



HUDSON FALLS

Downtown Revitalization Plan



Department
of State

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This BOA Nomination Study was developed in partnership with the Village of Hudson Falls, the NYS Department of State, stakeholders, residents, and property owners. The dedicated members of the BOA Steering Committee and additional guidance from the Hudson Falls Branding Committee were invaluable during the planning process.

STEERING COMMITTEE

- JOHN BARTON, Mayor
- DEB BREEYAR, Village Planning Board
- ANDY COLLINS, resident
- JAMES GALLAGHER, Village Board of Trustees
- DAN HOGAN, Village Board of Trustees
- JOE MELUCCI, Glens Falls National
- TOM VANAERNEM, VanAernem Realty

BRANDING COMMITTEE

- MIKE MORAN, Moran Enterprises
- JONATHAN NEWELL, Strand Theater
- JOELLE TIMMS, Village Board of Trustees, Phoenix Rising President
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CONSULTANTS



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SECTION

1

Description of the Project and Boundary

1.1 Project Overview and Description

1.1.1 BACKGROUND

THE VILLAGE OF HUDSON FALLS is a traditional upstate industrial community located along the eastern banks of the Hudson River in Washington County. The BOA encompasses the Village's Main Street and generally stretches from the Hudson River to the west to the Feeder Canal to the east.

THE BOA PLANNING PROCESS

The Brownfield Opportunity (BOA) program provides the resources to plan for the revitalization of brownfield sites and vacant and underutilized properties in the Village of Hudson Falls. With the assistance of the NYS Department of State (NYSDOS) through the BOA program, the Village of Hudson Falls completed a Pre-Nomination Study in January of 2009. The Pre-Nomination Study detailed a revitalization strategy for a 286-acre area of the Village, including a significant portion of U.S. Route 4, the downtown, and adjacent neighborhoods. The Pre-Nomination provided an initial analysis of key properties/projects in the study area that had the potential to be returned to productive use and to serve as Village revitalization catalysts.

The properties identified in the Pre-Nomination were considered critical to the redevelopment and success of the Village. Although not all sites met the strict definition of "brownfields," they followed the DOS's definition of a brownfield parcel as any vacant, abandoned, contaminated, or underutilized property. In this way, the Village was able to capture both traditional brownfield sites and

smaller, scattered neighborhood properties that could contribute to the economy, health, and standard of living in the community.

The current Nomination Study will result in a better-defined, more detailed look at strategic sites. Once the Nomination Study is complete, the Village will have an opportunity to adopt the Plan and apply for BOA designation. Certain projects in designated BOAs are eligible for NYSDOS pre-development funding to implement the identified vision, goals, and objectives.

LEAD PROJECT SPONSORS

The Village of Hudson Falls, acting as lead agency pursuant to the State Environmental Quality Review Act (SEQRA) and its implementing regulations (6 NYCRR Part 617), has prepared this Nomination Study for the adoption and implementation of the BOA Plan ("Downtown Revitalization Plan"). The Downtown Revitalization Plan was prepared in accordance with the guidelines established by the New York State Department of Environmental Conservation (NYSDEC) for the BOA program Nomination Study. NYSDOS and

NYSDEC were joint state agency leads for the Hudson Falls BOA project, overseeing and providing guidance to the Village of Hudson Falls and their planning team. The Steering Committee is a cosponsor of this initiative.

RECENT CHANGES

Since the completion of the Pre-Nomination Study in 2009, several significant, beneficial changes have occurred in the Village, some of which affect the information and recommendations made in the Pre-Nomination Study. These changes have, notably, included the renovation of several key brownfield sites and catalyst sites in the Village's historic downtown, that bookend and complement the streetscape improvements implemented along Main Street in 2015. In total, these projects have involved over \$9 million in public and private investment throughout the study area. The opening of the Strand Theater and renovation of the new arts spaces at the former Masonic Temple and County Courthouse have also established a growing arts and entertainment hub in the Village.





In spite of these investments and successful projects, the Village continues to struggle with a shrinking industrial base and the associated loss of employment and tax revenue. As a result, residential and commercial vacancies, abandonment, environmental problems, loss of historical building details, building demolition, and deterioration of public facilities continues. This has resulted in additional underutilized, vacant sites in the Village's downtown that were not identified in the 2009 Pre-Nomination Study, including several former businesses on Main, John, and Allen Streets.

GENERAL ELECTRIC PLANT UPDATES

One of the properties identified in the BOA Pre-Nomination Study is the Hudson Falls General Electric (GE) Plant, one of two capacitor manufacturing facilities in Washington County. This plant once employed 1,000 people and has been closed since 1995. The site has undergone extensive cleanup, conducted under the NYS Superfund authority. Several buildings have been demolished, a large soil excavation project was completed, and the site is being regraded. The site will continue site management, including maintaining a soil cover. The Declaration of Limited Use and Restrictions restricts the site to industrial or commercial land uses, among other restrictions. Community members have met with representatives from GE since the 2009 Pre-Nomination Study; at these meetings, GE indicated that they had no interest in selling their properties.

The Village was awarded additional funds under the BOA program in 2011 and 2018 to continue the process of refining a strategy for revitalization and for identifying community-supported end uses for specific properties. This Downtown Revitalization Plan, or "Nomination" Study is a better-defined, more detailed look at revitalization strategies for key strategic sites and areas in the study area. Subsequent analyses by the Village and the Steering Committee have resulted in changes to the BOA boundary area and the removal of a number of properties that were considered non-essential in this process. The Downtown Revitalization Plan product focuses more tightly on a smaller number of sites.

CELEBRATING SUCCESS



BANK COMMONS:

Formerly known as the First National Bank building, a local developer purchased several key adjacent buildings in the downtown and redeveloped the site as "Bank Commons," a mixed-use project that includes commercial, residential, and parking. The project was one of the recommendations made in the Pre-Nomination Study. The project continues to benefit the downtown and community at large.



FEEDERVIEW APARTMENTS:

The Pre-Nomination Study recommended that this former machine works, foundry, and paper mill be redeveloped into a mixed-use property that allows improved access to the Feeder Canal, while providing a more attractive "gateway" into the Village. This site was successfully renovated and is back in productive use as an apartment complex.



I LOVE NY PIZZA:

The former Pizza Hut building at the corner of John Street and U.S. Route 4 has been sold and redeveloped into a pizza-based Italian restaurant.



COAL SILOS:

With cooperation from the Village, the Feeder Canal Alliance was able to successfully acquire funding from the NYS Canal Corporation, NYS Senator Betty Little's office, the NYS Office of Parks and Recreation (OPRHP), Sandy Hills Foundation, and Leo Coxx Beach Philanthropic Foundation, in addition to in-kind contributions, to preserve the historic coal silos along Pearl Street in the Village. Plans include developing the Howard Raymond Field School on the site. This was one of the key recommendations made in the Pre-Nomination Study as a way to connect public amenities and recreation with the revitalization of the community.



STRAND THEATER:

In 2016, Hudson River Music Hall Production, LLC (HRMH) purchased the historic Strand Theatre at 210 Main Street, which, prior to the renovation, was being used as the Town of Kingsbury Town Hall. The building includes a 350-seat theater, with programs throughout per year. The \$1.5 million project to restore the Strand Theater is a key catalyst to downtown activity: HRMH has sold over \$700,000 in tickets to events over the past ten years, generating a \$1.5 million economic impact.



10 MAPLE STREET:

Prior to renovating and opening the Strand Theater, HRMH completed a \$200,000 renovation of the property at 10 Maple Street, holding its official ribbon cutting ceremony for the HRMH in 2012. The building was sold in 2020 and is currently occupied by a dance/artist studio and a chemical analysis company.

CELEBRATING SUCCESS



OLD COUNTY COURTHOUSE:

This historic building was renovated to accommodate a series of restaurant/tenant, the most recent of which closed in August 2019. In 2018, the Village was awarded a \$500,000 NYS Main Street grant, which was used for additional building renovations, including adding an elevator and converting the former second floor courthouse into a public events space, with a total project cost of approximately \$830,000. There are no current tenants in the building.



O'REILLY AUTO PARTS:

This formerly vacant Rite Aid Pharmacy structure has been reoccupied by an O'Reilly Auto Parts store and is back in productive use. The renovations cost approximately \$290,000.



MASONIC TEMPLE:

This formerly vacant building is currently been renovated by Sandy Hill Vision into the "Sandy Hill Arts Center" at a total cost of approximately \$1 million. Once complete, the building will include retail and restaurant spaces on the ground floor with office and arts/studio space on the upper floors. The project was facilitated by a \$500,000 Restore New York grant from Governor Andrew Cuomo.



ARGYLE CHEESE FARM:

The Lewis Supermarket operated at 2358 Burgoyne Avenue from 1949 to 2019. In spring 2020, Argyle Cheese Farmer opened a storefront for their operations at the former supermarket. To date, Argyle Cheese Farmer has invested over \$1 million renovating the building.



MORAN-DERBY PARK:

The Village is poised to break ground on a planned renovation of Moran-Derby Park that was facilitated by a combination of local donations and \$600,000 in State grant funding. The total project costs are estimated to be approximately \$1.7 million.



PARIS PARK:

The Village recently upgraded Paris Park to include an expanded municipal parking lot, an upgraded green space, and multiple green infrastructure improvements. The total project costs were approximately \$825,000 and were partially funded through a New York State Environmental Facilities Corporation (NYSEFC) grant.



1.1.2 BOA STUDY AREA DESCRIPTION

FIGURES 1 AND 2 present the BOA study area and its context within the greater Village of Hudson Falls. The 285-acre BOA study area is comprised of properties that correspond to the traditional growth pattern along a major water body (the Hudson River). Additional uses resulted from man-made features, such as the Feeder Canal and U.S. Route 4. A total of 101 parcels in the study area, representing a combined 131 acres, are brownfield, vacant, abandoned, or underutilized sites. The study area encompasses a majority of the downtown, key sites, and adjacent neighborhoods that may be affected by the redevelopment of key parcels. The sites identified for further study through this Downtown Revitalization Plan represent those areas critical to the growth of the Village and region.

1.1.3 BOA BOUNDARY REFINEMENTS AND JUSTIFICATION

Based on input from the Steering Committee during the planning process, the BOA study area originally identified in the 2009 Pre-Nomination Study was modified to include key underutilized sites (such as Grace Park) and waterfront properties. As shown in **Figure 1**, the study area is generally bounded on the west by the Hudson River, a Superfund site and also an inaccessible scenic resource in the Village. Active and former industrial properties, as well as an operational freight rail, that line the waterfront. The study area's northern border, which generally runs along Spring and Ferry Streets, was defined to encompass key entries into the Village's downtown and the large, underutilized Grace Park. The study area's eastern border extends to include properties lining the

Feeder Canal, a brownfield site, but also a significant water and recreational resource for the Village and greater region. The BOA study area extends south to below John Street, to include the southern end of the historic, mixed-use U.S. Route 4 corridor. Several key strategic sites are located along U.S. Route 4, which forms the central spine of the study area.

1.1.4 RELATIONSHIP OF THE STUDY AREA TO THE COMMUNITY AND REGION

The Village of Hudson Falls is a traditional upstate industrial community. Located in Washington County in the Town of Kingsbury, the Village has served for many years as an economic, cultural, and commercial hub within the County and region. The Village of Fort Edward, the Washington County seat, borders the Village of

Hudson Falls to the south. The Fort Edward-Glens Falls Amtrak train station is also located in Fort Edward and is served by Amtrak's daily Adirondack and Ethan Allen Express trains. The Town of Queensbury in neighboring Warren County runs along the western border of the Village and is also home to Floyd Bennet Memorial Airport. The City of Glens Falls, located just over one mile west of Hudson Falls, is the nearest downtown destination/job center. Moreau, a growing suburban community located in Saratoga County with access to I-87 (the Northway) is across the Hudson River from the Village of Hudson Falls. Saratoga Springs, a significant tourist destination, is located approximately 20 miles southwest of the Village. Other nearby tourist destinations include Lake George, Lake Champlain, and the Adirondack Park, which are all located to the north of the Village. Fifty miles south of the Village is the City of Albany, the State Capitol and a major employment center; Albany is also the location of the nearest international airport. Refer to **Figure 3**.

FIGURE 1:
Brownfield Opportunity Area
Boundary Map



FIGURE 2:
Study Area Context Map



FIGURE 3:
Community Context Map



1.1.5 POTENTIAL OPPORTUNITIES

The Village has many appealing features that are opportunities for renewed investment and interest. Hudson Falls offers a charming, historic downtown overlooking the Hudson River. **Hudson Falls has been consistently planning for and investing in its downtown**, including improvements to notable buildings, such as the Courthouse, as well as Juckett Park, streetscape, and infrastructure upgrades. This has been coupled with private investment, particularly in the downtown core of the Village, with the rehabilitation and opening of several new arts-oriented businesses and venues. The Village can build on these efforts, by expanding them to the southern end of the downtown and focusing on redeveloping key vacant sites along Main Street to create a cohesive, attractive downtown. The Village can also continue to add complementary infrastructure, such as parks and parking. There are opportunities to improve existing parks (such as Grace Park), improve access to existing recreation facilities (such as the Feeder Canal Trail), and develop

new parks with visual connections to **the waterfront – an underappreciated local resource** from which the Village takes its name.

The Village is also **well-situated near regional employment centers and growing communities**. There is a revived national interest amongst residents and businesses alike to locate in small, walkable cities, towns, and villages. Hudson Falls is an **affordable alternative that has the potential to attract renewed interest and investment**. Unoccupied upper floor spaces along Main Street are a low-hanging fruit to focus on for new downtown housing. The Village needs to highlight what makes it a “Great Place to Call Home” by focusing on marketing and branding and by growing the budding arts and agritourism niche markets. There are opportunities for complementary small businesses to support these existing businesses and to thrive. The Village has had many recent success stories. This renewed public and private interest and investment should be celebrated.



1.1.6 RELATIONSHIP TO EXISTING PLANNING INITIATIVES

This Downtown Revitalization Plan is influenced by several local and regional planning initiatives. **These include:**

VILLAGE OF HUDSON FALLS COMPREHENSIVE PLAN:

Through a rigorous community participation process, the Village-wide comprehensive plan was adopted in June 2004. The Plan identified the challenges facing the Village, as well as several areas of potential focus. One of the central themes of the plan is the need to deal effectively with the industrial legacy of the firms that were once located in Hudson Falls, while at the same time leveraging public and private funds to attract new sources of employment. This redevelopment must be implemented in tandem with a focus on the Village's urgent infrastructure needs.

ROUTE 4 CORRIDOR MANAGEMENT PLAN:

Through a New York State Quality Communities Grant, Hudson Falls, along with several other municipalities in Washington County, developed a management plan for the future development of the Route 4 corridor in 2015. Recommendations specific to the Village included updating land use

and zoning regulations to strengthen the downtown, the adaptive reuse of the upper floors of buildings, and the promotion of Smart Growth policies. The plan called for a more inviting pedestrian environment, property redevelopment, and streetscape improvements along Route 4 to encourage additional travelers to use the corridor and increased economic activity.

FEEDER CANAL PARK MASTER PLAN:

This document, produced by the Feeder Canal Alliance and last updated in October 2000, outlines a plan for the future improvement and reuse of the historic Feeder Canal as a regional greenway and linear park. By pursuing a series of smaller improvements meant to maintain and improve the canal and increase public access, the plan aims to transform the canal into a significant public amenity.

HUDSON RIVER AND CHAMPLAIN FEEDER CANAL REGIONAL WATERFRONT PLAN:

A regional study was performed to develop a vision and revitalization strategy for a number of riverfront communities, including the Village of Hudson Falls. The plan, which was completed in 2009, produced a series of goals and recommendations for the region, as well as for each locality, geared toward expanding public access to the waterfront and emphasizing the Hudson River and Feeder Canal as shared natural resources. Within

Hudson Falls, physical access to the Hudson River is made difficult by the presence of falls and rapids, steep slopes, and historic/active industrial uses. Therefore, it is important that visual connectivity to the waterfront be considered.

HOUSING TRANSITIONS – NEEDS ASSESSMENT AND SUPPORTING HOUSING ACTION PLAN:

In 2019, Washington County released their housing needs assessment and supportive housing action plan. The plan identified a clear County-wide need for quality, affordable housing, and particularly for populations that are homeless or at-risk of becoming homeless.

TOURISM ECONOMIC IMPACT STUDY AND STRATEGIC PLAN – WASHINGTON COUNTY, NEW YORK:

The County released their tourism economic impact study in 2019. The document included the following recommendations: retain a tourism coordinator to liaise between the County, chambers, and local businesses; dedicate funds towards tourism marketing endeavors; award a regional “tourism business of the month”; set up information kiosks and improved wayfinding signage at major community centers; and investigate lodging needs within the County.

1.2 Community Vision and Goals

Many stakeholders and community members were involved in the development of this plan, including local residents and businesses, landowners, elected officials, Village and County staff, arts and cultural interests, the development industry, and community interest groups, just to name a few.

During interactions, the focus was on listening, seeking input, informing, and offering examples of how the Downtown Revitalization Plan could meet a diversity of needs and generate excitement and consensus around a shared vision for the future. The Vision Statement captures the issues and priorities of residents and stakeholders and is rooted in an understanding of the regional and local context.

1.2.1 VISION STATEMENT

THE VILLAGE OF HUDSON FALLS strives to establish its role as an economic and cultural center of greater Washington County by revitalizing the downtown streetscape and brownfield, vacant, and underutilized properties, accentuating the Village's scenic resources, ensuring that infrastructure meets the needs of current and future development, preserving historic resources, and creating stable residential neighborhoods. The Village of Hudson Falls seeks to maintain its small-town aesthetic and highlight the community as a regional arts, music, entertainment, and agritourism attractor for visitors to the region.





1.2.2 COMMUNITY GOALS

REVITALIZE DOWNTOWN STREETScape AND PROPERTIES

The Village has a charming, historic downtown that the Village leadership has been actively improving upon with publicly funded projects, in combination with private investments. There is interest in continuing these efforts to other sections of downtown, and expanding efforts to vacant and underutilized storefronts and upper stories.

HIGHLIGHT THE VILLAGE'S SCENIC RESOURCES

The study area is surrounded by two unique scenic resources: the Hudson River and the Feeder Canal. However, these resources are disjointed from the downtown. There are limited visual connections to the River from downtown, and there is no public waterfront access.

Signage encouraging visitors to make the easy bike ride or walk from the Canal to downtown are minimal. These two assets should be highlighted as both residential amenities and tourist attractions.

ENSURE ADEQUATE INFRASTRUCTURE

The Village has been successful in securing grant funding to implement several significant infrastructure projects in recent years. Any recommendation should account for the need for adequate supportive infrastructure.

PRESERVE HISTORIC RESOURCES

Much of the Village's downtown is within a designated Historic District. Every effort should be made to preserve,

protect, and enhance historic resources in the district and throughout the Village.

CREATE STABLE RESIDENTIAL NEIGHBORHOODS

The Village's residential housing stock is more transient (rentals) than the surrounding area, and over the years many former one-family homes have been converted into multi-family residences, often illegally. Stakeholders expressed an interest in promoting improvements to the residential housing stock to increase ownership and stability for residents.

MAINTAIN SMALL-TOWN AESTHETIC

Many residents cited the Village's small-town aesthetic as an important element of the Village's character that should be considered and maintained in developing recommendations. This goal led to a focus on smaller interventions and more programmatic recommendations. There was less of a desire by the public and the committee for major changes; the interest was in maintaining and enhancing the Village's existing character.

HIGHLIGHT WHAT MAKES THE VILLAGE UNIQUE

The Village is growing as a hub for arts, music, and entertainment, with the renovation and opening of The Strand Theater, new event spaces planned for the Old County Courthouse and Masonic Temple, local festivals, such as Sandy Hill Days, and concerts in the park. The Village's other unique assets – including its wealth of parks – should be highlighted to attract visitors, residents, and businesses. Hudson Falls has a lot to be proud of, and the Village's successes should be showcased.

SECTION

2

Community Participation and Techniques to Enlist Partners

Public participation is a key element of any successful land use development strategy and provides participants with the information they need to participate in a meaningful way. The Downtown Revitalization planning process was a multi-year effort that began in 2013 and continued through 2020 and also built on the public outreach and planning that occurred during the 2009 BOA Pre-Nomination process. Public participation took many forms, including two steering committees, dozens of stakeholder interviews, multiple surveys, a marketing sub-committee, public meetings and workshops, updates on the Village’s website and social media, and direct outreach with community stakeholders, individuals, and organizations. A summary of the community participation process and key insights is provided below.

2.1 STEERING COMMITTEE

A Steering Committee was initially established to assist in the preparation of the Downtown Revitalization Plan in 2013, which generally met monthly during the 2013-2016 draft plan preparation process. A second Steering Committee was established to guide the updates to the draft plan in 2019 (the “Committee”). The Committee consisted of the following elected officials and Village residents, landowners, and business owners:

- JOHN BARTON**, Mayor
- DEB BREEYAR**, Village Planning Board
- ANDY COLLINS**, resident
- JAMES GALLAGHER**, Village Board of Trustees
- DAN HOGAN**, Village Board of Trustees
- JOE MELUCCI**, Glens Falls National
- TOM VANAERNEM**, VanAernem Realty

The Committee served in an advisory capacity to contribute, review, and provide comments on documents prepared in association with the Plan. Committee meetings were held throughout the Downtown Revitalization planning process. Analyses of the BOA study area, development of the Vision Statement and project goals, review of strategic brownfield and underutilized sites, and plan recommendations were reviewed and discussed at each of the meetings. The Committee was the primary group guiding the preparation of all planning documents. Committee meeting summaries are provided in **Appendix A**.

2.2 STAKEHOLDER INTERVIEWS

The Committee worked with the project team to develop a list of key downtown stakeholders and potential partners, including building/property owners, business owners, developers, and local and regional government officials. Individual phone interviews were conducted with the following stakeholders:

- NASSAR AWAWDEH**, property owner/developer
- SONNY BONACCIO**, developer
- JOSEPH BRILLING**, Washington County Sewer District
- BOB COOKE**, Village Board of Trustees
- MIKE FIORIOLO**, DPW Superintendent
- PETER HOFFMAN**, property owner/developer
- JENNIFER HOWARD**, Stewart’s
- JONATHAN NEWELL**, Strand Theater/
Hudson River Music Hall
- BILL NIKAS**, property owner
- LAURA OSWALD**, Washington County Director of
Economic Development
- MARGE RANGLES**, Argyle Cheese Farm
- SHARON REYNOLDS**, Homefront Development
- CHRISTINA RICHARDS**, Forged restaurant
- TONY TRELLO**, property owner
- SCOTT VARLEY**, realtor
- ROGER & PAM WHITING**, property owners

Summaries of the interviews are provided in **Appendix A**.

2.3 SURVEYS

The Committee utilized written and electronic surveys to gather information and insight. This included a building utilization survey that was circulated to Main Street building owners in April 2020 to verify existing building uses, garner additional information on building condition, and determine vacancy status, particularly for upper-floor spaces. Eight Main Street property owners responded to the survey. Six of the eight respondents had one or more space in their building that was currently vacant, and all survey respondents indicated that they would be interested in grant funding for building improvements. Necessary upgrades noted by the respondents included window replacement/weatherization, roof replacements, interior restoration, making upper floors habitable, off-street parking formalization, and façade improvements.

A public visioning and branding survey was conducted in spring/summer 2020. The survey was posted on the Village’s website and Facebook page, and a paper copy was also distributed to downtown businesses. The visioning and branding survey results are included in **Appendix A**.

2.4 MARKETING COMMITTEE

A Marketing Committee was formed to advise on the vision for the Hudson Falls “brand.” Members of the committee included the following stakeholders:

- MIKE MORAN**, resident
- JONATHAN NEWELL**, Strand Theater/
Hudson River Music Hall
- JOELLE TIMMS**, Phoenix Rising
- TOM VANAERNEM**, VanAernem Realty

The Marketing Committee provided their input on the marketing and branding work conducted by Sidekick Creative, including participating in virtual committee meetings and reviewing draft marketing and branding material. This outreach began with an initial goals identification process for the branding exercise. The Marketing Committee identified the following goals: updating the Village’s image, visualizing the community, attracting attention, bringing people together, and differentiating the Village. The Marketing Committee worked with Sidekick Creative to identify the target market for the Village’s rebrand and worked collaboratively to develop a new logo for the Village, which, along with the

marketing and branding strategy, is a key recommendation of this plan.

2.5 VILLAGE WEBSITE/ SOCIAL MEDIA

The general public was kept abreast of the status of the planning process and provided with opportunity to provide their input through project update video presentations and written summaries that were posted on the Village’s website and Facebook page at key milestones throughout the process. These outreach efforts resulted in multiple property owners reaching out with questions and feedback that was vital in this plan’s development.

2.6 PUBLIC MEETINGS

Building on the initial public outreach events held for the Pre-Nomination, a number of public meetings were held over the 7-year Nomination planning period. These included an initial kick-off meeting to garner initial public comments on the process, a public meeting to prioritize areas of focus, a public meeting to discuss the findings of the preliminary economic and market trends analysis, and public presentations on the draft Nomination study. Updates on the progress of the Downtown Revitalization Plan were also regularly provided during Town Board public meetings.

2.7 COMMUNITY CONTACT LIST

The Village and its consultants maintained a comprehensive contact list that included names and contact information for all stakeholders and survey respondents. The contact was used to ensure direct communication with program participants at key milestones of the Downtown Revitalization planning process.

2.8 PRESS RELEASES & FLYERS

As draft documents were prepared and posted on the Village’s website for public input, the project team published press releases in the local newspaper, posted flyers around the Village, and included information in the Village’s 2020 water bill mailing, which was sent to all Village households.



2.9 KEY INSIGHTS

The public input received throughout the planning process was invaluable to the Committee in the identification of project goals and strategies. Key insights and recommendations are summarized below.

- The study and recommendations should be focused on the downtown core, where they would have the biggest impact on the greater area.
- The Village has many assets, including its hometown atmosphere, the arts, history, and parks, that should be highlighted to enhance and improve public perceptions and the Village's overall brand.
- There is a lack of shared efforts between businesses. Improved business coordination would be beneficial.
- Increasing the number and diversity of businesses downtown would attract investment and residents interested in downtown living.
- There are opportunities to build off the growing arts community and build up the agritourism market.
- Residents want to maintain the Village's scenic, small town, and historic qualities.
- There is a regional need for affordable and senior housing that should be considered.
- Given housing demand and the desire to maintain the Village's quaint character, there was a general preference for smaller-scale or rehabilitation housing projects over new larger-scale developments.
- With lower rental rates in the Village, private investment and building improvements will require financial incentives.
- The Village has a charming and historic downtown that should continue to be improved through streetscape and beautification efforts and façade improvements.
- Ensuring multimodal (pedestrian, cyclist) safety is key as the Village looks to the future.
- The Village's network of parks should be expanded upon with additional parks and recreational amenities.
- Means to improve visual and/or physical access to the Hudson River waterfront should be explored.
- The Village should continue to communicate with the general public about grant opportunities and ongoing projects.



SECTION

3

Inventory & Analysis



3.1 Community & Regional Setting

The Village of Hudson Falls is a traditional blue collar/working class community located in Washington County in the Town of Kingsbury. The Village has served for many years as an economic, cultural, and commercial hub within the County and region and remains the largest village in the County. The Village of Fort Edward, the Washington County seat, borders the Village of Hudson Falls to the south. A regional Amtrak train station is also located in Fort Edward and is served by Amtrak’s daily “Adirondack” and “Ethan Allen Express” trains. The Town of Queensbury in neighboring Warren County runs along the western border of the Village; the City of Glens Falls, located just over one mile west of Hudson Falls, is the nearest downtown destination/job center. Saratoga County is located across the Hudson River from the Village of Hudson Falls; Saratoga Springs, a significant tourist destination, is located less than 20 miles southwest of the Village.

The Village is bisected by U.S. Route 4, a heavily traveled corridor running from East Greenbush, New York, to Vermont and beyond. The Feeder Canal (and the more recent adjacent linear park), once used for transportation and to transmit water from the Hudson River to the Champlain Canal, is an

important community asset, providing recreational opportunities, waterfront access, and a link to the historic past of the community. Other major assets include historic architecture, a traditional downtown form, good schools, and access to important recreational and historic features.

