Cornwall NY FORWARD



Local Planning Committee (LPC)

Meeting #3

September 6, 2023





Welcoming Remarks

LPC Code of Conduct



Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting.

If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.

For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.

Do any other LPC members need to make a disclosure to the Committee? Thank you.

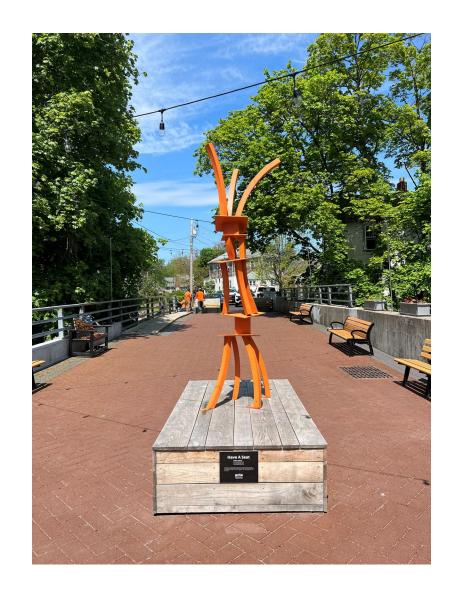
Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

Agenda

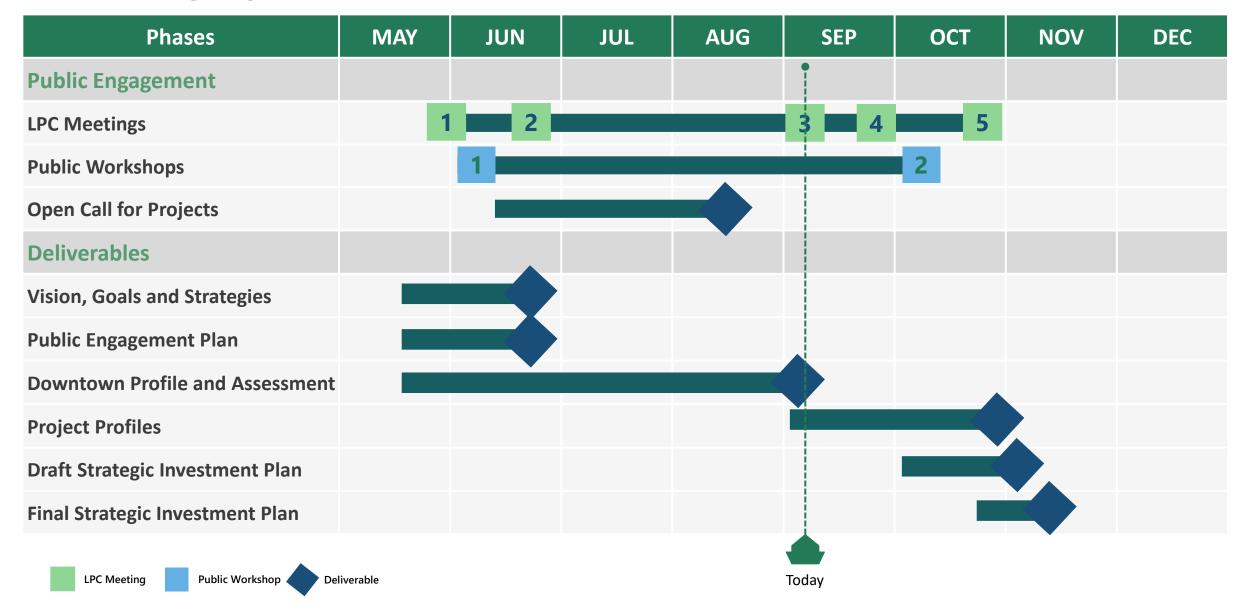
Welcome and Presentation (105 minutes)

- LPC Code of Conduct
- NYF Schedule
- Public Engagement Update
- Downtown Profile and Assessment
- Cornwall NYF Vision and Goals
- Project Evaluation
- Preliminary Project List
- Next Steps/Important Dates

Public Comments (15 minutes)



NYF Timeline



Public Engagement Update

Public Engagement Update

Public On-Line Survey from Public Workshop #1

- 3 responses
- Methods to increase participation

Business Survey

- 14 responses
 - Greatest strengths and challenges of the current business environment

Strengths

- Strong seasonal tourism
- Businesses have better been connected through the Chambers help
- Abilities to sell online to customers in other States
- Positive relationship with surrounding communities
- Uniqueness of Cornwall and the surrounding area and attractions

