuation of a waterfront walkway along Catskill Creek is one major goal of this redevelopment strategy. The creek frontage along the Hop-o-Nose property should be accessible not only for Hop-o-Nose residents, but for the entire community. Creating a

boardwalk that extends from the Dunn Property along the creek frontage and on to Greene Street would be a significant addition of public space to Catskill. Incorporating a small green space or park at the end of Greene Street is also suggested in both design alternatives, providing creek views, passive recreation space, and a connection to downtown from the existing marina in that neighborhood.



A waterfront walkway along the Hop-o-Nose property would be a benefit to the entire

Alternative Design Concepts

Alternative 1 provides design ideas that retain all of the public housing on the property, with simple but effective improvements that benefit both residents and the surrounding neighborhood. If the housing units are to remain on the Hop-o-Nose property, there are a number of suggestions presented herein that will help to improve the quality of housing offered there. Delineation of the public versus private spaces could enhance the aesthetic quality of the property while allowing residents to have more outdoor space for themselves that is visually and physically separated from the more public areas.

Additional recreation space and a community room area provide healthy activity alternatives for residents, especially children, and strengthen the sense of community on the site. Enhancements to the architecture, landscaping, and building placement on the site could change the look and feel of the area and integrate it better with surrounding properties, particularly the destination redevelopment on the Dunn Property.

The second Design Alternative presents the possibility of redeveloping a portion of the Hop-o-Nose site for other uses. Some existing housing is retained in this scenario, and is treated much the same as in Alternative 1, adding community space, landscaping, and building improvements for those units that remain. The housing units lost through redevelopment would be relocated either in the new structure on the site or to other sites throughout Catskill after extensive study as suggested above.

The creek-side section of the Hop-o-Nose property is redeveloped in Alternative 2 into a use that is better suited for this waterfront location. Specific ideas for the site include lodging or hospitality, a convention facility, upgraded housing and similar uses. Any one of these ideas should take full advantage of the waterfront area and provide facilities and services that are needed and desired by the community.

LEGEND

- (A)** STREET EDGE IMPROVEMENTS- TREES, SIDEWALK & BUS STOP
- (B)** SITE IMPROVEMENTS TO BETTER DEFINE SEMI-PRIVATE vs. PUBLIC SPACE & TRAILS TO CONNECT ALL BUILDING ENTRANCES WITH EACH OTHER & ALL DESTINATIONS
- (C)** ARCHITECTURAL IMPROVEMENTS TO ELIMINATE BLANK WALLS, ADD DEFINITION TO BUILDING ENTRANCES, AND TO PUNCTUATE & ADD VISUAL INTEREST TO FACADES & ROOF LINES
- (D)** PUBLIC WATERFRONT TRAIL WITH PLANTING, WALLS & OR FENCING ON THE EAST EDGE OF THE TRAIL PROVIDING SEPARATION BETWEEN THE PUBLIC TRAIL AND THE SEMI-PRIVATE OUTDOOR SPACES OF THE HOP-O-NOSE HOUSING COMPLEX.
- (E)** PUBLIC WATERFRONT OVERLOOK PARK SPACE



REDEVELOPMENT SITE 'B' (Alternative #1)
Revitalization & Redevelopment Plan for Hop-o-nose Housing

DOWNTOWN & WATERFRONT REVITALIZATION STRATEGY
Village of Catskill, New York
September 2009

PROJECT SPONSOR:
Village of Catskill in Conjunction
with Greene County IDA

ELAN
PLANNING & DESIGN, INC.
WATERFRONT, NEW YORK

PROJECT CONSULTANT TEAM

chroma design



Development Pod C: Cone-e-Island and Mountain Tees

Introduction

This corner of West Main Street at the intersection of West Bridge Street has already been established as somewhat of a “family” destination in Catskill. The current ice cream shop and play area are frequented by teens, couples with children, and anyone looking for a nice summertime evening activity. Public input during the focus group session and design workshop indicated that locals enjoy the existing business and hope to see this grown and enhanced over time.

Building off the current momentum, design and reuse ideas for this area focus on family oriented activities and businesses and attempting to incorporate those uses into the Entertainment District as a whole. The proposed waterfront walking loop, the existing marinas on West Main Street and the neighborhood shopping district of West Bridge Street will be automatic traffic generators for any enhanced uses on the site. A destination use such as a major retail outlet, a German biergarten, a small scale amusement area or a children’s museum would bring additional visitors to this site, the Entertainment District and downtown.



The whimsical image already being created by Con-e-Island could be expanded upon to enhance the family oriented theme of this area.

Redevelopment Components

The waterfront walking loop being created by Greene County would be a significant piece of the redevelopment of this whole area along West Main Street. Connecting the west side of the creek with Main Street and downtown via the Black Bridge to Uncle Sam Bridge pedestrian connection will create a unified feeling to the Village. The majority of the frontage along the Con-e-Island property should be public and semi-public space in some way incorporated into this walkway concept.

Provision of public dock space is also proposed in all three design alternatives for this site. Allowing visitors to come to the area by boat, especially families looking for a full-day experience, will entice additional tourism to come to Catskill. Even locals who have a boat at their riverside home will cherish the ability to drive down the Hudson to grab an ice cream or a bite to eat downtown. Along that same vein, all three alternatives suggest redesign and improvements to the public boat launch and parking area associated with the Middle School. Enhanced water access in this location will be a benefit to the community and allow more people to enjoy the recreation opportunities that Catskill Creek has to offer.

Option 2: Parking Structure

One option for providing more parking in downtown Catskill is to build a parking structure on the County owned parking lot below the County office building. A parking structure in this location could provide additional parking for county employees, freeing up existing spaces in other areas closer to Main Street for more transient customer parking.

A parking structure on this site would be 3 stories, and should be constructed on the southern side of the site in order to maintain creek views from Main Street. A public green space could be provided alongside the structure on the north side, and a well-lit walkway and facilities would be provided on the southwest side to accommodate the proposed Village kayak and canoe launch. The northern half of the County lot would be redesigned and upgraded during the construction process but would remain a single-deck lot which could continue to provide a location for the Farmers' Market.

Any parking structure project for the Village is an expensive and long-term undertaking that will only be viable if the underutilized properties are redeveloped and become significant traffic generators, and Main Street continues to improve and thrive.



Constructing a parking garage on the County lot would provide ample parking and provide a hard-scaped walkway area along the Catskill Creek



Village Lot Parking Garage Concept

The Village parking lot on Main Street between Thompson and Williams Streets currently provides 108 paid parking spots for downtown Catskill. While the lot currently seems to supply ample parking, as Catskill revitalizes and grows, so will the need for additional public parking spaces. Provision of municipal parking is a public benefit that will enhance the downtown experience and improve the physical character of the community by reducing the number of off-street parking spaces required by infill and redevelopment projects.

The Village lot is an ideal location for a multi-tiered parking structure. The topography of the site would allow a structure of significant size to be built without much visual impact on Main Street. Access from both the Main Street entrance and the upper parking lot by the Senior Center will improve traffic flows within the downtown. The “slide” from the Senior Center to Main Street can be used as a pedestrian connection from the upper floors, and the top deck would afford sweeping views of the Village and the Catskill Creek.

This site is preferable for a parking structure over the County Lot for a number of reasons:

- The Village Lot is on Main Street, giving it increased visibility and shortening walking distance for users
- The Village Lot is not on waterfront, allowing creek side properties to be developed for more water-related uses
- The secluded location and topography of the site allow for a larger structure to be built, providing more parking and having less visual impact on the Village



A Parking Garage located on the current Village Lot would infill an underutilized space and integrate well with Main Street.

The building where Mountain Tee's currently operates presents tremendous potential for redevelopment. It is large enough to accommodate a business of significant size, and has ample parking associated with it. The shape and orientation of the building would also lend themselves quite well to a German biergarten style restaurant with outdoor seating, overlooking the Uncle Sam Bridge and the creek. Connections with the high school parking lot directly behind this building are suggested in each design alternative in order that the parking lot may be used by visitors during non-school hours and so that students have a safer and more convenient route to downtown.

The Verizon building on the adjacent property was identified for reuse during Phase 1, as it is being phased out of use by the company. Desirable uses for that building were investigated, and the most prevalent idea was a satellite location for a local school for higher education such as Bard College or Columbia Greene Community College. The Village would be well served to make concerted efforts to attract such an institution, as it would bring additional traffic, a skilled workforce and a talented population to the community.

Alternative Design Concepts

Alternatives 1 and 2 for the Con-e-Island site build off of the existing theme of the ice cream business. A small-scale amusement park with carousel, Ferris wheel, roller coaster and arcade are placed on the site in two different ways to incorporate the family oriented nature of the site and create a regional destination for family fun. While this type of use would limit the site to mainly a summer-time attraction, it would likely be a significant traffic driver for the community and would provide Catskill's youth with much needed age appropriate activities. Restaurants with waterside dining and some retail shops would accompany the amusement-themed area.

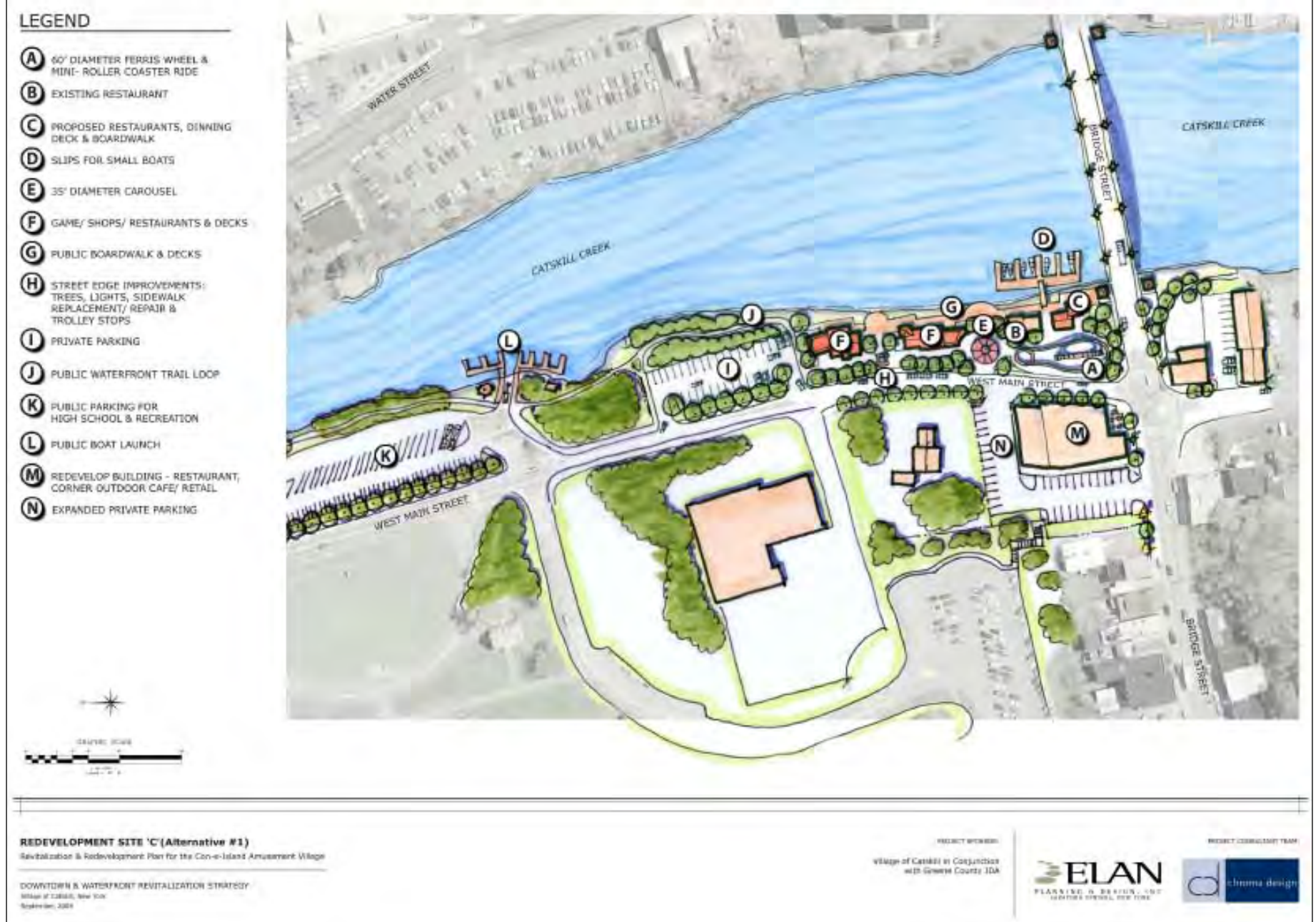
A museum or other major destination use is suggested in Alternatives 2 and 3, to generate traffic for the Entertainment District and anchor the northwest corner of Catskill Creek. Destination retail or another appropriate use could serve the same purpose if a museum was determined to be better suited at a different location within the Village.



Photo Courtesy of:
<http://image.pegs.com/content/H/H7V/H7VS/H7VSY/Exterior-MainPhoto.jpg>

The Con-e-Island site was one that was identified as an appropriate location for a new lodging facility for Catskill. Design Alternative 3 shows a hotel similar in style to the Porches Inn at Mass MOCA in this photo. Front porches and back decks with creek views would make this an attractive hospitality destination for Catskill visitors.

Catskill Downtown & Waterfront Revitalization Strategy



Catskill Downtown & Waterfront Revitalization Strategy





Development Pod D: West Main Street

Introduction

The West Main Street area is well suited for marina uses and lodging/resort facilities, along with areas of local flavor that host live/work spaces with a hometown feel. The intersection with West Bridge Street is an area that could remain a locally focused neighborhood, continuing the building facades around the corner from West Bridge Street and offering a more residential feel. The proximity of this area to downtown, and especially to Con-e-Island and the proposed uses there makes it a wonderful location for visitor accommodations in the form of the existing marinas and future resort development projects.

Redevelopment Components

The southwestern side of Catskill Creek is a vastly underutilized section of the Village. While there are two existing marinas and a yacht club on West Main Street that make good use of their waterfront locations, there are also some businesses operating here that could be better suited for properties in other parts of Catskill not along the water. The Greene County highway garage is one such use, and discussions are already underway about potential places to relocate that facility. Converting the majority of properties along this roadway to uses that are dependent upon, or complementary to, the water would be a significant benefit to the Entertainment District.

The marina businesses in this district are a critical part of Catskill, but their age and condition suggest some upgrades in order to better serve their customers, and also to present a more visually pleasing view from the proposed redevelopment project on the Dunn Property. Relocating boat storage areas to other properties in the area would be one step these businesses could take to improve the aesthetic of the southwest bank and free up more of their property for other, more economically viable customer amenities or services.

Improving the streetscape along the West Main Street corridor is a necessary step in the revitalization of this neighborhood. Providing sidewalks, traffic calming features, pedestrian scale lighting and street trees would make it safer and more attractive for people to walk along this roadway and visit downtown from the existing marinas. The proximity of the Ramshorn-Livingston Sanctuary to this neighborhood should be emphasized by these streetscape improvements that will strengthen the trail connection between downtown and that recreation area.



The existing streetscape along West Main Street is stark and undefined, making it dangerous and unattractive for pedestrians to walk to downtown from the marinas.

Alternative Design Concepts

Understanding that many of the property owners on West Main Street are satisfied with their current businesses, Alternative 1 shows a simple redevelopment of the area near the intersection with West Bridge Street. This redevelopment could host live/work buildings carrying the façade from West Bridge around the corner, allow residential units with creek-side access, and provide some semi-public train space along the water. Streetscape improvements are outlined as mention above for connections to the recreation area at Ramshorn.



A multi-use resort facility and marina could be an incredible asset to the community in this area of Catskill Creek.

Alternative 2 presents a concept for redevelopment of the entire bank of Catskill Creek. This design is merely a suggestion for current or future property owners about the potential these properties possess to play a significant role in the long-term success of the Village as a resort and recreation destination. Again, the close proximity to Con-e-Island and downtown provides attractive activities for resort goers, from exploring the historic Main Street to having a family evening riding the Ferris wheel and having an ice cream on the pedestrian walking loop around the creek.

Waterfront dining facilities, outdoor patios and cafes, water-based recreation businesses and resort development would all be highly desirable uses for this section of the Entertainment District. The existing Catskill Marina already provides a number of amenities for seasonal and transient dock renters, and the design ideas below could be incorporated into the existing facilities there in order to enhance the offerings of the marina and entice additional visitors. As with all waterfront development proposed in this Revitalization Strategy, provision of public spaces and creek-side access are critical components to incorporate into site design for new resort or marina facilities on West Main Street.

Northeast Bank

The “Northeast Bank” of Catskill Creek could be called the heart of Catskill. The hub of civic, retail, and entertainment activity within the Village, this area has a lot to offer but also is in need of numerous upgrades. Lack of adequate parking, restricted access to the waterfront, and difficult traffic patterns are problems afflicting this area, particularly in the vicinity of Water Street. In order to improve the functionality and physical character of downtown, a variety of upgrades will be necessary in this district.

Two significant redevelopment projects are underway in this area of the Village, including the Union Mills Lofts and the Hudson River Development Corp Project at the old gasification plant. Any public improvement projects on adjacent or nearby properties should be sensitive to the design and layout of these projects, and public connections, particularly with regard to the County walkway project and the Village boat launch, should be made wherever possible. The end result is a cohesive look and feel that would connect various areas of the community and create a comfortable and identifiable public space.

Availability and location of parking is a problem, both real and perceived, in the Northeast Bank area of Catskill. The County Building, as well as Village and Town offices and a number of independent businesses all have employee and visitor/customer parking needs that often conflict with one another. Alleviating this parking problem can be done through a combination of techniques. Options for the County and Village parking lots are presented below that would provide adequate parking but are expensive and more long-range projects. Shorter term solutions include creating and enforcing parking regulations for downtown employees to free up parking spaces for customers, ride sharing programs, meter improvement and enforcement, and streetscape design changes. A full parking study for the Village is recommended to identify the issues and determine feasibility of various solutions.



Redevelopment efforts are underway at these two properties on the Northeast Bank.

County Parking Lot Redevelopment Options

Option 1: Parking Lot Redesign

The County parking lot currently is in need of certain upgrades in order to be integrated with the proposed walking trail, and to create a more attractive waterfront area. Redesign of the parking spaces, circulation, and landscaping of the lot will go a long way toward weaving the lot more seamlessly with the surrounding area, including the revitalization of the adjacent property into a mixed use development and waterfront dining facility.

One issue that arose during the public participation process was the desire to relocate the Farmers' Market from Catskill Point into downtown. This move would create better access and visibility for the Farmers' Market while simultaneously having a positive impact on the downtown economy by bringing in a reliable weekend customer base. The County parking lot is an ideal location for the Farmers' Market, being close to the waterfront and downtown, with ample parking and vendor space. The Market would be located down the center spine of the parking lot in a green space that would also serve as a visual connection from Main Street to the creek.

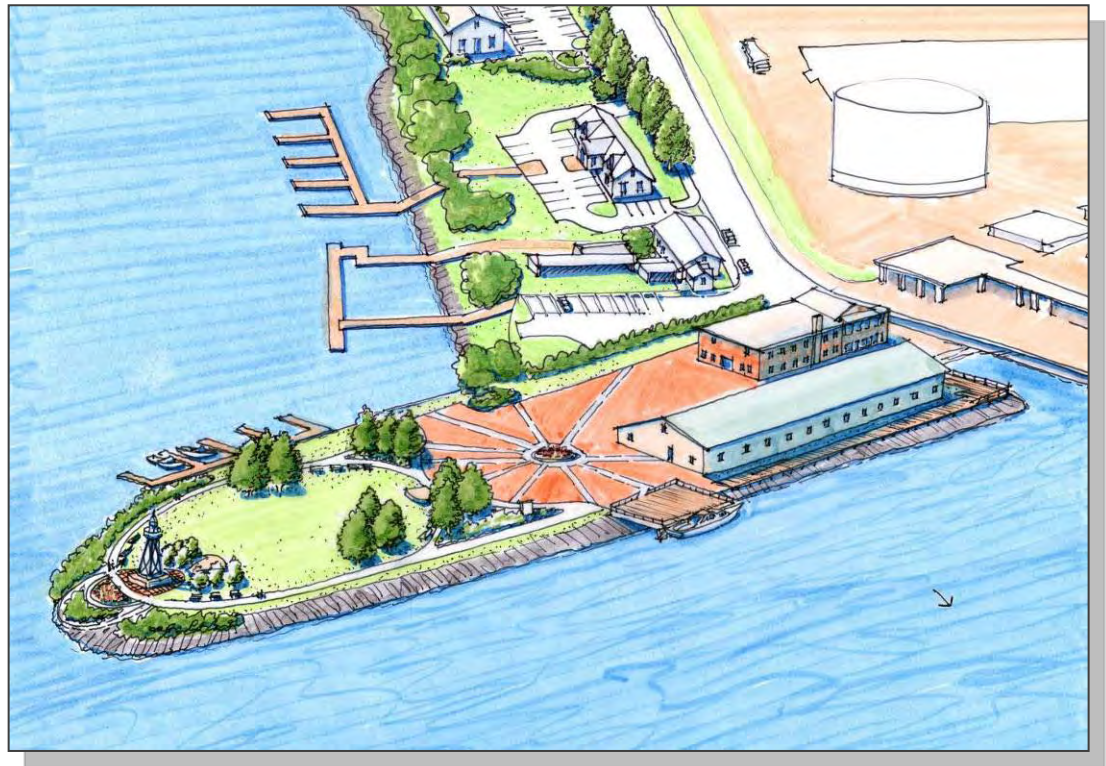


Redesign of the County Parking Lot will provide better stormwater management and an attractive setting for connection of the waterfront with Main Street.



