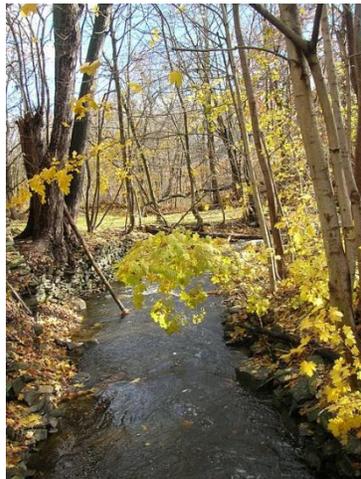


Highland Hamlet Development Analysis and Action Plan *for* Town of Lloyd

Final Report

August 2011



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Introduction

Camoin Associates and their project team partner, Barton and Loguidice, were hired by the Town of Lloyd to assist with the completion of a development analysis report and action plan for the Hamlet of Highland, located within the Town of Lloyd. The Town of Lloyd was awarded a Smart Growth grant by the NYS Department of State to better understand infrastructure needs, potential linkages and signage development and to identify recommendations for redevelopment in key sections of the business district.

The Smart Growth grant is just one of the many initiatives being undertaken by the Town of Lloyd in their effort to revitalize their downtown, improve local quality of life and increase local economic activity. The recent completion of the Walkway Over the Hudson pedestrian bridge (WOTH) and the Hudson Valley Rail Trail projects have served as catalysts for many community efforts. These projects, coupled with other local efforts, have strengthened the commitment of local residents to bringing life back to their downtown.

One of the most recent initiatives was the completion of a consumer demand survey in 2009. The survey was conducted by the Highland Main Street Revitalization Committee and was given to town residents to determine where and why they made their purchases and how they would like to see Highland improved. These survey results were invaluable in understanding local consumer’s needs and wants and identifying potential retail demand not being met locally. The findings of this survey can be found in the Highland Findings Report and Hamlet Profile (Appendix II).

In addition to ongoing planning efforts, the Town is also in the midst of a variety of other initiatives including revisiting the zoning regulations to ensure consistency with the community’s vision for the

future and completing a number of different community enhancement projects. Throughout the background research phase of this project, it was clear that the Town of Lloyd is committed to revitalizing the local community and improving the quality of life for its residents.

The following development analysis and action plan have been designed to help the Town of Lloyd organize their ongoing/existing initiatives while adding key additional action items that will help them towards their vision for the future.

The primary results of the Highland Findings Report and Hamlet Profile, in coordination with discussions with the Greater Highland Community Development Committee (GHCDC), informed the generation of this Hamlet Development Analysis and the action plan outlined in this document. The action items listed in this document will help the community achieve the following goals:

- Improving the appearance of downtown
- Attracting new businesses to the downtown business district
- Attracting more people to the downtown business district
- Improving infrastructure and transportation



A summary of the action items in table format is available as Appendix I and should serve as a day to day tool to help the Town prioritize their initiatives and work towards their overall vision for the community.

The major themes of the analysis and the action plan matrix include the need for cooperation among community development organizations in Highland, expanding on the potential for Highland to build on their recreational assets, and the positive benefit that would come from a more focused and consistent branding/marketing campaign.

Working Together

In preparing the action plan matrix, Camoin Associates took particular care to recognize the ongoing work of the many organizations in the Town. The number of initiatives underway throughout the community is impressive and it is important to include these ongoing projects in the action plan matrix as a way of organizing and keeping tabs on them.

While many different organizations are working towards their individual goals, more coordination between organizations would help all groups be more successful in their community improvement efforts. Conducting quarterly meetings with the representatives of all the organizations to discuss recent projects and areas where coordination may be beneficial would ensure that efforts are not being duplicated. This could take place before or after Town meetings or may be separate from the Town operations completely.

Build on Recreational Assets

One of the primary themes of the following action plan is the need for Highland to build on their existing strength as a place for recreation and, more



specifically, their trail assets. The community has an obvious commitment to building upon the existing recreational trail resources for the benefit of both local residents and visitors. This is something that should continue to be celebrated and capitalized on. The close proximity of the WOTH pedestrian bridge, which is generating great numbers of visitors, is a wonderful opportunity for the Hamlet to potentially meet their travel needs. The Town recognizes this asset and has been working towards better access between the pedestrian bridge and the Hamlet through the Rail Trail project. Attention should also be paid to what is available for visitors once they find their way to the Hamlet. Are there stores/

services they are looking for? Are there places to spend their money if they are so inclined? The downtown business district has a number of vacant and underutilized buildings that are prime locations for renovation/reuse geared towards the recreation tourists and regional visitors.

The Hamlet Development Analysis and recommendations also include information about increasing linkages between key destinations as well as improving accessibility throughout the community with sidewalks and signage.

Increase Branding and Marketing Efforts

As more communities work on reinventing themselves, it is becoming even more important to create a unique brand that will stand out among all the others. Highland has a number of very strong assets that they can use in their branding efforts including their history, recreational resources and the old trolley system. However, if Highland wants to brand themselves they will need to have a consistent message, market the local assets and get people to recognize Highland as a place they would want to spend time.

In addition to using marketing as a way to attract new people to the area, Highland should also recognize that marketing is a way to begin to build momentum for the community which will attract other investments and businesses. The action plan calls for some initial cost free marketing including Facebook and other social media outlets which will allow the Town to quickly communicate to others all the exciting things going on and it will likely draw others in who want to be a part of it.



Hamlet Development Analysis

In order to create the Hamlet Development Analysis, Camoin Associates and Barton and Loguidice first completed a Findings Report and Hamlet Profile, attached as Appendix II, which reviewed the existing conditions and current market, inventoried underutilized parcels and analyzed infrastructure and parking demands. The following Hamlet Development Analysis summarizes the findings of those reports as well as identifies key recommendations. More detail on the background research and recommendations can be found in the full reports (Appendix II).

Infrastructure and Transportation Needs

The transportation analysis found that, while the road network worked effectively and efficiently for automobiles, issues remain regarding accessibility for pedestrians and cyclists. The Findings Report identifies a number of locations where sidewalks could be beneficial to attracting trail users to the Hamlet as well as where road crossings would make it safer and more convenient for pedestrians. For example, there is a need for improved delineation of pedestrian spaces at the entrance to both municipal lots and a need for crosswalks on Grove Street, Commercial Avenue, Commercial Avenue Extension, Meadow Street, Leonta Street, Hasbrouck Street and Woodside Avenue.

The report also calls for some traffic calming measure to be installed to improve safety and reduce the speed of vehicles traveling through the downtown business district. These types of improvements can include signs, narrowing the streets, textured pavers and others.

With respect to parking, the study found that, on average, approximately 23% of the spots in the lots and about 60% of the on-street spots were in use. The 2009 Consumer Survey found that many people thought that parking was a major issue, but

following the parking demand analysis it is obvious that the lack of parking is a perception issue. Improved signage to direct people to the parking lots may improve that perception as well as formalizing the lots by adding white lines to identify spaces. Signs showing where municipal lots are located should also be included in any way finding plans and community directories.

Potential Linkages

Barton and Loguidice also conducted an analysis of the existing linkages between the primary destinations in the region, including the WOTH pedestrian bridge, the Hudson Valley Rail Trail (HVRT), the waterfront, various Town parks and the downtown business district. The findings of this analysis and recommendations can be found in Appendix II. The analysis found that most of the trails were not well connected to the downtown business district, primarily because they are rail to trail conversions and the railroad tracks did not travel directly through the downtown. One of the potential paths would travel along Commercial Avenue Extension and could easily be established using sidewalks and shared-use roads. While this would be an economical solution and relatively easy



to accomplish, it would not bring users directly to the center of town so additional signage would be required.

The analysis also includes a potential loop that would connect the Hamlet, the waterfront and the WOTH pedestrian bridge using shared-use roads as well as require investment in new sidewalks. This loop would require some additional research and may require pedestrian amenities as there are none there currently. This trail would be visible from the bridge and would further the community's appearance as highly walkable.

Signage and Wayfinding

The analysis identified that both pedestrian and vehicular wayfinding in the community is difficult due to the number of systems in place and the lack of cohesion. Systems are in place as mandated by



MUTCD, the Town of Lloyd Highway Department, WOTH as well as Hudson Valley Rail Trail. There exists a need and an opportunity at this time to standardize the signage within the Town of Lloyd and create a unified system of pedestrian scale and vehicular wayfinding.

For example, it would be helpful to have some information at the Exit 18 Thruway ramp directing vehicular traffic to the WOTH, Hamlet and Hudson Valley Rail Trail. This sign could institute the traditional style and could also include directional indicators for restaurants, restrooms, phone and gas stations. In addition, a wayfinding system to benefit pedestrians would direct them to key destinations, restaurants, various landmarks, the WOTH and the Hudson Valley Rail Trail. The system should be consistent throughout the area including directing from the WOTH to the Hamlet and indicating the various services available. Finally, more interpretive signage would be helpful throughout the Hamlet and along the Rail Trail to provide additional interest and information for visitors and residents.

The Findings Report attached as Appendix II includes examples of wayfinding systems and overall signage plans.

Redevelopment Recommendations

The Highland Hamlet has something that many suburban communities would love to have: the existing infrastructure of a walkable downtown business district. The Hamlet has everything needed to create a more active and vibrant local economy including sidewalks, appropriately scaled buildings, parking areas and an overall walkable feel. The Hamlet has the potential to be a very popular destination for not only residents of the area, but also those traveling from far distances to experience the quaint communities and resources of the Hudson Valley.

While the infrastructure exists, there are a few areas that need investment in order for the Hamlet to achieve its full potential. Many of the recommended redevelopment projects are outlined in more detail in the action plan and the Findings Report following this Hamlet Development Analysis. They will all require both public and private investments.

The redevelopment project that could have the largest benefit on the community's future is the development of the Mill Run Park. The redevelopment of this site as park space for passive recreation and larger community events and concerts could serve as a local economic driver as well as an overall improvement of the area. Additional foot traffic to the site will increase the viability of the surrounding properties, including the former Vadala's Pharmacy which backs onto the site.

The Vadala's Pharmacy building could be redeveloped into a small health food store that caters to both local residents as well as visitors from out of the area. The store could also offer prepared foods and café tables. The Market Analysis conducted for this project identified demand for a specialty food store, and with health conscious people utilizing the Rail Trail and going to events at the Mill Run Park, a health food store/co-op could be successful. This type of service does not currently exist in the Hamlet and it would respond to many desires of the consumers surveyed in 2009.

As described above, with the infrastructure for a walkable community that is respectful of both vehicles and pedestrians, many of the buildings do not need major redevelopment but more rehabilitation to make them more modern and aesthetically pleasing. For example, general façade improvements could be made to almost all of the buildings



in the downtown business district as a way to tie them together and be respectful of the history and overall appearance of the community. These rehabilitation projects could be completed through the use of the New York Main Street (NYMS) program as well as with the Revolving Loan Funds (RLF) available through the Lloyd Community Development Corporation (LCDC). The community's Façade Study (available at the Town Offices) should be utilized to instruct property owners how to rehabilitate their properties if they are interested in receiving grant funds.

Another major project that will have significant benefits for the community is the redevelopment of the property located on Milton Avenue near the corner of Vineyard Avenue. This property, located at a main gateway to the community from Route 9W, is currently completely vacant and dilapidated. The Façade Study completed for the community identifies improvements that would add a courtyard area with trees and rehabilitation of the space to encourage reuse. This is a prime location for a new business and it could serve as a location for a bike shop offering rentals and repairs. Street safety



improvements recommended in this plan, will encourage downtown business district visitation. The business district has adequate parking for bike renters and it would increase both foot, bike and vehicular traffic.

In addition to the specific redevelopment projects listed above, the market analysis identified a number of businesses that would be appropriate for the Hamlet and have the potential to recapture a portion of the sales that are currently leaking from of the community. Those include:

- Full-Service Restaurants
- Home Furnishing Stores
- Drinking Places
- Specialty Food Stores
- Florists
- Book, Periodical and Music Stores
- Shoe Stores

All of these retail sectors were identified as having a sufficient amount of sales leaking the local economy to support a new store within the Hamlet. The Town should work to identify potential retailers looking to expand their operations or willing to consider locating in the Hamlet.

Action Plan

The following action plan developed by Camoin Associates in coordination with Barton & Loguidice and the Committee is based on conversations regarding past and current planning initiatives, research into the market demand and existing conditions, and an overall understanding of the Town of Lloyd. Outlined below are specific initiatives or goals followed by action items that will help the Town achieve those goals. A summary in table format of the plan can be found in Appendix I.

GOAL 1.0 - IMPROVE THE APPEARANCE OF THE DOWNTOWN BUSINESS DISTRICT

1.01 Apply for a New York Main Street grant

The New York Main Street (NYMS) grant program offers financial assistance to municipalities to help them improve the appearance of their downtown or a specific Target Area. The NYMS program would be a great fit for Highland in that it pays for the improvements of facades as well as interior commercial and residential properties. The Highland Hamlet has a number of buildings that would benefit from an update and property owners may be enticed to participating since the State will pay for 75% of the total cost of the project. The local administrator can require certain design guidelines be followed by participants. Therefore, the designs established in the Façade Study could be implemented through this program. The NYMS program requires a certain Target Area be identified during the application phase and using the downtown business district as a Target Area would create a strong application.

The completion of the façade grant will not only allow property owners to make improvements, but

will also allow the municipality to request funds for streetscape enhancements such as benches, signs, banners, trees, etc. that would help beautify the business district.

Lead Agency: Town Board
Time Frame: Applications due in Spring
Funding Source: Revolving Loan Fund (RLF) for application costs

1.02 Apply for a housing rehabilitation grant

The State offers financial assistance to municipalities to assist in improving the living conditions and housing options for local residents. The Town is an eligible applicant for this type of grant and they could apply to either the NYS HOME program or the Community Development Block Grant (CDBG) Housing Rehabilitation program, both are offered through the Division of Homes and Community Renewal. These programs allow the local administrator to develop guidelines that best fit the community and can include 100% grants to property owners based on income eligibility requirements.

Rehabilitation of housing units within the Hamlet and the Town will improve the health and safety of local residents as well as make the area a more attractive place to live.

Lead Agency: Town Board
Time Frame: Applications due in Spring
Funding Source: RLF for application costs



1.03 Zoning update, land use regulations, code enforcement and Façade Study guidelines

A review of the zoning and land use regulations is currently underway to ensure that they reflect the vision for the future of the Highland Hamlet. Local zoning and land use regulations shape a community and, therefore, should reflect the goals and values of its residents. Consideration should be given to whether an overlay district should be included in the zoning update to create a way to enforce the façade guidelines. The overlay district could also coincide with guidelines for Town grant programs to provide funds to those property owners trying to comply with the design guidelines.

Some communities also struggle to enforce the code. Ensuring that an enforcement and penalty process are in place and implemented to the full extent of the law is critical to provide safer living conditions for all residents.

Lead Agency: Town
Time Frame: Underway

1.04 Establish local grant programs focused on specific needs

The Lloyd Community Development Corporation (LCDC) currently maintains a revolving loan fund (RLF) that makes low interest loans available to local property owners and business owners for making improvements to their property and to help with start-up and expansion financing. This program has filled a need over the last few decades. However, revisiting how this fund is currently forwarding community development objectives should be considered.

For example, the LCDC could set aside a portion of the revolving loan funds to establish a microenterprise program. The microenterprise program would

be geared towards small businesses (less than 5 employees) and start-ups looking to locate in the Hamlet and that are in need of financial assistance. The grant funds could be used for purchasing inventory, equipment and/or working capital. Since this money would be coming out of the RLF, the LCDC would have the power to guide the program to best meet the local economic development goals and the local administrator (LCDC) could establish the guidelines and regulations.

Program guidelines could require participants to be located within the business district, create or retain jobs, and the completion of training to ensure proper business plans are in place prior to awarding the grant funds. The regulations would be up to the local administrator to develop and enforce.

A similar program exists at the State level where money is provided to municipalities to create a microenterprise program. However, with the funds available through the RLF, the Town is in a unique position to be able to start this type of program on their own. Once funds have been expended, the Town could apply to the State for additional funds with the ability to showcase the work already accomplished which would better position them to submit a competitive application to the State.

Lead Agency: LCDC
Time Frame: Immediate
Funding Source: RLF

GOAL 2.0 - ATTRACT NEW BUSINESSES TO THE DOWNTOWN BUSINESS DISTRICT

2.01 Market vacant and underutilized properties within the downtown business district

The review of existing conditions in the Highland Hamlet found that there are a number of key buildings in the downtown that are vacant or underutilized and whose renovation and/or reuse would make the area much more attractive. These key properties should be identified and marketed in a way that will keep them at the forefront of local realtors' minds as well as attract people from the outside to consider investing in them.

In coordination with the marketing of local available properties, attention should be brought to the findings of the market analysis and recent consumer survey. Both of these reports identified retail and service sector industries, which are underrepresented in the Town, and that local residents are having to go outside of the area to make their purchases. The following sectors were identified as leaking sales outside of the region:

- Full-Service Restaurants
- Home Furnishing Stores
- Drinking Places
- Specialty Food Stores
- Florists
- Book, Periodical and Music Stores
- Shoe Stores

All of these retail sectors would be appropriate within the downtown business district. The Lloyd Community Development Corporation and local realtors should work to identify potential businesses that may want to expand or open within the district.

This type of marketing and attraction could be paired with the microenterprise grant program



(Identified in 1.04 above) to help make the financial aspect of the projects more feasible for any potential business owner or investor. In the current economic climate, it will be necessary for Highland to market the potential return on investment for all possible investors as well as to help fill any financial gaps related to initial start-up and expansion.

Lead Agency: LCDC
 Time Frame: Immediate
 Funding Source: RLF for marketing materials

2.02 Build marketing capacity

Volunteers and officials of the Town of Lloyd have been working tirelessly to market the available properties and overall community over the past few years. However, the lack of a dedicated marketing staff person has made it difficult to maintain momentum. While hiring someone to do full-time marketing, or even part-time marketing, of the community is not financially viable, the Town should consider partnering with local stakeholders.

For example, the local colleges may have students who are interested and skilled with social media techniques who would be able to build and maintain a Facebook or Twitter account that would market local happenings, available retail space, sales at local

retailers, etc. All of this would help keep local residents and visitors informed about the various reasons to visit the downtown and would likely lead to more foot and vehicle traffic.

The Town could also consider hiring a consultant to develop a marketing strategy and then utilize a volunteer or intern for implementation. This would reduce the cost of implementation while still having a competitive and professional marketing effort underway.

Lead Agency: Town
Time Frame: Immediate
Funding Source: RLF, Town

2.03 Streamline permitting process for new businesses

This action is already being pursued by the Planning Department, but it can not be stressed enough how important it is for business owners to feel confident that the permitting process is predictable. As with most business ventures, uncertainty and time increase risk. With increased risk comes the need for increased return. If this return can not be achieved, the potential investment will be abandoned for another opportunity that offers a better balance between risk and return.

Information should be readily available regarding the process, with a list of likely needed documentation, drawings, site plans, etc. Businesses typically are willing to work with the Town as long as the Town is willing to work with the business to make it as painless as possible in terms of having to go back and forth to get various documentations and/or permits.

Lead Agency: Town
Time Frame: Underway



GOAL 3.0 - ATTRACT MORE PEOPLE TO THE DOWNTOWN BUSINESS DISTRICT

3.01 Create and advertise wireless hot spots in the downtown business district

Many restaurants and cafes are realizing the benefit of offering Wi-Fi in their establishment as a way to encourage patrons to spend more time and money. The Town could partner with local providers to make the Town Wi-Fi accessible at all major attractions such as the Rail Trail trailhead and throughout the downtown. This communication infrastructure will make it possible for both local residents and those visiting nearby attractions to attend to personal and work related communication needs.

This would be a relatively inexpensive upgrade that would improve the infrastructure and quality of life for local residents and make them more likely to visit the downtown.

Lead Agency: Town
Time Frame: Mid Term
Funding Source: Partner with local provider

3.02 Market and utilize the Greater Highland Business Directory and advertise all local recreational resources

The downtown business district is within very close proximity to a number of major recreational resources. Key to the success of downtown businesses will be their ability to attract visitors to their establishments. The Highland Business Directory includes a list of all of the local businesses and will help bring people from the recreational resources to the downtown. The Directory should be placed at the WOTH as well as at the Rail Trail trailhead and at other key locations throughout the

region. In addition to advertising and marketing the local businesses, the Town should focus on marketing the variety of recreational resources that exist within the area. Many people who visit the WOTH pedestrian bridge will be interested in other biking, walking, and rollerblading trails and would likely come back at a later date. These resources are unique to Highland and should be used as marketing material to attract new and repeat visitors to the area.

Lead Agency: Town, Highland Downtown Business Association (HDBA)
Time Frame: Immediate
Funding: Partner with Chamber, HDBA, Town

3.03 Utilize social media and the internet

The importance of social media in today’s culture has become more apparent by the year and it is now recognized as a key way to disseminate information, market effectively and keep your product (or community) in the forefront of your customers’ mind. Utilizing Facebook would be a free way to get the word out about what is going on in the district, advertise available space, market upcoming events and announce new businesses.

One of the best ways that Highland could utilize social media is to highlight local successes. For example, promoting a new business that is locating in the community or the renovation of a local historical site through a Highland Facebook Fan Page would keep group members abreast of current development events. All of the positive aspects of Highland should be promoted through these mediums in an effort to build momentum with positive press.

The Town’s website should also be updated with any upcoming events or special activities occurring

in the area to keep people informed. The Town has many special events throughout the year and getting people downtown will be a key to building success for local businesses.

In addition to using social media for marketing, it could also be used to further educate residents about the benefit of “buying local” and the multiplying impact that has on the economy.

Lead Agency: Town and HDBA
Time Frame: Immediate

3.04 Develop an annual fundraising event to help the business association

The Highland Downtown Business Association (HDBA) has the ability to raise money and make improvements to the downtown district to better serve customers and attract new people. The Business Association could use an annual event such as a fun run, craft fair, food festival or benefit concert to raise funds to make streetscape improvements, purchase and install banners and make other investments that would benefit the entire downtown business district.

In addition to raising money for the business association, an annual fundraising event would also raise the profile of the community and may attract people to Highland who otherwise would not have ventured into the area.

