

## **BASIC INFORMATION**

**Regional Economic Development Council (REDC) Region:** Mid Hudson

**Municipality Name:** Village of Goshen      **Downtown Name:** Goshen Downtown

**County:** Orange

### **Boundaries of the Downtown Neighborhood**

The downtown Village of Goshen is centered around the intersection of West Main Street, Church Street and NYS Route 207, known locally as “Five Corners”. The district runs along NYS Route 207 east to Scotchtown Avenue and the Orange County Government Center and west to Matthews Street encompassing a range of residential and business uses.

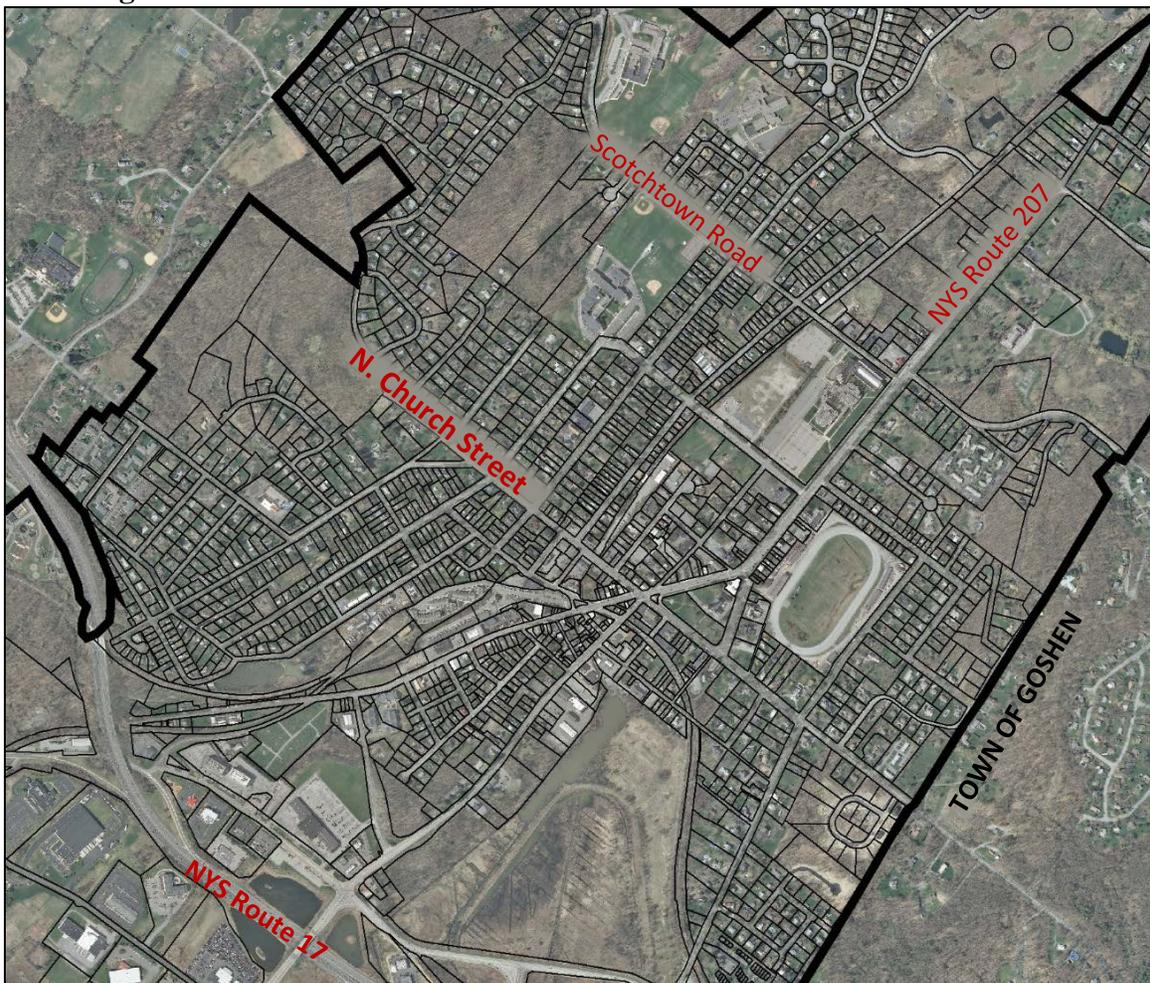
Route 207 and West Main run parallel and both eventually lead to both Route 17 and 17M. This provides various methods of entering the Village for customers and employees. In addition to vehicular access, there are two different bus stops located within the downtown.