CATSKILL POINT

MASTER PLAN



Introduction

The area known as “Catskill Point” is a destination area that should be used to the fullest advantage for Village of Catskill. Consisting of Catskill Point Park, Dutchmen’s Landing Park, and a variety of municipal and private landholdings, Catskill Point offers a perfect opportunity to connect people with the water and the Hudson River landscape. While the Point has a number of positive attributes and provides significant recreation and outdoor activities, there are improvements that could be made to the uses, organization and design of the area in order to make it more functional and attractive.

Gateway to the Community

A large number of people arrive in or pass by Catskill on the water, and the views they see from the Hudson River are their first experience of the Village. Enhancing the visual quality of the waterfront gateways could entice additional visitors to Catskill. The Point can be seen from Olana, a significant cultural attraction, from the Amtrak train corridor carrying people between Montreal, Albany and New York City, and from boats travelling on the Hudson. However, the stark landscape of Catskill Point Park, the lack of welcoming or identifying signage or landmarks, the presence of unattractive industrial structures and the inability to see the Village from the River all detract from the visual quality of this important waterfront gateway.

Catskill Point is a dramatic landscape, but in its current form it lacks a significant feature to draw attention and interest. Alerting boaters to the presence of the vibrant historic village that lies just up the Catskill Creek is a critical function that the Point should serve. The redevelopment ideas presented in this report are intended to create a more enticing visual quality to the Point in order to draw boaters’ attention from the water. The main element of that recommendation is to place an iconic sculpture or structure at the end of the Point. Many of the major destinations along the Hudson River have lighthouses signifying their importance as stopping points, as illustrated in the accompanying image. Catskill would be a recognizable destination on par with these others if it had an iconic feature drawing interest to the Village, such as a small-scale lighthouse or a sculpture representing a lighthouse or other item of historical significance.



The major lighthouses identifying communities along the Hudson River, from the Statue of Liberty to the Athens Lighthouse. Catskill could establish a greater presence on the river by placing a similar structure on Catskill Point.

The existing oil tanks are the most obvious elements detracting from the landscape at the Point. Main Care, the company operating the group of smaller tanks, has agreed to discuss the possibility of relocating to another property off of the waterfront, since they no longer receive water deliveries at that site. Kosco, the company with the single large tank, does still utilize the water for deliveries and would be more difficult to relocate. The large white tank could be painted with locally or historically significant mural to add interest to the site, or painted a more neutral color to blend in a bit more with the landscape. These opportunities should all be explored as part of the Catskill Point revitalization effort.

Existing Opportunities

Catskill would be well served to build off of the existing infrastructure and momentum at the Point, to further enhance its function as a destination as well as its connection to Main Street and downtown. A variety of offerings provide recreation, entertainment, and cultural opportunities for a wide audience. Fishing tournaments, cruise boat port-of-call arrivals, craft fairs, music concerts and special events are just some of the activities already taking place on the Point that draw large numbers of visitors to the area. These events should be supported, expanded upon, and supplemented with other activities in order to establish a consistent stream of tourism based on the waterfront experience.

Dayliner cruise boats come to Catskill on a consistent basis during the summertime, providing an easy and abundant source of visitors for the community. However, most of these tours currently load passengers at the Point and take them through Catskill to other destinations in the region, preventing them from experiencing all that Catskill has to offer. Working with these cruise boat companies, the Village could design a program for providing an alternative experience that would include historic tours, shopping, waterfront recreation, dining and family fun, in order to capture more of this copious tourism resource.

Circulation

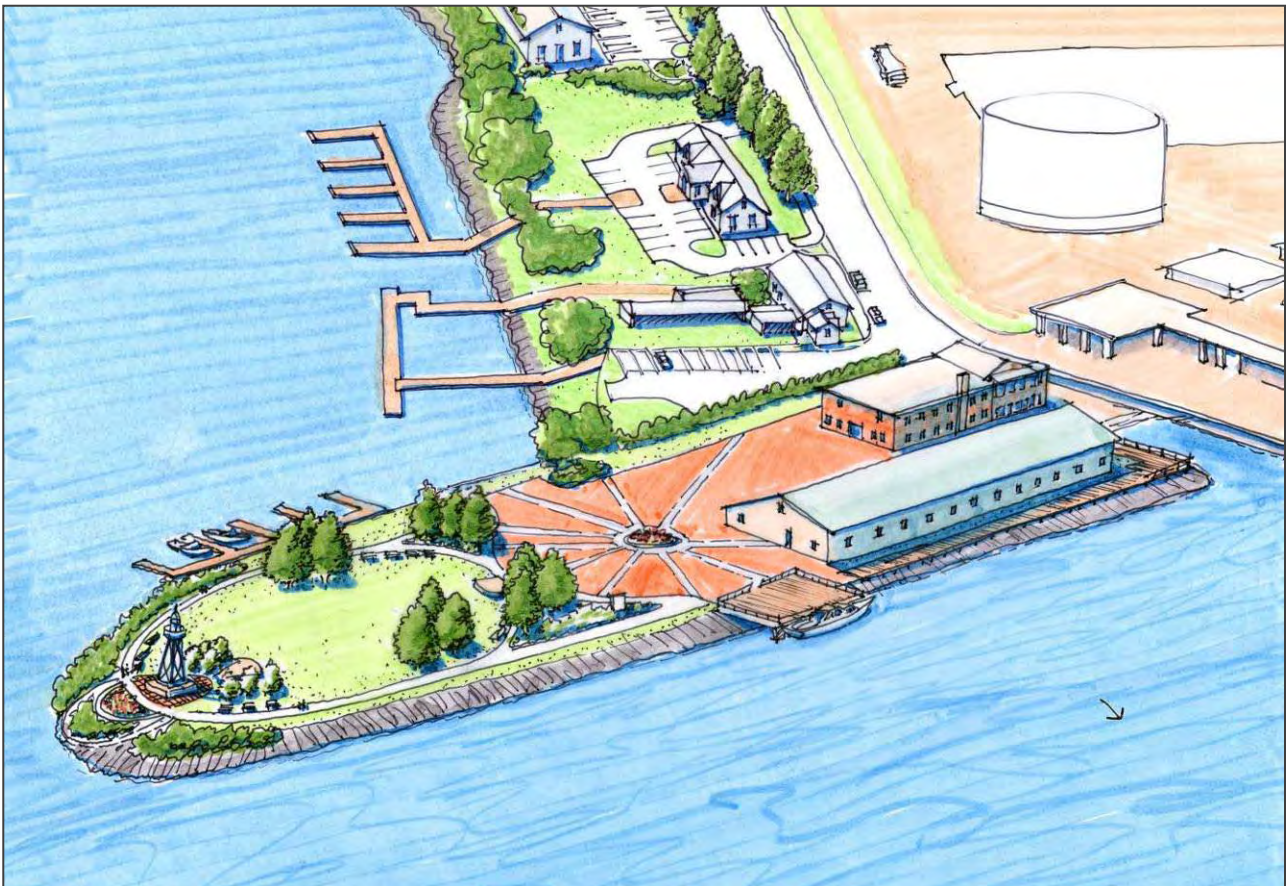
One of the major issues facing the Point is the negative experience created by poor traffic and circulation in the area. A bottleneck at the end of Main Street, disorganized and insufficient parking, lack of sidewalks and diminished views of the attractive destinations all contribute to the problems currently plaguing the Point. The Catskill Point Master Plan presents a number of solutions to help ease traffic congestion, improve pedestrian and vehicle flow, and generally enhance the experience of travelling in and around the area.

Arriving on the Point is currently an undefined event. The entrance to Dutchman's Landing, while well-marked, is neither interesting nor enticing. Likewise, the lack of signage, landscaping and views of the river causes a disconnect between Main Street and Catskill Point Park. Reorganizing and beautifying this arrival point would create a positive experience for visitors. Establishing a decision point along Main Street where the two parks are "connected" would help people find their way and entice them to travel to one destination or the other. Creating sweeping views of the Hudson River, attractive landscaping and improved parking encourages visitors to want to stop and experience what the Point has to offer.

Programming

There are significant opportunities to make Catskill Point a regional destination for entertainment, cultural and outdoor recreation experiences. The improvements suggested for the two parks will provide additional areas for accessing and interacting with the water, and enhanced dock and launch facilities will make it easier and more enjoyable to experience the river and creek by boat. Museum exhibits, outdoor concerts, and special events will provide a wide variety of experiences focusing on local history and culture. The existing restaurant, and any additional stores, services and dining facilities that join it through the revitalization effort, will round out the offerings on the Point.

Specific ideas for new uses on the Point were identified during the planning process and the public input sessions. Boater services are a significant draw for Hudson River travelers, such as mast stepping, repair and service, rentals, fuel supply and equipment sales, and are an ideal use for the Point. Personal watercraft rental and sales are also a wonderful use for the properties along the Catskill Creek. A waterfront lodging facility, additional creek-side dining options, residential units or artisan/craft space and retail would also be appropriate uses for Main Street properties on the Point. All existing and future businesses established on the Point should take full advantage of their waterfront location to enhance both their businesses and the experience of visiting Catskill.



Subtle improvements to Catskill Point have a major impact on the dramatic presence of the park on the Hudson River.

Dutchman's Landing Park

Overview

Dutchman's Landing Park is a great asset to the community and the County, with ample recreation opportunities, public waterfront access and incredible scenic vistas. Improving the functionality and landscape of this park will further increase the public benefits provided by this critical resource. Efforts should be made to make the park as attractive and comfortable as possible for the everyday user, while also ensuring that it functions smoothly on days when large events like the fishing competitions take place.



Dutchman's Landing has a handful of amenities that can be strengthened and complimented with additional improvements.

Entrance and Circulation

Creating a noticeable and attractive gateway into the park, via signage, landscaping and changing of the traffic flow pattern will create a positive first impression and help direct people into the park. The portion of Main Street that ends at Catskill Point should be realigned so that it forces a decision point for motorists. Traffic will continue to flow one-way in and out of the park site in order to reduce congestion and make the best use of the available space. The parking areas at Dutchman's Landing will likely remain important overflow areas for parking at events at Catskill Point Park. Safe and accessible pedestrian connections between the two parks will be established, and motorized transportation such as a small trolley or golf cart should be maintained on a regular basis.

Parking and Boat Launch Improvements

A vast majority of the park's land is currently asphalt pavement that lacks definition. A significant amount of parking is needed in the area in order to accommodate the high volume of boat trailers that accompany the fishing tournaments. Replacing a large amount of the asphalt with a permeable surface such as grass pavers would transform the parking lot into a green area that would improve the look and feel of the park while still allowing ample parking for event days and high-usage summer weekends.

The boat launch could be enhanced by increasing its width in order to allow two vehicles simultaneous access, which would ease congestion on busy days. A redesigned launch approach organizes traffic flow and discourages unnecessary parking and standing in the immediate area. Pedestrian connections from the adjacent docks back to the launch area allow for a quick return to move the vehicle and trailer after the boat has been docked.

Recreation and Water Access

Accessing the water is an important aspect of recreation. Currently, with the exception of the boat launch, there is very little ability within Dutchmen's Landing to physically enjoy the Hudson River. The newly installed fishing pier is a wonderful feature that will increase the ability for individuals and families to interact with the water. Redesigning the waterfront walkway that winds through the park and adding rambles and small, easily accessible beach and rock areas will allow people to have more connection with the water.

While the children's playground is a nice feature of the park, the redevelopment ideas for Catskill Point present options for making the area more exciting and user friendly. A water-droplet shaped play area pays homage to the Hudson River, and shade trees and picnic tables make the area more comfortable for parents and children alike. The nearby snack bar and restrooms provide much needed amenities for all visitors to the park.

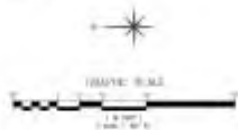
The current design of the green spaces at Dutchman's Landing are a bit stark and do not offer many opportunities for picnicking, sitting on benches to watch water and people go by, and simply enjoy the outdoors. Adding small groves of trees for shade with accompanying benches and picnic areas will enhance the offerings of the park. Maintaining the incredible vistas from the park is a high priority, so new trees and landscaping will be added in a way that enhances, rather than blocks, the views of the Hudson River, Rip Van Winkle Bridge and Columbia County.



The landscape at Dutchman's Landing could be improved to provide more sheltered and attractive areas to enjoy the view of the Hudson River and Rip Van Winkle Bridge.

LEGEND

- (A)** 90 CAR PARKING LOT
- (B)** 78 EVENT PARKING ONLY CAR & TRAILER PARKING SPACES ON REINFORCED TURF GRASS
- (C)** 52 CAR & TRAILER PARKING SPACES (ONE-WAY LOOP)
- (D)** 2-WAY PARK ACCESS DRIVE
- (E)** 'CLEAR WATER' PLAY GROUND WITH WATER DROP SHAPE (UPGRADED PLAY EQUIPMENT & PLAY MOUNDS)
- (F)** LAYERED TREE & SHRUB PLANTING ALONG WOODED PARK EDGE
- (G)** REGIONAL AND LOCAL TRAIL CONNECTIONS
- (H)** REORGANIZATION OF 'DUTCHMAN'S LANDING' PARK INCLUDES:
*SHAPING CLEAR VIEWS OF THE WATER
*CREATION OF PICNIC TREE GROVES
*WATERFRONT ACCESS RAMBLE
*REDESIGNED BOAT RAMP STAGING AREA WITH DOUBLE LOOP
- (I)** WATERFRONT TRAIL
- (J)** WATERFRONT PICNIC GROVE WITH PARKING AREA, VEGETATED BUFFER FROM NEIGHBORING INDUSTRIAL LOT, WATERFRONT ACCESS RAMBLE & TRAIL CONNECTION TO MAIN STREET AND THE POINT
- (K)** REDEVELOPED WATERFALLS LAUNDRY SITE: RESTAURANT/ SHOPS, OUTDOOR DECK/ CAFE, MARINA & PARKING
- (L)** EVENT PARKING ON REINFORCED TURF GRASS (50 SPACES)
- (M)** REORGANIZE INTERSECTION TO CLARIFY THE TRAFFIC PATTERN; DUTCHMAN'S LANDING SIGN WALL & CATSKILL POINT MONUMENT SIGN, TURNAROUND ARROW & LANDSCAPE PLANTING REFINE AND SHAPE THIS INTERSECTION
- (N)** PROPOSED COMMERCIAL REDEVELOPMENT: RESTAURANTS AND/ OR SHOPS WITH RESIDENTIAL OVERHEAD
- (O)** WEEKDAY PARKING WITH CIRCULAR DROP OFF AND SHORT TERM PARKING
- (P)** PERFORMANCE LAWN WITH STAGES AT BOTH THE NORTH AND SOUTH END. BENCHES AND PLANTING STRENGTHEN THE PERIMETER WALK.
- (Q)** WATERFRONT BOARDWALK & COMMERCIAL BOAT DOCK
- (R)** 'LIGHT HOUSE' HARBOR & POINT ICON WITH 'WATER COLOR' SUMMER GARDEN AND WATERFRONT ACCESS RAMBLE
- (S)** RELOCATED ARMED FORCES MONUMENT



REDEVELOPMENT SITES AND STREETSCAPE IMPROVEMENTS AT CATSKILL POINT

Revitalization & Redevelopment Plan for the WATERFALLS LAUNDRY SITE, DUTCHMAN'S LANDING & CATSKILL POINT

DOWNTOWN & WATERFRONT REVITALIZATION STRATEGY
Village of Catskill, New York
September 2009

PROJECT SPONSOR:
Village of Catskill in Conjunction
with Greene County IDA

ELAN
PLANNING & DESIGN, INC.
SERVICES: OPENED, NOW OPEN

PROJECT CONSULTANT TEAM:
chroma design

IMPLEMENTATION & INCENTIVES



Introduction

The Village of Catskill is on the verge of resurgence, and following the recommendations and ideas in this report is the next step to achieving the vision for Catskill's future. Significant work must be undertaken in order to secure and maintain that future. The combined efforts of the Village and Town of Catskill, Greene County, Catskill Local Development Corporation, the Greene County Office of Planning, Economic Development and Tourism and the Greene County IDA, downtown business and property owners, residents, community organizations and private investors will be necessary for success. A strong commitment to the Village will be required from all stakeholders, and partnerships and cooperation are crucial elements of that commitment.

The wide variety of redevelopment plans, physical improvements and regulatory suggestions within this plan are intended to work together to make Catskill a better place to live, work and play. Obviously these recommendations cannot all be implemented at once and will require a phased approach that could span a number of years. The long-term nature of the project underscores the need for a management and implementation structure that is founded on stability and continuity and rooted in community partnerships.

Management

In order to put this report to work and maintain a consistent level of effort and progress, a new organizational structure for implementation will be needed. While the Heart of Catskill Association is a wonderful Chamber of Commerce and has worked to improve the Village tremendously, it is a small, understaffed and underfunded entity that needs strengthening and restructuring. If the Village is truly committed to its future, a combination of organizations and management structures will need to be put into place as soon as it becomes feasible. The following entities are both existing and recommended organizational structures that can be utilized to further the implementation of this strategy and ensure continued success and progress in the future.

- Village Manager

The Village is encouraged to consider employing a Village Manager. In addition to the many operational management duties that could be handled by such a position, it would be the responsibility of the Village Manager to oversee a variety of public initiatives, including seeking grant funding, managing grant awards, and coordinating the implementation of this study. To begin putting this plan into action, this position would immediately serve as the lead contact. Without a "point person" to steer the revitalization effort, elements of this plan will go unrealized. This position would also become a de facto "Main Street Manager." To assist this staff position, continue the existing partnerships such as with the Action Team, Greene County IDA, Catskill LDC, Greene County Planning, Economic Development and Tourism Office, and other regional efforts.

- Business Improvement District

As redevelopment begins to take shape in Catskill, the Village and the downtown business owners are encouraged to explore the creation a Business Improvement District. A BID is an entity formed by authorizing resolution of the Village Board. It provides the ability to create a partnership between the public and private sector to undertake specific activities including marketing, promotion, outreach, applying for grant funding, and overseeing development projects. The success of the Village hinges on the ability of the business community to work together to ensure growth and sustainability in Catskill, and a BID would be the best way to accomplish that goal. If this avenue is pursued, the Director of Community Development and members of the Action Team should be active participants.

- Action Team

The Action Team has been enthusiastically engaged in the effort to complete this study. This “committee” is encouraged to stay together and, working with the Community Development Director, spearhead the Village’s revitalization efforts. The Action Team is well suited to advise and oversee a variety of public initiatives including prioritizing projects, seeking grant funding, brainstorming new and innovative ideas for the Village, and assisting with the organization of community events and marketing efforts.

- Local Development Corporation

The existing Catskill Local Development Corporation (LDC), a non-profit authority created under NYS enabling legislation, could be a dynamic partner to the Village in this revitalization effort. There are many benefits to having an LDC, including enabling the Village to gain access to different sources of funding that are not available to local governments. The Village should utilize the existing LDC to its fullest potential and include its board members in all critical discussions about the future of the Village.