Lead Agency: Town and HDBA
Time Frame: Immediate

3.05 Develop and market the brand of the Hamlet

It is important for communities to develop a unique brand that separates them from others within the Hudson Valley. Highland does not currently have brand/name recognition. In fact, it was noted that

the interchanging reference to the community as both Highland and Lloyd will be confusing to visitors. There are professional marketing and public relations firms that can be engaged to develop a brand, but it can also be done through a community planning process or input session where ideas are generated based on unique characteristics of the community. For example, the trolley is unique to Highland as well as the recreational resources and the history. The brand should be clear, unique, concise, and consistent in message and theme.

Once the brand is created, it should be used on all marketing and informational material. Use of the brand will ensure that people begin to understand what Highland offers and that a positive message comes to mind when they are reminded by a marketing or promotional piece. The color scheme should also be used on the signage/wayfinding system and throughout the community where possible. This will again reinforce the marketing message.

Lead Agency: Greater Highland Community Development Corporation (GHCDC)
Time Frame: Immediate
Funding Source: RLF



3.06 Pursue a Bicycle Friendly Community designation

One of the primary assets of Highland is its proximity to the WOTH pedestrian bridge and the community’s overall dedication to recreation trails. Building on this dedication, the Town should apply to be recognized as a Bicycle Friendly Community. This designation is awarded to communities meeting specific requirements related to their commitment to being accessible and welcoming to bicyclists. Designation as a Bicycle Friendly Community would allow the Town access to certain incentives as well as provide some recognition for the hard work that has been done by officials over the years.

If the Town can obtain this recognition, it will likely attract additional bike related services such as bicycle shops, places to rent bikes, and bike accessible restaurants and other amenities. It will also help to build the momentum necessary to fulfill the goals of capitalizing on the success of the WOTH pedestrian bridge. With its location in the Hudson Valley, Highland has the ability to become known as a bicycle destination for those looking to vacation with their bike and experience the Hudson Valley in that way. By coordinating with other local bicycle resources and trails, Highland could become the starting point for various rides and could market the offerings for tourists looking for a unique bicycling experience in the Hudson Valley.

Lead Agency: Town
Time Frame: Short-Term

3.07 Pursue the potential for Mill Run Park

Located adjacent to the downtown business district, Mill Run Park has the potential to become a wonderful community asset as well as a driver for local economic development. This site could be used for a variety of things including outdoor



festivals, community celebrations, passive recreation and other community events that would bring residents and visitors together. While there remains to be additional research done on the site and project, the potential for this site makes it an important project for the community to pursue.

The use of this site for a community park would lead to the redevelopment/reuse of a number of the underutilized parcels identified in the Findings Report. The old pharmacy backs right up to the potential park site and would be a great location for a café or restaurant. Increased traffic in this part of the downtown business district would improve the potential success for any business investing in these underutilized parcels. See Appendix XII for more information.

Lead Agency: Town, GHCDC
Time Frame: Short Term
Funding Source: OPRHP, DOS, EPF, LWRP



3.08 Continue the development of the Walkway Loop

The WOTH pedestrian bridge is a wonderful asset for Highland in that it draws many people for the unique experience of walking over the Hudson River. These visitors are potential customers for the downtown business district if Highland can get them to the Hamlet after they finish their pedestrian bridge experience.

The Walkway Loop will be an official walking trail that will bring people from the bridge to the Hamlet. The advertising of this loop as well as all that Highland has to offer will likely encourage people to

consider exploring the Hamlet.

This Walkway Loop, in coordination with the Highland Business Directory, will be a great marketing tool for the community and will help to establish a more vibrant downtown.

The Historic Society is also working on completing a historical walking tour of the area which will be marketed to visitors interested in the history of the Hudson Valley and local historical resources. The marketing of these two walking loops will be important to the ongoing economic viability of the community and the groups involved should work together.

As a way to generate more interest and offer interpretive information as well as marketing, the Walkway Loop could develop an audio file “app” that could be played on smartphones and would relay information about what the visitor is viewing. This app could be offered free of charge or purchased by visitors as a way to raise money for the Walkway. This type of technology is used at many major museums and national landmarks and it would be a unique offering at the WOTH and throughout the Hamlet. The audio file could offer information about historic sites, what the listener is looking at while viewing the Hudson Valley and information about the area including nearby services and establishments.

- Agency: Scenic Hudson, Historical Society, GHDC
- Time Frame: Ongoing
- Funding Source: OPRHP, DOS

3.09 Historic Highland Landing Park

The Town should continue the development of the Highland Landing Park as an amenity for residents and visitors alike (shown in picture above). The site

should be improved as time and money allow and particular attention should be paid to making it accessible to the downtown. Perhaps a few times a year for special events there could be transportation between the two sites to raise the profile of the site and make it a more attractive destination for visitors of the area.

The location on the Hudson River is sure to attract people looking to kayak, fish and enjoy the scenery and the Highland Landing Park is a wonderful asset to develop and promote. Particular attention should be paid to cross marketing between the trails and the Highland Landing Park as they could attract similar crowds looking for recreation options in the Hudson Valley.

Agency: Highland Landing Park Association and Town
Time Frame: Short Term
Funding Source: OPRHP, DOS

3.10 Complete Hudson Valley Rail Trail

The Town should complete the remaining 1.9 miles of rail trail and continue to install the various amenities as feasible. Having an easy way to access the hamlet via the rail trail will be necessary to attract trail users to downtown. Kiosks should offer directions to the Hamlet along with lists of what is available, including restrooms, restaurants as well as other services that bicyclists might be seeking.

As indicated above, it will be important that the Hamlet capitalize on the rail trail and the WOTH pedestrian bridge by offering services that these customers are seeking. A bike repair shop or rental location would do well to locate in the Hamlet, as well as a small ice cream stand or other quick convenience store that would cater to trail users. Just having the Rail Trail complete will not help with



economic development or even with getting people in the business district, it will be the marketing and advertising of available services along with easy to follow directions that will make increased economic opportunities a reality.

Agency: HVRT Association and Town
Time Frame: Ongoing
Funding Source: OPRHP, DOS

GOAL 4.0 - TRANSPORTATION AND INFRASTRUCTURE IMPROVEMENTS

4.01 Pedestrian access improvements

The existing conditions analysis and infrastructure analysis identified a number of places throughout the community where pedestrian safety improvements could be made. The sidewalk system should be extended into the residential areas of the Hamlet including Grove Street, Commercial Avenue, Commercial Avenue Extension, Meadow Street and Leonta Street to the west; Hasbrouck Street to the south; and Woodside Avenue to the north. These improvements would increase the perception of walkability and improve overall safety for residents to move about the Hamlet.

The sidewalks and pedestrian access improvements would also make it easier for residents to get to the downtown business district and to visit local businesses.

Lead Agency: Town
Time Frame: Short Term
Funding Source: CDBG

4.02 Signage/Wayfinding improvements

A major goal for the Highland Hamlet is the improvement of the signage throughout the region directing people to the Hamlet from other regional attractions as well as wayfinding information once in the Hamlet. The Hamlet is located off of the main thoroughfare for the region (Route 9W) which makes getting people to travel through Highland more difficult. Therefore, additional signs are needed to direct visitors to the services available.

A cohesive signage system should be implemented that will be appropriately scaled to vehicles and pedestrians as well as respectful of the natural surroundings and in compliance with national, state,

town and special district sign regulations. Ideally, these signs should be placed along 9W illustrating the services as well as at the Thruway exit ramp directing travelers to the Walkway, Hamlet and Rail Trail.

The signs should serve the variety of travelers coming through the Hamlet including pedestrians, bicyclists and vehicular traffic and provide information on where to find parking, stores, restrooms, information centers, trail heads, etc. All of this can be done in a standardized way that will not overwhelm travelers or distract from driving. The attached Findings Report illustrates examples of signage systems that could be implemented.

While implementation of a full comprehensive signage system is imperative to the economic future of the Highland Hamlet it will require significant investments and will be a long-term project. The Highland Hamlet could begin immediately with installing temporary signs that direct people from 9W and the Thruway to the Hamlet downtown business district for various festivities throughout the seasons.

Lead Agency: Town
Time Frame: Immediate
Funding Source: OPRHP, DOT, DOS



4.03 Streetscape enhancements and a gateway project.

The Highland Hamlet has been working to improve the streetscape appearance including installing street trees and other sidewalk improvements. These activities should continue as time and money permits.

In addition to general street appearance enhancements, the Hamlet should work to install pedestrian amenities such as benches, garbage cans, bike racks and crosswalks. Crosswalks should be installed on Grove Street, Leonta Street, Milton Avenue and Commercial Avenue to make it safe for pedestrians to cross and travel throughout the Hamlet.

Finally, the Hamlet would benefit from a gateway project to inform people they are entering the Hamlet and the downtown business district. There is a sign on 9W, but it would be beneficial to have a more significant gateway including a sign, plantings and/or public art.

Lead Agency: Town
Time Frame: Short Term
Funding Source: NYMS, CDBG, DOS

4.04 Improve parking perception

The 2009 Consumer Survey found that the perception of parking is that it is hard to find and that there is not enough close to desired destinations. Perception regarding parking was a major deterrent for people who want to visit local establishments. Their concern that they would not find a parking spot led them to go outside of the region. When the parking demand analysis was completed as part of the attached Findings Report, it was found that most lots have plenty of available spaces and that the parking issue is more perception than reality.

To combat this perception, the Hamlet should formalize their municipal lots by providing more signage, adding white lines and increasing awareness of the available parking lots. The parking lots should be included in the wayfinding/signage plan as well as within all maps and directories distributed by the Hamlet.

Lead Agency: Town
Time Frame: Short Term
Funding Source: NYMS, DOS

4.05 Linkages

The Highland Hamlet has a wide variety of recreational assets at its fingertips and in order to capitalize on these assets and provide the largest benefit to the local residents there should be some improvements to the linkages between the main attractions and the Hamlet. The main attractions include the WOTH pedestrian bridge, the Hudson River shoreline and the Hudson Valley Rail Trail. Each of these resources attract many visitors each year. With some linkage improvements, the Hamlet could attract those visitors to the downtown business district as well.

Of critical importance will be linking the Hudson Valley Rail Trail to the Hamlet through the use of shared-use roads and the installation of sidewalks to make it safe for trail users to get to the Hamlet services and vice versa.

Lead Agency: Town
Time Frame: Mid-Term
Funding Source: OPRHP, DOS

4.06 Tilson Avenue and Toc Drive project

Improvements will be made to the Tillson and Toc intersection funded by the Federal Highway Administration, NYS DOT and the Town of Lloyd. The intersection is currently perceived as unsafe by motorists and pedestrians which results in avoidance of the affected streets including Tillson Avenue, Toc Drive and Vineyard Avenue. This significantly reduces the number of pedestrian and bicycle trips utilizing Vineyard Avenue to reach the Highland Hamlet.



The improvements are still under evaluation, but are likely to include reducing the steep grade approaching from the east on Tillson; eliminating the skewed alignment of the Tillson with Toc intersection; replacement of sub-standard pedestrian features including new sidewalks and crosswalks; and implementation of better traffic controls. The effect will be to create a more attractive pedestrian experience on Tillson and Vineyard, thus encouraging their use by pedestrians and cyclists, increasing visits to the Highland Hamlet by those modes of transportation.

Lead Agency: Town
Time Frame: Underway
Funding: DOT





Appendix I

Action Plan Matrix

Goal / Action	Description	Priority	Lead Agency/Party	Timeframe	Funding Source and Partnerships	
1.00	Improve the Appearance of the Business District					
1.01	Apply for a New York Main Street Grant	The Town of Lloyd should apply for a New York Main Street grant through the Office of Community Renewal to provide financial assistance to property owners within the Hamlet. The Target Area should focus on the Downtown Hamlet Business District. Property owners could use the RLF to assist with the match.	1.0	Town Board	Applications Due in the Spring	RLF for grant application costs
1.02	Apply for a Housing Rehabilitation Grant	Apply for one or more of the State's housing rehabilitation grant programs to offer financial assistance to property owners. CDBG housing rehabilitation and/or the NYS HOME program offer money to communities to establish their own programs based on local needs.	2.0	Town Board	Applications Due in the Spring	RLF for grant application costs
1.03	Zoning update, land use regulations, code enforcement and Façade Study guidelines	Continue process of the zoning updates to reflect the vision for the future of the Highland Hamlet, consider an overlay district with architectural guidelines. Make sure code enforcement regulations are being enforced throughout the Town. Market and advertise the Façade Study require anyone receiving funds from the RLF to follow the guidelines.	1.0	Town Planning Board/ Town Officials	Underway	Town
1.04	Establish local grant programs focused on the Hamlet	Revisit the existing revolving loan fund and identify ways in which it could better serve the Hamlet property and business owners. Possible options could include a microenterprise program focused on small businesses located/locating in the Hamlet or a facade grant program to assist property owners with improvements. Local regulations/guidelines could be established to focus money in priority areas.	1.0	Lloyd Community Development Corporation	Immediate	RLF
2.00	Attract New Businesses to the Downtown Business District					
2.01	Market vacant/underutilized properties	Based on the findings of the Market Analysis and the consumer survey there are services that are not currently available in the Hamlet Business District that consumers are looking for. Work with realtors to market the findings of the market analysis/survey findings the available properties may become more attractive to potential developers/investors	1.0	Lloyd Community Development Corporation	Immediate and ongoing	RLF
2.02	Build marketing capacity	Find a way to have someone fully committed to marketing of the community. Possibly an intern or part time person from a local college. Could be a school project or ongoing internship program	1.0	Town	Immediate	RLF, Town
2.03	Continue the review of building permit and approval process to make sure that it is effective and efficient	Review the permitting process required to make building improvements or start a new project/business in the Hamlet. Work to make it efficient and reduce red tape to avoid discouraging investment.	2.0	Town	Short Term	N/A
3.00	Attract More People to the Downtown Business District					
3.01	Create wireless hot spots in the downtown business district	Advertise to travelers and residents that wifi is available for their use to encourage longer stays.	2.0	Town	Mid Term	Partner with local provider for hot spot access, county chamber
3.02	Market and utilize the Highland Business Directory and advertise all local recreational resources.	Use the brochure to help visitors and residents identify different regional activities, restaurants, retail stores, and lodging opportunities. Local establishments could initiate some kind of discount program for people who show up on bikes or walking to encourage people to come from the local trails. Utilize available kiosks and make sure they are stocked with informational material.	1.0	Town, HDBA	Immediate	Partner with Chamber of Commerce, HDBA and Town
3.03	Utilize social media (create a Hamlet District Facebook page and create a list of community events on Town webpage)	Facebook provides a cost free way to get the word out about what is going on in the district. This page could advertise available space, upcoming community events and new businesses. It could also be used to educate on the impact of buying local.	1.0	Town, HDBA	Immediate	N/A
3.04	Develop an annual fundraising activity to help the business association make improvements.	This could be something like an annual fun run, craft fair, food festival, or benefit concert.	3.0	Town, HDBA	Short Term	NA
3.05	Develop and market the brand of the Hamlet and Lloyd	Market the unique characteristics of the Hamlet and its location on the Hudson River, its history (including the trolley) and its vast recreational opportunities	2.0	GHCDC	Immediate	RLF

Goal / Action		Description	Priority	Lead Agency/Party	Timeframe	Funding Source and Partnerships
3.06	Pursue a Bicycle Friendly Community designation	Recognition as a Bicycle Friendly Community will put Highland on the map among the biking community and will make the Town eligible for various incentives.	2.0	Town	Short Term	N/A
3.07	Pursue the potential for Mill Run Park	Mill Run Park has the potential to be a great community gathering space that could draw residents and visitors together. Additional research required.	2.0	Town, GHCDC	Short Term	OPRHP, DOS, EPF, LWRP
3.08	Pursue the development of the Walkway Loop	Continue to work with the Walkway Over the Hudson organization to establish an official Walkway loop that goes through Highland. Advertisement of the loop and locally available resources will increase visitation to Highland.	1.0	Scenic Hudson, Historical Society, GHCDC	Ongoing	OPRHP, DOS
3.09	Historic Highland Landing Park	Continue development of park and raise profile of entire Historic Highland Landing Connect Historic Highland Landing park to the hamlet.	2.0	Highland Landing Park Assn, Town	Short Term	OPRHP, DOS
3.1	Complete Hudson Valley Rail Trail	Complete the final 1.9 miles of trail and continue installation of amenities as feasible	1.0	HVRT Assn, Town	Mid Term	OPRHP, DOS
4.00	Transportation and Infrastructure Improvements					
4.01	Pedestrian Access Improvements	Extension of the sidewalk systems into residential areas of the Hamlet including Grove Street, Commercial Avenue, Commercial Avenue Extension, Meadow Street and Leonta Street to the west; Hasbrouck Street to the south; and Woodside Avenue to the north.	2.0	Town	Short Term	CDBG
4.02	Signage	Implement a wayfinding program to serve pedestrians, bicyclists and vehicular traffic. Signage illustrating available services along 9W to direct people to the Hamlet. Start with some temporary signs.	1.0	Town	Immediate	OPRHP, DOT, DOS
4.03	Streetscape enhancements and a gateway project.	Street tree plantings, pedestrian amenities and new crosswalks on Grove Street, Leonta Street, Milton Avenue, and Commercial Avenue. Create a gateway to inform people that they are entering the Hamlet and the downtown business district. Could include a sign, plantings and/or public art.	1.0	Town	Short Term	NYMS, CDBG, DOS
4.04	Improve parking perception	To improve the utilization of the available spaces in the Hamlet, the parking lots should be named for easier identification as well as included in the linkage and wayfinding plan. Formalize the parking lots using signs and designated spaces.	2.0	Town	Short Term	NYMS, DOS
4.05	Linkages	Improve connections between the main attractions (Hudson River Shoreline, the Walkway Over the Hudson Bridge, and the Hudson Valley Rail Trail) and the Hamlet to capitalize on visitation to these destinations and make them a better resource for local residents.	2.0	Town	Mid Term	OPRHP, DOS
4.06	Tilson Ave & Toc Dr.	Project is in design, construction is scheduled for 2012. Intersection will be reconfigured to improve safety, will be sensitive to historic structures.	1.0	Town	Underway	DOT



Appendix II

Highland Findings Report and Hamlet Profile





Highland Hamlet

Findings Report and Hamlet Profile

Final Report

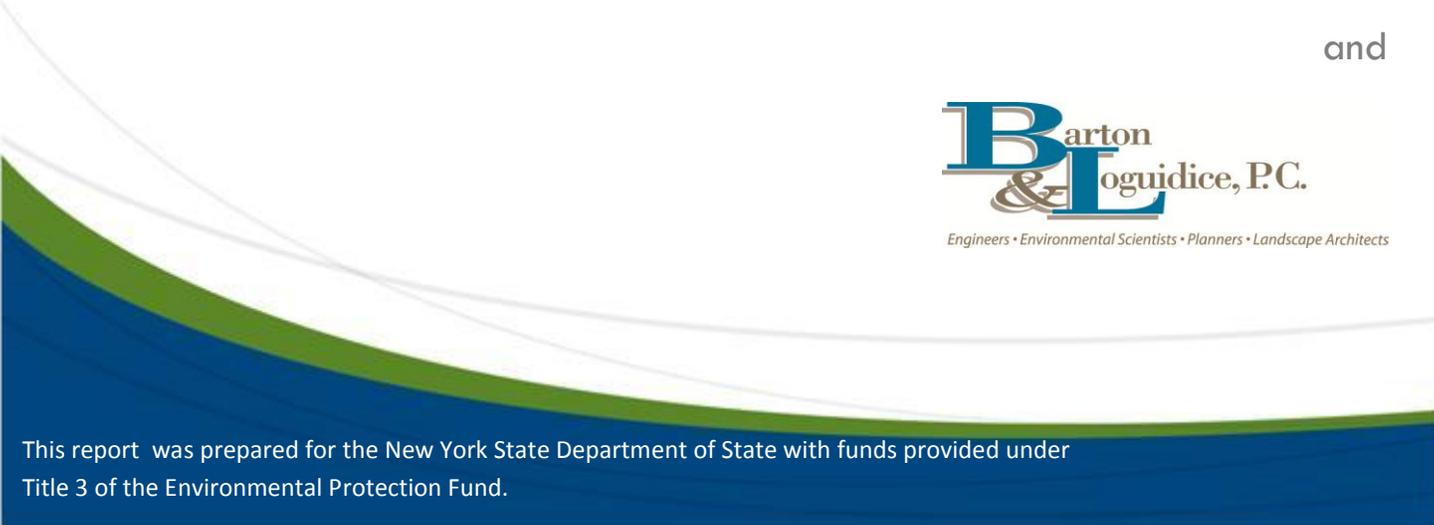
Prepared By:



and



Engineers • Environmental Scientists • Planners • Landscape Architects



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EXECUTIVE SUMMARY

In their ongoing effort to revitalize the Highland Hamlet, the Town of Lloyd submitted an application to the Department of State Smart Growth grant program which assists New York State municipalities in planning for their future through visioning, existing conditions inventories and strategic implementation plans. This grant was awarded and the Town subsequently hired Camoin Associates and Barton and Loguidice to complete portions of the Department of State work plan. The Town of Lloyd commissioned Camoin Associates and Barton and Loguidice to assist with the inventory of existing conditions, development of a strategic plan and public consensus building efforts. The following is a summary of the major points of the Findings Report and Hamlet Profile, all of which will be used to inform the action plan matrix and implementation plan as part of the Hamlet Development Analysis Report.

Review of Past Plans and Initiatives

The commitment of Town of Lloyd residents to the revitalization of their Hamlet and the expansion of their local economy is evident in the numerous studies, plans, and surveys that have been conducted over the past decade. Local officials are focused on improving the quality of life for residents as well as attracting new visitors to the area and have been working to expand their current bike/pedestrian trail system and build off of the success of the Walkway Over the Hudson pedestrian bridge. The Town realizes that there are other economic factors at play in their efforts to revitalize the Hamlet downtown and have also invested in pursuing grants, administering a revolving loan fund for businesses and improving infrastructure.

At this time, the Town is focused on an update to the zoning code to respond to the changes that have occurred due to the rail trail and other local initiatives. The Town is hoping to be able to create overlay districts that will attract businesses that will want to be near the rail trail and that will serve the visitors in a way that will encourage increased spending and long visits to the Highland Hamlet.