Challenges

- Need a more regional customer base, especially during winter months
- On-street parking in the Town can be a challenge
- Flooding in the Town's downtown
- Competition with on-line retailers and labor supply shortages
- Recommend streetscape improvements including better lighting,
 vegetation, burial of utility lines, and public art
- Recommend changes to the building permitting process and zoning regulations to make opening or expanding a business easier and allow expanding business hours in the evening

Public Workshops/Outreach

- Public Outreach Activity September 24, 2023
 - Cornwall Fall Festival
 - Encourage participation in Workshop #2
 - Solicit preliminary feedback on the initial slate of projects

- Workshop #2 October 12, 2023
 - Outreach
 - School District
 - Cornwall Local Newspaper
 - Interfaith Council
 - The Cornwall Public Library
 - Greater Cornwall Chamber of Commerce
 - Agenda
 - Update on NYF planning process
 - Update on finalized Vision and Goals
 - Key Findings of Downtown Profile and Assessment
 - Feedback on the list of projects
 - Next steps





LPC Questions and Answers

Downtown Profile and Assessment

Downtown Profile and Assessment – Key Takeaways

Takeaway 1

Cornwall enjoys a generally high quality of life with access to open space and the Hudson River, a walkable and active Downtown, a thriving arts community, and historic assets. Preservation and enhancement of these amenities, as well as new amenities, are needed to maintain this high quality of life and to entice more residents and visitors to the Cornwall NYF area.

Takeaway 2

A favorite trait about Cornwall's downtown is its walkability, though there are concerns about pedestrian and cyclist safety. While the Town's and Village's downtowns and waterfront are within close distance of each other, they feel separate and disconnected.

Downtown Profile and Assessment – Key Takeaways

Takeaway 3

Cornwall has many elements that make it an attractive place for private investment, real-estate development, and regional visitors. However, the potential for Cornwall as a major economic development hub, as well as its ability to draw more visitors to the downtown, is hampered by its geography, long-time status as a bedroom community and lack of regional awareness about all that Cornwall downtown has to offer

Takeaway 4

Market trends indicate that Cornwall's commercial corridor could support a greater supply and variety of housing units, local businesses, hospitality services, and cultural offerings that serve residents and visitors alike. A few key vacancies present opportunities for new businesses. Current business owners would welcome a more streamlined building permitting process, access and beautification improvements, and increased marketing to regional visitors.





LPC Questions and Answers

Vision and Goals

Cornwall NYF Vision Statement



The downtowns of the Town of Cornwall and the Village of Cornwall-on-Hudson will be vibrant and welcoming centers in a community that seamlessly blends unique cultural attractions, historic sites, charming shops and dining options, family-friendly amenities, natural and scenic assets, and an abundance of recreation opportunities. The Town and Village will seek to build upon their active downtown commercial districts, while preserving the natural and historic assets that highlight the beauty of the Hudson Valley and providing connections between the downtowns, the Hudson River, and regional attractions.

Draft Cornwall NYF Goals



1. Pedestrian and Roadway Connections

Foster a walkable, vibrant streetscape that maximizes safety and provides cohesive connections between the Town and Village downtowns, gateways, the waterfront, and regional attractions.



2. Open Space, Parks and Recreation

Enhance existing parks and open space in Downtown Cornwall to accommodate new features and amenities to encourage spending extended time in the downtown.



3. Community Attractions and Cultural Assets

Increase public art and cultural offerings throughout Downtown Cornwall to boost the communities' vast arts and cultural community, while enhancing existing community attractions to accommodate and entice tourists to the downtown.



4. Business Development

Draw visitors from nearby regional attractions to a Downtown Cornwall that is charming, cohesive, connected, and contains a mix of businesses that cater to visitors and residents alike.

REDC Goals

- Support downtown revitalization and increased community and regional connectivity through planning and infrastructure initiatives, particularly in distressed communities.
- Retain and attract residents to the region in a balanced and equitable manner.
- Grow the region's talent base for priority industries.
- > Increase opportunities for veterans and other underserved populations to secure employment.
- Attract domestic and international companies to the Mid-Hudson Region.
- > Increase opportunities for accessing capital across all sectors.
- Enhance the natural, historic, and cultural assets of the region, resulting in improved quality of life for residents and increasing tourism in the region.
- Grow the tourism industry in a way that is balanced and sustainable.
- Establish sustainable growth for the MHREDC's Regional Economic Cluster Plan the food and beverage manufacturing supply chain.