Incentives

Greene County, the Village of Catskill, and the Greene County IDA are committed to the effort to realize the vision and goals set forth in this plan, and will be structuring incentive and assistance programs to entice developers and investors to the community. Some of these programs and incentives include:

- Empire Zone Designation
- PILOT programs (Real Property Tax Relief)
- Sales Tax Exemption (State & Local) on Building Materials and Equipment
- Mortgage Tax Exemption
- Low Interest County Sponsored Loans
- Marketing Support
- Expedited Village/Planning Board Approvals
- Publicly funded Community Enhancements, including expanded and improved Catskill Creek access
- State & Federal funds for project infrastructure, equipment and property



APPENDIX



Demographic and Income Profile

Prepared by

Places: Catskill village, NY

Summary	2000	2008	2013
Population	4,392	4,518	4,633
Households	1,765	1,853	1,916
Families	1,101	1,104	1,128
Average Household Size	2.39	2.35	2.33
Owner Occupied HUs	911	990	1,011
Renter Occupied HUs	854	863	905
Median Age	37.5	38.4	38.8

Trends: 2008-2013 Annual Rate	Area	National
Population	0.50%	1.23%
Households	0.67%	1.26%
Families	0.43%	1.05%
Owner HHs	0.42%	1.07%
Median Household Income	2.80%	3.19%

	2000		2008		2013	
Households by Income	Number	Percent	Number	Percent	Number	Percent
< \$15,000	509	28.7%	361	19.5%	319	16.6%
\$15,000 - \$24,999	270	15.2%	294	15.8%	322	16.8%
\$25,000 - \$34,999	273	15.4%	244	13.1%	197	10.3%
\$35,000 - \$49,999	250	14.1%	287	15.5%	300	15.7%
\$50,000 - \$74,999	230	13.0%	354	19.1%	335	17.5%
\$75,000 - \$99,999	129	7.3%	126	6.8%	235	12.3%
\$100,000 - \$149,999	94	5.3%	147	7.9%	144	7.5%
\$150,000 - \$199,999	20	1.1%	24	1.3%	37	1.9%
\$200,000+	0	0.0%	19	1.0%	27	1.4%
Median Household Income	\$28,261		\$36,025		\$41,349	
Average Household Income	\$37,868		\$46,838		\$52,427	
Per Capita Income	\$15,169		\$20,217		\$22,779	

	2000		2008		2013	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	308	7.0%	312	6.9%	331	7.1%
5 - 9	326	7.4%	263	5.8%	264	5.7%
10 - 14	320	7.3%	263	5.8%	247	5.3%
15 - 19	270	6.1%	312	6.9%	269	5.8%
20 - 24	255	5.8%	339	7.5%	372	8.0%
25 - 34	574	13.1%	587	13.0%	639	13.8%
35 - 44	597	13.6%	537	11.9%	530	11.4%
45 - 54	605	13.8%	634	14.0%	591	12.8%
55 - 64	370	8.4%	544	12.0%	617	13.3%
65 - 74	359	8.2%	301	6.7%	367	7.9%
75 - 84	297	6.8%	285	6.3%	249	5.4%
85+	111	2.5%	142	3.1%	156	3.4%

	2000		2008		2013	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	3,575	81.4%	3,489	77.2%	3,446	74.4%
Black Alone	559	12.7%	693	15.3%	796	17.2%
American Indian Alone	17	0.4%	22	0.5%	23	0.5%
Asian Alone	27	0.6%	36	0.8%	44	0.9%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	65	1.5%	87	1.9%	102	2.2%
Two or More Races	148	3.4%	190	4.2%	222	4.8%
Hispanic Origin (Any Race)	273	6.2%	339	7.5%	391	8.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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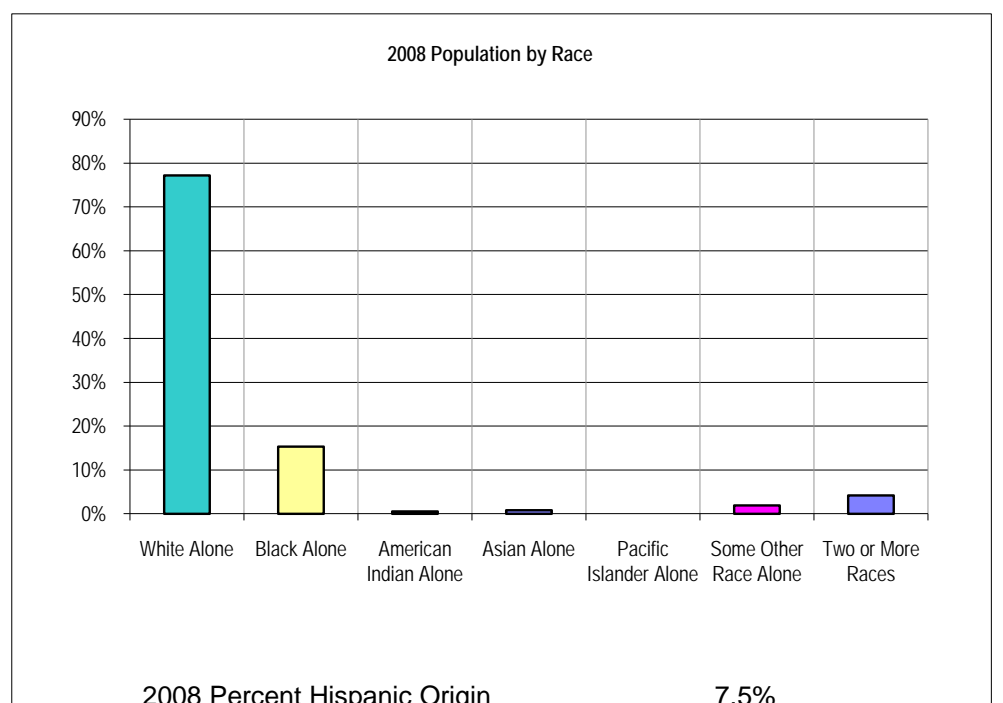
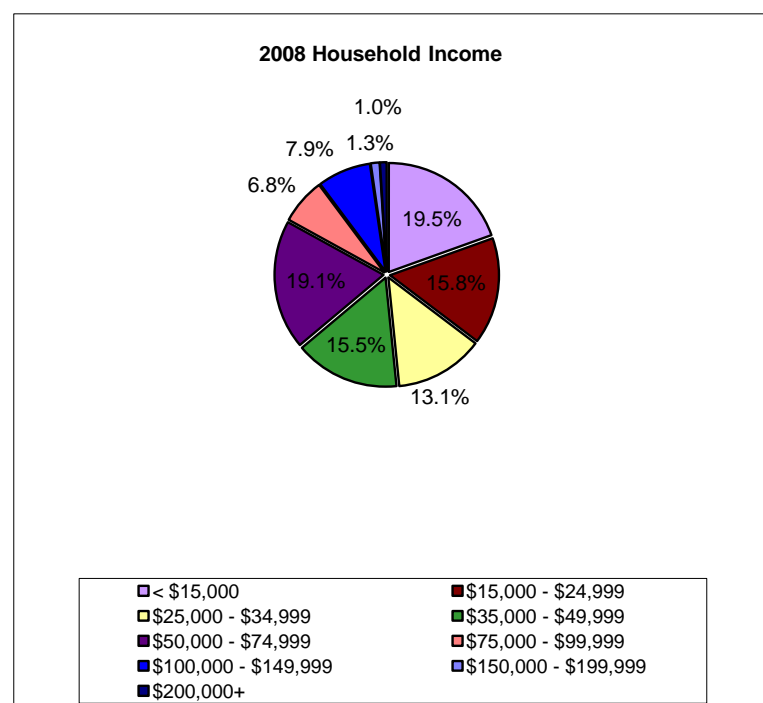
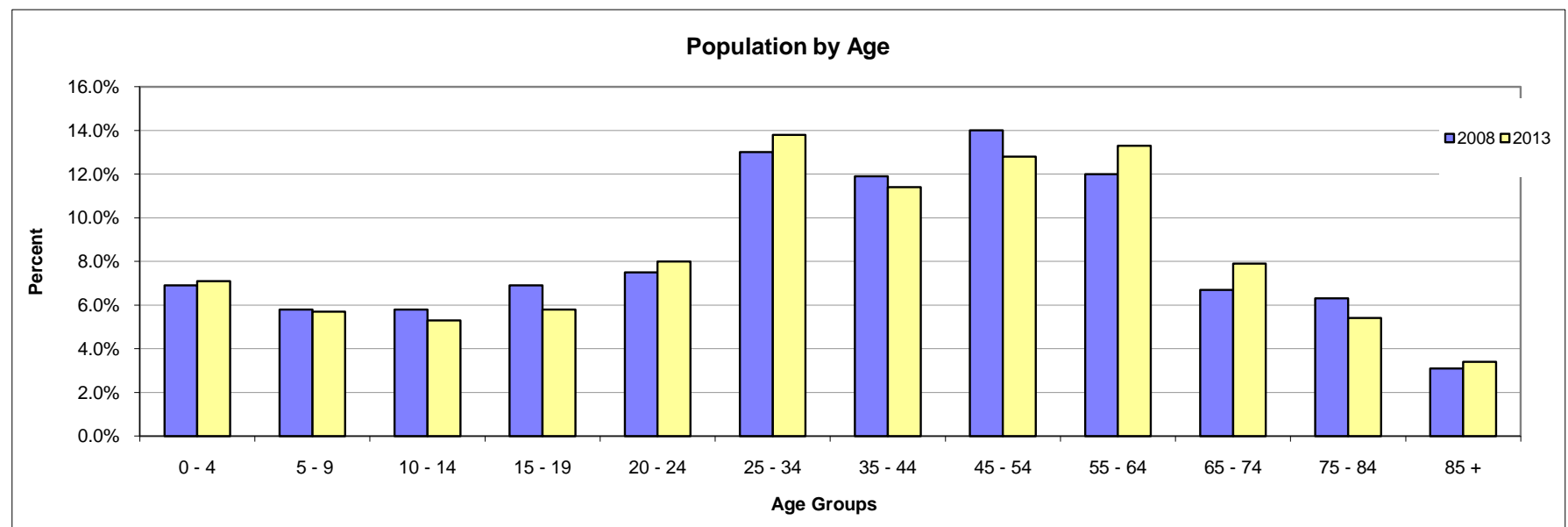
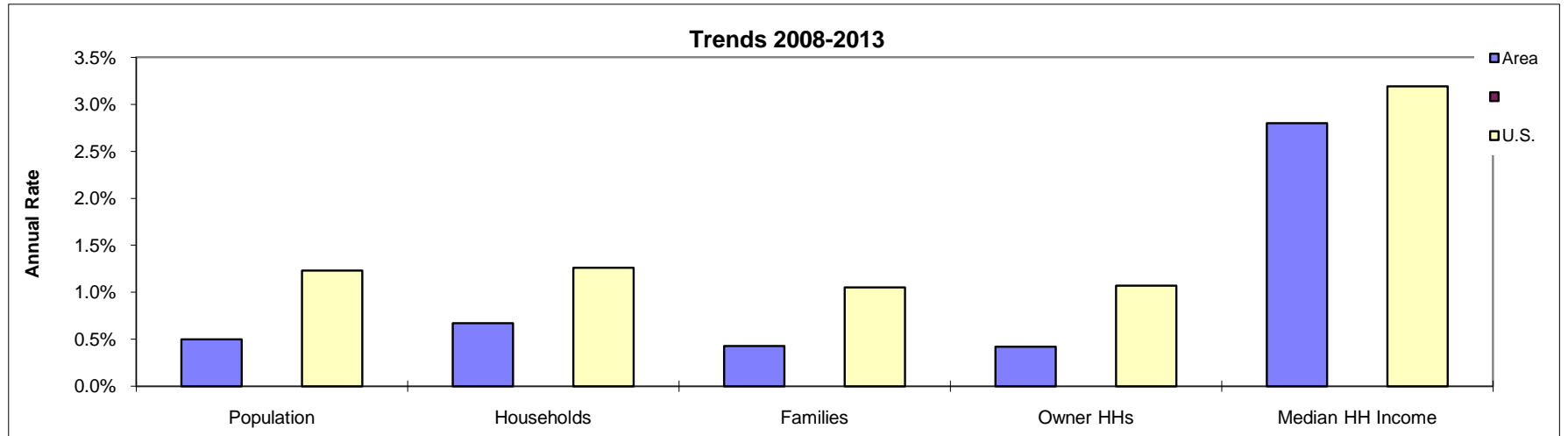
11/23/2009



Demographic and Income Profile

Prepared by

Places: Catskill village, NY



Source: ESRI forecasts for 2008 and 2013.

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11/23/2009



Demographic and Income Profile

Prepared by

ZIPs: 12015 (Athens, NY), 12413 (Cairo, NY), et. al.

Summary	2000	2008	2013
Population	19,950	21,457	22,363
Households	8,076	8,850	9,295
Families	5,265	5,672	5,894
Average Household Size	2.38	2.37	2.35
Owner Occupied HUs	5,476	6,287	6,525
Renter Occupied HUs	2,600	2,563	2,770
Median Age	40.1	42.7	44.4

Trends: 2008-2013 Annual Rate	Area	National
Population	0.83%	1.23%
Households	0.99%	1.26%
Families	0.77%	1.05%
Owner HHs	0.75%	1.07%
Median Household Income	2.79%	3.19%

	2000		2008		2013	
Households by Income	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,662	20.5%	1,317	14.9%	1,169	12.6%
\$15,000 - \$24,999	1,219	15.0%	1,161	13.1%	1,171	12.6%
\$25,000 - \$34,999	1,151	14.2%	1,004	11.3%	845	9.1%
\$35,000 - \$49,999	1,456	18.0%	1,438	16.2%	1,338	14.4%
\$50,000 - \$74,999	1,351	16.7%	2,045	23.1%	2,134	23.0%
\$75,000 - \$99,999	611	7.5%	802	9.1%	1,356	14.6%
\$100,000 - \$149,999	401	5.0%	714	8.1%	832	9.0%
\$150,000 - \$199,999	134	1.7%	145	1.6%	178	1.9%
\$200,000+	115	1.4%	224	2.5%	272	2.9%
Median Household Income	\$35,159		\$44,659		\$51,254	
Average Household Income	\$46,961		\$57,931		\$64,128	
Per Capita Income	\$19,239		\$24,230		\$27,020	

	2000		2008		2013	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,167	5.9%	1,251	5.8%	1,279	5.7%
5 - 9	1,348	6.8%	1,176	5.5%	1,185	5.3%
10 - 14	1,403	7.0%	1,224	5.7%	1,214	5.4%
15 - 19	1,231	6.2%	1,387	6.5%	1,313	5.9%
20 - 24	983	4.9%	1,309	6.1%	1,351	6.0%
25 - 34	2,308	11.6%	2,333	10.9%	2,465	11.0%
35 - 44	3,115	15.6%	2,725	12.7%	2,527	11.3%
45 - 54	2,835	14.2%	3,426	16.0%	3,398	15.2%
55 - 64	2,095	10.5%	2,959	13.8%	3,574	16.0%
65 - 74	1,734	8.7%	1,791	8.3%	2,134	9.5%
75 - 84	1,244	6.2%	1,257	5.9%	1,231	5.5%
85+	484	2.4%	619	2.9%	692	3.1%

	2000		2008		2013	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	18,235	91.4%	19,061	88.8%	19,516	87.3%
Black Alone	949	4.8%	1,273	5.9%	1,490	6.7%
American Indian Alone	65	0.3%	75	0.3%	83	0.4%
Asian Alone	111	0.6%	201	0.9%	253	1.1%
Pacific Islander Alone	4	0.0%	5	0.0%	6	0.0%
Some Other Race Alone	209	1.0%	302	1.4%	362	1.6%
Two or More Races	381	1.9%	540	2.5%	653	2.9%
Hispanic Origin (Any Race)	787	3.9%	1,100	5.1%	1,319	5.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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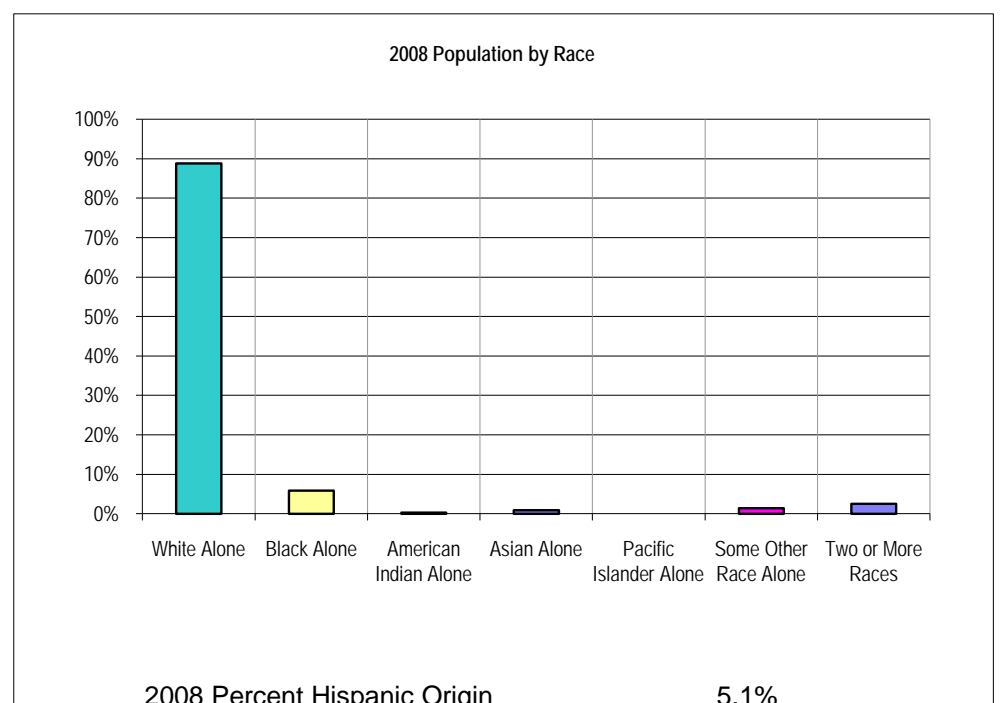
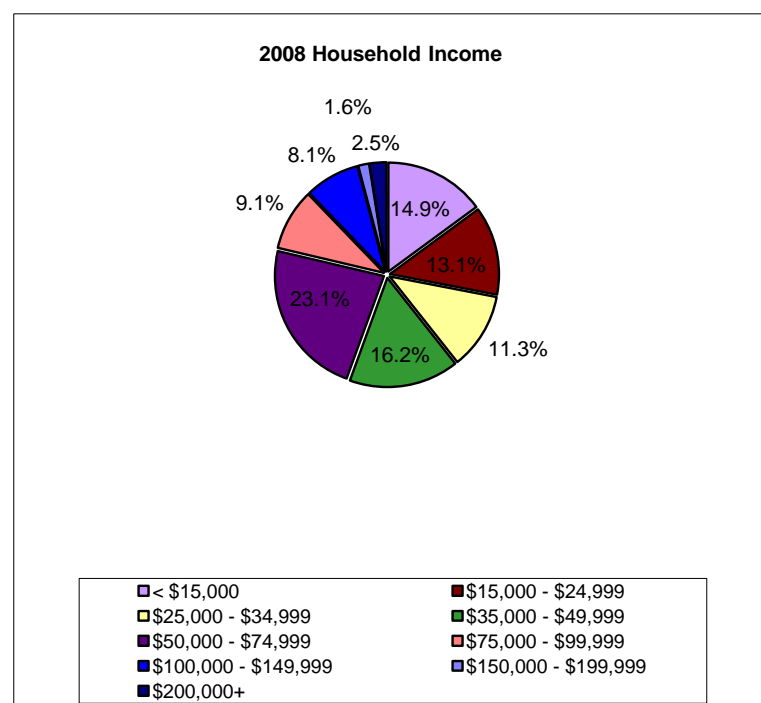
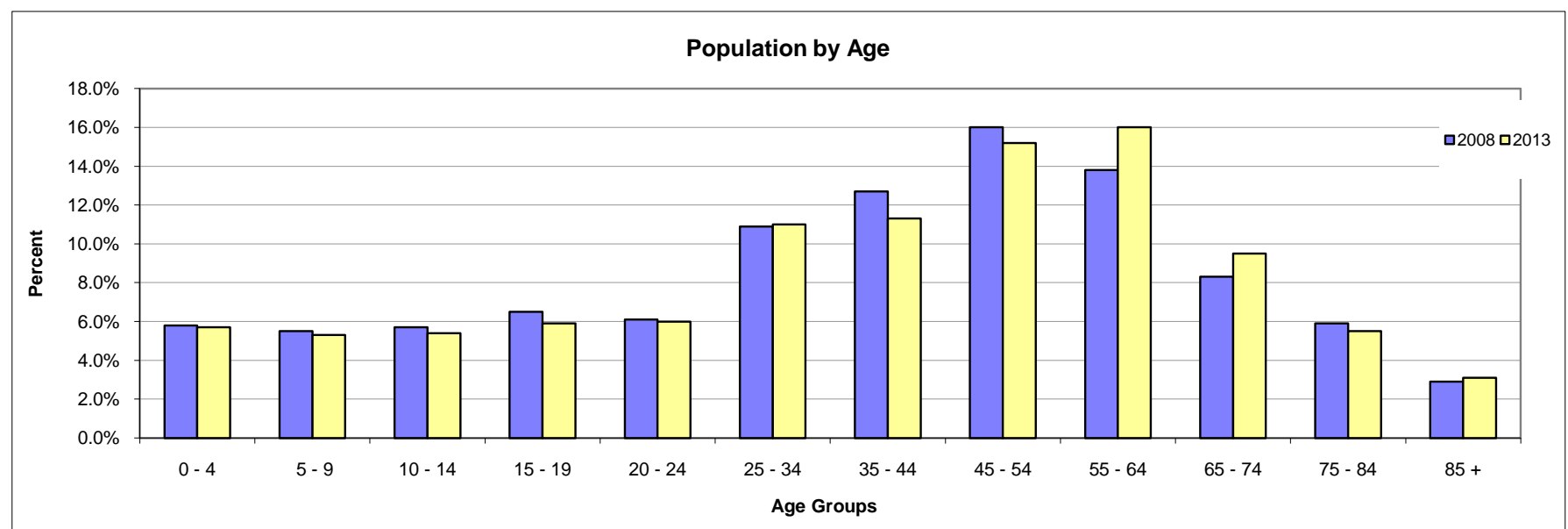
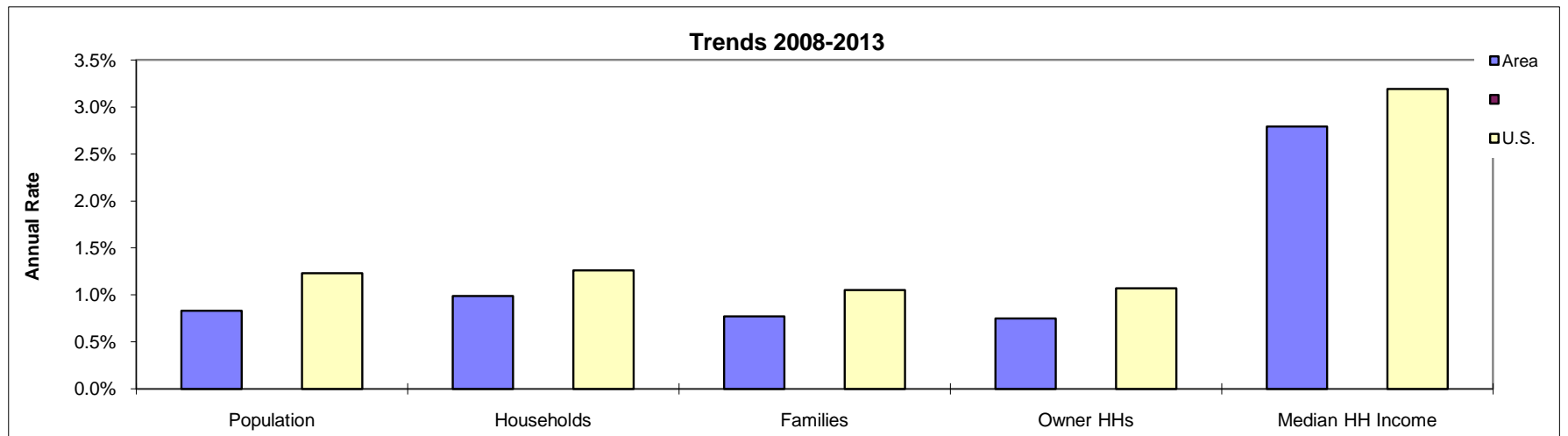
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Demographic and Income Profile

Prepared by

ZIPs: 12015 (Athens, NY), 12413 (Cairo, NY), et. al.



