

VILLAGE OF CATSKILL, NY



DOWNTOWN and WATERFRONT REVITALIZATION PLAN

Phase 1 Summary Report

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INTRODUCTION

The Village of Catskill is located in the Upper Hudson Valley of New York, with frontage along both the Hudson River and the Catskill Creek. Its position between Albany and Kingston, as well as the protected harbor provided by Catskill Creek, put Catskill in a unique position to become an attractive water-based tourism destination in the Hudson Valley. The downtown area of Catskill is a walkable community, and the primary commercial areas and core of the Village are in close proximity to or directly on the waterfront. The calm waters, beautiful scenery, and densely developed downtown located along the waterfront combine to provide tourists coming by land or by water with a unique experience, enjoying a variety of amenities and activities focused on or related to the waterfront.

Starting in 1984 both an LWRP and a Harbor Study were conducted for Catskill, which had a varied impact on the landscape. While some wonderful projects, such as the redevelopment of Catskill Point, resulted from these plans, they were not fully implemented or integrated in to the larger picture, and the nature of both tourism and community development have changed in the last decade. Recent planning efforts by the Town and Village of Catskill have been undertaken, but have not focused on the incredible opportunities presented by the waterfront and its connections to the pedestrian friendly downtown. This oversight of the value of the waterfront could have devastating impacts on the future of Catskill. This report is the result of the first phases of an effort to examine the opportunities for providing linkages and access along the waterfront properties of the Village, as well as to the downtown shopping districts.

STUDY AREA

An analysis of the Village of Catskill was conducted in order to determine the most critical areas in which to focus revitalization efforts. While it is obvious that there are many resources upon which to build, as well as many areas in need of revival, the key portion of the Village for this study is along the Catskill Creek and Main Street. The existing infrastructure, public spaces, dense downtown development, and access to the creek and the Hudson River are the amenities that will help bring new life into the Village. Recent efforts at downtown revitalization have been successful, and are a wonderful beginning to build upon for future projects and programs.

A map showing the boundary of the identified study area is included below. The study area starts at the northern end of the village along Route 9W before the bridge and continues along the back property lines of the parcels along the north/east side of Main Street facing Main Street. The boundary encompasses a few additional properties while following Main Street down to Dutchman's Landing. The entire area of Catskill Point is included, and the boundary line crosses Catskill Creek to include the Bliss and Forlini parcels on the opposite bank. The study area boundary then follows the backs of the properties along West Main Street in a northerly direction up to West Bridge Street above the intersection of West Bridge Street and Dumond Streets. The boundary line then returns back to West Main along the front of the school along the river, after which it connects back to Route 9W.

The entire Village of Catskill has many attractive features and amenities to offer. This study area represents the core portion of the Village, whose revitalization and improvement will benefit the community as a whole. Focusing efforts on this area will not only provide a variety of new and complementing uses and public spaces, it will create a critical momentum for redevelopment of the other areas of the village as well. Public funds spent on this concentrated area will have a greater total impact than if spent in a wider area with less cohesive planning and overall vision by spurring private redevelopment.

MAP 1-



**Village of Catskill
Downtown and Waterfront Revitalization Plan**



This map is computer generated using data acquired by Elan Planning & Design, Inc. from various sources and is intended only for reference, conceptual planning and presentation purposes. This map is not intended for and should not be used to establish boundaries, property lines, location of object or to provide any other information typically needed for construction or any other purpose when engineered plans or land surveys are needed.

INVENTORY

A comprehensive overview of the current situation in the Village of Catskill was conducted after the study area was defined. This included walking tours, windshield surveys, and general field work. Additionally, all relevant planning documents were reviewed, both to ensure that the ideas presented for this revitalization effort are in harmony with the desired future for the village identified in previous planning efforts, and to gather a list of the ideas that have already been formulated.

A comprehensive inventory of every parcel in the study area and an assessment as to its role in either redevelopment or enhancement of the Village was conducted. Information related to their ownership, size, current use, natural resources, and accessibility was gathered and analyzed. Buildings and sites that are functioning well with their current condition and use were noted, and any underutilized sites adjacent to these that could enhance or complement the existing uses were analyzed. All waterfront parcels were all examined for their redevelopment potential for water-enhanced or water-dependent uses. A thorough investigation of the entire study area examined how each part of the village relates to the other, and how issues such as parking availability, public access, and pedestrian infrastructure can impact the future success of the Village. This study process attempts to take a holistic approach to redevelopment, taking into consideration myriad different elements and how their interaction will impact revitalization efforts.

A number of critical gateways into the Village were identified through this inventory process. Gateways are the entrances to a community that provide a physical, visual, and emotional “first impression” for visitors to the area. Creating gateways that are as inviting and informative as possible will ensure a positive reaction to the community and spark a level of interest that will make the passer-by stop and take notice of the opportunities offered by Catskill. In Catskill’s case, gateways occur both on roadways and from the water.

The “water gateways” into the community are at Catskill Point where the tour boats dock, as well as at each existing and future marina along the Catskill Creek, currently including the Hop-o-nose, Riverview, and Catskill Marinas and the Catskill Yacht Club. Land-based gateways to the downtown are along Route 9W (Maple Avenue) at the intersections of Main and West Main Streets, at the “corner” at the top of Main Street by the statue, at the corner of Bridge Street and Main Street, and the corner of West Bridge and West Main Streets. These gateways are delineated by the yellow dashed circles on Map 1 above.

ESTABLISHING A STRATEGIC DIRECTION

Catskill is a village with enormous potential to become a regional tourism destination, as well as a hub for local activity. Much of the infrastructure and resources needed to achieve this status are already in place, and the revitalization strategy proposed in this report will provide the tools needed to fill in the missing pieces. The existing variety of restaurants, retail shops, services, boating amenities, public spaces, and entertainment activities are already drawing people to the village and serving the local population. These current uses can be complemented with the creation of additional businesses, parks, public amenities and water related activities in strategic locations around the Village.

Underutilized, deteriorating, or vacant lots and buildings are known to detract from the visual character of a neighborhood, discourage investment and have a generally negative impact on a community. Focusing redevelopment efforts on these properties, especially those located in the most highly trafficked and desirable areas, allows a community to replace unwanted eyesores or underutilized spaces with new uses that will have multiple benefits to the community and the surrounding areas. Many such properties in Catskill are located along the waterfront in current or former industrial areas and provide a unique canvas upon which to design the future of the village.

The location of Catskill along the Hudson River and the protected harbor of the Catskill Creek make it an ideal place to focus on water-dependent and water-enhanced uses for revitalization. The existing marinas, along with the additional underutilized properties adjacent to them, are primed for conversion into high-quality facilities for regional boating tourism. A mixture of public and private lands in key areas presents a unique opportunity for new partnerships between the Village, Town, and County, and waterfront property owners. The close proximity of the Main Street and West Bridge Street commercial areas to the Catskill Creek has the ability to develop a synergy, with each feature of the community supporting the other. Effective linkages, in a pedestrian friendly setting, could be expected to draw boating visitors to the downtown commercial areas while the presence of inviting public plazas and waterfront activities could benefit from non-boating visitors to the commercial area. With this combination of assets, Catskill has the potential to become a major destination for boaters travelling on the Hudson River from New York City to the Capital District and beyond.

There are a number of elements to a revitalization effort that will be critical to ensuring the success of each individual project. The intent of these redevelopment strategies is to secure the center of the community along both sides of the Creek and the bridge, creating a connected system of water-related uses, a walkable shopping and activity district, and a vibrant community that caters to residents and tourists alike.

One major aspect of securing these central areas of the community is the role of public entities in revitalization and physical enhancement projects. The fact that the County, Village, and IDA own a significant number of these critical parcels provides a unique opportunity for Catskill. Redevelopment investments on these key central properties could be the catalyst for private redevelopment on adjacent or nearby properties. These entities need to take the lead in the Catskill improvement efforts in order to provide a good example and represent the community's dedication to this endeavor. For this reason, it is crucial that the IDA, County and Village make the best possible decisions regarding their current landholdings. While the sale of various properties may seem like the best choice in the short-term for

raising cash, the long-term benefit of reinvesting in these properties and using them as a starting point for neighborhood redevelopment will far outweigh the short-term financial gains from a sale. Properly planned and executed redevelopment of these key parcels will provide exponential benefits in the form of increased tax revenue, increases in adjacent property values, and expanded tourism revenues for the community. Retaining local control over the current public property holdings is a critical piece of this redevelopment puzzle.

