



Regional Economic Development Councils



Mid-Hudson Downtown Revitalization Initiative: Middletown Awards



Office of Planning
and Development



Homes and
Community Renewal

Project Name	Project Description	Award
Woolworth Building into Rail Trail Commons	Redevelop the vacant Woolworth Building on North Street to bring new retail to downtown and link the downtown to the Heritage Trail. Renamed “Rail Trail Commons,” the center of the building will become a covered corridor that will ultimately connect the downtown spur of the city’s Heritage Trail with the future Erie Way Park. The reconfigured building will feature retail space along North Street, as well as interior retail space fronting the Heritage Trail. Retail tenants for the new space will be chosen through the “Race for Space,” an incentive grant program. Adjacent parking areas will be improved and landscaped and where appropriate connected to the Heritage Trail.	\$2,500,000
Fund for Facades & Storefront Signage	Create a Façade and Storefront Signage Improvement Program to encourage property owners and businesses to improve the exterior appearance of downtown buildings and storefronts. The new program will provide financial assistance for capital improvements to downtown retail businesses, including façade improvements and signage upgrades. These investments in individual buildings will catalyze new investment, increase revenue of existing businesses, and improve the sense of place in the downtown	\$1,000,000
Streetscape Improvements to Promote Predestrian Activity	Implement streetscape improvements that will promote pedestrian activity and higher retail foot traffic in Downtown Middletown. The project will focus on streetscapes on North, South, East Main, West Main, Fulton and Canal Streets, the key Downtown corridors for retail, restaurants, and entertainment. Upgrades will include trees and planting, green infrastructure, sidewalk improvements and accessibility, sidewalk furniture, bike lanes and racks, and lighting. Improvements will also be made to multi-purposed parking lots and plazas to make them suitable for parking or as flexible event space.	\$2,285,000
Erie Way Park	Design and develop Erie Way Park by transforming a derelict vacant lot into a new civic space in the heart of Downtown. The new 1.5-acre park will appeal to people of all ages and will include a skateboard park, a 2,000 sq ft community pavilion, passive green spaces, and public art. The project will also allow the city to undertake remedial work to remove contaminated soil on this city-owned property.	\$1,640,000
Branding & Wayfinding Signage	Develop a Downtown Branding Program to create a cohesive and attractive brand that will reflect and communicate Middletown’s retail, architectural, and community assets and activities. A distinctive logo and tagline that captures the unique appeal of downtown Middletown will be created and will be integrated into a promotional program for that will include design and installation of wayfinding signage, informational kiosks and electronic displays, as well as development of maps, flyers, a website, and other social media.	\$275,000
Parking and Greenspace Improvements	Upgrade the centrally-located James Street, Henry Street and Courthouse municipal parking lots. Improvements to these lots, including landscaping, lighting, and new circulation patterns, will make them safer, increase usability, and make them more attractive. In addition, portions of the James Street lot will be converted to green space. A small park will be created adjacent to Thrall Library, and a green path along the park will provide an attractive and convenient link along the future Heritage Trail between North Street and the future Erie Way Park and improve accessibility to the King Street pedestrian path and Festival Square.	\$2,000,000



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