



## Downtown Revitalization Initiative

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# APPLICATION

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Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications should be submitted as Word documents and must be received by the appropriate Regional Council by 4:00 PM on June 1, 2018 at the email address provided at the end of this application. Application guidance is provided in the *Downtown Revitalization Initiative Guidebook* found on the DRI website at [www.ny.gov/dri](http://www.ny.gov/dri).

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### BASIC INFORMATION

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

Municipality Name: City of Newburgh

Downtown Name: Downtown Newburgh

County Name: Orange County

#### **Vision for Downtown. Provide a brief statement of the municipality's vision for downtown revitalization.**

Over the last decade, Newburgh has actively redefined the future of its historical downtown as one that aims to offer seamless connectivity, waterfront access, diversified housing stock, a thriving arts and culture sector and a diverse and engaged community of residents. Incremental progress has been driven by improved leadership, intensive public outreach, detailed planning and strategic public and private investments. The result is an ongoing renaissance focused upon property renovation and small business growth in the downtown. If awarded, a DRI investment will serve to accelerate a number of anchor projects that will complete the overall transformation of the downtown into a modernized urban district where arts, culture, innovation and entrepreneurship thrive.

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### JUSTIFICATION

**Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.**

The area which comprises Downtown Newburgh has experienced over \$150 million in public and private investment during the last five years. These investments have been driven by a highly engaged community that desires to increase their connection with the City. The perimeters of the downtown have been chosen in order to accelerate where this growth is happening and ensure that all centers of place will benefit from future improvements. The downtown borders include 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. All of these sectors help to catalyze Newburgh’s revitalization and have accelerated the rebirth of the Newburgh central business district and waterfront historic district. DRI assistance will support the continued growth of the district and support the completion of anchor projects that will ensure long-term economic stability. There are few downtowns like Newburgh’s, which offers a well-planned historical footprint that can be revitalized in a setting where residents and visitors will have everything at their fingertips.

### **DOWNTOWN IDENTIFICATION**

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the *Downtown Revitalization Initiative Guidebook*.

- 1) Boundaries of the proposed DRI area. Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be concentrated and well-defined. Neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment. Attach a map that clearly delineates the area to be included in the downtown revitalization area.**

For the purposes of this application, Downtown Newburgh is defined by the area that stretches North to South from South Street to Renwick Street and West to East from Dubois Street to the Hudson River Waterfront. Please find a map depicting this area attached to our application narrative.

- 2) Description of catchment area. Outline why the proposed DRI area, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing or increasing population within easy reach for whom this would be the primary downtown destination.**

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, multiple municipal facilities that provide essential services, public parking lots, historical and cultural centers of place, centers of faith and almost one mile of Hudson River Waterfront. The targeted area is a hub for redevelopment and has supported the growth of a performing and visual arts district, a restaurant district, universities, a hospital, small businesses, and regular festivals, including the Newburgh Illuminated Festival, the largest in Orange County. It is on all of this which the City seeks to build.

Newburgh already acts as the administrative and cultural hub for the 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 county facilities, SUNY Orange’s Campus, St. Luke’s Hospital, Mt. St. Mary’s College, as well as a consolidated regional school district that serves most area residents. As such, the downtown finds itself primed to capitalize upon these physical and operational characteristics and cater to a growing sector of the population that desires to live, work, and play in the community they call home. This movement is driven by the emergence of a more environmentally and socially conscious generation of entrepreneurs that intends to have less reliance on vehicles and a greater interest in walking, biking, ride sharing and public transportation.

Newburgh’s downtown was initially organized as a regional destination in the 1700’s, offering a structured footprint which easily 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. As a downtown which already serves the greater region, Newburgh possesses a large number of governmental, educational, recreational, cultural and commercial centers of place all in a closely defined area.

At present, 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 slightly below grade from a retail district along Broadway. The Waterfront District boasts an improved form-based zoning code which will enable additional mixed-use development opportunities, and acts as a conduit to and from the Metro-North Station in Beacon, thus the waterfront has great potential to act as the gateway to the central business district through targeted small-scale transportation connectivity improvements.