The Village has a pattern of development shaped by its proximity to the Hudson River. Early industry took advantage of cheap power from the falls and included paper mills, iron works, lumber yards, a gristmill, carriage factory, and furniture shop. By the mid-20th Century, the Village was a bustling industrial community with a thriving local economy. Like many cities of that era, increasing suburbanization, decreasing manufacturing jobs, and decreased investment in the urban core left the downtown and adjacent neighborhoods in a state of slow deterioration. No site better captures this decline than GE, whose Hudson Falls plant alone once employed 10,000 people. The GE plant closed in 1995. The Village now struggles with little or no industrial base and loss of tax revenue.

The nearby City of Glens Falls has experienced a sustained downtown renaissance with new public and private investment. In addition,

the continued expansion of Global Foundries to the south, in the Town of Malta, provides additional opportunities for economic growth in the Village and region through spinoff companies and businesses. These regional developments and trends may translate to increased economic growth for the Village. This conclusion is supported by recent local investments, such as Bank Commons and the Strand Theater, as described above previously.

It should be emphasized that since the completion of the BOA Pre-Nomination Study in 2009, a cultural/entertainment movement has been taking shape in the Village, particularly around the efforts of the HRMH. The HRMH has been critical to bringing local, regional, and national talent to the Strand Theater for inexpensive, professional performances. This organization has been responsible for initiating a cleanout and construction of a performance area at Grace Park, an open space immediately adjacent to downtown. There is also a growing agritourism market in the region, which is beginning to be seen in Hudson Falls with the recent opening of the Argyle Cheese Farm market on Burgoyne Avenue. The Village benefits from these developments and must be prepared to nurture this movement and the potential for stability and new growth that it brings.

3.2 Demographic and Economic Profile

KEY TAKEAWAYS

- The Village’s population is lower than its historic 1970 high, but remains relatively stable
- The BOA study area population is projected to decline over the next 5 years
- The Village has a higher proportion of residents between the ages of 25 and 34 than the surrounding area, and a corresponding lower median households income and lower owner occupancy rate

POPULATION

The Village of Hudson Falls had a peak population of 7,917 in 1970. Like many former industrial cities in the northeast, in the intervening years the Village of Hudson Falls experienced population loss to the growing rural municipalities on the urban fringe, where new residential subdivisions and cheap commercial construction prevailed. This population loss occurred alongside the continuous layoffs and final exit of large local and regional employers, such as GE.

Looking at population trends since 2000 (**Graph 1**), the Village of Hudson Falls, similar to the Town of Kingsbury, Washington County, and neighboring communities, experienced a population increase between 2000 and 2010. However, the rate of population growth in the Town of Kingsbury was significantly higher over that ten-year period, potentially reflecting a greater demand for the greater Town’s

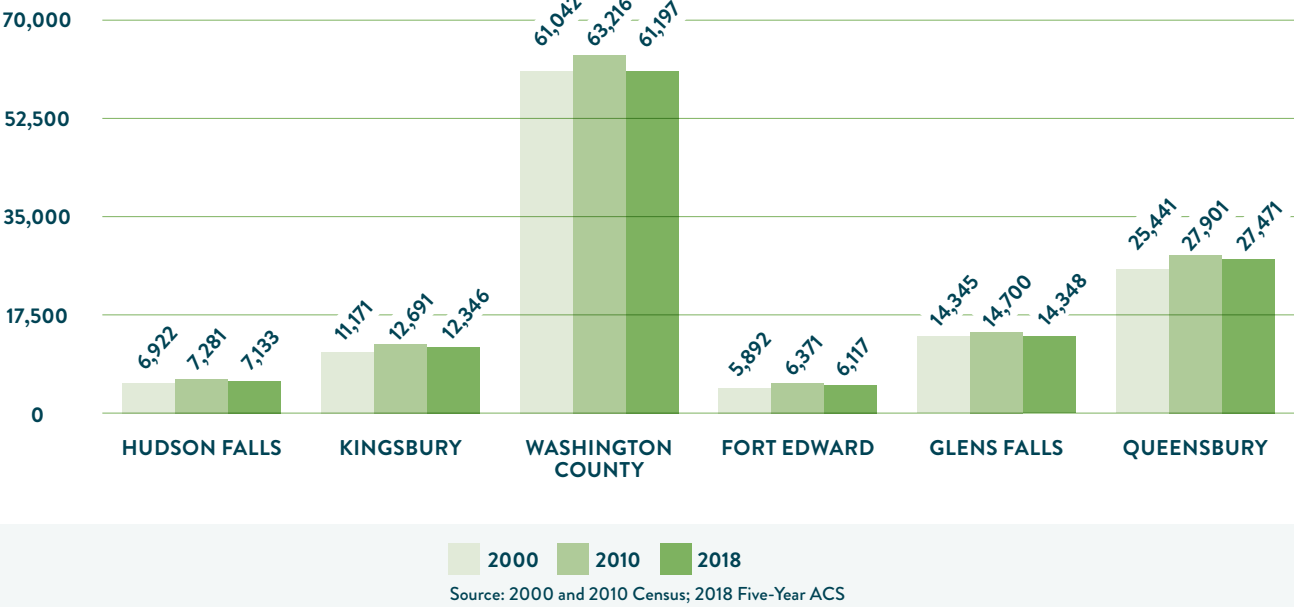
newer, suburban developments. The Village’s population subsequently decreased (by approximately two percent) between 2010 and 2018, to 7,133, but remains above its 2000 population levels. This 2010-2018 population decline was similar to that experienced by the County and by neighboring communities over this same eight-year period. Looking at population projections, the population of the BOA study area (which, similar to the greater Village, declined between 2010 and 2018) is expected to continue to decline over the next five years, while the greater Town and County are projected to experience population increases over this same time period.¹

AGE AND RACE

The Village of Hudson Falls, like the greater Town and County, is predominantly white (95%). The median age of Hudson Falls residents

¹ ESRI Business Analyst, 2020

GRAPH 1: LOCAL & REGIONAL POPULATION TRENDS



has remained relatively stable since 2010, with a 2018 median age of 37.1. This is lower than the median age of the Town of Kingsbury (37.7) and Washington County (44), as well as the nearby communities of Fort Edward, Glens Falls, and Queensbury. Most notably, over 18 percent of Village residents are between the ages of 25 and 34, which is a substantially greater portion of the population than in these other geographies. This age bracket is typically associated with more transient families and young

professionals just starting their careers, typically are not high wage earners, and are more likely to be renters.

INCOME

Consistent with the age bracket information, the Village's median household income (\$45,632) and percentage of owner-occupied housing units (approximately 50 percent) are both lower than in the surrounding area. Approximately 20% of Hudson Falls residents are below the poverty line, almost double the

rate of the greater County (11%).

The purpose of the economic and market analysis is to provide market-based recommendations on potential economic drivers and future land uses within the BOA study area. The analysis, in conjunction with the analysis of the local and regional context, sets realistic assumptions, identifies the area's redevelopment potential, and helps establish which sites should be targeted for redevelopment and the appropriate timing for redevelopment.

3.3 Existing Land Use and Zoning

KEY TAKEAWAYS

- While the BOA study area is predominantly residential, the zoning ranges from residential to industrial, resulting in many nonconforming uses
- Commercial uses are concentrated along Main Street, with many buildings having vacant upper stories
- The Village Center Overlay District establishes design guidelines to encourage development that is consistent with the historic character, but are not required for development within the district

3.3.1 LAND USE

The majority of the BOA study area is comprised of residential uses (including apartments); residential uses occupy 78 percent of the study area parcels and 46 percent of the study area acreage. As shown in **Figure 4**, residential uses are found throughout the study area, but most prevalent on the blocks between Main Street and the Feeder Canal. Other uses in the study area include commercial (12 percent of parcels and ten percent of acreage), vacant properties (seven percent of parcels and 11 percent of acreage), and public services (one percent of parcels and 14 percent of acreage). Commercial uses are generally concentrated along Main Street and are primarily high turnover retail businesses. Many commercial properties have upper story residential or office space that are vacant or underutilized. Public service parcels are almost entirely located along the study area's two waterfronts, including the Feeder Canal itself, as

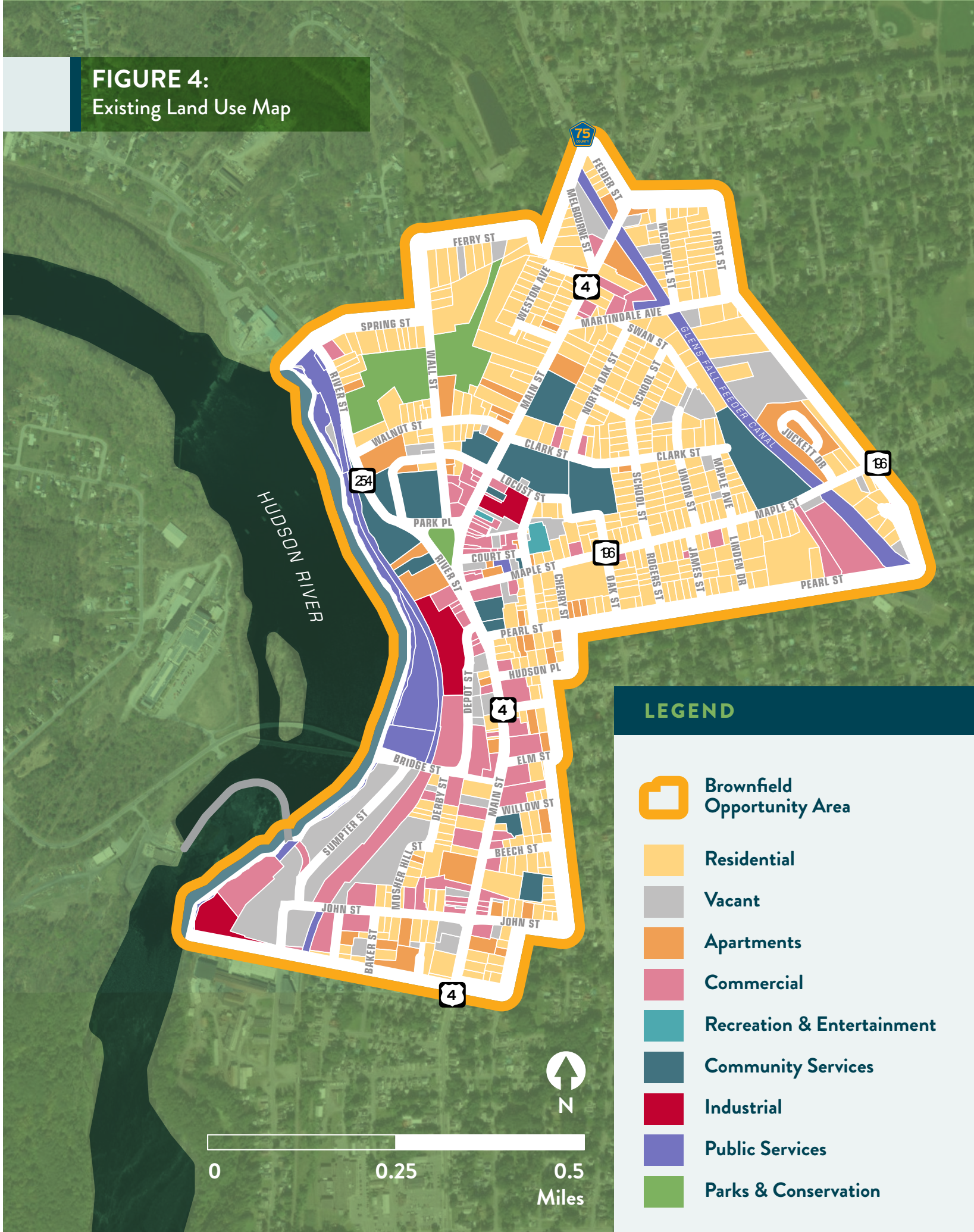
well as National Grid, Village-owned properties, and rail properties along the Hudson River. All other uses represent less than ten percent of the study area parcels and acreage.

3.3.2 ZONING

All properties included in the BOA study area fall within one of seven zoning districts. The Village Zoning Ordinance is a legal document that establishes allowed uses and design standards for different areas of the Village. The Village Zoning Map differs from actual land uses, as multiple uses may coexist within a zoning district; the relationship between zoning and actual land use is an important consideration moving forward in the development of potential sites.

For each zoning district, the Village Code describes what level of review needs to be observed for each potential use. Principally permitted uses do not require Planning Board approval. Site

FIGURE 4:
Existing Land Use Map



plan review and special use permits provide another level of review to ensure that proposed projects take into consideration surrounding development and mitigate problems associated with certain uses; for both levels of review, it is necessary to consult with the Village Planning Board, which is authorized to administer the regulations outlined in the Village Code and approve the action or require more strict design standards. Several interviewed stakeholders felt that the existing zoning is hard to navigate, making it difficult to get projects approved.

Figure 5 illustrates the zoning districts in the BOA study area, with descriptions of each zoning district/overlay provided in the following sections.

**RESIDENTIAL DISTRICT
CLASS A (R-A)**

The purpose of the R-A district is to preserve the Village’s residential housing stock while allowing limited accessory uses, such as professional offices, that complement the residential character of the Village. Single-family dwellings are the only permitted principal use in R-A districts, with professional offices incidental and subordinate to single-family dwellings and home occupations permitted as accessory uses. Community facilities and health-related facilities are permitted only under site plan review. Approximately half of the BOA study area lots are zoned R-A, representing approximately 40 percent of the BOA study area lot area. The R-A zoned lots are generally located in the northern and northwestern section of the BOA study area; lots fronting Main Street between Forest/Locust Streets and Walnut/Clark Streets are also zoned R-A.

**RESIDENTIAL DISTRICT
CLASS B (R-B)**

The purpose of the R-B district is to provide for a more diverse category of housing styles to serve the growing

needs of the community, while recognizing that there are a limited range of compatible non-residential uses that may complement the needs of the district. Single-family dwellings are the only permitted principal use in R-B districts, with professional offices incidental and subordinate to single-family dwellings and home occupations permitted as accessory uses. Boardinghouses, community facilities, and health-related facilities are permitted only under site plan review.

Approximately 20 percent of the BOA study area lots are zoned R-B, representing less than ten percent of the BOA study area lot area. The R-B districts in the BOA study area are generally mapped to serve as buffers between the R-A and MU zoning districts. One section of Main Street is mapped R-B (between Maple and Pearl Streets).

**RESIDENTIAL DISTRICT
CLASS C (R-C)**

The purpose of the R-C district is to preserve the longstanding residential neighborhoods, while allowing for the placement of bed & breakfast, community facilities, and professional offices consistent with the residential character of the community. Single-family dwellings are the only permitted principal use in R-C districts, with professional offices incidental and subordinate to single-family dwellings and home occupations permitted as accessory uses. Bed and breakfast facilities, community facilities, health-related facilities, and professional offices are permitted only under site plan review.

The R-C district mapped in the BOA study area comprises lots fronting Main Street between Clark/Walnut Streets to the south and Martindale/Tidmarsh Streets to the north, as well as four adjacent lots that have frontage on Clark and North Oak Street, and two adjacent parcels on the west side of Main Street, south of John Street. In total, these

lots represent approximately five percent of the BOA study area lots and approximately four percent of the BOA study area lot area.

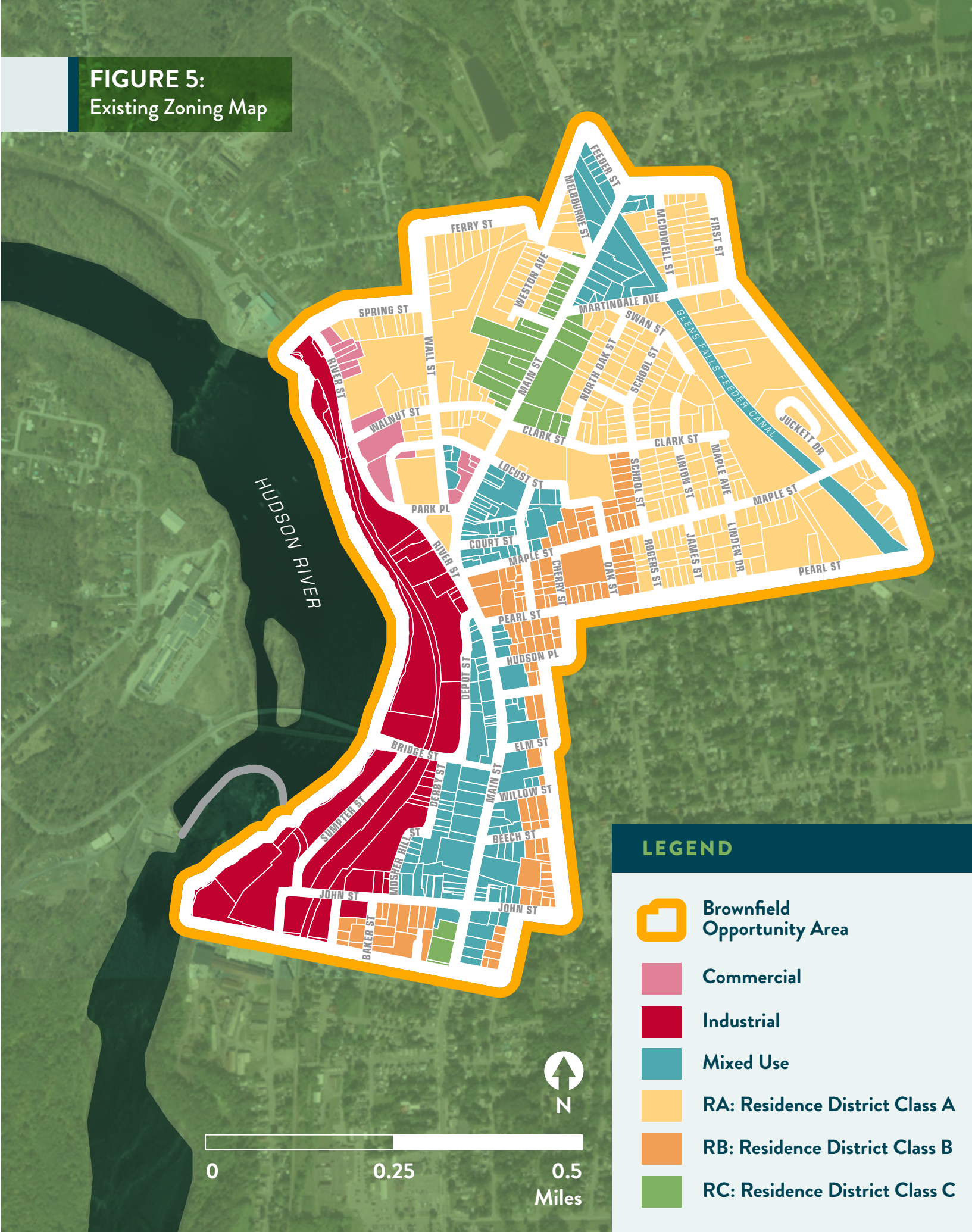
MIXED-USE DISTRICT

The purpose of the Mixed-Use district is to recognize the importance of the diverse marketplace of the Village Centre and encourage increased occupancy of second and third story units to serve the needs of the Village and surrounding residential neighborhoods. Duplex (or two-family) residential buildings are the only permitted principal use in R-U districts. The following additional uses are permitted only under site plan review: single- and multi-family dwellings; home occupations; offices; retail businesses; bed and breakfasts and hotels; community and health-related facilities; senior living facilities; and telecommunication.

The Zoning Code prohibits the conversion of ground floor commercial or nonresidential uses to residential uses in the MU district, unless the structure was originally designed and intended for residential use. This requirement may need to be reevaluated to ensure that, with the decreasing demand for retail, it is not resulting in increased ground floor vacancies. Multiuse structures with multi-family dwellings or apartment units on any floor other than the first or ground floor in the MU district are also subject to an application for a special use permit. This additional requirement may be inhibiting the conversion of currently vacant upper floors along Main Street into residential apartments.

Within the BOA study area, MU districts are mapped along most of Main Street between Washington Street (to the south) and Forest/Locust Streets (to the north), in addition to a cluster of MU-zoned lots near the intersection of the Feeder Canal and Main Street and the west side of Wall Street between Park

**FIGURE 5:
Existing Zoning Map**



Place and Forest Street. In total, just under one-quarter of the BOA study area lots and lot area is zoned MU.

COMMERCIAL DISTRICT

The purpose of the Commercial district is to provide for mixed commercial and low-impact industrial uses in areas that are in transition between the Village Centre and older industrial uses in a manner consistent with adjoining residential areas. All uses in the Commercial district require either site plan review or special use permits. The following uses require site plan review: bed and breakfasts and hotels; community and health-related facilities; offices; retail businesses, including fast food restaurants and nursery/garden centers; senior living facilities; equipment storage, sales, and services; lumberyards; and telecommunication. Duplexes, automobile sales/service, and gasoline stations all require special permits.

Similar to the MU district, the Zoning Code prohibits the conversion of ground floor commercial or nonresidential uses to residential uses in the C district, unless the structure was originally designed and intended for residential use. This requirement may need to be reevaluated to ensure that, with the decreasing demand for retail, it is not resulting in increased ground floor vacancies. Just under two percent of the BOA study area lots and lot area is zoned C; these include lots along the west side of Main Street between Park Place and Forrest Street, most lots along the east side of River Street between Park Place and Spring Street, and a single lot at the northwest corner of Court and Center Streets. While envisioned for commercial uses, all but two (87%) of the C-zoned lots in the BOA study area are occupied by single-, two-, or multi-family residential buildings or

residential buildings with ground floor retail.

INDUSTRIAL DISTRICT

The purpose of the Industrial district is to provide adequate areas for the siting and reinvigoration of exiting industrial facilities. All uses in the Industrial district require either site plan review or special use permits. The following uses require site plan review: community and health-related facilities; fast food restaurants; nursery/garden centers; senior living facilities; equipment storage, sales, or service and self-storage facilities; light manufacturing and heavy industrial uses, including lumberyards, concrete batching plants, and junkyards/scrapyards; and telecommunication. Mobile home parks, kennels/animal day care, automobile sales/services, and gasoline stations require special permits.

Within the BOA study area, the Industrial (I) district is mapped along the waterfront and adjacent upland lots. While less than five percent of the BOA study area lots are zoned I, these lots comprise over 20 percent of the BOA study area lot area. Over one quarter of the I-zoned lots in the study area are occupied by one- and two-family residential buildings, which are not a permitted use; all of these residential buildings were built between the mid-nineteenth and mid-twentieth century and are, therefore, grandfathered nonconforming uses. There are multiple vacant lots and underutilized/vacant properties in the I zoning district, including several along Main Street. These factors indicate that the Industrial zoning may not be the most appropriate zoning for all the parcels on which it is mapped.

VILLAGE CENTRE OVERLAY DISTRICT

An overlay is a land use tool

used by communities to place further restrictions on areas of the municipality where additional review or more stringent standards are needed to guide development toward a specific goal. As shown in the Village Zoning Map, properties along U.S. Route 4, from Clark Street to the north to John Street to the south, are within the Village Centre Overlay District. The purpose of the Overlay District is to identify the Village’s “downtown” marketplace and encourage the retention and attraction of retail vendors, services, and facilities that are complementary to the historic Main Street marketplace. The design guidelines for this district are not legal requirements; the district’s design regulations focus on maintaining architectural integrity and preserving the “Main Street” feel of downtown. The regulations include a focus on building height, sidewalk appearance and width, shop entrances, landscaping features, roof design, window structure, and signage. These guidelines are intended to encourage a certain standard of development in the center of the Village; however, they are not required for development within the district. This distinction, while intended to allow property owners flexibility and the Planning Board discretion, may be undermining the underlying goals of the Overlay District by allowing development that does not complement the downtown historic character. It should also be noted that the district does not extend south of John Street and, therefore, does not include the two large vacant parcels that are located on the southwest corner of the intersection.

BULK AND AREA REQUIREMENTS

All zoning districts in the Village have a minimum lot area of 5,000 SF; in the R-A, R-B, and R-C districts,

the 5,000 SF minimum is calculated per dwelling unit or principal use. The lots within the BOA study area have an average lot area of approximately 18,000 SF, with 239 lots exceeding 10,000 SF and, therefore, of sufficient size to be subdivided. Minimum lot widths vary by zoning district. The MU and C districts have the lowest minimum lot width (50 feet), followed by the R-A, R-B, and R-C district (75 feet), and the I district (200 feet). Approximately

159 lots within the BOA study area have less than 50 feet of street frontage and, therefore, do not meet the minimum lot width requirement.

While the Village’s downtown is generally characterized by attached and semi-detached mixed-use buildings built to the lot line, all of the zoning districts have minimum front, side, and rear setback requirements: a 50-foot front yard and 25-foot rear and side yards are required in the I

district; and a 16-foot front yard and eight-foot rear and side yards are required in all other zoning districts.

Lastly, the R-A, R-B, and R-C districts have a maximum building height of 35 feet and lot coverage restrictions. Buildings up to 50 feet in height with 90% lot coverage are permitted in the C district, and buildings up to 60 feet in height with 90% lot coverage are permitted in the MU and I districts.

3.4 Brownfield, Abandoned, and Vacant Sites

KEY TAKEAWAYS

- Vacant, abandoned, and underutilized sites are concentrated on Main Street - a high visibility and heavily trafficked roadway
- Several previously underutilized sites in the study area have been reactivated in the past 10 years
- Brownfield sites are predominantly located along the Hudson River and Feeder Canal, inhibiting visual and physical access
- Twelve brownfield sites are likely eligible for Phase 2 site assessment funding

One of the primary objectives of the BOA program is to address blighted properties that are or have been impacted by the presence of brownfields. Brownfields are properties whose redevelopment may be complicated by the real or perceived presence of contamination. A brownfield site may have an active commercial or industrial operation, or may be a vacant or abandoned property. Vacant, abandoned, and underutilized site offer strategic, near-term opportunities for redevelopment.

augmented with field reconnaissance, stakeholder discussions, and building owner survey data. These sites were divided as follows:

VACANT:

Any property that is vacant, has no apparent current use, and does not contain structures.

ABANDONED:

Any property that is vacant, has no apparent use, and contains structures.

UNDERUTILIZED:

Any property that is currently used, but the use is considered to be less than the property’s highest potential based upon the underlying zoning. For example, a vehicle storage lot situated along an active retail corridor and a multi-story mixed-use building with vacant upper floors are both considered to be underutilized. This designation is subjective and is based primarily upon field reconnaissance, the building utilization survey, and input from the Committee.

In total, the BOA study area currently contains over 46 acres of





Bank Commons

vacant, abandoned, or underutilized sites. These sites present significant opportunities for redevelopment and are comprised of 41 vacant properties, four abandoned properties, and 17 underutilized properties. A map of all the vacant, abandoned, and underutilized sites is provided in **Figure 6** and site profiles for strategic sites are included in **Appendix B**. As shown in the figure, most of the identified sites (24) are located along Main Street, the most heavily trafficked roadway in the Village; their high visibility locations are hard to avoid and may be contributing to a negative perception of conditions within the greater Village.

It should be noted that several underutilized sites that were previously identified as strategic sites in the Pre-Nomination Study have been removed to reflect their subsequent reactivation. These include:

- **Martindale (adjacent to Feeder Canal):** At the time of the Pre-Nomination, a partially finished

steel structure occupied the property. That structure is now finished and is being used by the owner for commercial purposes.

- **5 Martindale (A-1 Auto Body):** Initially identified as a possible underutilized property, the business is now active, and all land is utilized for used auto sales.
- **First National Bank Building:** A key recommendation in the Pre-Nomination Study was to assist with the redevelopment of this critical downtown site. A local developer undertook that project, and it is now a mixed-use site (Bank Commons).
- **136-140 Main Street:** At the time of the Pre-Nomination, this downtown property was vacant. It has since been improved with a surface accessory parking lot to support the adjacent Bank Commons.