The downtown sits in a central location in the Village with current and future residential on three sides.

This geographic area provides a rare opportunity to allow Goshen to achieve the placemaking trifecta. The placemaking trifecta requires the presence of several large employers, a university, and local arts and recreation programming.

The Village of Goshen’s current initiatives coupled with this critical New York State Government investment will allow the downtown to become a leading hub that eliminates the state-wide patterns of youth flight. The downtown has the potential to become an incubator for innovation and job growth due to current initiatives and future opportunities.

### **Village of Goshen Downtown**



## **Population**

The Downtown Village of Goshen is an ideal size to support a vibrant year round downtown.

The Village has a population of over five thousand residents and the population of the full Town of Goshen is over thirteen thousand six hundred. In addition there are more than one thousand individuals who enter the Village daily for employment.

Demographically, the Village is diverse and offers various housing opportunities for individuals of all ages. Immediately within the downtown is the Goshen Senior Center and Senior Apartments. This retirement community is walking distance to local eateries and retail opportunities. On the Southwestern side of the Village additional senior housing and congregate care facilities can be found at Glen Arden and Elant.

There are currently four major apartment complexes and additional multifamily dwellings which provide a wide range of options for young professionals to reside.

Outside of the downtown there are large numbers of single family homes. The real estate market is competitive and home sales have increased over the past few years.

In addition to current housing options, there are many opportunities on the horizon. A major development, Harness Estates, is beginning work on phase two of over eighty single family units ready for new families.

Adjacent to the downtown there are various pieces of land ideal for rental and workforce housing. With transit centered development, these locations will flourish for higher density uses and young professions. The walkability to downtown also makes these future housing opportunities optimal.

Every year the Hudson Valley produces thousands of millennial graduates who attend college and seek opportunities in major metropolitan areas due to economic opportunities and vibrancy of downtowns. The Village of Goshen has significant future housing opportunities for millennials that, coupled with downtown investment and vibrancy, will make it a regional destination for that audience. The addition of a major nanotech or biomechanical university will provide the economic opportunities needed to make that niche sustainable.

In the Town of Goshen right outside the Village there are also plans for four major subdivisions which will result in many more residents to support the local economy.

Pairing with these excellent current and future housing opportunities are transport options that will facilitate ease of access to the downtown. There are two bus stops located within the downtown. One of these locations is being reviewed by the Village for a major renovation to increase use. Additionally the Village of Goshen is part of the Heritage Trail which will ultimately extend from Monroe to Middletown. With Goshen located centrally on the trail, it is a conduit to bring guests into the Village while also providing recreation for residents. With greater emphasis on the needs of the biking community downtown the Village will encourage greater parity between the trail and our local economy.

Lastly, as the County Seat the Village of Goshen is centrally located in Orange County, it is in easy reach of all other Orange County town as well as within an hour drive of the entire Tri-State Area. With three exits onto Route 17 in the Village and Route 207 extending perpendicularly, the Village is easily accessible.

Because of this location, it is easier for Goshen to draw in residents of other communities to support large events and programs. When individuals from the surrounding area visit the Village it leads to increased local shopping and development.

## Past Investments and Future Investment Potential

The Village of Goshen has seen various new investment over the past few years. Most notably a large parcel of Village owned land was sold to Kikkerfrosch, an international brewery which will ultimately employ over seventy individuals. They have already begun working with local distributors and professionals.

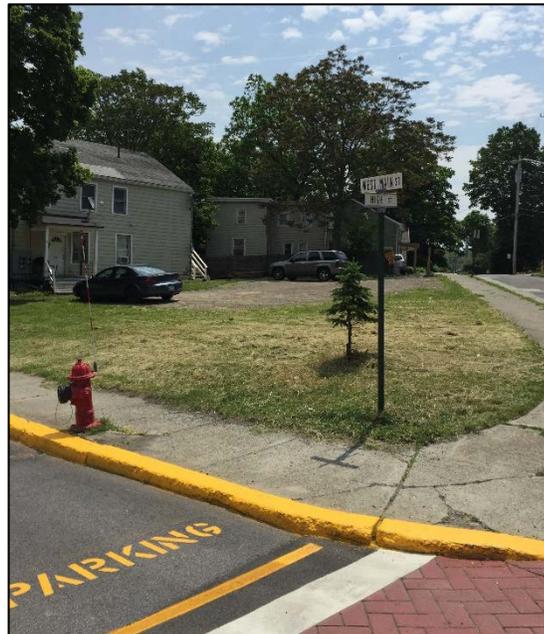
In addition to this multi-million dollar investment, the Village has seen several older commercial buildings rehabilitated by experienced builders. These included but are not limited to buildings on New Street, South Church, West Main Street, and Greenwich Avenue. These new investments have created both permanent and temporary local jobs which have contributed greatly to the local economy as well as aesthetic.