Source: ESRI forecasts for 2008 and 2013.

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Demographic and Income Profile

Prepared by

ZIPs: 12015 (Athens, NY), 12042 (Climax, NY), et. al.

Summary	2000	2008	2013
Population	101,358	104,242	106,722
Households	38,886	41,239	42,561
Families	25,637	26,726	27,295
Average Household Size	2.43	2.40	2.38
Owner Occupied HUs	26,785	29,641	30,147
Renter Occupied HUs	12,101	11,598	12,414
Median Age	38.6	41.3	42.8

Trends: 2008-2013 Annual Rate	Area	National
Population	0.47%	1.23%
Households	0.63%	1.26%
Families	0.42%	1.05%
Owner HHs	0.34%	1.07%
Median Household Income	2.99%	3.19%

	2000		2008		2013	
Households by Income	Number	Percent	Number	Percent	Number	Percent
< \$15,000	6,408	16.5%	4,856	11.8%	4,265	10.0%
\$15,000 - \$24,999	5,673	14.6%	4,746	11.5%	4,228	9.9%
\$25,000 - \$34,999	5,570	14.4%	4,760	11.5%	3,818	9.0%
\$35,000 - \$49,999	7,031	18.1%	6,634	16.1%	6,036	14.2%
\$50,000 - \$74,999	7,656	19.7%	9,373	22.7%	9,772	23.0%
\$75,000 - \$99,999	3,450	8.9%	5,547	13.5%	7,327	17.2%
\$100,000 - \$149,999	2,051	5.3%	3,648	8.8%	5,065	11.9%
\$150,000 - \$199,999	462	1.2%	797	1.9%	897	2.1%
\$200,000+	513	1.3%	878	2.1%	1,153	2.7%
Median Household Income	\$38,430		\$49,078		\$56,864	
Average Household Income	\$48,617		\$61,189		\$68,291	
Per Capita Income	\$19,488		\$24,997		\$28,107	

	2000		2008		2013	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,685	5.6%	5,865	5.6%	5,888	5.5%
5 - 9	6,800	6.7%	5,702	5.5%	5,683	5.3%
10 - 14	7,251	7.2%	6,041	5.8%	5,819	5.5%
15 - 19	6,989	6.9%	7,676	7.4%	7,122	6.7%
20 - 24	5,763	5.7%	7,287	7.0%	7,286	6.8%
25 - 34	12,224	12.1%	11,372	10.9%	12,285	11.5%
35 - 44	16,553	16.3%	13,757	13.2%	12,168	11.4%
45 - 54	14,226	14.0%	16,526	15.9%	16,422	15.4%
55 - 64	10,328	10.2%	13,797	13.2%	16,184	15.2%
65 - 74	8,195	8.1%	8,301	8.0%	9,705	9.1%
75 - 84	5,449	5.4%	5,466	5.2%	5,423	5.1%
85+	1,881	1.9%	2,452	2.4%	2,737	2.6%

	2000		2008		2013	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	91,242	90.0%	92,028	88.3%	92,886	87.0%
Black Alone	5,955	5.9%	6,703	6.4%	7,389	6.9%
American Indian Alone	256	0.3%	281	0.3%	300	0.3%
Asian Alone	743	0.7%	1,227	1.2%	1,484	1.4%
Pacific Islander Alone	17	0.0%	18	0.0%	21	0.0%
Some Other Race Alone	1,541	1.5%	1,796	1.7%	2,031	1.9%
Two or More Races	1,606	1.6%	2,189	2.1%	2,611	2.4%
Hispanic Origin (Any Race)	4,287	4.2%	5,239	5.0%	6,017	5.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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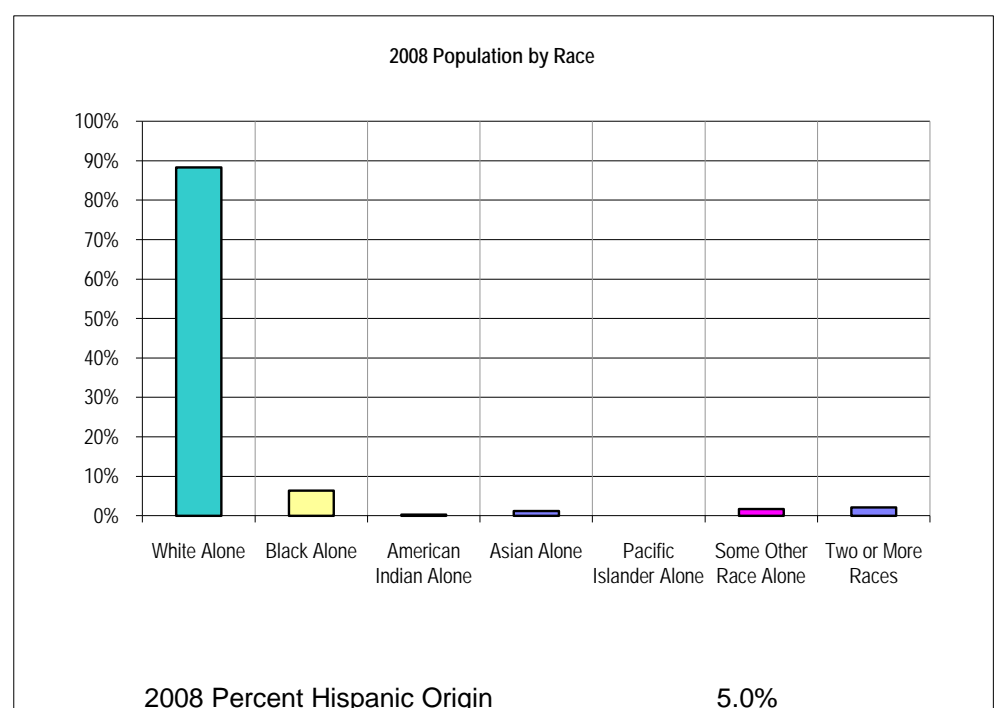
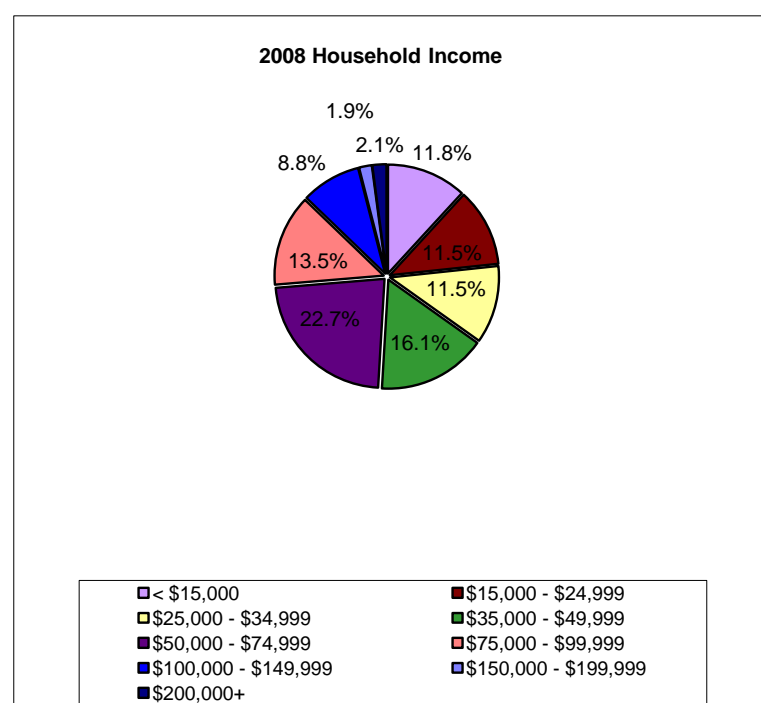
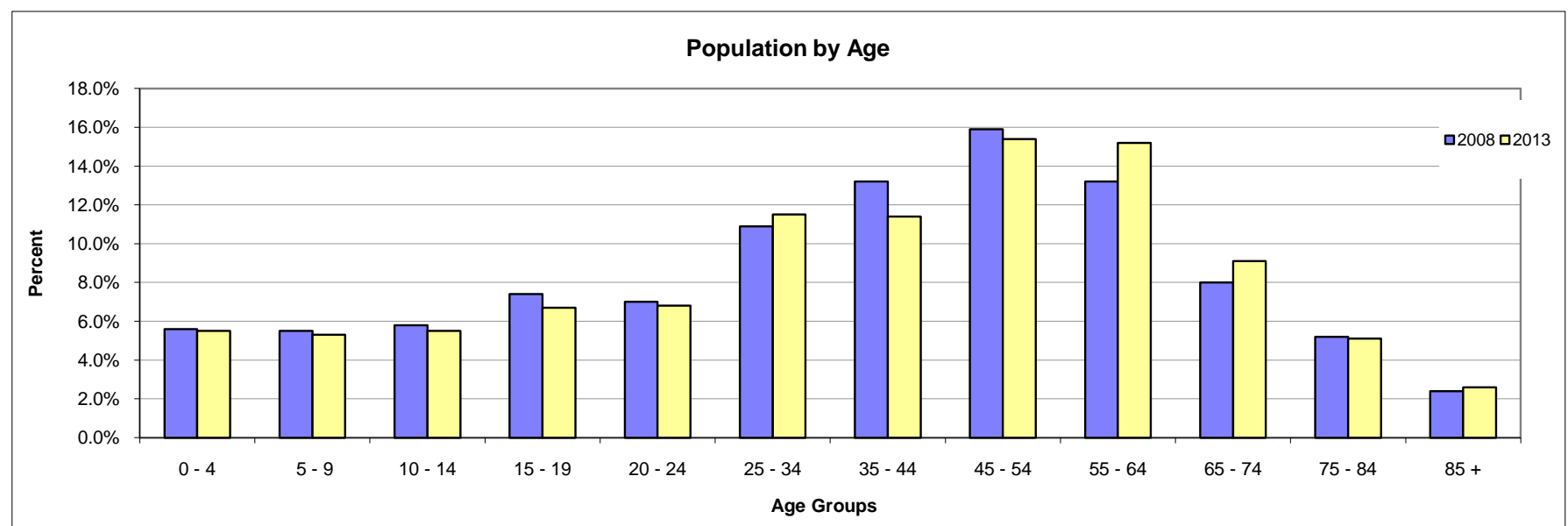
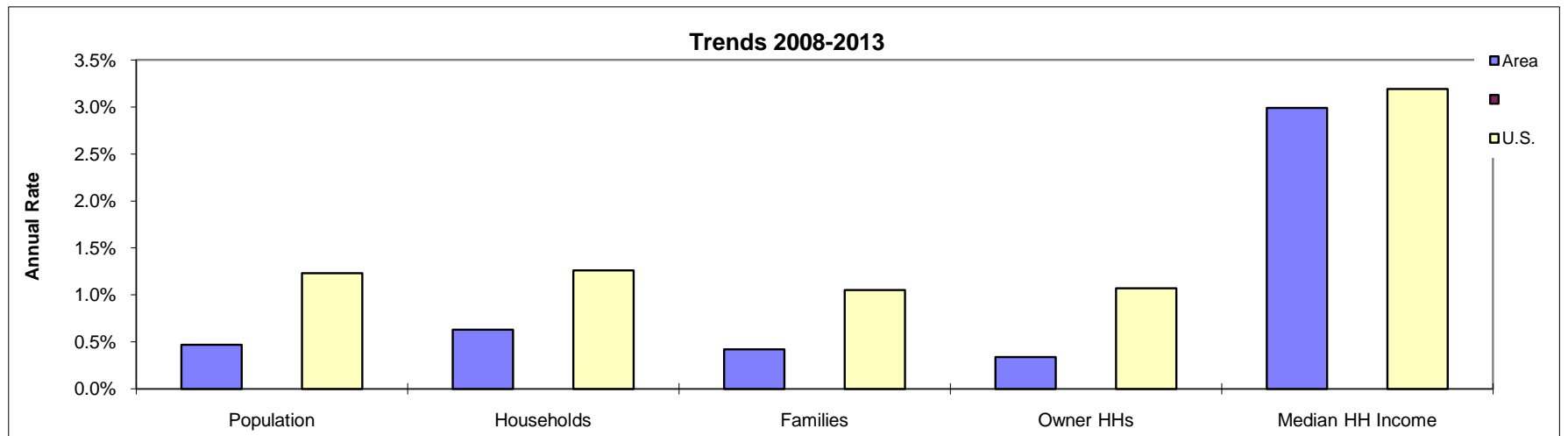
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Demographic and Income Profile

Prepared by

ZIPs: 12015 (Athens, NY), 12042 (Climax, NY), et. al.



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Demographic and Income Profile

Prepared by

States: New York

Summary	2000	2008	2013
Population	18,976,457	19,554,879	19,865,996
Households	7,056,860	7,270,269	7,397,196
Families	4,639,387	4,700,259	4,731,824
Average Household Size	2.61	2.61	2.60
Owner Occupied HUs	3,739,166	4,056,879	4,054,343
Renter Occupied HUs	3,317,694	3,213,390	3,342,853
Median Age	35.9	37.4	38.4

Trends: 2008-2013 Annual Rate	Area	National
Population	0.32%	1.23%
Households	0.35%	1.26%
Families	0.13%	1.05%
Owner HHs	-0.01%	1.07%
Median Household Income	3.25%	3.19%

	2000		2008		2013	
Households by Income	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,262,827	17.9%	926,847	12.7%	768,246	10.4%
\$15,000 - \$24,999	822,611	11.7%	668,026	9.2%	614,119	8.3%
\$25,000 - \$34,999	807,043	11.4%	636,310	8.8%	481,506	6.5%
\$35,000 - \$49,999	1,047,001	14.8%	939,716	12.9%	776,629	10.5%
\$50,000 - \$74,999	1,297,712	18.4%	1,371,037	18.9%	1,354,456	18.3%
\$75,000 - \$99,999	746,384	10.6%	954,980	13.1%	1,171,759	15.8%
\$100,000 - \$149,999	639,525	9.1%	1,031,785	14.2%	1,134,935	15.3%
\$150,000 - \$199,999	202,640	2.9%	332,706	4.6%	474,401	6.4%
\$200,000+	234,852	3.3%	408,688	5.6%	620,971	8.4%
Median Household Income	\$43,582		\$58,692		\$68,886	
Average Household Income	\$61,856		\$81,123		\$98,631	
Per Capita Income	\$23,389		\$30,627		\$37,245	

	2000		2008		2013	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,239,417	6.5%	1,275,962	6.5%	1,298,767	6.5%
5 - 9	1,351,857	7.1%	1,223,611	6.3%	1,210,393	6.1%
10 - 14	1,332,433	7.0%	1,292,126	6.6%	1,207,160	6.1%
15 - 19	1,287,544	6.8%	1,398,319	7.2%	1,347,951	6.8%
20 - 24	1,244,309	6.6%	1,352,308	6.9%	1,454,170	7.3%
25 - 34	2,757,324	14.5%	2,587,036	13.2%	2,596,347	13.1%
35 - 44	3,074,298	16.2%	2,820,111	14.4%	2,545,473	12.8%
45 - 54	2,552,936	13.5%	2,881,604	14.7%	2,975,077	15.0%
55 - 64	1,687,987	8.9%	2,172,933	11.1%	2,507,885	12.6%
65 - 74	1,276,046	6.7%	1,258,785	6.4%	1,396,197	7.0%
75 - 84	860,818	4.5%	881,810	4.5%	861,446	4.3%
85+	311,488	1.6%	410,274	2.1%	465,130	2.3%