- **74-78 Main Street (Former Rite Aid):** This formerly vacant structure has been reoccupied by an O'Reilly Auto Parts store and is back in productive use.
- **264-268 Main Street (Napa Building):** The Pre-Nomination Study recommended the redevelopment of this building into a mixed-use property. This site was successfully renovated and is back in productive use as an apartment complex.
- **214 Main Street (Masonic Temple):** This formerly vacant building is currently been renovated into the Sandy Hill Arts Center.
- **30 Main Street (Former Pizza Hut):** The former Pizza Hut building was successfully renovated and is back in productive use as a pizza-based Italian restaurant.

FIGURE 6:
Brownfield, Vacant, Abandoned, and Underutilized Sites Location Map





Bridge Street Railroad Crossing



Vacant John Street Lots



Vacant Former Stewart's Lot

3.5 Land Ownership Pattern

KEY TAKEAWAYS

- Most of the study area properties are privately owned
- While representing less than 4% of the parcels, the publicly owned properties include several brownfield, vacant, and underutilized properties, as well as large waterfront parcels

Figure 7 presents the land ownership pattern within the BOA study area. Land ownership is an important criterion when evaluating revitalization opportunities. When land is in public ownership, it simplifies matters for the municipality to implement its vision for the property. Of the BOA study area's 677 parcels, less than four percent (representing a combined 32.4 acres) are held in public ownership. Public landowners include the Village of Hudson Falls, Glens Falls Housing Authority, Hudson Falls Central School, New York State Department of Canals (Canal Corps.), the U.S. Government, the Warren/Washington County IDA, and Washington County. While representing less than four percent of the BOA study area parcels, it should be noted that these publicly owned properties include four brownfield sites (on Main, Maple, Depot, and Bridge Streets), five vacant sites (on Ferry, Derby, Locust, and Center Streets), and one underutilized site (Grace Park).

With over 96 percent of the BOA study area parcels privately-owned, private property owners will need to play a substantial role in any revitalization effort. Several landowners within the study area have been involved in the BOA planning process as key stakeholders and have been interviewed to identify their concerns and desires. They have also attended Committee meetings and public meetings, contributing important input to the process.



Vacant/Underutilized Properties on Main Street



Feeder Canal at Maple Street



Grace Park

3.4.2 BROWNFIELD SITES

New York State Environmental Conservation Law defines a brownfield site as "...any real property, the redevelopment or reuse of which may be complicated by the presence or potential presence of a contaminant." The Village is a historically industry-based community, with large industrial employers typically developing along the waterfront and taking advantage of water and rail access. GE (a Federal National Priority List site) was a major employer for the community until its closing in 1995. Industrial uses continue today, including petroleum storage and distribution facilities and contracting and lumber companies, among others. Other former industrial properties have been abandoned, with minimal to no investigation into the properties to identify and address potential contamination. Residential properties in the study area also have on-site heating oil tanks, some of which have documented spills.

Brownfield sites in the study area were identified using existing brownfield inventories, property class codes, State and Federal records, and field reconnaissance. In total, there are 45 brownfield sites within the BOA study area, which, combined, represent over 101 acres. These include:

- **Fifteen bulk storage, spill, and environmental remediation sites identified in the NYSDEC database;**
- **Five sites identified in the U.S. Environmental Protection Agency's (EPA's) Resource Conservation and Recovery Act (RCRA) Info database;**
- **Three sites that are listed on both databases; and**
- **22 suspected brownfield sites based on current and/or historic land uses (e.g., industrial, gas stations, auto repair).**

The brownfield sites are shown in **Figure 6** and site profiles for strategic sites are included in **Appendix B**. As shown in the figure, most of the brownfield sites are located along the Hudson River and the Feeder Canal, potentially inhibiting access to and development along these significant water resources.

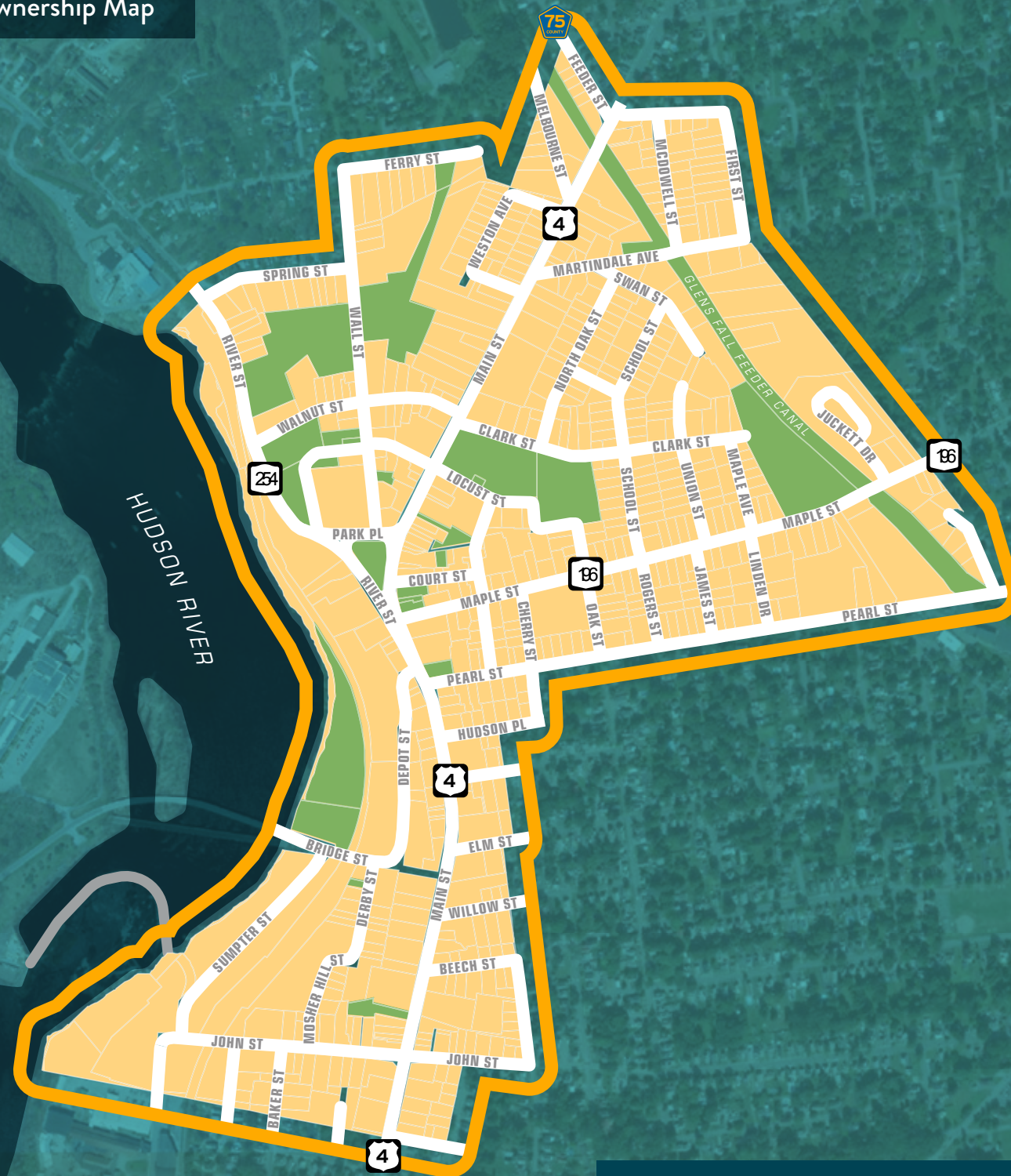
It should be noted that seven of the identified brownfield sites are also considered vacant, abandoned, and/or underutilized; in such instances, these parcels are denoted as both in **Figure 6**.

The identified brownfield sites were evaluated for their potential to be eligible for BOA Phase 2 site assessment funding. This included evaluating property ownership and whether the site is on the Federal National Priority List, a permitted RCRA, subject to an order for cleanup, or subject to an enforcement action under a State or Federal remedial program, among other factors. **Table 1** lists those sites that were identified as potentially eligible for BOA Phase 2 site assessment funding; these sites are also highlighted with call-outs in Figure 6.

TABLE 1: POTENTIAL CANDIDATES FOR SITE ASSESSMENT FUNDING

SITE NAME	ADDRESS
10 Maple Street	10 Maple Street
Former Stewart's	173 Main Street
All American Auto Repair	250 Main Street
GA Bove	40 Derby Street
Cumberland Farms	70 Main Street
A1 Autobody	5 Martindale Avenue
28 Derby Street	28 Derby Street
Domino's	209 Main Street
165 Main Street	165 Main Street
Former Getty Gas Station	23 Main Street
Former A1 Autobody	264 Main Street
Castle Power Solutions	5 Depot Street

FIGURE 7:
Land Ownership Map



LEGEND



**Brownfield
Opportunity Area**



Public | 32.4 Acres



Private | 248.3 Acres



0 0.25 0.5
Miles



3.6 Parks and Open Space

KEY TAKEAWAYS

- The Feeder Canal is a popular bike and walking trail for residents and visitors alike
- The Village has been actively making improvements to its open spaces in recent years
- Grace Park, the largest park in the the BOA study area, is underutilized despite its proximity to downtown

The Village of Hudson Falls is known for its many parks and open space resources, which are shown in **Figure 8**. These include a well-used bike trail, several passively programmed parks, and a community garden.

FEEDER CANAL TOWPATH TRAIL

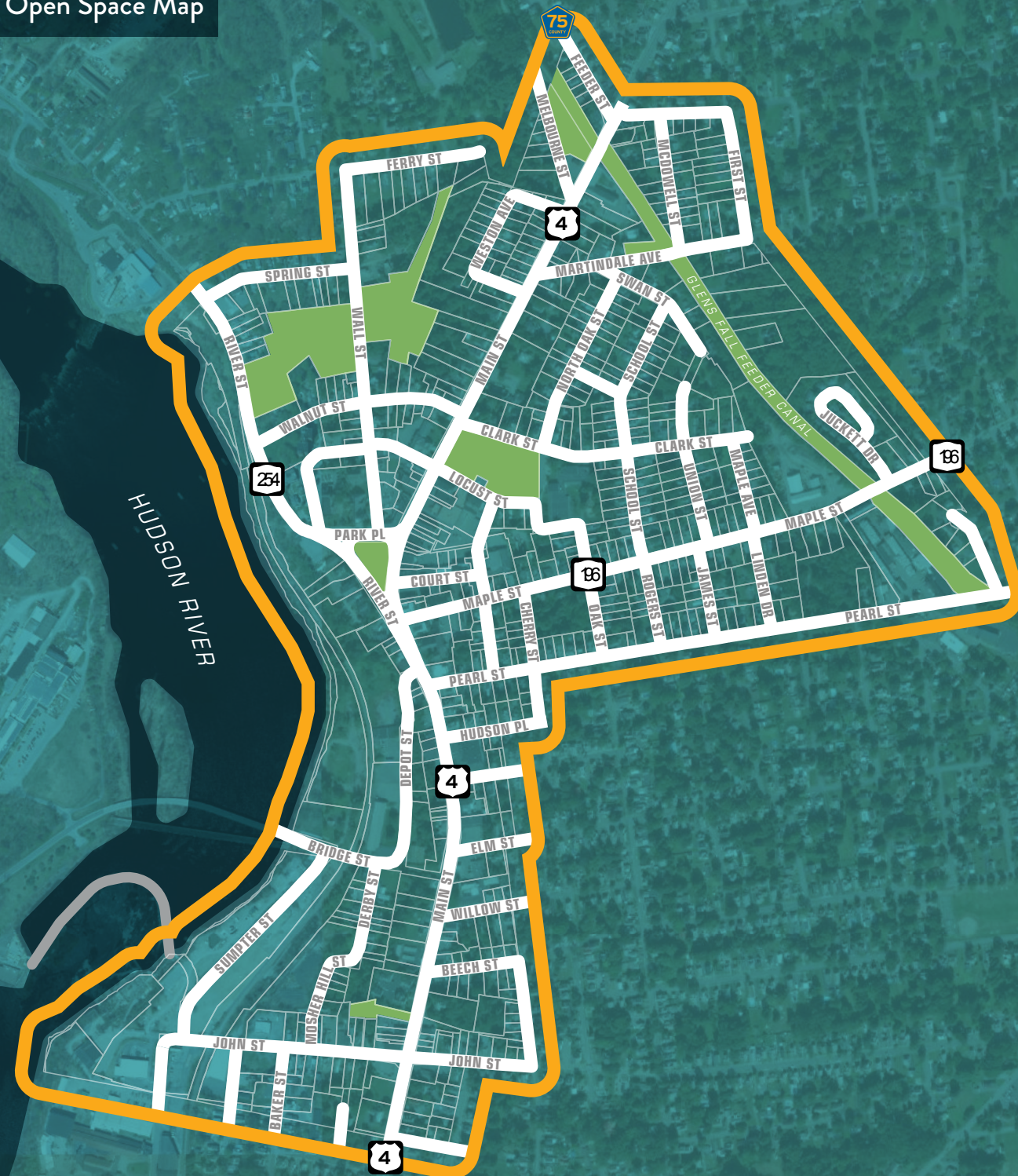
Feeder Canal Towpath Trail is a cultural, economic, scenic, and recreational asset in Saratoga, Warren, and Washington

counties. The Feeder Canal provides a crushed stone multi-use path from the Feeder Dam/Hudson River in Queensbury to the Five Combines in Hudson Falls. To the west, this trail provides connections to the Warren County Bike Path in Glens Falls, linking to Lake George. To the south, the trail provides connections to the Champlain Canal Trail in Fort Edward; the 60-mile Champlain Canal runs from Waterford to Whitehall. The use and improvement of the Feeder Canal and the adjacent linear park is supported by the work of the Feeder Canal Alliance, with the assistance of the New York Canal Corporation. Recent improvements include the renovation and restoration of the Coal Silos, located on the canal next to Pearl Street. This was one of the primary recommendations of the Pre-Nomination and helps to support the use and historical value of the Feeder Canal. The Feeder Canal Towpath Trail is recognized by the National Park Service and the Department of Interior as a National Recreational Trail.

PARIS PARK

The Village is continuing to make significant improvements to its park facilities, facilitated by a series of successful grant awards. Within the BOA study area, these include recently completed improvements to Paris Park, funded through the NYS Environmental Facilities Corporation (EFC) Green Infrastructure Grant Program (GIGP). Paris

FIGURE 8: Parks & Open Space Map



LEGEND



Brownfield Nomination Area



Parks & Open Space

Park is a 2.1-acre park located between the Village Hall, Fire Department, and Public Library (to the west) and Margaret Murphy Kindergarten (to the east), and fronts on Clark and Locust Streets. The recent improvements included restoring the lawn for use for recreation and community events, the redevelopment and conversion of the existing parking lot to accommodate an additional 28 vehicles, and the use of green infrastructure techniques, including porous pavement and bioretention filters. The project also involved improvements to the Margaret Murphy Kindergarten bus drop-off area and a more formalized, safer connection between the school and the park.

GRACE PARK

Grace Park is the largest park in the BOA study area, comprising a total of 8.4 acres, and is located on Wall Street between Walnut and Spring Streets. West of Wall Street, Grace Park was improved by the Village, in partnership with HRMH, and with the assistance of community members and the Village DPW. Improvements included regrading and the construction of an informal outdoor performance area. The outdoor performance area is not currently used for events. On the east side of Wall Street sits Wall Street Pond, which is formed from runoff from the Village reservoir to the north, and, for many years, was used for ice skating in the winter months. Since the Village began getting its water supplied from the neighboring Town of Queensbury, the higher volume of runoff from the reservoir has made skating on the pond dangerous. Skating and walking on Wall Street Pond when it is frozen has been prohibited since the Village passed a series of local laws regulating usage of its parks in 2013. The Village has sought (unsuccessfully) funding to improve Grace Park with a formal performance space, small parking area, and trail system.

JUCKETT PARK

Juckett Park is located in the center of downtown and forms the “Village Green.” The 0.8-acre park features a central fountain, a gazebo, benches, picnic tables, a Civil War monument, and plantings and is maintained through the efforts of the Sandy Hill Foundation. The Village recently replaced all interior sidewalks, added period lighting, and refurbished the historic cannon in the park. The park (along with Paris Park) is the site of the annual “Sandy Hill Days” and also hosts concerts in the summer months. The park was also the location of the former Sandy Hill Farmers Market, which operated on Thursday evenings for three years, before closing indefinitely.

FEEDER CANAL POCKET PARKS

Murray Park is located at the Feeder Canal's intersection with Main Street and was developed by the Feeder Canal Alliance as one of five parks along the canal. The land of Murray Park was purchased by the Open Space Conservancy, the land acquisition affiliate of the Open Space Institute. The park features benches and picnic tables, as well as the old canal "keepers cabin." A second Feeder Canal pocket park in the BOA study area is located at the canal's intersection with Martindale Avenue and features benches and picnic tables, a dock, plantings, and parking.

L.E.A.P. COMMUNITY GARDEN

Lastly, the L.E.A.P Community Garden is located at 49 Main Street. The community garden was started in 2017 by L.E.A.P. – Learning, Employment, Assistance, Partnership, a non-profit organization. Residents of Hudson Falls, Kingsbury, and Fort Edward are eligible to sign up for a community garden plot.



3.7 Historic or Archaeologically Significant Areas

KEY TAKEAWAYS

- The Hudson Falls Historic District is generally consistent with the area that has been the focus of renewed public and private investment, including streetscape improvements and building renovations
- There are several eligible historic buildings located in the southern section of Main Street
- Historic building restoration is eligible for additional grant funding and tax incentives, but can also face challenges of additional permitting and review

Hudson Falls has functioned as a commercial, industrial, and cultural center for well over 200 years, leaving a rich historic legacy of structures, sites, and landmarks. The Village was first settled in 1768 and was fiercely contested during the Revolutionary War era as a vital north-south travel route. It continued to build on that legacy in the following decades, transforming itself into a center for commercial and industrial interests.

HUDSON FALLS HISTORIC DISTRICT

Today, the Village retains much of its historic character. The Hudson Falls Historic District was listed on the State and National Registers of Historic Places (S/NR) in 1983. This district encompasses the historical center of the Village and is generally within the boundaries of the BOA study area (refer to **Figure 9**). Most structures in the district were built between 1875 and 1900, with earlier buildings interspersed. In total, the district encompasses 161 buildings; at the time of the district's designation, only 12 of the buildings did not contribute to the significance of the historic district due to their modern construction or extensive alterations. The S/NR designation report notes that the significant structures

encompassed within the historic district “reflect the relative prosperity which characterized this important community of the upper Hudson Valley throughout much of its history.” Several key buildings within the historic district were recently restored and revitalized, including the Old County Courthouse, the Strand, the Masonic Temple, Bank Commons, and the former HRMH. The Route 4/Main Street streetscape improvements discussed in **Section 3.8** are also generally within the bounds of the historic district.

FEEDER CANAL

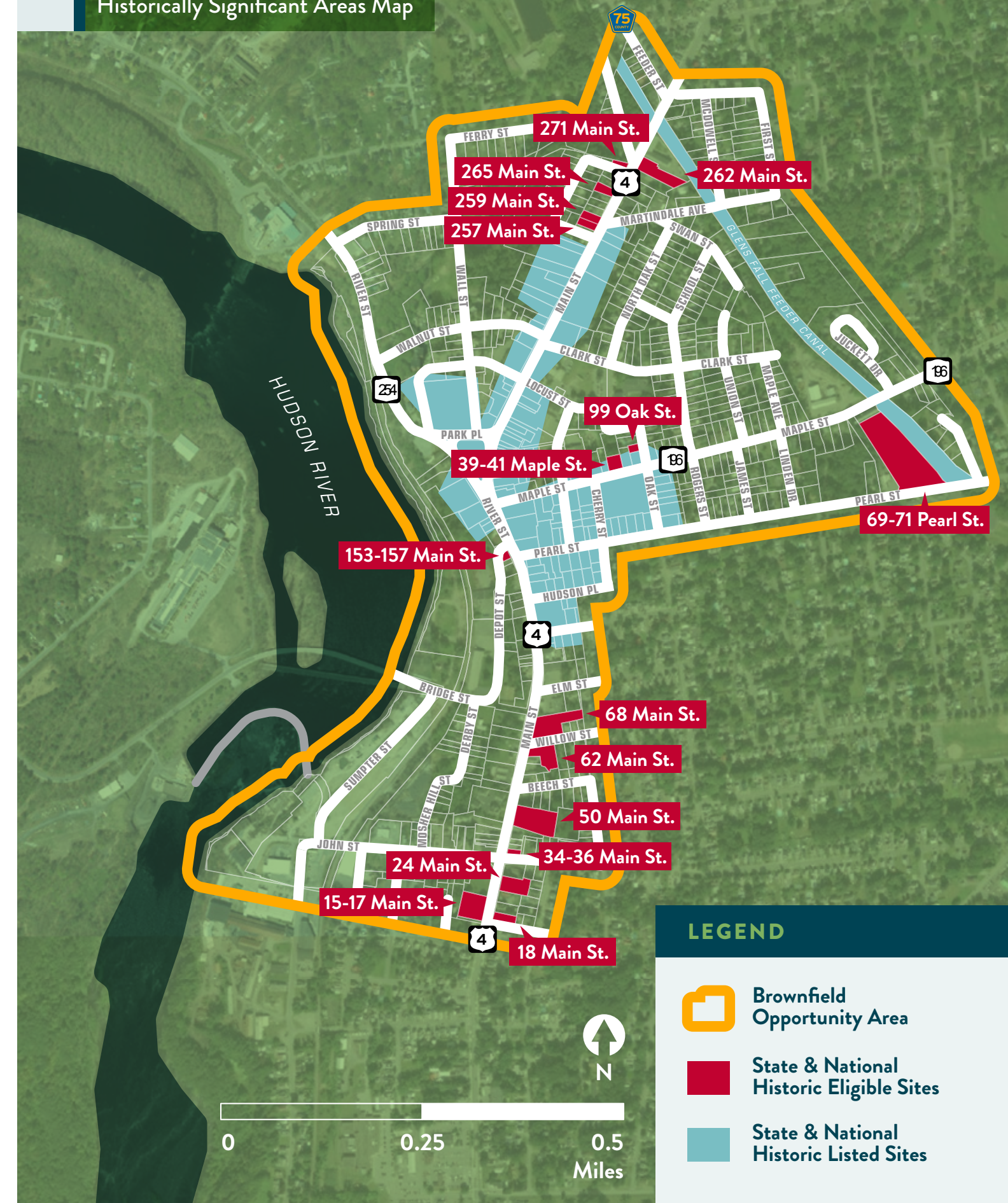
Running along the eastern edge of the study area, the Feeder Canal was listed on the National Register of Historic Places in 1985. The contributing historic features include the canal right-of-way, the canal towpath, and the stone navigation locks. The Feeder Canal was originally constructed in 1824-1829 and is significant for its contribution to the economic development of Glens Falls and the upper Hudson-Southern Adirondack region.

ELIGIBLE HISTORIC BUILDINGS

In addition to these two designated historic districts, there are several individual buildings within the BOA study area that are eligible for S/NR listing. These include several structures along Main Street northeast of Sarver Street and south of Elm Street, and the Coal Silos on Pearl Street (refer to **Figure 9**).

It should be noted that permitting and review of historic or archaeologically sensitive areas can result in a longer time schedule for redevelopment. If public funds are used, the New York State Office of Parks, Recreation, and Historic Preservation (OPRHP) must be consulted prior to project development for their review and consideration. However, additional funding opportunities also exist at the State and Federal level for S/NR-listed properties, in the form of grants, tax credits, and technical assistance. One notable requirement to be eligible for the Federal tax credit is that the final building use be consistent with the original use of the building; this requirement was identified as a limitation of its use by developers during the stakeholder outreach process.

FIGURE 9:
Historically Significant Areas Map



3.8 Transportation Systems

KEY TAKEAWAYS

- Main Street is the heavily trafficked roadway and, therefore, the section of the Village that is seen by the most residents, visitors, and passersby
- Depot Street is a key connection between downtown and the Hudson River that is limited by its one-way traffic and steep grade change
- The recently improved northern section of Main Street is charming and pedestrian friendly, but these improvements have not been made in other sections of the Village
- US Route 4 is a designated bike route but lacks bicycle infrastructure
- Overall parking supply is sufficient, but there are opportunities to improve efficiency of off-street lots
- GGFT bus service runs daily through the Village
- An active freight rail line runs along the Village's waterfront parcels

3.8.1 ROADS AND BRIDGES

ROADWAY NETWORK

There are just under six miles of roads and rights-of-way within the BOA study area. There are five primary vehicular entryways to the BOA study area from the surrounding area: River Street, which connects Hudson Falls to the City of Glens Falls and Northway Exit 18; Main Street (US Route 4), which connects the Village to Fort Edward (to the south) and Kingsbury (to the north); Maple Street, which runs east to the Town of Hartford and, eventually, Vermont; and Bridge Street, which connects the Village to the Town of Moreau in Saratoga County.

The vehicle roundabout that circles Juckett Park in the center of the Village is a defining feature of the roadway network. Another notable element of the roadway network is Depot Street. The roadway is a primary connector between Main Street and the west side of the Hudson, but only serves one-way traffic and is also challenged by its steep grade change.

The BOA study area roadway system consists primarily of local roads; the NYS Department of Transportation (NYS DOT) classifies Main Street as a principal arterial; River, Maple, Bridge, John, Feeder, and Sumpter Streets as minor arterials; and Pearl, Oak, Allen, and Locust Streets and Martindale Avenue as major collectors. As shown in **Figure 10**, Main Street south of Park Place and River Street experience the highest traffic volumes (averaging upwards of 11,000 vehicles per day), followed by Main Street

north of Park Place, Bridge Street, and John Street west of Main Street. These roadways therefore represent the portions of the Village that are the most frequented, and the streetscape along these roadways should be prioritized to attract additional visitors and investment.

The Village is responsible for maintaining most of the roadways within the BOA study area. Main Street (U.S. Route 4) is maintained by the Federal DOT and River Street (NYS Route 254) and Maple Street (NYS Route 196) are maintained by NYS DOT.

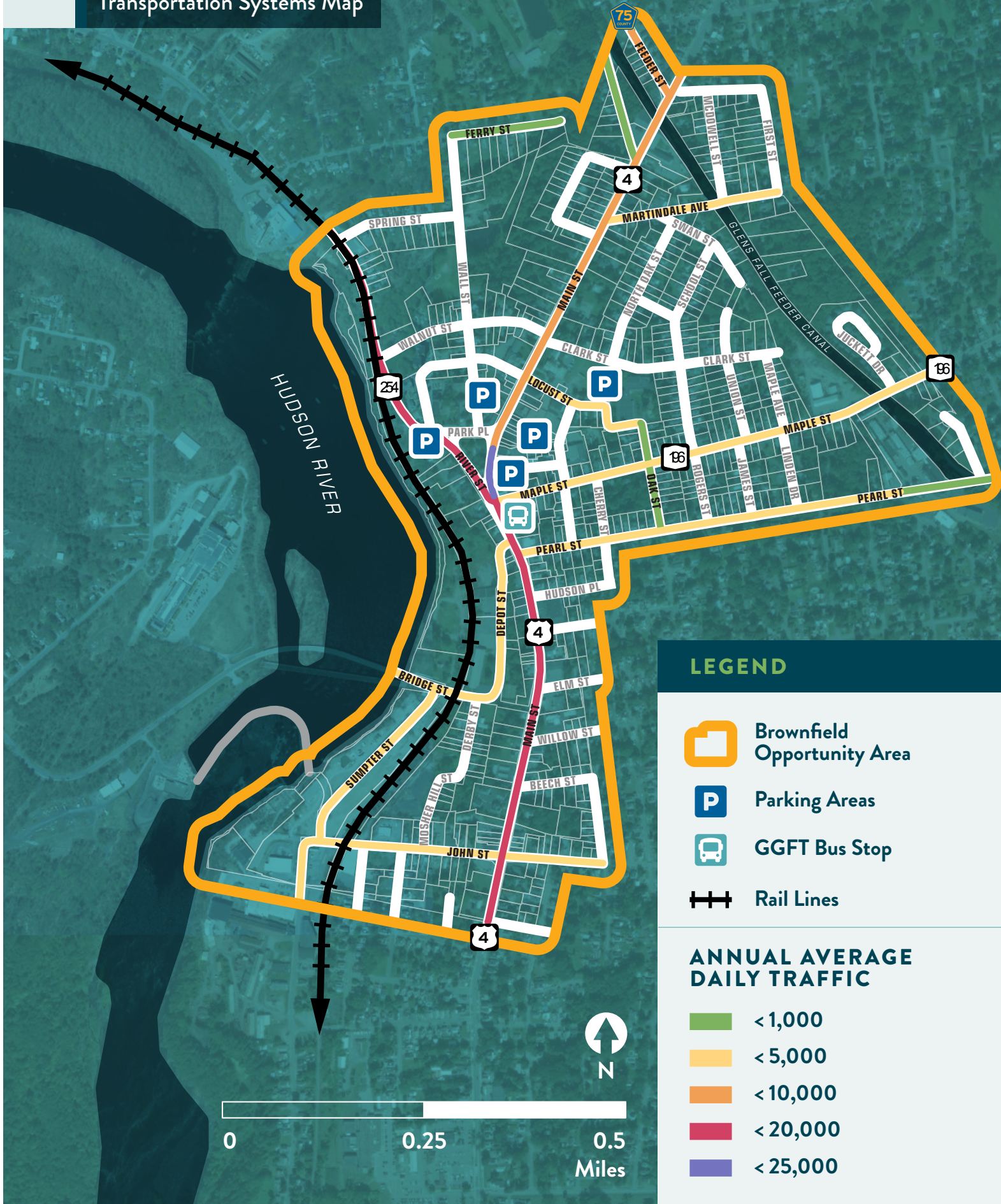
BRIDGES

There are four bridges in the Village, including one Hudson River crossing and three Feeder Canal crossings. The Hudson River crossing at Bridge Street is the Village's only functioning crossing over the Hudson. The bridge runs to the north of the Old Fenimore Bridge, which closed in 1989. The three Feeder Canal bridge crossings also serve as connections from downtown to the Feeder Canal Towpath Trail, which, south of Main Street, runs along the east side of the canal.