Another major project being undertaken by the Town of Lloyd is the creation of a “vicinity map” for Walkway Over the Hudson users who are interested in what services are available on the Highland side of the bridge. This type of map has already been created for the Poughkeepsie entrance, but Highland is hoping that a similar map will be available in May. This type of map will encourage visitors to come into the downtown and hopefully, with an increase in the type of services being offered, spend more money and generate repeat trips. Marketing of this type will be instrumental in the revitalization of the Highland Hamlet and will ensure that the benefit of the Walkway Over the Hudson project is benefiting both host communities (Poughkeepsie and Highland).

Finally, a project that is under consideration which would have a transformational impact on the Highland Hamlet is the Mill Run Park. This project is still in the initial phases but the addition of a space for music, festivals and community activities could be a great attraction for the Town in coordination with the Walkway Over the Hudson and other local events. The site is bisected by the Twaalfskill Creek and the surrounding buildings make it a peaceful public space that could be utilized for a variety of events. The Town of Lloyd, downtown business district and

adjacent property owners would benefit from such a development in that it would add to local amenities, increase property values and create a unique community feature.

Demographic Trends and Market Analysis

Camoin Associates conducted a brief demographic trends analysis and retail sales leakage analysis as part of the background research for the Highland Hamlet Redevelopment Plan. This background research focused on a twenty minute drive time (“Trade Area”) from the Hamlet (see the map on page 8). A variety of demographic and economic indicators were analyzed to gain an understanding of trends in and around the community that may affect future economic and community development potential and complement the information collected through the 2009 Consumer Survey, which is summarized at the end of this document. Highlights of the analysis include:

- The Trade Area population grew between 2000 and 2010. Statistical projections suggest a decline in population but local observations of the Town of Lloyd suggest a continuing trend of growth in the area, both in terms of the local economy and population. Median income is growing in the Trade Area at a rate comparable to Dutchess and Ulster Counties but slower than New York State. The median household income is approximately \$62,000 and is expected to increase by 14% in the next five years. This may help support growth of the Hamlet’s commercial base if residents patronize local establishments.
- Working-age residents of the Trade Area are primarily employed in education, manufacturing and retail. More than 36% of Trade Area residents of working age are in management or professional occupations.
- In general, the sales leakage analysis found that there is an overall retail sales surplus in the Trade Area, but there are a few specific retail categories that are experiencing sales leakage, meaning Trade Area residents are leaving the Trade Area to make purchases in these categories. The largest amount of leakage (\$65 million each year) is found in the full-service restaurant category. Other types of retail that are experiencing enough leakage to support one or more stores include home furnishings stores; specialty food stores; drinking places; florists; and book, periodical and music store.
- In general, Trade Area residents spend more on basic living expense, recreation and most retail categories when compared to the national average. In particular, spending on books and food (both at restaurants and food purchased to eat at home) by local residents is higher than the national average.

Underutilized Parcel Inventory

As part of the Highland Hamlet Development Analysis and Plan, Camoin Associates conducted a review of vacant or underutilized parcels within the Hamlet to determine if there are better uses for the property in terms of better serving the community and or attracting new visitors to the area. The underutilized parcel and building conditions inventory found that there are

approximately 10 buildings within the Hamlet which are in need of investment in order to improve appearance and encourage area-wide revitalization.

The vacant and underutilized properties were identified in coordination with the Town of Lloyd and a building conditions inventory was performed on the exterior of the building in November of 2010. As for the building conditions inventory, it was found that a majority of these buildings are in need of structural and/or aesthetic improvements which could be completed through the New York Main Street program and the Lloyd Community Development Corporation's Revolving Loan Fund. The improvement of the facades and the interior spaces would improve the appearance at the street level while also making the interior spaces more attractive to potential commercial tenants or buyers.

Camoin Associates was also comparing the available properties found in the underutilized parcel inventory to the list of consumer services that were found to be opportunities for the Town through the Consumer Survey and the Retail Market Analysis. A few of the properties were identified as potential locations for a coffee shop, full service restaurant and a convenience/health food store. These types of retail offerings could better serve the local residents as well as people from out of the area who are looking to spend time in Highland.

Infrastructure and Transportation Analysis

The infrastructure and transportation analysis conducted by Barton and Loguidice identified the following:

- While the road network is interconnected effectively, key multi-modal aspects are lacking for pedestrians and cyclists, notably adequate sidewalks and crosswalks.
- Some key pedestrian links to the Hudson Valley Rail Trail, Hudson River and Walkway Bridge are lacking pedestrian amenities.
- Based on an analysis of existing parking facilities, existing lots in the Highland Hamlet are currently well below capacity at peak parking demand times. While there is a perception that there is a lack of available parking, parking counts indicate that lots are only at around 30% of capacity. The placement of parking is presently well situated for demand, but pedestrian links between parking and destinations are inadequate. Additional parking could be gained in the Hamlet to increase the capacity if needed.
- Opportunities to improve pedestrian and bicycle links between key areas and the Hamlet exist including three potential direct connections from the trail and a loop system that interconnects the trails to the Hudson River.
- Links, access, interconnectivity and economic development in the Highland Hamlet could be greatly improved through improvements to linkages, but equally important is the need to improve vehicular and pedestrian wayfinding. A system for both is proposed including information on compliance with state signage standards.

INTRODUCTION

In their ongoing effort to revitalize the Highland Hamlet, the Town of Lloyd submitted an application to the Department of State Smart Growth grant program which assists New York State municipalities in planning for their future through visioning, inventory of existing conditions and strategic implementation plans. This grant was awarded and the Town subsequently hired Camoin Associates and Barton and Loguidice to complete portions of the Department of State workplan. The Town of Lloyd commissioned Camoin Associates to assist with a portion of the Department of State Work Plan including the inventory of existing conditions, development of a strategic plan and public consensus building efforts. Camoin Associates, in coordination with Barton and Loguidice, have completed the following Findings Report and Hamlet Profile as background research and a starting point from which to develop specific initiatives to move the Town of Lloyd forward and towards a revitalization of the local economy.

REVIEW OF PAST PLANS AND ONGOING INITIATIVES

The Town of Lloyd has been actively working to improve the conditions in the Highland Hamlet and throughout the community. As part of the Highland Hamlet Development Analysis, Camoin Associates conducted a review of prior planning initiatives and other business development programs to get a better feel for what has been done, what is in progress and how this plan will fit into those initiatives to better serve local residents. The following is a summary of those initiatives.

- Zoning Updates: The Town is working on updating their zoning regulations to better meet the needs of local residents and attract new businesses. They are considering a Rail Trail Overlay and a Waterfront Historic Overlay District.
- Revolving Loan Fund: The Lloyd Community Development Corporation has a RLF that offers low interest loans to business in the Town. This program will be reviewed as part of the Highland Hamlet Development Analysis to identify how businesses within the Hamlet can be better assisted and encouraged to make improvements to their buildings. The Revolving Loan Fund (“RLF”) has over \$450,000 in it and has been used to assist businesses since 1985. The RLF has assisted under 10 businesses in the last five years and is currently in the process of receiving payments back from 4 businesses. These funds have been reviewed by the Town’s lawyer and it has been determined that they can be offered in the future as grants to help the Town realize their revitalization goals.
- Façade Study: The Town’s design guidelines are completed and visuals are on display in the Town Office. Moving forward, the Town hopes to increase awareness of the guidelines and encourage property owners to utilize the loan fund to make improvements in their building.
- Tilson Ave and Toc Drive Project: This project, which includes a reconfiguration of this intersection, is in design with construction scheduled for 2012. Particular attention will be paid to the historic structures in the area.

- New York Main Street Program: The Town is considering submitting another grant application to the Office of Community Renewal for a NY Main Street grant. The Main Street program offers financial assistance to property owners within a Target Area to make improvements to their buildings. It is likely that the completion of the Highland Hamlet Development Analysis will improve the competitiveness of a 2012 round application. Applications are typically due in the spring.
- Walkway Over the Hudson: Close proximity to the Walkway Over the Hudson pedestrian bridge has proved to be an opportunity to attract visitors to the Hamlet and the Town. The Amenities Plan for the Walkway Over the Hudson pedestrian bridge has been released and will be used to help the Town market the available service offerings.
- Walkway Loop: Working with the Walkway Over the Hudson, the Greater Highland Community Development Committee is in the initial phases of expanding the existing walking loop and working on a vicinity map of the Highland Area for visitors to the pedestrian bridge.
- Hudson Valley Rail Trail: The Town is in the process of extending the rail trail an additional 3 miles to a total of 7 miles. The Town's efforts are supported by the Hudson Valley Rail Trail Association.
- Mill Run Park (More Walkable Hamlet Plan III): The Town is interested in developing a currently vacant parcel into a park that could be used for outdoor festivals, performances as well as passive recreation. The Town does not currently own the site but is working on building excitement for the plan and the opportunities that would arise. This site is located in the downtown Hamlet behind the vacant Vadala Pharmacy and would be a great draw for people to come into the Hamlet and spend time and money at local businesses.
- Historic Highland Landing Park: The Highland Landing Park Association and the Town are working together to develop the Bob Shepard Highland Landing Park and raise the profile of the entire historic district with the goal of connecting the waterfront to the Hamlet and the Walkway Over the Hudson pedestrian bridge via trolley.

As illustrated by the list of active projects, Town of Lloyd officials have taken a proactive and focused approach to improving the quality of life for local residents as well as capitalizing on the success of the Walkway Over the Hudson pedestrian bridge which is located in their backyard. The Town has taken the initiative to focus on increasing the local tax base, improving the local business climate and identifying projects that will attract business investment to the community and reverse years of disinvestment and decline.

Of particular importance to this project in terms of improving the Hamlet business district are the financial assistance programs available to business and property owners. These programs, including the revolving loan fund and the Main Street program, could directly benefit the local

business owners and encourage additional investment at a time when many are struggling. The grant/loan programs, coupled with the Town's investment in trails and infrastructure improvements will be just what is needed to see area wide revitalization and improved economic vibrancy.

DEMOGRAPHIC TRENDS ANALYSIS

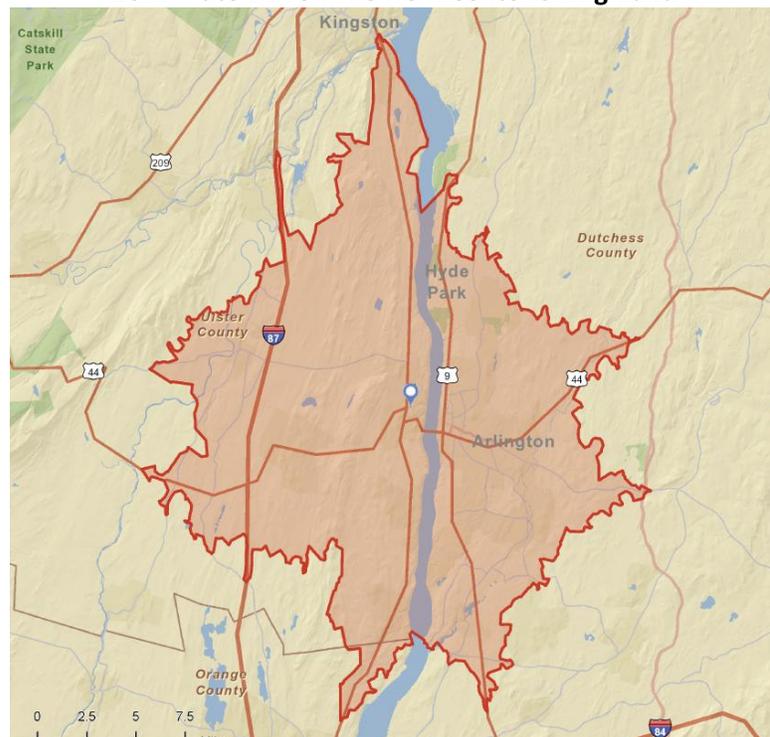
Introduction

In 2009 the Highland Main Street Revitalization Committee undertook a major effort to survey visitors to the Highland Hamlet to learn about local spending habits, identify demands for additional services and gather information about how to better capture spending within the Hamlet (See Attachment III of the Hamlet Development Analysis for more the major findings of the survey). The survey data was then summarized in a May 2009 overview document. In an effort to build on this surveying effort and help the Revitalization Committee and general public better understand local consumer habits, the following report serves to explain key findings of the survey while also providing a socio-economic characterization and retail spending analysis of the local population. The information in this report will help the community identify possible market potential for the Hamlet and will provide a general overview of local trends.

Working with the committee, Camoin Associates used a 20 minute drive time (“Trade Area”) from the Hamlet to gather socio-economic, retail and consumer spending data. The study area is shown on the map on the following page.

The demographic data in this report were purchased from ESRI Business Analyst Online (ESRI) and Economic Modeling Specialists, Inc. (EMSI). ESRI’s base data is the 2000 and 2010 Census and it uses proprietary statistical models and updated data from the U.S. Census Bureau, the U.S. Postal Service and various other sources to project current statistics and future trends. ESRI data is often used for economic development, marketing, site selection and strategic decision making. For more information, visit www.esri.com.

20-Minute Drive Time from Center of Highland



Source: ESRI

Basic Demographic Trends

The table below provides demographic indicators and projections for the local (20 minute drive time) population compared to a combined population of Dutchess and Ulster Counties and New York State over the next five years. The local population will remain steady with only a slight decline in population over the next five years (approximately -0.23%) whereas the Dutchess and Ulster Counties population will remain steady with a slight increase. The table shows that median household income is very similar to Dutchess and Ulster Counties and is approximately \$4,000 higher than the New York State median household income.

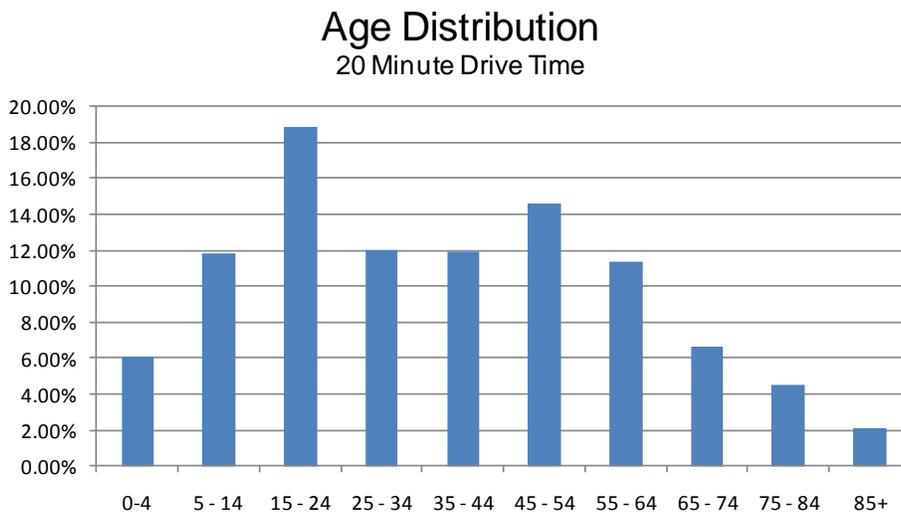
20 Minute Drive Time				
	2000	2010	2015	% Change 2010-2015
Population	149,921	155,638	155,287	-0.23%
Households	55,261	57,517	57,413	-0.18%
Families	35,699	36,745	36,541	-0.56%
Average Household Size	2.52	2.51	2.51	0.00%
Owner Occupied Housing Units	33,752	35,155	35,185	0.09%
Renter Occupied Housing Units	21,510	22,363	22,228	-0.60%
Median Age	34.8	36.1	35.9	-0.55%
Median Income	\$46,189	\$62,121	\$70,844	14.04%
Dutchess and Ulster County				
	2000	2010	2015	% Change 2010-2015
Population	457,899	481,846	483,295	0.30%
Households	167,035	176,879	177,688	0.46%
Families	112,764	118,202	118,312	0.09%
Average Household Size	2.56	2.55	2.55	0.00%
Owner Occupied Housing Units	114,542	120,777	121,512	0.61%
Renter Occupied Housing Units	52,493	56,102	56,176	0.13%
Median Age	37.2	39.4	39.2	-0.51%
Median Income	\$49,058	\$63,921	\$73,247	14.59%
New York State				
	2000	2010	2015	% Change 2010-2015
Population	18,976,457	19,543,731	19,736,749	0.99%
Households	7,056,860	7,259,376	7,332,820	1.01%
Families	4,639,387	4,720,153	4,749,206	0.62%
Average Household Size	2.61	2.61	2.61	0.00%
Owner Occupied Housing Units	3,739,166	3,818,854	3,854,571	0.94%
Renter Occupied Housing Units	3,317,694	3,440,522	3,478,249	1.10%
Median Age	35.9	37.7	37.9	0.53%
Median Income	\$43,582	\$58,128	\$67,526	16.17%

While the Trade Area statistical data is suggesting a very slight decline in population over the next five years (.23%) the recent release of initial data from the 2010 census is showing a 9.3% increase in the Town's population and a 14.7% increase in the number of housing units in the Town. This data indicates significant opportunities for the local community and is a testament

to the quality of life that the Town is able to provide in terms of recreational resources, scenery and proximity to major regional population centers.

Age Distribution

The following bar graph illustrates the age distribution of the 20 minute drive time population. The Trade Area population is relatively young, with just about 19% of the population being between the ages of 15 and 24. The next largest group is the 45-54 year olds followed by the 5-14 year olds. Population is relatively steady for the young adults into middle age, with about a quarter of the population between the ages of 25 and 44.



Source: ESRI

The following table shows the projected change in age distribution between 2010 and 2015 for the Trade Area population. There will be a significant decrease in the 15-24 and the 45-54 year old population and a substantial increase in the 65-74 year old population. Many communities are dealing with an aging population as the baby boomers age past middle-age. Despite this overall aging trend, the Trade Area will see substantial growth in the 25 to 34 year old group.

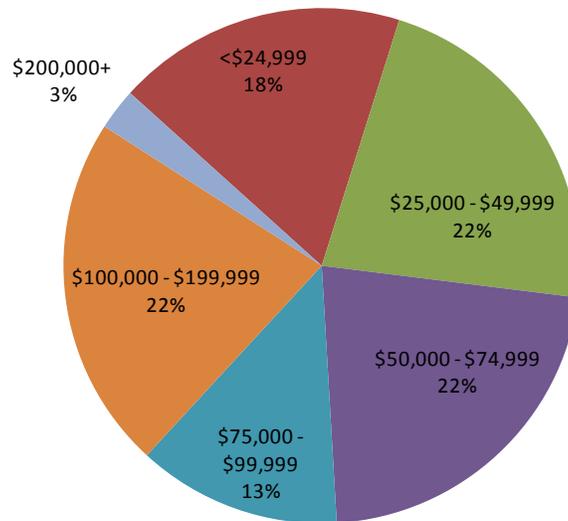
Percent Change in Age Distribution 2010-2015	
Age	% Change
0-4	-1.17%
5 - 14	0.66%
15 - 24	-10.42%
25 - 34	8.16%
35 - 44	-7.56%
45 - 54	-10.77%
55 - 64	7.42%
65 - 74	22.91%
75 - 84	-3.59%
85+	2.13%

Source: ESRI

Household Income

The pie chart below shows the household income distribution for the local 20 minute drive time population. 37% of local households make more than \$75,000 a year. Over the next five years this percentage is expected to increase, creating more spending power and disposable income for local residents.

Household Income Distribution
20 Minute Drive Time



Source: ESRI

Resident Employment Summary

The tables below break down employment of Trade Area residents by occupation and industry. The first table focuses on occupations and shows which occupations are the most common for residents within the 20 minute drive time. The top occupational category is management/professional followed by sales and office administrative support.

Local Population Employment Distribution by Occupation		
Occupation	Number	Percent
Management/Professional	25,893	36.8%
Sales/Office and Admin Support	18,269	26.0%
Service	12,488	17.8%
Production/Transportation/Material Moving	7,171	10.2%
Construction/Extraction/Maintenance	6,260	8.9%
Farming/Fishing/Forestry	252	0.4%
TOTAL	70,333	100%

Source: ESRI, Census 2000

The next table breaks down employment of local residents by industry. Over a quarter of working-age residents work in the educational, health and social services industry. The second largest sector is manufacturing, followed closely by retail.

Local Population Employment Distribution by Industry		
Industry	Number	Percent
Educational/Health/Social Services	20,079	28.5%
Manufacturing	8,224	11.7%
Retail Trade	8,174	11.6%
Professional/Scientific/Mgmt/Admin/Waste Mgmt Services	5,982	8.5%
Arts/Entertainment/Recreation/Accommodation/Food Services	5,465	7.8%
Construction	4,044	5.7%
Public Administration	3,774	5.4%
Finance/Insurance/Real Estate/Rental/Leasing	3,655	5.2%
Transportation/Warehousing/Utilities	3,392	4.8%
Other Services	3,297	4.7%
Information	1,911	2.7%
Wholesale Trade	1,802	2.6%
Agriculture/Forestry/Fishing/Hunting/Mining	536	0.8%
TOTAL	70,335	100%

Source: ESRI, Census 2000

RETAIL MARKET ANALYSIS

Introduction

In an effort to expand on the findings of the 2009 Consumer Survey, Camoin Associates gathered existing consumer data to better understand the local market. This information will be useful to the community in their efforts to target and attract retailers to the Hamlet. The data will identify sectors that have the potential to be successful and which sectors are currently oversaturated. The following section includes a retail sales leakage analysis, consumer spending data and finally summarizes how these findings relate to the information gathered from the survey. All retail sales and consumer expenditure data presented in this report were purchased from ESRI, a leading national provider of economic and demographic data.

Retail Use Feasibility Study

To identify potentially successful retailers, Camoin Associates conducted a retail use feasibility study for the Trade Area. This feasibility study provides data on which types of retail sectors are losing sales to other communities (sales leakage) and which ones are drawing sales into the Trade Area (sales surplus). Sales leakage can indicate that there is potential for a new business to open and be successful at recapturing some of those lost sales. The following brief analysis is intended to help the community identify target businesses that are most likely to be successful at recapturing a portion of the current sales leakage and which may be a good fit for the Hamlet.

The retail leakage analysis showed that a good portion of the purchases of local residents are being made within the Trade Area but that there are some sectors experiencing sales leakage. The following table breaks down the retail leakage analysis into individual retail sectors and only shows the sectors experiencing sales leakage. The sector experiencing the largest sales leakage is the Full Service Restaurant category with over \$65 million leaking annually.