IDENTIFICATION OF KEY PARCELS

The primary intent of this study was to identify those parcels in the Village of Catskill that will be critical catalysts for revitalization efforts. There are many properties within the study area, but only a select few have the right location, ownership, infrastructure, connections, or other features that create the ideal combination of factors for effective redevelopment. After a thorough process of research and reconnaissance of the study area, a set of evaluation criteria was established in order to pinpoint the most important properties.

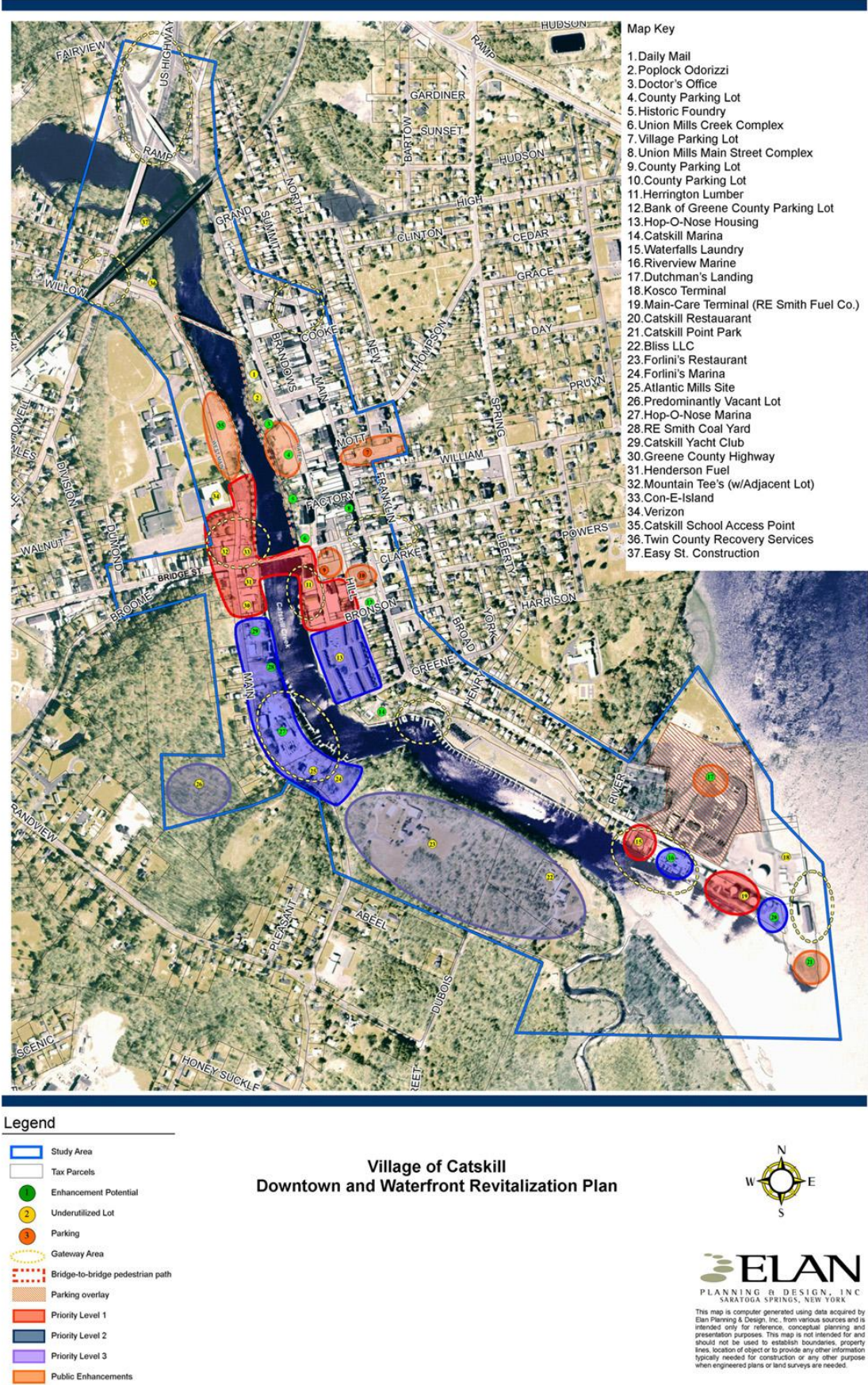
There were thirteen evaluation criteria established for determining which properties have the highest priority and potential for redevelopment. The evaluation criteria addressed such factors as the current use and condition of the property, parcel size, visibility and accessibility, assessed value, parking availability, natural resources, and the ability to support water-dependent or water-enhanced uses. A vast majority of the properties within the study area were tested against this evaluation matrix, creating a list of 35 sites that are important to the revitalization effort. A complete list of the evaluation criteria is shown in Table 1, and the results of the evaluation of all 35 properties can be found in Appendix A – Key Property Evaluation.

TABLE 1

Evaluation Criteria:

1. Current Use and Condition – Based on Greene County GIS information and field observations
2. Relocation Potential – Ability to relocate use with minimal disruption and/or costs
3. Parcel Size – Based on Greene County GIS data
4. Subdistrict Location – Location within Study area; sub districts defined by Project Team
5. Natural Resources -- Topography (steep or level), Floodplain (in or out), Wetlands (DEC or ACOE)
6. Adjacent Uses – Based on Greene County GIS data and field verification
7. Site Accessibility – Good road, water, and/or pedestrian access, adequate site lines based on field verifications
8. Visibility – To and from the site
9. Parking – on-site or nearby
10. Water Enhanced or Water Dependent – Ability to support
11. Assessed Value – Based on Greene County GIS data
12. Historic Significance – Based on input from committee and/or research
13. Identified in Previous Studies – Y or N

Due to the large number of waterfront properties and underutilized sites within the study area, this report identifies only the most important parcels for revitalization. These sites present the greatest opportunities for redevelopment and will have the most significant impact on the future of Catskill. The map shown below identifies the 35 properties that were selected during the evaluation process. The highest priority areas are delineated in 3 priority levels, along with areas that will require public enhancements in order to complement the redevelopment of the priority sites. The clusters of high priority sites form 3 separate “nodes” including Catskill Point, the properties around the Uncle Sam Bridge, and the parcels along the western bank of Catskill Creek below West Main Street. The red outlines are the highest priority, and the dark blue represents the next priority level. The orange areas denote the public enhancements that will complete the overall redevelopment strategy.



CORE REDEVELOPMENT NODES

The study area was determined to have three major nodes of importance along the waterfront. These nodes were identified by their location and proximity to the waterfront and the downtown commercial areas, as well as their current infrastructure, amenities, and potential for redevelopment. The three nodes are Catskill Point, the properties along the eastern bank of the Catskill Creek near the Uncle Sam Bridge, and the western bank of the Catskill Creek from the School to the Hop-o-nose formation.

Each node has its own set of positive attributes that will support a unique and focused redevelopment plan. These nodes are outlined below, with recommendations for both site-specific projects and overall improvements explained in general terms. Phase Two of this plan, described in the next section, will include more detailed recommendations and implementation techniques to carry out the project ideas included herein. The numbers following the individual property names correspond with the numbered properties shown on MAP 1.

Catskill Point Node

Catskill Point is a fully man-made point that extends into the Hudson River and functions as the entrance to the protected harbor of Catskill Creek. Catskill Point Park has undergone many improvements and is now a beautiful area that is welcoming to boaters and can draw traffic from the Hudson River. The Farmers' Market, museum, and tour boat docking area that currently are housed on the site could be further enhanced by festivals and other events that will be a focal point for community activities. A lack of parking for Catskill Park and the Farmers' Market held there are the most significant barriers to their expanded use and operation at this time.

Adjacent to Catskill Point Park is a restaurant with outdoor seating and dockage as well as additional parcels that are currently industrial in nature but should be investigated for redevelopment potential as well. Across Main Street is Dutchman's Landing, a public park offering a free boat launch, playground, picnic tables, parking, and other public facilities. The Riverview Marine Services, Catskill Wastewater Treatment Plant, and two oil terminals close the gap between these areas and the Waterfalls Laundry site, a critical parcel owned by Greene County.



