

**NY State Downtown Revitalization Initiative, 2019**  
**Mid-Hudson Regional Economic Development Council**  
**City of Newburgh, NY**

**City of Newburgh Downtown Revitalization Initiative**  
**Orange County**

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***Vision for Downtown.***

The City of Newburgh is the keystone municipality of the Mid-Hudson Region. Newburgh's history of commercial and cultural accomplishment in the 18<sup>th</sup> and 19<sup>th</sup> centuries endowed it with extraordinary assets. This architectural legacy, currently married to a vibrant multi-cultural population, provides the basis of a renaissance for this Sleeping Beauty City. Its potential for revitalization offers the opportunity to forge a truly 21<sup>st</sup> century small city environment, built on its wonderful architectural heritage and informed by a broad cultural and economic diversity.

***Justification.***

**Overview of the downtown area nominated for the DRI program.**

Newburgh is proposing, as its Downtown Revitalization-nominated area, a one quarter mile-square area (map appended) in the City's historic East End. The DRI area ("the Downtown") is bound to the south by Renwick Street, to the west by William and Dubois Streets, to the north by South St. and to the east by the Hudson River. The area targeted for DRI support has been chosen for the fine quality of its historic assets, the density and diversity of its residential population and its commercial and retail growth over the past ten years.

**Historic Assets:** The City of Newburgh is comprised of some of the most extraordinary historic domestic and retail architecture in the Hudson Valley Region. The East End Historic District contains 2,217 contributing structures. The targeted DRI geographic footprint is entirely within the District and comprises approximately 40% of its 18<sup>th</sup> and 19<sup>th</sup> century historic assets. This is the core of the City of Newburgh, and the municipality is taking its lead from other Hudson River communities' recent redevelopment. Newburgh is committed to building a sustainable future on its fine architectural heritage.

**Population:** The City of Newburgh has a population of approximately 28,200 which lives within a 3.8 square mile area. It's a highly diverse community, 40% white and 30% African-American statistically. 48% of the population identifies itself as Hispanic/Latino. There is a large undocumented community in the City. Although Newburgh sustains a low-to-moderate income status, the ethnic diversity of its population informs the community with a high degree of cultural vibrancy, as evidenced by a wide variety of ethnic restaurants and festivals.

The City of Newburgh has experienced over \$150 million in public and private investment during the last five years. This public/private partnership has demonstrably stimulated the City's physical

redevelopment and economic growth. Focusing upon the geographic area that has benefitted most from this commitment of resources, the perimeters of Newburgh's Downtown have been chosen in order to accelerate further growth. The area includes numerous significant historic sites, a range of housing options, easy access to mass transit, an ever-growing waterfront district, institutions of higher education, entrepreneurial cottage industries, a developing food and beverage market, technology companies and unique artistic and cultural institutions. This is the fabric that is catalyzing Newburgh's revitalization and, most specifically, is nurturing the rebirth of the Newburgh business district and historic waterfront. DRI funding will exponentially accelerate the continuing growth of the City by completing key anchor projects, ensuring a sustainable economic and cultural future.

**1) Description of catchment area.** Downtown Newburgh encompasses a highly organized one-quarter square mile area that includes the heart of the community's central business district along Broadway, SUNY Orange's Newburgh Campus, numerous municipal facilities that provide essential services, public parking lots, historical and cultural assets, centers of faith and almost one mile of a Hudson River waterfront. The targeted area is a hub for redevelopment and is able to support the city's vision of a year-round performing and visual arts district, restaurants, higher education, state-of-the art medical facilities, small shops and a variety of local festivals.

Newburgh is the administrative and cultural hub for the western Mid-Hudson Region. Being proximate to two interstate highways and the terminus of a scenic byway out of New York City, Newburgh is one of the most accessible urban centers in the Hudson Valley. In addition, the City is home to Orange County facilities, SUNY Orange's Campus, St. Luke's/Montefiore Hospital, Mt. St. Mary's College and a consolidated regional school district that serves most area residents. As such, the downtown finds itself primed to capitalize upon these physical and operational resources that support a growing population that lives, works, and plays in the community they call home. The movement toward 'village life' in a rural, small city is driven by the emergence of a generation of Americans and immigrants whose lives are not defined by personal vehicular mobility. Their lives and their work depend more upon dense community environments that require a greater degree of biking, ride sharing and public transportation.

The Downtown was initially organized as a regional destination in the eighteenth century, offering a structured footprint which lends itself to supporting increased community connectivity and the development of multi-modal transportation. Today, the downtown is the only urban center in a region which is home to an increasing population of roughly 100,000 residents, including the neighboring communities of Cornwall, New Windsor and the Town of Newburgh. The City is also the most densely populated community in Orange County, which is home to roughly 377,000 people. It's an urban core that provides basic services to the greater region. Newburgh possesses a large number of governmental, educational, recreational, cultural and commercial centers in Orange County's densest, most closely defined downtown.

Major opportunities for development exist within the heart of the business district, represented by eighteen redevelopment parcels and numerous city owned properties. In addition, major redevelopment planning is currently taking place at the base of Broadway along the waterfront, which is home to a ferry that crosses the Hudson to a Metro-North Railroad Station.

Newburgh's waterfront, which acts as a lively year-round tourism destination, lies downhill from the retail district along Broadway. Acting as a conduit to and from the Metro-North Train Station in Beacon, the Waterfront District boasts an improved form-based zoning code which enables

additional mixed-use development. As a byproduct, the waterfront acts as the gateway to the central business district through currently-targeted small-scale transportation connectivity improvements.