Industries Experiencing Leakage			
Industry	Demand*	Supply **	Gap (Leakage)
Full-Service Restaurants (NAICS 7221)	\$158,049,604	\$92,208,016	\$65,841,588
Home Furnishings Stores (NAICS 4422)	\$19,863,127	\$14,211,468	\$5,651,659
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$10,629,564	\$7,462,127	\$3,167,437
Specialty Food Stores (NAICS 4452)	\$21,686,504	\$18,652,587	\$3,033,917
Florists (NAICS 4531)	\$5,236,371	\$2,347,195	\$2,889,176
Book, Periodical, and Music Stores (NAICS 4512)	\$12,453,779	\$9,596,770	\$2,857,009
Shoe Stores (NAICS 4482)	\$6,817,357	\$5,976,553	\$840,804

* Demand is the amount of spending projected by local residents in the Trade Area

** Supply is the amount actually sold by retailers located in the Trade Area

Source: ESRI

To determine whether the existing demand for these retail uses is sufficient to support at least one business in the Highland Hamlet, the average sized store in New York State (in terms of total annual sales) was compared to the retail gap for that business type in the 20 minute drive time. The table below shows that there are some industries which could potentially support one or more stores opening in the area. The recapture rate assumes that 25% of the leaking sales are able to be captured by a new hypothetical store in the Hamlet. All business types

experiencing leakage, except shoe stores, appear to have adequate sales leakage to support at least one store (see table below).

Highland Retail Use Feasibility Analysis				
Retail Category	Annual Sales Leakage	25% Recapture Potential	Ave. Sales Per NY Location	# of Potential Stores
Full-Service Restaurants (NAICS 7221)	\$65,841,588	\$16,460,397	See Note	Below
Home Furnishings Stores (NAICS 4422)	\$5,651,659	\$1,412,915	\$597,935	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$3,167,437	\$791,859	\$474,466	2
Specialty Food Stores (NAICS 4452)	\$3,033,917	\$758,479	\$404,433	2
Florists (NAICS 4531)	\$2,889,176	\$722,294	\$146,278	5
Book, Periodical, and Music Stores (NAICS 4512)	\$2,857,009	\$714,252	\$588,323	1
Shoe Stores (NAICS 4482)	\$840,804	\$210,201	\$443,105	0

Source: ESRI, Camoin Associates

Note: Full Service Restaurants are experiencing the highest level of leakage, to the tune of almost 16x the next closest sector. While this indicates high levels of potential for this type of restaurant, showing the average sales per restaurant in NYS (\$427,000) includes restaurants of all sizes from the very smallest café to the largest restaurant. For comparative purposes, typical annual sales for a large chain restaurant such as a TGI Friday are much higher, ranging from \$2 to \$5 million. So if one large chain were to locate as well as a few medium sized restaurants it is likely that the number of potential stores is closer to 10 (one or two large chains, 4 medium sized restaurants and a few smaller restaurants).

Consumer Spending Analysis

Camoin Associates also pulled data related to consumer spending within the 20 minute drive time trade area to determine how spending by these residents compares to the national average. The table on the next page illustrates select consumer behaviors of the trade area population. The Spending Potential Index (SPI) measures the relative likelihood of the adults and/or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An SPI of 100 represents the U.S. average. These data are based upon national propensities to use various products and services on an annual basis, applied to local demographic composition. These data are available for a wide range of products and consumer behaviors. The following table shows that overall the residents of the study area spend more than the national average (100 being the national average)¹. The total expenditures average includes housing, transportation, medical, education, entertainment and food costs among others. The table below highlights spending categories that are relevant to redevelopment in the Hamlet, including spending on eating and drinking, books, apparel and other retail items.

¹ Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service annually.

Spending Potential Index			
Item	SPI	Average Spent Per Person	Total Spent
Education	114	\$1,387	\$79,763,396
Books	109	\$79	\$4,554,099
Travel	109	\$2,059	\$118,399,644
Food Away from Home	106	\$3,413	\$196,304,942
Entertainment and Recreation	106	\$3,427	\$197,127,171
Food at Home	105	\$4,695	\$270,032,475
Toys and Games	105	\$153	\$8,775,593
Personal Care Products & Services	105	\$731	\$42,042,486
Household Furnishings and Equipment	92	\$1,904	\$109,492,330
Apparel and Services	75	\$1,807	\$103,945,546
Total Expenditures	104	\$70,051.71	\$4,029,164,391

Source: ESRI

Note that residents are spending more on food and books than the national average which were two of the retail sectors experiencing significant leakage out of the area. Higher consumer spending levels indicates that prices for consumer goods are higher in this area of the country or that people are just buying more and therefore have more spending power.

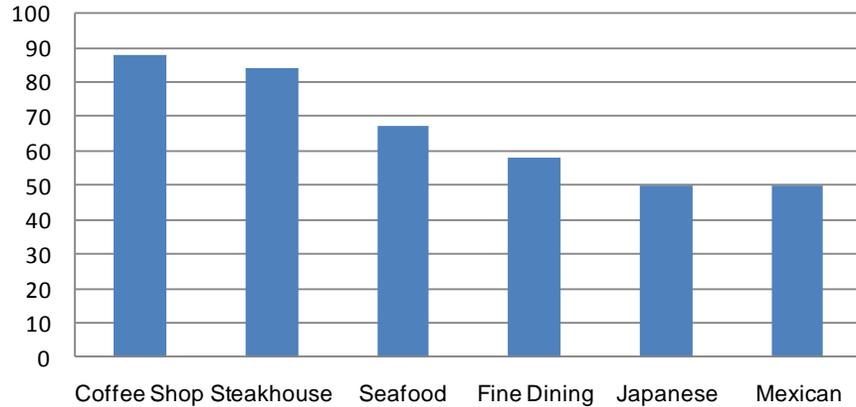
SUMMARY of 2009 CONSUMER SURVEY

The Highland Main Street Revitalization Committee conducted a survey of local residents in the Spring of 2009. They sent out 1,000 surveys and received approximately 20% back. The results were tabulated in May 2009 and the following is a summary of the highlights of the consumer survey. The findings of the consumer survey will be compared to the retail leakage analysis to identify similar themes and opportunities for the community.

Overwhelmingly, survey respondents seemed to recognize the potential for the Highland Hamlet to become more of a destination. With its small town character, existing infrastructure and proximity to the rail trail and Walkway Over the Hudson pedestrian bridge, consumers identified a number of unique characteristics that they enjoy about the Hamlet but they were also able to identify negative aspects that keep them from patronizing Hamlet retailers. For example, many people identified parking as an issue, lack of selection and lower-quality offerings compared to other areas as the principal reasons that they shop elsewhere. While there is not a lot that can be done overnight to improve selection and quality of retail options in the Hamlet, officials could improve residents' awareness of existing municipal parking options to alter the perception that there is not enough parking available.

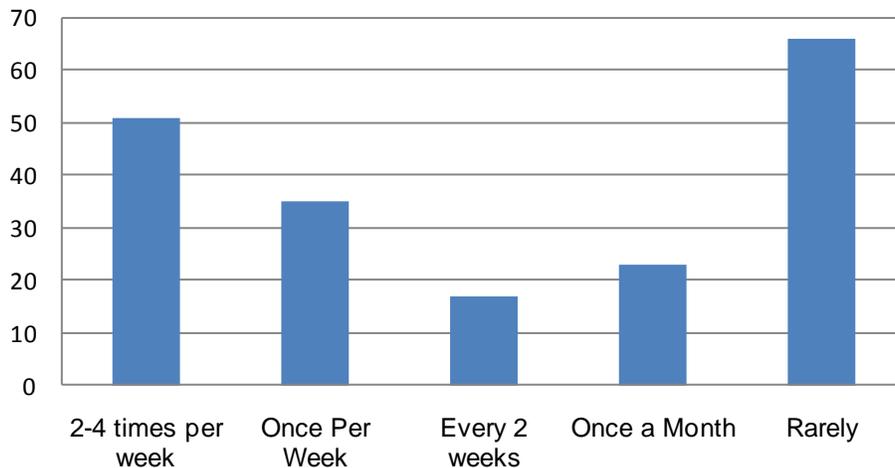
Some key findings of the consumer survey relate to the findings of the retail leakage analysis. For example, the retail sales analysis found that there was potential for a number of new full-service restaurants to open in the Hamlet. One question on the survey asked respondents to identify the types of restaurants they would most like to see in the Hamlet. The bar graph below shows the top choices. Most people indicated that they would like a coffee shop in the Hamlet (not considered a full-service restaurant), followed by a steakhouse or seafood restaurant. This information may help local officials target specific types of restaurants in their business attraction efforts.

What types of restaurants would you like to see? (top choices)



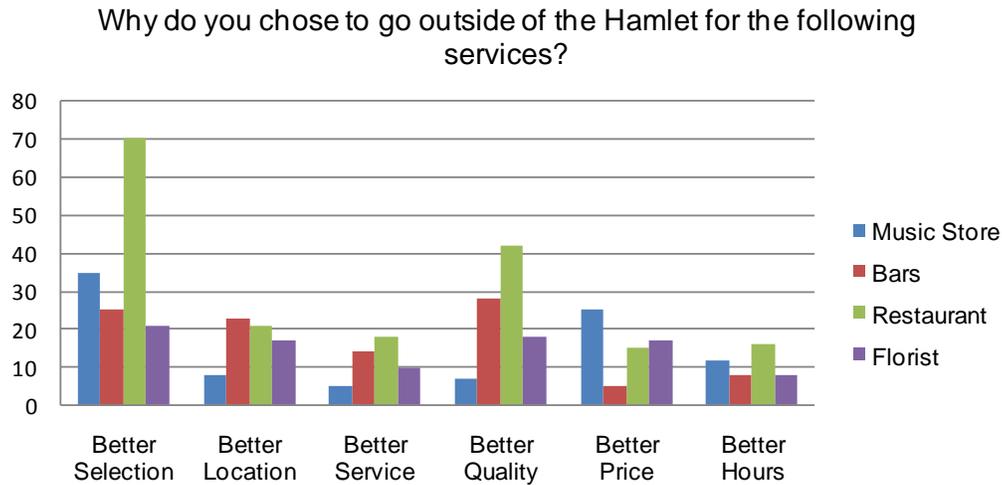
The 2009 Consumer Survey found that most people who responded to the survey rarely shopped in the Hamlet, followed by those who shop there two to four times per week. Note that more people reported shopping within the Hamlet at least once a week (columns *2-4 times per week* and *once per week* combined) than reported that they rarely go which indicates that good portion of local residents are visiting a few times a week and therefore would benefit from more local offerings.

How Often Do You Shop In the Hamlet?



Of particular relevance to revitalization of the Hamlet is an understanding of why locals go elsewhere for goods and services that are available in the Hamlet. The following chart breaks down the reasons given by the survey respondents including whether they were looking for better selection, location, service, quality, price or hours. The survey asked about all of the services available in the Hamlet. The graph to the right displays information specifically about the retail sectors that were identified in the retail leakage analysis. This information can be helpful to a new business looking to locate in the Hamlet so that they can meet the needs and demands of local consumers. For example, offering different hours than currently exist or a

higher quality of service or selection could play a large role in the success of new businesses that locate in the Hamlet.



From the survey responses it seems that the Hamlet does not lack for people traveling through the area which creates an opportunity to identify what will make them stop. Other communities need to figure out how to get people into their downtown, but it seems as though the Hamlet already has the passers-by, but a strategy is needed to get them to slow down and spend money.

CONCLUSIONS

In conclusion, there appear to be specific opportunities for the Hamlet to build its existing offerings to recapture some of the sales that are currently leaking out of the area. The consumer survey and the retail analysis identified restaurants as a priority for the revitalization of the area and local officials may want to work on attracting restaurants that will meet local needs by offering a wider selection of quality dining options. In addition the comments from the consumer survey included some information about the Hamlet needing a “facelift” in terms of improving the aesthetics of the area and attracting more visitors to stop on their way through. Local officials should continue to promote their financial assistance packages and help local business owners improve the look of their buildings to create a more cohesive and fresh appearance to attract new visitors.

UNDERUTILIZED PROPERTY INVENTORY AND REUSE RECOMMENDATIONS

As part of the Smart Growth grant research, Camoin Associates was commissioned to conduct a building inventory of underutilized properties in the Hamlet and consider possible reuse options as well as the need for financing incentives for existing property owners. Towards this goal, Camoin Associates participated in a walking tour of the Hamlet in November, 2010 and conducted a buildings conditions inventory of properties identified by the committee as underutilized, vacant or of significant importance to local revitalization to determine the level of disrepair and possible reuse scenarios. The redevelopment and/or reuse of these buildings is key to achieving the goals of the Highland Main Street Committee.

While the downtown has significant potential in the existing infrastructure, some of the properties are in significant disrepair and others have not been maintained in a way that enhances the overall appearance of downtown or attracts additional investment. The following is the buildings conditions inventory of the vacant/underutilized buildings as identified by the Committee. Information was gathered from an on-site tour, additional internet research, Ulster County Real Property Tax Office and phone interviews with real estate agents.

The following table lists the vacant/underutilized buildings as identified by the Committee that exist in the Hamlet along with some general information.

Highland Hamlet Underutilized Properties						
Address	Property Tax ID	Year Built	Total Sq Ft	Residential Sq Ft	Commercial Sq Ft	Market Value
1 Main Street	88.69-2-24	1920	5,559	1,776	3,783	\$ 400,000
8 Main Street	88.69-9-16	1940	2,079	-	2,079	\$ 150,000
58 Vineyard Avenue	88.69-7-11	1920	2,200	1,100	1,100	\$ 170,000
62 Vineyard Avenue	88.69-7-10	1920	4,536	2,100	2,436	\$ 325,000
71-79 Vineyard Avenue	88.69-9-3	1940	6,258	-	6,258	\$ 350,000
74.5 Vineyard Avenue	88.69-7-07	1900	3,080	-	3,080	\$ 240,000
88-94 Vineyard Avenue	88.69-8-1	1951	8,250	4,125	4,125	\$ 610,000
108 Vineyard Avenue	88.69-8-23	1890	3,504	3,504	-	\$ 265,000
110 Vineyard Avenue	88.69-8-22.100	1930	3,192	3,192	-	\$ 285,000
112 Vineyard Avenue	88.69-8-21	1890	1,906	1,906	-	\$ 203,500

Source: Ulster County, Committee, Camoin Associates

Camoin Associates conducted phone interviews with local real estate agents to get a better understanding of the local market, needs, constraints and opportunities related to the redevelopment of the vacant buildings and the possibility of attracting investment and growing the local economy. The agents mentioned that Highland has seen very little in the way of commercial building sales in the last few years as a result of the regional economy and overall slump in real estate transactions. The agents did note that one way the Hamlet could do a better job of attracting new business and investment would be to invest in signage that indicates all the local offerings-not only within the Hamlet, but also regionally- so that people driving on 9W would be informed of the variety of available service.

The following provides more detail on the above mentioned underutilized properties including level of disrepair, possible funding sources and potential reuse options to consider. The reuse information is based on the market analysis conducted on the Hamlet and the information gathered from the 2009 Consumer Survey. The photos and conditions inventory were compiled during the walking tour in November 2010. All of the buildings are within the Commercial Business zoning category and the following table outlines all permitted and special permitted uses:

Commercial District Zoning Uses	
Permitted	Special Permitted Use
Upper-floor apartment	Single-family dwelling
Bank	Two-family dwelling
Convenience Store	Multifamily
Funeral home	Townhouse
Greenhouse and nursery	Accessory apartment, existing structure
Motel or hotel	Accessory apartment, new accessory structure
Office	Day care, adult
Restaurant	Day care center
Retail business	Special uses for historic structures
Service business	Civic or youth center
Telecommunications facilities, co-location	Club
Theater	Hospital
Conservation area	School, private
Park, playground or other public recreation facilities	
Wildlife refuge	
Church or place of worship	
Essential services	
Library or museum	
School, public	

Source: Town of Lloyd Town Code, Use Table (updated 9-1-2010)

The current zoning regulations for these properties make it possible for many of the retail establishments identified by the market analysis and consumer survey to be realized without major rezoning or use variances.

1 Main Street

1 Main Street is a highly visible property located at the corner of Main Street and Vineyard Avenue. Currently the building is partially occupied by a flower shop and some upper floor residents but there remains a vacancy on the second floor facing Main Street. Upon initial inspection of the building it was determined that there are some issues with the foundation, exterior doors and exterior stairs and railings. Looking through



the front windows it appears that the interior space is in rentable condition without too much additional work or cost. The upstairs of this building would be a good location for a professional office or some other business that did not require window traffic but that could draw people through other methods such as advertising or existing clientele.

8 Main Street

8 Main Street is located diagonally across from 1 Main Street and is partially rented by a hair salon. The exterior of the building is unique in its appearance as it is all stone. The inspection of the exterior of the building found some concern regarding the exterior stairs/railings and the porch leading into the businesses. The building was built in 1940 and is in need of general upkeep including paint and other maintenance. Overall the building is relatively small but could house a small coffee shop that could serve the local area professional offices. There would not be much room for seating, but there is adequate on-street parking and in the municipal lot. In the warmer months the front porch could have a few tables for patrons to sit.



58 Vineyard Avenue

58 Vineyard Avenue is a row building in the Hamlet that is in need of significant repairs to stabilize the exterior wall structure and doors. The inspection found that the bottom portion of the exterior wall trim needs to be re-done and the woodwork needs to be retouched in order to improve the appearance. This building was built in 1920 and is in need of new fixtures and equipment and improved general maintenance. The market analysis found that there was demand for small retailers such as a home furnishing store or a book /music store. This site might be able to accommodate a small store catering to local residents



62 Vineyard Street

62 Vineyard Street is a large two story building that used to house Vadala's Pharmacy. Currently the commercial space of the building is vacant but almost all of the apartments are occupied and renting at between \$800 and \$1,200 a month. The building is currently for sale for \$459,900. This building is in need of an overall facelift and that could be accomplished through the New York Main Street program if a developer had a feasible plan for the building. The interior of the residential space is in good condition.



The building is located directly in front of the proposed Mill River Park and with some façade upgrades (awning, paint, architectural detailing) this space could house a general merchandise store that could cater to people going to the park, including selling food, magazines, and other general goods. The market analysis identified a specialty food store as a possible retail sector that could be successful in the Hamlet and this could also meet needs of visitors to the park. Some type of food co-operative or unique health food store would interest visitors to the park as well as visitors to the Walkway Over the Hudson as that demographic is interested in health and typically will spend more money on unique food offerings.

71-79 Vineyard Avenue

The Sawyer Savings Bank is located at 71-79 Vineyard Avenue at the corner of Vineyard and Main. The building is in very good condition and it is a key parcel in the Hamlet. Of particular concern for this building is the possibility that the bank is going to leave the Hamlet for another location within the next few years. While this is not certain, it would create a large vacant building in the center of the Hamlet. The Hamlet should work to secure the bank at this location, but if that is unlikely then they should work to identify another tenant for the space. The building is very unique and is perfect for a bank or credit union.



If this building were to become vacant in the next few years it could possibly fill the demand of local residents for a new full service restaurant. The 2009 Customer Survey revealed the demand for a steakhouse which could be an interesting fit for this building.

74.5 Vineyard Avenue

74.5 Vineyard Avenue was built in 1900 and is one of the oldest of the buildings inspected during this building inventory. The inspection revealed that this building is in need of a significant amount of work to improve the appearance and stability of the building. The foundation, exterior wall structure, windows and doors are all in need of some improvement and the wood on the front façade is rotting and the whole façade could be redone to make it more appealing.



The first floor of 74.5 Vineyard has been a bar for the last few years and in recent years there have been attempts at opening restaurants on the second floor. This building would be a prime candidate for the New York Main Street program as it would allow for both interior and exterior

improvements for the first and second floor. Coupled with the revolving loan fund program and/or microenterprise program an interested restaurateur could get the funds they need to open up a restaurant and with financial assistance and support from the Town and State they may have a better chance at success.

88-94 Vineyard Avenue

88-94 Vineyard Avenue is located at the corner of Vineyard Avenue and Milton Avenue and is primarily occupied by a Chinese food restaurant and a music store. While this building is occupied by active businesses, the structure is in need of an upgrade to improve the appearance and assist in the overall revitalization of the district. The 1999 Façade Study conducted under the leadership of the Town of Lloyd Economic Development Committee showcased the potential for this building with the addition of awnings and other architectural details. This building is a main focal point for the downtown district and the Hamlet would benefit greatly from investments in this structure.



Located on the same parcel is a vacant building (seen in photo above) in need of significant rehabilitation or redevelopment. The Hamlet Façade Study conducted in 1999 identified the potential for this building including the addition of a courtyard type space, installation of open



grill work in the front and an overall update for the building. The architectural drawing of this building (seen to the right) shows significant improvement to the building's relationship to the street and respect for pedestrians. An investment in this building to this scale would be a great improvement to the appearance of the community.

108 Vineyard Avenue

108 Vineyard Avenue sits adjacent to the downtown business district of the Hamlet and is in need of substantial repairs to the exterior wall structure, windows, doors, porch and exterior stairs and railings. It appears as though there was a brick addition after the building was first built which changed the entire façade. The building's trim needs to be painted and the cornice seems to be rotting. Again, this building could be improved through the New York Main Street program to give it more "curb appeal". The building could be used as a mixed-use property with a business in the front (most likely a professional office) with residential use above and behind.



110 and 112 Vineyard Avenue

The single family homes located at 110 and 112 Vineyard Avenue were both for sale during the building conditions inventory that was conducted in November of 2010. These buildings are located just outside of the downtown business district and could contribute to the appearance of the local area through general maintenance and upkeep. Since these properties are located adjacent to the business district they may also work well as mixed use properties. The mixed use may increase local economic activity and the residential portions will draw new residents to frequent the local businesses.



Conclusion

In conclusion, this report showcased the variety of opportunities that the Hamlet has in the form of currently vacant or underutilized properties. The rehabilitation and reuse of these buildings will be a key factor in the provision of new service offerings, the attraction of new residents and visitors and overall improve the appearance of the district. In addition to the improvement of these specific buildings, it is likely that as property owners begin to make

investments the neighbors will too which will lead to the overall revitalization of the Hamlet and improved economic vibrancy.

INFRASTRUCTURE AND TRANSPORTATION ANALYSIS

Introduction

In order to better understand the existing conditions of the Hamlet an analysis was completed to inventory existing transportation systems and public infrastructure in the Highland Hamlet. This analysis includes a review of the existing roadways, pedestrian pathways, a parking demand analysis and a list of infrastructure upgrades that are necessary to meet the Town's Comprehensive Plan Goals and the Objectives and Vision Statement for the Highland Hamlet. The information gathered from this section will be used to inform the Highland Development Analysis report and identify key projects for the revitalization of the Hamlet area.