New York State Goals

- Create an active downtown with a strong sense of place.
- Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.
- Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.
- Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.
- Grow the local property tax base.
- Provide amenities that support and enhance downtown living and quality of life.
- Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

Project Evaluation

Project Evaluation Process

LPC Meeting #2

The LPC determined the project evaluation criteria to be used to refine project list.

LPC Meeting #3

The Consultant team will present the projects received through the Call for Projects and will assist the LPC in determining the following:

- Project eligibility
- LPC may refine initial project list

LPC Meeting #4

Projects will be presented by project sponsors. LPC will use project evaluation criteria worksheet to continue to refine the project list.

LPC Meeting #5

LPC determines final slate of projects to be included in the Strategic Investment Plan.

Project Evaluation Criteria

- State, Local, and Regional Goals
- Project Readiness
- Catalytic Effect
- Co-Benefits
 - Improves Quality of Life
 - Potential to Attract Regional Visitors
 - Enhances Community Connectivity and Cohesion
- Cost Effectiveness
- Public Support



Project Evaluation Criteria

- State, Local, and Regional Goals
 - Alignment with State Goals
 - Alignment with local vision and goals
 - Alignment with REDC goals
- Project Readiness
 - Scope of work and project activities are clearly identified
 - Project has other funding available needed to proceed
 - Sponsor can demonstrate site control



Project Requirements

Eligible Project Types

- New development and/or rehabilitation of existing downtown buildings
- Public improvement projects
- Small Project Fund
- Branding and marketing

Ineligible Activities

- Standalone planning activities
- Operations and maintenance
- Pre-award costs
- Property acquisition
- Training and other program expenses