**3) Past Investment, future investment potential. Describe how this DRI area will be able to capitalize on prior private and public investment, or catalyze future investments in the neighborhood and its surrounding areas.**

As designed, the downtown lies at the epicenter of an intentional strategy that will drive Newburgh's revitalization. This strategy centers upon the aggressive pursuit and acquisition of public and private investment, the adaptive reuse of developable properties in the central business district and along the waterfront, the availability of diversified anchor institutions, necessary infrastructure improvements, and investment in arts and culture and is in alignment with the Mid-Hudson Region's Strategic Plan.

Prior Public and Private Investment:

Since 2011, the City of Newburgh, along with its non-profit organizations and public-private partnerships has been successful in obtaining over \$14 million in REDC awards for the purposes of economic development, including investments in arts and educational facilities, housing and mixed-use properties, public infrastructure, and planning. REDC-funded projects such as Mount Saint Mary College's campus revitalization, the stabilization and rehabilitation of the historic Ritz Theater, and planned \$4 million 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 investments include:

- educational and cultural investments like the completed \$85 million expansion of SUNY Orange's campus and the ongoing \$4 million restoration of the Tower of Victory at Washington's Headquarters State Historic Site;
- over \$7 million in New York State Office of the Attorney General mortgage settlement funding to the Newburgh Community Land Bank as a conduit for vacant property rehabilitation;
- housing investments such as RUPCO's \$16.5 million East End Apartment development, creating 45 downtown residential units by the summer of 2018;
- 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; and
- the \$2 million redevelopment of an abandoned warehouse by Atlas Industries into a furniture manufacturing facility and rentable artist and makerspace.

#### Potential for Adaptive Reuse of Developable Properties:

Newburgh's history as a regional downtown has left an organized footprint that offers desirable opportunities for public and private investors. The area is defined by a physically well-organized business district with notable architecture in one of the largest historic districts in the State. Thus, dozens of areas are ripe for adaptive reuse. One recent example is Safe Harbors of the Hudson, a \$22 million LITC project that has developed 128 units of housing, 2 commercial spaces, a half-acre park, an art gallery, and a performing arts space. This organization supports the SUNY Performance and Fine Arts Education center and the Boys and Girls Club's Performing Arts Academy. When completed, the Ritz Theater will be a world class performing arts space that will celebrate local talent while attracting national and international performing arts. This will result in 30 full-time jobs for entrepreneurial artistic residents, expanding on the social hub that has been created. 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, and the Boys and Girls Club is investing in a \$4 million Performing Arts Academy. Planned investments also include Regal Bag's \$40 million residential redevelopment project of a former industrial building to anchor the northern end of the waterfront, along with other projects embedded in the Rhinebeck Bank's \$3 million Creative Neighborhood Loan Fund.

#### Existing Trail of Historical and Cultural Landmarks:

Newburgh's downtown is dotted by a trail of prominent historical and cultural landmarks which serve to drive local tourism and help to merge centers of place. This trail includes the nation's first publicly owned historic site, Washington's Headquarters. The site served as the headquarters for General Washington as the American Revolution was nearing completion and is where Washington famously rejected an American monarchy, setting the stage for an American Democracy. 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 offers outstanding 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 shops and restaurants.

Thomas Edison's electrical power plant, which served to make Newburgh one of the first electrified cities in the United States is also downtown. Other sites of historic importance include 93 Liberty Street (Alsdorf Hall) which served as a stop on the underground railroad, Colonial Terraces (built by Henry Wright) which served to house workers at Newburgh's Shipyard during World War I, Downing Park (designed in memoriam to Andrew Jackson Downing by Olmsted and Vaux), Newburgh Heritage Center (the former Orange County Courthouse), and the Dutch Reformed Church at 134 Grand Street which is designated as a National Historic Landmark and has fallen into disrepair, but has tremendous potential for cultural redevelopment.