Highland Hamlet Road Network

The existing transportation network is comprised of local and regional roads as well as the Hudson Valley Rail Trail, all interconnecting within the study area. Moving from south to north, the roadways generally funnel into the hamlet forming a triangular network. NY Route 9W runs north-south along the eastern portion of the study area paralleling the Hudson River. NY Route 44/ 55 (Vineyard Ave.) also runs north-south along the western portion of the study area before intersecting with Milton Ave (44/55) and 9W. Church St. and Main St. both branch west off of Vineyard Ave. briefly before intersecting with one another to create another smaller triangle which includes various businesses and services. Main Street becomes New Paltz Road (CR 12) as it progresses north towards Tony Williams Park. Tillson Ave., Van Wagner Rd. and Milton Ave. all run east-west and connect Vineyard Ave to Route 9W.

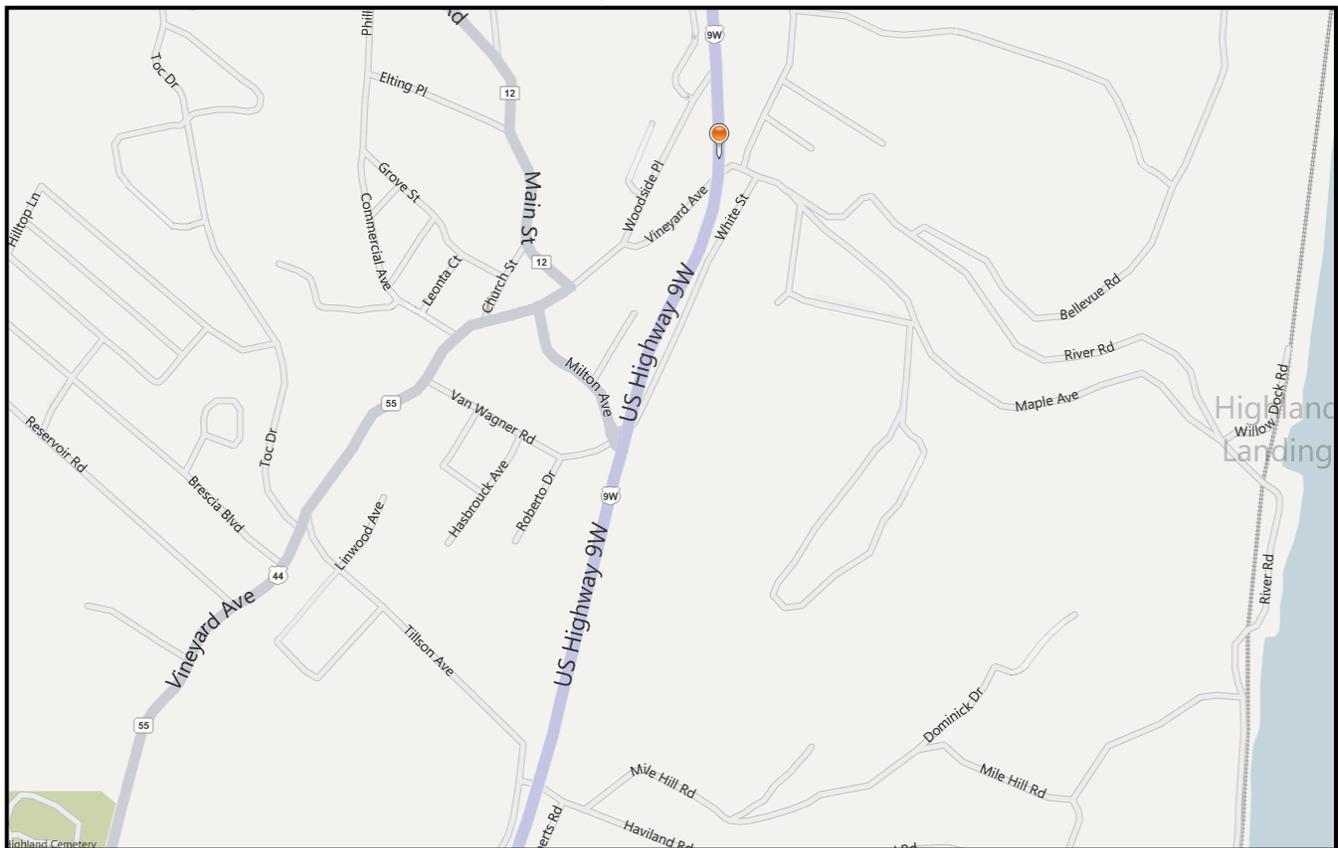


Figure 1: Hamlet Study Area

Crosswalks are marked at major intersections such as Milton Ave. with Vineyard Ave. and NY Route 9W and Church Street with Vineyard Ave. However most are partially or completely faded. Better delineation of pedestrian areas and is needed in several locations. Existing conditions are summarized in the table below.

Name	Ownership	Functional Class	Length (mi)	Pavement Width	Sidewalks	Striping	Notes
Commercial Ave	Town	Urban Local	0.27	20 - 22'	N	N	
Church St	Town	Urban Local	0.10	26'	Y	N	Connects Vineyard/Main
Grove St	Town	Urban Local	0.21	24'	N	N	
Hasbrouck Ave	Town	Urban Local	0.08	18 - 22'	N	N	Dead End, HVRT
Leonta Ct	Town	Urban Local	0.07	18'	N	N	Connects Commercial/Grove
Linwood Ave	Town	Urban Local	0.10	20'	N	N	
Main St	Town	Urban Local	0.28	32'	Y	N	
Meadow St	Town	Urban Local	0.08	18'	N	N	Connects Commercial/Grove
Milton Ave	Town	Urban Local	0.15	24'	Y	Y	Connects Vineyard/9W
Tillson Ave	Town	Urban Local	0.59	24 - 28'	Partial	N	
Toc Dr	Town	Urban Local	0.58	22 - 24'	N	N	Dead End, Steep Grade
Van Wagner Rd	Town	Urban Local	0.23	22 - 24'	Partial	N	
Vineyard Ave	Town	Urban Local	0.28	24 - 28'	Y	Y	
Woodside Pl	Town	Urban Local	0.22	20 - 22'	Y	N	
Rt 44/55 (Vineyard)	NYSDOT	Urban Collector	-	24 - 28'	Y	Y	
Rt 9W	NYSDOT	Urban Principle Arterial (other street)	-	64'	Y	Y	4 travel lanes, center turn lane for portion

Pedestrian Systems

The majority of the streets in the Highland Hamlet provide sidewalks and marked crossings to serve pedestrians, however, some of these sidewalks are narrow and in poor condition. The Town of Lloyd has a regular program of highway maintenance that has a town wide focus. Improvements in the Highland Hamlet are made when specific programs targeting funding for pedestrian related improvements are successfully obtained. Sidewalks are lacking between the Hamlet and some of the surrounding residential areas. Adequate pedestrian amenities including benches, bollards, street trees and lighting are located appropriately throughout the hamlet. Pedestrian signage is significantly lacking, however, as there is little information available to provide orientation or direct pedestrians towards key sites such as municipal parking, Town Hall, the library or the Rail Trail. There are no known formal off-road pedestrian paths in the Hamlet Study area other than the Rail Trail. The Hudson Valley Rail Trail begins at the Walkway Over the Hudson and follows the old railroad corridor between Tillson Avenue and Van Wagner Road before heading north towards Tony William's Park. Access is provided at parking lots off of Commercial Avenue and Haviland Avenue (east of the study area).

Transportation Related Upgrades

Roadway improvements in the Hamlet should focus on elimination of hazardous conditions, traffic calming and pedestrian related improvements. Suggested improvements include:

- Reconfiguration of the intersection of Vineyard and Milton to provide a safer turning radius.
- Clearly delineate pedestrian areas along streets currently lacking them, including Grove Street, Leonta Street, Milton Avenue (excluding Milton Avenue between Route 9W and Vineyard Avenue) and Commercial Avenue.
- Better delineation of pedestrian spaces leading into the Hamlet on public streets and right-of-ways including entrances to both municipal parking lots.
- Implementation of 'Green Streets' infrastructure including rain gardens, pervious pavements, and other environmentally friendly practices.
- Traffic calming measures: speed humps, speed tables, raised crosswalks
- Extension of the sidewalk systems into residential areas of the Hamlet including Grove Street, Commercial Avenue, Commercial Avenue Extension, Meadow Street and Leonta Street to the west; Hasbrouck Street to the south; and Woodside Avenue to the north.
- Additional street tree plantings and pedestrian amenities, new crosswalks on the above streets.

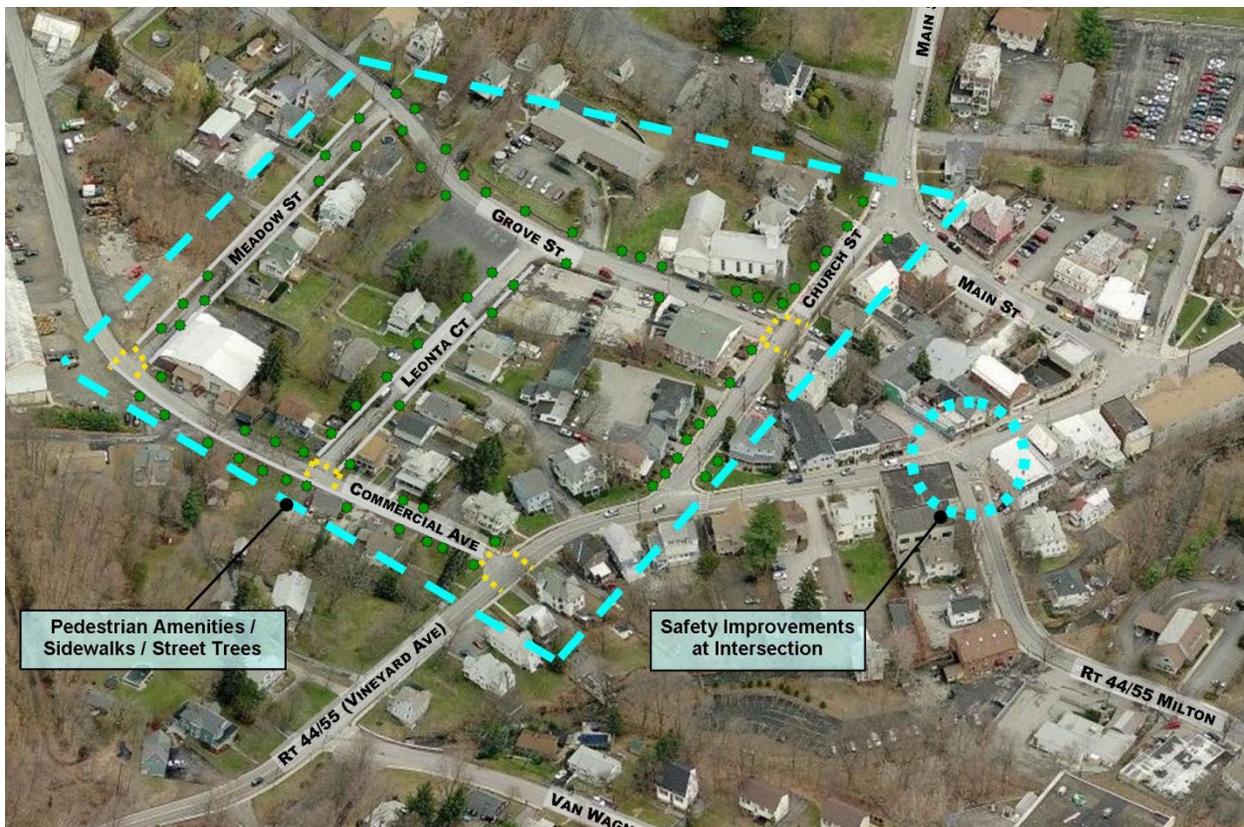


Figure 2: Transportation Related Upgrades

Parking Demand Analysis

Methodology

The parking analysis identifies the demand during a typical weekday afternoon for the hamlet center. From the existing demand, areas that are underserved are determined and locations for additional parking supply are identified. Parking surveys of existing lots were taken over several weekdays in March 2011 (17th, 22nd, and 24th) for the noon period, mid-afternoon (2:00-2:30) and early evening (6:00-6:30). Surveys for the weekday on-street parking were conducted on April 6th and 7th, 2011 for the noon and mid-afternoon period. The inventory procedure involved a person walking through the parking lots and along the village streets to count how many vehicles were parked at the specific time periods noted above. The locations of the lots and on-street segments that were counted are illustrated on Figure 3.

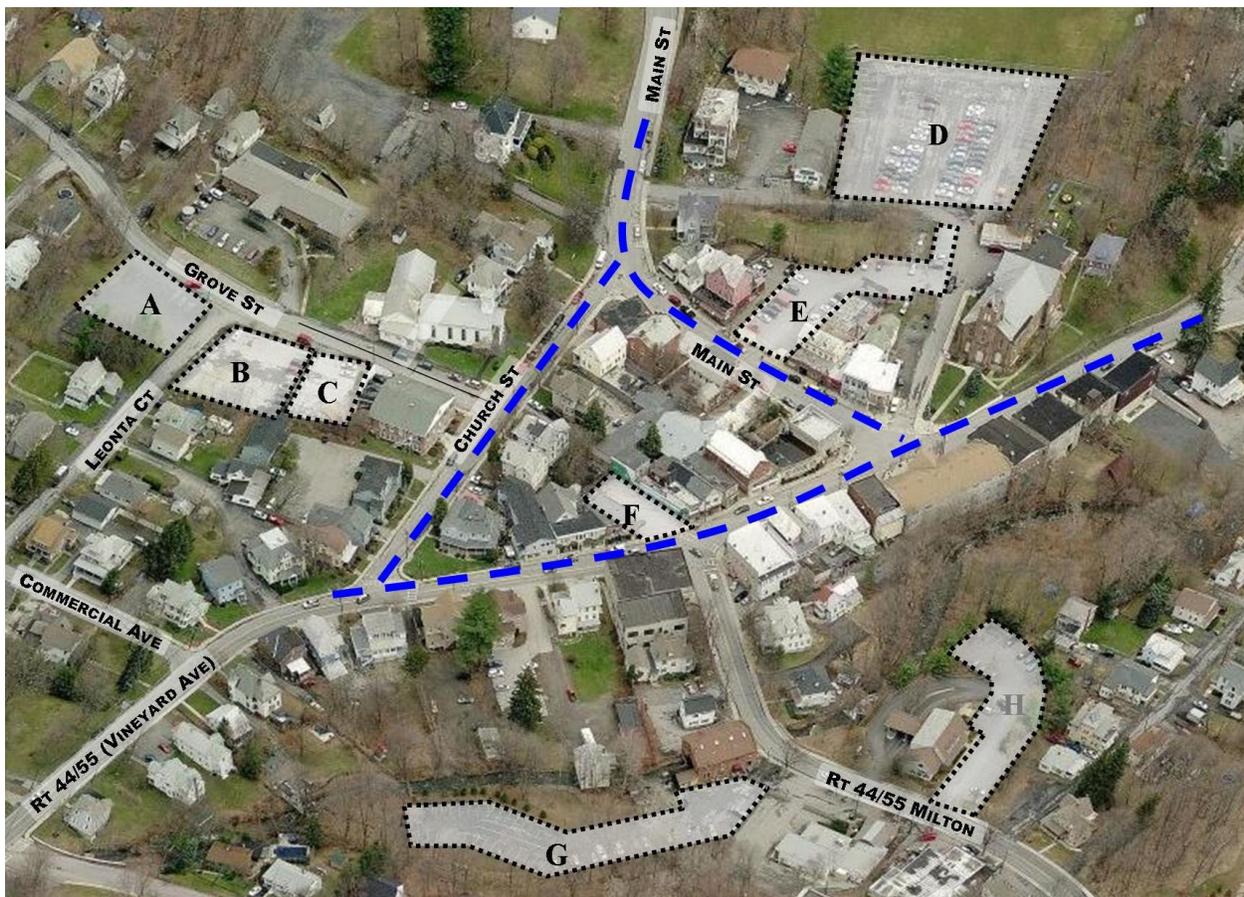


Figure 3: Hamlet Parking Areas - Public and Private

Inventory of Existing Parking Areas

The average number of parking spaces that were occupied during each of these periods is shown in Table 1 and the on-street parking usage is identified in Table 2.

Table 1

Current Parking Lot Usage (Weekday)							
Lot	Spaces	Noon		Mid-Afternoon		Early Evening	
A	18	7	39%	7	39%	3	17%
B	32	12	38%	11	34%	18	56%
C	10	6	60%	6	60%	5	50%
D	119	13	11%	19	16%	13	11%
E	36	21	58%	13	36%	8	22%
F	9	6	67%	7	78%	8	89%
G	54	17	31%	18	33%	14	26%
H	26	7	27%	7	27%	0	0%
Total	304	89	29%	88	29%	69	23%

Table 2

Current On-Street Parking Usage (Weekday)						
Street	Spaces	Noon		Mid-Afternoon		
Vineyard Ave	30	25	83%	17	57%	
Church St	13	3	23%	12	92%	
Main St	22	10	45%	8	36%	
Grove St	13	9	69%	10	77%	
Total	78	47	60%	47	60%	

Observations

Table 1 shows that one-quarter to one-third of the off-street parking spaces surveyed were occupied. The largest lots, D and G (Biancardi Municipal Parking Lot), were a third or less occupied. These lots are at a comfortable walking distance of 450 – 500 feet from the hamlet center. Lot E is reserved for Brooks & Brooks, and Lot H is reserved for bank customers for a total of 72 reserved spaces. Note that Lot A is privately owned.



Figure 4: On Street Parking in the Hamlet Area

Some of the on-street parking areas within the Hamlet have duration restrictions, such as Church Street is limited to a 1-hour parking, Vineyard Avenue between Milton Ave. and Main St. and Main St. is restricted to a 2-hour period. All other on-street parking is not restricted. The on-street spaces generally encircle the hamlet center with about 30 of those spaces located within few hundred feet of the center. Table 2 shows that approximately 60% of the available on-street spaces are being utilized.

An area for potential additional parking is at the rear of Vineyard Avenue commercial buildings north of Main Street. The lot could accommodate 50 parking spaces and have a comfortable walking distance of about 400 feet to the hamlet center. The location of this lot would provide a good supplement to the on-street spaces along Vineyard Avenue. Another potential municipal parking area is located off from Milton Ave. just north of the Biancardi Municipal Parking Lot, this potential area could accommodate approximately 50 parking spaces and would be located within 300 feet from the hamlet center. Should the need for additional parking be determined not to be a priority the two locations identified for new lots could be explored for pocket parks.



Figure 5: Additional parking options in the Hamlet

Conclusions

Although a parking lot may not be full, it can be perceived to be full when 85 to 95% of its capacity is used. From the tables above, most parking lots or on-street parking locations are operating below 85% of their capacity. Generally, there are no areas in the hamlet center that are currently underserved. Lot B, adjacent to Town Hall, was operating at 82% of its capacity for the early evening period and may indeed operate at higher capacities depending on nightly Town Hall functions.

On-street parking demand will generally increase during the evening hours as the demand for the various restaurants in the area increases and the tendency is to be as close to destinations as possible. There is a perception within the hamlet that there is a need for parking, although a review of the parking data collected depicts that there are available spaces, especially in the off-street parking lots. To improve the utilization of the available spaces in the Hamlet, the parking lots could be named for easier identification and included in the linkage and wayfinding plan, as well as reconfiguring the parking spaces in the lots and striping.

Linkages Analysis

Highland Hamlet is somewhat isolated from three important destinations, the Hudson River Shoreline, the Walkway Over the Hudson Bridge, and the Hudson Valley Rail Trail. It is difficult to find these sites from the Hamlet and conversely to find your way from the sites to the Hamlet. Among the factors that have contributed to this condition, the Walkway and Rail Trail were formerly rail facilities and the existence of these as public recreational amenities is very recent. Access to the waterfront, however, has been adversely impacted by the difficult topography along the Hudson River Valley Bluff and the emergence of Route 9W and the Mid-Hudson Bridge as major thoroughfares.

The recent extension of the Rail Trail east offers an opportunity to better link the Hamlet to the Walkway and to the Waterfront. In response, loop trail systems have been established as part of the Walkway Loop Trail, to provide clear pedestrian paths that provide a local connection in Highland to key sites.

Three key paths including the HVRT, Oakes Road Trail and Highland Historic Trail create a loop system that links the Walkway, Highland Hamlet, the Hudson Shoreline and Franny Reese State Park. A second loop system, proposed by the Greater Highland Community Development Committee links the HVRT and Highland Hamlet in a loop starting at the 9W kiosk, proceeding north to Milton Avenue, then west to Vineyard, north on Vineyard to Main, west on Main Street, then South on Church to Vineyard, then onto Commercial Avenue finally connecting up to the HVRT at Commercial Avenue Extension.

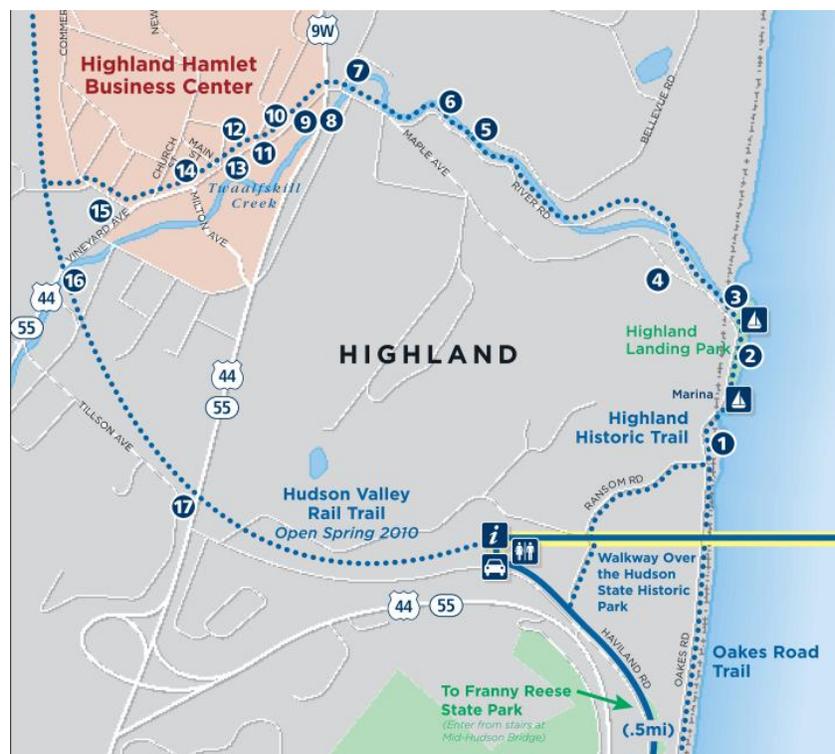


Figure 6: Highland Loop System

Other opportunities exist to establish additional paths that can increase linkages to the Hamlet and provide convenient and improved pedestrian and bicycle interconnects in the Hamlet area.