A large apartment complex on Clowes Ave which was constructed in recent years has been at full capacity with a wait list.

There are great opportunities for development and investment beyond what is currently situated.

Tracts of land on Greenwich Ave (State Route 207) are viable locations for large commercial users and mixed use facilities. Workforce housing and housing for young professionals would be in close proximity to the downtown. This, combined with increased emphasis on bike and pedestrian access will make these an ideal location for new development.

On West Main Street, there are two large vacant parcels that are zoned for mix use which would be ideal for development. On the periphery of the downtown is the Goshen Shopping Plaza which was recently purchased by a new owner. The new owner plans on expanding this parcel with the potential of just over 13.5 acres. With the Village's architectural review standards in place to maintain historicity, new development would be welcomed and would compliment the historic feel of the community while contributing to the overall revitalization of the downtown. Through New York State investment in the adjacent downtown, this development would be incentivized and facilitated.



Currently there are unmet retail needs which would be warmly welcomed by residents and visitors alike. Investors who developed these parcels would find success through mixed use residential upstairs and retail downstairs.

The current renovation of the Orange County Government Center offers a unique opportunity for the Village of Goshen. This new investment by the County of Orange, once completed, will bring in hundreds of additional employees and visitors each day to support the local economy. More importantly, the Matthews Street Offices being currently utilized by the County will then be vacated. This provides an excellent opportunity for the Village to attract a large employer. A bio-mechanical and/or nano tech college would be welcomed by the community. The above future housing

opportunities would provide residential options for employees and the downtown business district would offer a wide array of amenities and restaurants.



Within the Town of Goshen the potential for the development of a major tourism destination and commercial recreational opportunity is currently being explored on land immediately outside the Village. This potential tourism destination would further provide opportunities for young families and local economic development.

### **Job Growth**

The Village of Goshen currently has a diverse economy comprised of small businesses, corporate offices, and large industrial businesses. The iconic "Lawyer's Row" in the Village is home to numerous law firms and the proximity to the Orange County Courthouses will ensure that this professional community continues and thrives.

Orange County Government currently has numerous satellite offices (Planning Department, Department of Health, Board of Elections, etc) which are undergoing renovations which will guarantee their home in the Village for decades to come. The Orange County Emergency Services Building, Department of Public Works, and Sheriff's Office are also located just outside the Village limits. These employees patronize the downtown economy daily.

In the future the Orange County Government Center will reopen and additional County Employees will be consolidated in the Village. These employees along with County visitors and customers will greatly enhance the local economy.

Recently Orange Ulster BOCES opened a large campus on the former Arden Hill Hospital Site and even expanded to a career development office downtown. Additionally there are four public schools and two private schools adjacent to the Downtown.

The upcoming Kikkerfrosch Brewery will bring over seventy new employees into the Village in the next year.

In the future there are many strong potentials for new jobs to be created in the downtown. Once the county employees which are currently located on Matthews St are relocated to Main St, that will provide a rare opportunity for numerous new local jobs. By attracting a bio-mechanical or nanotech University, the Village can add hundreds of new jobs.

Additionally, the Goshen Executive Parcel is zoned industrial and can recruit a number of large industrial users.



In addition to the industrial corridor on Hatfield Lane, the Village is home to two corporate parks, East Gate and West Gate. These offices could transition to STEM based economic opportunities that would be coupled with a potential nanotech/biomechanical university on Matthews St. New York State investment in the downtown would facilitate this university based economic development.

The Village is actively developing plans in conjunction with citizens' groups to provide

new events and programming downtown. By holding local concerts and art events, it will provide reasons for employees to remain in the Village well after the work day ends and in some cases return on the weekend.