3.8.2 PEDESTRIAN AND BICYCLE FACILITIES

The BOA study area is generally a very pedestrian-friendly walkable community, with sidewalks lining most roadways. 2015 infrastructure improvements to the U.S. Route 4 corridor beginning just north of Pearl and Depot Streets. The enhanced pedestrian space includes decorative brick pavers, historic light fixtures,

FIGURE 10:
Transportation Systems Map



and brick medians, all adding to the charming, walkable feel of this section of the Village.

However, outside of this recently improved section of the Route 4 corridor, sidewalks are lacking, intermittent, or in deteriorating conditions along some key roadway segments, including portions of Wall Street, leading to Grace Park. In other locations, such as River Street and southern portions of Main Street, large curb cuts, the lack of a verge, and narrow sidewalks create uninviting (and potentially unsafe) conditions for pedestrian.

The most significant recreational bicycle and walking trail in the BOA study area is the Feeder Canal Towpath Trail, discussed in greater detail in **Section 3.6**, above. U.S. Route 4 (Main Street) is part of State Bicycle Route 9, a designated on-street bike route. Apart from its designation, however, there are no roadway markings to distinguish Main Street as a bike route. The absence of sharrows or designated bike lanes along the route potentially discourage the bicycle tourists who use the Towpath Trail from entering downtown, despite the trail’s intersection with Main Street.

3.8.3 PARKING

During the public engagement process, building and business owners had conflicting thoughts on the adequacy of parking; some thought that there was sufficient parking, while others thought that the parking was lacking. A parking study was completed in May 2016 to quantify the existing supply and demand. The study focused on Main Street from John Street north to Martindale Avenue and side streets within one block east and west of Main Street. Survey of on-street parking spaces, off-street parking lots, and baseline parking counts were conducted during key time frames. A total of 586 parking spaces are located in the parking study area, including public on-street and public/private off-street parking lots. **Table 2** presents the existing parking supply for the study area and further identifies parking supply available within a ¼-mile of the Village’s downtown center (Juckett Park), and ADA-designated spaces.

On average, under 25% of the Village’s on-street parking supply is utilized during both weekday and weekend periods, with little variation between

weekday and Saturday. Weekday turnover for on-street parking is also good, with very few spaces occupied by the same vehicle during the observation period. This indicates that the Village’s time limitations are generally observed by users. Turnover rates were slightly lower on Saturday when parking regulations are less stringent; approximately one-quarter of observed vehicles remained in the same location for over two hours.

Public and private off-street parking lots are located throughout the downtown area. For purposes of the parking study, counts were conducted at seven public and private lots located within a ten-minute walk of Juckett Park. On average, less than 40% of the surveyed off-street parking lots are being utilized during the weekday and Saturday periods; demand for off-street parking was slightly higher on weekdays than on Saturdays.

Looking at the combined 586 on- and off-street parking spaces within the parking study area, an average of 182 (31%) are occupied and 404 (69%) are available during the peak demand times, indicating that there is more than adequate parking supply to meet the Village’s existing and near-term needs. In



addition, as discussed in **Section 3.6**, as part of the improvements to Paris Park, a net 28 spaces were created.

While overall parking capacity within the study area appears sufficient, there are several deficiencies in the existing system. Notably, there are several off-street parking lots that are deteriorating and poorly organized, reducing their potential capacity. On the east side of Main Street between Court and Locust Streets, the rear parking lot is encumbered by its multiple owners and multiple large vehicles that are parked there.

3.8.4 PUBLIC TRANSPORTATION

Greater Glens Falls Transit (GGFT) operates buses and trolleys throughout southern Warren, western Washington,

and northern Saratoga Counties. GGFT’s Route 4 provides regular bus transportation between Hudson Falls, Fort Edward, and Glens Falls on weekdays and Saturdays. Major destinations along the route include the Warren County municipal buildings, the Fort Edward Amtrak station, and the downtown Glens Falls commercial center. There are two bus stops in the Village of Hudson Falls, one of which is located in the BOA study area on Main Street at Village Park (refer to **Figure 10**). GGFT Route 4 buses stop at the downtown bus stop generally every 30 minutes on weekdays and hourly on Saturdays. The A/GFTC’s 2009 “Transit Development Plan: Greater Glens Falls Transit” found that the GGFT’s Route 4 is the most productive service among the GGFT regular fixed routes, with most rider comprising habitual transit riders and ridership highest midday between 10 AM and 4 PM. It should be noted that the GGFT Route 4 does not run

in the evening hours, preventing its use to travel to/from downtown Hudson Falls restaurants or arts venues.

3.8.5 RAIL

As shown in **Figure 10**, the Delaware and Hudson Railway line runs along the western border of the BOA study area. The freight rail line is operated by Canadian Pacific (CP) Rail and operates three days per week, transporting materials to and from two industrial businesses located in Glens Falls, where the rail line has its northern terminus. Bridge Street crosses over the rail line. North of Bridge Street the rail line runs along a large, underutilized Village-owned property. Further north, the rail line runs between waterfront parcels and River Street and is visible from the roadway.

TABLE 2: SUMMARY OF PARKING SUPPLY			
LOCATION	TOTAL SPACES	SPACES WITHIN A 1/4-MILE OF JUCKETT PARK	ADA DESIGNATED SPACES
On-Street	209	134	6
Side Street	97	69	N/A
Parking Lots	280	280	10
TOTALS	586	483	16

3.9 Infrastructure

KEY TAKEAWAYS

- The study area is served by public water and sewer systems
- The Village has been replacing old water mains with new plastic mains in recent years to address water pressure issues
- Much of the Village's storm sewers are combined with the sewer system, raising CSO concerns

The capability of the Village's infrastructure, such as utilities, sewer, and water system, to accommodate both current and future development is a critical consideration when discussing the revitalization of the BOA study area. Overall, the Village is serviced by municipal water and sewer. Much of this infrastructure has been restored, repaired, and replaced in recent years. Sanitary sewers and stormwater sewers effectively separate sewage and contaminated runoff from streets and parking lots before the water runs into the Hudson River. Refer to **Figure 11**.

3.9.1 WATER

Hudson Falls has a public water system, which serves the entirety of the study

area and all but a half dozen or so households in the greater Village. The Village contracts the purchase of up to one million gallons of water per day (gpd) from the Town of Queensbury. The Village currently uses approximately 800,000 gpd, with peak events in the summer occasionally going over the million gpd reservation. The Village resells an average of 200,000 gpd to the Town of Fort Edward. The Town of Queensbury has, in addition to the water sales already committed, another million gpd of reserve water.

Once the water has been received, the Village directs it to its own treatment plant, where it is fluoridated and re-chlorinated. The water then flows through pipes that have been in the ground for 50 to 100 years. Only a small percentage of pipes have been replaced in the last decade with PVC. The 50-year-old pipes were made with transite, a material that includes asbestos. These older pipes suffer from corrosion, with many of the older pipes having only 1.5 inches for water passage, which clogs the pipes and interferes with water pressure. This is particularly a problem for the Village's Fire Department. Some of the Village's fire hydrants are so impacted that there is not sufficient water pressure to provide firefighting water. The Village's fire hydrants were painted either red or white depending on the type of pressure available to the hydrant: fire hydrants that receive water from the newer pipes were painted red, and fire hydrants serviced by the older pipes were painted white. The DPW maintains a map of the fire hydrants and water pipe conditions and shares this information on a regular basis with the Fire Department.

Through a series of CDBG Public Infrastructure Grants, the Village

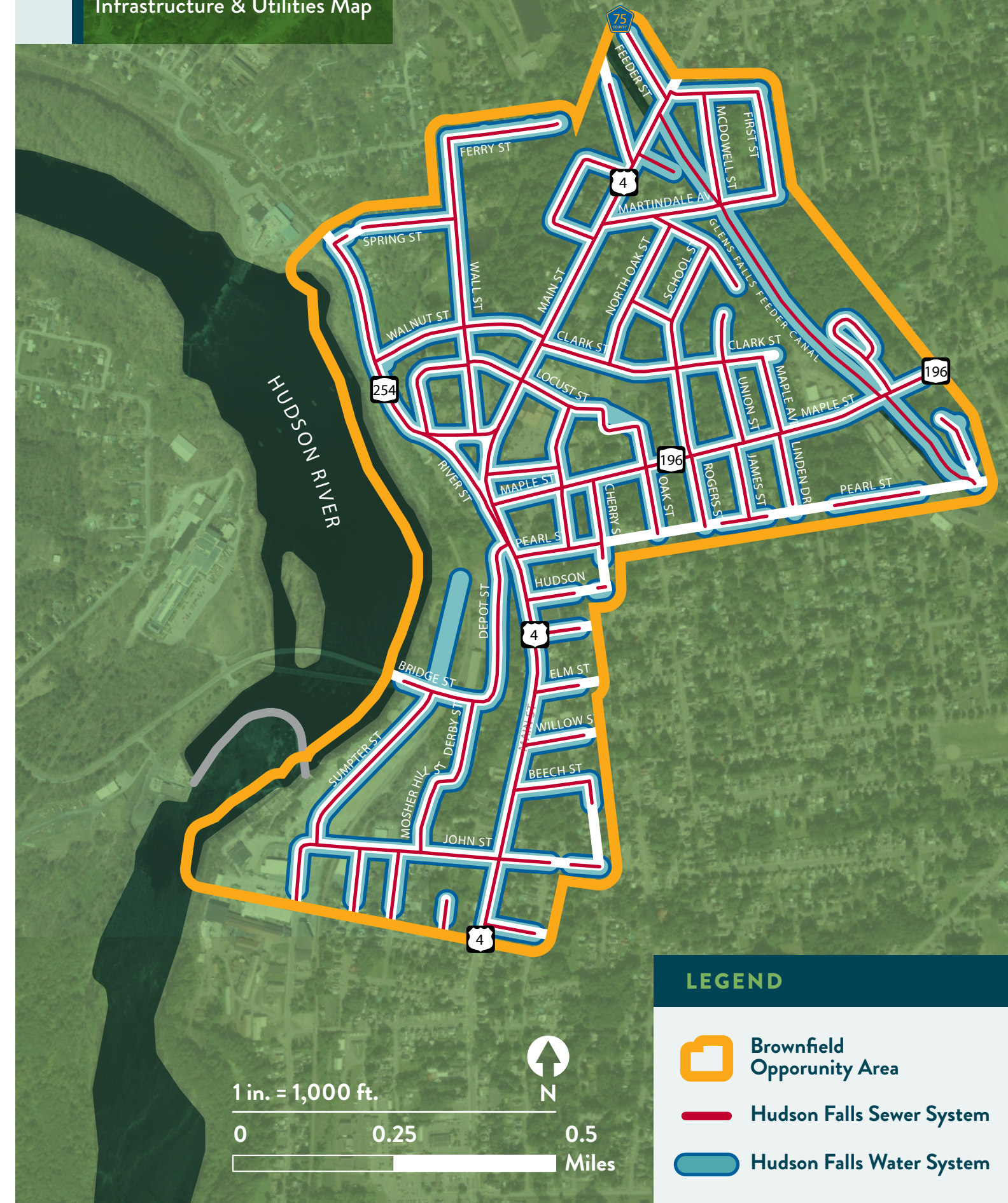
has been systematically replacing deteriorating, tuberculated cast iron water distribution lines with eight-inch plastic mains. Within the BOA study area, water main replacements have been completed along portions of Hudson Place, Maple Avenue, and Mechanic, Cherry, Oak, Maple, John, Elizabeth, Poplar, School, Clark, N. Oak, Union, and Pearl Streets. Water (and sewer) pipes along U.S. Route 4/Main Street were replaced in conjunction with the NYS Department of Transportation (NYSDOT) project to renovate this stretch of roadway. The water main replacements have increased water flow and pressure; the areas where new mains have been installed could theoretically handle increased water demand.

Generally, there are still sections of the Village with very old cast iron water mains that are most likely tuberculated and negatively affecting water flow and rate. The 2012 Water Main Replacement Master Plan for the Village of Hudson Falls identified the following additional water main sections within the BOA study area as being four-inch cast iron pipe dating from the period of 1890-1920: Willow Street and Derby Street/Mosher Hill Street.

3.9.2 SANITARY SEWERS

The vast majority of Village residents are connected to the public sewer system (refer to **Figure 11**). Washington County owns and maintains the public sewer system, which is very old and in need of repair. Older sanitary sewer systems are notorious for inflow and infiltration (I & I) issues. Inflow includes direct discharges from inadequately functioning infrastructure

FIGURE 11:
Infrastructure & Utilities Map



(i.e. broken sanitary manhole cover allowing direct stormwater inflow), and infiltration includes leaking sewer main pipes that allow groundwater to enter the system. I & I issues can cause combined sewer overflows (CSOs) and allow stormwater or groundwater to enter the sanitary sewer system that does not need to be treated.

The Village currently produces approximately one million gpd of sewage that is processed at the Washington County sewer treatment plant on Cortland Street in Fort

Edward. Approximately 90 percent of the sewage from Hudson Falls is household waste. Future capacity depends greatly on the Village's ability to separate stormwater from the sanitary sewer system.

3.9.3 STORM SEWER

Within the Village of Hudson Falls, there are approximately eight miles of stormwater sewers, two-thirds of which is combined with the sewer

system. During peak storm events, the overflow is discharged into the Hudson River or the Feeder Canal. The Village has begun to address existing I & I problems. When Route 4 was improved a closed drainage system for stormwater was installed in conjunction with a NYSDOT project. When separating combined sewer systems, new connections or discharges must be established for the separated storm sewer system. Existing downstream capacity for separated storm pipes can be difficult to establish due to existing grades, infrastructure, and buildings.



3.10 Natural Resources and Environmental Features

KEY TAKEAWAYS

- While much of the study area is relatively flat, there is a steep grade change west of Main Street, making waterfront access difficult.
- The Hudson River is an important water resource but is only recommended for non-contact activities in the section that runs along the Village. Therefore, it is important that visual connectivity to the waterfront be considered.

3.10.1 TOPOGRAPHY

The Village of Hudson Falls is located on a flat plateau adjacent to the Hudson River, at an elevation of 200 to 300 feet above sea level. The Village is mostly flat except for the bluff overlooking the Hudson River. At the River's edge, the elevation is approximately 140 feet above sea level, and in the Village the elevation is generally 280 feet above sea level, with a high of 300 feet at Main Street from Maple to Clark Streets and at Martindale and Second Streets. This significant grade change west of Main Street makes waterfront access difficult. These slopes need to be considered during redevelopment activities but should not preclude them.

3.10.2 WATER RESOURCES

The Village of Hudson Falls is rich in water resources. The BOA study area

is bounded by the Hudson River to the west, the Feeder Canal to the east, and a stream that runs between the Village reservoir and the Hudson River to the north. The Feeder Canal has two tributaries, and the Hudson River has one tributary within the Village.

HUDSON RIVER
Approximately one mile of the Hudson River runs along the western boundary of the BOA study area. There are no public River access points within the BOA study area. This portion of the Hudson River is identified as a Class C water body, the second lowest water classification. Class C waterways are typically considered suitable for non-contact activities and water supporting fisheries. However, due to concern over PCB levels generated by the former GE plant, the NYS Department of Health (NYSDOH) recommends against eating fish caught in the Hudson River between the South Glens Falls Dam (to the north) and the Federal Dam in Troy (to the south). Physical access to the

Hudson River within the study area is also limited by the presence of the Fenimore Dam and associated falls and rapids, which make the river unsafe for recreational uses. Steep slopes along the riverbank, the presence of historic and active industrial uses, and prior site contamination further prevent a physical connection to the waterfront.

FEEDER CANAL
Approximately 0.7 miles of the Feeder Canal flows along the western edge of the BOA study area. The Feeder Canal connects to the 60-mile Champlain Canal, which runs from Waterford to Whitehall.

OTHER WATER RESOURCES
An unnamed Class C stream runs through Grace Park between the

Village reservoir (located just north of the BOA study area boundary) and the Hudson River. As noted earlier, runoff from the reservoir pools in Grace Park, creating "Wall Street Pond." The Village now obtains its water supply from the neighboring Town of Queensbury.

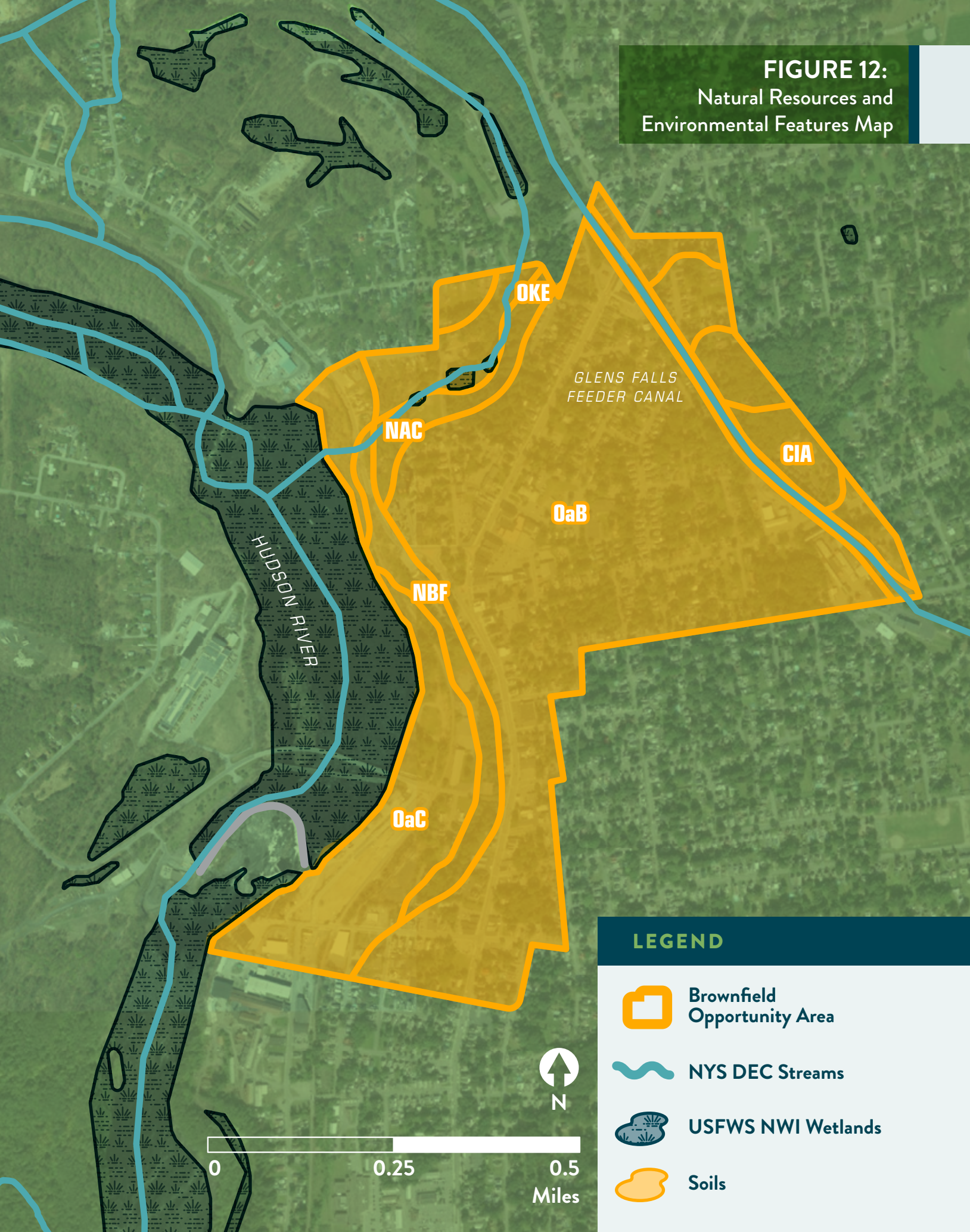
As shown in **Figure 12**, there are no DEC-regulated wetlands or floodplains within the study area.

3.10.3 SOILS

Most of the study area soil is Oakville loamy fine sand with 0 to 5 percent slopes (OaB; refer to **Figure 12**). OaB soils have high permeability, low to moderate water capacity, and slow

surface runoff. These soils are suitable for residential development. The high sand content of the OaB soils makes them less suitable for recreation; however, this can be addressed through the addition of topsoil. Other soils found in the study area include Oakville loamy fine sand with 5 to 15 percent slopes (OaC) (along portions of the Hudson River waterfront and east of the Feeder Canal, north of Martindale Avenue); Claverack loamy fine sand with 0 to 2 percent slopes (CIA) (east of the Feeder Canal and along the study area's northern boundary); Nassau-Rock outcrop association, steep and very steep (NBF) (west of Main Street); and Nassau shaly silt loam, undulating through hilly (NAC) (along the stream that connects the Hudson River and Village reservoir).

FIGURE 12:
Natural Resources and
Environmental Features Map



3.11 Economic and Market Analysis

RESIDENTIAL MARKET KEY TAKEAWAYS

- Higher vacancy rates indicated limited need for new housing development in the aggregate, but there is high need for additional supportive housing and senior housing in the greater County
- The Village has the opportunity to capitalize on regional and national trends toward downtown rental and condominium living
- Bringing in higher income residents to the downtown would help support additional retail

The purpose of the economic and market analysis is to provide market-based recommendations on potential economic drivers and future land uses within the BOA study area. The analysis, in conjunction with the analysis of the local and regional context, sets realistic assumptions, identifies the area's redevelopment potential, and helps establish which sites should be targeted for redevelopment and the appropriate timing for redevelopment.

3.11.1 RESIDENTIAL MARKET

EXISTING HOUSING STOCK

The housing stock in the study area can be characterized by a high rate of vacant units and rental units, lower than average housing values, and older housing construction.

Over 60 percent of the occupied housing units in the study area are renter occupied.² This compares to approximately 50 percent, 46 percent, and 27 percent in the greater Village of Hudson Falls, Town of Kingsbury, and Washington County, respectively.³

This trend is partially reflective of the prevalence of multi-unit housing in the Village center.

The vacancy rate in the BOA study area has increased over the past decade from 8.1 percent in 2010 to 14.1 percent in 2019.⁴ This compares to vacancy rates of 12.7 percent and 12.0 percent in the greater Village of Hudson Falls and Town of Kingsbury, respectively.⁵ Typically, a healthy market has a vacancy rate around ten percent. With vacancy rates exceeding this threshold in both the study area and the greater Village and Town, this indicates that demand for new housing, in the aggregate, is limited. However, as discussed more below, there is high demand for housing from certain subsets, indicating that the available housing supply does not meet the needs of those looking for housing.

Owner-occupied housing in the study area had a median 2019 value of \$123,018, with approximately half valued between \$100,000 and \$149,999.⁶ Rental units are similarly at lower price points than neighboring communities, with a median contract rent of \$707 within the Village, compared to \$753 in

² ESRI Business Analyst, 2020
³ 2018 Five-Year ACS

⁴ ESRI Business Analyst, 2020
⁵ 2018 Five-Year ACS
⁶ ESRI Business Analyst, 2020

the Town of Kingsbury, \$727 in the City of Glens Falls, and \$878 in the Town of Queensbury.⁷ There are two affordable housing developments in the BOA study area: the 75-unit Earl Towers and the 220-unit Hudson Falls Village Apartments. While housing is comparatively less expensive in the Village, compared to these neighboring communities, the Village still has a large rent-burdened population: approximately 37 percent of Village households are rent-burdened.⁸

The age of an area’s housing stock is important because it can provide a high-level indicator of the quality of the housing stock. The Village has a higher concentration of older residences than the Town, County, and State: just under half of the housing units in the Village were built before 1939, compared to approximately one-third in the Town, County, and State.⁹

Anecdotally, some stakeholders indicated that the Village housing market is improving as a result of increased code enforcement. This has included an increase in housing rehab projects, such as painting, new siding, and porch improvements, which, in combination with the low inventory of houses for sale in the Village, has increased housing values.

HOUSING MARKET TRENDS AND OPPORTUNITIES

Throughout the United States, there is a growing trend of people moving back to walkable downtowns, which is changing the housing market landscape. The trend has moved away from single-family owner-occupied houses to an array of other projects. Trends driving this transition include:

- **Empty Nesters looking to downsize into less maintenance-intensive properties;**

7 2018 Five-Year ACS
8 Ibid.
9 Ibid.

- **Senior housing for those looking for amenities tailored to the needs of retirees;**
- **20- and 30-year-olds rediscovering the benefits of living in a downtown setting close to amenities;**
- **Families displaced by foreclosure looking for an alternative to homeownership; and**
- **Young people just starting out their careers and professionals looking for upscale housing options.**

Together, these trends are driving a substantial change in the attitudes, tastes, and market choices of individuals. This trend is being seen in neighboring communities, such as Glens Falls and Saratoga Springs, which have both experienced multi-family housing construction and rehabilitation in their downtowns. This has not yet occurred in Hudson Falls. Potential reasons include the limited number of high-paying jobs locally; the relatively soft economy, with no major growth industries; and the absence of upscale amenities typically found in communities with large numbers of affluent residents. Several stakeholders also noted that building deterioration and absentee landlords have been detrimental to the Village’s housing market.

With a compact, historic, walkable center, the Village has an opportunity to capitalize on the opportunities provided by these national and regional trends. However, without proactive private and public sector intervention, these opportunities will be missed. Under “business as usual,” it is projected that the vacancy rate in the BOA study area will continue to increase, reaching 18.5% by 2024.¹⁰ With such high vacancy rates,

10 ESRI Business Analyst, 2020

attracting outside investment may prove difficult; several stakeholders indicated that a demonstrated unmet demand for housing is a key consideration in their decision to invest in a community.

While the age of the BOA study area housing stock contributes to the Village’s local history and community character, older homes also have their challenges. Older homes tend to be costlier to maintain and have more structural and environmental concerns. With lower price points in Hudson Falls, compared to other neighboring communities, building owners are potentially less likely to improve their buildings, fearing they will not see a return on their investment. Several interviewed stakeholders indicated a need for financial incentives to encourage building improvements.

The development of new housing in the BOA study area must take into consideration local demographic and income characteristics. Notably, based on information in Washington County’s 2019 Housing Transitions: Needs Assessment and Supportive Housing Action Plan, there is currently a waiting list at the Hudson Falls Village Apartments, indicating an unmet regional demand for affordable housing.