#### Public Infrastructure Improvements:

The City has partnered with local businesses and not-for-profits to enable the development of almost \$80 million in infrastructure planning and improvement projects, including the receipt of over \$14 million in REDC CFA awards that have targeted façade, roadway, water, sewer, recreation and cultural initiatives. This is highlighted by the completion of over \$2.5 million in funding for the improvement of the Broadway corridor, \$1.25 million in lighting improvements, \$12.1 million in water infrastructure improvements, 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. Moreover, Habitat for Humanity has served to rehabilitate over 90 properties for the purposes of homeownership and live/work housing.

### Investment in Arts, Culture and Entrepreneurship:

Newburgh is home to an ever-growing arts scene which is fostering development by making use of mixed-use spaces to house resident artists, galleries, performing arts centers. Cultural tours and public festivals, driven by volunteers and entrepreneurs have grown organically from this mix. Other examples of this growing scene can be found in development of the Thornwillow Institute and Makers Village, which seeks to promote and perpetuate 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 Institute, which was founded in 2015, is making craft production a catalyst for Newburgh's overall revitalization.

Atlas Industries offers another shining example of Newburgh's burgeoning artistic, cultural and entrepreneurship scene at 11 Spring Street; 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.

Moreover, the State University of New York's (SUNY) Orange Campus is planning to expand programming from their existing campus to three iconic buildings along Grand Street, the American Legion Building, YMCA and Masonic Temple. Their plan is to offer unique arts and culture-based programming that will help participants learn arts and restoration, culinary, and hospitality skills so they can appeal to a broad range of employers upon graduation or become entrepreneurs. 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, 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 to establish a new Center for Arts & Education. This facility houses an early childhood education center for 100 children in grades K-2 and also the Newburgh Performing Arts Academy. The Boys & Girls Club of Newburgh's arts program serves over 800 youth and adults each week.

#### **4) Recent or impending job growth. Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.**

Newburgh's Downtown was fundamentally designed to engage and create a community. This stems from the age and layout of the city and the fact that it was designed by architects in a time when walking was the primary method of transportation. As such, Newburgh's centers of place are densely organized in a manner which can easily support job growth through improved housing and mixed-use development.

At this time, the arts, entertainment, recreation and accommodation cluster is leading redevelopment and job creation in town. In fact, Newburgh has added upwards of 700 jobs in these sectors since 2010, for a total of well over 1,500 jobs, making it Newburgh's third-largest employment industry cluster, after Educational, Health, Service, and Retail. This Arts industry cluster is critical for promoting cultural development and for redeveloping buildings to house new businesses like the Newburgh Brewing Company, which serves as a draw from the waterfront up into the downtown in the southern section of the target area.

As an example, 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 that attract new residents.

Adjacent to Atlas is Thornwillow Press, a custom letter-press and book bindery which has expanded its portfolio and physical footprint to include the Thornwillow Institute, a not-for profit developing properties to serve as spaces for artists in residence; and Thornwillow Village, which will be a multi-use arts incubator, arts venue, and public market facility. Together, these expansions have created hundreds of new jobs and helped to spur the redevelopment of surrounding parcels that have in the past suffered from long-term disinvestment, vacancy, and crime.

The continued 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.

Start-up Newburgh (SUN), a Mount Saint Mary College/iCan co-venture that manages Newburgh's START-UP NY program, seeks to bring academic, entrepreneurial and community leaders together with local business to enhance Newburgh's economy. Additionally, the Newburgh Armory Unity Center (NAUC), working with the Colleges and the Newburgh Enlarged City School District, has developed programs for K – 12 to enrich learning in health care, STEM programs, programming and reading. In fact, over 500 youth are currently enrolled in NAUC educational programs.

In all, ongoing anchor projects will serve to 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 includes the \$4 million reconstruction of Newburgh Landing, the Ritz Theater Project, reconstruction of lower Broadway Waterfront Gateway project between Liberty Street and the Waterfront, redevelopment of the Regal Bag Building (serving as mixed-use, commercial and event space along the waterfront), a \$3.5 million dollar acquisition of central waterfront land 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, and concentrated investments along Liberty Street to connect Washington's Headquarters to Broadway and the Waterfront.

