



Public Workshop #2 Synthesis:  
Submitted to VHB by Karp Strategies

**Event Date:** October 12, 2023  
**Memo Date:** October 20, 2023  
**Prepared by:** Karp Strategies

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## Event Summary

The second public workshop for the Town of Cornwall and Village of Cornwall-on-Hudson took place on Thursday, October 12, 2023 from 5:30 – 7:30 pm at the Munger Cottage Senior Center, a public facility centrally located in Cornwall's prominent Riverlight Park, and along Hudson Street, the town and village's main thoroughfare.

The meeting was also live streamed on Facebook and YouTube, and made accessible to interested participants via the official Cornwall New York Forward website. Advertising for the public meeting was conducted via flyering throughout the community, engagement at local events and festivals, social media posts, and phone and email outreach to local stakeholders.

While checking in at the Welcome Desk at Munger Cottage and joining the livestream, community participants received a Project Response Form with several prompting questions – standardized across all 10 proposed projects:

**Question 1:** [select all that apply]

Which of these goals do you think this project achieves?

- Goal 1: Foster a walkable, vibrant streetscape that maximizes safety and provides cohesive connections
- Goal 2: Enhance existing parks and open spaces
- Goal 3: Increase public art and cultural offerings, while enhancing community attractions
- Goal 4: Draw visitors from nearby regional attractions with a mix of business that cater to visitors and residents alike

**Question 2a:** [short answer]

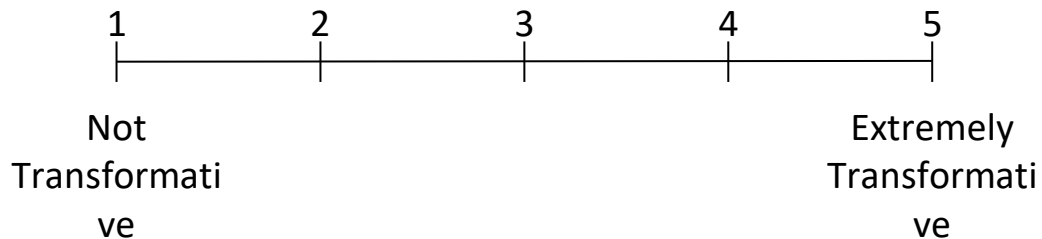
What are your favorite parts of this project?



**Question 2b:** [short answer]

How could this project be improved?

**Question 3:** How transformative do you think this project is for Cornwall? [circle one number on the scale below]



After participants took their seats, VHB opened by presenting a Cornwall NY Forward progress update, the community goals identified during Public Workshop #1, the results from the Open Call for Projects process, and the 10 eligible projects being advanced by the Local Planning Committee (LPC). For each of the 10 projects, VHB shared a brief description of the project, its sponsors, and funding estimates.

Afterwards, participants took part in a Project Charrette Activity that asked community members to circulate between 10 stations featuring the 10 Cornwall NY Forward projects:

- Project 1:** Transform Riverlight Park into an inclusive public park (Riverlight Park)
- Project 2:** Establish and implement a branding, marketing, and wayfinding strategy (Branding, marketing, and wayfinding strategy)
- Project 3:** Link Cornwall's downtowns through a pollinator connector trail (Connector trail)
- Project 4:** Establish a Small Project Fund to assist local businesses (Small Project Fund)
- Project 5:** Construct a trail along Dock Hill Road to connect the waterfront to Donahue Farm and the Downtown (Dock Hill Road Trail)
- Project 6:** Preserve historic structures at the Donahue Farm to enhance programming and activities (Donahue Farm)
- Project 7:** Transform the Lemon Building at 257 Main Street into an Arts and Artisan Collaborative Space (Arts and Artisan Collaborative Space)
- Project 8:** Construct a Boutique Hotel at 317 and 325 Main Street (Boutique Hotel)
- Project 9:** Renovate the historic Storm King Theater at 2 Idlewild Avenue into a Multi-Purpose Theater Space (Multi-Purpose Theater Space)
- Project 10:** Convert the former Chadeayne Homestead at 1 Angola Road into a Veterans Repertory Theater (Veterans Repertory Theater)



Each of the 10 stations featured both a facilitator well-informed on the project and a poster board with project renderings and/or site plans, a project description, sponsor information, and funding estimates. Before the start of the meeting, facilitators were gathered in a circle and coached on the rules of engagement.