LPC Questions and Answers

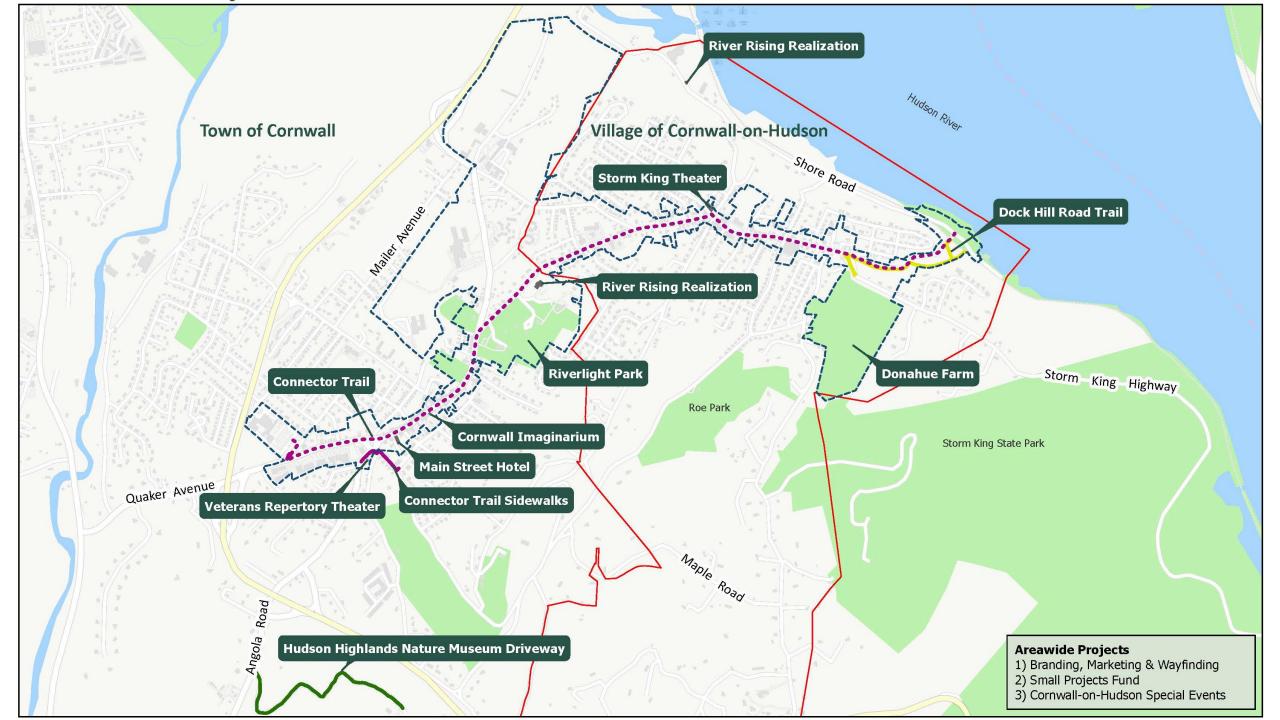
Preliminary Project List

Public Engagement Update – Open Call for Projects

Responses

- 13 projects submitted
 - 1 Town of Cornwall Project
 - 2 Village of Cornwall-on-Hudson Projects
 - 3 Combined Town and Village Projects
 - 3 Non-Profit Projects
 - 4 Private Projects
- Of the 13 projects received, 3 projects are ineligible

Sponsor Type	Project	Eligibility	NYF Request
Public (Town)	Riverlight Park	Yes	\$1,270,000
Public (Village/Town)	Branding/Marketing/Wayfinding	Yes	\$325,000
Public (Village/Town)	Connector Trail	Yes	\$755,000
Public (Village/Town)	Small Projects Fund	Yes	\$300,000
Public (Village)	Dock Hill Road Trail	Yes	\$479,250
Public (Village)	Donahue Farm	Yes	\$667,500
Private	Cornwall Imaginarium	Yes	\$675,416
Private	Main Street Hotel	Yes	\$1,000,000
Private	Storm King Theater	Yes	\$773,244
Non-Profit	Veterans Repertory Theater	Yes	\$625,000
Total Eligible	10 Projects		
Non-Profit	Cornwall-on-Hudson Special Events	No	\$77,500
Non-Profit	Hudson Highlands Nature Museum	No	\$85,000
Private	River Rising Realization	No	\$27,400
Total Ineligible	3 Projects		
Total Projects	13 Projects		\$7,060,310



Ineligible Projects

Cornwall on Hudson Special Events

Expand the offerings of Cornwall on Hudson Special Events (COHSE), which currently operates the New Year's Eve Ball Drop, the Village Tree Lighting, and Movies on the Hudson, through the purchase of event equipment and the funding of startup costs.

• Sponsor Type: Nonprofit

• Sponsor Name: Cornwall on Hudson Special Events

• Partners: None

• Location: NYF Boundary

Alignment with NYF Vision and Goals: Yes

• Applicable Goals:





NYF Funding Request: \$77,500 Total Project Cost: \$77,500

Hudson Highlands Nature Museum

The Museum is replacing the access road and parking lots at its Muser Road facility. The existing access road is severely degraded causing significant operational problems to the Museum and is a serious impediment to visitors. The Museum is requesting NYF funding to supplement a shortfall in their secured funding for the project.

• Sponsor Type: Nonprofit

• Sponsor Name: Hudson Highlands Nature Museum

• Partners: None

• Location: 120 Muser Drive

Alignment with NYF Vision and Goals: No

• Applicable Goals:





NYF Funding Request: \$85,000 Total Project Cost: \$285,000

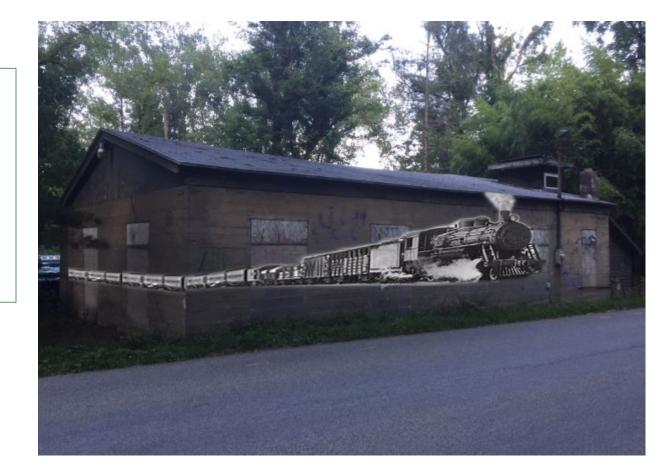
River Rising Realization

Art project called River Rising Realization would provide public art and education on climate change and sea level rise. Project involves three components:

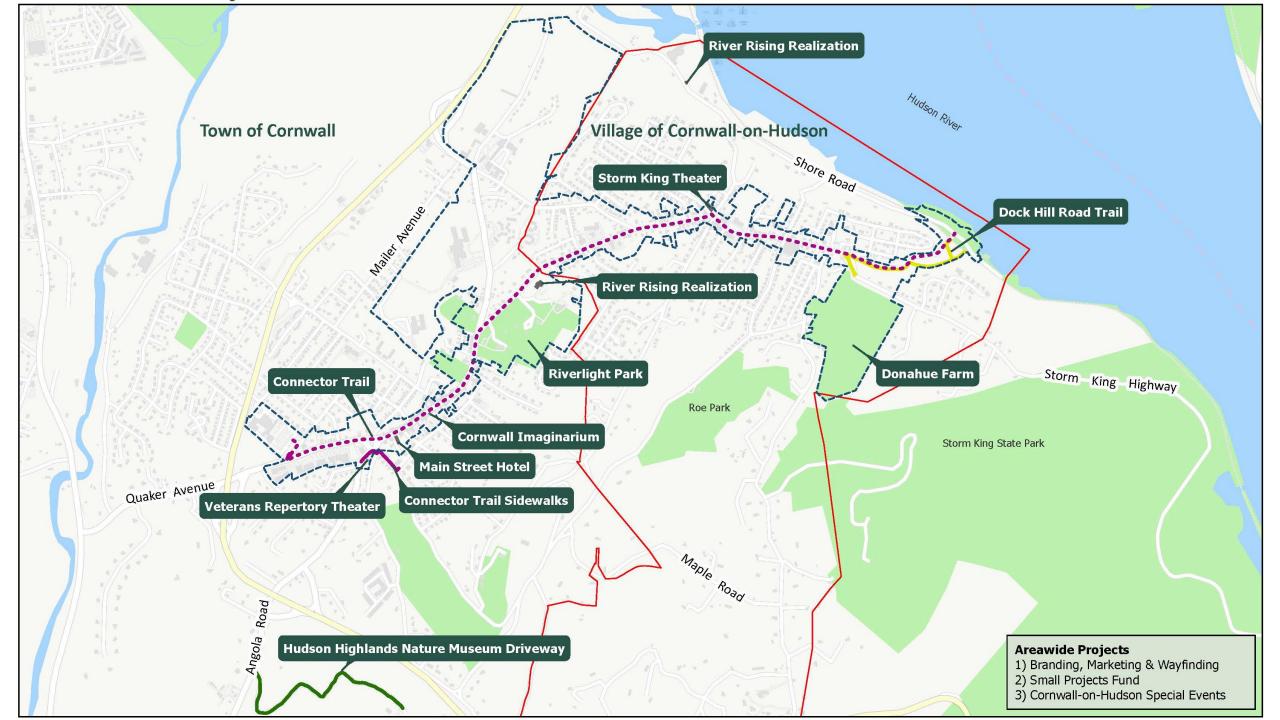
- Mural on sponsors building on Shore Road
- Signage throughout Town/Village
- On-line component

- Sponsor Type: Private
- Sponsor Name: Anywhere, Anything / Greg Robie
- Partners: None
- Location: 270 Shore Road and Cornwall Public Library/Rings Road
- Alignment with NYF Vision and Goals: Yes
- Applicable Goals:





NYF Funding Request: \$27,400 Total Project Cost: \$33,150







LPC Questions and Answers

Eligible Projects

Cornwall NYF Project Evaluation



https://forms.office.com/r/tXUBKK18uY

Riverlight Park Improvements

Improve Riverlight Park with new ADA compliant, stamped concrete walkways with a Story Walk around Ring's Pond; construct new restrooms adjacent to the pool and renovate the Little League restrooms; add new playground equipment with ADA compliant elements; construct a new skate park; improve drainage with bio-retention/rain gardens; renovate an existing ice house for use as a public pavilion; and renovate the interior and exterior of Sands Ring House.

• Sponsor Type: Public

• Sponsor Name: Town of Cornwall

Partners: None

• Location: Riverlight Park (182 Main Street)

Alignment with NYF Vision and Goals: Yes

• Applicable Goals:





NYF Funding Request: \$1,270,000 Total Project Cost: \$2,220,000

- State and Local Goals
 - Alignment with State Goals
 - Alignment with local vision and goals
 - Alignment with REDC goals
- Project Readiness
 - Scope of work and project activities are clearly identified
 - Project has other funding available needed to proceed
 - Sponsor can demonstrate site control



Branding, Marketing, Wayfinding

Create a three-part strategy to establish a brand illustrating Cornwall's identity, attracting new residents and businesses, and increasing visitors to both downtown areas to support existing businesses.