### **Attractiveness of Downtown**

The Downtown Village of Goshen is historic in character. It contains both an Architectural Design District and the Church Park National Historic District designations. There are numerous monuments and statues throughout the downtown to recognize past achievements and individuals. Additionally various buildings within the Village are on the New York State Historic Registry. The Historic First Presbyterian Church defines the Goshen skyline and the Village Green provides a unique and bucolic centralized public gathering space in the historic district. Because of this the Village maintains a beautiful downtown aesthetic that is attractive to prospective residents and investors.

During warm months the downtown is filled with beautiful floral arrangements. These flowers are provide by two different citizen's groups; Goshen in Bloom and the Goshen Garden Club. These flowers are watered by the Village of Goshen Department of Public Works through a true public private partnership.



During winter and summer months a new non-for-profit organization, Illuminate Goshen, hangs a canopy of lights over West Main Street to create a unique sense of place in the downtown. Throughout the downtown, evergreens are also decorated in planters and snowflakes are painted in storefronts by the Goshen Art League.

Due to the success of the Goshen 2020 Vision and its subsequent new programming, the Village is seeing an increase in citizen involvement in local beautification. More and more residents are actively volunteering and participating in aesthetic improvements while simultaneously strengthening the overall fabric of the community.

Year round, various physical characteristics make the downtown an attractive place to live and work. Most of the

sidewalks are still made of classic blue stone and recently the Village replaced all crosswalks with a printed red brick pattern.



The Village is currently undertaking a major public works project in permanently closing down Market Street and converting it into a pedestrian park. This will provide a central space in the downtown business corridor for residents and guests to congregate. Benches and bike racks will be added and an adjacent property that has been vacant for over a decade will be redeveloped as a new owner has closed on the property.

Various public art projects take place in the Village which will draw people in. In the June of 2016 the Village will debut the Keys of Goshen Public Piano Project. For this project local artists have been commissioned to decorate donated pianos with beautiful works of art. These will then be arraigned

in visible areas in the downtown. Additionally each first Friday of the month, Goshen hosts an "Art Walk" where local artists partner with businesses. Participants walk from location to location viewing art, enjoying refreshments, and supporting businesses. These are two of many local art projects that take place in the Village Downtown.

In addition to Market Street as a future place for the public to gather, the Village Green (also referred to as Church Park) is the site of many enjoyable community events. The annual Tree and Menorah Lighting takes place each December and most recently a New Year's Ball Drop tradition has begun on the adjacent street. This is also the site of a weekly Farmers' Market sponsored by the Goshen Chamber of Commerce. The Farmers' Market contains various vendors who sell local produce, meats, and cheeses. Many of these farmers are also located in the Town of Goshen. Local restaurateurs visit the market each Friday and then sell farm to table dinner that evening.



As part of the Village's Streetscape Improvement Plan the Village will be undertaking additional beautification projects. One of these will be upgrading the bus stop facilities in the center of downtown. This spot will be repainted and new benches and landscaping will be added to make the Village more welcoming and transit friendly. A new large Village Directory sign will also be installed to improve wayfinding. Street signs will be replaced with cast iron signs to improve the aesthetic and historic dynamic of the downtown.

From a business perspective, Goshen is a very attractive location. The Village is centrally located in the County, has excellent highway access, public waters/sewer capacity, a wide range of permitted uses, and high density residential development provides a full time customer stream and creates a vibrant downtown atmosphere. The Goshen Chamber is always available for additional business support.

Studies and surveys have consistently demonstrated that millennials want to locate in a downtown that provides walkability, employment opportunities, nightlife, and pleasing aesthetic; the Village of Goshen currently contains all these requirements and with investment from New York State these qualities will be enhanced.

### **Policies to Enhance Quality of Life**

The Village recently passed laws aimed at improving the aesthetic of the downtown. One of these local laws will require that all commercial dumpsters be contained within enclosures. By requiring the dumpsters be kept in enclosures it prevents members of the public and potential investors from seeing garbage and unattractive dumpsters. It also provides more uniformity throughout the downtown by utilizing one standard for the enclosures.

The other local law places new restrictions on clothing donation bins. These bins have been growing in number and can be very unsightly. Additionally many bins claim to be non-profit but actually operate as a for-profit business. This law places aesthetic and administrative restrictions on these bins to make the Village more attractive for residents and potential investors.

The Village of Goshen is a proactive recycling community. There are various signs throughout the Village encouraging recycling. Additionally, the Village provides recycling containers to all single family homes to facilitate recycling. This results in a more environmentally conscious community and saves tax dollars as less money is spent on garbage tipping fees.