	2000		2008		2013	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	12,893,689	67.9%	12,727,060	65.1%	12,580,660	63.3%
Black Alone	3,014,385	15.9%	3,214,924	16.4%	3,320,292	16.7%
American Indian Alone	82,461	0.4%	85,897	0.4%	87,489	0.4%
Asian Alone	1,044,976	5.5%	1,316,771	6.7%	1,502,280	7.6%
Pacific Islander Alone	8,818	0.0%	10,205	0.1%	10,854	0.1%
Some Other Race Alone	1,341,946	7.1%	1,482,666	7.6%	1,562,942	7.9%
Two or More Races	590,182	3.1%	717,356	3.7%	801,479	4.0%
Hispanic Origin (Any Race)	2,867,583	15.1%	3,236,278	16.5%	3,459,612	17.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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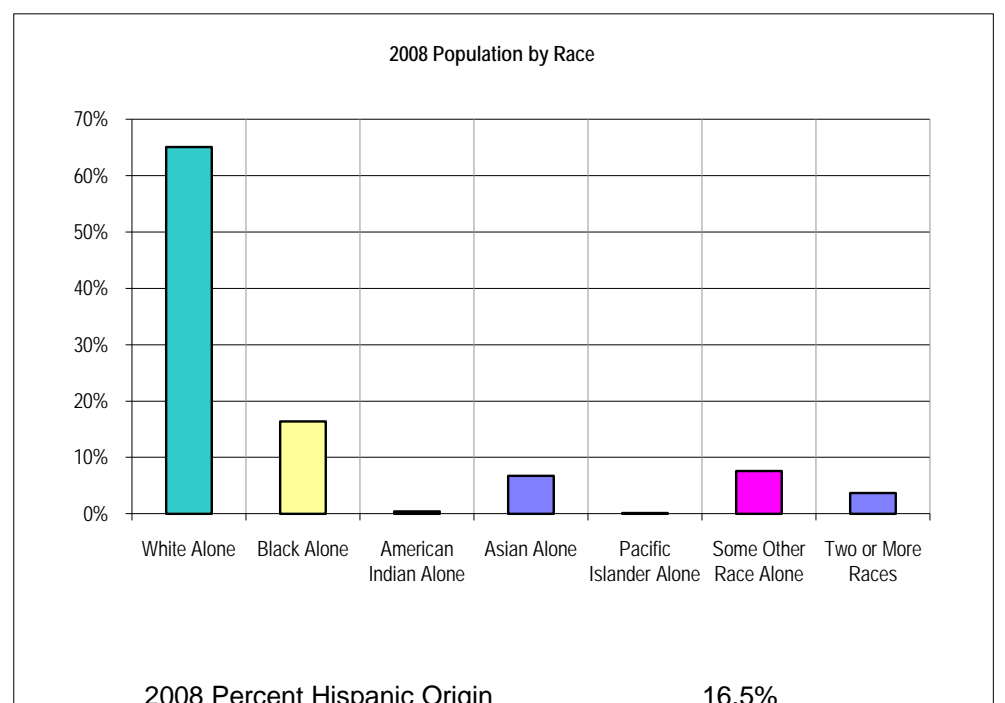
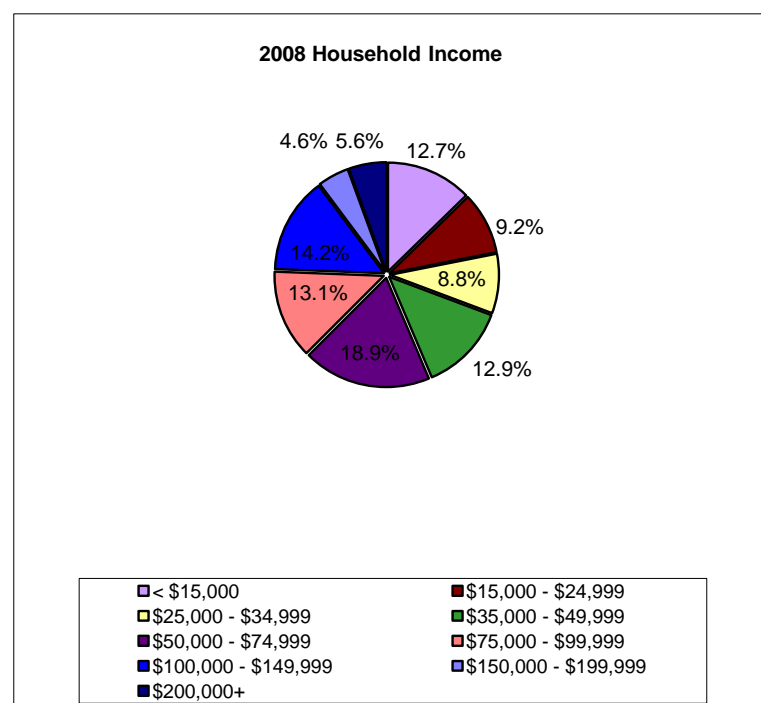
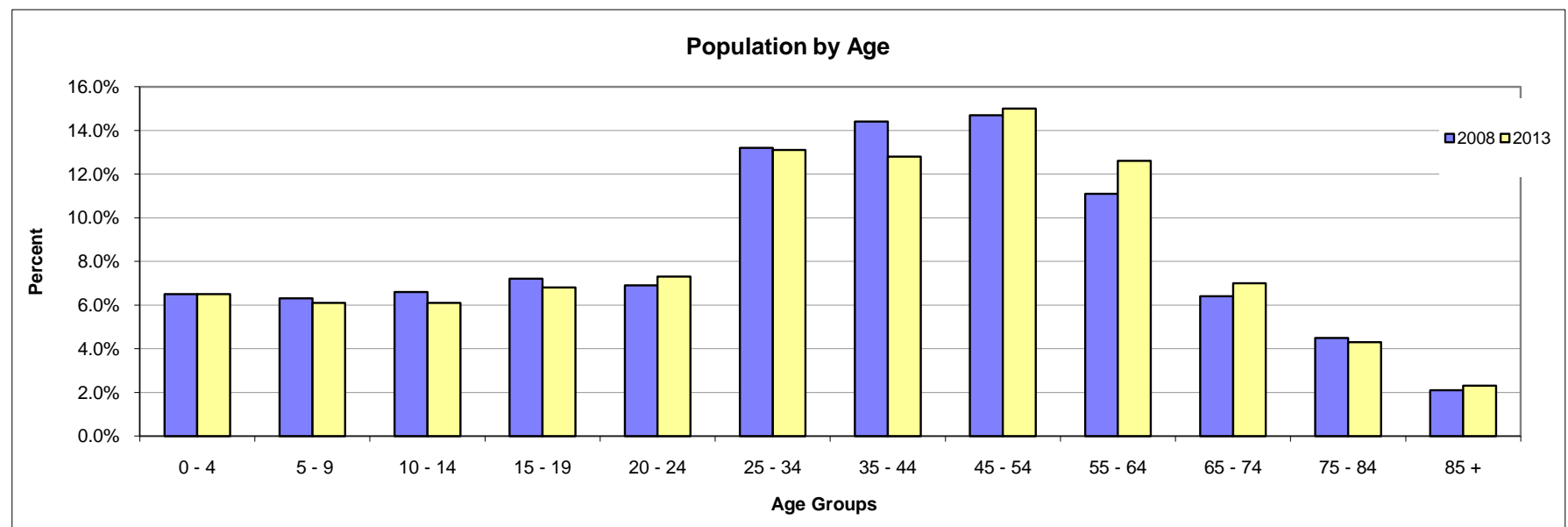
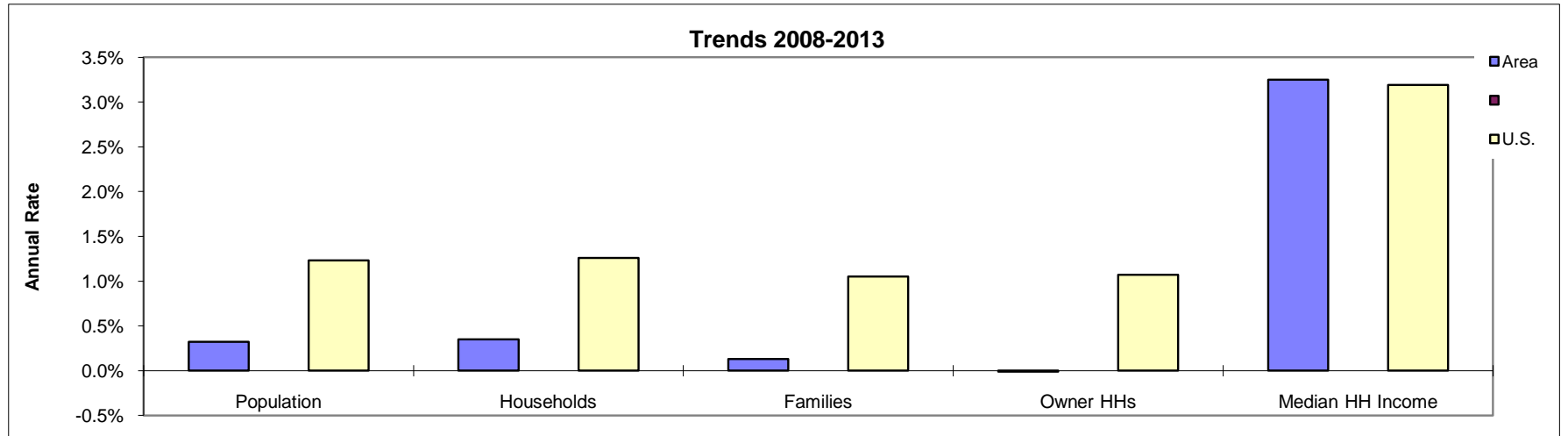
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Demographic and Income Profile

Prepared by

States: New York



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Retail MarketPlace Profile

Prepared by

Places: Catskill village, NY

Summary Demographics

2008 Population	4,518
2008 Households	1,853
2008 Median Disposable Income	\$29,003
2008 Per Capita Income	\$20,217

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$34,410,850	\$100,251,706	-\$65,840,856	-48.9	81
Total Retail Trade (NAICS 44-45)	\$29,561,106	\$95,524,431	-\$65,963,325	-52.7	52
Total Food & Drink (NAICS 722)	\$4,849,744	\$4,727,275	\$122,469	1.3	29

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$7,142,183	\$24,394,997	-\$17,252,814	-54.7	6
Automobile Dealers (NAICS 4411)	\$5,842,369	\$16,475,827	-\$10,633,458	-47.6	2
Other Motor Vehicle Dealers (NAICS 4412)	\$617,740	\$167,232	\$450,508	57.4	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$682,074	\$7,751,938	-\$7,069,864	-83.8	3
Furniture & Home Furnishings Stores (NAICS 442)	\$1,410,347	\$2,601,149	-\$1,190,802	-29.7	5
Furniture Stores (NAICS 4421)	\$1,084,081	\$1,421,818	-\$337,737	-13.5	3
Home Furnishings Stores (NAICS 4422)	\$326,266	\$1,179,331	-\$853,065	-56.7	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,165,278	\$972,906	\$192,372	9.0	5
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,142,042	\$19,718,385	-\$18,576,343	-89.1	5
Building Material and Supplies Dealers (NAICS 4441)	\$999,802	\$19,668,367	-\$18,668,565	-90.3	4
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$142,240	\$50,018	\$92,222	48.0	1
Food & Beverage Stores (NAICS 445)	\$6,561,379	\$3,491,116	\$3,070,263	30.5	6
Grocery Stores (NAICS 4451)	\$4,826,083	\$684,169	\$4,141,914	75.2	2
Specialty Food Stores (NAICS 4452)	\$1,280,063	\$555,633	\$724,430	39.5	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$455,233	\$2,251,314	-\$1,796,081	-66.4	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,676,573	\$6,780,380	-\$5,103,807	-60.4	7
Gasoline Stations (NAICS 447/NAICS 4471)	\$4,230,982	\$4,424,856	-\$193,874	-2.2	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,726,113	\$679,544	\$1,046,569	43.5	3
Clothing Stores (NAICS 4481)	\$1,481,151	\$622,191	\$858,960	40.8	2
Shoe Stores (NAICS 4482)	\$57,409	\$0	\$57,409	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$187,553	\$57,353	\$130,200	53.2	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,213,308	\$124,556	\$1,088,752	81.4	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,096,297	\$124,556	\$971,741	79.6	1
Book, Periodical, and Music Stores (NAICS 4512)	\$117,011	\$0	\$117,011	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector

Source: ESRI and infoUSA®.

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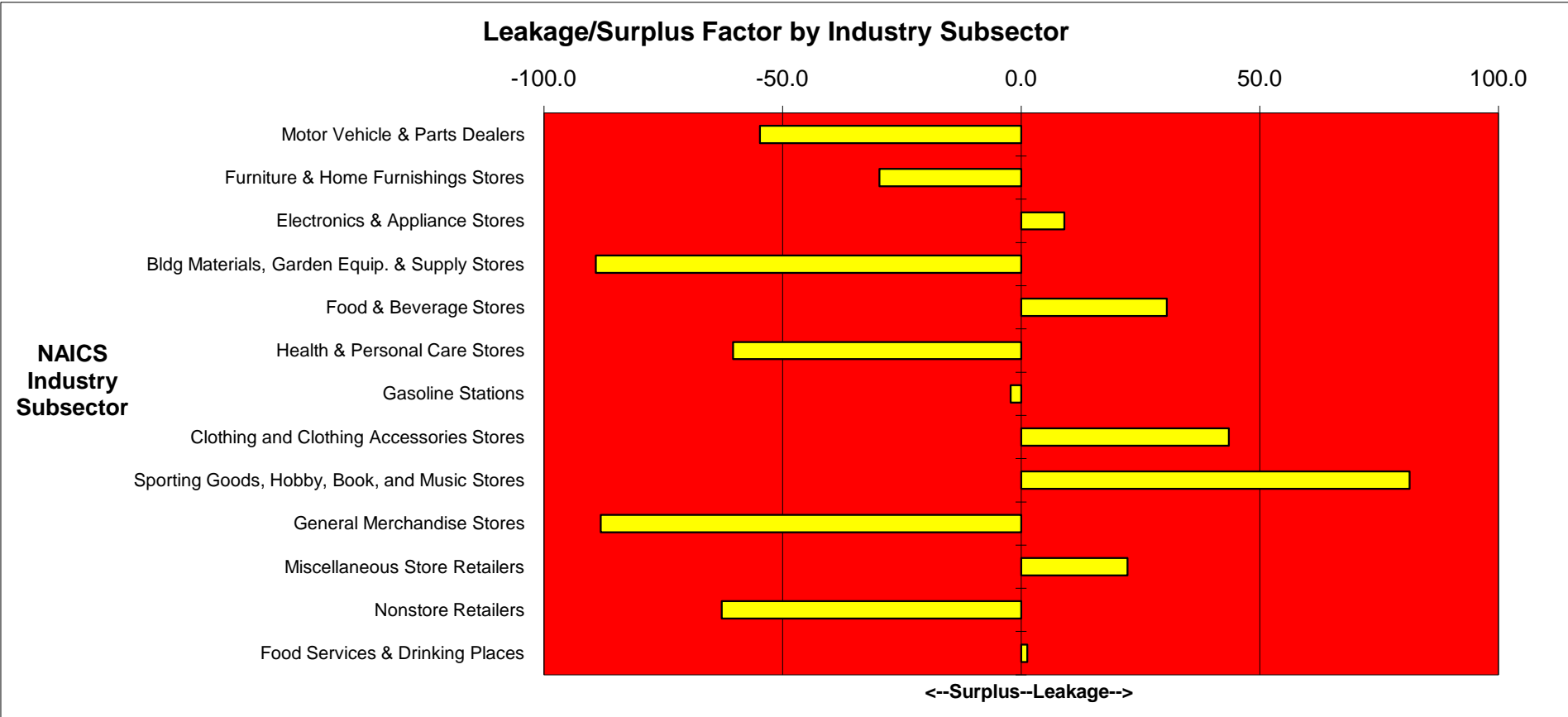
Retail MarketPlace Profile

Prepared by

Places: Catskill village, NY

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$1,856,159	\$29,435,016	-\$27,578,857	-88.1	5
Department Stores Excluding Leased Depts. (NAICS 4521)	\$561,947	\$20,415,317	-\$19,853,370	-94.6	2
Other General Merchandise Stores (NAICS 4529)	\$1,294,212	\$9,019,699	-\$7,725,487	-74.9	3

Miscellaneous Store Retailers (NAICS 453)	\$902,612	\$573,327	\$329,285	22.3	6
Florists (NAICS 4531)	\$89,857	\$32,573	\$57,284	46.8	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$300,417	\$0	\$300,417	100.0	0
Used Merchandise Stores (NAICS 4533)	\$118,825	\$33,422	\$85,403	56.1	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$393,513	\$507,332	-\$113,819	-12.6	4
Nonstore Retailers (NAICS 454)	\$534,130	\$2,328,199	-\$1,794,069	-62.7	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$115,361	\$0	\$115,361	100.0	0
Direct Selling Establishments (NAICS 4543)	\$418,769	\$2,328,199	-\$1,909,430	-69.5	1
Food Services & Drinking Places (NAICS 722)	\$4,849,744	\$4,727,275	\$122,469	1.3	29
Full-Service Restaurants (NAICS 7221)	\$3,429,235	\$1,857,370	\$1,571,865	29.7	19
Limited-Service Eating Places (NAICS 7222)	\$1,190,825	\$2,725,310	-\$1,534,485	-39.2	9
Special Food Services (NAICS 7223)	\$188,231	\$0	\$188,231	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$41,453	\$144,595	-\$103,142	-55.4	1



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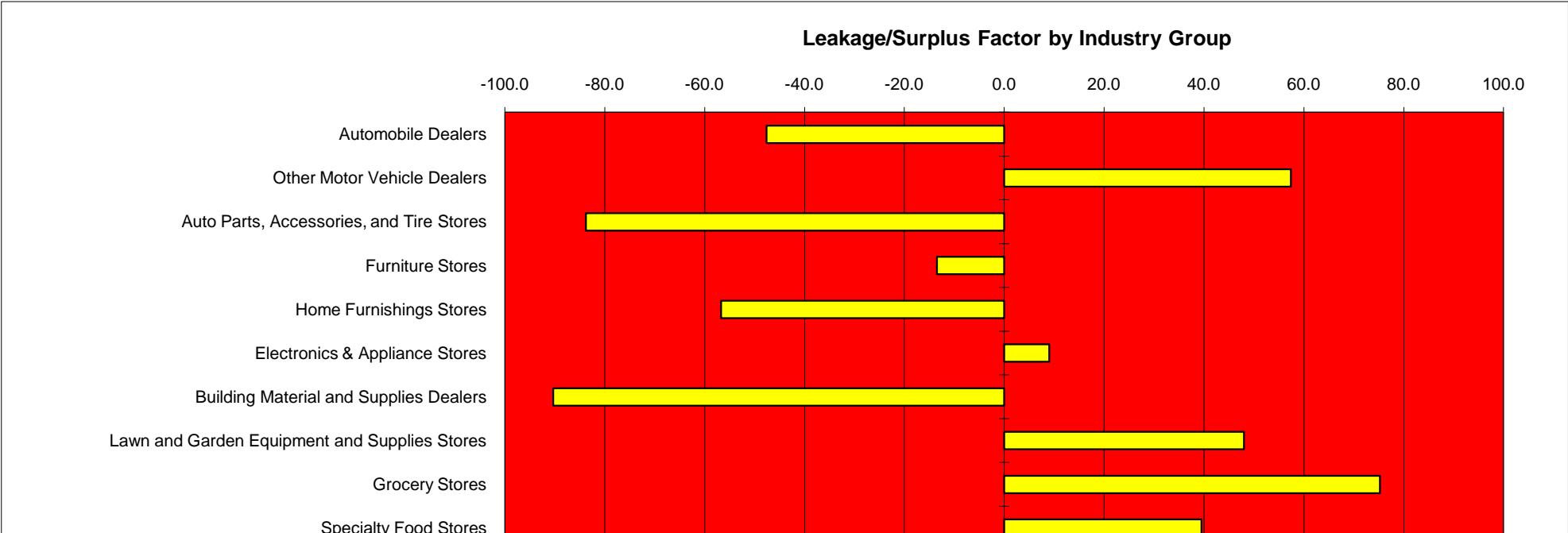
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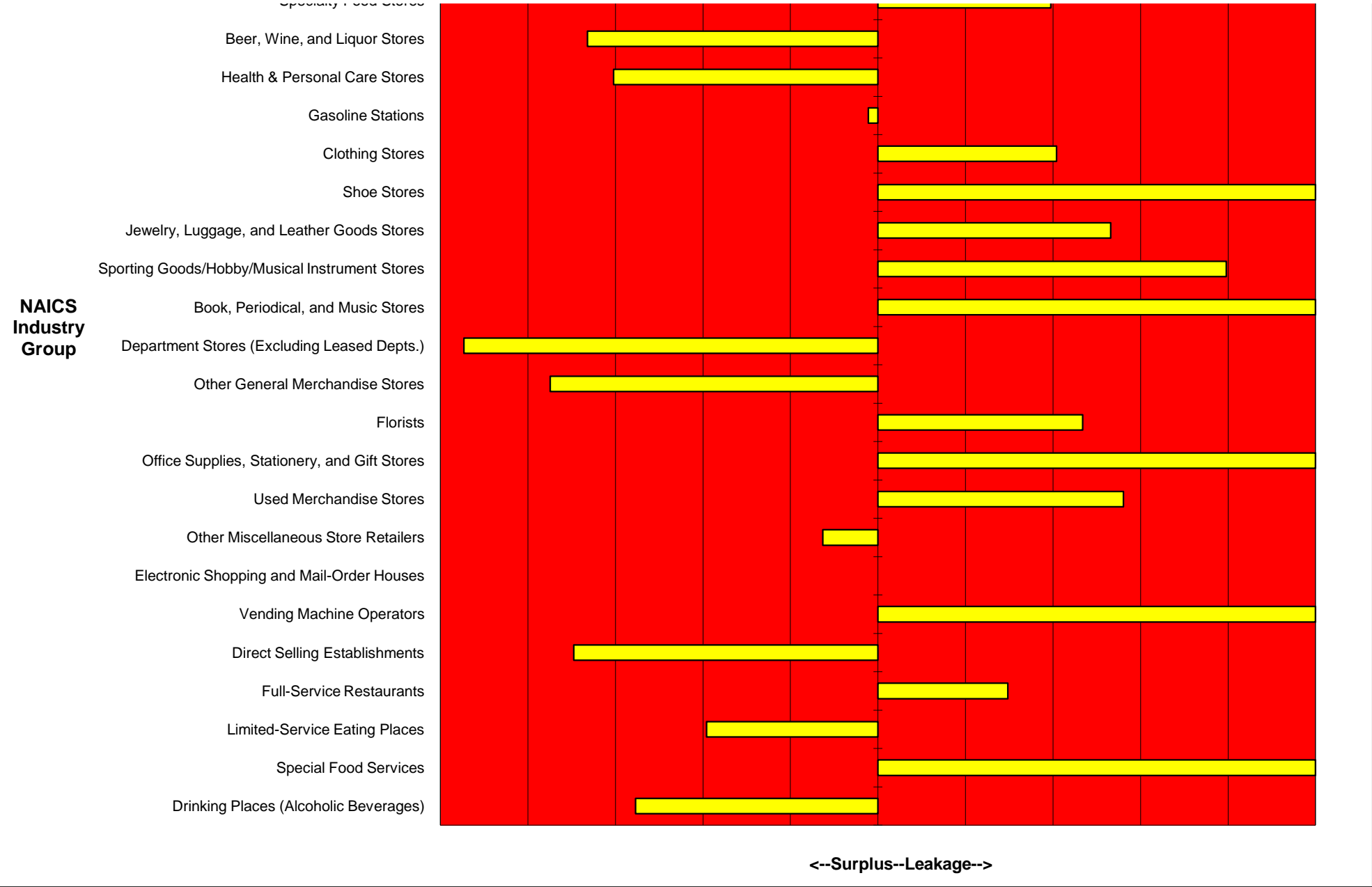


Retail MarketPlace Profile

Prepared by

Places: Catskill village, NY





Source: ESRI and *info*USA®.

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Retail MarketPlace Profile

Prepared by

ZIPs: 12015 (Athens, NY), 12413 (Cairo, NY), et. al.