It should also be noted that housing demand can be induced by improving quality of place and ensuring that the Village has the right kind of housing for the demographic composition or targeting specific populations. Apartments that offer maintenance-free living to empty nesters and perhaps young professionals priced out of nearby housing markets represents an opportunity area. These housing units could be in the downtown. Having “more feet on the street” from downtown residents with discretionary income has the additional benefit of increasing or inciting demand for commercial development. Stakeholders also indicated the

senior housing waiting lists at area facilities, which is a market that should be tapped into. Independent living arrangements (e.g., apartments close to support services and shopping), assisted living facilities, and nursing homes are all part of a continuum designed to accommodate the housing needs of seniors.

RETAIL MARKET KEY TAKEAWAYS

- Residents of the BOA study area and surrounding trade area notably are tapped into the local music scene, have a higher interest in buying American, and are budget conscious
- Trade area residents spend less across the board than the national average
- Creative solutions and/or incentives are needed to encourage the “18-hour downtown” that attracts residents
- There is a need for additional collaboration amongst downtown businesses

3.11.2 RETAIL MARKET

EXISTING RETAIL MARKET Hudson Falls, like many older communities, has seen retail development shift from its historic downtown to suburban strip-style

developments on the edge of its municipal boundaries and adjacent areas. The Town of Queensbury and City of Glens Falls are a major commercial draw for the greater Glens Falls MSA.

Within downtown Hudson Falls, there are several vacant commercial properties that are underutilized and/or vacant. Stakeholders noted that commercial tenants are sometimes hesitant to consider locating in Hudson Falls, despite the lower rental rates in the Village. Some stakeholders noted that this hesitancy was due to a “stigma,” while others noted the lower spending power of Village residents, which translate to lower profit margins. For those businesses that have opened in Hudson Falls, many of them turnover quickly. Several current and former business owners cited the need for a business association or chamber of commerce to facilitate more collaborative support of new and longstanding restaurants and retailers. There are some exceptions to these trends, with several retailers that have been in business for generations. These include Tops Furniture, which opened in 1950, and the Village Booksmith, which opened in 1976.

While the redevelopment of the downtown commercial area may never reach its former glory, the information provided below identifies the retail market potential for the BOA study area.

CONSUMER SEGMENTS Tapestry segmentation is a tool used by retail site selectors and decision makers to help determine if a particular trade area has the appropriate characteristics for their business and precisely target their customers. It is a standard classification of consumers according to demographic, socioeconomic, housing, and lifestyle characteristics.

Tapestry segmentation is based on the concept that people with similar demographic characteristics, purchasing habits, and media preferences naturally gravitate toward each other and into the same communities. Every household in the U.S. falls into one of the 67 lifestyle segments. **Table 3** presents the top ESRI tapestry segments for the BOA study area and an area within a 15-minute drive of downtown (the “trade area,” or geographic extent within which Village businesses

TABLE 3: TOP TAPESTRY SEGMENTS	
BOA STUDY AREA	
Set to Impress	83.2%
Front Porches	12.7%
Rustbelt Traditions	4.0%
15-MINUTE DRIVE	
Rustbelt Traditions	12.9%
In Style	10.3%
Parks and Rec	9.3%
Source: ESRI Business Analyst, 2020	

generate the majority of their customers).

- **Set to Impress** is depicted by medium to large multi-unit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are single person and non-family households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food services while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion and prefer name brands. They always have an eye out for a sale and will stock up when the price is right. Set to Impress residents are tapped into popular music and the local music scene.
- **Front Porches** blends household types, with more young families with children or single households than average. More than half of households are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Income and net worth of these residents are well below the U.S. average. With limited incomes, these are not adventurous shoppers: price is more important than brand name, and they would rather cook a meal at home than dine out.
- **Rustbelt Traditions** are the backbone of older industrial cities and are generally a mix of married couple families and singles living in older developments

of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions residents represent a large market of stable, hard-working consumers with modest incomes; they are typically family-oriented, valuing time spent at home, and most have lived, worked, and played in the same area for years. In terms of their spending patterns, they are considered family-oriented and budget-aware consumers that favor American-made products.

- **In Style** residents embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. Professional couples or single households without children, they have the time to focus on their homes and their interests. Their higher median household income reveals an affluent market with income supplemented by investments and a substantial net worth; however, they are attentive to price and use coupons, especially mobile coupons.
- **Parks and Rec** is depicted by practical suburbanites that have achieved the dream of homeownership. They have purchased homes that are within their means and are typically two-income married couples approaching retirement. They are comfortable in their jobs and homes, budget-wise, but do not plan on retiring anytime soon or moving. This is a financially shrewd market; consumers are careful to research their big-ticket purchases.

Notable in the tapestry segments are the interest in the music scene associated with study area residents, which is supportive of the Village’s

growing arts scene. Also worth noting is the interest in savings, deals, and low costs for all five of the above tapestry segments, which should be considered when exploring the types of businesses that would fare best in the Village.

LOCAL HOUSEHOLD SPENDING PATTERNS AND RETAIL PREFERENCES

The market potential index (MPI) for consumer products and behaviors compares the demand for a specific product or service in an area with the national demand for that product or service; an MPI equal to 100 and higher represents demand exceeding national demand. For example, an MPI of 120 implies that demand in this area is likely to be 20 percent higher than the national average.

Notable among those consumer behaviors that are more prevalent among residents with a 15-minute drive of downtown Hudson Falls are:

- **Financial:** The trade area exhibits lower monthly credit card expenditures, have interest checking accounts, own U. S. savings bonds, and have 401K retirement saving plans. These findings are consistent with the consumer segments that are most prevalent in the 15-minute trade area.
- **Convenience Stores:** The trade area spends more at convenience stores than the national average. 23.4% of the Trade Area spends more than \$100 per month at convenience stores.
- **Insurance:** The trade area exhibits a larger percentage of households with renter’s insurance, life insurance, and auto insurance than the national average.
- **Restaurants:** Six percent more trade area residents got take-out from a drive-thru restaurant in the past six-month, as compared to the national average.

- **Psychographics:** Buying American is more important in the trade area, as compared to the national average.
- **Entertainment:** The trade area exhibits a larger percentage of residents who went to bars and night clubs and dined out than the national average; however, a lower percentage of trade area residents attend movies or go to live theater.

Of note, these MPI findings reflect lower spending habits (with a focus on saving). The importance of buying

American is worth highlighting, as it is something that could be catered to by existing and future local businesses. The higher convenience store and drive-thru spending may be reflective of the types of businesses that are prevalent in the area today.

Similar to the MPI, the spending potential index (SPI) compares spending of residents within the trade area to national spending. An index of less than 100 indicates that average spending by local consumers is lower than the national average. Within the 15-minute drive trade area, those goods and services with the highest

SPI include dating services, rugs, value of other financial assets, prescription drugs, and smoking products. However, the SPI for all goods and services is less than 100, indicating that the spending is lower than the national average. The findings of the SPI are consistent with the tapestry segment analysis, which showed a generally financially shrewd/budget conscious market.

RETAIL GAP ANALYSIS

In the retail gap analysis, the existing retail sales (“supply”) of area businesses are compared to the estimated retail spending of trade area

**TABLE 4:
LEAKING MERCHANDISE LINES
WITHIN THE 5- AND 15-MINUTE DRIVE TRADE AREAS**

5-MINUTE DRIVE TRADE AREA		15-MINUTE DRIVE TRADE AREA	
INDUSTRY GROUP	SALES GAP	INDUSTRY GROUP	SALES GAP
Gasoline Stations	\$8,348,241	Gasoline Stations	\$36,725,749
Clothing & Clothing Accessories Stores	\$8,103,530	General Merchandise Stores (Excl. Department Stores)	\$26,398,371
General Merchandise Stores (Excl. Department Stores)	\$3,879,403	Clothing & Clothing Accessories Stores	\$18,277,937
Restaurants/Other Eating Places	\$3,272,002	Electronics & Appliance Stores	\$17,152,899
Electronic Shopping & Mail-Order Houses	\$2,515,548	Electronic Shopping & Mail-Order Houses	\$10,072,381
Sporting Goods, Hobby, Book & Music Stores	\$2,183,665	Specialty Food Stores	\$8,477,946
Electronics & Appliance Stores	\$1,849,277	Book, Periodical & Music Stores	\$3,201,187
Office Supplies, Stationary & Gift Stores	\$1,246,792	Specialty Food Services	\$1,422,222
Specialty Food Stores	\$1,290,269	Florists	\$1,292,941
Beer, Wine & Liquor Stores	\$1,277,969	Drinking Places – Alcoholic Beverages	\$1,148,982

Source: ESRI Business Analyst, 2020

residents (“demand”). The difference between demand and supply is referred to as the retail gap. Note that existing retail sales are specific to the defined trade area, whereas retail spending is an estimate of gross spending by residents living in the trade areas, regardless of where the retail spending occurs. A demand that is higher than supply for a particular trade item indicates a “leakage” of dollars spent on those items outside of the trade area. For example, although there is significant demand for basic groceries in the Village, there are no large grocery stores and, therefore, most residents purchase groceries at supermarkets in Kingsbury to the north or Queensbury to the west. Conversely, if the supply of goods sold exceeds trade area demand (a “surplus”), it is assumed that non-residents are coming into the trade area and spending money.

Table 4 shows the top ten “leaking” industry groups (e.g., areas where demand is higher than supply) for three trade areas: within a five-minute drive of the Village center and within a 15-minute drive of the

Village center. Most notably, both experience retail leakages for the following industries: gasoline stations, clothing/clothing accessories stores, general merchandise stores, electronic shopping/mail-order houses, electronics/appliance stores, and specialty food stores. However, other factors beyond simply excess demand must be considered in evaluating these industries. For example, gasoline stations typically prefer to locate on heavily trafficked roadways; Main Street is the most heavily trafficked roadway in the Village, and the aesthetic implications of locating another gas station along this historic thoroughfare must be weighed against the potential economic gains. The space needs and the consumer segments are also critical component. Interviewed stakeholders also noted that services tend to fare better than retail in the Village; identifying creative ways to combine these in-demand products with services will be a key step to success.

Furthermore, while demand for restaurants only exceeds capacity in the five-minute drive area, the

importance of restaurants and other businesses that are open beyond the typical 9-5 needs to be considered; interviewed stakeholders indicated the need for an “18-hour downtown” to attract residents. As this is a more localized excess demand, however, it may be necessary to consider financial incentives to maintain these types of businesses, such as reduced rental rates and/or other funding opportunities.

3.11.3 OFFICE MARKET

OFFICE MARKET TRENDS AND OPPORTUNITIES

Office space is an important component of a healthy downtown, generating employment and daytime activity, which supports other downtown businesses. Downtown office space also supports residential development that, in turn, can bring vibrancy to the downtown outside of normal working hours.

Information on the office market is not available specifically for Hudson Falls;

OFFICE MARKET KEY TAKEAWAYS

- Demand for office space has increased in nearby Glens Falls, but commercial tenants are reluctant to venture to Hudson Falls, despite its proximity and lower asking lease terms
- Prior to the COVID-19 pandemic, unemployment rates in the region were on a continuous downward trajectory, with projections showing continued job market growth
- The COVID-19 pandemic has disrupted trends, and its long-term implications on employment and the office market is unknown at this time

therefore, information on the office market in the greater Glens Falls MSA (within which Hudson Falls is located) was reviewed. Based on CBRE Marketview reports, the total office inventory in the Glens Falls market decreased slightly (by 0.2 percent) from 2013 to 2018 (from 1.130 million SF to 1.127 million SF). Over this same period, the amount of vacant office SF decreased by over 36 percent to a current vacancy rate of 12.1 percent. This reflects an increase in demand for commercial office space in the Glens Falls market. However, asking lease rates have also declined in the Glens Falls market over this period, from \$16.99/SF to \$15.01/SF. Vacancy rates and asking lease rates are lower

in the Glens Falls market, compared to the greater Capital Region, which had a vacancy rate of 12.6 percent and an average asking lease rate of \$17.68/SF in 2018. It should be noted that the increased demand for office space in Glens Falls may not have a direct correlation with Hudson Falls. Based on conversations with stakeholders, including developers, realtors, and building owners, many noted that tenants that are interested in leasing space in Glens Falls are wary to venture to Hudson Falls, despite the Village’s lower asking lease terms.

EMPLOYMENT TRENDS

Prior to the COVID-19 pandemic, which significantly altered the national and regional economic market, data suggested that regional employment had been on an upward trajectory, which was expected to continue. Annual average unemployment rates in the Glens Falls MSA have been declining since they reached a high of 8.8 percent in 2012, to the 2019 rate of 4.3 percent.¹¹ In the greater Capital Region (which includes Hudson Falls), employment is expected to increase by approximately 11.2 percent over the 2016-2026 period. While this is a slower growth rate than projected for the greater State, it represents a net 67,410 jobs in the region over this ten-year period. Several occupations are expected to grow at a faster rate in the Capital Region than in the greater State, including architecture and engineering occupations, which are expected to increase by 23.8 percent regionally, almost double the projected State rate of 12.4 percent. In terms of total new jobs in the region, the number of healthcare practitioners/technical occupations, food preparation/serving-related occupations, and education/training/library occupations are expected to increase the most over this ten-year period, with a net 8,050, 7,910, and 5,740 new jobs projected by 2026, respectively.¹²

11 <https://www.labor.ny.gov/stats/laus.asp>
12 NYSDOL, Division of Research and Statistics

COVID-19 PANDEMIC IMPLICATIONS
The effect that the COVID-19 pandemic will have on office market and employment trends is unknown at this time; some research shows that there will be a greater shift to remote work, thereby decreasing demand for office space. Notably, in just the first quarter of 2020, office leasing activity dropped over 20 percent nationwide.¹³ The long-term impact of COVID-19 on employment and the office market should continue to be monitored.

3.11.4 NICHE MARKETS

Asset based development, or the idea that communities can leverage their existing social, cultural, and material assets, is a proven revitalization technique for small communities. The Village of Hudson Falls has several local assets that could be further developed into “niche” markets. Niche markets are specializations that allow a downtown to gain dominance in certain categories of the market. Downtowns can benefit from developing niche markets by gaining an expanded trade area since their specialization draws customers from more distant communities.

Two assets that the Village of Hudson Falls could potentially leverage are (1) its abundance of arts and cultural venues; and (2) its location in an agriculturally productive region. Over the course of the past decade, multiple historic structures in the Village have been carefully restored and/or are in the process of being restored to include space for performance or visual arts, including the Strand Theater, the Masonic Temple, and the Old County Courthouse building. The Village’s location in the largely agricultural Washington County allows for access to locally grown agricultural products and opportunities for farm-

13 <https://www.us.jll.com/en/trends-and-insights/research/office-market-statistics-trends>



to-table enterprises, retail outlets, and agritourism type events.

Elsewhere in New York State there are examples of other communities that have leveraged their local assets to help revitalize their downtowns. The City of Ithaca and the City of Hudson offer examples of how emphasizing local food and the arts (respectively) can build momentum for downtown revitalization efforts.

**AGRITOURISM: ITHACA, NY
CASE STUDY**

Over the past decade public interest in local food and agriculture has exploded. Residents and visitors are seeking authenticity and uniqueness in the areas they choose to live in and visit. Communities that emphasize local food and agriculture have shown remarkable successes in downtown economic and community development, while at the same time supporting agricultural operations on their rural hinterlands.

While larger than the Village of Hudson Falls, the City of Ithaca (population 30,999) can provide a model for how a small city can leverage connections between local farms and retailers to provide authentic visitor experiences while bolstering their downtown, regional farms, and local entrepreneurs.

Ithaca is in the center of Tompkins County, NY, a highly productive agricultural region like that of Washington County. Working with local farms, restaurants, not-for-profits, and entrepreneurs, the City of Ithaca has succeeded in bringing agritourism to its downtown through their Farm to Fork initiative and their efforts to incorporate their farmers market into long-range physical planning.

Traditionally agritourism has been isolated to on-farm activities like U-pick operations, petting zoos, on-site retail, and winery tours. However, Ithaca recognized the potential for

ITHACA,
NEW YORK
KEYS TO
SUCCESS

Ithaca's keys to successfully leveraging agriculture to bring vibrancy to their downtown:

- Concerted effort to couple agricultural success with increased tourism and visitation
- Leveraged partnerships with not-for-profits, government entities, and businesses
- The pursuit of a visitor-oriented approach to supporting farmers in addition to a farmer-oriented approach
- Strategically designed culinary tourism microgrants
- Leveraged existing, County-level agritourism marketing efforts to support downtown retailers, restaurants, and events

off-farm agritourism to generate visitation and business opportunities in their downtown and started collaborating with regional agricultural interests like Cornell Cooperative Extension, Tompkins County Tourism, and local farms and restaurants. Ithaca has worked to connect agricultural producers with available retail and restaurant space and coordinated physical improvements to their downtown to support the viability of their farmers market.

Ithaca supports the farmers market by leasing space at an affordable rate, cross marketing events, coordinating on accessibility and parking issues, and

generally maintaining an open dialogue with the farmers market to understand their issues and operations. To alleviate downtown parking concerns around the farmers market, encourage shoppers, and improve overall transportation connectivity, Ithaca advocated with transportation agencies to connect the farmers market to the regional multi-use network. Hudson Falls has similar **opportunities to relaunch and connect the Juckett Park farmers market to the growing regional trail network** (e.g., the Feeder Canal, Champlain Canal Trail, and Warren County Bike Trail).

Ithaca has also leveraged their popular farmers market and developed a series of complementary events, including a holiday night markets, the International Rutabaga Curling Championship, and cooking classes, to name but a few. The resulting increase in visitation has supported the hospitality industry, retailers, and the overall vibrancy of downtown. To build on Ithaca's image as an agritourism destination, the City has proactively identified spaces for urban agriculture and updated their zoning regulations to encourage the development of community gardens.

The Farm to Fork initiative is also a synergistic marketing effort between Tompkins County, the City of Ithaca, and downtown businesses that buy products from local farms. The City's website has a directory of downtown businesses and the farms that provide their products. Ithaca's Farm to Fork initiative also includes grant support. As a municipality, Ithaca is eligible to apply for agricultural grants from the United States Department of Agriculture and New York State Department of Agriculture and Markets. Ithaca helps residents participate in an "Agriculinary Tourism Microgrant" program, which provides small grants of approximately \$500 for projects that seek to improve the local economy through tourism and agriculture. Additionally, the City worked with the County to capture a \$50,000 Farmers Market Promotion

Program (FMPP) grant and used it to study the needs and opportunities of their downtown farmers market.

Despite Hudson Falls' smaller size, there are still opportunities to pursue some of the core elements of Ithaca's Farm to Fork initiative and farmers market support. Washington County is expending considerable resources on the marketing of agritourism, the preservation of farmland, and the viability of farm-based enterprise. The Village of Hudson Falls can support Washington County's efforts by **identifying suitable physical locations throughout the Village for agricultural retail-like markets and restaurants**, as well as **serving as the connection between existing local businesses and regional farmers** looking to expand where their products are sold. The Village's compact, walkable downtown is an attractive destination for visitors looking to connect with the area's agricultural assets.

**ARTS: HUDSON, NY
CASE STUDY**

The City of Hudson (population 6,713) has charted a similar history to that of Hudson Falls. Originally established for its proximity to the Hudson River, Hudson grew into a successful manufacturing hub in the 20th century. The City's manufacturing industry faded, and in less than 50 years its population shrunk by a third.

The 1980s marked a low point in Hudson's history; historic buildings were collapsing, and downtown was all but abandoned. Forward thinking residents worked with the City to establish a historic district along Warren Street, the City's main thoroughfare. Enrollment in State and Federal historic preservation programs provided access to grant funding and technical support that allowed buildings to be restored. Antique and art dealers took advantage of the historic setting and affordable rents and established a niche market along Warren Street.

HUDSON,
NEW YORK
KEYS TO
SUCCESS

The City of Hudson's keys to successfully leveraging arts and culture to rehabilitate their downtown:

- Methodical rehabilitation of historic structures
- Clustering of similar niche retailers to attract a target market
- Municipal investment in the public realm (streetscape, sidewalks, etc.)
- Collaborative spirit amongst similar businesses

Hudson's location in the northern Hudson Valley proved advantageous as New York City residents discovered relatively affordable second homes in rural Columbia County in the 2000s. Second homeowners were drawn to Hudson's antique galleries and provided a ready market for additional restaurants and artists galleries.

The City of Hudson recognized this trend and focused their downtown revitalization efforts on the redeveloping portion of Warren Street. The City of Hudson has incorporated public art, high-quality streetscapes, and ongoing beautification into their municipal planning for decades. Emphasizing investments in the public realm, like parks, sidewalks, and waterfronts, the City of Hudson has been able to encourage investments in

the private realm, like storefronts and historic buildings.

The seed that was planted on Warren Street in the mid-1980s has taken root and expanded beyond a single antiques and arts district. Previously confined to a half-mile stretch of Warren Street, Hudson's rebirth has spread to adjacent blocks and the waterfront. Old rowhouses have been lovingly restored, to the point where there are now more structures on Warren Street that have been rehabilitated than there are vacant or dilapidated structures.

The City of Hudson now has a reputation as a destination for arts and culture. And the successes started on Warren Street have snowballed. An increasing number of galleries and event spaces are popping up to take advantage of the City's existing customer base. The small city of Hudson in rural Columbia county can now support innovative arts projects typically found only in larger metropolitan areas. For example, Hudson is now home to Basilica Hudson, an old glue factory converted into an event space for artists, markets, weddings, food trucks, pop-up bar and restaurants, and other programming.

Washington County is seeing a similar growth in second home ownership and the possibilities of **providing a similar hub for the arts and culture** is presenting itself in the Village of Hudson Falls. Other established arts hubs in the region, like the City of Saratoga Springs, have higher rents and overall costs of living that are beyond the means of many emerging artists.



SECTION

4

Strategic Sites & Recommendations



4.1 Strategic Sites

Based on the findings of the inventory and analysis (including a building inventory), public/community outreach, and the market analysis, the Committee identified a total of seven strategic sites. These sites were identified based on their potential to catalyze change and revitalization in the BOA study area. In some instances, multiple properties or several blocks of the study area were grouped as “strategic sites.” These larger areas were selected based upon the same evaluation criteria used for individual or smaller sites; however, the recognized goals of the community and the vision of the BOA supported the need for expanded focus to provide catalytic development on a broader scale.

The following evaluation criteria were utilized to determine which sites possess the qualities inherent of a strategic site:

- **Location:** As a first step, the general area of focus was narrowed generally to the downtown/Main Street corridor, based on Committee and public input. As shown in the preceding sections, Main Street is the most well-traveled roadway in the Village. Residents, visitors, and travelers gain their first (and lasting) impression of Hudson Falls based on its front porch – or Main Street. Focusing on this area will allow the Village to address issues of perception that the market analysis found as a potential inhibitor to investment. As Main Street has few vacant properties, the Committee was interested in more area-wide recommendations, which led to the identification of several blocks as larger strategic sites.
- **Ownership status:** Beyond the larger strategic sites, properties that are either Village owned or for sale were prioritized for site-specific recommendations, as they offer the greatest potential for immediate intervention.

These sites were then evaluated based on the other selection criteria. One for-sale property were selected based on its location along Main Street in the heart of downtown, one for-sale property was selected based on its Main Street location and acreage, and two Village-owned properties were selected based on their acreage and potential to further community goals.

- **Property acreage:** The size of properties or their ability to be combined with neighboring properties was considered in identifying strategic sites, with larger sites offering the greatest potential for catalytic change.
- **Further the recognized goals of the community:** The Committee and the public identified seven overarching project goals (refer to **Section 1.2**) that guided the selection criteria to focus on the historic downtown, on sites that could provide opportunities to highlight the Village’s unique resources (including its parks and waterfront location), and to an interest in a more area-wide focus that would maintain the Village’s small town aesthetic.

Summary descriptions of each strategic site are included below. The sites are also shown in **Figure 13**.

SOUTHERN GATEWAY

The Southern Gateway comprises the southern end of the Main Street corridor (between Depot/Pearl Street and John Street). The area is characterized by increased vacancy, deteriorated or substantial alterations to historic structures, and the absence of the streetscape improvements that are found in the northern section of Main Street. As the primary

FIGURE 13:
Strategic Sites Map



entry to the Village along the well-trafficked U.S. Route 4, investment in the Southern Gateway properties/facades and streetscape are key to attracting additional private investment.

JOHN STREET PARCELS

These two adjacent parcels (19-21 Main Street and 23 Main Street) are located at a heavily trafficked, signalized intersection at the southern gateway to the Village. At a combined 0.85 acres, the John Street Parcels are the largest undeveloped site along Main Street. The site offers potential for impactful infill development that acknowledges and complements with the historic building pattern of adjacent properties. Potential uses could further identified community goals, such as developing a historical museum. Refer to **Appendix B** for a detailed site profile of the John Street Parcels.

COMMERCIAL CORE

The Commercial Core includes Main Street between Depot/Pearl Street and Locust Street, in addition to parcels along River Street and Park Place that front Juckett Park. Most of the public and private investment that has taken place in recent years has been in the Commercial Core. This section of the Village is notable for its charm, historic character, and well-maintained streetscape. However, there are also many vacant storefronts and vacant, unimproved and/or uninhabitable upper stories. Addressing the factors that contribute to this underutilization in the heart of the Village's downtown is a necessary first step to attract additional residents and businesses. Additional amenities, such as off-street parking and waterfront overlooks would further this goal.

173-175 MAIN STREET (FORMER STEWART'S)

This now-vacant non-contributing structure is in the heart of the Village's historic Commercial Core and is also a brownfield. Thoughtful planning for the site's future now, before its future redevelopment or reoccupancy is determined, is key to ensuring that it fits with the community's vision for downtown. The building could be reoccupied with a stable commercial or medical office tenant, with improvements to make the property more pedestrian-friendly (e.g., plantings, curb cut reductions). Refer to **Appendix B** for a detailed site profile of 173-175 Main Street.

GRACE PARK

Grace Park is the largest open space in the BOA study area and, while having been on the receiving end of some grassroots investment, is underutilized and feels disconnected from the Commercial Core, despite its geographic proximity. Grace Park also offers the potential for improved connectivity to the Feeder Canal. Potential improvements could include a natural performance pavilion, small parking area, and trail system. Refer to **Appendix B** for a detailed site profile of Grace Park.

VILLAGE WATERFRONT PARCEL

The 3.4-acre Village Waterfront Parcel is identified as a strategic site as it is the only publicly owned property on the Hudson River and is currently vacant. The site faces some challenges, notably its former industrial uses, the active rail line that runs along its eastern border, and its lack of direct street access. However, its potential to provide waterfront access and/or much needed senior housing is worth evaluating to support the community's identified vision and goals. Refer to **Appendix B** for a detailed site profile of the Village Waterfront Parcel.

LEGEND

-  Brownfield Opportunity Area
-  Strategic Sites
-  Strategic Areas

4.2 Recommendations for Revitalization and Redevelopment

GOALS	1	2	3	4	5	6	7
	Revitalize Downtown Streetscape and Properties	Highlight the Village's Scenic Resources	Ensure Adequate Infrastructure	Preserve Historic Resources	Create Stable Residential Neighborhoods	Maintain Small-Town Aesthetic	Highlight What Makes the Village Unique

The recommendations outlined below and shown in **Figure 14** are the culmination of over ten years of planning, beginning with the 2009 Pre-Nomination Study. The recommendations are intended to build off this planning process and the significant public and private investment that has occurred downtown in the intervening years. The vision and goals identified in **Section 1.2** form the foundation of the recommendations and are bolstered by the findings of the inventory and analysis.

The recommendations for revitalization include general (BOA-wide/administrative) recommendations, as well as site-specific recommendations and recommendations for the Commercial Core and Southern Gateway of the Main Street corridor. Recommendations are intended to generate density, foot traffic, and visitation in an effort to spur economic development. Several of the recommendations for these strategic sites include enhancements to the public realm, including parks, trails, streetscapes, and the waterfront. The development of this infrastructure and the provision of public access to recreational resources has a direct impact on the quality of life within a community.

Additional site-specific recommendations are provided for key vacant, underutilized, and/or brownfield sites. The long-term vacancy associated with environmental contamination adversely impacts surrounding land use values, often causing a progressive deterioration of the neighborhood or district over time. In response, the revitalization and redevelopment recommendations provide guidance on how to return these key properties to active and viable uses, bolstering the local economy, spurring development opportunities, and making properties appealing to developers.