**5) Attractiveness of physical environment. Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural**

**background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.**

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 offerings provided by its natural and built physical environment. In addition, 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, recreational facilities, and the Hudson River as a gateway for transportation. Furthermore, the downtown lies on a grade which showcases beautiful views of the Hudson River, which became famous through the artwork by Thomas Cole’s Hudson River School of Painters in the early 1800’s, who utilized romanticism to showcase the beauty of the Hudson River Valley. Moreover, much of the downtown is considered part of the East End Historic District, featuring an abundance of architecturally significant housing stock that was designed by America’s most famous architects. Individuals like AJ Davis, Thornten Niven, Andrew Jackson Downing, Henry Wright, Frederick Law Olmsted, Calvert Vaux and Frederick Withers all had a long-lasting impact upon Newburgh by directly shaping the look of Newburgh’s Downtown.

Today, dozens of architecturally significant commercial, civic and institutional anchors remain within a walkable framework, lending themselves to immense redevelopment potential. In fact, Vaux and Olmsted 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 of over 28,000 people residing in over 9,000 households within a 3.8 square mile radius. The population identifies itself as roughly 50 percent Hispanic or Latino, 25 percent African American, 20 percent White, and 5 percent of other races. As such, the city’s population affords regular opportunity for cultural learning and civic opportunity. Newburgh prides itself in its history of being a diverse and welcoming place, and the City remains primarily focused in creating opportunities for all residents to continue to remain and grow in the community. Newburgh offers many municipal, county and federally-based social services which lie in close proximity to the downtown, including State and Federal facilities include the Department of Motor Vehicles and Social Security Administration.

Housing:

Newburgh’s housing stock offers an abundance of opportunity when coupled with a host of ongoing development 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 housing stock and redevelopment. In addition, housing stock is also reflective of the age of the community, with the majority of properties built prior to 1900. This character of the neighborhoods which feed to the downtown offers opportunities for redevelopment and home improvement in the most-dense housing market in the region. To protect these characteristics and spur continued redevelopment by attracting new residents, the city has focused on prioritizing the emergence of a form-based zoning code and the continued support of 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 restorations, and the approval of new mixed-use developments in the heart of the downtown. The City is also prioritizing increasing home ownership through various programs and policies.

Evidence of Newburgh's developing housing market can be 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 City. These sales are in addition to properties transferred to 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, suggesting an even deeper investment in the community. Optimistic from these figures, the city is anxious to define a clear path forward to support a continued rally by completing a number of critical housing and public improvement projects.

#### 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, including 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, to diversify the operational 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. These ongoing projects coupled with a \$300,000 façade improvement project along Broadway and Liberty Street, have led to the resurgence of a significant area of Liberty Street, between Broadway and East Parmenter Street. The corridor now maintains 96 percent storefront occupancy with businesses that support residents and tourists alike, such as restaurants, and those that cater to the rapidly expanding downtown residential base, such as a pilates studio, wine shop, and boutiques. The new park in this area caters to the growing population's recreational needs, often service as a location for public dances, films and open markets.

In an effort to incentivize the continued redevelopment of vacant properties, the City has made extraordinary strides to improve the curb appeal of the downtown by focusing 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. As a part of this project, the local architecture firm that undertook the work eventually moved its office to the first-floor space, relocating in the Downtown.

The City is making significant progress towards revitalization, with an emphasis on the waterfront becoming a regional gateway. The waterfront attracts visitors from all over, and if awarded, the City will make it of paramount concern to define ways to move these visitors, through well-lit pedestrian pathways and 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 that will ensure Newburgh's downtown remains on a path of upward economic growth; however, it must be coupled with projects that physically connect the River to the City. The location of the waterfront, and its inclusion as a part of the downtown district, is absolutely essential to the city's ability to attract private investment and be reborn as the region's undisputed downtown.

### Multi-Modal Transportation:

Newburgh's downtown is in a position to offer an 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.