Catskill Point

This entire Catskill Point area could function as a major activity node within Catskill with the integration of these existing amenities with some new or improved uses and the redevelopment of a couple of key parcels (ie. Waterfalls Laundry and Main Care) tying the whole area together. The strategy for this node should be to create a comprehensive plan for the entire area that includes redevelopment or improvements to each site in order to create a cohesive project that integrates public and private uses, adequate parking, public facilities, and water-related activities. Specific issues related to this area have already been identified and will be more thoroughly reviewed in Phase Two, including resolving the

issue of the odors created by the wastewater treatment plant and the tremendous opportunities that would arise from the re-location of the Main Care facility to an inland site.

Priority 1 Sites:

➤ Waterfalls Laundry (15)

The Waterfall's Laundry site consists of three vacant lots on Main Street at the mouth of Catskill Creek, adjacent to and across Main Street from the Riverview Marina. This location is ideal for a water-dependent use that would complement the existing and future offerings of the Catskill Point area.

The Waterfalls Laundry property is currently owned by Greene County through tax foreclosure and at the present time the county plans to put the property out to bid in an effort to liquidate excess property and generate revenue. While this would be a way for the County to obtain some cash in the short term, the long-term positive financial impacts from redevelopment of this site could be much more attractive for the County. The County would be better served to look at this property as an asset in their economic toolbox and leverage the value of the property to achieve an end use that is paying more property tax, produces sales tax and has other public benefits. Regardless of the County's final decision to sell or develop the property, priority should be given to insuring the site is used in a manner that will help promote the water dependent economy.

The following are suggestions for potential uses for the Waterfalls Laundry site, but could potentially be located on any of the above mentioned underutilized sites:

- Tour Boat Facility

A tour boat could be operated from this site and would be expected to draw additional visitors to the Catskill Waterfront, which would benefit the local economy. Not only would a local tour boat have direct benefits to the Village of Catskill, it would also support Greene County resorts. Currently, local resorts bus visitors to Albany or the Mohawk River to provide their guests a boating experience. The sites location on the creek, the close availability of marine support services and the proximity of restraints and shops, could all provide or for a synergy with a tour operation.

- Paddlesport Center

In recent years the, use of kayaks and canoes on the Hudson River has experienced tremendous growth. A facility could be constructed on this site that would provide a variety of paddlesport services, such as canoe and kayak rental and storage, parking and docking facilities, retail sales, boat tours and lessons, public launching areas. While the Riverview Marina is currently offering some of these services, there is tremendous opportunity to expand these offerings and create a destination for paddle enthusiasts. This facility could have the potential to draw significant visitors that would also seek food, fuel, lodging and other services in the area, having an exponential impact on the success of the entire community. It is also reasonable to project that Paddlesports will continue to grow in popularity as fuel price impact power boating, so this use has long-term viability in a changing tourism market.

- Restaurant or other private water-related use

A restaurant or other similar commercial use that is enhanced by a waterfront location would also be appropriate at this site. Assuming that parking provision, site design, and connection to other properties via pedestrian facilities were properly addressed, a commercial site could serve as a significant incentive for people to visit this area of the Village.

➤ Oil Terminals: Kosco and Main-Care (formerly RE Smith) (18 & 19)

The site of the two oil terminals at Catskill Point could provide vast opportunities for community and waterfront development if a strategy for relocation of the terminals could be implemented. Moving the Main Care facilities to an inland location is a strategy that should be fully explored, considering the fact that freeing up this site for a more water-related use would create a significant block of 4 key properties that would have a major impact on the neighborhood if redeveloped in conjunction with one another. The Kosco owners have been contacted and are open to discussions for a mutually beneficial relocation and redevelopment of their waterfront property.

The redevelopment of the oil terminals presents a number of issues that would need to be addressed before any alternative uses of the site could be considered. This project would be a significant undertaking and would require the cooperation of the property owners, County, Town, and Village officials, and the Greene County Industrial Development Agency.

Despite the limitations, the two terminal sites offer a tremendous opportunity for development of a significant water dependent use. Combined, the two oil terminal properties represent over 1200 linear feet of shoreline that would be suitable for docks and a public promenade, and if the two terminals could be planned in association with the Mariners site and the county's facility, it would represent close to 12 acres of prime waterfront. This large area of land available for redevelopment is a unique opportunity for the Village to create a waterfront destination area that will be a major gateway into the rest of the community.

Priority 2 Sites:

➤ Riverview Marine Services (16)

The Riverview site is currently the only commercial use on the point that is directly water dependent. The site is slightly less than 1 acre in size and includes approximately 350 linear feet of waterfront. Full service marinas such as Riverview are a critical component of a water dependent economy and must be considered as an asset for the entire community. Riverview is well known on the traveling boater community, and it draws visitors to the Village. Boaters that dock for marina services are likely to also visit local restaurants, stores and attractions.

➤ Catskill Restaurant (20)

Immediately west of Catskill Point Park is a small parcel that has been the site of a restaurant for many years, though the business has been struggling for the past few years. The site does include ample docks and the water off the bulkhead is deep enough for most pleasure boats. In the past, the site has

often served as the weigh-in station and hosted the awards ceremonies for the numerous bass tournaments that take place at Catskill Point.

While the site has limitations in size and parking, it could offer great potential if its renovation was integrated with the county facility to the east and ideally with removal of the oil terminal to the west and the redevelopment of that site. The presence of a successful restaurant on Catskill Point can benefit other surrounding waterfront uses by either drawing visitors to the point or by providing food and beverage for people who come to visit the county facility or Dutchmen's landing.

Public Enhancement Potential:

Catskill Point Park and Dutchman's Landing are both unique public spaces with outstanding views of and access to the waterfront that are currently operational and providing a variety of amenities. However, under a comprehensive redevelopment plan, these sites should be carefully scrutinized for their role in the "big picture." Redesign of the parks, reorganization of pedestrian areas or parking facilities, provision of additional public amenities, and new or improved uses of the sites may be desirable and should all be considered as part of a broad revitalization strategy.

Uncle Sam Bridge Node

The area surrounding the Uncle Sam Bridge and the southernmost portion of Water Street is a prime location for a comprehensive revitalization plan. The availability of parking, close proximity to the Main Street and West Bridge Street shopping areas, the protected harbor of Catskill Creek and the pedestrian friendly nature of this section of the Village make this area ideal for creating a central node of activity. Walkability, visual interest, and a critical mass of shops and services are all elements that make a successful downtown, and this area has all of those assets and more.

Priority 1 Sites:

➤ Herrington's Lumber (11)

On the east bank of the Catskill creek is the site of the former Dunn Lumber Company. Within the past few months, Dunn Lumber was sold to Herrington Lumber and is now operating as a Herrington's store. The property was not sold with the business and remains in local ownership. The site consists of six parcels with a total of approximately 1.82 acres. The property includes a mixture of older buildings currently used to store building supplies. Some of the buildings on the waterfront date to the period when they were used as warehouses for shipping of local goods. The site was also used to load passengers on some of the day boats.



The combination of properties has approximately 1000 feet of creek frontage with a short section of docks that are for the private use of the owners. On the northern

end of the site a large stormwater outfall structure discharges stormwater from Main Street and areas east of Main Street. All three of the waterfront parcels are protected by old wooden piling, rock rip-rap and vegetation and appears to be relatively stable. The variety in size and location of buildings would allow water-dependent and water-enhanced uses, along with retail shops, offices, artisan and craft space, museums or other tourist destinations, and countless others. Planning for future uses and design of this complex of structures should be a high priority for implementation of this revitalization strategy.



➤ Hop-o-nose Housing (13)

The Hop-o-nose housing complex is located on the east bank of the Catskill Creek just below the Herrington/Dunn site. The property is owned and managed by the non-profit Catskill Housing Authority and consists of 80 units in 10 buildings. The property is 4.3 acres and has approximately 600 feet of frontage on the Catskill Creek, most of which is located outside of the regulated floodplain. This public housing project is located on a significant waterfront parcel, yet has no public or private access to the water. In addition, this model of housing is outdated and the options for affordable housing need to be evaluated with regard to current land use and transportation patterns.