Summary Demographics

2008 Population	21,457
2008 Households	8,850
2008 Median Disposable Income	\$35,065
2008 Per Capita Income	\$24,230

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$211,281,386	\$211,683,139	-\$401,753	-0.1	209
Total Retail Trade (NAICS 44-45)	\$183,793,593	\$199,157,585	-\$15,363,992	-4.0	142
Total Food & Drink (NAICS 722)	\$27,487,793	\$12,525,554	\$14,962,239	37.4	67

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$47,488,859	\$55,176,135	-\$7,687,276	-7.5	26
Automobile Dealers (NAICS 4411)	\$38,221,347	\$35,252,706	\$2,968,641	4.0	11
Other Motor Vehicle Dealers (NAICS 4412)	\$5,172,949	\$3,318,608	\$1,854,341	21.8	7
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,094,563	\$16,604,821	-\$12,510,258	-60.4	8
Furniture & Home Furnishings Stores (NAICS 442)	\$8,121,246	\$4,289,738	\$3,831,508	30.9	10
Furniture Stores (NAICS 4421)	\$6,231,700	\$2,419,651	\$3,812,049	44.1	5
Home Furnishings Stores (NAICS 4422)	\$1,889,546	\$1,870,087	\$19,459	0.5	5
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$6,827,780	\$1,839,845	\$4,987,935	57.5	8
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$7,768,188	\$34,833,446	-\$27,065,258	-63.5	17
Building Material and Supplies Dealers (NAICS 4441)	\$6,722,820	\$34,222,728	-\$27,499,908	-67.2	13
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,045,368	\$610,718	\$434,650	26.2	4
Food & Beverage Stores (NAICS 445)	\$38,746,570	\$7,349,578	\$31,396,992	68.1	15
Grocery Stores (NAICS 4451)	\$28,698,660	\$2,683,399	\$26,015,261	82.9	4
Specialty Food Stores (NAICS 4452)	\$7,581,784	\$1,357,685	\$6,224,099	69.6	7
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,466,126	\$3,308,494	-\$842,368	-14.6	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$10,349,036	\$11,066,262	-\$717,226	-3.3	10
Gasoline Stations (NAICS 447/NAICS 4471)	\$27,103,941	\$40,032,108	-\$12,928,167	-19.3	12
Clothing and Clothing Accessories Stores (NAICS 448)	\$9,675,049	\$738,413	\$8,936,636	85.8	4
Clothing Stores (NAICS 4481)	\$8,260,463	\$676,073	\$7,584,390	84.9	3
Shoe Stores (NAICS 4482)	\$318,265	\$0	\$318,265	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,096,321	\$62,340	\$1,033,981	89.2	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$6,900,952	\$650,561	\$6,250,391	82.8	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$6,301,392	\$175,856	\$6,125,536	94.6	2
Book, Periodical, and Music Stores (NAICS 4512)	\$599,560	\$474,705	\$124,855	11.6	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector

Source: ESRI and infoUSA®.

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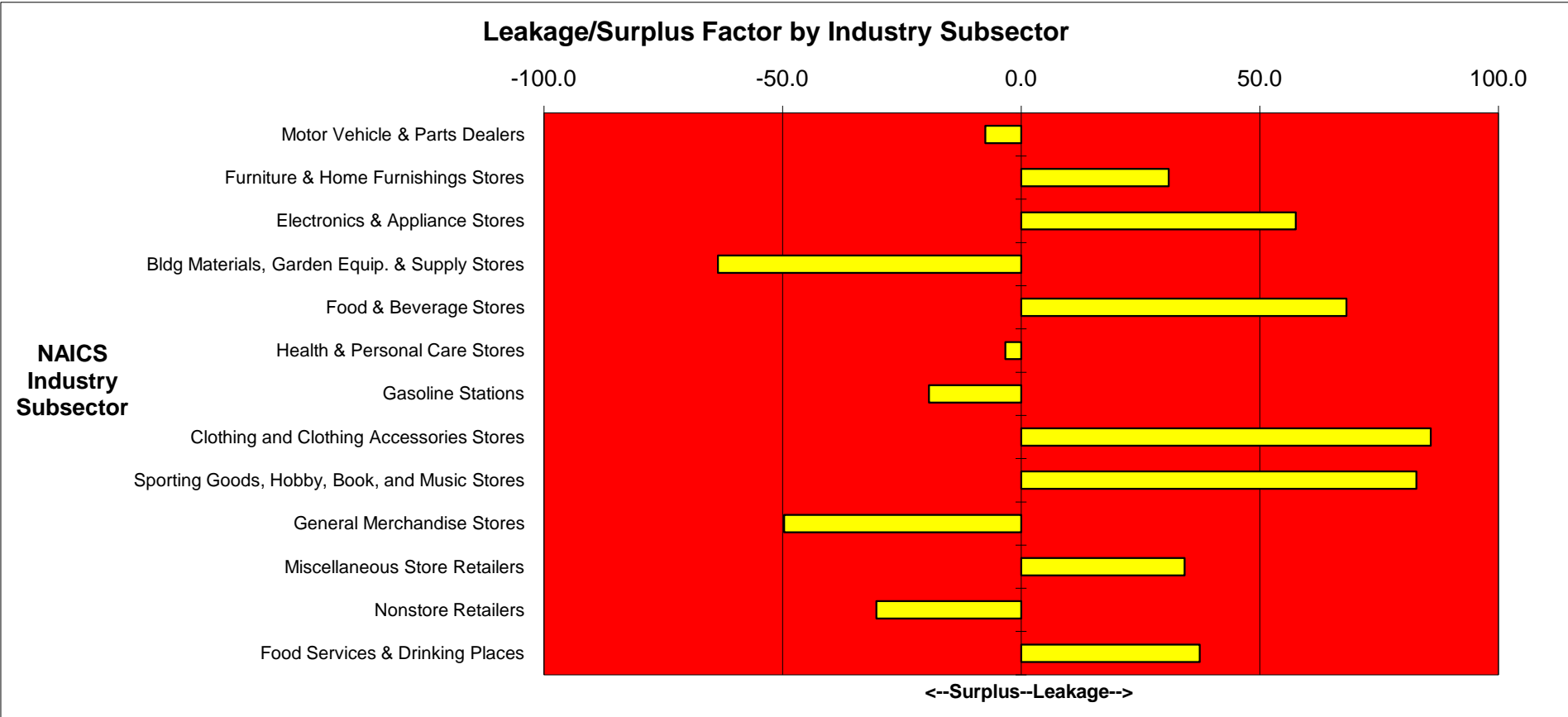
Retail MarketPlace Profile

Prepared by

ZIPs: 12015 (Athens, NY), 12413 (Cairo, NY), et. al.

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$11,039,295	\$32,854,543	-\$21,815,248	-49.7	6
Department Stores Excluding Leased Depts. (NAICS 4521)	\$3,281,220	\$21,827,697	-\$18,546,477	-73.9	2
Other General Merchandise Stores (NAICS 4529)	\$7,758,075	\$11,026,846	-\$3,268,771	-17.4	4

Miscellaneous Store Retailers (NAICS 453)	\$5,758,305	\$2,824,984	\$2,933,321	34.2	27
Florists (NAICS 4531)	\$659,713	\$164,172	\$495,541	60.1	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,817,145	\$664,119	\$1,153,026	46.5	7
Used Merchandise Stores (NAICS 4533)	\$627,682	\$143,051	\$484,631	62.9	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,653,765	\$1,853,642	\$800,123	17.8	15
Nonstore Retailers (NAICS 454)	\$4,014,372	\$7,501,972	-\$3,487,600	-30.3	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$680,047	\$0	\$680,047	100.0	0
Direct Selling Establishments (NAICS 4543)	\$3,334,325	\$7,501,972	-\$4,167,647	-38.5	4
Food Services & Drinking Places (NAICS 722)	\$27,487,793	\$12,525,554	\$14,962,239	37.4	67
Full-Service Restaurants (NAICS 7221)	\$19,375,639	\$4,987,849	\$14,387,790	59.1	47
Limited-Service Eating Places (NAICS 7222)	\$6,822,329	\$6,860,411	-\$38,082	-0.3	15
Special Food Services (NAICS 7223)	\$1,076,154	\$128,960	\$947,194	78.6	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$213,671	\$548,334	-\$334,663	-43.9	4



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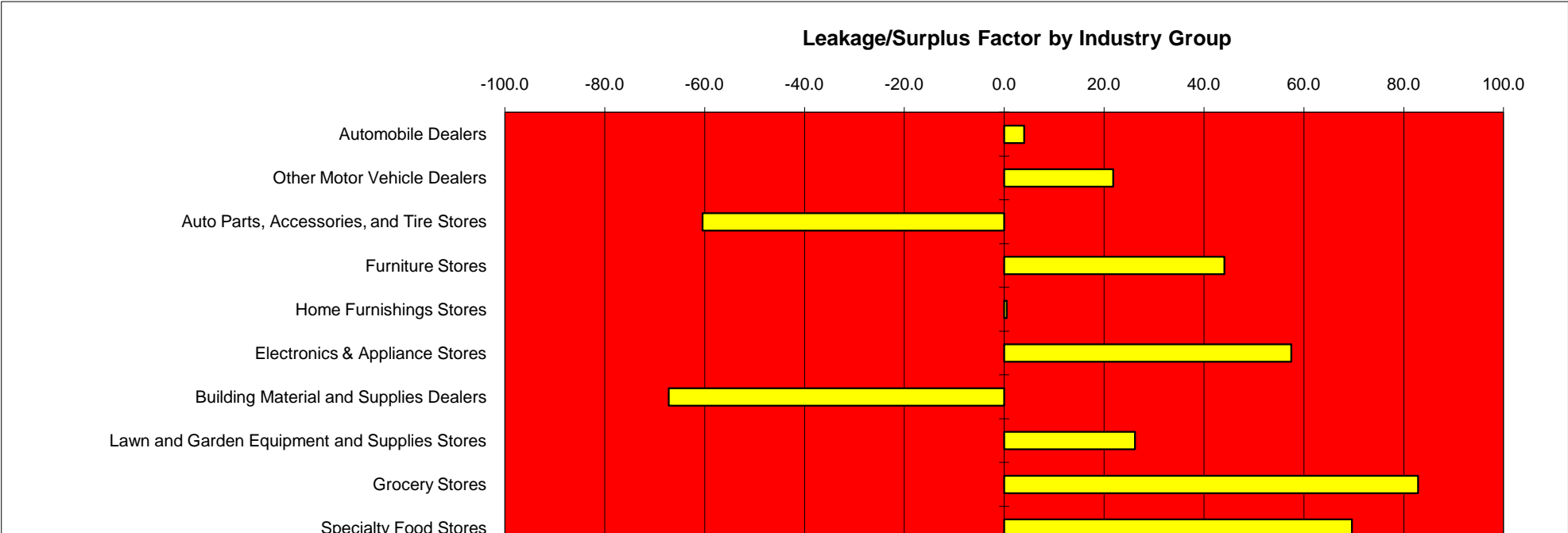
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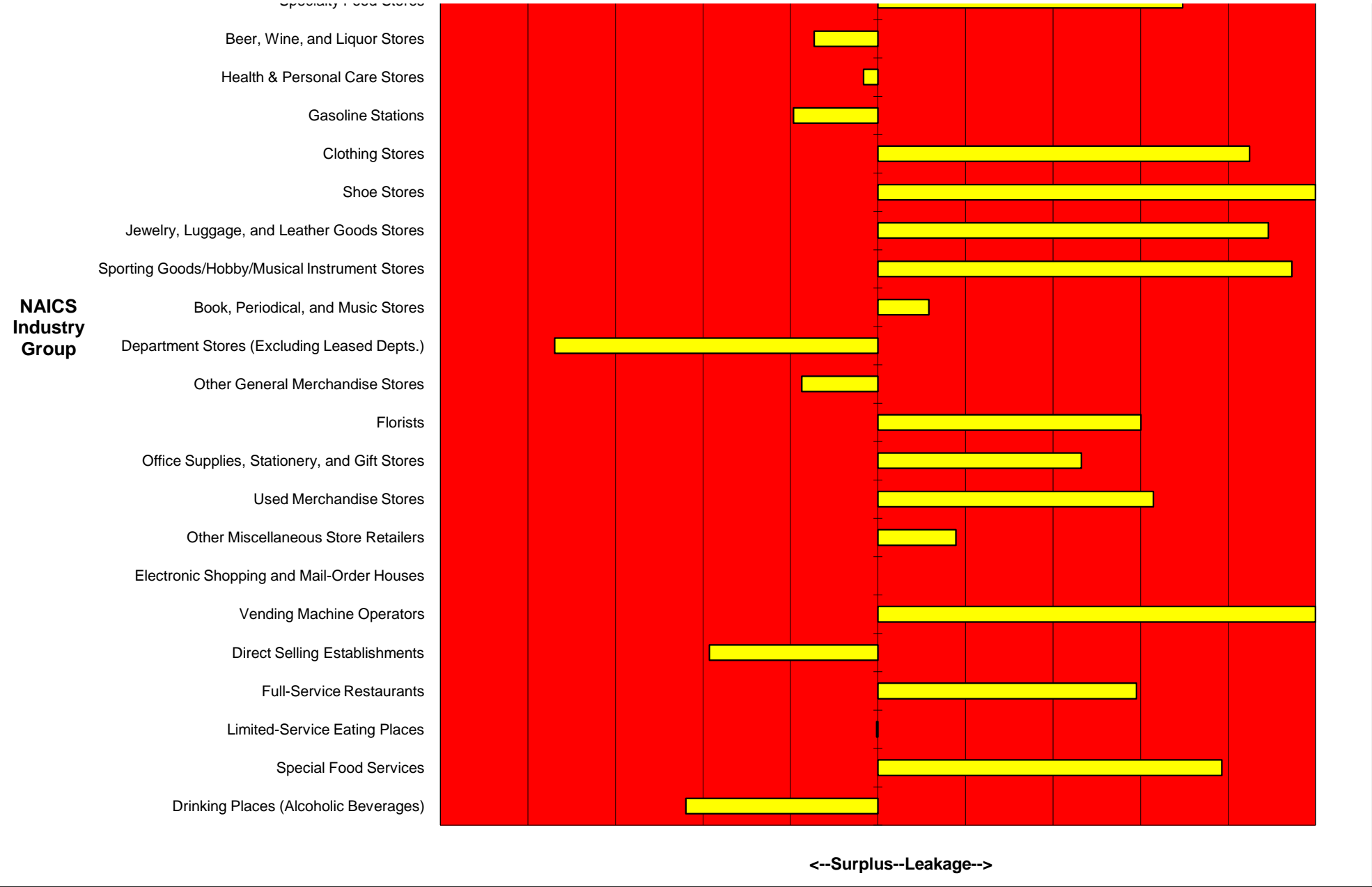


Retail MarketPlace Profile

Prepared by

ZIPs: 12015 (Athens, NY), 12413 (Cairo, NY), et. al.





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Retail MarketPlace Profile

Prepared by

Counties: Greene, NY

Summary Demographics

2008 Population	51,139
2008 Households	19,821
2008 Median Disposable Income	\$35,917
2008 Per Capita Income	\$23,686

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$476,631,278	\$438,731,847	\$37,899,431	4.1	484
Total Retail Trade (NAICS 44-45)	\$415,449,483	\$407,077,040	\$8,372,443	1.0	320
Total Food & Drink (NAICS 722)	\$61,181,795	\$31,654,807	\$29,526,988	31.8	164

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$108,829,912	\$85,788,488	\$23,041,424	11.8	43
Automobile Dealers (NAICS 4411)	\$87,310,291	\$43,297,565	\$44,012,726	33.7	16
Other Motor Vehicle Dealers (NAICS 4412)	\$12,255,610	\$24,422,581	-\$12,166,971	-33.2	14
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$9,264,011	\$18,068,342	-\$8,804,331	-32.2	13
Furniture & Home Furnishings Stores (NAICS 442)	\$18,364,665	\$10,107,640	\$8,257,025	29.0	21
Furniture Stores (NAICS 4421)	\$14,100,800	\$7,040,403	\$7,060,397	33.4	10
Home Furnishings Stores (NAICS 4422)	\$4,263,865	\$3,067,237	\$1,196,628	16.3	11
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$15,391,810	\$3,662,960	\$11,728,850	61.6	17
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$17,987,770	\$43,694,473	-\$25,706,703	-41.7	32
Building Material and Supplies Dealers (NAICS 4441)	\$15,567,142	\$41,378,846	-\$25,811,704	-45.3	24
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,420,628	\$2,315,627	\$105,001	2.2	8
Food & Beverage Stores (NAICS 445)	\$86,596,389	\$54,668,204	\$31,928,185	22.6	39
Grocery Stores (NAICS 4451)	\$64,158,562	\$36,310,641	\$27,847,921	27.7	18
Specialty Food Stores (NAICS 4452)	\$16,959,815	\$11,927,240	\$5,032,575	17.4	11
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,478,012	\$6,430,323	-\$952,311	-8.0	10
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$23,085,021	\$17,693,407	\$5,391,614	13.2	15
Gasoline Stations (NAICS 447/NAICS 4471)	\$61,165,708	\$86,030,062	-\$24,864,354	-16.9	24
Clothing and Clothing Accessories Stores (NAICS 448)	\$21,521,680	\$3,346,518	\$18,175,162	73.1	12
Clothing Stores (NAICS 4481)	\$18,334,627	\$2,330,420	\$16,004,207	77.4	9
Shoe Stores (NAICS 4482)	\$703,926	\$268,020	\$435,906	44.8	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,483,127	\$748,078	\$1,735,049	53.7	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$15,382,028	\$36,329,761	-\$20,947,733	-40.5	34
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$14,078,818	\$34,960,421	-\$20,881,603	-42.6	28
Book, Periodical, and Music Stores (NAICS 4512)	\$1,303,210	\$1,369,340	-\$66,130	-2.5	6

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector

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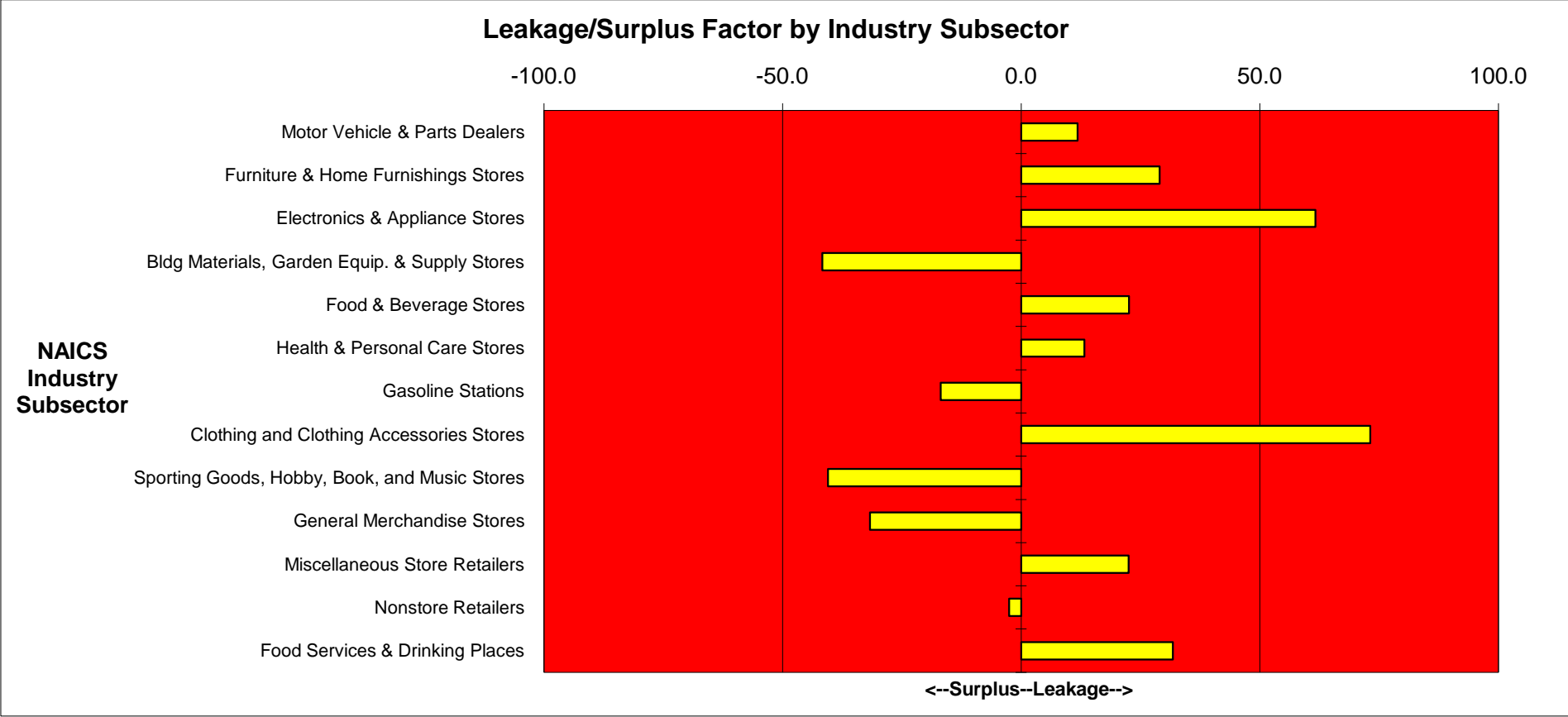
Retail MarketPlace Profile

Prepared by

Counties: Greene, NY

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$24,711,932	\$47,671,100	-\$22,959,168	-31.7	15
Department Stores Excluding Leased Depts. (NAICS 4521)	\$7,352,343	\$22,422,999	-\$15,070,656	-50.6	4
Other General Merchandise Stores (NAICS 4529)	\$17,359,589	\$25,248,101	-\$7,888,512	-18.5	11