4.2.1 SOUTHERN GATEWAY

CONTINUE STREETScape IMPROVEMENTS

Goals: 1, 3, 6, 7

As described earlier, the Village has been successful in improving the streetscape along Main Street north of Pearl and Depot Streets, including installation of decorative brick pavers, historic light fixtures, and brick medians. These investments have helped to stimulate private investment in the Commercial Core. However, the Main Street streetscape within the Southern Gateway has not been improved, potentially preventing corresponding private investment in the properties that run along it and undermining the downtown charm.

The Village should continue these streetscape improvements south through the Southern Gateway to help further the area's revitalization. Public realm enhancements should leverage ongoing efforts to increase foot traffic within the Village by enhancing the aesthetics, safety, and visual interest of the Village's public outdoor spaces. As a first step to realize these improvements, the Village should seek funding to develop a streetscape design scheme, including sidewalks, plantings, lighting, and signage.

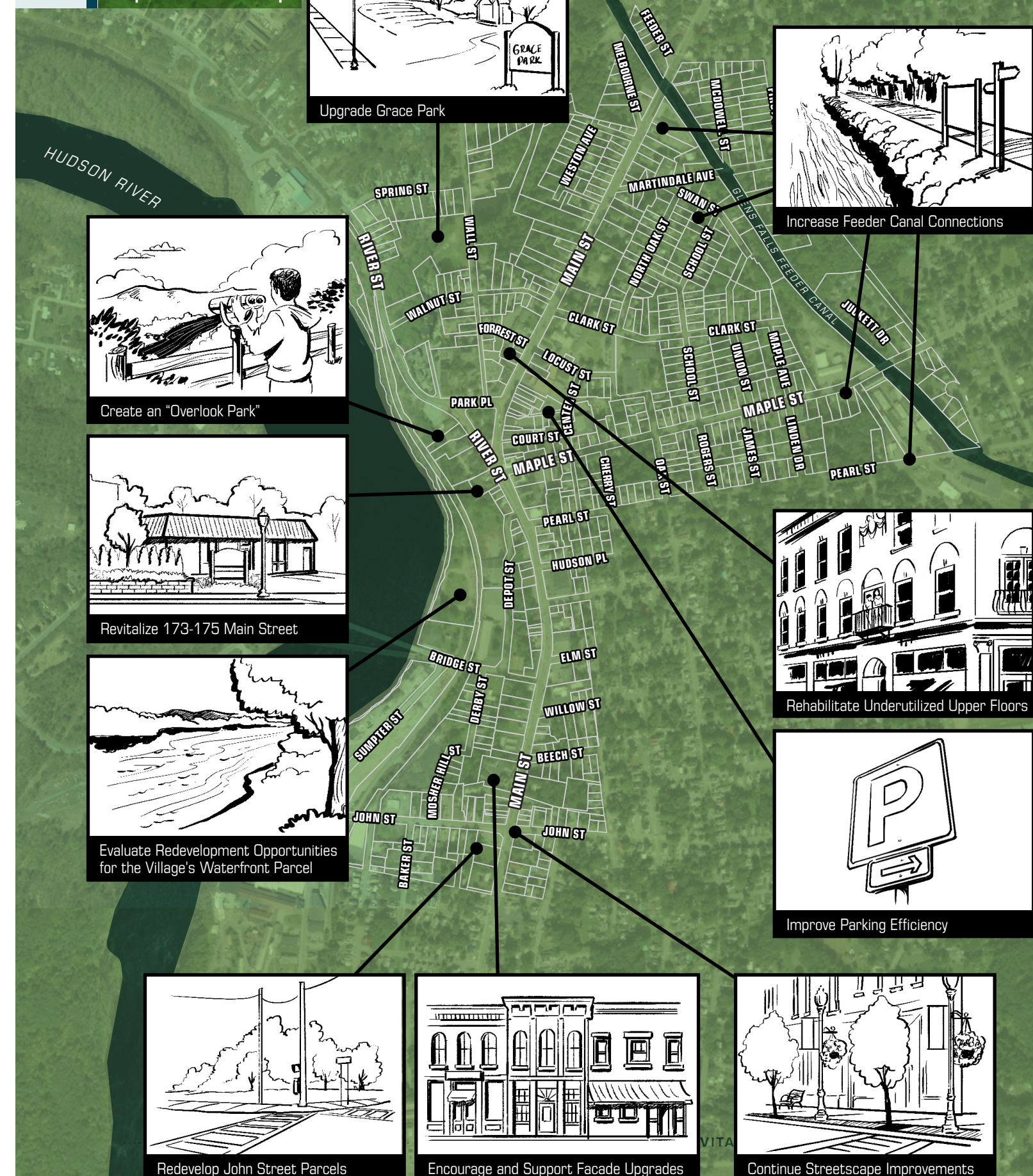
ENCOURAGE AND SUPPORT

FAÇADE UPGRADES

Goals: 1, 4, 5, 6, 7

The Village should implement façade improvement programs to improve the aesthetics and livability of the downtown, particularly in the Southern Gateway. For the S/NR-listed buildings in northern end of the Southern Gateway,

FIGURE 14:
Suggested
Improvements Map



rehabilitation projects would be eligible for historic credits. For buildings that are not S/NR-listed, there are a number of potential approaches by which the Village could go about organizing such an initiative, some of which are incentive-based, while others may be more regulatory in nature. Examples of façade improvement initiatives include:

- Support for applicants seeking grant funds for specific renovation projects, such as those made available through the New York Main Street program or through the creation of a local façade improvement grant fund;
- Creation of a façade easement program, whereby landowners could donate limited property interests to the Village in exchange for tax credits; or
- Regulation of façade renovations through design guidelines or standards.

Local façade improvement and easement programs typically involve the capitalization of a revolving loan fund on behalf of either a municipal agency or local not-for-profit organizations. Both types of programs are usually tied to design guidelines and standards. Easement programs are typically only available to properties that contribute to the character of historic districts.

REDEVELOP JOHN STREET PARCELS

Goals: 1, 7

Within the Southern Gateway, it is recommended that the John Street Parcels be prioritized for private redevelopment.

The 23 Main Street property is currently for sale for \$22,000. The adjacent 19-21 Main Street is vacant, has a different property owner, and is not currently for sale. The Village should explore opportunities to combine the lots and redevelop the site consistent with the historic building pattern of the Village. In years past, there had been community interest in locating a historical museum of local artifacts on the property. This idea was set aside due to concerns about the the gas station that was on the property at the time and associated potential contamination concerns. Now that the former gas station has been demolished, all USTs and ASTs have been removed, and the site is once again for sale, the Village and partners should reevaluate this potential site use, which is consistent with current community goals of highlighting the Village’s history. The site redevelopment should acknowledge the transition between the residential properties (and zoning) to the south and the commercial/ mixed-use properties (and zoning) to the north. Any development that is constructed on the site should be consistent with the site’s split (MU/RC) zoning.

4.2.2 COMMERCIAL CORE

REHABILITATE UNDERUTILIZED UPPER FLOORS

Goals: 1, 3, 4, 5, 6

Many of the downtown’s mixed-use buildings have vacant upper floors. These spaces are an underutilized resource that, if improved, could be marketed to new residential and office tenants that are increasingly drawn to walkable downtown living.

To encourage such improvements, the Village should consider Section 485-a of the State’s Real Property Tax Law. This law, at local option, authorizes a declining 12-year partial exemption from real property taxation and special ad valorem levies for non-residential property converted to a mix of residential and commercial uses; the creation of dwelling units above the first floor of downtown buildings would be eligible. An eligible conversion must have a cost in excess of \$10,000 (or a higher amount stated in the local law adopted by the Village). The exemption does not apply to ordinary maintenance and repairs; however, the exemption would apply to converting vacant upper floors to dwelling units. The exemption is calculated as a percentage of the “exemption base,” which is the increase in assessed value attributable to the conversion.

IMPROVE PARKING EFFICIENCY

Goals: 1, 3, 5

As noted in **Section 3.8.3**, there are several off-street parking lots that are deteriorating and poorly organized, reducing their potential capacity. While the parking analysis found that there is sufficient parking capacity downtown (in the aggregate) making off-street parking more efficient and well-marked could help address the perception that there is insufficient parking. It is recommended that the existing shared off-street parking lot located between Main, Locust, Center, and Court Streets be formalized and improved. As the parking lot is split between multiple parcels/ownership, to implement the vision, property owners could transfer their interests in the lot to the Village, and the Village could create a special parking district to include the transferred lots. In exchange, the Village would implement the improvement and maintain the improved parking lot. In such an arrangement, each property owner would be allocated a certain number of dedicated parking spaces, with the remaining parking open to the public.

CREATE AN “OVERLOOK PARK”

Goals: 1, 2, 6, 7

While located on the Hudson River, the physical access to the river within the Village (and the study area) is not feasible for a variety of reasons (refer to **Section 3.10**). Therefore, it is important that visual connectivity to the waterfront be considered. The Village should explore creating an “Overlook Park” on the portion of the First Presbyterian Church property, located at 9 River Street, to provide a visual connection to the Hudson River. This property is currently used for parking and maintained by the Village. Given the site’s constraints, the Overlook Park is not envisioned as a destination park with parking and associated amenities; rather, it would be a complementary amenity to the Commercial Core. The park would offer a now-non-existent opportunity for visitors to the downtown to take in the view of the river. The Overlook Park could also potentially capture the interest of the many vehicles

that pass through Hudson Falls daily, drawing them to the downtown and encouraging them to take in the view and frequent a downtown business.

IMPROVE FEEDER CANAL CONNECTIONS

Goals: 2, 3, 4, 7

The Feeder Canal is a significant recreational resource and a destination frequented by locals and visitors alike. The proximity of the Village’s downtown to this waterway is an untapped opportunity to both draw recreational visitors to the downtown businesses and attract new residents. The Village should improve wayfinding signage both within the Commercial Core and at the Feeder Canal’s intersections with Main, Martindale, Maple, and Pearl Streets. The potential of adding “sharrows” (shared lane markings) or a designated bike lane along Main and Maple Streets to improve connections should also be explored. In conjunction with this effort, the Village should install additional bike racks throughout the downtown.

REVITALIZE 173-175 MAIN STREET (FORMER STEWART’S)

Goals: 1

The existing 1,449-SF building at 173-175 Main Street should be prioritized for reoccupancy. The property is constrained by its zoning (Industrial) and topography (the rear portion of the property is on a steep grade), hindering the site’s redevelopment potential. In addition, the site, which is currently listed for sale, is constrained by the current owner’s non-compete clause tied to its future sale. Given these site limitations and the limited market potential identified in the market analysis, it is recommended that the existing building be reoccupied by a commercial office or medical office tenant. The purchaser of the property could potentially also be eligible for BOA Phase II site assessment funding to address any potential environmental concerns associated with the property. In conjunction with the reoccupancy, the existing curb cut should be reduced and fencing and/or a vegetated screening wall should be installed along its Main Street property line to enhance the pedestrian experience.

4.2.3 UPGRADE GRACE PARK GOALS: 1, 2, 5, 6, 7

Grace Park is a significant, underutilized open space resource in the Village’s downtown. The Village should seek grant funding to improve the park with a natural performance pavilion, small parking area, and trail system on and to the park, connecting the park to the Commercial Core and recommended Overlook Park, as well as the Feeder Canal. In addition to improving the utility of the space, the recommended trail system would physically



Aerial View of Shared Parking Lot Between Main, Locust, Center and Court Streets

connect two of the Village’s water resources (the Feeder Canal and Wall Street Pond) and visually connect with the Hudson River. A concept plan of the recommended improvements is provided in **Figure 15**. The Village should apply for grant funding to advance this concept design and construct the recommended improvements.

4.2.4
**REDEVELOP
VILLAGE OWNED
WATERFRONT PARCEL**
GOALS: 1, 2, 7

The Village should evaluate potential reuse options for its waterfront parcel. The property is large (3.39 acres) and notable for its waterfront location, but it also has constraints, including the active rail line that runs along the eastern property line and an existing sewer main that lies beneath the site. Washington County Sewer District No. 2, which owns the property to the south and requires continued access to the sewer main, has indicated that they do not see any issues with the site’s redevelopment, as long as access to the main, as well as the existing Hudson Falls Pump Station (south of the Village-owned parcel), is maintained. Potential reuse options that were identified as priorities for the Committee and should be explored include a public park and senior housing. A public park use would be add to and enhance the recreational offerings that the Village is already known for, and a senior housing development would help to address an identified regional need (refer to Section 3.11). Any redevelopment of the parcel should enhance visual access to the waterfront and also explore potential improvements to access from the Main Street and the

Commercial Core. As part of the feasibility assessment and next steps for the property, the extent of environmental contamination should be determined, along with associated remediation, as needed.

4.2.5
**BOA-WIDE/ADMINISTRATIVE
RECOMMENDATIONS**

SUPPORT EMERGING NICHE MARKETS
Goals: 7

As outlined in **Section 3.11.4**, the arts and agritourism niche markets are a growing opportunity within the Village. The Village should support the continuation and expansion of these businesses, including addressing any existing zoning constraints. The Village should identify other industries that would complement these clusters and develop a business attraction program for such businesses. The Village should work with other local organizations in these niche markets, such as the Washington County Cheese Tour (for agritourism) and LARAC (for the arts) and build off their regional efforts.

**IMPROVE BUSINESS
COORDINATION AND SUPPORT**
Goals: 1, 5

Downtown business associations are typically membership-driven, not-for-profit organizations whose mission is to promote their communities’ downtowns as dynamic places to live, work, and do businesses. To improve local capacity to organize downtown businesses requires an entity with sufficient resources to manage events and marketing, coordinate on behalf of existing merchants, and advocate



Proposed Parent Logo for the Village of Hudson Falls

for strategic investments in the downtown. The Village should work with private and public sector partners, such as Washington County Tourism, the Adirondack Regional Chamber of Commerce, Phoenix Rising, LARAC, and the Glens Falls Collaborative. The focus should be on developing and executing efforts to promote the downtown and increase collaboration between the Village’s existing and future businesses, in addition to encouraging the formation of a downtown business association.

The Village should also establish a comprehensive map-based Village directory of businesses, which should be posted on the Village’s website and used to draw visitors to downtown from the many nearby tourist destinations.

ACTIVATE VACANT STOREFRONTS
Goals: 1

To address the high vacancy rates in the Village’s downtown storefronts, the Village should develop a program to make unoccupied storefronts active and more appealing. Actions such as installing public art would also reinforce and support the Village’s arts market. Such an effort would reduce physical gaps along Main Street. The Village, or a future business association, could connect property owners with artists to activate empty facades with permanent or temporary uses (e.g., art installations, pop-ups, community events).

**COMMUNITY MARKETING
AND BRAND IDENTITY**
Goals: 2, 6, 7

To gain support for revitalization plans and initiatives and to address current stigma, the Village should implement a new brand identity for all of its marketing and promotion efforts. A successful brand will promote the Village as a destination, attract investors, large and small businesses, and potential residents.

A Brand Survey was conducted and available to Hudson Falls residents, businesses and the BOA Marketing Committee. The results showed that people think Hudson Falls is a great place to live, work and play. It’s walkability, charm, lower cost of living, and art scene make it a great place for young professionals, young families, retirees, and creatives. The challenge is to address the stigma that is often association with the Village as being run down and tired because of the large amount of vacant properties.

A logo and brand for the village was created based on the results of the brand survey and the key characteristics and qualities that people wanted to show. This included the historic architecture, tree-lined streets, and community parks. A slightly vintage font was chosen with an upward slant, creating an uplifting and forward-looking appearance



FIGURE 15: Suggested Grace Park Upgrades



with a nod to the Village’s history. The main color palette brings in the colors from the downtown landscape, from brick red and leafy green, to the bright blue of the sky and river. To give the logo more versatility and emphasize the year-round beauty of Hudson Falls, custom color palettes for winter and autumn were also created.

For more information on the brand identity, and rollout plan see **Appendix C.**

CONTINUE DILIGENT CODE ENFORCEMENT

Goals: 1, 4, 5, 6

Maintaining properties is important to protect property values and preserve character and desirability. As described in **Section 3.11**, the Village requires properties to be maintained pursuant to adopted building code standards and has increased code enforcement in recent years. The Village should continue to monitor code compliance and work with property owners to enforce property maintenance requirements.

IMPLEMENT NECESSARY INFRASTRUCTURE UPGRADES

Goals: 1, 3, 5

Adequate sewer and water infrastructure are critical to supporting existing and new development, as well as redevelopment within the BOA study area. As described in **Section 3.9**, the Village has several infrastructure improvement projects identified or underway related to water systems. This public investment can assist in attracting potential investors to redevelop properties within the Village. However, the need for additional improvements to infrastructure within the study area should continue to be evaluated and implemented to enhance the viability and marketability of the strategic sites for a range of desired outcomes.



SECTION

5

Implementation Strategy

The Hudson Falls BOA study area faces many social, economic, and environmental challenges; however, these challenges can be addressed. They will take time and creative effort to resolve, as there is no “quick fix” to the complex range of issues present within the local community or the wider region. This section presents recommendations for how the Hudson Falls BOA can move forward, both into the BOA Pre-Development Program, as well as independently through realization of the recommendations outlined in the preceding section. Table 5 in this section provides an “Action Plan,” identifying key next steps and potential partners and funding opportunities for each recommendation. The Action Plan is intended to serve as a guide for the Village and the recommended Implementation Committee, as they seek to realize the Plan’s recommendations.

5.1 Leverage the BOA

Outlined below are a number of implementation actions that, when combined, will help the Village and its partners to advance the BOA program to maximize their opportunities for revitalization.

5.1.1 APPLY FOR BOA PRE- DEVELOPMENT FUNDING

Numerous activities must be continued and/or initiated to further redevelopment activities within the BOA study area. Additional funding and technical resources will be necessary to achieve implementation. The NYSDOS BOA Pre-Development funding is one readily available funding source once the BOA is designated. Under BOA Pre-Development grants, necessary engineering and planning studies would be eligible.

The Village of Hudson Falls should

apply for BOA Pre-Development funding upon acceptance of this Downtown Revitalization Plan (i.e., Nomination study). Implementation funding will focus on strategic planning to achieve the successful redevelopment of the area, particularly of strategic sites, as identified in **Section 4.1**. Additional funding to conduct site assessments is available through BOA Pre-Development grants and should be used to evaluate the environmental conditions of strategic brownfield sites and to determine the remedial effort necessary, if any, to place those sites back into productive use (refer to **Table 1** for the list of sites potentially eligible for BOA site assessment funding). BOA Implementation funding could also be sought for other planning work recommended in this plan, including advancing the Grace Park design, developing a streetscape improvement plan for the Southern Gateway, and/or advancing design development on the strategic sites. Successful completion of the BOA program will also unlock valuable State and Federal funding opportunities to support remediation.

Key activities (“next steps”) that might be eligible for BOA Pre-Development funding are identified in **Table 5, “Action Plan.”**

5.1.2 WORK WITH LANDOWNERS TO COMMENCE SITE ASSESSMENTS AND REMEDIATION

The Village should initiate discussions with private landowners to encourage assessment and remediation of privately-owned sites through BOA Pre-Development funding. This is particularly true for the strategic sites identified in **Section 4.1**, including the John Street parcels and the former Stewart’s, both of which are brownfields.

The primary objective of conducting a BOA site assessment is to provide sufficient information regarding contamination to assist in making

an informed decision about the strategic site’s potential for redevelopment and revitalization. To be eligible for a site assessment, the State must determine that additional information regarding contamination of the site is necessary to determine a viable land use. Site assessment funding is available through BOA Pre-Development grants on a competitive basis for those sites identified as strategic sites that meet the eligibility criteria (refer to **Table 1**). In addition, property owners who redevelop sites in need of remediation may be eligible for additional tax incentives through NYSDEC’s Brownfield Cleanup Program, if the site is redeveloped in line with the community’s priorities.

5.1.3 PURSUE ADDITIONAL FUNDING OPPORTUNITIES

While the BOA program provides financial assistance to undertake the assessment of strategic sites, funding for the

remediation of these sites and for redevelopment initiatives, including infrastructure improvements, building construction, and public realm enhancements, will need to be sought from other sources. There are many potential agencies that may offer support or incentives for public or private-led projects, most notably, the US EPA. The US EPA’s Brownfields Program provides grants and technical assistance to assess, safely clean up, and sustainably reuse contaminated properties. OPRHP is another funding agency that offers grants, tax credits, and technical assistance, as described in **Section 3.7**. These agencies should be approached now to determine the level of assistance they can realistically offer. A list of potential funding opportunities for each of the recommendations outlined in **Section 4.2** is provided in the Action Plan (**Table 5**).



5.2 Establish Supporting Delivery and Regulatory Framework

5.2.1 USE THE REVITALIZATION PLAN TO GUIDE DECISION-MAKING IN THE BOA

The Downtown Revitalization Plan provides a clear direction for decisions about land use, growth, and investment priorities. Before significant change can take place in the BOA study area, the preliminary step will be for the Village to endorse the community vision and Downtown Revitalization Plan presented through formal or informal adoption. The plan should be referenced as the core framework to guide change within and in the vicinity of the BOA and should be formally recognized with the Village’s planning and regulatory framework. This includes some of the key next steps identified in the Action Plan (Table 5), such as reviewing the Village’s zoning ordinance and revising it, as appropriate, to better align with the vision and recommendations outlined in this plan.

5.2.2 ESTABLISH IMPLEMENTATION COMMITTEE

The implementation of this plan will require establishing an organizational structure capable of facilitating and delivering the plan’s recommendation and coordinating the BOA Implementation. It is recommended that a BOA Implementation Committee be established with representatives from the BOA Steering Committee, Village Board, Planning Board, and local organizations, such as Phoenix Rising. The Implementation Committee will use the Action Plan (Table 5) as their guidepost and organize actions to further the recommendations included in the Matrix.

5.3 Strengthen Continued Community Engagement and Expand Benefits

Engagement with the public on the Downtown Revitalization Plan and the BOA process cannot stop once the Nomination is complete. The high level of stakeholder and Committee involvement during the BOA process has been invaluable. Involvement leads to a sense of ownership by those involved and leads to implementation. To ensure the efforts continue, it is recommended that information on key milestones, successes, and the progress of the Implementation Committee be made public, including continued posting on the Village’s website and social media and updates at Village Board meetings.

The introduction of the “Active Village Projects” page on the Village’s website has proved useful in keeping the public

informed on the many projects the Village is undertaking and is a way for the Village to celebrate its successes. While it is recommended that the Village continue to update this website with progress on these projects, the other means of engagement that were employed as part of the BOA planning process must also continue to be utilized. This includes posting on the Village’s social media, issuing press releases, distributing paper flyers and surveys, and circulating important information in the annual Village water bill mailing. Maximizing the dissemination of this information and the opportunities for the public to be engaged in the process will help to address some of the concerns that were raised by the public during the BOA planning process.

ACTION PLAN: TABLE 5			
Recommendation	Potential Partners	Key Next Steps	Potential Funding Source(s)
SOUTHERN GATEWAY			
CONTINUE STREETSCAPE IMPROVEMENTS	NYSDOT	<ul style="list-style-type: none">Apply for design development fundingEvaluate streetscape regulations and potential supplemental Complete Streets ordinances	<ul style="list-style-type: none">NYSDOT Transportation Enhancement ProgramNYSDOT Transportation Improvement ProgramEFC Green Innovation Grant ProgramDOS BOA Pre-Development
ENCOURAGE AND SUPPORT FAÇADE UPGRADES	Building Owners	<ul style="list-style-type: none">Engage with landownersSupport applicants seeking grant funds for renovations projectsExplore establishing a façade easement programExplore establishing design guidelines and standards for façade renovations	<ul style="list-style-type: none">NYMS Target Area Building RenovationOPRHP Historic Preservation
REDEVELOP JOHN STREET PARCELS	Private Landowner Public Sponsored Project	<ul style="list-style-type: none">Continue discussions with landownerExplore opportunities to combine the two lotsDevelop potential redevelopment conceptsDevelop promotional material that highlights the BOA, strategic sites, and economic benefitsConduct any necessary environmental assessment and remediation	<ul style="list-style-type: none">Washington County EDCESD Strategic Planning & FeasibilityDOS BOA Pre-Development
COMMERCIAL CORE			
REHABILITATE UPPER FLOORS OF KEY MAIN STREET BUILDINGS	Building Owners	<ul style="list-style-type: none">Outreach to landowners to identify properties needing building conditions studiesConsider adopting Section 485-a of the State’s Real Property Tax Law	<ul style="list-style-type: none">NYMS Target Area Building RenovationOPRHP Historic Preservation
IMPROVE PARKING EFFICIENCY	Business Owners Building Owners	<ul style="list-style-type: none">Continue discussions with business and landownersDevelop and refine parking layout planEstablish special parking district or similar mechanismConstruct shared parking lot	<ul style="list-style-type: none">ESD Strategic Community Development InvestmentEFC Green Innovation Grant Program
CREATE AN “OVERLOOK PARK”	HRMH/Strand	<ul style="list-style-type: none">Develop design concept plansFormalize maintenance and operations agreement with the current landowner or explore purchasing the siteConstruct the Overlook Park	<ul style="list-style-type: none">DOS BOA Pre-DevelopmentDOS LWRP ComponentOPRHP Parks

ACTION PLAN: TABLE 5			
Recommendation	Potential Partners	Key Next Steps	Potential Funding Source(s)
COMMERCIAL CORE, CONTINUED			
IMPROVE FEEDER CANAL CONNECTIONS	NYS DOT Feeder Canal Alliance	<ul style="list-style-type: none">Install additional wayfinding signage downtown and at key Feeder Canal intersectionsExplore adding “sharrows” or designated bike lanes between downtown and the CanalInstall additional bike racks downtown	<ul style="list-style-type: none">DOS LWRP ComponentOPRHP Recreational Trails ProgramNYS Canal Corporation Canalway ProgramAARP Community Challenge GrantPeopleForBikes Community GrantDOT Transportation Alternatives Program
REVITALIZE 173-175 MAIN STREET	Stewart’s	<ul style="list-style-type: none">Continue discussions with landownerConduct any necessary environmental assessment and remediationIdentify zoning constraints and evaluate potential zoning changes to facilitate site’s reuseIdentify and adopt curb cut regulationsDevelop promotional material that highlights the BOA, strategic sites, and economic benefits	<ul style="list-style-type: none">DOS BOA Pre-Development
GRACE PARK RECOMMENDATIONS			
IMPROVE/UPGRADE GRACE PARK	HRMH	<ul style="list-style-type: none">Apply for grant funding to advance the concept designConstruct the recommended improvements	<ul style="list-style-type: none">DOW LWRP ComponentOPRHP ParksOPRHP Recreational Trails Program
VILLAGE-OWNED WATERFRONT PARCEL			
EVALUATE REDEVELOPMENT OPPORTUNITIES FOR WATERFRONT PARCEL	Washington County Sewer District Washington County LDC	<ul style="list-style-type: none">Evaluate potential reuse optionsDevelop concept plansConduct any necessary environmental assessment and remediationIdentify and adopt zoning changes to facilitate the site’s redevelopmentFormalize access agreement and/or explore modifications to existing lot lines with Washington County Sewer DistrictDevelop promotional material that highlights the BOA, strategic sites, and economic benefits	<ul style="list-style-type: none">DOS BOA Pre-DevelopmentEPA Assessment GrantESD Economic Growth InvestmentESD Strategic Planning & Feasibility

ACTION PLAN: TABLE 5			
Recommendation	Potential Partners	Key Next Steps	Potential Funding Source(s)
BOA-WIDE/ADMINISTRATIVE			
SUPPORT EMERGING NICHE MARKETS—ARTS AND AGRITOURISM	Washington County Cheese Tour LARAC Washington County Tourism	<ul style="list-style-type: none">Initiate conversations with potential partnersIdentify and adopt zoning changes to ensure niche market uses are able to continue and expandConduct an economic assessment to identify complementary industriesDevelop a business attraction program	<ul style="list-style-type: none">NYS Council for the ArtsNYS Department of Ag and MarketsDOS BOA Pre-Development
IMPROVE BUSINESS COORDINATION	Adirondack Regional Chamber of Commerce (ARCC) Business Owners Phoenix Rising Washington County Tourism LARAC Glens Falls Collaborative	<ul style="list-style-type: none">Develop and execute efforts to promote downtown and increase collaborationEncourage the formation of a downtown business association	<ul style="list-style-type: none">DOS BOA Pre-Development
ACTIVATE VACANT STOREFRONTS	ARCC Building Owners Phoenix Rising	<ul style="list-style-type: none">Develop a local storefront arts pop-up program	<ul style="list-style-type: none">NYSCA NY State Arts Impact AwardsNational Endowment for the Arts Our Town Grants
COMMUNITY MARKETING & BRAND IDENTITY	Washington County	<ul style="list-style-type: none">Update Village website, signage, and promotional material with new logo and brandingApply for marketing implementation fundingDevelop promotional material that highlights the BOA, strategic sites, and economic benefits	<ul style="list-style-type: none">Market New YorkDOS BOA Pre-DevelopmentUSDA Farmers Market Promotion Program
CONTINUE DILIGENT CODE ENFORCEMENT	Washington County	<ul style="list-style-type: none">Explore funding support in annual Village budget	
IMPLEMENT NECESSARY INFRASTRUCTURE UPGRADES	Washington County	<ul style="list-style-type: none">Evaluate and identify priority infrastructure improvements in consideration of strategic sites’ needsImplement identified infrastructure improvements	<ul style="list-style-type: none">CDBG Public Infrastructure GrantsDOS BOA Pre-Development

5.4 Position Hudson Falls for Economic Development Opportunities

5.4.1 PROMOTE THE DOWNTOWN REVITALIZATION PLAN

Due to the financial commitment necessary to realize many aspects of this plan, it will be important to continue to build public and State support for the plan to successfully seek funding and investment. Promoting the plan will not only promote the ambitions of the Village and the community but also help to formalize partnership opportunities with interested external partners, such as County representatives, State departments, other public agencies, landowners, and private sector partners.