The site of the Hop-o-nose housing project is an ideal area of the community for redevelopment. While the site is currently fully occupied by residential units, these buildings and their layout are quite outdated and the occupants are completely cut off from the waterfront by a virtually impenetrable fence. This housing also segregates its residents from the surrounding community by virtue of its design, as well as posing potential barriers to easy access to the employment and services that they use on a daily basis.

Providing affordable housing for residents is an issue in most communities, and it is important to ensure that each and every resident has a place to live that fits their needs and integrates them with their jobs and their neighbors. Relocating the residents of this property to other areas in the community will have a two-fold impact on Catskill. The individuals and families living here can have housing that is located in a more diverse neighborhood, has a closer to their jobs, and provides easier access to the goods and services they need to conduct their daily lives. The entire community will benefit by having a critical piece of its waterfront made available for a type of development that will complement and enhance the visual, social, and economic assets of the Village.

Priority 2 Sites:

➤ Catskill Marina (14)

The Catskill Marina is one of four commercial marinas operating on the Catskill Creek. The facility includes approximately 44 slips with 10 reserved for transient boaters. The marina has a ship's store, provides fuel and pump out services, and targets the transient boating market by providing a wide range of amenities. The site is the closest marina to Catskill's Main Street and it is a short walk for boaters

to visit the shops and restaurants in the downtown area. Like Riverview Marine Services, the Catskill Marina is an important component of the county's water dependent economy. Transient boaters are attracted to the protected harborage in the Catskill Creek and the opportunity to get off the boat and explore. The Catskill Marina, with or without any site-specific improvements, should be better integrated into the downtown areas, using enhanced pedestrian connections, signage, and other amenities that will establish the physical and symbolic link with Main Street.

Public Enhancement Potential:

The proximity of this node to Main Street, the primary downtown shopping district, requires that the connection between these two areas be quite strong, with obvious visual, physical, and symbolic linkages. Creating a continuity of sidewalks, lighting, signage, and other amenities will ensure that the whole area becomes one cohesive district.

As with all downtowns, the availability of parking is a critical issue that must be addressed as part of the overall revitalization strategy. There are a variety of parking options within and adjacent to this node that must be carefully studied. Redesign of the existing parking lots, as well as incorporating parking into the buildings or sites of redeveloped properties is crucial to successful project implementation.

Catskill Creek West Bank Node

The west bank of the Catskill Creek is currently underutilized and would benefit from significant investment and redevelopment. With fantastic views of the village, proximity to the shopping districts and deep harbor access, the properties along the west bank are ideally suited for a host of new or improved water dependent facilities. The visual qualities of both banks of Catskill Creek must be taken into consideration here, as the redevelopment projects on either side will be visible from one another, making it desirable for both areas to be improved simultaneously.

Priority 1 Sites:

➤ Henderson Fuel (31)

The corner lot between Catskill Creek, West Main Street and West Bridge Street is the Henderson Fuel Site, which has 150 feet of creek frontage and is currently used as a burial monument service and home fuel delivery truck storage business. The site contains no fuel storage facilities and is not dependent on the creek for deliveries or operation. The property is in a key location due to its close proximity to the West Bridge Street commercial area and its high visibility from the Uncle Sam Bridge. Unfortunately, the current uses of the property do not benefit from such a prime location on the creek and could operate perhaps even more effectively on an off-water site.

The property could be developed independently, or in conjunction with the adjacent Greene County highway facility property for a larger project. Due to its close proximity to the Catskill commercial District, uses that would transition between the waterfront and the commercial shopping areas would be ideal. The property's high visibility offers an opportunity to develop alternative uses that would serve

to attract visitors passing through on Route 385 to stop and explore. Waterfront shops, a public promenade/plaza, public docks or other uses could all serve to draw visitors to the waterfront.

➤ Greene County Highway Office (30)

The Greene County Highway Department maintains its main administrative offices and sign shop on a property on the west bank of the Catskill creek between Henderson's Fuel and the Catskill Marina. The property is approximately 0.65 acres with 180 feet of waterfront. The shore is characterized by older wood pile bulkhead below the low tide level and rich rip-rap on the upper shore. A single building used for highway department offices and the county's sign shop, as well as fueling facilities for the county's fleet, is located on the parcel.



Greene County is aware of the fact that the current use does not utilize the site to its maximum potential and alternative for the relocation of the highway facilities is under discussion. While the historical uses of waterfront properties were for industrial and other less desirable uses, the current trend in community development is to regain access to the waterways for the general public and to focus tourism and redevelopment on waterfront activities and uses. Not only could this property house a use that would bring revenue to the County, its role in the greater Catskill revitalization effort will have exponential benefits for the community and tax base as a whole.

Similar to the Waterfalls Laundry site discussed earlier, the county has a unique opportunity to use the property to promote an enhanced water dependent use along the creek. Alternatives such as those outlined in the Waterfalls Laundry Section as well as other options such as providing parking and a public dock should all be evaluated. At the current time, the Catskill Yacht club uses the county's waterfront for docks. Any proposal for redevelopment of the county property should be done cooperatively with the yacht club to help the club deal with the possible loss of dockage.

➤ Cone-e-Island and Mountain Tees (33 & 32)

Cone-e-island and Mountain Tees are located across from one another on West Main Street along Catskill Creek. This complex is made up of a number of small parcels totaling over 2 acres that are all under the ownership of Mountain Tees, and have a total of approximately 600 feet of creek frontage. These properties are adjacent to the Uncle Sam Bridge and are highly visible from both sides of the creek. This area has strong potential for redevelopment as a more water dependent use or in a manner that could draw more visitors to the waterfront. The current Cone-e-Island business is an excellent example of the type of business that can benefit from the location on the creek as it attracts people to the site.

Priority 2 Sites:

➤ Hop-o-Nose Marina and Catskill Yacht Club (27 & 29)

The Hop-o-Nose Marina and Catskill Yacht Club are both operational marinas along the west bank of Catskill Creek. A comprehensive revitalization of this area in which they are located would benefit their current operations, and possible prompt renewed investment in their properties and infrastructure. Working to connect these two marinas with the attractions and amenities of downtown should be a focus of the redevelopment efforts for this node. While the Catskill Yacht Club is a members only facility, its association with the Mohawk-Hudson Council of Yacht Clubs and the Hudson River Association means the facility is used by members from many other clubs when boating in the area. These boaters could be a source of visitors to Catskill and customers for local shops and restaurants.

➤ Atlantic Mills and RE Smith Coal Yard (25 & 28)

These two properties are located along Catskill Creek in the midst of the other parcels discussed in this section. They are largely vacant and should be considered for their potential role in the redevelopment of this area, either for expansion of adjacent existing uses or to accommodate new water dependent uses.

➤ Forlini's Marina and Restaurant (24 & 23)

Located on the southern bank of the Catskill Creek, Forlini's offers 30 wet slips and 8 slips dedicated to transient boaters. The marina itself offers limited service with no fuel, supplies or repairs available. The marina does provide access to bathrooms. The marina is located on a 24 acre property that includes the Hop-o-Nose and is characterized by steep slopes along the creek.



The Forlini property

Once a popular resort, the property contains a number of structures in various states of use. A restaurant and home on the site are still in active use, but most of the other resort features such as seasonal cottages, a pool and recreation facilities are no longer in use. Properly planned, with integration of the natural features of the site, this property could support a significant redevelopment project. While the site would be attractive for the town house market, it is much better suited for a commercial use that will bring greater economic benefit to the community, as well as provide some level of public access.

Public Enhancement Potential:

While significant investment in the public spaces would not be wise under the current circumstances, a design for the public areas of this node is critical to the revitalization process. With a set of plans and guidelines in place, every redevelopment project in this area will be able to make site improvements that will eventually add up to a complete overhaul of the public space in this node. Proper sidewalks, lighting, signage, creek access, and other amenities should all be carefully outlined as a single plan for

the district, not on a site by site basis. A strategy for providing parking and linkages to the other areas of Catskill's downtown should also be prepared.