**2) Past Investment, future investment potential.** As designed, the downtown lies at the epicenter of a strategic and intentional cluster strategy that will drive Newburgh’s revitalization. This strategy centers upon:

- Enhancement, for public safety and neighborhood aesthetics, of the downtown’s low-to-moderate income housing that was built in the Urban Renewal period from 1960-1980.
- Aggressive pursuit and acquisition of public and private investment.
- Adaptive reuse of developable properties in the central business district and along the City’s waterfront.
- Continuing addition of diversified anchor institutions.
- Improvements to the City’s transportation, water, waste water and storm water infrastructure.
- Investment in arts and culture, particularly the encouragement of ethnically-based restaurants that reflect the diverse community of the City.
- Alignment of the City’s sustainable development with the Mid-Hudson Region’s Strategic Plan.

Enhancement of the Downtown’s Low-to-Moderate Income Housing: The City of Newburgh undertook a very large Urban Renewal program in the 1970s that led to mass displacement in the Downtown area. A small fraction of the housing was replaced with rental housing, which has been underinvested in since its construction. Providing increased safety and a more comfortable neighborhood setting for residents in the downtown area is a primary goal of the City’s revitalization strategy.

As the City engages the process of redevelopment, it is vital to provide support for the current residential population. Rent control and stabilization are issues before the City Council. In order to engage this level of regulation and encourage appropriate maintenance of local housing stock, the City is contemplating a revolving loan fund for homeowner repair.

The City has targeted replacement of sidewalks, inclusion of ADA-compliant crosswalks and curbing, expansion of street lighting onto all the Downtown streets, replacement of bus shelters, and street-scape improvements as important quality-of-life improvements all Downtown neighborhoods.

Prior Public and Private Investment: Since 2011, the City of Newburgh, its non-profit organizations and private developers have been successful in obtaining over \$45 million in grant funding for local economic redevelopment. These resources and projects include investments in arts and educational facilities, housing and mixed-use properties, public infrastructure, and planning. REDC-funded projects such as Thornwillow Institute, Mount Saint Mary College’s campus revitalization, the stabilization and rehabilitation of the historic Ritz Theater and the Performing Arts Academy for the Boys and Girls Club have been leveraged with other ongoing public and private investments to begin the transformation of the Downtown. These resources include:

- Educational and cultural investments such as the newly-completed \$85 million expansion of SUNY Orange’s campus and the \$4 million restoration of the Tower of Victory at Washington’s Headquarters State Historic Site.
- More than \$7 million in New York State Office of the AG mortgage settlement funding to the Newburgh Community Land Bank as a conduit for vacant property rehabilitation.
- Over \$3 million in recent private investment into Newburgh’s emerging craft food and beverage sector via the establishment of production facilities by Newburgh Brewing Company, Graft Cider, and ECO Shrimp Garden.
- The \$2 million redevelopment of an abandoned warehouse by Atlas Industries into a furniture manufacturing facility and rentable artist housing.

Public Infrastructure Improvement: The City has partnered with local businesses and not-for-profits to enable development of almost \$80 million in infrastructure planning and improvement projects. This includes:

The successful awards of more than \$17 million in REDC CFA funding that have targeted façade, roadway, water, sewer, recreation and arts-oriented initiatives. This is best illustrated by the completion of over \$2.5 million in funding for the improvement of the Broadway corridor.

\$5.5 million in street infrastructure improvements in the last two years.

\$12.1 million in water infrastructure improvements, funded by the City and EFC.

Over \$40 million in housing improvement projects and ongoing planning projects that will revitalize the waterfront district through the development of a deep-water port and pier at Newburgh Landing. Once complete, those studies will outline a plan for the reconstruction of the city’s public dock to accept the Newburgh/Beacon Ferry, cruise ships and day vessels; all while providing direct public access to the Hudson River.

Partnership with Habitat for Humanity in creating nearly 100 homeownership units.

Potential for Adaptive Reuse of Developable Properties: Newburgh’s development as Orange County’s Downtown has left a logically developed footprint that offers much to both public and private investors. The area is defined by a physically well-organized business district with some of the Mid-Hudson Region’s best architecture, preserved in one of the largest historic districts in the State. As a result, dozens of properties are ripe for adaptive reuse.

This has encouraged Safe Harbors of the Hudson, a \$22 million LITC project, to invest an in the development of two commercial spaces, a half-acre park space, and a performing art space which will support the SUNY Performance and Fine Arts Education center and the Boys and Girls Club’s Performing Arts Academy. The commercial spaces and park have already been built, with the theater component remaining at a cost of \$8 million. The theater will be a world class performing arts space that will celebrate local talent while attracting national and international performing arts. This property, known as the Ritz Theater, will result in 30 full-time jobs for entrepreneurial artistic residents. The overall scope will create a social hub and link downtown activities through arts and culture.

Three blocks away, Baxter Development group is investing \$2.7 million in the redevelopment of a former industrial building into a live-work space with food-hall-style restaurants.

The Boys and Girls Club is investing in a \$4 million Performing Arts Academy.

Montefiore St. Luke's Cornwall Hospital has begun a \$6.2 million campus expansion.

Planned investments also include Regal Bag's \$40 million redevelopment project of a former industrial building to anchor the northern end of the City's waterfront. A variety of additional projects are embedded in the Rhinebeck Bank's \$3 million Creative Neighborhood Loan Fund.