As the city rebounds from years of decay, public infrastructure improvements continue to take place which will support the enhancement of all forms of transportation. In fact, the City has studied Complete Streets in the downtown, added parklets, medians, bump outs, and other traffic calming devices, standards for street furniture, and street trees, all of which promote the continued development of a vibrant main street. Updated sidewalk standards have been completed incorporating Complete Streets/Green Infrastructure best practices within the historic streetscape, and the re-construction of Liberty Street has provided a major boost to the central business district.

### 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 acts as a hub 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 (which 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 parks 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, highlighted by Delano-Hitch Park, a 26-acre recreational facility that 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 just 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, and snake along stream corridors throughout the City to meet existing and developing trails in the neighboring towns. Parks in the LWRP include South Street Park (designed

but not yet built), 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 in the process of incorporating to provide fundraising and park management capabilities in coordination with the Trust for Public Lands. The City is working to adopt the goal of providing an accessible greenspace within a 10-minute walk of each home.

**6) Quality of Life policies. Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.**

Newburgh is in an exciting position to aggressively offer quality of life improvements into the future. To this end, the city has 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 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. Within this district, water-dependent and water-enhanced uses will be encouraged, and a broad mix of uses, including housing, commercial, cultural, and open space uses are allowed. In addition, the new code provides that the physical form and orientation of the buildings within the PWD will reflect the importance of the Hudson River to the successful redevelopment of the waterfront and encourage the activation of the waterfront through increased pedestrian utilization.

#### 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 \$7 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.

**7) Public Support. Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Describe the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a DRI Local Planning Committee to oversee the plan.**

The City of Newburgh has aggressively sought a wide range of participation as a 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, Pattern for Progress, Habitat for Humanity of Greater Newburgh, Pace University, Atlas Industries, Liberty Street Partners, Thornwillow, the City of Newburgh and Orange County Industrial Development Agencies, and Orange County Partnership.

**8) Project List to Demonstrate Readiness: Describe opportunities to build on the strengths described above by providing a list of transformative projects that will be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how most projects proposed for DRI funding demonstrate their readiness for implementation.**

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. In addition, the City was awarded approximately \$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 residential, 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 million 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 the development of new mixed-use property 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. In order to move forward, the city needs funding to complete a detailed conceptual plan, as well as preliminary and final engineering. If funded, 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.

New courses will be offered that teach historic preservation, culinary, and hospitality skills. Programming will focus on entrepreneurship and ultimately lead to a greater number of graduates who will seek 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 result in this initiative.

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 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. In the last 12 years, the organization has spent \$5 million furthering this vision. They are 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.