General Improvements

Aside from these key properties explained above, there are other Village assets that will require enhancements in order to make the various aspects of this project come together in a truly cohesive way. This includes, but is not limited to, ensuring that sidewalks, lighting, and other pedestrian amenities are provided in all connecting areas so that the links between the waterfront and the downtown are obvious, attractive, and safe. One major component of this is the repair and maintenance of the railroad bridge footpath, which connects the two sides of the Catskill Creek and closes the proposed walking loop. This bridge is a critical resource for enhancing pedestrian facilities in the Village.

Another important issue is to focus on the environmental importance of the shoreline and the local water resources. Respecting the waterfront and using it as a focal point for redevelopment of the community is the main theme of this revitalization effort, and the viability of the community depends on the quality and beauty of this resource. This waterfront program includes conducting shoreline greening activities that will ensure the long-term health of the waterfront, such as encouraging environmentally sensitive building and site design and landscaping, using best management practices for controlling stormwater runoff, and relocating uses from the waterfront parcels that could have potentially disastrous impacts on water quality and public health if a disaster or emergency were to occur.

Additional general improvements will be further outlined in Phase Two of this revitalization strategy. While this report gives general recommendations for each site and for the public spaces, Phase Two will provide a specific set of tools to implement this overall plan.

PHASE TWO OVERVIEW

The next steps for the revitalization of Catskill start with involving the public in the planning process. Having the support of residents and business owners for this project will ensure it's long term success and may unearth a wealth of ideas and resources that could prove critical to the future of the Village. It is crucial to gather community support and participation for a project of this kind, especially from the impacted property owners, in order to ensure enthusiasm and cooperation throughout the process. Without the vision and cooperation of the waterfront property owners, a cohesive waterfront plan will never be a reality and waterfront uses will remain fragmented both from each other and from the surrounding community.

The ideas presented in this Phase One report, along with all other ideas that emerge throughout the course of the public and working meetings, will be analyzed and formulated into a comprehensive strategy for the revitalization of Catskill's downtown and waterfront areas. The importance of conducting thorough research, planning, and evaluation of each aspect of this strategy and how they are linked and interrelated cannot be overly emphasized. Having an overall vision and direction for the revitalization effort combined with specific project recommendations will ensure that all future redevelopment or improvement projects have been thoroughly planned and interconnected.

This cohesive effort will have specific aspects that will be detailed in Phase Two. Certain local controls can be put into place that will create a direction for redevelopment and revitalization efforts. Having the proper zoning regulations and a set of carefully created design standards will ensure that new buildings and redevelopment projects are compatible with the surrounding properties and fit the character of the community.

Focusing on the history of the buildings and development patterns of Downtown Catskill will also be an important part of the theme for redevelopment, ensuring that the past is incorporated with the future and historic resources are protected and respected, but also used to the best advantage in terms of drawing tourism and creating a unique experience for the visitor. Finding a theme for the community that incorporates the present conditions, historic and cultural assets, waterfront location, and other natural and social resources is critical for the success of this program. In order to protect the public and private investments necessary to make this revitalization a reality, the community needs to have a recognizable character, an inviting atmosphere, and a consistency of look and feel that work together to create a positive experience for residents and visitors alike.

Equally important is the process for redevelopment, especially with regard to public investment and regulatory partnerships. The Greene County IDA, the Village of Catskill, the Planning Board, and local developers should all be working together to carry out the policies and projects outlined in these reports. This cooperation and partnership will make the revitalization efforts run smoothly and ensure that they occur in a structured way, with regulatory agencies having an appropriate level of control over projects and programs.

The Downtown and Waterfront Revitalization Strategy Report created in Phase Two of this project will present a roadmap for redevelopment efforts that provides detail on the steps for implementation of this project. Along with specific recommendations for reuse of various sites, the report will outline the supporting projects such as gateway improvements, physical and visual connections, and amenity provisions that will work together to create cohesive revitalization. These project recommendations will be accompanied by a thorough marketing analysis and strategy that will identify target market segments for promotion of tourism as well as categorize business types that would complement the existing retail, service, and entertainment offerings. The community can look good, but the economic reality is that the businesses have to have a cohesive marketing strategy and make money in their operations. The scope for Phase Two of this project is included in Appendix B.

APPENDIX A-

Key Parcel Inventory

Village of Catskill

Downtown and Waterfront Revitalization

Phase 1 – Key Property Evaluation

* Values are approximations only and were obtained from Greene County GIS Web Map

	Property Listing	Current Use and Condition	Relocation/Enhancement Potential	Parcel Size (ac)*	Creek Frontage (feet)*	Natural Resource Constraints	Adjacent Uses	Site Accessibility	Visibility	Parking	Water Enhanced or Water Dependent	Potential ReUse Ideas
1.	Daily Mail	Large Building	Have to consider working business	0.45	166	Steep slopes to water	Black Bridge	Off Water Street – a narrow and somewhat inaccessible street	Low	none	Water enhanced	Artisan shops/studios (w demonstrations), youth arcade, pedestrian services, classrooms, linkages to pedestrian walkway enhancements – Black Bridge
2.	Poplock Odorizzi	Vacant	N/A	0.61	218	Terraced slopes to water	Daily Press, Medical Offices	Water Street - a narrow and somewhat inaccessible street	Moderate, anchors the end of Church Street	On-site	Water enhanced	Multi-story building: retail on Water St. and restaurant on creek-side
3.	Professional Office	Professional Office	Have to consider working business	0.43	150	Very steep	Parking	Water Street - a narrow and somewhat inaccessible street	Moderate	Limited on-site	Water enhanced	Retain offices, restaurant, retail shops, professional offices, residential. Mixed Use.
4.	County Parking Lot	Parking	N/A	1.22	350	Floodplain	Vacant/underutilized	Good	High	On-site	Water enhanced	Pedestrian Trail, fishing access point, overlook, kayak dock, multi-level parking structure with ground floor retail, dock development possible
5.	Historic Foundry	Under renovation	Building is vacant	0.53	152	2/3 in floodplain	Condos; 1 block from Main Street	Off Water St but good access to Main St.	High	Site may be large enough for on-site parking	Potential for water dependent use; limited ability for water enhanced	Restaurant/mixed use, dock development possible
6.	Union Mills Creek Complex	Under renovation	Currently in planning and development stage	0.86	320	Partially in floodplain, deep water	Bridge Street	Excellent	High	Limited on-site	Ideal for water-dependent use, deep water, also suitable for water-enhanced use	Currently underway, additional marina/tenant and transient docking
7.	Village Parking Lot	Underutilized parking	Potential for mixed use, parking garage	.44	N/A	Heavily developed site	Commercial, residential, senior complex	Excellent	High	On-site	Use to complement Main Street redevelopment activities	Potential for mixed use, parking garage