Existing Trail of Historical and Cultural Landmarks:

- Downtown Newburgh is dotted by a trail of prominent historical and cultural landmarks which drive local tourism and merge centers of place. This trail includes the nation's first publicly owned historic site, Washington's Headquarters. The site served as the base for General Washington as the American Revolution was nearing completion and is where Washington famously rejected an American monarchy. The site just underwent a \$4 million restoration project for its "Tower of Victory", which was built for the centennial of the Revolutionary War, and which offers unprecedented views of the Hudson River and the Hudson Highlands from its restored viewing deck. Washington's Headquarters is central on Liberty Street, which is becoming a highly concentrated area of investment defined by new tourism-focused shops and restaurants.
- The Downtown is also home to one of Thomas Edison's first electrical power plants, which made Newburgh one of the first electrified cities in the United States.
- Other sites include 93 Liberty Street (Alsdorf Hall), a stop on the underground railroad.
- Colonial Terraces (Built by Henry Wright) housed workers at Newburgh's Shipyard during World War I.
- Downing Park was designed in memoriam to Andrew Jackson Downing by Frederick Law Olmstead and Calvert Vaux.
- The Newburgh Heritage Center was the former Orange County Courthouse.
- The Dutch Reformed Church at 134 Grand Street is a designated as a National Historic Landmark and has tremendous potential for cultural redevelopment.

Investment in Arts, Culture and Entrepreneurship: Newburgh is home to a rapidly expanding arts scene which is fostering the development of entrepreneurship via mixed-use spaces that house resident artists, galleries, performing arts centers, cultural tours, and public festivals.

- Examples of this growing scene can be found in Thornwillow Institute and Makers Village, which seeks to promote and perpetuate the art of the printed arts and bookbinding by providing opportunities to entrepreneurs through fellowships, artists and writers in residency, educational workshops and master classes, job and career training, artistic exhibitions, publications, providing access to specialized equipment, the restoration of historic structures and community outreach activities. The is making craft production a catalyst for Newburgh's overall revitalization and was a CFA Priority funding project in 2018.
- Atlas Industries offers another shining example of Newburgh's burgeoning artistic, cultural and entrepreneurship scene at 11 Spring Street; where their factory houses 45 businesses which range from architecture and development firms, technology companies, and artist and maker

spaces. Cultural activities include furniture making workshops, a rotating gallery space, and live performances at the Queen of the Hudson theater space.

- The Ritz Theater project, led by Safe Harbors of the Hudson, is providing for the adaptive reuse of the last remaining historic theater in Newburgh, consisting of \$8 million in improvements which will result, a multi-use performing arts space to supplement the already completed \$22 million arts and housing redevelopment project, which includes 128 units of affordable housing, an art gallery, performing arts venue, 2 vibrant commercial spaces, a half-acre urban park, and 8 artist studio spaces.
- SUNY Orange is planning to expand programming from their existing campus to three iconic buildings along Grand Street with the help of \$1.8 million in CFA funding. (American Legion Building, YMCA and Masonic Temple) Their plan is to offer unique arts and culture-based programming that will help entrepreneurs learn arts and restoration, culinary, and hospitality skills so they can appeal to a broad range of employers upon graduation. These ongoing projects are serving to increase civic engagement, establish a community identity, attract outside investment, drive tourism and build essential workforce skills by offering new educational opportunities to local youth.
- Newburgh's local arts scene has also benefited from a \$2 million grant from a local, private foundation, and \$663,000 in planned New Market Tax Credits, and \$720,00 in CFA funding as the Boys & Girls Club of Greater Newburgh has purchased and is renovating a long underutilized 21,000 square foot multi-story building in the center of the Downtown. This establishes a new Center for Arts & Education and houses an early childhood education center for 100 children in grades K-12. It's also home to the Newburgh Performing Arts Academy. The Boys & Girls Club of Newburgh's arts program, provided at this site, serves over 800 youth and adults each week.

**3) Recent or impending job growth.** At this time, the arts, entertainment, recreation and accommodation cluster are leading redevelopment and job creation in town. The City of Newburgh has added upwards of 700 jobs in these sectors since 2010, for a total of well over 1,500 jobs, making the Arts Newburgh's third-largest employment industry cluster, after Education, Health and Retail. This Arts industry cluster is critical for promoting cultural development and for redeveloping structures to house start-up industries like the Newburgh Brewing Company, which serves as a destination from the waterfront up into the Downtown in the southern section of the DRI area.

Atlas Industries invested several million dollars in the rehabilitation of its building for furniture production and also created additional studios and manufacturing spaces, gallery and performance space, and has short-term plans to open cafe and retail space. With almost 45 businesses running out of their building, they are incubating entrepreneurs and have created a cultural hub that encourages innovative ideas, attracting new residents to the City.

Adjacent to Atlas is Thornwillow Press, a stationery and book bindery which has expanded its portfolio and physical footprint to include the Thornwillow Institute. Its adjunct, Thornwillow Village, is a multi-use arts incubator, arts venue, and public market facility. These expansions have created hundreds of new jobs and spur the redevelopment of surrounding parcels that traditionally suffer from long-term disinvestment, vacancy, and crime.

This continuing development of Newburgh's arts, entertainment, recreation and accommodation sector has meshed perfectly with efforts being made by SUNY Orange to produce a large workforce of skilled local talent. Specifically, SUNY is leading an effort to significantly expand programs throughout the City which are designed to create a skilled and flexible local workforce. Areas of concentration have expanded in healthcare, digital media production, manufacturing, historic preservation and restoration, floriculture, fine arts and the performing arts.