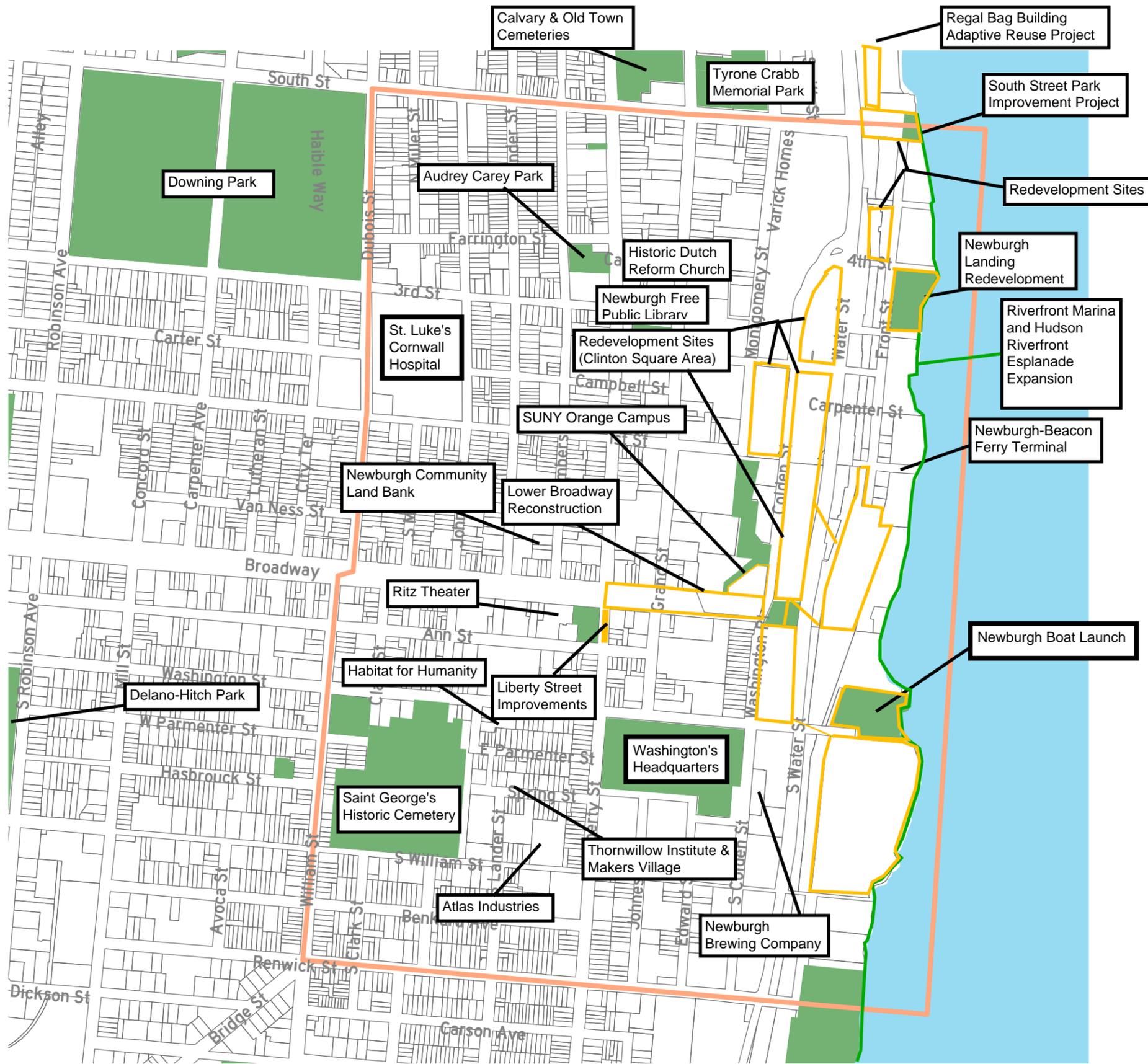
**9) Administrative Capacity. Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts once projects are selected for award.**

The City of Newburgh is well-prepared to shoulder the responsibilities which would come along with a DRI Award. This belief is grounded in the fact that the city has already completed numerous large-scale planning initiatives that have resulted in outstanding opportunities for growth, and the fact that city staff hold 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 that has acted as a DRI Subcommittee. The committee is 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, already has critical insight relating to ways that Newburgh can capitalize on a promising level of investment to become a regional urban center that showcases New York's history, culture and art.

**10) Other. Provide any other information that informs the nomination of this downtown for a DRI award.**

Downtown Newburgh is quickly emerging as a place that residents call home as a day and evening, year-round destination. Despite decades of financial struggles and declining revenue, Newburgh 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.

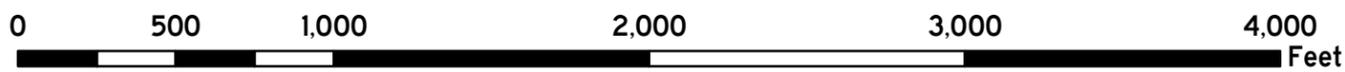
The strategic limits of Newburgh's downtown, including the waterfront, lends itself as an attractive parcel for a staggering level of private investment, particularly in the industrial craft and small-scale manufacturing sector. However, the City fully understands that in order for growth to be sustainable, proper outlets for public input and detailed planning must continue to be utilized. To date, the city has aggressively walked down this path with 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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