	Property Listing	Current Use and Condition	Relocation/Enhancement Potential	Parcel Size (ac)*	Creek Frontage (feet)*	Natural Resource Constraints	Adjacent Uses	Site Accessibility	Visibility	Parking	Water Enhanced or Water Dependent	Potential ReUse Ideas
8.	Union Mills Main Street Complex	Under renovation	Consider working business		N/A	Heavily developed site	Commercial, pocket park	Excellent	High	Off-site	Use to complement Main Street redevelopment activities	Mixed use anchor building
9.	County Parking Lot	Parking	Potential for mixed use, parking garage		N/A	Heavily developed site	Commercial	Excellent	High	On-site	Use to complement Main Street redevelopment activities	Potential for mixed use, parking garage, retain and increase parking capacity
10.	Village Parking Lot	Parking	Potential for mixed use, parking garage	1.1	N/A	Heavily developed site	Commercial	Excellent	High	On-site	Use to complement Main Street redevelopment activities	Potential for mixed use, parking garage, retain and increase parking capacity through municipal parking structure
11.	Herrington's Lumber	Lumber Yard with multiple buildings in good shape	Have to consider working business, relocation potential	1.82 (on 6 parcels)	1,000	Limited floodplain	Commercial uses and 1 block from Main St.	Excellent	High	Potential for on-site and county pkg lot adjacent	Ideal for water dependent use; suitable for water enhanced	Destination complex of commercial businesses, restaurants, craft studios, pedestrian promenade, tourism services, discovery center, etc.
12.	Bank of Greene County Parking Lot	Parking	Public/private partnership for public parking, bank expansion potential		N/A	Heavily developed site	Commercial	Excellent	High	On-site	Use to complement Main Street redevelopment activities	Potential for professional office, mixed use, parking garage
13.	Hop-O-Nose Housing	Subsidized workforce housing, outdated model	Consider enhanced housing and mixed use	4.3	600	Deep water access	Commercial and residential	Excellent	High	Potential for on-site	Ideal for water dependent use; suitable for water enhanced	Residential/Mixed use
14.	Catskill Marina	Marina	N/A	1.2	780	Floodplain	Residential	Limited	Moderate	On-site	Retain as water dependent	Retain as marina but provide clear linkages to downtown
15.	Waterfalls Laundry	Vacant	Use to catalyze waterfront redevelopment	0.48	114	Floodplain	WWTP, Park, Marina	Excellent	High	Potential for on-site or directly across street	Ideal for water dependent use; suitable for water enhanced	Highly water-dependent uses such as canoe/kayak rental, restaurant, tour boat, fishing, boat launch
16.	Riverview Marine	Marina	Enhance current use	1.0	350	Floodplain	WWTP, Park, Marina, Commercial	Excellent	High	Potential for parking directly across street	Retain as water dependent	Retain as marina but provide clear linkages to Main St and Dutchman's Landing
17.	Dutchmans Landing	Park, boat launch	Better integration with Catskill Point	18.6	Hudson River frontage	Floodplain	WWTP	Excellent	Moderate	On-site with enhancement potential	Retain as park	Enhance internally and link to Catskill Point and downtown
18.	Kosco Post Terminal	Oil and Gas storage and	Have to consider	5	475	Floodplain	WWTP, Park, Marina,	Excellent	High	Potential for on-site with	Ideal for water dependent use;	Integrate with Catskill Point and

	Property Listing	Current Use and Condition	Relocation/Enhancement Potential	Parcel Size (ac)*	Creek Frontage (feet)*	Natural Resource Constraints	Adjacent Uses	Site Accessibility	Visibility	Parking	Water Enhanced or Water Dependent	Potential ReUse Ideas
		onsite deep water delivery	working business				Commercial			enhancements	suitable for water enhanced	ferry slip
19.	Main Care Terminal (RE Smith Fuel Company)	Oil and Gas storage, truck delivery	No longer water dependent, potential for relocation	1.38	460	Floodplain	WWTP, Park, Marina, Commercial	Excellent	High	Potential for on-site with enhancements	Ideal for water dependent use; suitable for water enhanced	Destination waterfront complex integrated with Catskill Point
20.	Catskill Restaurant	Bar and restaurant; moderate condition	Ideal for water dependent use; suitable for water enhanced	0.67	225	Floodplain	WWTP, Park, Marina, Commercial	Excellent	High	Potential for on-site with enhancements	Ideal for water dependent use; suitable for water enhanced	Continue use as restaurant and dockage, but redevelop using more appropriate design to take advantage of waterfront location
21.	Catskill Point Park	Park, Farmers' Market, museum	Enhance uses	2.7	1,200	Floodplain	WWTP, Marina, Commercial	Excellent	High	Potential for on-site with enhancements	Retain as park and enhance with park amenities	Additional improvements: historic ferry, renovate 2 nd floor of historic building for water related business offices
22.	Bliss, LLC	Residential apt. house; marina, moderate condition on large property	Mixed use	8.5	1320	Floodplain, could be visible from Olana	Wooded	Limited – small road	Low	On-site	Ideal for water dependent use; suitable for water enhanced	Mixed use, waterfront uses, residential; consider sensitive placement of development so as not to impact viewshed
23.	Forlini's Restaurant	Motel, restaurant and housing	Have to consider existing business	24	1520	None; but could be visible from Olana	Wooded	Limited – small road	Low	On-site	Views of water	Lodging complex with connections to waterfront and Main Street; consider sensitive placement of development so as not to impact viewshed
24.	Forlini's Marina	Marina	Marina and water access	Part of #23	Part of #23	Floodplain	Wooded and marina	Moderate – little traveled village road	Low	On-site	Ideal for water dependent use; suitable for water enhanced	Marina and parking access for lodging complex
25.	Atlantic Mills Site	Vacant	Waterfront uses	1.3	145	Floodplain	Marina	Good	Medium	Potential for on-site	Suitable for water-dependent or water-enhanced use, expansion of adjacent marina	Redevelopment potential for restaurant, Bed & Breakfast, Inn, Hotel
26.	Cottage Industry Development Group	Vacant	Unknown, current owners must reevaluate project		N/A	Steep slopes	Wooded and residential	Limited	Low	Potential for on-site	None- not directly on waterfront	Current plans are for a senior housing project; dependent on financing
27.	Hop-O-Nose Marina	Marina, restaurant, housing	Enhancement potential	1.8	565	Floodplain	Marina	Excellent	Medium	On-site	Retain as marina	Full service marina and mixed use with clear linkages to Main St
28.	RE Smith Coal Yard	Vacant	Potential connection with adjacent uses	3.99	560	Floodplain	Marinas	Excellent	High	Potential for on-site	Water dependent use	Marina, lodging, mixed use, with linkages to Main Street

	Property Listing	Current Use and Condition	Relocation/Enhancement Potential	Parcel Size (ac)*	Creek Frontage (feet)*	Natural Resource Constraints	Adjacent Uses	Site Accessibility	Visibility	Parking	Water Enhanced or Water Dependent	Potential ReUse Ideas
29.	Catskill Yacht Club	Marina	Retain as enhanced water based use	1.31	265	Floodplain	Marina	Excellent	High	On-site	Retain as marina	Retain as marina but provide clear linkages to downtown
30.	Greene County Highway Dept.	Highway Department	Open to relocation depending on economics	0.65	180	Floodplain	Marina, commercial	Excellent; close to Bridge St.	High	On-site	Ideal for water dependent use; suitable for water enhanced use	Retail shops, restaurant, multi-story building w retail on ground floor, condos above, public docks
31.	Henderson Fuel	Monument sales and truck storage	Have to consider working business, explore relocation potential	0.94	150	Floodplain	DPW, commercial	Excellent; close to Bridge St.	High	On-site	Ideal for water dependent use; suitable for water enhanced	Retail shops, restaurant, multi-story building w retail on ground floor, condos above, public docks
32.	Mountain Tees with Adjacent Vacant Lot	Operating business, vacant parcel adjacent	Enhance use of space	0.31 +	N/A	Floodplain	Commercial	Excellent; close to Bridge St.	High	On-site, with additional parking potential	Water enhanced	Restaurant, art gallery, retail shop, linkages to downtown. Anchor property.
33.	Con-E-Island	Ice cream stand and vacant	Enhance as water-dependent use	1.45 total	630 total	Floodplain	Commercial	Excellent; close to Bridge St.	High	On-site	Ideal for water dependent use; suitable for water enhanced	Expansion of current use, added services to create a destination location along the waterfront with linkages to downtown and walking trail
34.	Verizon	Phone operations	Have to consider relocation cost	1.7	N/A	Developed site	School	Excellent	High	Potential for on-site	Water enhanced, or water-dependent in conjunction with school property across the street	Professional space
35.	Catskill School Access Point	Vacant	School owned	Unknown portion of 31.8 total acres of school property	800	Floodplain	School	Excellent	High	On-site	Ideal for water enhanced use	Car-top boat launch site
36.	Twin County Recovery Services	Recovery center	Not water dependent, consider relocation	1.86	550	Partially in floodplain	Railroad	Excellent, close to 9W	Medium	On-site	Water-enhanced	Mixed use, boat access
37.	Easy St. Construction	Vacant, 2 parcels	Enhance as gateway	0.78	225	Floodplain	Commercial; school	Excellent; close to Bridge St.	High	On-site	Ideal for water enhanced use	Mixed use, boat access

Evaluation Criteria:

1. Current Use and Condition – Based on Greene County GIS information and field observations
2. Relocation Potential – Ability to relocate use with minimal disruption and/or costs
3. Parcel Size – Based on Greene County GIS data
4. Subdistrict Location – Location within Study area; sub districts defined by Project Team
5. Natural Resources -- Topography (steep or level), Floodplain (in or out), Wetlands (DEC or ACOE)
6. Adjacent Uses – Based on Greene County GIS data and field verification
7. Site Accessibility – Good road, water, and/or pedestrian access, adequate site lines based on field verifications
8. Visibility – To and from the site
9. Parking – on-site or nearby
10. Water Enhanced or Water Dependent – Ability to support
11. Assessed Value – Based on Greene County GIS data
12. Historic Significance – Based on input from committee and/or research
13. Identified in Previous Studies – Y or N

APPENDIX B - PHASE TWO SCOPE

VILLAGE OF CATSKILL

DOWNTOWN & WATERFRONT REVITALIZATION STRATEGY SCOPE OF SERVICES

Task 1. Downtown and Waterfront Scoping Session

This revitalization Strategy is being coordinated by the Greene County IDA, the Greene County Office of Planning and Economic Development, the Town and Village of Catskill, and other local representatives. Together these groups of agencies will be combined with local representation from Heart of Catskill Association (HOCA), businesses and property owners to form the Downtown Revitalization Action Team. The Action Team will provide oversight, guidance and input throughout the project. To accomplish this objective, the Action Team will meet regularly with Elan Planning and Design as indicated in the attached project schedule.