- Establish Cornwall's brand
- Develop a marketing strategy
- Create wayfinding design and signage

- Sponsor Type: Public
- Sponsor Name: Town of Cornwall and Village of Cornwall-on-Hudson
- Partners: Several
- Location: NYF Boundary Wide
- Alignment with NYF Vision and Goals: Yes
- Applicable Goals:





NYF Funding Request: \$325,000 Total Project Cost: \$325,000

- State and Local Goals
 - Alignment with State Goals
 - Alignment with local vision and goals
 - Alignment with REDC goals
- Project Readiness
 - Scope of work and project activities are clearly identified
 - Project has other funding available needed to proceed
 - Sponsor can demonstrate site control

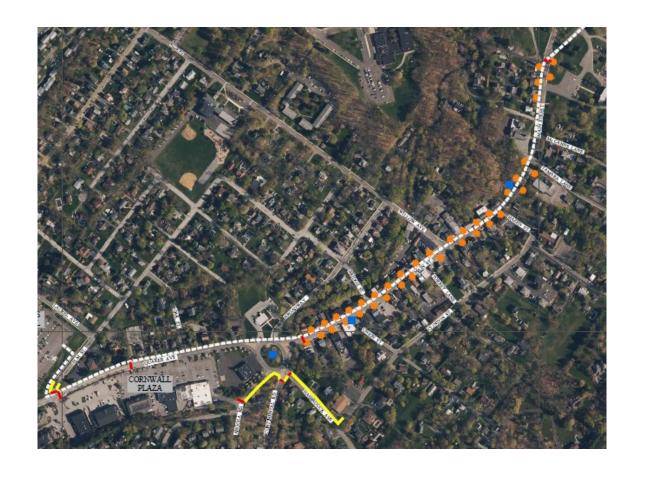


Cornwall Connector Trail

Improve sidewalks and crosswalks, add public art, uniform street furniture, a public restroom, and street tree and pollinator plantings to facilitate a fully accessible, engaging and safe pedestrian connection from St. Luke's-Montefiore Hospital through both the Town and Village downtowns.

- Sponsor Type: Public
- Sponsor Name: Town of Cornwall / Village of Cornwall-on-Hudson
- Partners: Orange County Art League
- Location: Quaker Avenue, Chadeayne Circle, Main Street and Hudson Street
- Alignment with NYF Vision and Goals: Yes
- Applicable Goals:





NYF Funding Request: \$755,000 Total Project Cost: \$855,000

- State and Local Goals
 - Alignment with State Goals
 - Alignment with local vision and goals
 - Alignment with REDC goals
- Project Readiness
 - Scope of work and project activities are clearly identified
 - Project has other funding available needed to proceed
 - Sponsor can demonstrate site control



Small Project Fund

Provide the business community with additional resources to further enhance the economic vitality of Downtown Cornwall. The fund would be available to owners of existing small businesses, owners starting new businesses, and owners of buildings that include commercial space. Projects could include façade improvements, interior improvements that allow for business expansion, and other capital improvement projects.

• Sponsor Type: Public

• Sponsor Name: Town of Cornwall / Village of Cornwall-on-Hudson

• Partners: TBD

• Location: NYF Boundary Area

Alignment with NYF Vision and Goals: Yes

• Applicable Goals:





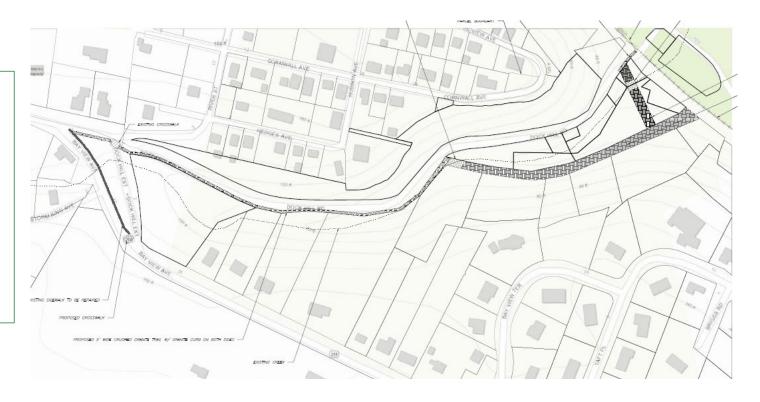
NYF Funding Request: \$300,000 Total Project Cost: \$300,000

