

**Middletown
Downtown Revitalization Initiative**

Middletown DRI

Vision, Goals, and Objectives

Vision Statement

Downtown Middletown will continue to evolve as a thriving and economically viable focal point of the City and surrounding region, welcoming new and diverse residents, businesses and visitors, while remembering and building upon its storied heritage. Downtown will be a destination and community for people of all ages and backgrounds to live, work, dine, shop, and gather, in an attractive, safe and culturally rich environment.

Goal 1: Promote Middletown as a regional destination for arts and culture

Objectives

- a) Support and build on the Paramount Theater as a cultural destination by increasing activity in its vicinity and by enhancing its connection to the downtown core.
- b) Support venues and events for the City's arts and culture activities and organizations.
- c) Identify opportunities for outdoor and public art.
- d) Strengthen the City's renowned arts, cultural and historic resources.
- e) Consider opportunities for creating artist live/work spaces.

Goal 2: Continue efforts to make Middletown a vibrant, mixed-use and walkable small city

Objectives

- a) Enhance the appearance of Downtown's buildings, sidewalks, signage, streets and open spaces.
- b) Strengthen the Business Improvement District's (BID) capacity to market businesses and activities throughout the Downtown.
- c) Improve streetscapes to make the Downtown pleasant, accessible and safe for people of all ages and abilities.
- d) Employ strategies to help small and local businesses thrive, and address issues that cause vacancy rates.
- e) Create "move-in ready" sites and building spaces that can be occupied by a mix of stores, restaurants and offices, including repurposing existing buildings to preserve the Downtown character.
- f) Reclaim vacant and underused sites and buildings to activate spaces and expand the City's tax base.
- g) Create a more vibrant street life by encouraging outdoor dining and use of open spaces.

Goal 3: Expand economic opportunities for current and future residents

Objectives

- a) Attract, create and retain jobs for residents and newcomers.
- b) Stimulate innovation through business incubators.
- c) Develop workforce training programs and apprenticeships.
- d) Provide educational programming that links public schools and local institutions with programs for skill-building and technical expertise development.
- e) Support office and light-industrial use at the Middletown Community Campus and other locations in close proximity to Downtown

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Goal 4: Establish Downtown as a neighborhood of choice

Objectives

- a) Encourage a diverse and balanced mix of housing types to serve residents of varied ages, incomes and type who are seeking an alternative to traditional suburban living.
- b) Consider opportunities for student housing and/or other student focused facilities to serve neighboring higher education facilities.
- c) Expand the availability of convenience retail, restaurants and other amenities that serve neighborhood residents and enhance quality-of-life.
- d) Prevent displacement by maintaining stable, quality affordable housing.

Goal 5: Create connections between regional and neighborhood resources

Objectives

- a) Improve linkages among the Downtown, SUNY Orange, Touro College, and Fei Tian College.
- b) Identify and strengthen downtown gateways from surrounding neighborhoods and regional transportation connections.
- c) Promote local agriculture and public health by improving food access and distribution.
- d) Enhance open spaces and promote access to the region's natural resources and recreational amenities.
- e) Encourage continuation of and connections to the Heritage Trail which will run through downtown.
- f) Develop an affordable, multi-modal transportation network including complete streets and access to public transportation, parking and bicycle infrastructure.

Goal 6: Provide infrastructure that supports existing and new business

Objectives

- a) Expand access to traditional and emerging broadband infrastructure.
- b) Promote green buildings, infrastructure and energy use.
- c) Create a resilient energy grid and utilities network.
- d) Continue to update aging water, sewer, and stormwater infrastructure throughout Downtown