1.1 Project Kick-Off Meeting

An initial meeting with the Action Team will be held to review the Phase 1 report, the Phase 2 scope, and to transfer any additional information to Elan that would assist in completion of the project. Topics at this meeting may include but are not limited to the following:

- Phase 2 project scope, goals and objectives
- Responsibilities of the participants
- Public participation
- Time frames and deadlines
- Expected products

A brief meeting summary will be prepared by Elan to clearly indicate the agreements/understandings reached at the meeting. Elan will distribute the meeting summary to all meeting participants.

Additional meetings with the Action Team and Elan will be held on a regular basis as indicated in the attached schedule.

Task 2. Public Outreach

“Community Building” involves the community leadership, the general public, the private sector, and other organizations that are involved with community betterment and revitalization. Having the support of residents and business owners for this project will ensure it’s long term success and may unearth a wealth of ideas and resources that could prove critical to the future of the Village. It is crucial to gather community support and participation for a project of this kind, in order to ensure enthusiasm and cooperation throughout the process. Without the vision and cooperation of the property owners and the general public, a cohesive revitalization plan will never be a reality.

The following is a description of the public input process that Elan employs for projects of this type.

2.1 Downtown and Waterfront Design Workshop:

Elan will use the Phase 1 Report, the Village's Comprehensive Plan, and other planning documents, as a base and holding a full day Design Workshop for all village residents to attend.

After the kick-off meeting with the Action Team, Elan would proceed with the site profile portion of this study and work to prepare base maps and other information to be used at the Design Workshop. We recommend holding the Design Workshop in the second or third month of the project in order to collect ideas and listen to concerns of the public early in the process. An agenda of the Saturday Design Workshop would be as follows:

9:00 am	Welcome and Introductions
9:15 am	Brief Presentation of the Study Purpose, Goals and Objectives
10:00 am	Presentation of 'Early Thoughts' on strengths, weaknesses, opportunities and threats
10:15 am	Break
10:30 am	Breakdown into groups of no more than 10
10:40 am	Morning Exercise: After electing a group facilitator, use flip charts to answer key questions such as: <ul style="list-style-type: none">• What are the best defining features of (a) downtown and (b) the waterfront?• What issues/concerns need to be addressed?• What's missing (store types, access, etc.)?
11:45 am	Summary/Sharing of information among groups
12:00 pm	Lunch
1:00 pm	Reassemble into Groups
1:15 – 3:15pm	Afternoon Exercise: Working with maps, markers, and tracing paper, allow participants to articulate graphically their ideas for waterfront and downtown revitalization.
3:15 pm	Group Summarize
4:00 pm	Conclude with Next Steps

All the information and maps will be used to guide the remaining planning process in terms of recommendations.

2.2 Focus Group Meetings:

Elan will hold two focus group meetings in order to gain an in-depth understanding of key issues. One meeting will be held with business owners and the second meeting will be with the Arts and Entertainment Community (e.g., gallery owners, artists, community theater representatives, etc.)

Each focus group meeting will be approximately 2 hours in length. We will provide a brief background of the study purpose; however, the majority of the time will be allocated for the participants to provide input on their issues, concerns, and desires for downtown.

2.3 Remaining Public Meetings:

While the Design Workshop is the basis for the plan development, other public meetings will be held throughout the process. It is anticipated that each public meeting will be very interactive to involve the community in every aspect of plan development. It is our experience that when the residents are involved in plan-making they often take ownership. As a result, they are diligent in overseeing the plans implementation.

The public meetings will likely be 1 ½ hrs to 2 hrs in length and include a brief PowerPoint presentation of the plan to date. The majority of the meeting will be dedicated to allowing the public to ask questions and comment on the plan. The schedule for the public meetings can be found in the project schedule Section.

Task 3. Draft Downtown and Waterfront Revitalization Strategy

A Revitalization Strategy will be completed for the Village of Catskill commercial district and waterfront and will include the following sections containing report narrative and associated graphics. Elan will build the plan from the community up, weaving local perspectives, issues and concerns into the fabric of the document.

The physical plan sections of the document will provide graphic illustrations that will guide infill development, green spaces, prescribe facade renovations, strengthen gateways to the downtown and waterfront and improve pedestrian circulation.

The following sections will make up the strategy:

Section I- Description of Project Purpose and Objectives

A. Project Purpose and Objectives

A description of the project's purpose and objectives will be provided.

B. Plan Boundary Description

A description of the plan boundary and justification will be provided.

Section II – Site Profile

A. Regional Setting -

A brief summary will be provided to provide context for the study area. The summary will include a descriptive overview of the community and region that includes but is not limited to: community size, population, and location in relation to the county and region.

B. Inventory and Analysis of the Study Area

A thorough inventory and analysis of the study area will be provided. The inventory and analysis will be based on the Phase 1 report and existing data that is available through public and private sources. The inventory and analysis may include but is not limited to a description of the following:

1. Existing Land Use and Zoning

- Existing and adjacent land and water uses including but not limited residential, retail and commercial, industrial, vacant or underutilized, parks and dedicated open space, and institutional uses
- Key underutilized properties that may or may not be Brownfield sites
- Land area committed to each land use category
- Existing zoning and other relevant local laws, plans, and reports that are guiding land use in the study area

2. Land Ownership

- Private and public land ownership pattern including: land and acres held in public ownership (municipality, county, state, and federal); land held in private ownership; and land committed to roads/right-of-ways and surface waters.

3. Building Inventory

- Key buildings in the area including building name, levels, gross square footage, original use, current use, condition, and ownership. Elan will provide a template for use in the inventory of the properties. It is assumed Greene County Planning will assist in this effort.
- The database of buildings will be linked to the tax parcel data in the GIS system for ongoing monitoring.

4. Historic or Archeologically Significant Areas

- Historic or archeologically significant areas, sites, districts, or structures
- Coordinate with the Catskill Town Historian and the Green County Historical Society to organize and focus historical information to be used in the marketing/media kit described below.

5. Transportation and Pedestrian Systems

- Types of transportation systems (vehicular, rail, air, navigable waterways) and types of users (truck, car, bus, ferry, train, recreational and commercial vessels, pedestrian, bicyclists, etc.)
- Location and general condition of existing sidewalks, crosswalks and other pedestrian connections.

6. Parking and Infrastructure

- Infrastructure and utilities (land and waterside) including location, extent, condition, capacity, and ownership
- Working with Greene County Planning, a parking study will be completed for the project area including Catskill Point. This will include an inventory of existing on and off-street parking spaces and a general analysis of usage.

7. Natural Resources

- Natural resources conditions including locally, state, or federally designated resources and open space areas

8. Recreation and Open Space

- Public parks, open space, and public access points to Catskill Creek

9. Analysis

- An analysis, based in part on the economic analysis below, that identifies and describes opportunities to improve and revitalize the Catskill Main Street and Waterfront area.

Section III – Case Studies

A set of case studies will be created that outlines the experiences that other Villages have had with waterfront redevelopment. These case studies will focus on 3 communities of similar size, character, and natural resources to those that Catskill possesses. Information will be gathered and summarized relating to various revitalization efforts these communities have undertaken, and their relative success or failure.