- State and Local Goals
 - Alignment with State Goals
 - Alignment with local vision and goals
 - Alignment with REDC goals
- Project Readiness
 - Scope of work and project activities are clearly identified
 - Project has other funding available needed to proceed
 - Sponsor can demonstrate site control



Dock Hill Road Trail

Construct a 2,500 linear foot trail to allow for a safe pedestrian connection between Donahue Farm and Donahue Memorial Park. This includes 900 linear feet of existing trail to be repaired, and sidewalk improvements on Bayview Avenue and Dock Hill Road. This trail would connect with the Cornwall Connector Trail.



• Sponsor Type: Public

• Sponsor Name: Village of Cornwall-on-Hudson

• Partners: None

Location: Bayview and Dock Hill Road

• Alignment with NYF Vision and Goals: Yes

NYF Funding Request: \$479,250 Total Project Cost: \$1,076,250

- State and Local Goals
 - Alignment with State Goals
 - Alignment with local vision and goals
 - Alignment with REDC goals
- Project Readiness
 - Scope of work and project activities are clearly identified
 - Project has other funding available needed to proceed
 - Sponsor can demonstrate site control



Donahue Farm

Renovate and preserve exterior of the Donahue Farm barn and ice house, remove the garage/kennel building, construct new restrooms, and provide a visitor kiosk to facilitate public use of the site for community benefit while honoring the property's history and local importance. Public events include movies, concerts, farmers' markets, and farm-totable dinners.

- Sponsor Type: Public
- Sponsor Name: Village of Cornwall-on-Hudson
- Partners: Donahue Farm Committee
- Location: Donahue Farm (42 Bay View Avenue)
- Alignment with NYF Vision and Goals: Yes
- Applicable Goals:











NYF Funding Request: \$667,500 Total Project Cost: \$723,500

- State and Local Goals
 - Alignment with State Goals
 - Alignment with local vision and goals
 - Alignment with REDC goals
- Project Readiness
 - Scope of work and project activities are clearly identified
 - Project has other funding available needed to proceed
 - Sponsor can demonstrate site control



Cornwall Imaginarium

Transform the Lemon Building into a dynamic arts and artisan incubator that supports veteran-owned businesses. NYF funding would support build out of Phase 1 of the project which includes an art gallery and bar. Future phases would include 2nd floor performance space, rooftop restaurant, and kitchen space.



• Sponsor Name: The Cornwall Imaginarium, LLC

Partners: None

• Location: 257 Main Street

Alignment with NYF Vision and Goals: Yes

• Applicable Goals:





NYF Funding Request: \$675,416 Total Project Cost: \$1,916,056

- State and Local Goals
 - Alignment with State Goals
 - Alignment with local vision and goals
 - Alignment with REDC goals
- Project Readiness
 - Scope of work and project activities are clearly identified
 - Project has other funding available needed to proceed
 - Sponsor can demonstrate site control



Main Street Hotel

Construct a 4-story, 52-room upscale boutique hotel with a full services restaurant and bar on Main Street. Construct a parking lot at the rear of the property that would contain parking spaces for guests and additional parking spaces that would be leased to the Town for use as public parking. Also included are improvements to the nearby creek to prevent flooding.

• Sponsor Type: Private

• Sponsor Name: 2 Girls 1 Boy Holdings, LLC

• Partners: None

• Location: 317 and 325 Main Street

Alignment with NYF Vision and Goals: Yes

• Applicable Goals:





NYF Funding Request: \$1,000,000 Total Project Cost: \$7,876,000

- State and Local Goals
 - Alignment with State Goals
 - Alignment with local vision and goals
 - Alignment with REDC goals
- Project Readiness
 - Scope of work and project activities are clearly identified
 - Project has other funding available needed to proceed
 - Sponsor can demonstrate site control



Storm King Theater

Improve the historic Storm King Theater building to convert interior spaces used for storage into a first-floor black box theater and a second-floor lounge and dinner theater that would be integrated into the existing restaurant. These improvements allow diverse entertainment programming while staying true to the building's historical use.