The Newburgh Armory Unity Center (NAUC) is working with the colleges and the Newburgh Enlarged City School District, developing programs for K – 12. These programs enrich education in health care, STEM programs, programming and reading. Over 500 of the City's youth are currently enrolled in NAUC educational programs.

In all, ongoing anchor projects will create over 200 full-time jobs, 150 part-time jobs and hundreds of new entrepreneurs through the continued development of Newburgh's cottage industries. This growing employment is informed by:

- The \$4 million reconstruction of Newburgh Landing.
- The \$24 million Ritz Theater Project.
- The reconstruction of lower Broadway Waterfront Gateway between Liberty Street and the Waterfront
- Redevelopment of the Regal Bag Building.
- A \$3.5 million acquisition of central waterfront property for redevelopment by Bonura Hospitality.
- The City's Waterfront Gateway Redevelopment Initiative.
- SUNY Orange's Arts and Culture Education expansion project.
- The Thornwillow Institute and Maker's Village.
- RUPCO Development's adaptive reuse housing initiatives, now fully funded for the second phase.
- Concentrated investments along Liberty Street to connect Washington's Headquarters to Broadway and the Waterfront.

#### **4) Attractiveness of physical environment.**

Physical Environment: Newburgh's Downtown serves as the second largest historic district in New York State. As such, the City finds itself in a powerful position when it comes to the opportunities provided by its natural and built physical environment. As the region's most densely populated urban center, the Downtown is also defined by a closely-knit grid of roadways that provide easy pedestrian and multi-modal access from residential areas to treasured historical sites, cottage industries and recreational facilities. The Hudson River is a gateway for transportation. Furthermore, the Downtown lies on a grade which showcases beautiful vistas of the Hudson River, famous through the artwork of the Hudson River School of in the nineteenth century. This body of landscape art utilized romanticism and the concept of Manifest Destiny to showcase the beauty of the Hudson River Valley. It is considered to have motivated the birth of the American Environmental Movement.

All of the targeted DRI Downtown area is part of the East End Historic District, which features an abundance of architecturally significant properties that were designed by America's premiere residential and landscape architects of the 19<sup>th</sup> century. Individuals such as AJ Davis, Thornton

Niven, Andrew Jackson Downing, Henry Wright, Frederick Law Olmstead and Calvert Vaux all had a long-lasting impact upon the City of Newburgh by directly shaping the urban fabric and look of its Downtown.

Today, dozens of architecturally significant commercial, civic and institutional anchors remain within a walkable urban framework, inviting redevelopment potential. Vaux and Olmstead, in particular, designed Downing Park in a similar manner as New York City's Central Park, with breathtaking views of the Hudson River. The 35-acre landscape lies in close proximity to the Downtown and is a living memorial to Newburgh's own Andrew Jackson Downing, who is seen as the "Father of American Landscape Architecture."

Diversity: Newburgh is home to a diverse population which is made up of over 29,000 people who reside in over 9,000 households within a 3.8 square mile radius. The population identifies itself as 48% Hispanic or Latino, 30% percent African American, 20 percent White, and 5 percent of other races. The city's population affords regular opportunities for cultural and civic activities. Newburgh prides itself in its history of being a diverse and welcoming place, and the City remains primarily focused in creating a fine quality of life for all residents. The 'mix' is a vibrant fabric that informs the City's attractions, and can be readily experienced at its growing numbers of ethnic restaurants, festivals and public events.

Housing: Newburgh's housing stock offers a wealth of redevelopment opportunity when coupled with a host of ongoing public and private initiatives. The median property value in Newburgh stands at \$165,900, with a home ownership rate of roughly 32 percent. This defines the community as primarily a rental market, offering competitive pricing for both housing and its redevelopment. In addition, housing stock is also reflective of the age of the community, with the majority of properties built prior to 1900. This extraordinary Downtown neighborhood character, in the densest housing market in the region, feeds the growing movement for home improvement and property redevelopment. The goal is to protect these characteristics and nurture the continuing redevelopment process by attracting new residents. With this in mind, the City has focused on prioritizing the emergence of a form-based zoning code and supports housing rehabilitation in alignment with brand new mixed-use development. Projects like those led by Safe Harbors of the Hudson, as well as Regal Bag, Bonura Hospitality, the Newburgh Community Land Bank, and RUPCO Development provide essential home rehabilitation, historic preservation, and new mixed-use development in the heart of the Downtown. The City maintains and promotes the increase of home ownership through its regulations, programs and policies.

Evidence of Newburgh's developing housing market is illustrated by the fact that there were 139 single family homes sold from the March 1, 2017 through February 2018, representing a 19.8 percent increase from the prior year. Moreover, the median sales price for those homes was up over 61 percent from the prior year, and the absorption rate has decreased by 2.6 months. The City itself has sold 183 primarily vacant properties in the last five years to private individuals and investors, for a total of \$3.183 million in revenue to the General Fund. These sales are in addition to properties transferred to the City's real estate partner, the Newburgh Community Land Bank. The City has also issued 790 redevelopment permits in the last five years, increasing by an average of over 100% each year, illustrating the exponential increase in private investment in the community. Optimistic from the apparent sustainability of this trend, the City is defining its path forward by completing a number of critical housing and public improvement projects of its own.