Miscellaneous Store Retailers (NAICS 453)	\$13,060,448	\$8,254,255	\$4,806,193	22.5	64
Florists (NAICS 4531)	\$1,527,044	\$402,720	\$1,124,324	58.3	5
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,099,821	\$1,537,037	\$2,562,784	45.5	17
Used Merchandise Stores (NAICS 4533)	\$1,380,780	\$1,141,153	\$239,627	9.5	14
Other Miscellaneous Store Retailers (NAICS 4539)	\$6,052,803	\$5,173,345	\$879,458	7.8	28
Nonstore Retailers (NAICS 454)	\$9,352,120	\$9,830,172	-\$478,052	-2.5	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$1,518,946	\$0	\$1,518,946	100.0	0
Direct Selling Establishments (NAICS 4543)	\$7,833,174	\$9,830,172	-\$1,996,998	-11.3	4
Food Services & Drinking Places (NAICS 722)	\$61,181,795	\$31,654,807	\$29,526,988	31.8	164
Full-Service Restaurants (NAICS 7221)	\$43,109,384	\$15,488,368	\$27,621,016	47.1	114
Limited-Service Eating Places (NAICS 7222)	\$15,206,766	\$10,019,912	\$5,186,854	20.6	30
Special Food Services (NAICS 7223)	\$2,398,161	\$2,579,203	-\$181,042	-3.6	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$467,484	\$3,567,324	-\$3,099,840	-76.8	16



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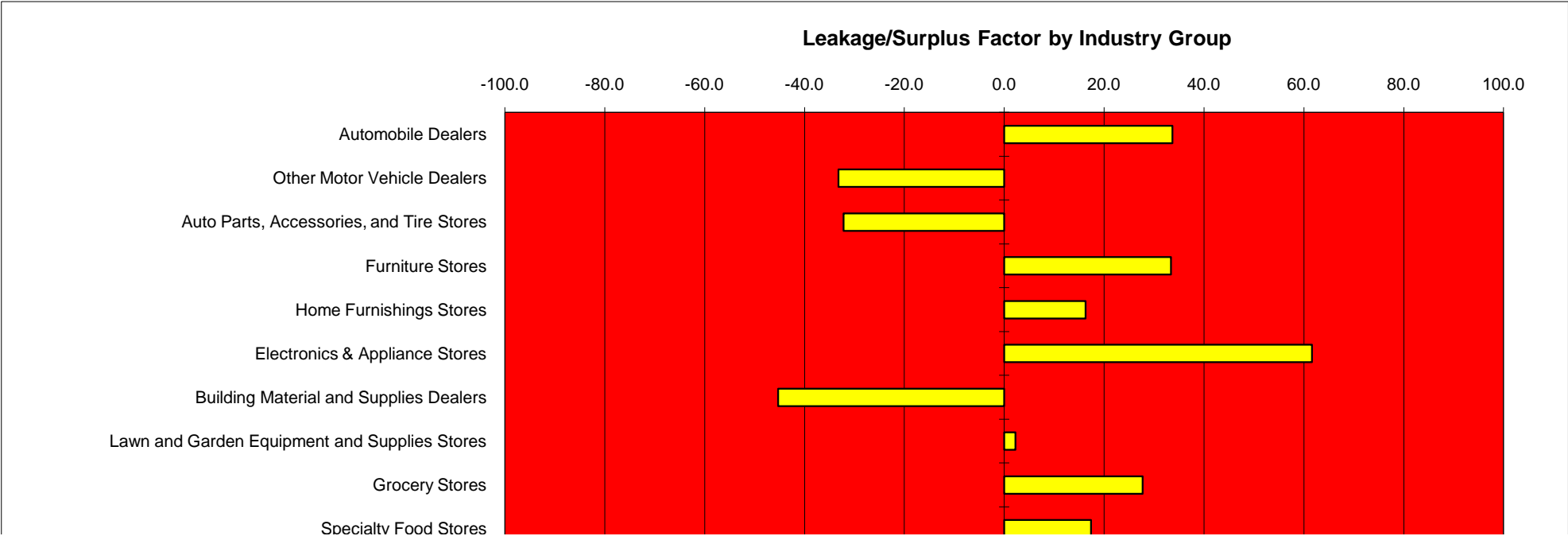
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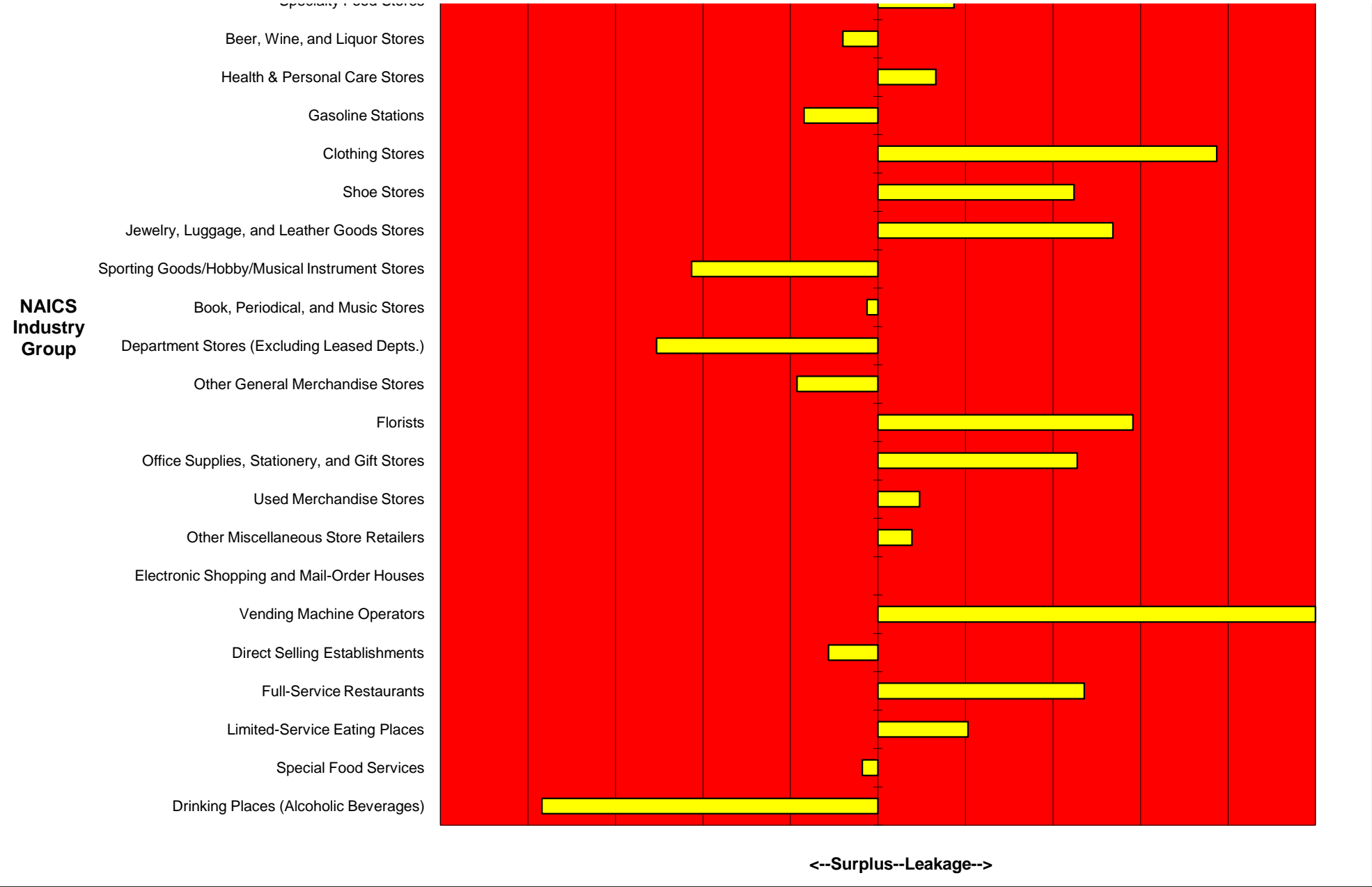


Retail MarketPlace Profile

Prepared by

Counties: Greene, NY





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Retail MarketPlace Profile

Prepared by

ZIPs: 12015 (Athens, NY), 12042 (Climax, NY), et. al.

Summary Demographics

2008 Population	104,242
2008 Households	41,239
2008 Median Disposable Income	\$37,570
2008 Per Capita Income	\$24,997

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,021,014,803	\$869,097,803	\$151,917,000	8.0	1,062
Total Retail Trade (NAICS 44-45)	\$890,200,512	\$793,569,148	\$96,631,364	5.7	748
Total Food & Drink (NAICS 722)	\$130,814,291	\$75,528,655	\$55,285,636	26.8	314

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$222,507,916	\$198,567,605	\$23,940,311	5.7	87
Automobile Dealers (NAICS 4411)	\$185,386,231	\$142,497,475	\$42,888,756	13.1	39
Other Motor Vehicle Dealers (NAICS 4412)	\$21,869,274	\$28,800,094	-\$6,930,820	-13.7	22
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$15,252,411	\$27,270,036	-\$12,017,625	-28.3	26
Furniture & Home Furnishings Stores (NAICS 442)	\$34,150,802	\$20,010,299	\$14,140,503	26.1	44
Furniture Stores (NAICS 4421)	\$21,595,280	\$12,788,553	\$8,806,727	25.6	19
Home Furnishings Stores (NAICS 4422)	\$12,555,522	\$7,221,746	\$5,333,776	27.0	25
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$32,408,748	\$9,256,681	\$23,152,067	55.6	36
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$33,428,989	\$58,416,644	-\$24,987,655	-27.2	66
Building Material and Supplies Dealers (NAICS 4441)	\$29,918,974	\$56,367,689	-\$26,448,715	-30.7	50
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$3,510,015	\$2,048,955	\$1,461,060	26.3	16
Food & Beverage Stores (NAICS 445)	\$160,317,748	\$120,516,258	\$39,801,490	14.2	98
Grocery Stores (NAICS 4451)	\$122,934,628	\$87,277,140	\$35,657,488	17.0	41
Specialty Food Stores (NAICS 4452)	\$25,431,185	\$20,783,226	\$4,647,959	10.1	37
Beer, Wine, and Liquor Stores (NAICS 4453)	\$11,951,935	\$12,455,892	-\$503,957	-2.1	20
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$38,396,573	\$34,455,400	\$3,941,173	5.4	37
Gasoline Stations (NAICS 447/NAICS 4471)	\$124,391,224	\$163,389,398	-\$38,998,174	-13.6	48
Clothing and Clothing Accessories Stores (NAICS 448)	\$48,152,148	\$11,051,338	\$37,100,810	62.7	37
Clothing Stores (NAICS 4481)	\$40,605,866	\$7,573,329	\$33,032,537	68.6	25
Shoe Stores (NAICS 4482)	\$3,263,850	\$1,960,834	\$1,303,016	24.9	4
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$4,282,432	\$1,517,175	\$2,765,257	47.7	8
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$21,756,815	\$40,042,280	-\$18,285,465	-29.6	57
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$18,467,677	\$36,971,383	-\$18,503,706	-33.4	45
Book, Periodical, and Music Stores (NAICS 4512)	\$3,289,138	\$3,070,897	\$218,241	3.4	12

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector

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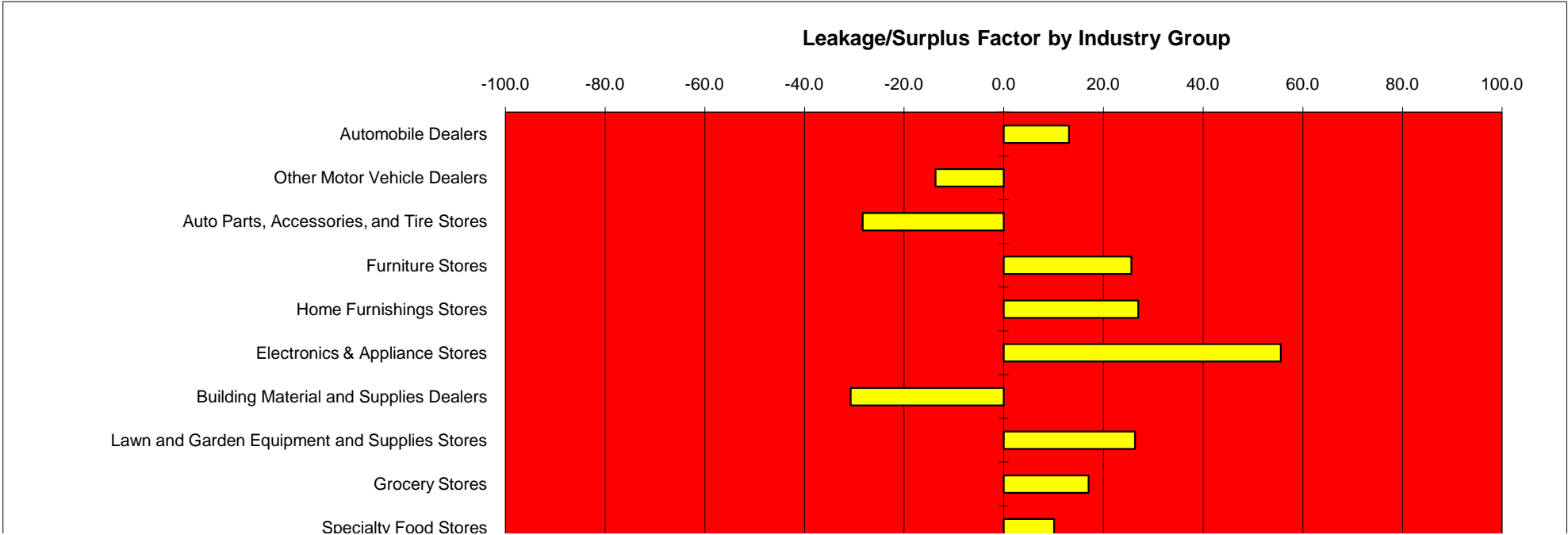
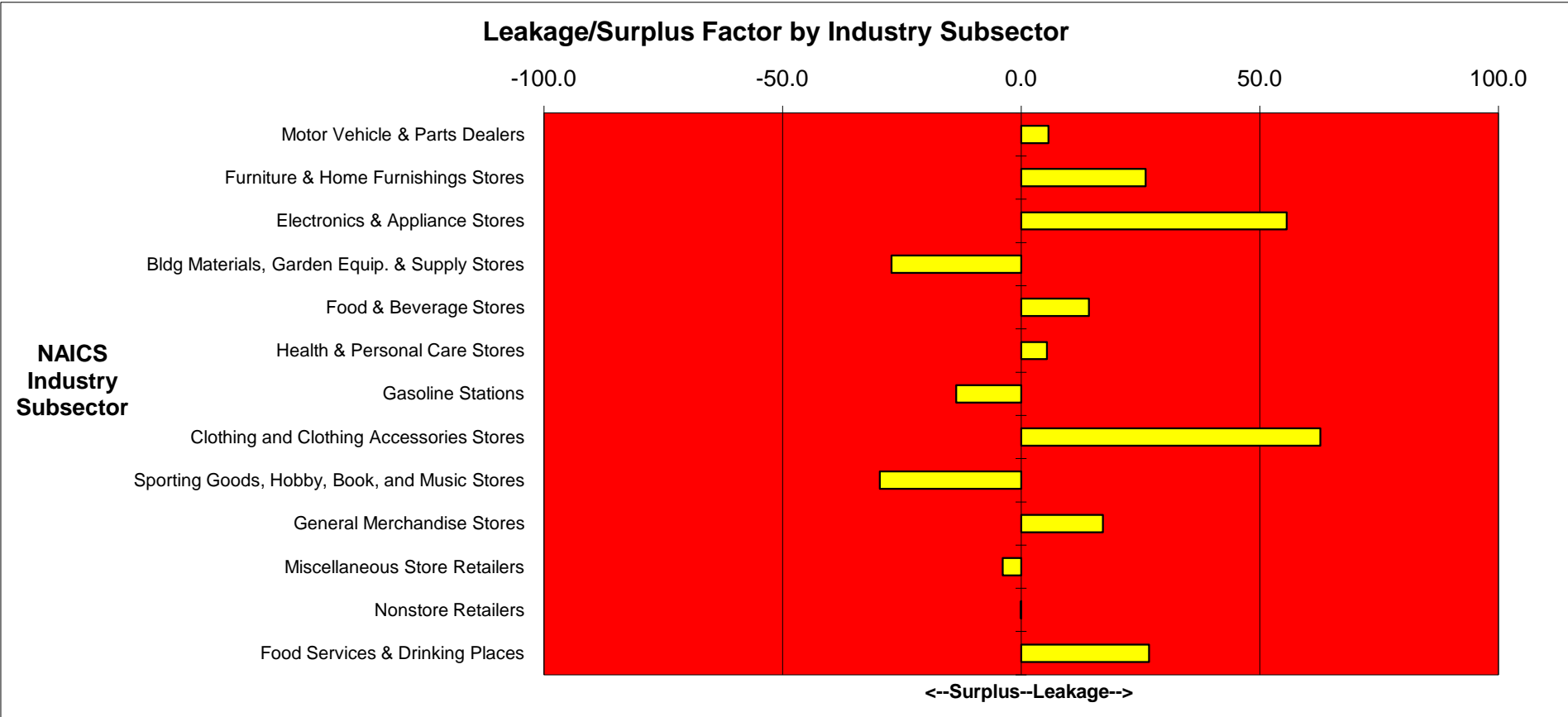
Retail MarketPlace Profile

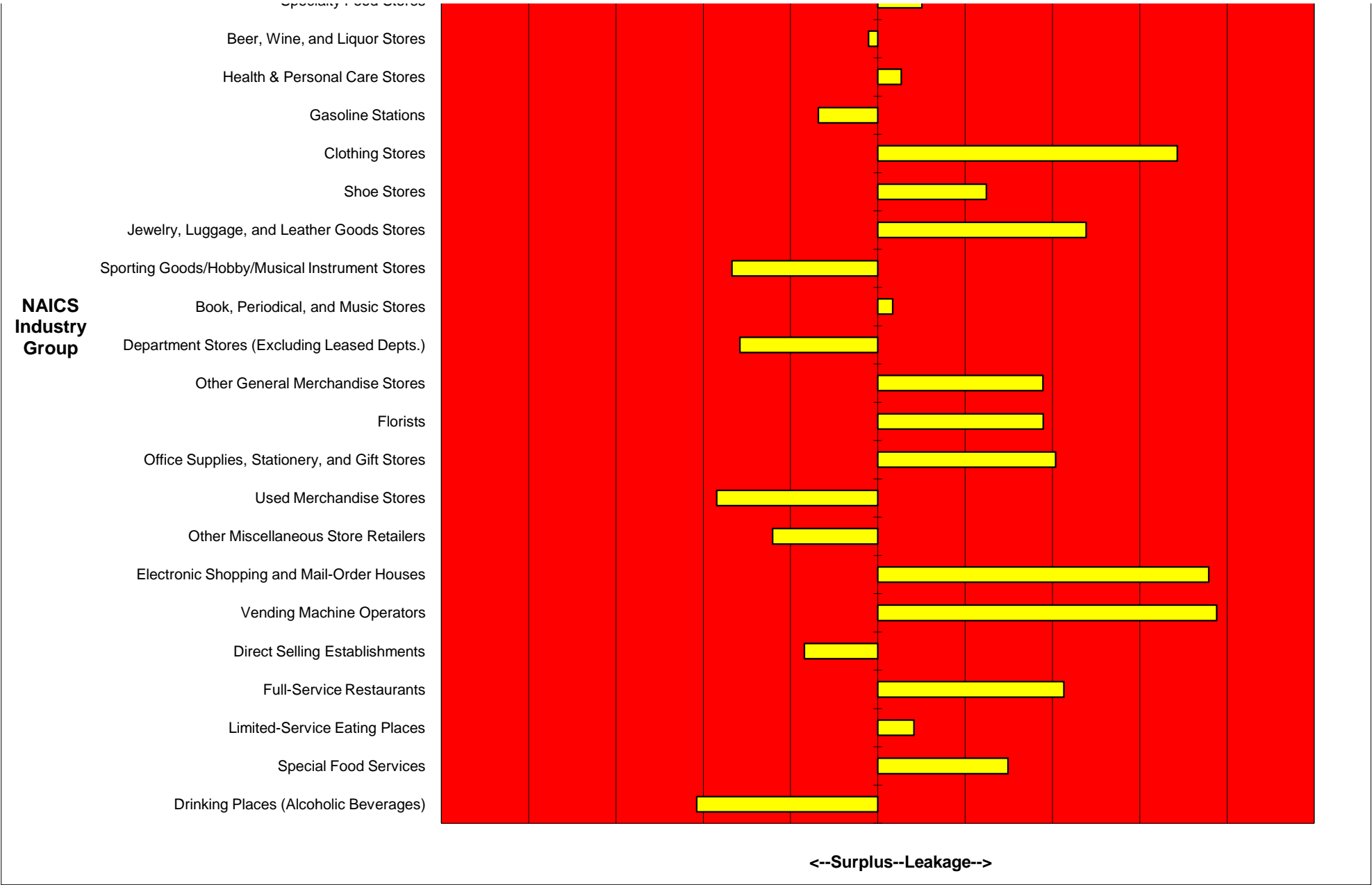
Prepared by

ZIPs: 12015 (Athens, NY), 12042 (Climax, NY), et. al.

