



November 2009

### A MASTER PLAN FOR THE VILLAGE

The Village of Catskill, nestled between the majestic Hudson River and Catskill Mountains, is a community at a crossroads. 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."

Building upon the momentum already established, Catskill is positioned to make significant positive changes that will ensure a successful future. Undertaking a Downtown and Waterfront Revitalization Strategy at this critical time will ensure that this positive momentum is continued so that Catskill can establish its role as a regional tourism destination within the Hudson Valley, and continue to be a desirable place to live and work. 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.

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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 appeal to the local population, is the foundation for long-term economic success.

### PUBLIC IMPROVEMENT PROJECTS

Public investment is a critical component of any successful community revitalization. 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. The Downtown Master Plan portion of this Revitalization Strategy provides a detailed overview of the following recommended public investments projects.



- Public Docks & Boat Launches
- Public Information Center
- Informational & Wayfinding Signage
- Improved Parking Options
- Transportation & Connections
- Enhancing "The Slides"
- Pedestrian Loops & Waterfront Walking Paths

### MARKET OPPORTUNITIES

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. 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.

A number of businesses and attractions were identified during this planning process that would be desirable additions to the Village of Catskill:

- Lodging Facility, Boutique Hotel
- Marina and Resort Expansion
- Water Based Recreation and Tourism
- Tourist Attractions & Destination Development
- Cruising and Tour Boats
- Museum and Interactive Center
- Restaurants and Bars, Brewpub
- Variety of Retail Shops
- Local Businesses and Services



### THE ENTERTAINMENT DISTRICT

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." Waterfront activities will be at the forefront of the experience, with the entire area featuring a marina atmosphere and being visited by both land and 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.

Provision of public dock space is also an essential component of the Entertainment District concept. Allowing visitors to come to the area by boat, especially families looking for a full-day experience, will entice additional tourism to Catskill. 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.

### CATSKILL POINT



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 recreational 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 for present and future uses.

The landscape at both Catskill Point and Dutchman's Landing could be reorganized to provide more sheltered and attractive areas to enjoy the view of the Hudson River and Rip Van Winkle Bridge. Recreation and entertainment facilities can be added to and enhanced as well.

Creating an iconic element on the end of the Point will put Catskill "on the map" for Hudson River and Amtrak travelers.



### WATERFRONT WALKING LOOP



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.

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.

### PHYSICAL ENHANCEMENTS

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, increasing tourism in the Village and the region. The following are specific upgrades and projects that are recommended to enhance downtown Catskill:

- Street Trees & Lighting
- Sidewalks, Curbs & Crosswalks
- Trash Cans & Benches
- Improved Signage
- Flowers & Landscaping
- Pocket Parks & Pedestrian Amenities



### LEGEND

- A ROCKET 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 Ducks Property

PROJECT SPONSOR: Village of Catskill in Collaboration with Greene County IDA  
PROJECT CONSULTANT TEAM: ELAN PLANNING & DESIGN, INC. ARBODIA SPRINGS, NEW YORK

DOWNTOWN & WATERFRONT REVITALIZATION STRATEGY  
Village of Catskill, New York

For more information and to view the full document please visit: <http://greenebusiness.com/planning/programs-services>

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