Opportunities for Development: To date, Newburgh's improving housing stock has been supported by a host of public improvement projects and targeted home-ownership programs that have brought new

families to the Downtown. These include Habitat for Humanity's East Parmenter Street Development, one block south of Broadway, and the Newburgh Community Land Bank's target area bordering Broadway to the north.

Public Improvement Projects have focused upon both public infrastructure and cultural institutions, diversifying the efficiency, aesthetic appeal and outside draw to the Downtown. Planned and ongoing projects have included a \$4 million restoration of the Washington's Headquarters State Historic Site, the redevelopment of a former Labor Temple into a Bicycle Museum by the Motorcyclepedia Museum, a new public park on Liberty Street and multi-million-dollar water infrastructure improvements.

In an effort to incentivize the continued redevelopment of vacant properties, the City has made extraordinary strides by improving the curb appeal of the Downtown. The priority focus is on projects that leverage public and private funds to rehabilitate facades and improve streetscape. As an example of such a project, the Newburgh Community Land Bank recently redeveloped its headquarters and stabilized an adjacent mixed-use building on Chambers Street. The local architecture firm that undertook the work moved its office to the first-floor space, relocating in the Downtown.

The City of Newburgh is making significant progress towards revitalization, with an emphasis on the waterfront becoming a Regional Gateway. The waterfront is the City's key attraction to visitors regionally, and the City prioritizes it as a future transportation hub, moving visitors, through well-lit and safe linkages, to the Central Business District. A major waterfront development initiative is moving forward that will offer new restaurants, parks, boating facilities, streetscapes and the expansion of an existing pedestrian promenade. The planned project is viewed as an anchor initiative, ensuring that the City's Downtown remains on a path of upward economic growth. The location of the waterfront, and its inclusion as a part of the DRI Target Area, is essential to the City's attraction of private investment to Newburgh's urban core.

Multi-Modal Transportation: The City's Downtown offers infrastructure that is entirely friendly to alternative forms of transportation. As previously mentioned, the City is the most densely built community in the region and offers easy pedestrian and bicycle access to and from both bus and rail public transportation. Overall, Newburgh is easily accessible by highway, rail, water port, air (Stewart International Airport), Interstate Highways 84 and 87, a CSX freight line, Metro North commuter rail and connections to Amtrak rail services. Moreover, numerous national, regional, commuter and local bus lines run through the Downtown.

Access to Healthy Food: As a USDA low-income and low-access community, the City is regularly looking for ways to increase access to healthy food for residents. This includes providing significant CDBG funding to the Newburgh Urban Farm and Food Initiative and the Downing Park Urban Farm, which act as hosts for urban farming in the community. NUFFI has successfully increased the number of gardens from four to eight, supported the growth of a farmer's market at Downing Park, held three annual Urban Farming Fairs and established the Newburgh Citywide Food Donation Project. This community-based effort grew from 600 to over 2,700 pounds from 2016 to 2017.

Recreation and Public Spaces: Newburgh will forever be defined by the legacy of Andrew Jackson Downing. Downing, who served as the pioneer of the public open space movement, was a Newburgh resident who was one of the earliest proponents of creating common green spaces for all citizens to

enjoy.

Newburgh's commitment to public spaces continues today, as the city maintains and facilitates the use of twenty-one unique public parks and recreation facilities. Many of these parks fall within the borders of the Downtown. The most utilized facility, Delano-Hitch Park, is a 26-acre recreational asset. It includes a 2,000-person capacity baseball stadium, four tennis courts, four basketball courts, an aquatic center, two playgrounds, horseshoe pitches, a multi-use soccer and football field, the Fast Pitch Softball Hall of Fame, a multi-purpose activity center, and a recently opened skate park. The facility also supports a wide array of youth and adult recreational programming, making it the center of most park and recreation activities in the Downtown. New parks include a privately managed park along Liberty Street, new playgrounds, and the skate park. In addition, the city offers and facilitates numerous film and musical festivals which showcase art outdoors, highlighted by an 11-year jazz festival.

Newburgh also adopted its Local Waterfront Revitalization Plan on July 10, 2017; which includes a host of projects that will spur major recreational developments. As a part of that vision, improvements are planned for the three existing waterfront parks, two waterfront piers/docks, the public boat launch and Hudson River Greenway, which in consultation with local not-for-profits and Land Trusts, is being developed to span the entirety of the City's Hudson River Waterfront. The plan engages stream corridors throughout the City meeting with existing and developing trails in the neighboring towns. Parks in the LWRP include South Street Park (designed, but not yet built) include UNICO Park, Ward Brothers Rowing Park, Newburgh Landing, the First Street Fishing Pier, Newburgh Boat Launch, and Hudson River Waterfront Trail.

In order to support these projects, the nascent Newburgh Parks Conservancy is providing fundraising and park management capabilities in coordination with the Trust for Public Lands. The City has adopted the goal of providing accessible greenspace within a 10-minute walk of each home.

- 5) Quality of Life policies.** Newburgh is in an exciting position relating to its ability to aggressively offer quality of life improvements into the future. This confidence is rooted in the fact that the city adopted a new form-based zoning code in September 2015. Prior and future investment in the downtown, coupled with a re-zoning and land use plan that orients development toward the reintegration of the downtown affords the City with a unique opportunity to create the conditions necessary for the downtown district to expand in a manner which promotes social, cultural and economic drivers.

