Agenda

1. Introduction and Welcome
2. Code of Ethics
3. Project Status
4. Community Outreach Update
5. Update on DRI Plan Sections
6. Project Idea Exercise
7. Next Steps
8. Public Questions and Comments
### Middletown Downtown Revitalization Initiative (DRI) Project Timeline

<table>
<thead>
<tr>
<th></th>
<th>2016 - 2017</th>
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<tbody>
<tr>
<td></td>
<td>August</td>
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#### 1. Project Initiation, Analysis, Visioning

A. Local Planning Committee Coordination
   - LA

B. Community Engagement Strategy
   - LB

C. Downtown Profile and Assessment
   - LC

D. Downtown Vision, Goals and Objectives
   - LD

#### 2. Issues and Opportunities

E. Revitalization Strategy Outline
   - LE

F. Revitalization Strategies and Action Plan
   - LF

#### 3. Final Plan and Implementation

G. Priority Project Profiles
   - LG

H. Implementation Strategy
   - LH

I. Performance Indicators/Metrics
   - LI

J. Final DRI Plan
   - LJ

<table>
<thead>
<tr>
<th>Local Planning Committee/Middletown Staff Meetings and Calls</th>
<th>6/12</th>
<th>10/4</th>
<th>11/2</th>
<th>TBD</th>
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<tr>
<td>Public Workshops (4)</td>
<td>10/22</td>
<td>11/14</td>
<td>TBD</td>
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<td>Project Deliverables</td>
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Community Outreach Update: Public Event #1

Halloween Fall Festival
YMCA

80 Participants

Greater Middletown Interfaith Council
SUNY Orange CC Theater

65 Participants
## Responses: Priorities for Downtown

<table>
<thead>
<tr>
<th>Priority Category</th>
<th>YMCA Event Responses</th>
<th>Interfaith Event Responses</th>
<th>Total Responses</th>
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<tbody>
<tr>
<td>Culture &amp; Entertainment</td>
<td>49</td>
<td>48</td>
<td>97</td>
</tr>
<tr>
<td>Parks &amp; Open Space</td>
<td>48</td>
<td>36</td>
<td>84</td>
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<tr>
<td>Safety</td>
<td>46</td>
<td>33</td>
<td>79</td>
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<tr>
<td>Economic Development</td>
<td>42</td>
<td>26</td>
<td>68</td>
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<tr>
<td>Storefronts &amp; Buildings</td>
<td>34</td>
<td>27</td>
<td>61</td>
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<tr>
<td>Walkability</td>
<td>23</td>
<td>26</td>
<td>49</td>
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<tr>
<td>Housing</td>
<td>21</td>
<td>28</td>
<td>49</td>
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<tr>
<td>Public Transportation</td>
<td>14</td>
<td>28</td>
<td>42</td>
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<tr>
<td>Infrastructure</td>
<td>25</td>
<td>13</td>
<td>38</td>
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<tr>
<td>Streetscape</td>
<td>18</td>
<td>17</td>
<td>35</td>
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<tr>
<td>Sustainability</td>
<td>12</td>
<td>21</td>
<td>33</td>
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<tr>
<td>Institutional Partners</td>
<td>12</td>
<td>17</td>
<td>29</td>
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<tr>
<td>Parking</td>
<td>12</td>
<td>14</td>
<td>26</td>
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</table>
Community Outreach Update

Other Priorities noted by participants

- Schools and education (3 dots)
- More places for kids (including teenagers) (4 dots)
- More sidewalks around schools and parks
- More public transportation options/longer hours
- Address homelessness / need for affordable housing
- Bicycle access
- Job training and removing language barriers
- Roads are too narrow – parking encroaches on roadways
- A low-voltage FM station for local news
- Clean up the O&W station
Community Outreach Update

Review and Comment on Public Survey (Online)

- See Handout
- Survey was developed to gather information about how people use downtown.
- The survey will be administered online via Survey Monkey
- Hard copies can also be made available—but we need to coordinate on where they can be distributed and returned. Note that online responses are preferred, but hard copies are important for those who have limited access to the internet.
- Survey will be open from November 14 until December 3rd.
## Middletown DRI Plan Sections