These case studies will examine policies and projects that have been implemented, strategies for community involvement, historic and cultural tourism expansion, physical enhancement programs, incentives and grant programs used, and any other unique or successful programs. Most importantly, these case studies will focus on how these communities used their waterfront as a focal point for redevelopment.

Section IV – Economic Analysis

A. Detailed Market Analysis

The objective of this task is to gain an in-depth understanding of the primary markets and trade areas of the downtown that will be used to identify realistic opportunities for business investment, retail and business recruitment. The analysis will build on HOCA/Chamber studies and listings of businesses. In addition the findings will be used as a basis for promotional tools that articulate a competitive edge in the marketplace to attract visitors to Catskill as a Regional Tourism Destination. The results of the market analysis will be incorporated into the Marketing Kit as articulated in Section VI of the Action Plan.

Market research will be conducted and a detailed market analysis will be developed based on an identified primary and secondary trade area. Information will be collected and analyzed on the following:

Local and Regional Demographic and Economic Analysis

- Local issues and trends in retailing
- Identification of key market drivers such as tourists, major employers, marina residents, etc.
- Review of plans for local property development (commercial, residential and business growth)
- Competition with major retail centers and districts and regional market analysis
- Demographic profiles of trade area residents
 - Income, wealth, education and occupation
 - Housing characteristics
 - Racial, ethnic, and immigrant status

Analysis of Consumer Spending

- Consumer expenditures and retail market potential
- Competitive position within region based on surplus/leakage of retail sales
- Market segmentation analysis based on proprietary segmentation data
- Review of existing marketing and promotions activities to understand the most effective
- National retail trends

Tourism Market

Working with the Greene County Office of Tourism, a profile of the tourism market will be conducted using available information. Items to be addressed include:

- Profile of tourism market visiting area – regional, national and international groups
- Lodging Opportunities
- Needs and expectations
- Type of Stay

A marketing report including an analysis of the current market situation; consumer trends among the target customer groups in terms of profiles, consumption patterns, needs and expectations will

be developed. From these findings, specific store types will be recommended for the resident and tourism market. Also included in the report will be an identification of barriers and opportunities for change in the retail mix that would deliver the types of business and potential market segments for the district.

B. Consumer Intercept Survey

Working with Greene County Office of Planning and Economic Development and HOCA, Elan will prepare a Consumer Intercept Survey to assist in fully understanding the uniqueness of the market and its consumers. The survey will be used to understand when, where, why, how and for what people are shopping for, to understand their attitude toward downtown and how those attitudes affect shopping habits.

While Elan will prepare the survey instrument, it is assumed that HOCA will collect the information by stopping a representative sample of downtown patrons on the street or at their point of purchase to fill out the survey.

C. Opportunities Analysis

Using information collected detailed market analysis, the consumer intercept survey, case studies, and the focus groups, Elan will make recommendations on the retail, arts and entertainment mix needed to continue the revitalization of Catskill.

Section V - Physical Enhancement Strategy & Catskill Point Master Plan

A. Future Land Uses Defined and Described

Based on all previous tasks Elan will prepare the Physical Enhancement Plan for the downtown and waterfront. The plan will clearly express the physical development opportunities and enhancements consistent with the market analysis.

The primary means of articulating the physical enhancements will be a series of graphics that define the proposed improvements along Main Street including connections to business and marinas on Catskill Creek, Catskill Point, parking areas, and the adjacent neighborhoods. The components of the Physical Enhancement Plan will include:

- Definition of sub-districts along Main Street.
- Pedestrian system safety enhancements – cross walks, lighting, etc.
- Public amenity – Proposed Creekside Trail connections, landscaping, benches, trash receptacles, signage, etc.
- Gateway Enhancements- Landside and waterside as identified in Phase 1
- Vignettes for selected areas throughout downtown and Catskill Point
- Connections to parking areas, proposed creekside trail, businesses along the waterfront, neighborhoods, etc.

- Real Estate Development infill potential – adaptive reuse and infill building potential including building and parking location, building size, and orientation.
- Existing parking area evaluation – location and proximity to downtown.
- Multimodal opportunities for transportation systems.

The plan will be highly illustrative and will be designed in such a way so as to easily articulate realistic projects that any member of the Action Team will be able to undertake. A written description will also be provided to accompany the Physical Enhancement Plan. All of the products will be summarized in a format that will be easily incorporated into future grant requests so that projects can be undertaken individually or as a group.

B. Catskill Point Master Plan and Site Plan Alternatives

A subdistrict Master Plan for Catskill Point to identify infill development potential, landscaping, pedestrian connections and to reconcile the parking needs with the proposed usage will be prepared. In addition site plan design alternatives will be completed for priority sites along Main Street and the Creek to illustrate how the identified end-land uses and associated parking areas, landscaping, and walkways could be constructed on the site and complement the current revitalization efforts for Main Street.

Section VI – Action Plan and Techniques for Implementation

A. Downtown Revitalization Action Plan for Implementation

An action oriented implementation strategy will be provided that is designed to achieve the most desired, highest priority objectives for the study area. The implementation strategy will describe the specific actions and projects that must be taken to achieve the desired objectives. While the strategy will be prepared in report format, an accompanying matrix will be developed that lists each action item. The matrix will be will categorize each action item (i.e., organization/management, physical project, marketing, promotion, etc.), list them in priority order, and include the short-, intermediate-, and long-term actions that must be taken to redevelop the area or achieve the desired changes. Grant opportunities will be identified for each recommendation/action. An example of the matrix can be found in Attachment 1.

Specific items to be addressed in the Action Plan include:

- Public and private incentives for property revitalization;
- Management/Organizational structure;
- Business development/expansion and new business recruitment;
- Marketing and promotion including special events;
- Physical Enhancements including parking options; and
- Quality of life issues.

In addition, the Action Plan will outline the components of a complete marketing and sales package that will be incorporated into a marketing kit described below. This will include concept

plans with specification sheets for various properties, listing of incentives, and images. All of the information will be designed to be incorporated into an 8 page brochure.

B. Marketing Kit

KathodeRay Media Inc. of Greenville, NY will assist in designing and copywriting for a marketing kit focused on bringing in new businesses to the downtown and waterfront area. It is anticipated that the product will be an 8 page folder, with 4-7 slip sheets. While cost estimates for this task are based on an 8 page brochure with a back-pocket folder, the format is not limited to an 8 page fold as creative sizes and folding options will be explored. Developing the Marketing Kit will include the following steps:

1. Project Oversight
2. Preparing Design concepts
3. Layout and Production of complete Brochure
4. Production of Slip sheets
5. Final Text Edits and Ready for Press
6. Powerpoint presentation template for use at one-on-one meetings and for larger groups

Task 4: Design Guidelines

A. Techniques to Ensure Compatible Redevelopment

Revitalization design guidelines will be provided. These materials will ensure that the size, scale, and related physical, spatial, and environmental aspects of the intended development will be compatible with the site intended for redevelopment, adjacent areas, natural resources, and the study area.

Design Guidelines can be broken down into how the site is organized and designed and the architectural styling of the resulting development. Based on these two categories the design guidelines will be provided for the following items:

1. Site Design and Organization including site coverage, walkways, landscaping, parking, signage, view corridors, street trees, pedestrian lights, trash receptacles, and other pedestrian amenities.
2. Architectural details including building style, fenestration, roof types, color, materials, height, etc.

The materials will include design standards and guidelines to ensure that future development will be compatible with the site and overall community character. In addition, graphics and illustrative materials (conceptual plans, elevation drawings, and section drawings, perspective drawings) to convey to municipal leaders and the public how currently vacant sites and the immediate area will look after desired development is completed will be provided. In all cases, Best Management Practices will be employed to avoid or reduce water quality impairments from upland runoff or in-water activities.

Task 5. Final Downtown and Waterfront Revitalization Strategy

Following review and comment by the Action Team, Elan will modify the document and provide Greene County IDA , the Greene County Office of Planning and Economic Development, and the Village with twenty copies of the Strategy Action Plan including accompanying maps, suitable for reproduction and in digital format (MS Word).