The City's form-based code serves to improve and enhance the existing urban fabric and promote mixed use infill and redevelopment through streamlined permitting, a reduced need for approvals and variances, and a focus on transit-oriented development with reduced parking requirements. By respecting the as-built environment, the code ensures quality of life and naturally increases the diversity of people and businesses in the downtown.

The Waterfront:

The new form-based code supports complete streets, future transit-oriented development, multi-modal accessibility and the goal of creating an overwhelmingly vibrant waterfront district. As a result, the city's waterfront is now covered by two form-based zones, a Waterfront Gateway and Planned Waterfront District (PWD).

The Waterfront Gateway is anchored by institutional uses and civic buildings. Much of the rest of the district is characterized by large undeveloped and under-developed former Urban Renewal properties, many of which are City-owned. The purpose of the gateway is to maximize the residential and commercial density of new development. As a result, new projects in this zone will capitalize on the dramatic views of the Hudson River Valley, while protecting the views of the river from upland through codified viewshed protections. It is anticipated that flagship buildings and institutions will anchor this district along Broadway and a mix of uses will be allowed north and south of Broadway to centralize activity within the downtown. The resulting district will form a transition between the waterfront, the Broadway Corridor, and the Downtown Neighborhood Districts. Development will provide inviting public spaces that encourage pedestrian activity, as the physical form of buildings is intended to vary within the district. Mid- to high-rise buildings are encouraged along Broadway and its surrounding blocks, with shopfronts on the first floor to encourage pedestrian activity. Higher-density residential, mixed-use, and commercial buildings are encouraged in the rest of the district. Most importantly, there are numerous vacant and underutilized parcels which exist in this district, providing for an opportunity to creatively plan the future of the downtown.

The waterfront district is currently characterized by surface parking, thriving restaurants and marinas, and retail uses. A waterfront walkway links City parks and amenities, while offering beautiful views of the Hudson. The district also contains large undeveloped parcels. As such, the Waterfront District has been established with the goal of revitalizing the waterfront and establishing the City as a regional destination along the Hudson River.

Property Remediation: In 2010 the Land Use Law Center at Pace Law School was commissioned to study opportunities to remediate distressed properties. This project set the stage for the future revitalization of the central business district and its surrounding neighborhoods by creating the Newburgh Community Land Bank; initiating the comprehensive city-wide zoning update; planning for the implementation of complete streets; the creation of the Downing Park Greenway to link green spaces and parks; and a city-wide emphasis on promoting development and the adaptive reuse of distressed properties.

Since that time, the Newburgh Community Land Bank has stimulated local planning, economic development and neighborhood revitalization by acquiring, managing and disposing of vacant, abandoned and underutilized properties in a responsible manner. It has raised over \$4.5 million to stabilize vacant properties and prepare them for redevelopment. The City and NCLB also collaborated to develop the Downing Park Urban Farm, a center for urban agricultural education and job-training.

Complete Streets: The city has completed and is committed to continuing a number of planned complete streets projects which will serve to enable safe access for pedestrians, bicyclists, skateboarders, motorists and transit riders who traverse the downtown. Just recently, the city implemented a plan to transform Broadway between Chambers and Grand Streets with a demonstration model of complete streets, using paint and temporary measures to introduce traffic calming, more prominent crosswalks including mid-block crossings, a redesigned bus-shelter, and street furniture throughout. The City also updated its sidewalks standards in 2016 to include bump-outs and stormwater retention areas. In addition, sidewalks have been improved throughout the downtown, and the City has bolstered the promotion of sidewalk cafe permits as well as drafted a policy for in-street parklets.

Recreation:

In 2015, the City began an initiative to rebrand its park system as the Downing Park Greenway in order to promote its history and commitment to environmental sustainability and healthy living. This involves adding more comprehensive signage, including maps that show linkages between existing parks and trails. The project would also link regional trails, such as the Hudson River Greenway and the Trail of Two Cities to Beacon. In addition, as referenced earlier, a number of recreation components have been planned as a part of the city's waterfront redevelopment initiative, which is seen as an anchor project that will support the downtown for decades to come. The City, in conjunction with Scenic Hudson, is currently undertaking an Open Space Plan which is largely a public led process of planning for future open space needs and recreational linkages throughout the community.

**6) Public Support.** The City of Newburgh has aggressively sought a wide range of participation as part of its past, present and planned revitalization planning process. The City is currently undertaking a community-led visioning process where the public, through meetings, charrettes, surveys, and workshops, looks to define a vision for Newburgh for the next 10-20 years. In addition, with the full support of the governing body, city staff convened a DRI Planning Committee for the purposes of application development. In addition, local leaders have gone to great lengths in an effort to ensure that all previous planning efforts have incorporated public opinion, and that future projects will involve and be based on public needs and desires. The goal of this DRI Application is to garner funding that will help to offer new opportunity and improve quality of life in Newburgh. As a result, economic growth will follow. In other words, the city has taken a resident-first approach, to ensure the continued development of community partnerships that will result in tangible downtown improvement. As evidence of this fact, the city ensured a public comment process for all proposed developments in the new waterfront gateway and waterfront districts. Furthermore, public input was sought through numerous council meetings and four public workshops in the development of the LWRP. Key entities in the downtown target area that have supported, and committed time, energy and resources toward meaningful change include the City of Newburgh, Boys and Girls Club of Greater Newburgh, SUNY Orange, Newburgh Community Land Bank, Safe Harbors of the Hudson, Mount Saint Mary College, St. Luke's Cornwall Hospital, Habitat for Humanity of Greater Newburgh, Pace University, Atlas Industries, Liberty Street Partners, Thornwillow, Mill Street Partners, the City of Newburgh and Orange County Industrial Development Agencies, Orange County Partnership, and Pattern for Progress.