1. **Vision, Goals, and Objectives**
2. **Downtown Profile and Assessment**
3. **Revitalization Strategy Outline**
4. **Revitalization Strategies and Action Plan**
5. **Priority Project Profiles**
6. **Implementation Strategy**
7. **Performance Indicators and Metrics**
City of Middletown
Downtown Revitalization Initiative

Vision, Goals, and Objectives

**Downtown Vision Statement**
Guiding framework for the DRI Plan

**Goals**
Identify conceptual ideas that the DRI Plan should address

**Objectives**
Specific outcomes that the DRI Plan should achieve

**Strategies**
Priority Projects are organized by Strategy to ensure that the DRI Plan addresses all of the Goals

**Indicators/Metrics**
used to quantify the impact of the Priority Projects
Vision, Goals, and Objectives

Downtown 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.*
Vision, Goals, and Objectives

Goals

1. Promote Middletown as a regional destination for *arts and culture*
2. Continue efforts to make Middletown a *vibrant, mixed-use and walkable* small city
3. Expand *economic opportunities* for current and future residents
4. Establish Downtown as a *neighborhood of choice*
5. Create *connections* between regional and neighborhood resources
6. Provide *infrastructure* that supports existing and new business
# Downtown Profile Overview

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acres</th>
<th>% Total Study Area</th>
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<tbody>
<tr>
<td>Single Family</td>
<td>7.5</td>
<td>6%</td>
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<tr>
<td>2-3 Family</td>
<td>11.3</td>
<td>8%</td>
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<tr>
<td>Multi Family</td>
<td>7.8</td>
<td>6%</td>
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<tr>
<td>Vacant</td>
<td>7.7</td>
<td>6%</td>
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<tr>
<td>Commercial</td>
<td>36.6</td>
<td>27%</td>
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<tr>
<td>Industrial</td>
<td>9.4</td>
<td>7%</td>
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<tr>
<td>Office</td>
<td>10.4</td>
<td>8%</td>
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<tr>
<td>Parks</td>
<td>4.0</td>
<td>3%</td>
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<tr>
<td>Community Services</td>
<td>21.8</td>
<td>16%</td>
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<tr>
<td>Public Services</td>
<td>0.8</td>
<td>1%</td>
</tr>
<tr>
<td>Parking</td>
<td>15.3</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Study Area Total</strong></td>
<td><strong>134.2</strong></td>
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</table>
Downtown Profile Overview: Population

- City population declined by 1% and downtown declined by 5% between 2010-2015
- Forecast: Population will increase by 1% annually to 2030, adding 6,287 residents over the 20 year period.

<table>
<thead>
<tr>
<th></th>
<th>Downtown Middletown</th>
<th>City of Middletown</th>
<th>Orange County</th>
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</thead>
<tbody>
<tr>
<td><strong>Population Count</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>2,511</td>
<td>25,388</td>
<td>341,367</td>
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<tr>
<td>2010</td>
<td>2,628</td>
<td>28,086</td>
<td>372,813</td>
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<tr>
<td>2015</td>
<td>~2,500</td>
<td>27,812</td>
<td>377,647</td>
</tr>
<tr>
<td><strong>Percent Change</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000-2010</td>
<td>+4.7%</td>
<td>+10.6%</td>
<td>+9.2%</td>
</tr>
<tr>
<td>2010-2015</td>
<td>-5%</td>
<td>-1.0%</td>
<td>+1.30%</td>
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</tbody>
</table>
Downtown Profile Overview: Housing

- Over the last 14 years, the City added 1,074 housing units (<1% increase annually), only 20 units were added in the Downtown.

- Downtown had a greater share of studio and 1-bedroom housing units than the City or the County. Housing units with two bedrooms are relatively sparse.

![Distribution of Occupied Residential Units by Number of Bedrooms, 2014](image-url)

- Downtown Middletown
- City of Middletown
- Orange County

Census Bureau, 2010-2014 ACS 5-Year Estimate
Downtown Profile Overview: Housing

• Housing affordability continues to be a major cause for concern in the region.

• In last 15 years, median monthly all-inclusive homeowner housing costs for mortgage holders increased by 68 percent (from $1,240 to $2,080). This was greater than increase in the rate of national inflation (42%).

• During that time, share of cost-burdened households* in Downtown decreased by 1% but such households account for more than half (54%) of all households in the Downtown, a level far above that of the region as a whole.