Hudson Valley Rail Trail

The Rail Trail has existed for nearly 10 years connecting Tony Williams Park east to the Hamlet at Phillips Avenue (Commercial Avenue in the Hamlet). The Walkway Over the Hudson Bridge, completed in 2009 and a new section of the trail completed in 2010, link the existing trail and the Walkway, establishing a world-class recreational opportunity in the Town. This trail corridor, as a rail-to-trail conversion, is understandably not well connected to the Hamlet. There are many opportunities to make improvements through the establishment of new linking paths, the creation of better formalized pedestrian walks on existing streets, and improvements in signage. Three potential linkage improvements that can be made are illustrated in the figure to the right (Figure 7). Paths A and C as shown in the figure above would be most likely used by Walkway visitors, while Path B is the most direct route for Rail Trail users to the Hamlet.



Figure 7: Pedestrian Linkage Opportunities

The Hamlet loop system proposed by the GHDC is an easily implemented loop that provides links to the Hamlet by way of key trailheads on the Hudson Valley Rail Trail. The loop would benefit from some bike and pedestrian friendly treatments and amenities. Since it is primarily along two state highways, state DOT approvals would be required to make improvements.

Path A would provide the most direct route to the Hamlet from the trail through the establishment of a new path beginning at the former Vintage Village. The path could be routed either by shared use of an access drive to Vineyard or by shared use of Jackman Street, a private drive, to the intersection of Vineyard and Van Wagner Road. From that point access could continue along Vineyard Avenue, or along a new greenway trail which could be established along the Twaalfskill. The Twaalfskill Greenway Trail would then be routed through the Biancardi Parking Lot and into the center of the Hamlet. Path A while the most direct, would be the most difficult to establish. The connection to the Twaalfskill Greenway Trail at Van Wagner would traverse a steep slope and would require access easements over private property. However, if successfully completed Path A would have the most wide-ranging benefits to the community as it would also establish an attractive interconnection to an underutilized parking area and would establish an attractive off-road pedestrian path in the Hamlet.



Photograph 1: Path A would be routed between Biancardi Parking Lot and the Twaalfskill.



Photograph 2: Path C would traverse the slope near the Biancardi lot.

Path B would be accomplished by connecting the existing trail facilities at Commercial Avenue Extension (parking, informational kiosk, benches and bike rack) with improved pedestrian facilities on existing roads. Initially this connection could be made by establishing a bicycle boulevard or shared roadway through the use of signs and graphics. Down the line and with adequate funding it would be ideal to make this connection using a new system of sidewalks alongside Commercial Avenue Extension, and Commercial Avenue to connect to improved sidewalks on Vineyard Avenue. The sidewalks would extend the feel of the “hamlet” towards the Rail Trail

and encourage additional use.

Optionally, sidewalks and shared-use roads could be established on Meadow Street, Leonta Street and Grove Street. Those connections would provide direct links to Town Hall. The connection would include shared use roads with signage and pavement markings and would thus be a very economical solution. The link can be easily accomplished and would establish a more formalized connection between parking near Town Hall and the Rail Trail, however, it would not be ideally linked to the commercial center of the hamlet.

A third route could be established (Path C) by connecting the Hasbrouck Avenue stub to the rail trail, establishing sidewalks and a shared-use road on Hasbrouck, crossing Van Wagner, and routing a shared-use path behind the public safety building (down the back slope) and connecting up to Milton Avenue near the Municipal Parking lot entrance. This link would be accomplished almost entirely on public lands or right-of-ways. The path would also need to traverse a steep rocky slope behind the public safety facility, establishing an amenity on currently vacant and underutilized lands behind the public safety building.

Hudson River Waterfront

Linkage opportunities between the Highland Hamlet and the waterfront have been significantly enhanced due to the completion of the Walkway and the eastern extension of the Rail Trail. A more detailed analysis will be required for the waterfront to Hamlet linkages, however, the result could be a loop system. A link between the Rail Trail and Walkway can be accomplished beginning at either the Town of Lloyd Haviland Road parking lot or the Walkway parking area, both within a short distance on Haviland Road (see Figure 8 below). The pedestrian link would be a combination of shared-use roads and new sidewalks on Haviland Road, Ransom Road and Mile Hill Road. This route could also establish access to and use of a large vacant Town-owned parcel on Mile Hill Road. Additional analysis related to pedestrian safety of this route might be needed as there is currently no pedestrian system in addition to an evaluation of feasible trail alignments, safety factors, and environmental factors. The route would create a link with only a minor investment (including shared road signs, graphics and possibly widening the road shoulder for walkers) and make a critical connection between the waterfront parks, the rail trail

and Walkway Bridge. The route would enhance the status of Lloyd as a very walkable community as it will be highly visible from the bridge. Another option would be for the Town to look into creating an off-street trail to connect the Hamlet and the waterfront, this could potentially reduce the cost of sidewalks through this relatively difficult terrain outside of the Hamlet.

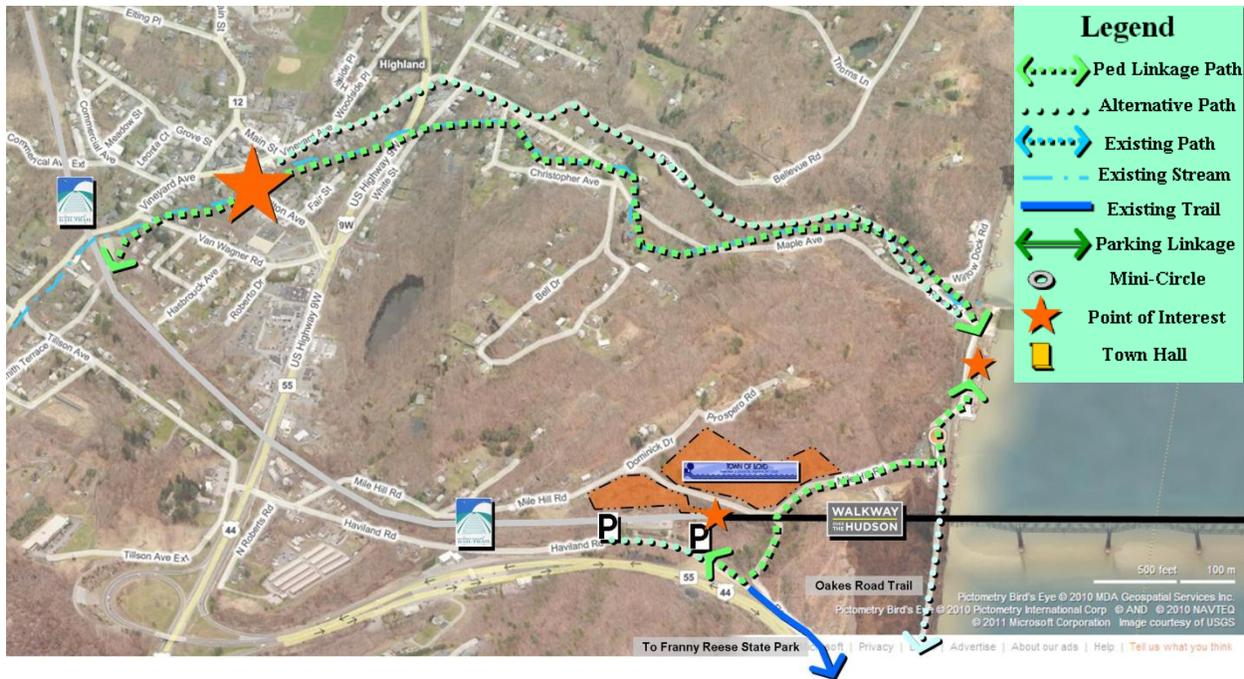


Figure 8: Linkages between the Hamlet and Waterfront.

A second and more northerly route (identified in Figure 8) could be accomplished through a combination of on and off-street trail systems utilizing the Twaalfskill Corridor, and Vineyard and Maple Avenues. This route would require a careful analysis of feasible alignments, environmental constraints and potential safety improvements. There would likely be a moderate investment in creating this link to the waterfront, but the community would gain an exceptional recreational amenity, an attractive greenway and this link would essentially create a beautiful walking, riding and running loop through some of the most important areas of the Town.

Walkway Over the Hudson

The eastern expansion of the Hudson Valley Rail Trail accomplished the connection of the rail trail to the Walkway Over the Hudson Bridge. In addition, the Town has accommodated Walkway visitors by creating parking on-street along Haviland Road and in a large off-street lot near the Walkway. Linkages between the Hamlet, the Rail Trail and the Waterfront will also enhance Hamlet links to the Walkway.

A large number of visitors to the Walkway appear to arrive by motor vehicle at present. Some signage exists to direct visitors to the Walkway, however, additional information would be useful. The Town anticipates a future 'visitor center' near the off road parking lot on Haviland Road. The visitor center, while focused primarily on the Rail Trail and Highland Hamlet, will also

benefit the Walkway by providing a point for tour information, shelter for users, and information clearing house for directions to and activities around the Walkway.

Recommendations



Figure 9: Internal Highland Hamlet Linkage Recommendations

Discussions

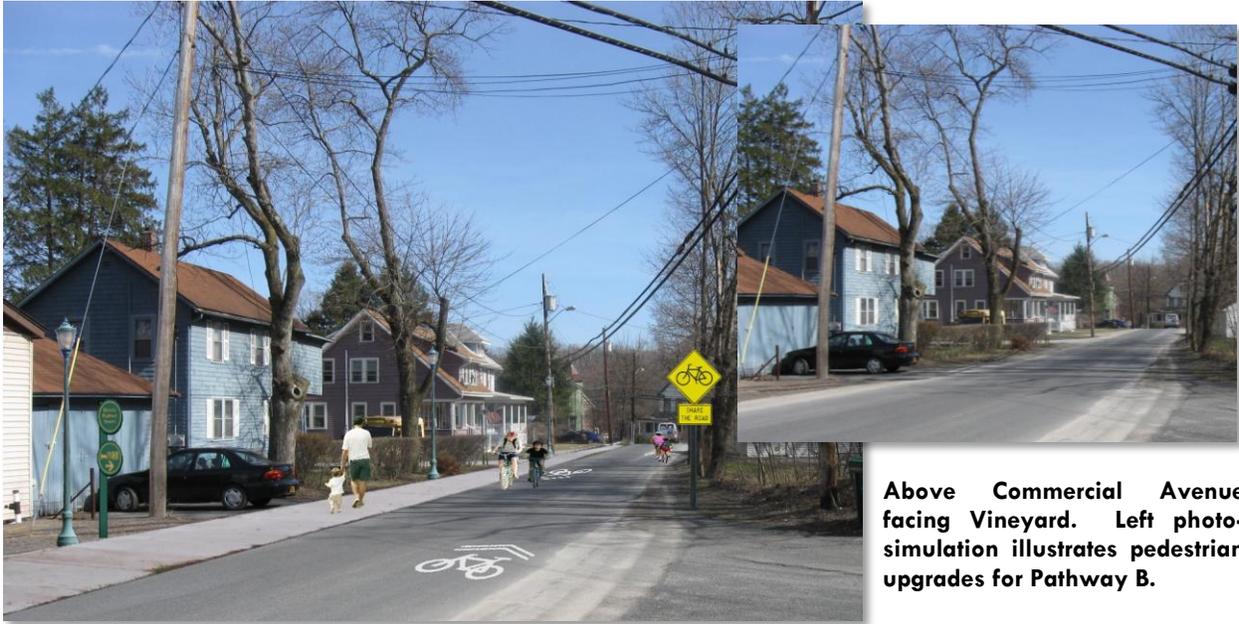
The Hamlet Loop proposed by the GHDC could be improved in several ways. The existing HVRT kiosks at 9W and Commercial Avenue Extension provide established orientation and wayfinding aids capable of mapping, information and interpretive displays. Pedestrian improvements are recommended such as widening existing walks to provide a safe off-street path width and 2' buffer, establishing rest areas with benches, erecting pedestrian signage, installing street trees and installing pedestrian lighting. A program of bike friendly improvements at local commercial properties would also significantly contribute to a bike friendly appearance, especially on 9W.

In the short term, the Town should consider pedestrian upgrades for the Path B option utilizing Commercial Avenue Extension, Commercial Avenue, and Vineyard Avenue. In the near term, the Town should also consider the off street option posed along path A, which might be included in other recreational improvements for the Highland Hamlet commercial core. Also in the near term, pedestrian systems on Meadow, Leonta, and Grove Streets should be upgraded to provide additional pathways for trail users. Pathway C should be considered only if path A



Above Commercial Avenue Ext. does not provide for pedestrians. Right photo-simulation illustrates simple low-cost measures for Pathway B.

becomes infeasible as a convenient connection to the Hamlet for Rail Trail users travel west from the Walkway.



Above Commercial Avenue facing Vineyard. Left photo-simulation illustrates pedestrian upgrades for Pathway B.

Overall, linkages that can serve a dual purpose provide more overall value. Pathway A would establish an off road pedestrian trail link, establish a greenway along the Twaalfskill and improve the pedestrian experience between the Hamlet commercial core and parking, therefore it provides more overall value.

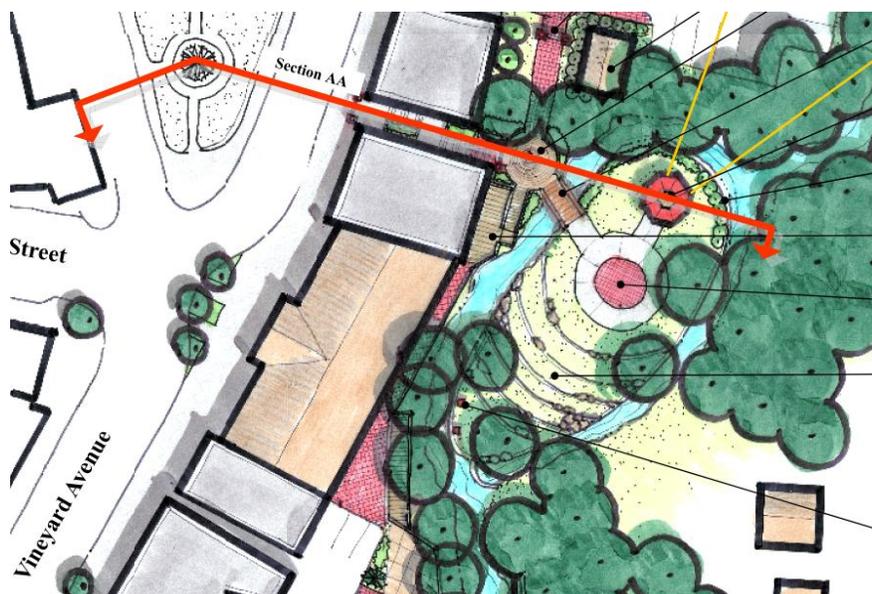
Green arrows in the Figure above indicate where streetscape improvements and formalization of pedestrian paths between Hamlet and commercial core and parking areas should be considered. These enhancements in conjunction with wayfinding enhancements discussed below would provide great impact with a moderate investment of around \$20,000.

Points of Interest – Mill Run Park

The central feature of most downtowns is usually a public space which can host events, provide space to gather, provide some visual interest and allow for outdoor dining during pleasant weather. A park proposed in the center of the Highland Hamlet by the Lloyd Economic Development Committee and Ulster County Planning in 1997 would provide those missing elements. The currently vacant site is situated along the Twalfskill, and includes a site that was formerly occupied by a complex of mills, a waterfalls and a large vacant lot. The site is situated to provide a unique visual and pedestrian link between two of the key municipal parking lots, Milton Avenue and lot behind the school. In addition, concept plans included additional parking created in a vacant lot behind buildings fronting on Vineyard Avenue. The concept proposed creating an amphitheater in a small island created by two branches of the Twalfskill. A refinement to that plan illustrates the unique linkage opportunity as well as the outdoor dining spaces created at the backs of some of the buildings on Vineyard Avenue and Milton Avenue.



Sketch Section through Mill Run Park and an alley connecting the park to Vineyard Avenue in the Hamlet.



Central features of proposed Mill Run Park. A full 22 x 34 rendering is attached to this report.

Interpretive and Wayfinding Signage Plan

Existing Signage

Wayfinding is currently difficult as several different signage systems currently exist including systems mandated by the MUTCD, standards of the Town of Lloyd Highway Department, Walkway standards and Hudson Valley Rail Trail standards. A great opportunity exists at present, because there is an extensive need for signage related to the Rail Trail and Walkway to establish a unified system of pedestrian scale wayfinding in addition to new vehicular wayfinding signage.

The Town has a variety of street signs styles ranging from traditional to MUTCD compliant. Non-traditional signage includes informational signage provided in new kiosks built on the Rail Trail and ornamental banners currently in use in the hamlet. There is a lack of directional signage other than typical highway signage found on state numbered routes and directional signage for the Walkway. Interpretive signage is limited to markers found on the Walkway, at present.



Photograph 3: Trail signage in front of a warning sign (left turn) on the trail connection to Route 9W.

Standards

The 2009 National Manual on Uniform Traffic Control Devices (MUTCD) is the national standard for all traffic control devices (including signs) installed on transportation facilities open to public travel. The New York State Supplement to the MUTCD is the standard specifications for traffic control devices installed within New York State that differ from the MUTCD. In accordance with the MUTCD, the use of community wayfinding signs shall be limited to conventional roads only. Regulatory, warning, and other guide signs have a higher priority than wayfinding signs, and as such wayfinding signs shall not be installed where adequate spacing between signs cannot be achieved and where wayfinding signs could obscure the view of other traffic control devices. The color, shape, size, and mixed-case lettering system of community wayfinding signs on roadways is regulated by the MUTCD. Figure 10 on the next page is an example of a generic community wayfinding signage plan.

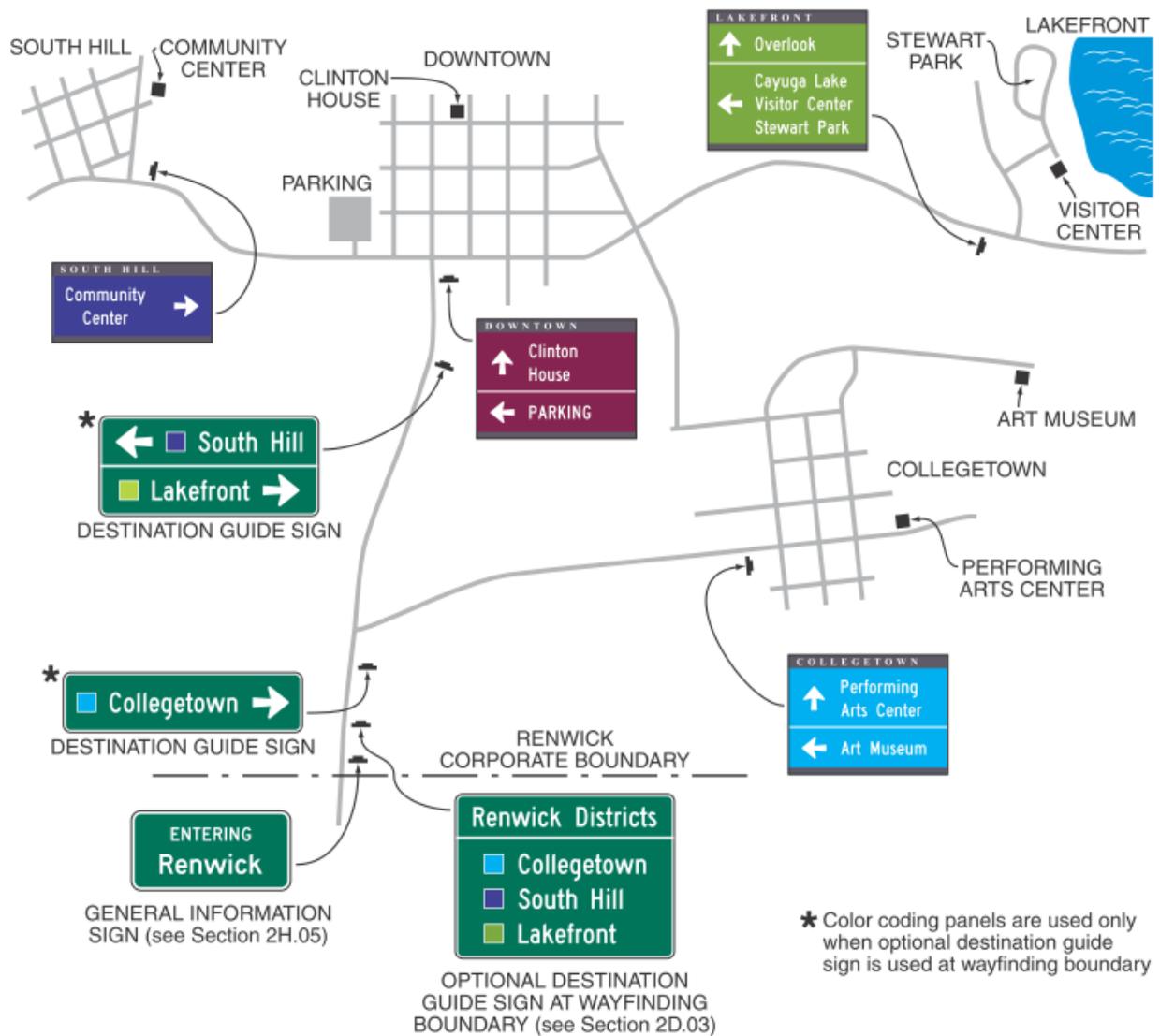


Figure 10: Example of a community wayfinding signage plan

Pedestrian level wayfinding signs are not directly regulated by the MUTCD, although guidance is given on their interaction with community wayfinding signs. Wayfinding signs designed for and intended to provide direction to pedestrians or other users of a sidewalk or other roadside areas should be inconspicuous to vehicular traffic by locating them away from high priority traffic control devices, facing the pedestrian message away from the roadway, they should not be retroreflective. The design of the color, shape, size, legends, and lettering of wayfinding signs not intended for vehicular users is at the discretion of the owner, but should follow a common system that is easily identifiable by all users, such as the American Institute of Graphic Arts (AIGA).