**7) Project List to Demonstrate Readiness.** The City of Newburgh is on the cusp of capitalizing on a deep economic foundation which has been built over the last decade. Specifically, there are a host of projects which are viewed as anchor initiatives that will expand economic growth throughout the downtown. These projects will serve to further improve citywide recreation, housing, arts and culture, public infrastructure and transportation. They include:

Newburgh Landing: This project involves the reconstruction of the Newburgh's public dock in a manner which will accept the Newburgh/Beacon ferry, cruise ships, day vessels, and enhance direct public access to the river. At this time, the public and conceptual design process is complete and final design engineering is underway and fully funded. To date, \$350,000 has been spent or dedicated to project development, and the city anticipates needing an additional \$4 million to support construction. Dozens of part-time construction jobs would be created, as well as 2 full-time jobs after construction.

Ritz Theater: Adjacent to and part of the Safe Harbors project is the historic Ritz Theater, the birthplace of the “I Love Lucy” Show and last remaining theater in the City of Newburgh. Safe Harbors recently received \$1 million in funding through the CFA and has begun an estimated \$8 million redevelopment of the theater as a state of the art performance space for world class presentation, creation and education. Safe Harbors is a \$22 million arts and housing redevelopment project, which includes 128 units of affordable housing, an art gallery, performing arts venue, 2 vibrant commercial spaces, a half-acre urban park, and 8 artist studio spaces. When complete, 30 full-time jobs will be created.

Reconstruction of Lower Broadway: The City has completed numerous planning studies focused upon the reconstruction of a section of Broadway which sits between Liberty Street and the Waterfront. Improving this gateway is essential to increasing the connectivity of the downtown to the waterfront. The City has utilized:

- \$250,000 in Central Hudson Complete Streets funding as well as CDBG HUD Funding with additional support from the Newburgh Land Bank to complete initial planning.
- \$675,000 in FHWA money to begin the initial phase of reconstruction. However, additional funding is needed to complete final design and reconstruction. Once complete, this project will stabilize the city’s center, improve urban green space and ensure that the gateway to the waterfront acts as a feeder to and from the downtown. Dozens of part-time jobs will be created, and increased pedestrian traffic to and from the waterfront will support local businesses, allowing them to grow and create new full-time jobs over time.

Regal Bag Redevelopment: As proposed, private redevelopment is slated for the Regal Bag Building. The project scope will create a mixed-use property that will offer commercial and event space to anchor the northern end of the City’s waterfront. The project currently sits with the Newburgh Planning Board. Once complete, it will create upwards of 20 new full-time jobs in Newburgh.

Bonura Hospitality Redevelopment Initiative: A private developer has invested \$3.5 M to secure land in the heart of the waterfront district. The project will support mixed-use development that will act as an anchor for the waterfront. At present, the developer is currently working on the completion of Master Planning documents with input from Scenic Hudson. The city seeks to support this effort by establishing a plan for public improvement in the adjacent areas. Once complete, the city estimates that up to 100 full-time jobs will be created.

Redevelopment of Former Urban Renewal Lands: The City is looking to create seamless connectivity between Newburgh’s revitalized waterfront and the Lower Broadway corridor by moving forward with a plan for mixed-use development on property which is formerly Urban Renewal Lands. The project would involve the redevelopment of 10-15 acres for commercial and residential purposes. The land is currently zoned as part of the Waterfront Gateway. The city seeks resources to complete a detailed conceptual plan, as well as preliminary and final engineering. Of high priority, the City views this as an anchor initiative for the waterfront district which could be under construction within 2 years.