It is recommended that the Village develop a promotional package that highlights the BOA study area, strategic sites, and the various economic benefits that accrue to properties within these areas, whether these include tax credits or elevated status when seeking grant funding. The brochure should also highlight the strategic location and community amenities available to businesses and residents that locate within the community.

5.4.2 IMPLEMENT THE MARKETING & BRANDING STRATEGY

It is recommended that the Village implement a marketing and branding strategy that will attract potential investors, businesses, residents, and visitors to the Village of Hudson Falls. Six phases have been identified for the marketing and branding strategy.

PHASE 1: BRANDING

While creating plans for the revitalization of the BOA study area and the Village as a whole, it is the perfect time to create a brand that will promote the Village as a destination, attract investors and large and small businesses, and attract potential residents.

PHASE 2: DEVELOPMENT OF KEY BRANDING & MARKETING PIECES

Before launching the brand to the public, it is important to develop foundational marketing pieces. Stay true to

the brand so that all materials are cohesive and easily recognizable after repeat impressions. Key marketing and branding pieces include a strong website, social media platforms, signage systems, email marketing and presentation templates, merchandise, and a suite of printed collateral like brochures and sell sheets.

PHASE 3: MARKETING & BRANDING ROLLOUT

Once the brand and key marketing pieces have been created, the marketing and branding plan should be rolled out. The roll out can include a press release, press conference, signage implementation, advertising, and collateral and merchandise distribution.

PHASE 4: COMMUNITY ENGAGEMENT & OUTREACH

This phase is all about getting residents and businesses involved and engaged through special programs like Adopt-A-Street, window displays, promotional tool distribution, social media engagement, email marketing and events.

PHASE 5: TARGETED MARKETING PLAN

This phase is all about targeting potential investors, businesses, residents and visitors. Different audiences can be targeted through trade shows, presentations, social media, email marketing, events, marketing collateral, and

advertisements. Always remember to tailor the content to the audience.

PHASE 6: ONGOING MARKETING

Continual marketing planning and implementation is the key to success. Consider putting together an editorial calendar for the year to plan out emails, social media posts, event marketing, advertising, and website updates. Continue to build the brand by identifying opportunities for sub-brands and developing key messaging through use of consistent voice and tone in all marketing materials.

For the full Marketing and Branding Plan and a break down of the above phases see **Appendix C**.

5.4.3 PURSUE IDENTIFIED MARKET OPPORTUNITIES

The Village should work with the County and region to pursue the niche markets identified in the Economic and Market Analysis (**Section 3.11**). This could include developing incentives to attract these niche market businesses and advertising available properties (especially strategic sites) on the Village's website.





APPENDIX
A

Community Participation

Meeting Summary

Project Title: V. Hudson Falls BOA Nomination
Chazen Project Number: 91807.00

Meeting Date, Time: January 18, 2019 at 12 PM
Meeting Location: Village Hall
Summary Writer: Norabelle Greenberger
Issue Date: January 21, 2019

Attending:

Attendee:	Representing:
John Barton	V. Hudson Falls Mayor
Dan Hogan	V. Hudson Falls Board of Trustees
James Gallagher Jr.	V. Hudson Falls Board of Trustees
David MacLeod	NYS Department of State
Chris Round	Chazen Companies
Norabelle Greenberger	Chazen Companies

Summary:

Discussion

- DOS provided background on previous work that was prepared by Shelter Planning – the Draft Nomination Study.
- DOS presented the Nomination Work Plan components
- DOS summarized their 2016 comments on the previous Nomination Study prepared by Shelter Planning
- DOS highlighted the benefits of organizing an interagency workplan.
- DOS emphasized the importance of the vision, goals, and objectives being cohesive/linked.
- DOS indicated that a “why” or “so what” be included for all items discussed; if no issues related to a required subject area, acceptable to indicate that it is “not relevant.”
- DOS indicated that the Market Analysis portion of the Nomination can consist of the previously prepared (2016) Market Analysis, unless conditions have changed.



Department
of State

This document was prepared for the
New York State Department of State
with the funds provided under Title 11
of the Environmental Protection Fund

- DOS indicated that not too much emphasize/work effort should be focused on the SEQR aspect of the Work Plan.

Action Items

- V. Hudson Falls to provide DOS with supporting documentation for single source procurement. Chazen to assist V. Hudson Falls in compiling the documentation, including Village Board resolution and executed subcontract.
- V. Hudson Falls to form project steering committee. Chazen to assist V. Hudson Falls in generating ideas.
- DOS to determine need for additional scoping session or whether initial organization meeting could serve as proxy.

Meeting adjourned (1:30 PM)

Meeting Summary

Project Title: V. Hudson Falls BOA Nomination
Chazen Project Number: 91807.00

Meeting Date, Time: February 19 at 5:30 PM
Meeting Location: Village Hall
Summary Writer: Norabelle Greenberger
Issue Date: February 20, 2020

Attending:

Attendee:	Representing:
John Barton	V. Hudson Falls Mayor
Deb Breeyar	V. Hudson Falls Planning Board
Andy Collins	Resident
Chris Round	Chazen Companies
Norabelle Greenberger	Chazen Companies

Summary:

Discussion

- Representatives from The Chazen Companies (Chazen) provided an update on their communications with the New York State Department of State (NYSDOS). The new NYSDOS representative for the Hudson Falls BOA will be Tanu Kumar.
- Chazen discussed the Public Outreach Plan circulated to the Committee on November 13, 2019. The Public Outreach Plan is a working document that outlines the anticipated means and methods of ensuring the public is actively engaged in the BOA Nomination process. Components of the public outreach plan include stakeholder interviews, public meetings, and surveys. The potential of conducting a survey to identify the types of downtown businesses that residents would like to see was discussed.
- Chazen described the first phase of public outreach, which was developed based on Committee member’s input at the August 1, 2019 meeting; specifically, in keeping with the Committee’s interest in focusing on the Village’s downtown, Chazen will hold one-on-one in person and phone interviews with key downtown stakeholders, including business owners, property owners, and developers. Chazen solicited feedback from the Committee members on the list of downtown stakeholders.
- Chazen presented a map showing the strategic sites identified in the 2009 Pre-Nomination, 2016 Draft Nomination, and additional vacant and underutilized sites noted in the August 1, 2019 meeting and/or

identified as part of Chazen’s downtown inventory, conducted in October 2019. Committee members provided the following feedback:

1. Hudson River Musical Hall sold their property on Maple Street, which was previously included as a strategic site. The new owners went before the Planning Board with their proposed building plans. Once completed, the building will include a dance/artist space and a chemical analysis space. The Committee members noted that the new owners relocated to Hudson Falls because of its transit access.
2. The Stewart’s on Main Street closed since the August 1 meeting. Committee members noted that Stewart’s had listed the building for sale but will also be open to leading the space to a professional office. Any future occupant would be subject to non-complete clauses, so the building cannot be reoccupied by a business with similar offerings to Stewart’s.
3. The Village property on the Hudson, north of GE was not included in the original BOA study area. The property is an old sewer pump station and totals approximately three acres. Committee members expressed interest in putting hydro on the site.
4. 221 Main Street’s ground floor, which was vacant at the time of the October downtown inventory, is now occupied by a salon. The building is under new ownership. This site should be considered a strategic site only if the upper floors are unoccupied.
5. 188 Main Street’s ground floor, which was vacant at the time of the October downtown inventory, is now occupied by a flooring company that moved from a previous location within the Village. The tenant uses the second floor for inventory. It is unclear if the third floor is occupied. This site should be considered a strategic site only if the upper floors are unoccupied.
6. 45 Main Street’s ground floor, which was vacant at the time of the October downtown inventory, is now occupied by a retail shop. This site should be considered a strategic site only if the upper floors are unoccupied.
7. 168 Main Street’s ground floor, which was vacant at the time of the October downtown inventory, is now occupied. The building is still for sale. The previous tenant was a dry cleaning pickup location that did not do dry cleaning on-site. This site should be considered a strategic site only if the upper floors are unoccupied.
8. The Courthouse, which has been the subject of multiple revitalization efforts and grant funding for its rehabilitation since the 2016 draft Nomination, should remain a strategic site. There is no current occupant on the ground floor, since the restaurant that previously occupied the space left in 2019.
9. The Old Femimore Bridge site, while a vacant/underutilized/brownfield site, should not be included as a strategic site.
10. The 1st Presbyterian parking lot site is a new strategic site. Work started at one point to develop an Overlook Park, but the site is constrained by steep topography, its location along a heavily trafficked roadway, and railroad tracks. The site is owned by the Church, but the Village maintains the parking lot, which is available for public use.

11. St. Mary’s School is underutilized. The ground floor is used for Sunday School, in addition to being rented out for functions. The upper floors are not currently used. It is unlikely that the Church would sell the property.
 12. 85 Main Street is a new strategic site. The property is not well-maintained. Residents park on the old gas station property.
 13. 167 Main Street is occupied by a law office and apartments.
 14. The business at 85 Main Street is essentially not operating. The owner might be open to selling the site for future redevelopment.
- Chazen discussed options for addressing absentee landlords/distressed rental properties, including Main Street program funding, property acquisition through a non-profit organization, and/or CDBG funds for income eligible tenants to rehab units.
 - Committee members noted the importance of focusing on revitalizing/reoccupying the upper floors of Main Street buildings. Chazen discussed the need to get better information on the occupancy status of upper floor units.

Action Items

1. Chazen will circulate a list with the names of the identified downtown stakeholders, begin outreach, and set up stakeholder meetings/interviews in March.
2. Chazen will contact the Code Enforcement Officer to get updated information on existing Certificates of Occupancy/occupied retail spaces.
3. Chazen will contact the Village DPW to get information on the long-term plans for the Village’s DPW/garage site.
4. Chazen will update the draft strategic sites map based on the feedback from the February 19 meeting.

Meeting adjourned (6:30 PM)

Meeting Summary

Project Title: V. Hudson Falls BOA Nomination
Chazen Project Number: 91807.00

Meeting Date, Time: April 23 at 5:00 PM
Meeting Location: Conference Call
Summary Writer: Norabelle Greenberger
Issue Date: April 24, 2020

Attending:

Attendee:	Representing:
John Barton	V. Hudson Falls Mayor
James Gallagher Jr.	V. Hudson Falls Board of Trustees
Dan Hogan	V. Hudson Falls Board of Trustees
Tom VanAernem	Van Aernem Realty
Joe Melucci	Glens Falls National
Andy Collins	Resident
Tanu Kumar	NYS Department of State
Chris Round	Chazen Companies
Norabelle Greenberger	Chazen Companies

Summary:

Discussion

- The new NYS Department of State (NYSDOS) Project Manager, Tanu Kumar, introduced herself to the Committee.
- Chazen presented the potential expanded BOA study area, which would encompass the waterfront Village property and the potential Overlook Park site discussed in previous Committee meetings, in addition to portions of the rail line, the church and apartments located between the former Stewart’s and potential Overlook Park, and portions of vacant property owned by National Grid and the Wheelebrator. Chazen asked the Committee for their input.
 - Committee members discussed challenges associated with some of these properties, including the need for a rail crossing to access the waterfront and steep slopes.
 - Committee members discussed some of the benefits associated with these properties, including the more level terrain at the Village-owned property and the potential infrastructure benefits.



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- Committee members noted that the rail line is minimally utilized; the rail serves two industrial businesses in Glens Falls and has its terminus in Glens Falls. The rail is primarily used for trains carrying pulp and chemicals.
 - Chazen noted that the difficulty of crossing the rail line should not automatically deter the Committee from considering these sites.
 - The Committee did not make a final decision on this item; the Committee will consider the potential expansion and provide their feedback.
- Chazen described their ongoing work updating the inventory analysis, including preparing a comprehensive list of all brownfield, vacant, abandoned, and underutilized sites. Chazen discussed the building survey they mailed to Main Street property owners to obtain accurate, up-to-date information on buildings’ occupancy and potential building improvements that are needed.
 - The determination of “underutilized” sites is subjective, and Committee members suggested that a building’s exterior condition (and not just its occupancy) should be considered, particularly along the southern section of Main Street, and the potential for façade improvements or weatherization funding for these properties. This is important as Main Street is a primary entrance to the Village.
 - Chazen noted that even if a site is not identified as a “strategic site,” if it is in the BOA study area it will still be eligible for the benefits that come from BOA designation.
 - Tanu also noted that the plan can include recommendations for areas (such as lower Main Street) rather than just recommendations for specific (strategic) sites.
- Chazen presented the memorandum they prepared summarizing their stakeholder interviews and discussed the main takeaways/key insights.
 - Committee members felt that the potential for tax increases due to a reassessment after building renovations shouldn’t be considered a unique inhibitor to renovation; this is the case for everywhere with property taxes and the potential for increased revenue (e.g., ability to charge higher rent) after renovation should also be considered.
 - Committee members noted that bringing more retail to the Village is difficult, and that services are more successful/seem to last longer than retail.
 - Committee members asked whether many stakeholders commented that only those with political sway get their project approved. Chazen noted that there are methods to improve communication and increase transparency.
- Chazen described the purposes of a Vision Statement and Goals, shared the drafts that were prepared by the Committee in 2016, and noted that updates to the Vision and Goals are likely needed based on the changes that have occurred in the intervening years and what they have heard from the Committee and stakeholders to date. Chazen asked that the Committee review the 2016 Vision and Goals and provide feedback.



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- Chazen discussed potential next steps for public engagement and suggested that the Village post information in a local paper or on the Village website to update the community on the project and that the Village hold a public event once the Vision, Goals, and recommendations are more formulated to solicit public input.
 - Committee members suggested using social media and posting to the Village’s Facebook page.
 - Committee members also suggested including information on the project in the bi-annual water bill mailer, which is sent to all taxpayers. The next water bill will be mailed in August or September.
- Chazen explained the M/WBE requirement of the NYSDOS grant and recommended engaging a marketing firm to prepare marketing/branding materials for the Village, as the need for this came up in many of the stakeholder interviews. The Committee agreed with this suggestion.

Action Items

1. Chazen will:
 - a. Complete the comprehensive list of brownfield, vacant, abandoned, and underutilized sites and send this list, along with a list of strategic site selection criteria to the Committee.
 - b. Prepare information to be posted on the Village’s website and social media to update the public on the project.
 - c. Engage an MWBE firm to prepare the marketing/branding task.
2. Tanu will provide her contact information to the Committee.
3. The Committee will:
 - a. Provide their feedback on the potential expanded BOA study area by May 7.
 - b. Provide their feedback on the 2016 Vision and Goals by May 7.

Meeting adjourned (6:00 PM)

Meeting Summary

Project Title: V. Hudson Falls BOA Nomination
Chazen Project Number: 91807.00

Meeting Date, Time: August 1, 2019 at 5:30 PM
Meeting Location: Village Hall
Summary Writer: Ethan Gaddy
Issue Date: August 5, 2019

Attending:

Attendee:	Representing:
John Barton	V. Hudson Falls Mayor
Deb Breeyar	V. Hudson Falls Planning Board
Andy Collins	Absent
Dan Hogan	V. Hudson Falls Board of Trustees
James Gallagher Jr.	V. Hudson Falls Board of Trustees
Joe Melucci	Glens Falls National
Chris Round	Chazen Companies
Ethan Gaddy	Chazen Companies

Summary:

Discussion

- Chris Round and Ethan Gaddy from the Chazen Companies introduced themselves to committee and provided an overview of the New York State Department of State (NYSDOS) funded Brownfield Opportunity Area (BOA) program.
- Chris summarized the most recent BOA planning effort occurred in 2016. “The Village of Hudson Falls Revitalization Opportunity Area Nomination” was not formally completed. The DOS submitted comments to the 2016 draft, but the comments were not addressed due to budget constraints.
- This project will allow the community to reassess the findings from the 2016 effort and to update based on new priorities. This current funding is not for site acquisition or direct support to businesses; it is to support the planning efforts that will bring sites closer to redevelopment.
- Chris noted that waterfront connectivity/ access could be an important part of any revitalization strategy.

1. Waterfront access is limited by property ownership, topography and rail lines. Committee members noted that the old village sewer plant or the pump station could be used for access.
 2. The Old Fennimore Bridge was discussed as a linear park. Committee members did note that maintenance could be an issue since the bridge connects multiple municipalities and counties.
- The Committee evaluated the list of strategic sites that had been catalogued in the 2016 plan.

1	23 Main Street	These two adjacent sites are a combined .67 acre former gas station. Currently dormant. Committee thought prominent location would be good for Stewarts or destination type establishment (i.e. Children's Museum). Project team will follow up with Stewart's representative to determine potential interest.
2	19-21 Main Street	
3	General Electric Company Site (3 properties)	Dormant GE sites where there is ongoing environmental monitoring. Committee noted that GE would likely not divest or allow access. This is a low priority site. The Village might be interested in this site only if it could be leveraged for waterfront access/connectivity.
4	National Grid – South & West of Sumpter Street	
5/6	Old County Courthouse	This site has been reactivated for municipal and commercial use. It plays an important roll in downtown revitalization and there will need to be ongoing efforts to program and market this site.
7	Former Rite Aid	This site is now an O'Reilly Auto Parts store and is back in productive use.
8	Grace Park	Grace Park is not a community priority. This is primarily because of current efforts and investments in other Village parks.
9	Hudson River Music Hall – 10 Maple Street	This site is still important. Currently for sale.
10-12	Griffin Lumber Company	Not a priority. Site is listed because of its prominent size and location. There is uncertainty about the long-term plans for the business.
13	Napa Building	This site was successfully renovated and is back in productive use as an apartment complex.
14	DPW Building	This parcel is still in active use and is not a priority site.
15	Masonic Temple – 214 Main Street	This site has been renovated as the Sandy Hill Arts Center
16	Old Fennimore Bridge	This site still has potential. Access issues will need to be resolved.

- Many of the sites from the 2016 plan have been successfully revitalized.

- Committee members noted that there have been some additional vacancies since the 2016 plan, including Brusso's on Main Street, as well as Good Times restaurant and "Chef Jeff's" pizza shop, both on John Street.
- General Electric met with members of the community a few years ago and indicated that they had no interest in selling their properties. Some of their sites would allow for non-residential uses.
- Aroxy Cleaners on Main Street is a potential revitalization site. The storefront served as a pickup location for dry-cleaning, but the site's use as an actual cleaner is less certain. The current owner has listed the building at a low/reasonable price.
- St. Mary's School is currently underutilized. Limited educational programs are held there. The building occupies a prominent site in the Village.
- The committee briefly discussed the potential for an "Overlook Park" in the area of the parking lot for the Presbyterian Church across the street from St. Mary's. Some vegetation was cleared to improve the view of the Hudson River, but no further steps have been taken to formalize the area as a park.
- Downtown parking has been an issue in the past. As old multi-story buildings are revitalized with new apartments parking demand increases. A draft proposal for the shared parking area between Main and Center street (by Saluto's) was drafted by Chazen but has yet to be implemented.
- Chris suggested that the project team start determining who in the community needs to be reached out to. Local and regional developers should be convened to better understand their thoughts on the Village and where they see potential.
- Committee members noted that adding retail to downtown could be challenging. Local and regional trends indicate that traditional brick and mortar sites are struggling. Adding additional destinations to Hudson Falls might be an opportunity. Over the past few years the Village has had success leveraging the arts.
- The Committee will be shifting their attention to downtown sites to examine their redevelopment potential and issues.

Action Items

1. Chazen to update mapping based on meeting feedback regarding key sites from the 2016 plan and map.
2. Chazen to develop a public outreach plan, develop a list of downtown businesses for potential Investor Roundtable; and explore downtown building inventory for Committee review.

Meeting adjourned (6:45 PM)

BRAND SURVEY

COMMITTEE & PUBLIC SURVEY RESULTS



Survey conducted by Sidekick Creative • www.sidekickcreative.us • cara@sidekickcreative.us

BRAND SURVEY: RESULTS

COMMITTEE SURVEY

1

What is the overall goal of the rebrand? What would make this project a success?

- Bring the image of the village back, as a small quaint village, making it a great place to live
- Create a visual picture of our community. Today Hudson Falls projects a totally different picture of what our community is like today, versus than it did 50 years ago. We were a blue collar community with hundreds of local jobs within our Village limits and hundreds or thousands more within a 5-mile radius. Those jobs don't exist today. The families that live here today have to travel to their workplace and then return home to Hudson Falls. In the past ten years Hudson Falls has made great strides in reinventing ourselves, creating venues that appeal to people and families that want to enjoy a hometown atmosphere. I believe our strengths are, our people who are always pushing to make things better.

The continuation of the community coming together. The Village Government has been so supportive, the School System is first rate, The Village Services (Police, Public Works, Volunteer Fire Department) are second to none. Local investment from Private Citizens is amazing. Projects like the Masonic, Former Knights of Columbus, Roxy Bldg, Strand Theater, TD Bank/Parkside Flowers, Park Place, Eastwood Property, Derby Park, Paris Park, Grace Park. The momentum keeps growing.
- To attract attention. A collaborative of all district business owners/landlords.
- To show what is unique about HF. Why should people choose to visit or live here as opposed to GF or Queensbury or Lake George or Ft. Edward or South Glens Falls...what do we have that others don't.

1

Synthesis: Goals

- | | |
|---------------------------|-------------------------|
| • Update Image | Differentiators: |
| • Visualize the Community | • Great Place to Live |
| • Attract Attention | • Hometown Atmosphere |
| • Bring People Together | • The Arts |
| • Differentiate | • Parks |

1



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BRAND SURVEY: RESULTS

COMMITTEE SURVEY

2 Do you have any concerns about the project? Anything that should be avoided?

- No
- Don't put our foot on the breaks. Continue the length of Main Street and try to appeal to the Village residents and people passing through. They may want to live in our community someday.
- Yes, I do not feel we are ready yet for a branding just yet. We have to rebuilt an entire district, branding it now will create confusion-if we have a goal to rebuild I can see where we can start using a brand in our plan but we need to create strength, unity and growth in the district now and complete outstanding district projects.
- Too many voices in the decision making.
- I know that people in the area have a problem with the transient population in the village. Parts of Main Street are rough and run down. You could talk about 'Investment Properties or Income Properties'

2 Synthesis: Concerns

- Keeping Momentum
- Not Ready
- Too Many Opinions
- Image Issues

BRAND SURVEY: RESULTS

COMMITTEE SURVEY

3 Describe the personalities of your target audience. What type of person would be interested in moving to Hudson Falls or opening a business in Hudson Falls?

- Singles, Families, Retirees. I believe we offer something for everyone. Our footprint is compressed enough to display a true community feeling that is felt by everyone. A typical summer evening may show a concert in Juckett Park at the bandstand surrounded by all ages sitting in lawn chairs, or sitting on Park Benches, a show at the Strand attracting a nice crowd, people enjoying an evening meal at a local restaurant, groups of kids at Derby/Moran Park or at Juckett Memorial Little League Park, Shoppers wandering through our downtown stores and visiting our Village Library. You can almost see Norman Rockwell getting ready to paint this picture.

Historical Treasures (Juckett Park, Feeder Canal, Monuments, The Falls on the Hudson, Historical Cemeteries, Medical and Dental Offices, Pharmacies, Restaurants, Grocery Stores, Retail Stores and Services, Solid School Systems, Churches, Arts, Playgrounds.
- We are a more nostalgic district, historical buildings, etc, our customers are not typically multi-generational, I strive to encourage that. What type of person would be interested in moving to Hudson Falls or opening a business in Hudson Falls? - Older Millennials are for the most part the target market for home purchasing, a lot of our homes are great for first time home buyers. Business owners, that's a tough question- preferably a season business owner, or one that comes from a strong background of small business owned traits.
- Creative people, low cost of properties, someone who likes quiet neighborhoods, historic sections and newer builds, close proximity to Vermont and Capital district, rolling hills of Washington County

3 Synthesis: Audience

- Singles
- Families
- Retirees
- Multigenerational Families
- Creatives
- Young Families

BRAND SURVEY: RESULTS

COMMITTEE SURVEY

4 What sets Hudson Falls apart from other towns and villages in Upstate New York?

- HF is just like many upstate NY villages, but there is a lot to work with given the proper changes. We have a great park, good school system, police dept and coming derby park. But as other villages have way to many vacant store fronts, which should be dealt with. I counted 20 empty storefront throughout the village.
- We started this process a few years ago and it has continued to build and expand. That Can Do Spirit is alive and well in Hudson Falls.
- Walkability, small town feel, close-knit residents (we all know everyone, we grew up with each others families).
- Scenic views of the Hudson on the west side and Vermont on the East Side, the elevation is higher (built on a Sandy Hill), has a mixture of farmer pace and industrial pace, it represents village life-everything is within walking distance including a performing arts center; garages, grocery stores, post office, banks, there are only a handful of villages with the word Falls in the name (Think Bedford Falls from It's a Wonderful Life), Bakers Falls are the 2nd largest in the State, you can get here by car, train (from Penn Station, NYC), boating on the Champlain Canal, bicycle, nearby airports, walking paths, bike trails.

4 Synthesis: Character

- | | | |
|----------------------|-------------------|-------------|
| • Parks | • Small Town Feel | • The Arts |
| • School System | • Scenic | • Proximity |
| • Amenities/Services | • The River | |
| • Walkability | • Slower Pace | |

BRAND SURVEY: RESULTS

COMMITTEE SURVEY

5 What are 3-5 adjectives you would use to describe Hudson Falls?

- Historic, Quaint, Safe, Personable, Scenic
- Pride, Family, Community
- Nostalgic, Peaceful, Family
- Tranquil, Accessible, Historic, Charming

5 Synthesis: Descriptors

- Historic
- Family-centric
- Peaceful
- Quaint

BRAND SURVEY: RESULTS

COMMITTEE SURVEY

6 What attributes and/or emotions would you like associated with your brand?

- Excitement to get people involved in getting HF back on track
- Nostalgic, Peaceful, Family, Music/Entertainment, Food, The Arts
- Modern Norman Rockwell but more edgy

6 Synthesis: **Emotion**

- Exciting
- Entertaining
- Charming

BRAND SURVEY: RESULTS

COMMITTEE SURVEY

7 What are the top 1-2 key points that the logo should portray?

- Park, Hudson River
- Hudson Falls – the Arts, the Beauty
- Arts and Parks

7 Synthesis: **Imagery**

- The Parks
- The River
- The Arts

BRAND SURVEY: RESULTS

COMMITTEE SURVEY

8

How would you describe the Hudson Falls brand aesthetic? Contemporary or classic, vibrant or subtle, minimalist or highly visual, etc. (Don't feel limited to these words!)