In-person and online participants were asked to use the Project Response Form they received upon check-in to share their thoughts and feedback. Members of the consultant team acted as floaters to encourage participants to cycle between all 10 stations and to collect completed Project Response Forms. Town of Cornwall Supervisor, Joshua T. Wojehowski, and Village of Cornwall-on-Hudson Mayor, James A. Gagliano, closed the meeting by thanking community members for their active participation.

## Event Turnout

In-person and online attendance was robust and represented a diverse set of perspectives. Participants were eager to learn more about the slate of proposed projects and share feedback and ideas for potential improvements.

According to the Welcome Desk sign-in sheet, 50 members of the community attended Public Workshop #2 at Munger Cottage, including 9 project sponsors. Several LPC members also joined the workshop. In total, 18 printed Activity Response Forms were submitted. 5 community members joined the livestream on Facebook, and 11 joined via YouTube. As of October 20, the Facebook livestream has 362 views and the YouTube livestream has 77 views. The online survey remained open until Thursday, October 19, 2023. Many in-person participants told the consultant team they preferred to fill out the online survey instead of the printed version. In total, 89 online surveys were submitted.

## Next Steps

Following Public Workshop #2, the LPC will meet one final time on Tuesday, October 24. During that meeting, the LPC will use the public's input to finalize the slate of proposed projects and submit the Strategic Investment Plan to New York State in November 2023. Then, a multiagency State team will review each project and award funding to a subset of the projects submitted.



## Findings

We have used the feedback collected from both the in-person workshop and the online survey to understand which goal participants felt was most aligned with each project (Primary Goal); key themes regarding what the community likes about each project (Favorite Aspects) and how each project can be improved (Suggested Improvements); and, on average, how transformative each project is on a scale from 1 to 5, 5 being extremely transformative (Average Transformative Score).

Prior to Public Workshop #2, the consultant team also attended the 51st Annual Cornwall Fall Festival on Sunday, October 8, staffing an informational booth with an activity similar to that of Public Workshop #2, but with a slightly different scale. For this reason, we have decided to separate the findings from the two events. For the Cornwall Fall Festival findings, please see Exhibit A below. For all Public Workshop #2 and Cornwall Fall Festival data and summaries, please see Exhibit B attached as a separate document.

### Project 1: Riverlight Park

**Primary Goal:** Goal 2: Enhance existing parks and open spaces

**Favorite Aspects:**

- Skate park (27)
- ADA accessibility (26)
- Inclusive playground (22)
- Rain garden/improved drainage (14)
- Community inclusivity (12)
- Walkways and pathways (8)
- General beautification (7)

**Suggested Improvements:**

- Build swimming pool (6)
- Geese control (6)
- Include more programming for young children (6)
- More park and pond maintenance/pathway enhancements (5)
- Add a water fountain/splash pad (5)

**Average Transformative Score:** 3.7/5.0



## Project 2: Branding, marketing, and wayfinding strategy

**Primary Goal:** Goal 4: Draw visitors from nearby regional attractions with a mix of business catering to visitors and residents

**Favorite Aspects:**

- Attracts new business (10)
- Helpful for visitors (10)
- Uniform signage (4)
- Cohesive town branding (3)

**Suggested Improvements:**

- Include research/info on town history (7)
- Waste of taxpayer money (6)
- Collaborate with businesses and surrounding communities (5)
- Goal confusing, more detail needed (4)

**Average Transformative Score:** 2.9/5

## Project 3: Connector Trail

**Primary Goal:** Goal 1: Foster a walkable, vibrant streetscape that maximizes safety and provides cohesive connections

**Favorite Aspects:**

- Improved sidewalks/walkability (19)
- Connects town and village (18)
- Public restrooms (6)
- Street trees and plantings (6)
- Art and aesthetic improvements (5)

**Suggested Improvements:**

- Focus on improving sidewalks for pedestrian safety and use (10)
- Include more street lighting (7)
- Address parking concerns (6)
- Include public in art selection (4)
- Public restroom maintenance (4)

**Average Transformative Score:** 3.8/5.0



## Project 4: Small Project Fund

**Primary Goal:** Goal 4: Draw visitors from nearby regional attractions with a mix of business catering to visitors and residents

**Favorite Aspects:**

- Support for small businesses (27)
- Beautification of Main Street (13)
- Improved business facades (8)

**Suggested Improvements:**

- More funding needed (18)
- Provide more detailed information (12)
- Ensure protections for small businesses (3)