Vehicular Wayfinding Needs

Additional information and directional signage should be considered beginning with Thruway Signage (which now includes the Walkway). A hierarchy of information should be presented along the Exit 18 ramps and continue through the gateway into Lloyd utilizing NY Routes 299, 44/55, and 9W instituting similar information in a consistent system including:

- Walkway Over the Hudson Bridge
- Hudson Valley Rail Trail
- Highland Hamlet

Any signage installed within the highway boundary would be to the discretion and approval of that owner. Wayfinding signage proposed along NYS roads would be required to meet the standards set forth in the MUTCD and the NYS Supplement to the MUTCD as well as be coordinated through the NYSDOT Region 8, Traffic and Safety Group, Regional Traffic Engineer.



Photograph 5: Existing signage in the Hamlet could be consolidated onto existing light poles with new directional signage as shown to the right.

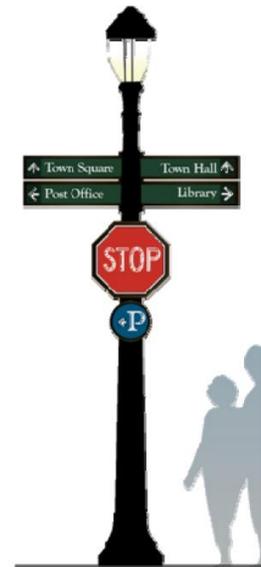


Figure 11: Regulatory signs cannot be on the same structure as directional, but this is an otherwise attractive solution for the Hamlet area.

Within the Hamlet vicinity additional signage should be provided to various Hamlet area destinations on the state transportation routes. Informational signage should also be provided on key County and Local roads in the Hamlet including:

- Hudson Valley Rail Trail
- Highland Hamlet
- The Hudson Riverfront
- Parking
- Parks and Recreation Areas (Tony Williams, Franny Reese, Highland Landing)
- Walkway Over the Hudson Bridge
- Historic Sites
- Scenic Vistas
- Town Hall
- Highland Library
- Police and Fire Stations
- Schools
- Restaurants
- Casual Dining
- Shopping
- Etc...

Pedestrian/Bicyclist Wayfinding Needs

Smaller pedestrian level information and directional signage is needed throughout the walkable areas in and around the Hamlet. This signage should focus on pedestrian and bicyclist needs including major destinations and points of interest included in the lists above. In addition, guidance should be provided to:

- Public Transportation
- Retail Areas
- Bicycle Services



Figure 12: Example of Bicycle-Oriented Directional Signage from Portland, OR (PBIC.ORG)

Recommended Wayfinding Signage

Signage for wayfinding related to the Hamlet is needed on two levels pedestrian and vehicular. A better system for both should be implemented utilizing a similar system of color codes and graphic conventions. The Town has already begun to establish colors schemes and graphic conventions and can quickly implement a system of wayfinding based on the work completed thus far.

Vehicular Wayfinding

Currently the only gateway signage includes DOT standard 'Highland' and 'Commercial District' signage. These signs do little to inform motorists about the hamlet. A more effective sign that conforms to MUTCD standards is needed as illustrated below.



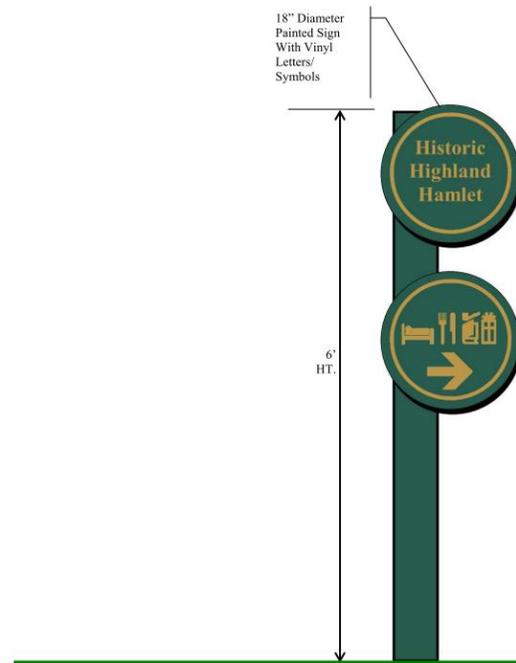
Existing Gateway Signage is pictured above versus a more inviting and informative sign illustrated in a photo-simulation to the right.

In addition to providing more information, MUTCD allow for the inclusion of graphical branding elements which could add additional interest to the signage. These new gateway signs should be placed in key areas along Route 9W including both sides of the Route 9W and Milton Avenue intersection. Additional locations should be considered including the Mid-Hudson Bridge ramp intersections with 9W and the Route 299 intersection.



Pedestrian/Bicyclist Signage Design

The new signage system should incorporate existing local features and materials. This should include, where appropriate, use of local stone, posts consistent with other amenities and fonts used locally. Colors should be based on local color schemes, and signage should be based on a 'rail-trail' motif as illustrated to the right. Graphic symbols should be from the collection of standardized symbols developed by the American Institute of Graphic Arts (AIGA). These symbols are already in use in Walkway and Rail Trail brochures and mapping. Inexpensive fiberglass signs should be used for directional signs wherever possible as they can be inexpensively updated and replaced. The system should be changeable and expandable to allow for modifications as key destinations may be moved (such as the library) and new destinations will be created.



Example of Rail Motif wayfinding sign for pedestrian areas.



Photo-simulation illustrating the installation of new wayfinding signage on the Hudson Valley Rail Trail at the Commercial Avenue Extension crossing.

Suggested Locations

As illustrated in the figure to the right, several types of signage (with the exception of warning signs) can be incorporated into one structure. The existing lights in the hamlet could be used to locate directional, identification and informational signage, reducing the potential for signage clutter. Main gateways into the Town, and around the hamlet should also have a combined signage structure that includes as many types of signage as practical. Elsewhere, it may be more desirable to provide separate supports and structures for each type of sign.

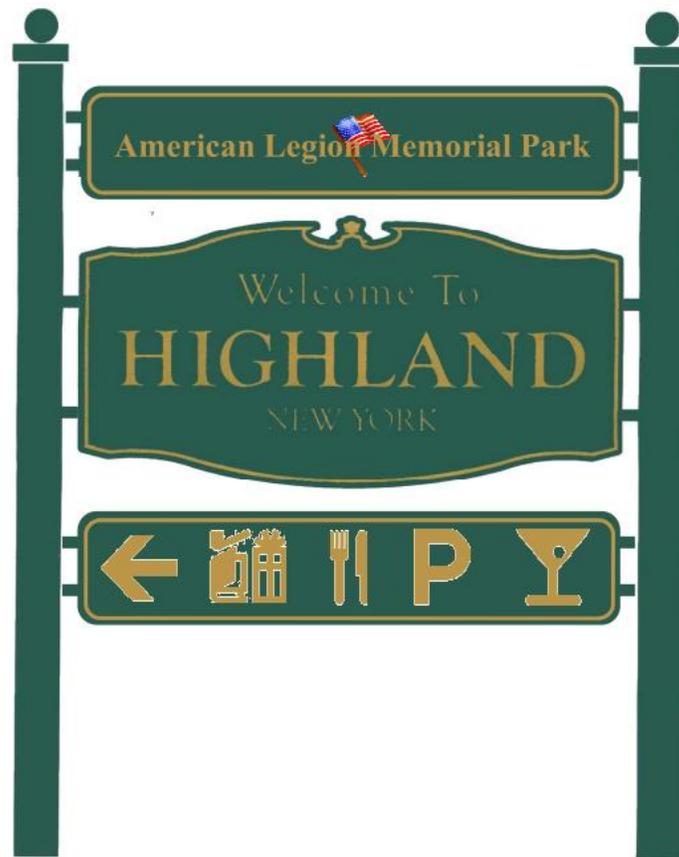
Highland Hamlet Wayfinding Concept Plan						
Town of Lloyd, Ulster County, New York						
System	Location	Sign Type	Qty	Message	Symbols	Comments
HVRT	1H	Direction, Informational	1	Historic Highland Hamlet	Restaurant, ATM, Lodging, Shopping	At Haviland Gateway
HVRT	2H	Direction, Informational	2	Historic Highland Hamlet	Restaurant, ATM, Lodging, Shopping	At Ramp to 9W
HVRT	3H	Direction, Informational	2	Historic Highland Hamlet	Restaurant, ATM, Lodging, Shopping	At Linwood Avenue
HVRT	4H	Direction, Informational	1	Historic Highland Hamlet	Restaurant, ATM, Lodging, Shopping	At Commercial Ave Ext Westbound
HVRT	5H	Direction, Informational	1	Historic Highland Hamlet	Restaurant, ATM, Lodging, Shopping	At Commercial Ave Ext. Eastbound
HVRT	6H	Direction, Informational	1	Historic Highland Hamlet	Restaurant, ATM, Lodging, Shopping	At Rotary Pavillion
HVRT	7H	Kiosk	1	Historic Highland Hamlet	Restaurant, ATM, Lodging	2 Sided At Haviland Gateway
HVRT	8H	Kiosk	1	Historic Highland Hamlet	Restaurant, ATM, Lodging	3 Sided At Route 9W
HVRT	9H	Kiosk	1	Historic Highland Hamlet	Restaurant, ATM, Lodging	3 Sided At Commercial Ave Extension
DOT	1D	Location	1	Historic Highland Hamlet	Restaurant, ATM, Lodging, Shopping	Gateway - Wood Terrace
DOT	2D	Location	1	Historic Highland Hamlet	Restaurant, ATM, Lodging, Shopping	Gateway - Milton Avenue
DOT	3D	Location	1	Historic Highland Hamlet	Restaurant, ATM, Lodging, Shopping	Gateway - Milton Avenue
DOT	4D	Location	1	Historic Highland Hamlet	Restaurant, ATM, Lodging, Shopping	Gateway - Mid Hudson Bridge
CHHH	1C	Directory	1	Historic Highland Hamlet	Milton Businesses	Corner Milton/Vineyard
CHHH	2C	Directory	1	Historic Highland Hamlet	Vineyard Businesses South	Corner Milton/Vineyard
CHHH	3C	Directory	1	Historic Highland Hamlet	Vineyard Businesses North	Corner Main/Vineyard
CHHH	4C	Directory	1	Historic Highland Hamlet	Main Businesses	Corner Church/Main
CHHH	5C	Directory	3	Historic Highland Hamlet	General Hamlet Map and Icons	Municipal Parking Lot

Regulatory, Warning, and Guide Signs

Recent highway projects, notably the work along NY 9W, have resulted in a significant improvement in regulatory, warning, and guide signage with a variety of standard highway signage consolidated onto single sign structures. Any additional consolidation or replacement of signage will be subject to state and federal highway standards contained in the MUTCD. This includes NY Routes 9W and 299. NY Route 44/55 (Vineyard Avenue/Milton Avenue), passes directly through the Highland Hamlet, therefore there will be less flexibility in combining and locating regulatory signage along that route. Regulatory signage along the trail was developed in accordance with MUTCD standards, but currently these standards only apply to trails as 'guidance' allowing for more flexibility.

Identification Signage

These signs would be large, possibly monolithic signs marking the major entrances to the region, at the Town gateways, at the Hamlet Gateways and at major facilities such as trail heads. A variety of gateway and identification signage exists and new designs should be adapted to accommodate existing panels where possible.



Gateway and Identification Signage located in local road right-of-ways or other public spaces could be upgraded to include wayfinding information as well.

Information Signage

Kiosks along the Rail Trail will provide information including mapping, directions and brochures. New informational signs should be incorporated into wayfinding for pedestrians in the Highland Hamlet to help orient visitors, locate key sites including parking lots, the Hudson River Waterfront, Rail Trail, and Walkway. These information signs should be at key parks, in a centralized spot in the commercial core, at the library, in front of Town Hall and at other key locations. Directories, as illustrated below, should be incorporated into the informational signage.

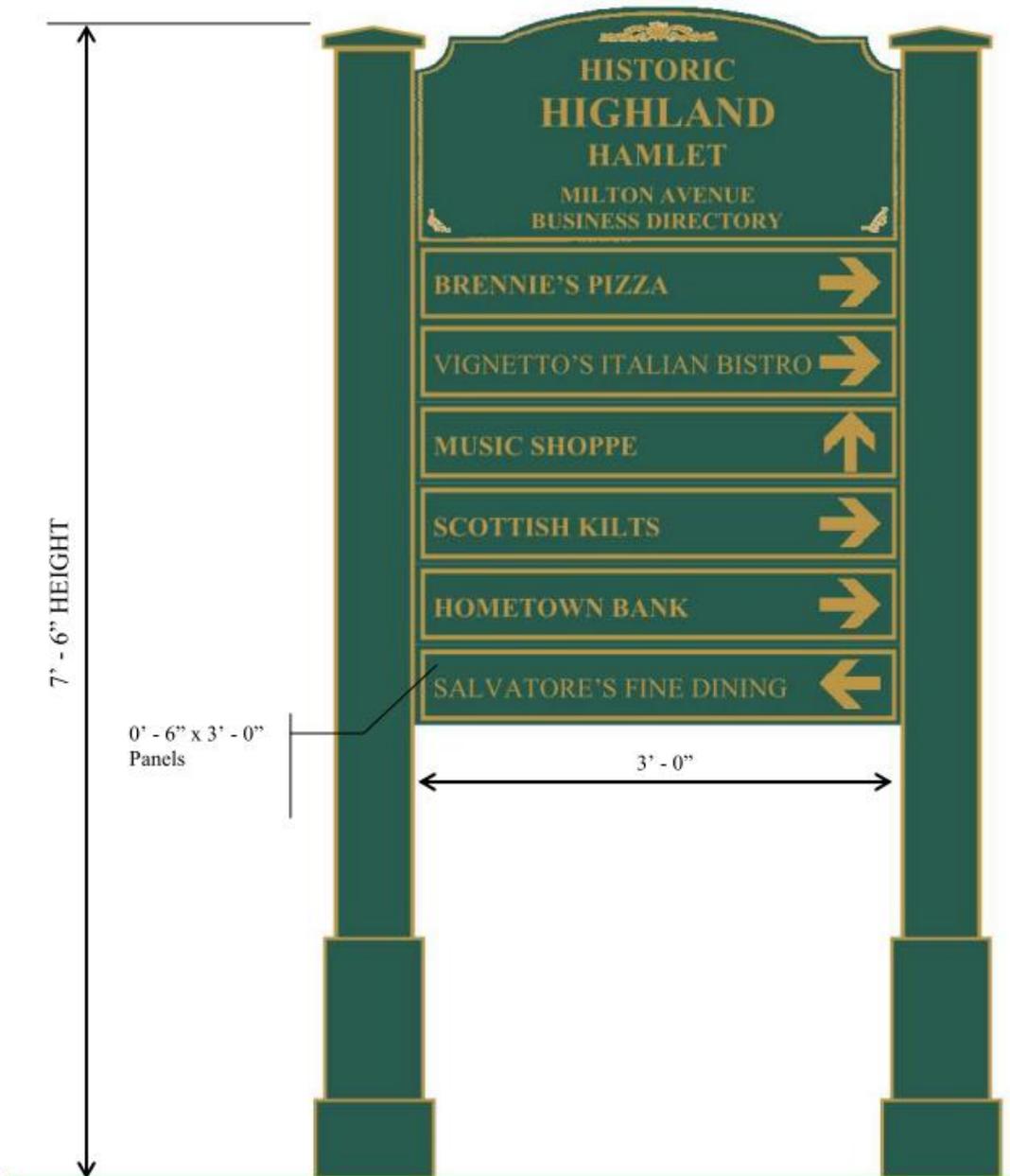




Photo-simulation illustrating a directory sign in the Historic Highland Hamlet.

Interpretive

Interpretive signage is placed along the walkway and will be included on rail trail kiosks. There are additional opportunities for interpretive signage, especially in the Highland Hamlet. Key environmental, historic and cultural interpretive sites should be inventoried and panels designed to be included in combination with information and identification signage.

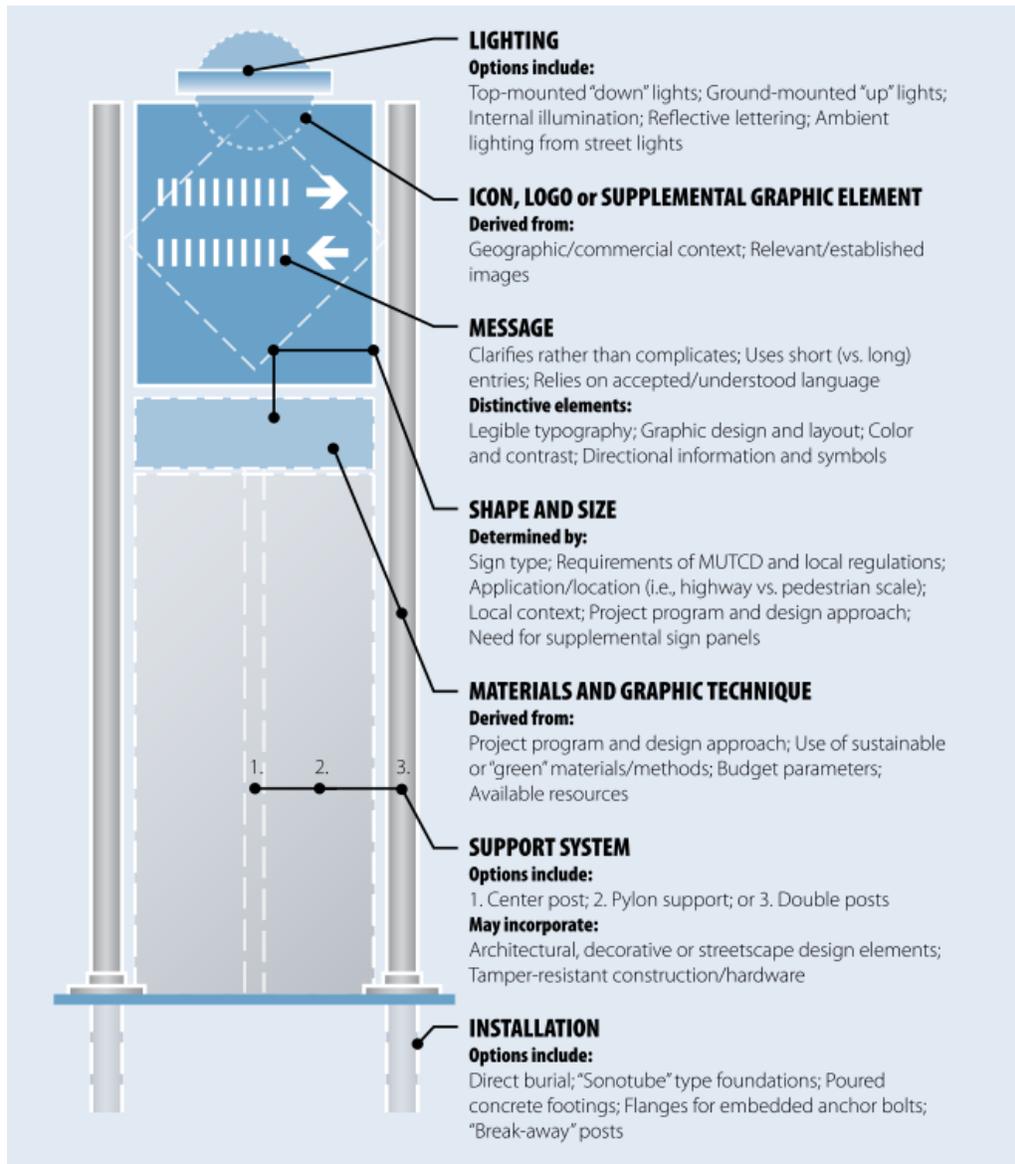
Preliminary Phase 1 Pedestrian/Bicyclist Wayfinding Concept Plan



Example of Directional Signage



Attachment A





Appendix III

Highland Hamlet Consumer Survey Findings



Hamlet of Highland Consumer Survey Results Overview:
20% return – 200 people responded

1. When do you typically shop on each of the following days?
 - 64.9% of those who responded shop on Saturday from 8-12pm
 - 65.4% of those who responded shop on Saturday from 12-5pm
 - 86.2% of those who responded shop on Friday after 5 pm

2. How often do you eat out the following types of meals?
 - 29.6% have breakfast out every few months
 - 20.7% have breakfast out once a month
 - 24.9% have breakfast out once a week

 - 27% have lunch out once a month
 - 24.2% once a week
 - 26.4% have lunch out 2-4 times a week

 - 35.7% have dinner out once a week
 - 28.6% have dinner out once a month
 - 20.3% have dinner out 2-4 times a week

3. What types of restaurants would you like to see come to the hamlet
 - 47.1% coffee shop
 - 44.9% steak house
 - 35.8% seafood
 - 15% stated other with common themes
 - Open after 8:30 pm
 - Health food or organic restaurant
 - Outside café style
 - Ice cream shop
 - Delicatessen

4. When making purchases, what was most important to your decision?
 - +/-70% felt that quality, was most important when purchasing clothing, furniture and appliances.
 - 59.1% felt that selection was most important when purchasing gifts
 - 58.6% felt price was most important when buying groceries.

5. Indicate how often you shop in the following areas
 - Hamlet of Highland 27.9% shop 2-4 times per week
 - Town of New Paltz 20% shop once a week
 - Kingston Roundout 23.6% once a month

6. Where do you most of your grocery shopping and why?
 - 74.5 % shop in co-ops for quality
 - 73.5% shop in health food stores for the selection

Hamlet of Highland Consumer Survey Results Overview:

20% return – 200 people responded

- 73.3% shop at Adams for quality
- 67.6% shop at specialty shops for selection

Those who shop at larger foods stores responded:

- 86.3% shop at Hannafords for convenience
- 54.3% at Stop and Shop for convenience

7. People are shopping elsewhere (not in the Hamlet) due to selection and quality.

- More than 60% shopped elsewhere due to better selection
- More than 50% looked for better quality.