One of the best ways to enhance quality of life is through engagement with the arts. The Village has a strategic partnership with the Goshen Art League. Collaboratively, the Village and Art League sponsor a monthly first Friday Art Walk. This provides residents with the ability to support both local business and local artists. There are various other current and future public Art Projects that will take place in the Village to enhance quality of life. In June there will be a street concert and a sidewalk chalk festival. Concurrently, the "Keys of Goshen" Public Piano project will debut in mid-June.

In the future the Village will be exploring the enactment of a "Complete Streets" plan. This will directly align with the goals of the Village's Streetscape Improvement Plan which calls for greater access to bike racks and walkability. The continuation of the Orange County Heritage Trail through the downtown will also help this goal. Walkability is a key component of a sustainable community and potential employers look towards this as a quality of life component for their prospective employees.

Lastly, the Village will be exploring the possibility of becoming a "Blue Zone" community. "Blue Zones" are areas where people live longer and healthier lives than average. To earn this distinction Goshen will need to enact policies that encourage positive eating, limit smoking in public areas, and improve our walk score.

### **Local Support**

The Village of Goshen works collaboratively with numerous strategic partners in both public and private sectors. The Town of Goshen has previously shown a willingness to support Village efforts and events and this collaboration will continue.

As the County Seat the Village works very closely with the County of Orange. Both the Orange County Legislature and the Orange County Executive have supported the Village's revitalization and economic development efforts. Most recently the Village was awarded a Community Development Grant to improve drainage in the downtown business district. Orange County takes an aggressive stance towards economic development and tourism; by making the County Seat more vibrant, it will set the tone for success throughout the County.

The Village also has strong relationships with state representatives. Both Senator Bonacic and Assemblymen Skouffis have worked tirelessly to advocate for the Village and its revitalization efforts. Both officials' offices have been very accessible and will continue to be as the Village works to revitalize the Downtown.

The Village of Goshen is home to many strong community groups. The Goshen Chamber of Commerce represents the majority of businesses in the Greater Goshen Community. The Village Board and Chamber Leadership collaborate on various local events and advocacy. Many of the new events taking place in the Village now and in the future are the result of joint planning between the Village and Chamber.

In addition to the Chamber Goshen contains a Rotary, Lions Club, Illuminate Goshen, Knights of Columbus, Italian American Club, VFW, American Legion, and many other non-profits who engage in Village initiatives and festivities.

The Village has already formed various citizen groups as part of the "Goshen 2020" Vision. "Goshen 2020" asked the community to attend meetings and complete a survey describing what they would like to see Goshen be in the year 2020. This process had participation of over two hundred residents including senior citizens and high school students.

The local leads for this plan will be the Village Mayor and Village Planner who currently work in conjunction to oversee the implementation of the streetscape improvement plan.

### **Other**

The Village of Goshen is uniquely positioned to have the largest return on investment through this Downtown Revitalization Initiative. While many cities may boast larger population, the Village's size and potential ensures that the grant funds would be truly transformative.

The Village has previously completed a community-wide visioning process and developed the “Goshen 2020” Vision for Goshen’s future. Local government leaders have created a coalition and action plan for revitalization. The initial steps have already been successfully taken and the public is supportive.

The largest limitation to this revitalization is not potential or past success, but it is financial. A ten million dollar infusion in this process would truly transform the downtown. These funds could be used towards infrastructure upgrades, beautification, arts support, and business development.

The biggest opportunity that would be realized through these funds would be of developing the placemaking trifecta. This requires a rare combination of large employers, a university, and local programming.

The Village already has various large employers located along the Hatfield Lane industrial corridor and Orange County Government. These numbers will grow with the addition of Kikkerfrosch and Amy’s Kitchen to the Goshen Community.

There is a strong potential to recruit a nano-tech or biomechanical university to the Matthews Street Buildings currently occupied by Orange County Government. The Village has current and future housing opportunities for students and staff to utilize. This grant would make this goal a reality.

Local programming has already been growing and developing in the Village. There are new arts and music events in addition to events geared towards children and millennial. The current Village Green and future Market Street Pedestrian Park are ideal locations for community gatherings.

With this trifecta achieved through the DRI, the Village will truly turn the corner and be transformed into an exemplary community for job growth and youth/millennial retention. Collaboration between a university, local businesses, and schools will create long term partnerships which will facilitate locally grown innovation and job creation.