* Cost burdened = Households that spend 30 percent or more of their income on housing costs such as mortgage or rent payments and utility bills
Downtown Profile Overview: Employment

• The 335 establishments of the Downtown generate 2,750 jobs or one quarter of the City’s total.

• Over past decade, City has lost employment and the inflation-adjusted value of worker earnings, resident labor force has grown and unemployment has risen.

• Employment in 2015 was 10,987 jobs, down from 15,567 in 2000

• More workers seek employment outside of the City with longer and more costly journeys to work.
Downtown Profile Overview: Retail Environment

Middletown BID

- 129 businesses listed in the BID Directory
- Primary trade area is retail, particularly in convenience goods.

Study of retail leakage:

- Some opportunities for specialty food stores, full-service restaurants, special food services, sporting goods / hobby / music, and lawn & garden supply stores.

- Due to presence of big competitors within 3 miles, Downtown must pay attention to differentiating its retail offerings from regional malls.
**Retail Micro Climates**

1. **Entertainment + Dining**
   - Main entertainment and dining corridor of the district
   - Wide variety of retail including convenience stores and travel hobby shops
   - Pedestrian-friendly
   - Various price points

2. **Civic District**
   - Civic district and future sports and leisure hub

3. **Local + Ethnic**
   - Local neighborhood retail
   - Immigrant-serving retail
   - Spanish-speaking businesses
   - Limited service restaurants
   - Low price points

Source: Larisa Ortiz Associates
Anchors and Destinations

- Retail + Entertainment Venues
- Civic + Educational Institutions

15 min walk or 3-5 min drive

Garcia’s Supermarket
Quinz Pinnz Bowling Alley
Clemson Bros. Brewery
Da Tang Supermarket
Market Fresh
Paramount Theater

Source: Larisa Ortiz Associates
Downtown Profile Overview: Retail Environment

**Accessibility**

- Majority of customers downtown arrive by car, according to business owners
- Total no. of parking spaces downtown: **1,300+**
- Insufficient parking to meet demand on busy weekends and event days
- Many parking lots in outlying areas are inaccessible and in disrepair
- Shortline Bus Terminal has connecting lines within NY, and to NJ and PA
Downtown Profile Overview: Retail Environment

Retail Stakeholder Feedback (to date)

**Challenges**
- Low budget allocation for BID
- Lack of engagement with building owners of vacant properties
- Rising rents for businesses leasing retail space
- Lack of mid-skilled workforce for cooking positions at restaurants
- Language barriers for businesses owned by Spanish-speakers

**Opportunities**
- Higher degree of collaboration between City and BID to create strategic programming
- Build more inclusive BID programs with Hispanic businesses
Downtown Profile Overview

Vacant and Underutilized Properties

Legend
- BID
- City Owned Properties
- Underutilized
- Vacant

City-o
**Downtown Profile Overview: Current & Planned Projects**

**Recently Completed**
1. King Street Pedestrian Walkway
2. Da Tang Supermarket
3. Clemson Bros. Brewery
4. Equilibrium Brewery
5. The Mill at Middletown

**In Progress**
6. Heritage Trail, Phase II Segment
7. Middletown Transportation Center
8. Complete Streets/ADA improvements at 25 intersections
9. Woolworth’s Building Redevelopment
10. Orchard Street Parking Lot Development
11. Middletown Skateboard Park
12. Soccer Complex
13. Paramount Theater Energy Improvements

**Potential/Planned Projects**
14. Relocation/Expansion of City Courthouse
15. Student Housing (Location TBD)
16. Middletown Community Campus Redevelopment
17. Phase II Improvements at Skateboard Park

City of Middletown
Downtown Revitalization Initiative
Goals

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4. Establish Downtown as a *neighborhood of choice*

5. Create *connections* between regional and neighborhood resources

6. Provide *infrastructure* that supports existing and new business
Next Steps

Next Public Engagement Meeting

- November 14 from 7:00 – 9:00
  Mulberry House Senior Center (62-70 West Main St)

Tentative Dates for Next Committee Meeting

- December ?

Finalize Downtown Vision, Goals, and Objectives (BFJ)

Finalize Downtown Profile and Assessment (BFJ)

Finalize Survey and Open to Public (BFJ + City)
Public Questions and Comments

City of Middletown
Downtown Revitalization Initiative
Committee Meeting #2
November 2, 2016