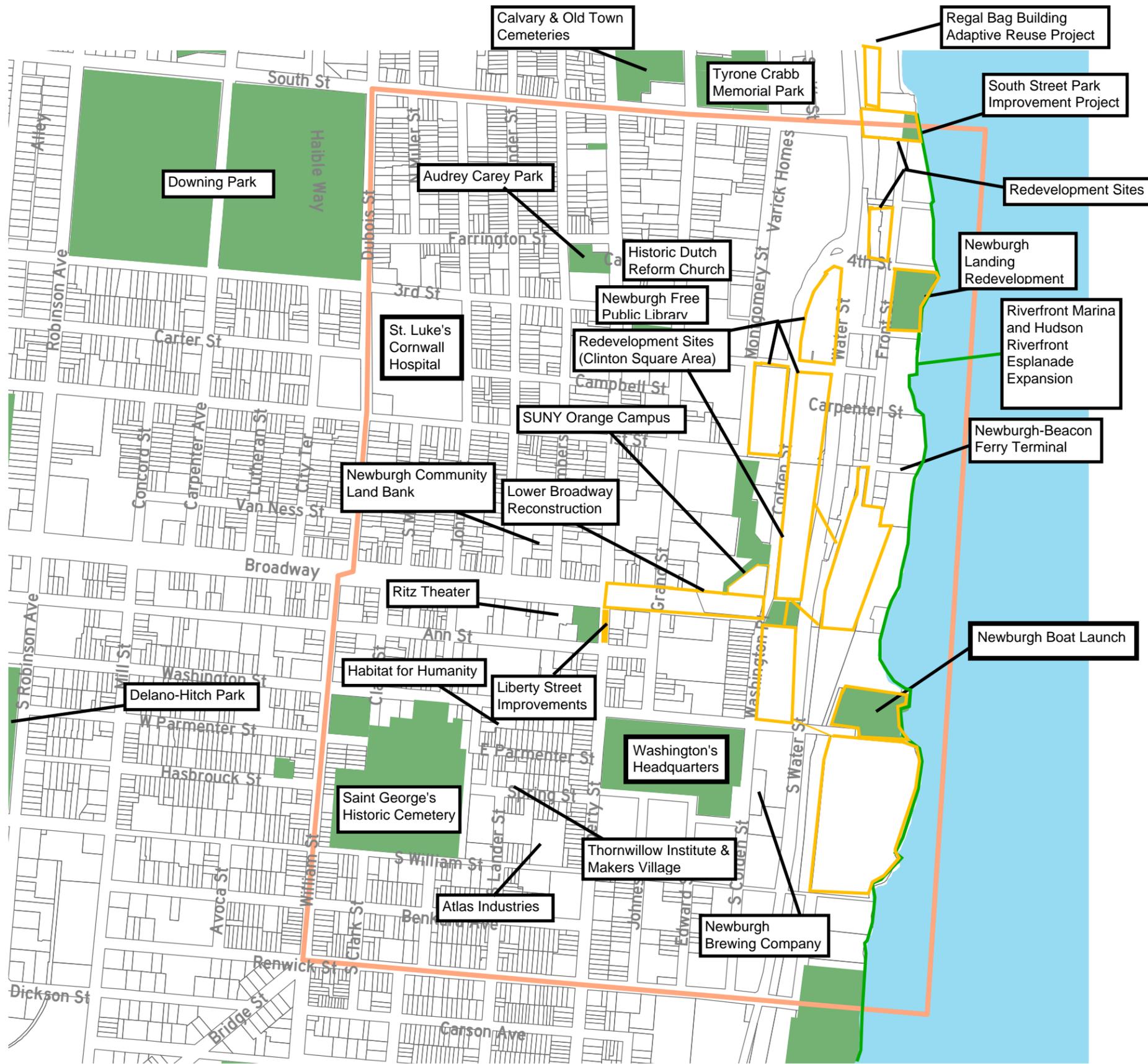
SUNY Orange Expansion: SUNY Orange is planning to expand programming from their current campus to include new arts, culture and entrepreneurial programming at three of Newburgh’s most iconic buildings along Grand Street. These properties include the old American Legion Building; the YMCA, and the Masonic Temple. Courses are offered that teach historic preservation, culinary, and

hospitality skills. Programming focuses on entrepreneurship and leads to a greater number of graduates who desire to remain in the City as a part of its growing arts and culture cottage industries. The City plans to act as a partner in supporting this initiative. Ultimately, hundreds of part-time and full-time jobs will be generated.

Thornwillow Institute and Makers Village: Founded in 2015, this organization seeks to promote and perpetuate the art of craftsmanship by providing opportunities to entrepreneurs through fellowships, artists and writers in-residence, educational workshops and master classes, job and career training, artistic exhibitions, publications, providing access to specialized equipment, the restoration of historic structures and community outreach activities. In the last 12 years, the organization has spent \$5 million furthering this vision. The organization is working on securing an additional \$1.8 million to complete phase 2 of the project and remain in need of \$3-5 million in additional funding to complete the overall scope of work. Once complete, 35 full-time jobs will have been created.

- 8) Administrative Capacity.** The City of Newburgh is well-prepared to shoulder the responsibilities which would come along with a DRI commitment. This City has already completed numerous large-scale planning initiatives that have resulted in outstanding opportunities for growth. The City's staff holds decades of experience executing grant-funded project goals. Moreover, the city's civic and community leaders are working together towards a shared vision through the creation of an Economic Development Council. This committee acts as a DRI Subcommittee. It's comprised of community experts who have been involved with a high level of public and private development over the last decade. The committee, as referenced by the above list of projects, maintains critical insight into ways that Newburgh can capitalize on a promising level of investment, becoming a regional urban center that showcases New York's history, culture and art.
- 9) Other.** Downtown Newburgh is quickly emerging as a place that residents can call home as a day and evening, year-round destination and professional environment. Despite decades of post-industrial neglect, the City has been making huge strides to redevelop and rebrand itself. If awarded DRI funding, there is no doubt that the chosen anchor projects will serve to increase quality of life across all facets of the community, stabilize the City's tax base, promote development without displacement, and highlight the unparalleled historic and environmental beauty of the Hudson River Valley.

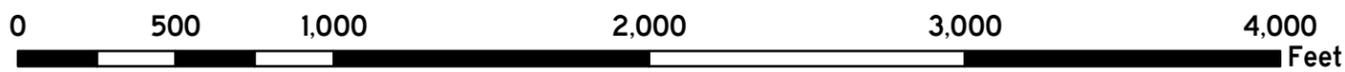
Newburgh's Downtown, including the waterfront, offers the potential for an extraordinary level of private investment, particularly in the industrial craft and small-scale manufacturing sector. However, the City fully understands that in order for growth to be sustainable, proper outlets for public input and detailed planning must continue to be implemented. The City has aggressively pursued this process, with strong consistency. It has engaged its local partners and is now ready to begin implementing many of its bold ideas.



FOR VISUAL REFERENCE ONLY



# City of Newburgh DRI Boundary



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