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$132,735,709	\$94,004,244	\$38,731,465	17.1	30
Department Stores Excluding Leased Depts. (NAICS 4521)	\$23,086,796	\$44,461,712	-\$21,374,916	-31.6	9
Other General Merchandise Stores (NAICS 4529)	\$109,648,913	\$49,542,532	\$60,106,381	37.8	21

Miscellaneous Store Retailers (NAICS 453)	\$22,808,847	\$24,667,975	-\$1,859,128	-3.9	201
Florists (NAICS 4531)	\$3,234,323	\$1,457,217	\$1,777,106	37.9	13
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$8,232,649	\$3,469,051	\$4,763,598	40.7	36
Used Merchandise Stores (NAICS 4533)	\$2,225,077	\$4,825,646	-\$2,600,569	-36.9	82
Other Miscellaneous Store Retailers (NAICS 4539)	\$9,116,798	\$14,916,061	-\$5,799,263	-24.1	70
Nonstore Retailers (NAICS 454)	\$19,144,993	\$19,191,026	-\$46,033	-0.1	7
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$3,560,622	\$489,178	\$3,071,444	75.8	1
Vending Machine Operators (NAICS 4542)	\$2,495,291	\$315,100	\$2,180,191	77.6	1
Direct Selling Establishments (NAICS 4543)	\$13,089,080	\$18,386,748	-\$5,297,668	-16.8	5
Food Services & Drinking Places (NAICS 722)	\$130,814,291	\$75,528,655	\$55,285,636	26.8	314
Full-Service Restaurants (NAICS 7221)	\$80,466,085	\$32,421,418	\$48,044,667	42.6	211
Limited-Service Eating Places (NAICS 7222)	\$41,116,268	\$34,796,728	\$6,319,540	8.3	70
Special Food Services (NAICS 7223)	\$7,462,701	\$4,035,165	\$3,427,536	29.8	10
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,769,237	\$4,275,344	-\$2,506,107	-41.5	23





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Customer Demographic Profile

Page 1 of 2

File: P:_Customer Deliverables\ELAN PLANNING & DESIGN INC\05_27_09\Source\parcels0_out.xls

Number of Records: 58,897

DEMOGRAPHIC CHARACTERISTICS			HOUSING CHARACTERISTICS	
Annual Compound Growth Rates				<u>Percent</u>
	<u>2000-2008</u>	<u>2008-2013</u>	2000 Housing Units	
Population	0.7	0.7	Urban	44.8
Households	0.9	0.8	Rural	55.2
Families	0.7	0.6		
Per Capita Income	3.3	3.6	2000 Specified Owner Occupied Housing Units with a Mortgage	61.9
		<u>Percent</u>	2008 Housing Units	
2008 Population by Race/Ethnicity			Owner-Occupied	53.3
White Alone		86.6%	Renter-Occupied	23.5
Black Alone		4.6%		
American Indian Alone		0.3%	2000 Housing Units by Units in Structure	
Asian or Pacific Islander Alone		3.8%	1 Unit - Detached	60.5
Some Other Race Alone		2.2%	1 Unit - Attached	3.2
Population of 2+ Races		2.4%	2-9 Units	15.6
Hispanic Origin *		7.0%	10+ Units	13.4
Diversity Index **		34.4	Mobile and Other	7.3
2008 Population by Age			2000 Housing Units by Year Structure Built	
0-4		5.5	Structure Built 1990 or Later	10.3
5-14		11.2	Structure Built 1989 or Earlier	89.7
15-19		6.2	Median Year Structure Built	1961
20-24		5.5		
25-44		24.6	2008 Owner Occupied Housing Units:	
45-64		30.5	Median Home Value	\$217,929
65-84		14.0	2000 Specified Renter Occupied Housing Units:	
85+		2.5	Median Contract Rent	\$549
Median Age		42.9		
Age Dependency Index ***		49.7		
2000 Household Type				
Nonfamily Households: 1-Person		30.4		
Married-couple Families		49.6		
Married-couple Fam. w/Own Children <18		20.2		
2000 Population 5+ by Residence in 1995:				
Different House - Same County		19.0		
Different County, State, or Country		17.2		
2000 Median Year Householder Move in		1992		
2000 % Population by Place of Birth: Foreign-Born		10.6		
2008 Average Household Size		2.36		

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

* Persons of Hispanic Origin may be of any race.

** The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups.

*** The Age Dependency Index is the ratio of population age <15 plus age 65+ to the working age population age 15-64, times 100.

Produced in Community Coder

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5/27/2009



Customer Demographic Profile

Page 2 of 2

File: P:_Customer Deliverables\ELAN PLANNING & DESIGN INC\05_27_09\Source\parcels0_out.xls

Number of Records: 58,897

<u>SOCIOECONOMIC CHARACTERISTICS</u>			
	<u>Percent</u>		<u>Percent</u>
2008 Employed Civilian Pop 16+		2008 Pop 25+ by Educational Attainment	
Management	14.4	Less than High School Graduate	13.5
Professional	24.7	High School Grad/Some College	57.3
Services	17.5	College Grad or More	29.2
Sales/Related	11.1	Education Index *	109.4
Office/Administrative Support	12.9	2008 Household Income	
Farming/Fishing/Forestry	0.6	<\$15K	10.6
Construction/Extraction	6.2	\$15-24,999K	9.7
Installation/Maintenance/Repair	3.3	\$25-34,999K	9.9
Production	3.8	\$35-49,999K	13.7
Transportation/Material Moving	5.5	\$50-74,999K	20.9
		\$75-99,999K	12.9
Unemployment Rate	5.2	\$100-249,999K	18.5
2000 Women in Labor Force	29.6	\$250-499,999K	2.8
2000 Women in Labor Force w/Children	1.5	\$500K+	1.1
2000 Average Travel Time to Work (in minutes)	29.2	Median Household Income	\$57,793
		Median Disposable Income	\$43,008
		2000 Households w/Income < Poverty Level	10.2
		2008 Median Net Worth	\$149,606

Data Note: Income is expressed in current dollars. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

* The Education Index is the ratio of percent college graduates to the U.S. percent of college graduates, times 100.



Match & Geocode Summary

File: P:_Customer Deliverables\ELAN PLANNING & DESIGN INC\05_27_09\Source\parcels0_out.xls

Number of Records: 58,897

The Match Code indicates the level of accuracy of the latitude and longitude coordinates appended to each input address record. ESRI assigns your records to several match levels. The best match level is to the Address Point. This indicates a match to the Tele Atlas rooftop data. The centroid is accurate to the rooftop level. A match to the Street Address indicates a centroid that is accurate to the street segment. A match to the ZIP+4 indicates a centroid accurate to the ZIP+4 centroid. A match to the ZIP+2 indicates a centroid accurate to the ZIP+2 centroid. A match to the ZIP Code indicates a centroid accurate to the 5-digit ZIP Code centroid.

<u>Match Description</u>	<u>Match Code</u>	<u>Number</u>	<u>Percent</u>
Address Point	MA	28,442	48.3%
Street Address	MS	13,308	22.6%
ZIP+4	M4	0	0.0%
ZIP+2	M2	0	0.0%
ZIP Code	MZ	17,021	28.9%
No Match	UX	126	0.2%
		58,897	100.0%

The Geocode indicates the level of accuracy of the geographic code assigned to each input address record. ESRI assigns your records to one of three geocode levels listed below. For records where a block, block group, or tract cannot be assigned, ESRI assigns a census tract through a ZIP Code to census tract correspondence. The census tract with the largest household count in the ZIP Code is appended to the record. If only one tract exists in the ZIP Code, then that tract is assigned.

Census tracts are assigned to residential ZIP Codes by overlaying the centroids of the component blocks on ZIP Code boundaries. Expressed as latitude/longitude coordinates, centroids approximate the geographic centers of blocks. If the centroid of a block falls within the ZIP Code, it is included. Blocks are then aggregated, and the ratio of the block totals to tracts is used to create the ZIP Code to census tract correspondence.

If an address is assigned a "No Geocode", no match was possible.

<u>Geocode Description</u>	<u>Number</u>	<u>Percent</u>
Block	37,441	63.6%
Block Group	4,104	7.0%
Tract	17,022	28.9%
No Geocode	330	0.6%
	58,897	100.0%

Post office boxes, rural routes or drops, or incomplete addresses can preclude the assignment of a geocode or a latitude and longitude. Addresses outside the U.S. cannot be matched either.



Customer Geographic Summary

File: P:_Customer Deliverables\ELAN PLANNING & DESIGN INC\05_27_09\Source\parcels0_out.xls

Number of Records: 58,897

	<u>Record Count</u>	<u>Percent</u>		<u>Record Count</u>	<u>Percent</u>
Top 20 States			Top 20 ZIP Codes		
New York (36)	53,556	90.9%	12477 Saugerties, NY	6,036	10.2%
New Jersey (34)	2,335	4.0%	12414 Catskill, NY	4,935	8.4%
Florida (12)	651	1.1%	12534 Hudson, NY	4,477	7.6%
Connecticut (09)	420	0.7%	12498 Woodstock, NY	2,101	3.6%
California (06)	229	0.4%	12015 Athens, NY	1,692	2.9%
Massachusetts (25)	209	0.4%	12051 Coxsackie, NY	1,565	2.7%
Pennsylvania (42)	206	0.3%	12413 Cairo, NY	1,325	2.2%
Virginia (51)	124	0.2%	12083 Greenville, NY	1,255	2.1%
Texas (48)	95	0.2%	12143 Ravena, NY	1,169	2.0%
Maryland (24)	80	0.1%	12496 Windham, NY	951	1.6%
North Carolina (37)	77	0.1%	12451 Leeds, NY	719	1.2%
Colorado (08)	47	0.1%	12463 Palenville, NY	716	1.2%
Georgia (13)	46	0.1%	12431 Freehold, NY	692	1.2%
New Hampshire (33)	38	0.1%	12058 Earlton, NY	657	1.1%
South Carolina (45)	37	0.1%	12442 Hunter, NY	648	1.1%
Maine (23)	33	0.1%	12485 Tannersville, NY	615	1.0%
Illinois (17)	31	0.1%	12192 West Coxsackie, NY	565	1.0%
Arizona (04)	28	0.0%	12087 Hannacroix, NY	558	0.9%
Ohio (39)	23	0.0%	12409 Bearsville, NY	551	0.9%
Michigan (26)	22	0.0%	12423 East Durham, NY	546	0.9%
Other States	280	0.5%	Other ZIP Codes	26,824	45.5%
Non-geocoded Records	330	0.6%	Records with no ZIP Code	300	0.5%
Top 20 Counties			Top 20 CBSAs		
Greene, NY (36039)	22,493	38.2%	New York-No N.J.-LI (35620)	13,275	22.5%
Ulster, NY (36111)	10,685	18.1%	Kingston, NY (28740)	10,685	18.1%
Columbia, NY (36021)	5,762	9.8%	Hudson, NY (26460)	5,762	9.8%
New York, NY (36061)	2,650	4.5%	Albany-Sch.-Troy, N (10580)	2,205	3.7%
Albany, NY (36001)	1,941	3.3%	Poughkeepsie-Newbrg (39100)	991	1.7%
Nassau, NY (36059)	1,838	3.1%	Bridgeport-Stamford (14860)	306	0.5%
Westchester, NY (36119)	1,610	2.7%	Miami-Fort Lauder.F (33100)	255	0.4%
Queens, NY (36081)	1,370	2.3%	Philadelphia-Camden (37980)	156	0.3%
Suffolk, NY (36103)	1,181	2.0%	Boston-Cambridge, M (14460)	147	0.2%
Kings, NY (36047)	1,160	2.0%	Washington-Arlingto (47900)	128	0.2%
Dutchess, NY (36027)	767	1.3%	Syracuse, NY (45060)	117	0.2%
Bergen, NJ (34003)	752	1.3%	Los Angeles-L. Beac (31100)	109	0.2%
Richmond, NY (36085)	381	0.6%	Tampa-St Pete-Clear (45300)	83	0.1%
Rockland, NY (36087)	369	0.6%	Hartford-WHart-EHar (25540)	53	0.1%
Fairfield, CT (09001)	306	0.5%	San Francisco-Oakln (41860)	53	0.1%
Bronx, NY (36005)	299	0.5%	Allentwn-Beth-Easto (10900)	51	0.1%
Monmouth, NJ (34025)	289	0.5%	Dallas-Ft Worth-Arl (19100)	45	0.1%
Orange, NY (36071)	224	0.4%	Atlanta-Sndy Spring (12060)	38	0.1%
Morris, NJ (34027)	198	0.3%	Cape Coral-Ft Myers (15980)	37	0.1%
Essex, NJ (34013)	181	0.3%	Bradenton-Sarasota (14600)	33	0.1%
Other Counties	4,111	7.0%	Other CBSAs	1,371	2.3%
Non-geocoded Records	330	0.6%	Records not in a CBSA	22,997	39.0%



Customer Tapestry Profile

Page 1 of 4

File: P:_Customer Deliverables\ELAN PLANNING & DESIGN INC\05_27_09\Source\parcels0_out.xls

Number of Records: 58,897

By LifeMode Group

<u>Tapestry Description</u>	<u>Customers</u>		<u>Penetration</u> Per 100	<u>U.S.</u>		
	<u>Number</u>	<u>%</u>		<u>Number</u>	<u>%</u>	<u>Index</u>
L12: American Quilt	16,944	28.9	0.16	10,829,684	9.3	311
L2: Upscale Avenues	9,724	16.6	0.06	16,106,751	13.8	120
L10: Traditional Living	9,246	15.8	0.09	10,211,000	8.8	180
L1: High Society	6,558	11.2	0.04	14,737,841	12.7	88
L5: Senior Styles	6,452	11.0	0.04	14,435,191	12.4	89
L4: Solo Acts	3,149	5.4	0.04	7,874,575	6.8	79
L3: Metropolis	2,699	4.6	0.04	6,125,002	5.3	88
L8: Global Roots	1,989	3.4	0.02	9,539,786	8.2	41
L7: High Hopes	861	1.5	0.02	4,765,221	4.1	36
L11: Factories & Farms	617	1.1	0.01	11,037,658	9.5	11
L9: Family Portrait	230	0.4	0.00	9,040,021	7.8	5
L6: Scholars & Patriots	72	0.1	0.00	1,679,246	1.4	9
Total	58,567	100.0	0.05	116,384,754	100.0	100

Segment 66, Unclassified, is not included in the Summary Table.



Customer Tapestry Profile

Page 2 of 4

File: P:_Customer Deliverables\ELAN PLANNING & DESIGN INC\05_27_09\Source\parcels0_out.xls

Number of Records: 58,897

Tapestry Description	Customers		Penetration	U.S.		Index
	Number	%	Per 100	Number	%	
31 Rural Resort Dwellers	13,716	23.4	0.73	1,889,293	1.6	1443
24 Main Street, USA	5,502	9.4	0.18	3,023,316	2.6	362
18 Cozy and Comfortable	4,355	7.4	0.13	3,304,548	2.8	262
33 Midlife Junction	3,340	5.7	0.12	2,895,204	2.5	229
29 Rustbelt Retirees	2,840	4.8	0.12	2,437,147	2.1	232
46 Rooted Rural	2,573	4.4	0.09	2,844,306	2.4	180
5 Wealthy Seaboard Suburbs	2,371	4.0	0.15	1,616,345	1.4	292
8 Laptops and Lattes	2,126	3.6	0.18	1,176,901	1.0	359
17 Green Acres	2,049	3.5	0.06	3,709,672	3.2	110
20 City Lights	1,418	2.4	0.12	1,205,996	1.0	234
10 Pleasant-ville	1,368	2.3	0.07	1,993,575	1.7	136
9 Urban Chic	1,306	2.2	0.08	1,544,641	1.3	168
3 Connoisseurs	1,159	2.0	0.07	1,613,872	1.4	143
1 Top Rung	1,154	2.0	0.14	804,559	0.7	285
22 Metropolitans	1,140	1.9	0.08	1,378,563	1.2	164
14 Prosperous Empty Nesters	912	1.6	0.04	2,145,535	1.8	84
57 Simple Living	858	1.5	0.05	1,653,324	1.4	103
48 Great Expectations	804	1.4	0.04	2,029,301	1.7	79
44 Urban Melting Pot	783	1.3	0.10	777,556	0.7	200
30 Retirement Communities	782	1.3	0.05	1,703,787	1.5	91
2 Suburban Splendor	733	1.3	0.04	2,021,455	1.7	72
7 Exurbanites	651	1.1	0.02	2,911,256	2.5	44
26 Midland Crowd	640	1.1	0.01	4,340,414	3.7	29
60 City Dimensions	595	1.0	0.06	1,012,141	0.9	117
25 Salt of the Earth	578	1.0	0.02	3,223,158	2.8	36
27 Metro Renters	528	0.9	0.03	1,556,201	1.3	67
15 Silver and Gold	442	0.8	0.04	1,110,879	1.0	79
13 In Style	418	0.7	0.01	2,884,395	2.5	29
32 Rustbelt Traditions	378	0.6	0.01	3,301,541	2.8	23
23 Trendsetters	345	0.6	0.03	1,224,263	1.1	56
6 Sophisticated Squires	341	0.6	0.01	3,176,492	2.7	21
35 International Marketplace	311	0.5	0.02	1,510,966	1.3	41
65 Social Security Set	288	0.5	0.04	754,416	0.6	76
49 Senior Sun Seekers	211	0.4	0.02	1,400,301	1.2	30
61 High Rise Renters	177	0.3	0.02	771,718	0.7	46
4 Boomburbs	149	0.3	0.01	2,593,862	2.2	11
36 Old and Newcomers	131	0.2	0.01	2,270,553	2.0	11
45 City Strivers	124	0.2	0.01	861,637	0.7	29
11 Pacific Heights	122	0.2	0.02	719,608	0.6	34
43 The Elders	113	0.2	0.02	721,507	0.6	31



Customer Tapestry Profile

Page 3 of 4

Tapestry Description	Customers			Penetration			U.S.		
	Number	%		Per 100			Number	%	Index
16 Enterprising Professionals	106	0.2		0.01			1,950,312	1.7	11
12 Up and Coming Families	73	0.1		0.00			3,940,855	3.4	4
21 Urban Villages	70	0.1		0.01			903,459	0.8	15
28 Aspiring Young Families	57	0.1		0.00			2,735,920	2.4	4
52 Inner City Tenants	56	0.1		0.00			1,767,969	1.5	6
19 Milk and Cookies	51	0.1		0.00			2,271,972	2.0	4
55 College Towns	43	0.1		0.00			924,966	0.8	9
64 City Commons	34	0.1		0.00			790,011	0.7	9
38 Industrious Urban Fringe	28	0.0		0.00			1,781,285	1.5	3
66 Unclassified	26	0.0		0.94			2,778	0.0	1860
34 Family Foundations	26	0.0		0.00			990,939	0.9	5
58 NeWest Residents	21	0.0		0.00			1,035,917	0.9	4
39 Young and Restless	19	0.0		0.00			1,646,657	1.4	2
47 Las Casas	18	0.0		0.00			882,234	0.8	4
42 Southern Satellites	17	0.0		0.00			3,173,306	2.7	1
40 Military Proximity	15	0.0		0.01			232,767	0.2	13
41 Crossroads	15	0.0		0.00			1,755,671	1.5	2
51 Metro City Edge	14	0.0		0.00			1,097,054	0.9	3
63 Dorms to Diplomas	14	0.0		0.00			521,513	0.4	5
56 Rural Bypasses	12	0.0		0.00			1,760,830	1.5	1
53 Home Town	8	0.0		0.00			1,702,273	1.5	1
50 Heartland Communities	6	0.0		0.00			2,508,295	2.2	0
62 Modest Income Homes	3	0.0		0.00			1,177,886	1.0	1
37 Prairie Living	2	0.0		0.00			1,178,091	1.0	0
59 Southwestern Families	2	0.0		0.00			1,133,724	1.0	0
54 Urban Rows	0	0.0		0.00			403,866	0.3	0
Total	58,567	100.0		0.05			116,384,754	100.0	100



Customer Tapestry Profile

Top 20 Tapestry Segments by Customer Count

Page 4 of 4

File: P:_Customer Deliverables\ELAN PLANNING & DESIGN INC\05_27_09\Source\parcels0_out.xls

Number of Records: 58,897

Rank	Tapestry Description	Customers	U.S.	Index
1	31 Rural Resort Dwellers	23.4%	1.6%	1443
2	24 Main Street, USA	9.4%	2.6%	362
3	18 Cozy and Comfortable	7.4%	2.8%	262
4	33 Midlife Junction	5.7%	2.5%	229
5	29 Rustbelt Retirees	4.8%	2.1%	232
Subtotal		50.8%	11.6%	436
6	46 Rooted Rural	4.4%	2.4%	180
7	5 Wealthy Seaboard Suburbs	4.0%	1.4%	292
8	8 Laptops and Lattes	3.6%	1.0%	359
9	17 Green Acres	3.5%	3.2%	110
10	20 City Lights	2.4%	1.0%	234
Subtotal		18.0%	9.1%	198
11	10 Pleasant-ville	2.3%	1.7%	136
12	9 Urban Chic	2.2%	1.3%	168
13	3 Connoisseurs	2.0%	1.4%	143
14	1 Top Rung	2.0%	0.7%	285
15	22 Metropolitans	1.9%	1.2%	164
Subtotal		10.5%	6.3%	166
16	14 Prosperous Empty Nesters	1.6%	1.8%	84
17	57 Simple Living	1.5%	1.4%	103
18	48 Great Expectations	1.4%	1.7%	79
19	44 Urban Melting Pot	1.3%	0.7%	200
20	30 Retirement Communities	1.3%	1.5%	91
Subtotal		7.1%	7.1%	99
Total		86.3%	34.2%	253

Note: Segments with an index higher than 100 are listed in blue.

Subtotals are shown for every 5 classifications.