• Sponsor Type: Private

• Sponsor Name: Storm King Associates

Partners: None

Location: 2 Idlewild Avenue

Alignment with NYF Vision and Goals: Yes

• Applicable Goals:







NYF Funding Request: \$774,000 Total Project Cost: \$841,045

- State and Local Goals
 - Alignment with State Goals
 - Alignment with local vision and goals
 - Alignment with REDC goals
- Project Readiness
 - Scope of work and project activities are clearly identified
 - Project has other funding available needed to proceed
 - Sponsor can demonstrate site control



Veterans Repertory Theater

Convert the Chadeayne Homestead on Angola Road into a home for Veterans Repertory Theater. Phase 1 of the project is underway and is the purchase and re-zoning of the site. NYF funds would support Phase 2 with a 30-seat theater, box office, lobby/lounge area, parking lot, space for playwriting classes, and administrative offices. Future Phase 3 includes expanding theater to 50 seats by adding a balcony and box seats, a backstage area, dressing rooms and addition of outdoor stage and 2nd story porch.



Sponsor Name: VetRep

• Partners: None

• Location: 1 Angola Road

• Alignment with NYF Vision and Goals: Yes

• Applicable Goals:





NYF Funding Request: \$625,000 Total Project Cost: \$3,651,500

- State and Local Goals
 - Alignment with State Goals
 - Alignment with local vision and goals
 - Alignment with REDC goals
- Project Readiness
 - Scope of work and project activities are clearly identified
 - Project has other funding available needed to proceed
 - Sponsor can demonstrate site control



Project	Eligibility	NYF Request	Total Cost
Riverlight Park	Yes	\$1,270,000	\$2,220,000
Branding/Marketing/Wayfinding	Yes	\$325,000	\$325,000
Connector Trail	Yes	\$755,000	\$855,000
Small Projects Fund	Yes	\$300,000	\$300,000
Dock Hill Road Trail	Yes	\$479,250	\$1,076,250
Donahue Farm	Yes	\$667,500	\$723,500
Cornwall Imaginarium	Yes	\$675,416	\$1,916,056
Main Street Hotel	Yes	\$1,000,000	\$7,876,000
Storm King Theater	Yes	\$773,244	\$841,046
Veterans Repertory Theater	Yes	\$625,000	\$3,651,500
Cornwall-on-Hudson Special Events	No	\$77,500	\$77,500
Hudson Highlands Nature Museum	No	\$85,000	\$285,000
River Rising Realization	No	\$27,400	\$33,150
Total: 13 Projects		\$7,060,310	\$20,180,002

Project	Eligibility	NYF Request	Total Cost
Riverlight Park	Yes	\$1,270,000	\$2,220,000
Branding/Marketing/Wayfinding	Yes	\$325,000	\$325,000
Connector Trail	Yes	\$755,000	\$855,000
Small Projects Fund	Yes	\$300,000	\$300,000
Dock Hill Road Trail	Yes	\$479,250	\$1,076,250
Donahue Farm	Yes	\$667,500	\$723,500
Cornwall Imaginarium	Yes	\$675,416	\$1,916,056
Main Street Hotel	Yes	\$1,000,000	\$7,876,000
Storm King Theater	Yes	\$773,244	\$841,046
Veterans Repertory Theater	Yes	\$625,000	\$3,651,500
Total: 10 Projects		\$6,870,410	\$19,784,352



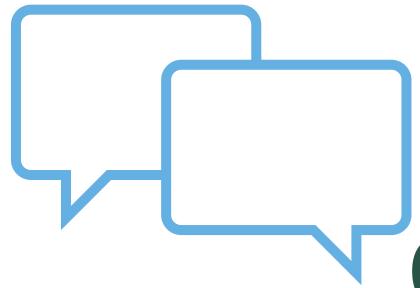


LPC Questions and Answers

State and Local Goals and Project Readiness Results

Next Steps/Important Dates

- Public Outreach Activity will be Sunday, September 24 at the Cornwall Fall Festival
- Next LPC Meeting (Meeting #4) will be **Wednesday, September 27** at Town Hall
 - Can you attend?
 - This meeting will be 3 hours instead of 2 hours.
- Public Workshop #2 will be Thursday, October 12 at Munger Cottage
- LPC Meeting #5 will be Tuesday, October 24 at Village Hall
 - Can you attend?



Questions?

CornwallNYF@vhb.com

For Code of Conduct submissions, email:

Susan.Landfried@dos.ny.gov

Visit the Cornwall NYF Website



www.cornwallnyf.com



Cornwall NY FORWARD