8. List five businesses you would most likely patronize if they were in the Hamlet.

Top answers: (124 people who responded to this question)

- Clothing boutique
- Health food store
- Gift shop
- High-end bar
- Book store
- Coffee shop

9. How often do you come to the Hamlet for the following?

- 46.1% go to town hall.
- 44.7% just pass through
- 25.3% come to dine
- 25.8% shop in Highland once a week

10. Which leisure activities does you household participate?

- 75% listen to music
- 73.4% read
- 69% use the internet

11. How strongly do you agree or disagree with the following statements

- 44.3% always try to buy products and services locally
- Approximately 40% would like youth and senior programs
- 38.2% would like to bring out of town guests to the Hamlet.

12. What do you feel is unique about the Hamlet of Highland?

Top Answers: (out of 114 people who responded to this question)

- Quaint with small town feeling
- Location, close to the Hudson River, rail trail
- Undeveloped potential

13. Can you identify a community you visited that has the character or quality you thought was desirable? (out of 129 people who responded to this question)

- The most repetitive response was Rhinebeck with Cold Spring next.

Hamlet of Highland Consumer Survey Results Overview:
20% return – 200 people responded

14. How many years have you lived in Highland?

- 28% who responded live there 31+ years
- 23.7% lived 5 years or less.

15. Age and gender

- 45.2% between ages 45-64
- 23.1% between ages 25-44
- 18.8% ages 65+
- 9.1% 18 or under
- 3.8% between 18-24
- 62.4% were female
- 37.6% were male

16. Indicate the primary commuting route you take in Highland between home and work

- 76.9% use 9W

17. Additional comments (88 people took the time to add their feelings/thoughts)

Here is what a few had to say:

- Lack of clarity as to where the Hamlet of Highland is.
- More variety of shopping.

13. --What does "hamlet" mean? At the beginning of this survey you should have defined "hamlet". Many people who currently live in the community come from elsewhere and are not familiar with the political concept of "hamlet". I have no idea what the difference is between Highland and Lloyd. Where are the boundaries? Is the hamlet just downtown? Does that include Bridgeview plaza? I have no idea. -- The professional class. Let's be frank. Highland is rooted in an Italian working class culture. The future of the town will be rooted in the transplanted professional class from everywhere. It's already there. We have many services that cater to the founders of this community and few services that cater to the many, many transplants. Thus the transplants are forced to spend their money in New Paltz, Rhinebeck, Poughkeepsie, and Manhattan, because what they need isn't here. The transplanted professionals are your economic future. Of the recent national layoffs, the vast majority have hit men without college degrees. The unemployment statistics for white collar workers is still under 4 percent, according to the NY Times. --Aesthetics. This survey has asked about what businesses are desirable but has not asked what makes a town desirable to consumers and to small business owners. Point: this past summer we had visits from sisters (and spouses) who live in CT, WI, and CO. They took a walk downtown and all of them thought Highland was horrible and depressing. Highland currently exhibits no aesthetic sense. The downtown business facades are unattractive. Power lines are everywhere (they eventually need to be buried). No one is guiding the town aesthetics. It's not brain surgery. There are reams of info on smallish towns that have undergone redevelopment, and they all have things in common:

Hamlet of Highland Consumer Survey Results Overview:

20% return – 200 people responded

an architecturally inviting public space, a mix of high-quality businesses and services, a mix of single-family and high-density housing. Consult any planning graduate school in the country and you'll get the information Highland needs to be successful and economically vibrant. --Sidewalks. One of the necessities for an economically viable Highland downtown are sidewalks! Again, consult urban planning and redevelopment guides for pertinent info, but Highland needs to vastly improve the width of its sidewalks and how far the sidewalks extend. It's a travesty that the sidewalk along Vineyard is dangerously narrow and only along one side. It's also a travesty that there isn't a way to walk from downtown Highland, along Vineyard, along Tillson, to get to 9W. --The library is a joke. They do the best with what they have, but the building is dramatically undersized for the community it services. And poor parking choices are a disincentive. You really have to want to go to the library to go there. The library is a potential treasure and community touch-point. A good library could provide a community focus (as a resource for meeting rooms, homework rooms, etc.) and a foundation for the entire town's redevelopment. What is being done in this regard? --Country craft stores. The kind of retailers that kill a town are the "country craft stores" that sell handmade country-style crafts and foods. I am completely supportive of the owners, but that type of business is not catering to the vast majority of the town nor the part of the town that has money and more sophisticated tastes. My suggestions would be this: when someone opens a new business in Highland, perhaps that person could be given the opportunity to connect with a successful business owner (retired or not) in the Southern Ulster Chamber, who could give them advice on what attracts customers. Act as a mentor. New Paltz business owners seem to do fine and could be a good example. --I'm sorry to disparage Highland so much, but I see it as having so much underutilized potential. Because of its location, it should be even more vibrant and popular than New Paltz. To do so, the town board, zoning board, planning board, need to educate/update themselves about national redevelopment norms. --This survey format really sucks. I can't tell you how many times i've tried to click "done" and it bounces back to me with messages like "not in correct format" or "not in positive numbers." Makes me think you really don't want my opinion.

14. I think the town has had enough shots at a "craft" store. It'd be nice if the town could attract "hipper" business owners. The downtown feels stuck in the 60s. A better library would be a big help. Better facades on the buildings might help bring attention away from the awful powerlines everywhere.

20. Wider roads, more modern businesses, less pizza.

42. Highland has to bring its community OUT of the Highland mindset, and become more "liberal and creative" in thought. It's boring. There is no color or omph to the town. Years ago, there was impetus for a new library, a cultural center, something to show "intellect" could co-exist here with the ingrained status quo. The best thing that has hit Highland was the railtrail. At least connect it to 299. But that's about the only thing in the 30 something yrs we've lived here.

45. I feel like we could use more development. Such as restaurants or a retail store. Highland seems to be growing in the number of people but near to nothing for the people

Hamlet of Highland Consumer Survey Results Overview:

20% return – 200 people responded

to use these facilities. With Walkway over the Hudson many tourists will be in the area. In order for them to stay or continue to come to Highland more will need to be offered in regards to food, shopping, and things of convenience like a pharmacy.

67. Highland would be well served by finding or developing an identity that will attract a wider market. Our community cannot develop if it hasn't a clear vision of it's future self.



Appendix IV
Grant Opportunities



Grant Opportunities	
New York State	NYS DEC Environmental Restoration Program
	NYS DOS Local Waterfront Revitalization Program
	NYS DOS BOA Nomination Study
	NYS DOS BOA Implementation Study
	NYS DOS Local Government Efficiency Grants
	NYS DOS Smart Growth
	NYS DOT Industrial Access Program
	NYS DOT Transportation Improvements Plan
	NYS DOT CHIPS Aid for Local Streets
	NYS DOT Transportation Enhancement Program
	NYS OPRHP Parks Grants
	NYS OPRHP Recreational Trails Act Program
	NYS OCR Economic Development Program
	NYS OCR Technical Assistance
	NYS OCR Competitive Grants
	NYS OCR NY Main Street Program
	NYS EFC Green Innovation Grant Program
	NYS EFC Small Business Environmental Assistant Program
	NYS ESDC (Multiple) Business Loan Funds
	NYS ESDC Environmental Investment Program
NYS ESDC Restore NY Communities Initiative	
NYS ESDC Urban & Community Development Program	
NYS ERDA Renewable Energy Manufacturing Incentive Program	
NYS ERDA Existing Facilities Program (LEED)	
NYS ERDA New Facilities Program (LEED)	
NYS ERDA Green Jobs Program	
Federal	US Commerce Dept. ARRA Grant Programs
	US Commerce Dept. Economic Development Grant Programs
	US EPA Brownfields Assessment and Cleanup Grants
	US EPA Pollution Control Grants
	US DOT Transportation Infrastructure Finance & Innovation Act Program
	US DOT Railroad Rehabilitation & Improvement Financing Program

Source: Barton and Loguidice



Appendix V
Glossary of Terms



Glossary of Terms

CDBG: Community Development Block Grant

DOS: Department of State

EPF: Environmental Protection Fund

GHCDC: Greater Highland Community Development Committee

HDBA: Highland Downtown Business Association

HRVT: Hudson Valley Rail Trail

LCDC: Lloyd Community Development Corporation

LWRP: Local Waterfront Revitalization Program

NYMS: New York Main Street

MUTCD: Manual on Uniform Traffic Control Devices

OPRHP: Office of Parks, Recreation and Historic Preservation

RLF: Revolving Loan Fund

WOTH: Walkway Over the Hudson pedestrian bridge



Appendix VI
Public Comments



Highland Hamlet Development Analysis
Public Meeting
June 15th, 2011
Comments Received

- Downtown should appeal/attract “crafty types”
 - Craft store, galleries, boutiques
- Evening activities and businesses open through the evening
- More development around the Hamlet to increase density and total population
- Sit-down Chinese/Japanese restaurant
- Traffic patterns bypass the Hamlet, need to change that
- Improve maintenance of roads
- More “downtown” events
- Signage directing Walkway visitors to the Hamlet
- More visuals, graphics, gathering places and benches
- Better retail variety, more professional offices
- Survey Walkway visitors “what do you need?”
- Mill Run Park- enhance space downtown
- Dress-up, redevelop buildings downtown
- Need to consider weekend v. week day retail opportunities
- Weekend “niche” markets
- Other nearby recreation projects to be linked to Hamlet (Black Creek Blueway Trail, other bike trails)
- Attracting people to downtown and increasing jobs downtown are dependent on each other
- Need visitors but nothing there for them now
- Grand Opening Event
- Branding- where is Highland?
- Landlords are offering one year free rent but no takers
- Need relators to get involved
- Cheap rents to attract artists
- Business Planning
 - Identify specific business targets, Old Pharmacy
 - Deal with Absentee landlords
 - Tax-free Incentives, TIF
- Mill Run- Historic Preservation Tax Credits. Natural amphitheater
- 299 and 9W- unsightly
- Tourism office
- Stronger Downtown Business Association
- Bicycle rentals or pedicabs
- Bury telephone poles
- Signage on Woodside Place and finish sidewalks on Woodside Place
- Zoning/code regulations: dumpsters enclosed and no garage open on streets
- Sidewalk Shoveling enforced
- Have building owners clean up their properties in the Hamlet
- Take note of Beacon, NY
- Community Action must go

- Get business owners on committees
- Property owners need to take pride in their businesses as well as home owners, make it look inviting
- No garbage dumpsters visible
- Kingston, Beacon, Nyack, Piermont and other Hudson River towns being revitalized through the arts and art stores. We should encourage the arts, concerts, museum
- Ice cream parlor, coffees, teas
- Do not direct traffic through Milton
- Highland 9W is a speed trap- bad impression
- Increase inter-generational community events
- Bicycle rental
- In Village playground
- Day care center in the middle of the Hamlet
- Place to show films (community center to bring locals in)
- "I'd like to see downtown venue for performing artists with an open mike format, coffee house where folks can gather during the day, play chess and have conversations. Right now, Sal's is the only real gathering place (and a very good one) but nto everyone can spend time in a bar- either day or evening."
- "If it is pretty, they will come"
- Need to improve residential and commercial properties in the Hamlet
- Building Department and other officials in Town must actively enforce the law
- Town RLF- use for rental subsidies to attract artists
- BR&E

From: Elise

Sent: Thursday, June 16, 2011 9:17 AM

To: Rachel@camoinassociates.com

Subject: Highland Hamlet Comment

Hi Rachel, I'm a Highland resident and property owner. I was not able to make it to the town meeting last evening (Wednesday, June 15). I did read Kit Cowan's notes with the great ideas various people have submitted. I have one comment I'd like to submit. I am of the opinion that the Hamlet needs a major architectural sign at the entrance to the hamlet on 9W and Milton Ave. that spans from the firehouse side to the park side. I am visualizing something like an archway, an official "entrance" which also has a spot for the businesses listed (changeable). Someone at another meeting had also suggested some sort of "footprints" or something on the sidewalk from the rail trail, leading a pedestrian down there. I think that is a good idea as well.

When I moved to Highland about 12 years ago, it took me a good year or more to realize the hamlet existed and where it was. If a person is not familiar with Highland, there is nothing to indicate that there is a business district down the hill from 9W. There needs to be a visual reason to entice a person off of 9W and down Milton Ave. into the hamlet.

Thanks ! -- Elise Viola P.S. I am a set designer for the movie industry. I would be happy to donate my time and design (draw something) just to start the conversation.

From: Kathen A Cowan-Reynolds
Sent: Thursday, June 16, 2011 6:37 PM
To: rachel@camoinassociates.com
Subject:future of Highland>

Dear Rachel, Thank you for your great meeting Wednesday. I enjoyed it. I am President of the non profit (501c-3) - Lloyd Development Association (lloyddev.net) - here in Highland. We consider ourselves the watchdogs of Lloyd, keeping an eye on development issues in town. Specifically and lately, we have had a presence at the Town Board meetings in regards to, what we consider, the frivolous development of Highland Square (and Vineyard Commons). We also recently presented a report to the Town Board on senior housing density in the Lloyd area.

I am also the person who started the facebook page called "What's Best for Highland." Go to it if you haven't seen it. It has started an arena in town for citizens to air their feelings and thoughts about Highland and it is interesting.

Wednesday night there were 12 of us at your event (20% of the room). And these are citizens who often do not agree with town politics as such. But back to the point. Once I am off for the summer our organization is going to host several town meetings for volunteers to start 1) beautifying and 2) organizing our volunteer efforts in town. The feedback I got after the meeting (after I sent a lengthy email to our following reiterating your presentation) was that we need to get busy ourselves and not rely just on the town to take care of things. Infact it is in part because of the Town administration that we are in this mess. I will let you know when these meetings happen. Unfortunately it will not be before 6/22 because I am a teacher and we are done 6/24.

One idea I want to share with you. Many of us wish to build a theatre in town. There used to be one right next to Sal's in that alley. It was well attended and had porn shown along with kiddy movies. People still remember it tho. We want to start showing outdoor movies this summer in that alley. And we wish to attain grants and donations toward building a new theatre. That is what I meant when I spoke and said we want to bring people downtown more at night. A theatre in this town would be a big boon.

Can you help us find a grant for this?

Thank you for your attention to this matter. I look forward to hearing from you.

Here is the facebook page:

http://www.facebook.com/home.php?sk=group_168172846571862&ap=1

___Kit Cowan

From: lsr37@aol.com
Sent: Tuesday, July 05, 2011 12:53 PM
To: Rachel@camoinassociates.com
Subject: Highland, NY

Hi Rachel, Thanks for allowing me to comment beyond the official comment period. Here are some ideas for downtown development:

1. Movie House, similar to the Dowling Art Center in Newburgh or Upstate Films in Rhinebeck, NY.
2. Coffee House/Internet Cafe - open til late @ night with live music. Similar to the Coffee Houses in New Paltz, NY.
3. Office Supply/Photocopying/Shipping Store - similar to Kinkos nationwide.

Thanks, Lenore Strocchia-Rivera
845-532-1575
Lsr37@aol.com
Sent from my Verizon Wireless BlackBerry



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SAVING THE LAND THAT MATTERS MOST

June 17, 2011

By email: rachel@camoinassociates.com

Ms. Rachel Selsky
Camoin Associates
PO Box 3367
Saratoga Springs, NY 12866

RE: Highland Hamlet Development Action Plan

Dear Ms. Selsky:

Scenic Hudson is writing to provide comments regarding the Highland Hamlet Development Action Plan. The plan identifies four goals identified for the hamlet:

- Improve the Appearance of the Business District;
- Attract New Businesses to the Downtown Business District;
- Attract More People to the Downtown Business District; and
- Transportation and Infrastructure Improvements.

We believe that these are the right goals. Of course, achieving these goals will depend on successful implementation of the steps in the action plan.

Scenic Hudson supports many of the action plan steps, but these are particularly in line with our work in the town:

- Pursue bicycle friendly community designation;
- Pursue the potential for Mill Run Park (behind buildings on Vineyard Avenue);
- Pursue the development of the Walkway Loop;
- Improve Highland Landing Park; and
- Complete the Hudson Valley Rail Trail.

You may be aware that Scenic Hudson originally purchased both Bob Shepard Highland Landing Park and Franny Reese State Park and has worked with local officials, NYS Office of Parks Recreation and Historic Preservation (OPRHP), and local residents and stakeholders to develop them and ensure they are managed in a manner that provides maximum benefit to the Town. Scenic Hudson also provided major financial support in the development of Walkway Over the Hudson, whose western entrance at the connection to the Hudson Valley Rail Trail is named "The Scenic Hudson Gate." We also purchased the Gaffney Farm and are working closely with the Town to connect trails at the adjoining Berean Park for hiking and mountain biking and to connect these trails with the Hudson Valley Rail Trail.

Scenic Hudson will be meeting soon with the Greater Highland Community Development Committee and the Environmental Conservation Commission, as well as seeking other meetings with stakeholders to investigate ways to strengthen these connections as a means to getting people to and from the hamlet to new and future parks, both in the Town of Lloyd but also within the broader region. This could include foot and water trails along Black Creek to Scenic Hudson parks in Esopus, expansion of the trails system on Illinois Mountain, and extending trails along the Lloyd bluffs.

Given this, Scenic Hudson urges the study team to think broadly and creatively about the hamlet of Highland's context at the nexus of an emerging system of "green infrastructure" and to capitalize on that prospect to brand Highland as an outdoor recreation destination. We specifically recommend adding action steps to:

- Create a trail system on Illinois Mountain and connect those trails to the hamlet;
- Create a water and foot/bike trail along the Black Creek corridor and connect it to the Hudson Valley Rail Trail;
- Create a trail along the Lloyd bluffs and connect that trail with the hamlet via the Hudson Valley Rail Trail; and
- Work with surrounding towns to connect trails to other regional recreational assets.

We have been actively working with the Town and other regional stakeholders on a committee we convened by Scenic Hudson, Walkway Over the Hudson and the Dutchess Regional Chamber of Commerce called "Walkway as Gateway to Success." The committee's objective is to improve economic opportunity, including the hamlet's economic potential by creating connections to local and regional activity centers and conservation areas.

Finally, we believe that another way to attract people to the downtown business district would be to encourage residential development in areas in and around the hamlet. This would enable people to easily access the hamlet and support existing and future business there.

We applaud the Town's initiatives to continue to seek ways to strengthen the hamlet and look forward to working together in this regard.

Sincerely,



Jeffrey Anzevino, AICP
Director of Land Use Advocacy

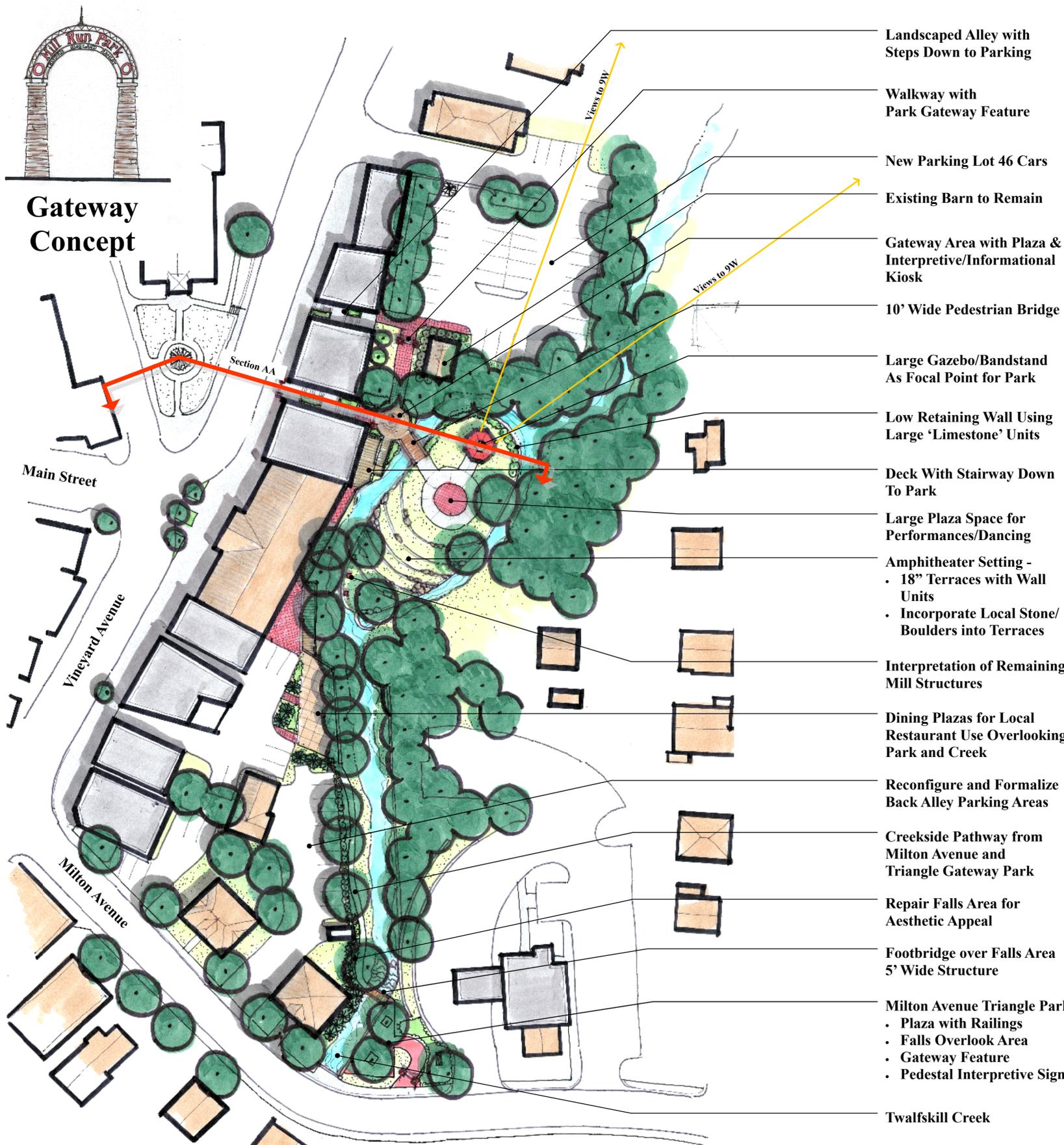
Cc: The Honorable Ray Costantino, Supervisor
Claire Costantino, Greater Highland Community Development Committee
Ted Kolankowski, Barton & Loguidice



Appendix XII

Mill Run Park Renderings





Concept Plan
Scale: 1' = 40'



Section Through Mill Run Park
Scale: 1' = 40'

Mill Run Park Concept Plan