**Average Transformative Score:** 3.6/5.0

## Project 5: Dock Hill Road Trail

**Primary Goal:** Goal 1: Foster a walkable, vibrant streetscape that maximizes safety and provides cohesive connections

**Favorite Aspects:**

- Improved safety and walkability (20)
- Adds needed community recreation (8)
- Improved connection to water (5)

**Suggested Improvements:**

- Does not benefit the community (8)
- Improve connections between sections of the trail (7)
- Improve lighting (4)
- Improve bike paths (3)

**Average Transformative Score:** 3.7/5.0

## Project 6: Donahue Farm

**Primary Goal:** Goal 2: Enhance existing parks and open spaces

**Favorite Aspects:**

- Preservation and restoration of historic building (34)
- New programming for community (16)



- Promotes community engagement (10)

**Suggested Improvements:**

- Expand public programming (10)
- Include recreational area/soccer field (10)
- Create link to local trails (3)

**Average Transformative Score:** 3.6/5.0

## Project 7: Arts and Artisan Collaborative Space

**Primary Goal:** Goal 3: Increase public art and cultural offerings, while enhancing community attractions

**Favorite Aspects:**

- Rooftop bar and restaurant (14)
- Supports veterans (13)
- Preserves historic building (12)
- Brings arts and culture to the community (12)
- Cultivates community (6)

**Suggested Improvements:**

- Ensure inclusivity for all community members (9)
- Change project name to provide clarity (8)
- Complete project in one phase (4)

**Average Transformative Score:** 4.0/5.0

## Project 8: Boutique Hotel

**Primary Goal:** Goal 4: Draw visitors from nearby regional attractions with a mix of business catering to visitors and residents

**Favorite Aspects:**

- Hotel that will benefit the community and visitors (26)
- Aesthetic improvement to building (12)
- Revenue generation (9)
- Rooftop bar (8)

**Suggested Improvements:**

- Reduce size of hotel (19)
- Address parking and traffic concerns on Main Street (17)



- General concerns about private funding/ability to fund long-term (10)
- Ensure aesthetic matches community (5)

**Average Transformative Score:** 3.6/5.0

## Project 9: Multi-Purpose Theater Space

**Primary Goal:** Goal 3: Increase public art and cultural offerings, while enhancing community attractions

**Favorite Aspects:**

- Revitalization of historic theater (15)
- Space for community activities and arts (10)
- Bar and restaurant (5)

**Suggested Improvements:**

- Address increased parking need (7)
- Ensure dinner theater is affordable (3)
- Allow space to be rented for events (3)
- Limit private sector involvement (3)

**Average Transformative Score:** 3.7/5.0

## Project 10: Veterans Repertory Theater

**Primary Goal:** Goal 3: Increase public art and cultural offerings, while enhancing community attractions

**Favorite Aspects:**

- Enhances community and cultural offerings (21)
- Support for veterans (12)
- Attracts visitors (8)
- Preservation of historical building (5)

**Suggested Improvements:**

- Address demand for parking (8)
- Ensure space is inclusive for all community members (5)
- Increase size of theaters (4)
- Reconsider location (4)

**Average Transformative Score:** 3.5/5.0





## Exhibit A: Cornwall Fall Festival Findings

As mentioned above, the consultant team attended the 51st Annual Cornwall Fall Festival on Sunday, October 8, staffing an informational booth with an activity similar to that of Public Workshop #2, but with a slightly different scale. Cornwall Fall Festival participants were asked to rank how transformative each project is on a scale from 1 to 3, 3 being extremely transformative (Average Transformative Score).

### Project 1: Riverlight Park

**Average Transformative Score: 2.3/3.0**

### Project 2: Branding, marketing, and wayfinding strategy

**Average Transformative Score: 1.9/3.0**

### Project 3: Connector Trail

**Average Transformative Score: 2.7/3.0**

### Project 4: Small Project Fund

**Average Transformative Score: 2.2/3.0**

### Project 5: Dock Hill Road Trail

**Average Transformative Score: 2.4/3.0**

### Project 6: Donahue Farm

**Average Transformative Score: 2.4/3.0**



Project 7: Arts and Artisan Collaborative Space

**Average Transformative Score: 2.5/3.0**

Project 8: Boutique Hotel

**Average Transformative Score: 2.4/3.0**

Project 9: Multi-Purpose Theater Space

**Average Transformative Score: 2.6/3.0**

Project 10: Veterans Repertory Theater

**Average Transformative Score: 2.3/3.0**