- Classic, Subtle, Highly Visual
- Classic And Subtle Right Now. Our Goal: Classic, Vibrant, Highly Visual
- Calm, Spacious

8

Synthesis: **Style**

- Classic
- Highly Visual
- Calm

BRAND SURVEY: RESULTS

PUBLIC SURVEY

1

What are 3-5 adjectives that you would use to describe Hudson Falls?

- Tired, Rusty, Run Down, Busted, Broke, Blighted
- Hometown, Quaint, Family
- Historic, Charming, Run Down
- Beautiful, Prosperous, Historical, Warm, Inviting
- Old, Small, Run Down

1

Synthesis: **Descriptors**

- Historic
- Charming
- Worn

BRAND SURVEY: RESULTS

PUBLIC SURVEY

2 If you could change one thing about Hudson Falls, what would it be?

- The river front
- All the vacant buildings be used purposefully, more locally owned restaurants and shops
- Less rentals to transient population
- Revitalize all historic buildings to bring more of a sense of community back. I have watched public events over the years and the public out pouring brings tears to my eyes. So thankful to have a community that cares and wants to be involved.
- Add more businesses and make the slumlords clean up all the apartments in town

2 Synthesis: Improvement

- River Access
- Revitalized Downtown
- New Businesses

BRAND SURVEY: RESULTS

PUBLIC SURVEY

3 What would you NOT change about Hudson Falls?

- The sunsets
- How its NOT built up like Queensbury
- Small town life
- Its natural beauty. With commercial updates and many factories and mills surrounding. Hudson Falls has stayed strong with keeping the focus on the history and preserving it.
- The park

3 Synthesis: Assets

- Scenic
- Small Town
- Historic

BRAND SURVEY: RESULTS

PUBLIC SURVEY

4 What sets Hudson Falls apart from other towns and villages in Upstate New York?

- Bakers Falls
- It's home
- All of the neighborhoods are connected
- Community. As my children grow up in the school, as did I as a child, the community sense is strong. Everyone comes together and sees no barriers. The divisiveness is almost not. Makes me feel good as a parent and business owner.
- Nothing

4 Synthesis: Character

- The Falls
- Small Town
- Community

BRAND SURVEY: RESULTS

PUBLIC SURVEY

5 What's the most iconic landmark in Hudson Falls?

- Bakers Falls
- Derby park, wall st and of course I may be partial but Watkins Garden Center :)
- The Hudson River
- Juckett Park, everyone knows it, being one of the first round-about in the area. Its seasoned themed events that bring people from all over to see, the Christmas displays, Sandy Hill Days.
- Derby Park

5 Synthesis: Imagery

- The Falls
- Parks
- The River

BRAND SURVEY: RESULTS

PUBLIC SURVEY

6

What would you like to see in the village’s future? (e.g., more restaurants, art spaces, shopping, etc.)

- Dissolution of the Village and ancillary entities (bloated & redundant); re-evaluation of tax/assessment procedures to aggressively shift tax burden away from single family homes and on to multi-unit housing stock;
- Definitely more restaurants and coffee shops
- Remove the trash plant and build a park
- More restaurants, any business, if you have a vision bring it here.
- Definitely need more businesses besides pizza places

6

Synthesis: Future

- New Businesses
- More Parks



Hudson Falls Brownfield Opportunity Area (BOA) Nomination Study

STAKEHOLDER & POTENTIAL PARTNERS INTERVIEWS SUMMARY

1.1 INTRODUCTION

Chazen conducted a series of interviews with stakeholders and potential partners from March 2020 through September 2020. The purpose of this memorandum is to identify some of the key takeaways from those discussions.

1.2 INVOLVED STAKEHOLDERS

- Nassar Awawdeh, property owner/developer
- Sonny Bonaccio, developer
- Joseph Brilling, Washington County Sewer District
- Bob Cooke, Village Board of Trustees
- Mike Firiolo, DPW Superintendent
- Peter Hoffman, property owner/developer
- Jennifer Howard, Stewart’s
- Jonathan Newell, Strand/Hudson River Music Hall
- Bill Nikas, property owner
- Laura Oswald, Washington County Director of Economic Development
- Marge Randles, Argyle Cheese Farm
- Sharon Reynolds, Homefront Development
- Christina Richards, Forged
- Tony Trello, property owner
- Scott Varley, realtor
- Roger and Pam Whiting, property owners

1.3 COMMON THEMES & KEY INSIGHTS

1.3.1 Housing

- Stakeholder noted the need to entice development with financial incentives to reduce the development costs and make the Village competitive, such as 15-30-year PILOT agreements. Because Hudson Falls asking rents are lower, the project costs need to similarly be lower; while the cost to purchase land or buildings is lower than in other areas, the construction costs are the same as in places that command higher rents. Sometimes, even if the land is free, a project doesn’t make financial sense because of the low asking rents. The lower asking rents typically



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also mean worse loan terms for developers. Another stakeholder similarly noted that high renovation costs were also a potential reason why upper floors of downtown buildings have not been improved.

- Property owner(s) noted:
 - That they receive a lot of calls from interested tenants that are on financial assistance.
 - Parking is an issue and too cost prohibitive to construct parking for their tenants.
 - Increasing taxes due to reassessments after building improvements are a disincentive to making improvements to their properties.
 - There is a significant amount of available housing currently, indicating that the Village does not need a larger residential development, but should instead focus on smaller/rehab project(s). Another stakeholder noted, however, that the number of vacant and abandoned residential properties in the Village has been declining, in addition to the number of homes for sale declining.
- Developers noted that they want to see a documented need for housing before investing.
- Stakeholder cited the unmet senior housing needs, with a 70-person waiting list on one senior housing project. Another stakeholder noted the local opposition for senior housing projects.
- Stakeholder noted the positive changes that have occurred since the Village hired a new Code enforcement officer. This has included addressing the ongoing illegal conversion of owner-occupied properties into multi-family rentals.
- There is a County-wide need for supportive housing.

1.3.2 Commercial Development

One or more stakeholder offered the following feedback related to commercial development:

- The lower profit margins in Hudson Falls, as compared to other communities, which mean that upfront/outfitting costs must be lower to ensure make a profit.
- Some cited parking issues, while others noted that parking has never been a problem for them.
- There is a need to attract additional (outside) commercial development to help reduce property tax rates.
- There is a lack of shared efforts between businesses (i.e., businesses supporting businesses), noting that businesses are more successful when they are not siloed. Stakeholders noted that this has resulted in competing efforts (multiple businesses going for the same customers, same funding opportunities, etc.). Local business owners would be open to more collaboration. Some noted, however, that some of the Main Street businesses would not be inclined to take part in the types of events that business organizations typically sponsor. In terms of the potential form that a business organization could take, some stakeholders suggested that existing community based organizations could fill this role, while others felt that a new organization would be needed to address the public conception of “insider” vs. “outsider” associated with some existing organizations.
- There is a need for a higher concentration of businesses downtown. People want to be able to frequent multiple places in one trip without getting in a car. Having an 18-hour downtown is vital for communities; including this as a requirement in retail tenant leases is an option.



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Stakeholder noted that because the Village’s retail vacancies are at the forefront to passersby (on Main Street), it is hard to break the “stigma” around the Village.

- The Village needs to focus on diverse employment and larger employers that will draw investment. The Village should build off its advantages of affordable commercial space to draw businesses to the area that are increasingly interested in opening in smaller cities and towns.
- Due to the changing retail market (and shift to online shopping), ground floor often needs to be subsidized initially.
- There is a potential to build up agritourism in the Village, building off Argyle Cheese Farm and Ideal Dairy, bringing in complementary businesses (breweries/wineries, other cheesemakers, restaurants), and having events. A stakeholder noted, however, the oversaturation of farmers market and that smaller farmers markets have historically not done well.
- Downtown retail offerings need to improve to entice higher end apartments and bring young people downtown.
- There is an opportunity to build off the growing arts community, which require complementary businesses like restaurants and hotels.
 - This niche has multiple benefits, which can flow from outside of the community, is not tied down to one particular space, can set the Village apart, and attract tourists.
 - There is an opportunity to work with the Washington County Arts Trail to bring artists to spaces throughout the Village.
 - There are multiple stakeholder arts tourism groups with different direction across the County.
 - Arts tourism could build off the County’s huge creative economy; the County has a higher self-employment rate than the Staet and region.
- A stakeholder noted that they would like to see sidewalk dining along Locust Street to complement the Paris Park improvements.

1.3.3 Organizational/Institutional

- Some stakeholders cited the need to update the zoning (including making it more user friendly and improving the approval process), as the existing outdated zoning detracts outside investment. Some stakeholders felt that only those property owners/developers with “political sway” get their projects approved.
- Some stakeholders felt that the Village should make funding/grant opportunities more transparent as many residents and property owners don’t know what opportunities are available to them. Stakeholders also noted that they are not well-informed on grant funded projects that are in the works.
- Stakeholders noted the need to have the public involved in the BOA process.
- Some stakeholders felt that the Village and Town do not work together; divided leadership.
- Stakeholder expressed that, while the Village has a lot of great ideas, the implementation could be improved, suggesting that maybe an existing organization working in the community or a neighboring community could be tapped to help with implementation.
- Several stakeholders noted the need for marketing/branding to improve the Village’s image and address the “stigma.”



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- The Village should focus its efforts on its core/center, rather than looking at a larger area. “It won’t take a huge wave to make a big splash in Hudson Falls.”
- Stakeholders cited the multiple existing community based organizations that could assist the Village with future projects and the importance of community based organizations and non-profits in local efforts, given public funding constraints at the local and County level.

1.3.4 Funding Sources/Tax Credits

- Stakeholder noted the challenges of using brownfield credits, especially sine they have been reduced to 20% (from 40%) and may begin requiring prevailing wage. Especially difficult to use on smaller projects that would likely occur in Hudson Falls.
- Stakeholder noted the benefits of Historic Task Credits, but also cited that to receive the Federal portion of the credit, the proposed use of the building must be consistent with the original intended use of the structure.
- Stakeholder noted the positive benefits of Opportunity Zones, which spark investment and change all other financial considerations

1.3.5 Key Properties

1.3.5.1 Village Properties

- DPW Site
 - Plans to remain at their current site and needs to expand their operation
 - Contamination issues
- Grace Park
 - Reservoir overflow prevents pond’s use for ice skating
- Water Department/Reservoir Land
 - Site constraints: wetlands & infrastructure
- Waterfront site (north of GE)
 - Used for snow storage and compost
 - Former sewer plant site; infrastructure & foundation still on-site
 - One stakeholder noted that in other private developer-driven communities, the parcel could be condos; in Hudson Falls, something like a park would make sense.
 - A stakeholder noted the need to maintain Washington County Sewer District access to the infrastructure on the site.
- Courthouse
 - Great space for a restaurant, with the second floor used as ancillary events/wedding space.
 - Has excellent parking
 - High operational costs of the building require a higher revenue generating use; a community center would not be able to cover the costs without financial assistance.

1.3.5.2 Stewart’s

- Currently for sale for \$250,000 with non-compete clause.
- No interest in leasing the property due to associated costs



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- No expressed interest to date
- Unlikely would be office user that would purchase property because of difficulty getting financing
- One stakeholder suggested that the property would be an ideal location for an urgent care or other medical business, noting the lack of these types of businesses in the Village.

1.3.5.3 Other Sites

- Stakeholder asked about the possibility of the GE site being converted into a park.
- Stakeholder suggested that use of the trash burning plant increase as a means to lower property taxes.
- Stakeholder discussed the idea of improving the efficiency of the two rear parking lots along Main Street between Juckett Park and Village Hall.
- Stakeholder indicated that a commercial use would be better suited for the vacant John Street parcels than residential and that, ideally, the two sites could be combined and developed together.



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APPENDIX
B

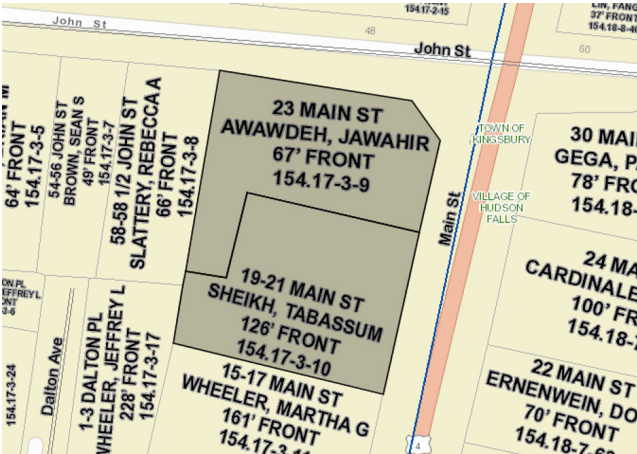
FIGURE B:
Building Inventory Map



Strategic Site Profiles

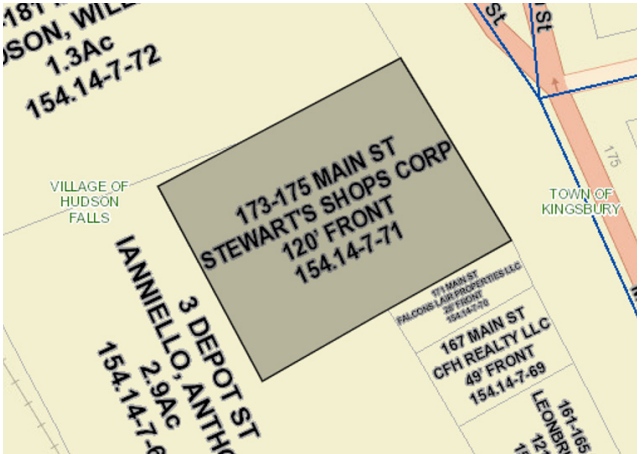
Appendix B: Site Profiles

JOHN STREET PARCELS		
ADDRESS	19-21 Main St	23 Main St
PARCEL NO	154.17-3-10	154.17-3-9
ZONING	RC	MU
PROPERTY ACREAGE	0.42	0.43
CURRENT OWNER(S)	Tabassum Shekih	Jawahi Awawdeh
BUILDING INFO	N/A	N/A
ORIGINAL PROPERTY USE	Unknown	Retail Gasoline Sales
CURRENT USE	Vacant	Vacant, For Sale
POTENTIAL CONTAMINATION ISSUES	Unknown	Former underground & aboveground strange tanks (closed & removed)
EXISTING INFRASTRUCTURE	Public water & sewer	
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4	
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area	
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	New construction, potential historical museum	



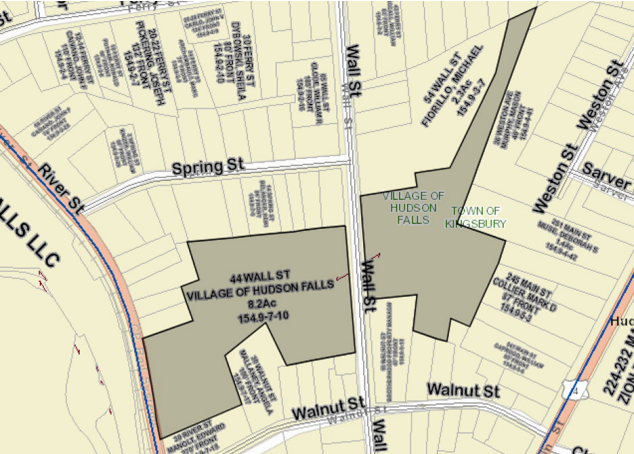
Appendix B: Site Profiles

FORMER STEWART'S	
ADDRESS	173-175 Main Street
PARCEL NUMBER	154.14-7-71
ZONING	I
PROPERTY ACREAGE	0.45 Acres
CURRENT OWNER(S)	Stewart's Shops Corp.
BUILDING INFO	One-story 1,449-SF Former Convenience Store, Constructed in 1985
ORIGINAL PROPERTY USE	Stewart's convenience store and associated parking.
CURRENT USE	Vacant, For Sale
POTENTIAL CONTAMINATION ISSUES	Underground storage tanks have been closed; 5 removed; one closed 550-gallon UST remains in place
EXISTING INFRASTRUCTURE	Public water & sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Historic District, Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Reoccupancy with office tenant, site access improvements



Appendix B: Site Profiles

GRACE PARK	
ADDRESS	44 Wall Street
PARCEL NUMBER	154.9-7-10
ZONING	RA
PROPERTY ACREAGE	8.42 Acres
CURRENT OWNER(S)	Village of Hudson Falls
BUILDING INFO	N/A
ORIGINAL PROPERTY USE	Public Park
CURRENT USE	Grace Park
POTENTIAL CONTAMINATION ISSUES	Unknown
EXISTING INFRASTRUCTURE	Public water & sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	One block from GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Stream 941-391 (Class C), Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	New pavillion, parking, and trail system



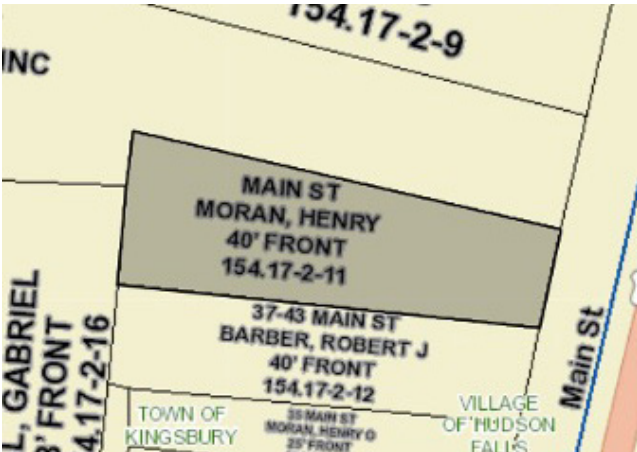
Appendix B: Site Profiles

VILLAGE WATERFRONT PARCEL	
ADDRESS	Depot Street
PARCEL NUMBER	154.14-7-65
ZONING	I
PROPERTY ACREAGE	3.39 Acres
CURRENT OWNER(S)	Village of Hudson Falls
BUILDING INFO	N/A
ORIGINAL PROPERTY USE	Sewer plant. Foundation, sewer mains, and main trunk line remain.
CURRENT USE	Used by Village DPW for Open Snow Storage and Compost
POTENTIAL CONTAMINATION ISSUES	Former industrial use
EXISTING INFRASTRUCTURE	Public water & sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	One block from GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Waterfront, Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Potential senior housing or park



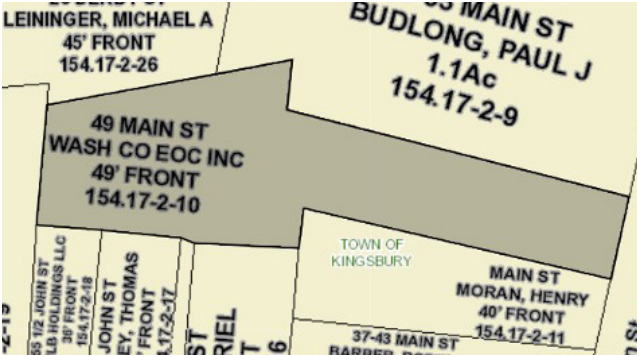
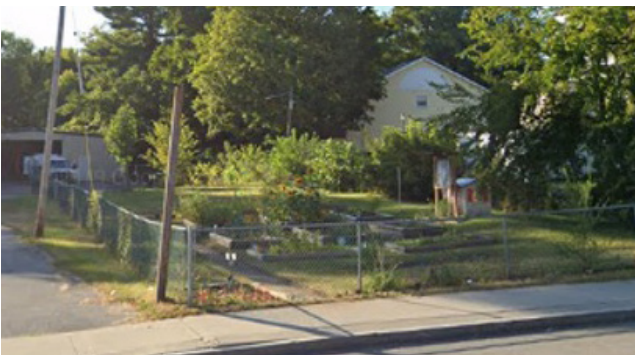
Appendix B: Site Profiles

SOUTHERN GATEWAY KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #1	
ADDRESS	Main St
PARCEL NO	154.17-2-11
ZONING	MU
PROPERTY ACREAGE	0.2
CURRENT OWNER(S)	Moran, Henry
BUILDING INFO	N/A
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Vacant
POTENTIAL CONTAMINATION ISSUES	None known
EXISTING INFRASTRUCTURE	Public water & sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 5
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Streetscape Improvements



Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #2	
ADDRESS	49 Main St
PARCEL NO	154.17-2-10
ZONING	MU
PROPERTY ACREAGE	0.48
CURRENT OWNER(S)	Wash Co EOC Inc
BUILDING INFO	6,000 SF, 1-story, constructed in 1990
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Warehouse and community garden
POTENTIAL CONTAMINATION ISSUES	None known
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 6
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Streetscape Improvements



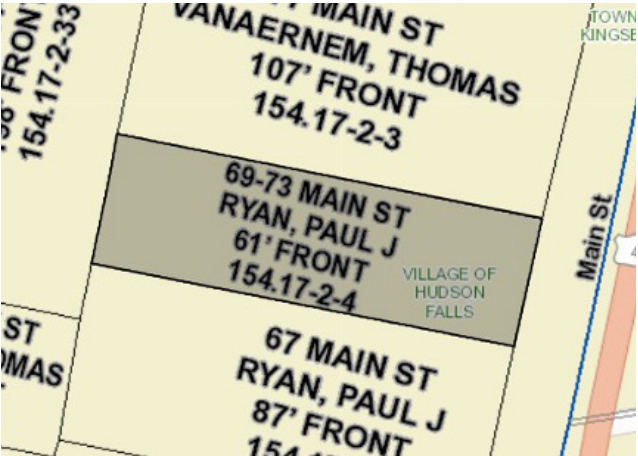
Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #3	
ADDRESS	59 Main St
PARCEL NO	154.17-2-7.2
ZONING	MU
PROPERTY ACREAGE	0.57
CURRENT OWNER(S)	Larose, Michael J
BUILDING INFO	1,200 SF, 1-story, constructed in 1989
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Self storage, UHaul vehicle storage
POTENTIAL CONTAMINATION ISSUES	None known
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 7
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Streetscape Improvements



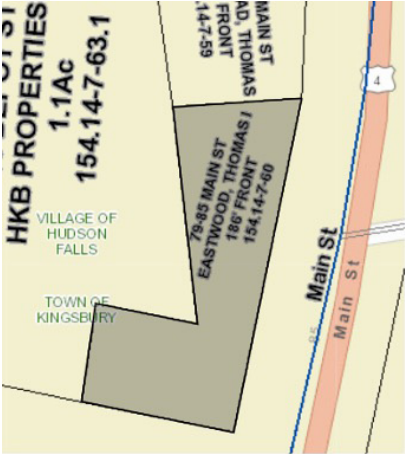
Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #4	
ADDRESS	69-73 Main St
PARCEL NO	154.17-2-4
ZONING	MU
PROPERTY ACREAGE	0.29
CURRENT OWNER(S)	Ryan, Paul J
BUILDING INFO	N/A
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Vacant/parking
POTENTIAL CONTAMINATION ISSUES	None known
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Streetscape Improvements



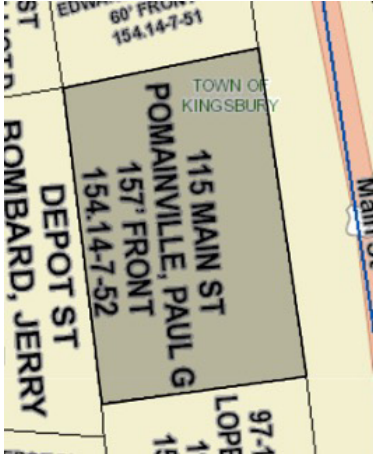
Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #5	
ADDRESS	79-85 Main St
PARCEL NO	154.14-7-60
ZONING	MU
PROPERTY ACREAGE	0.26
CURRENT OWNER(S)	Eastwood, Thomas I
BUILDING INFO	1,750 SF, 1-story, constructed in 1970
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Law office & underutilized, overgrown parking lot
POTENTIAL CONTAMINATION ISSUES	Possible ACM and/or LBP
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Façade Upgrades; Streetscape Improvements



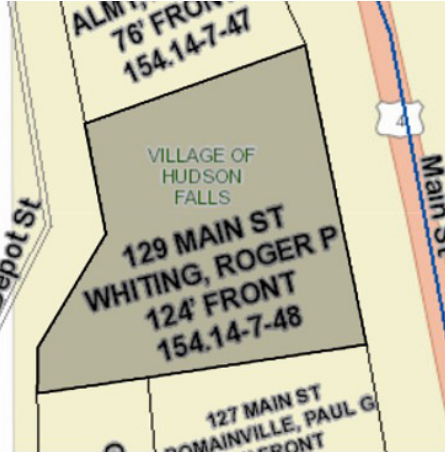
Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #6	
ADDRESS	115 Main St
PARCEL NO	154.14-7-52
ZONING	MU
PROPERTY ACREAGE	0.33
CURRENT OWNER(S)	Pomainville, Paul G
BUILDING INFO	N/A
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Vacant/parking
POTENTIAL CONTAMINATION ISSUES	None known
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Streetscape Improvements



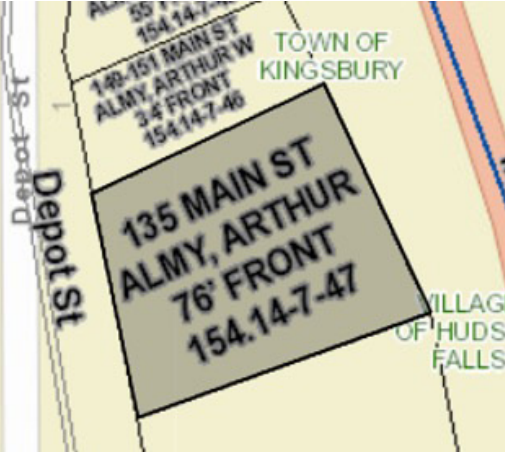
Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #7	
ADDRESS	129 Main St
PARCEL NO	154.14-7-48
ZONING	MU
PROPERTY ACREAGE	0.3
CURRENT OWNER(S)	Whiting, Roger P
BUILDING INFO	N/A
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Vacant/parking
POTENTIAL CONTAMINATION ISSUES	None known
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Streetscape Improvements



Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #8	
ADDRESS	135 Main St
PARCEL NO	154.14-7-47
ZONING	MU
PROPERTY ACREAGE	0.15
CURRENT OWNER(S)	Almy, Arthur
BUILDING INFO	1-story, constructed in 1960
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Vacant retail
POTENTIAL CONTAMINATION ISSUES	Possible ACM and/or LBP
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Façade Upgrades; Activate Storefront; Streetscape Improvements



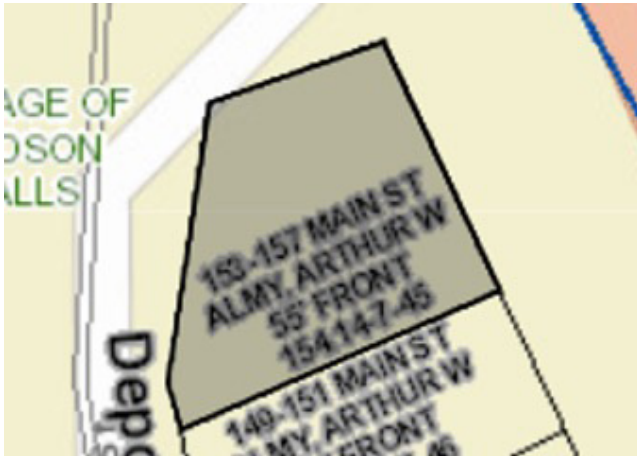
Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #9	
ADDRESS	149-151 Main St
PARCEL NO	154.14-7-46
ZONING	MU
PROPERTY ACREAGE	0.06
CURRENT OWNER(S)	Almy, Arthur W
BUILDING INFO	3,286 SF, 2-story, constructed in 1910
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Vacant retail
POTENTIAL CONTAMINATION ISSUES	Possible ACM and/or LBP
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Façade Upgrades; Activate Storefront; Streetscape Improvements



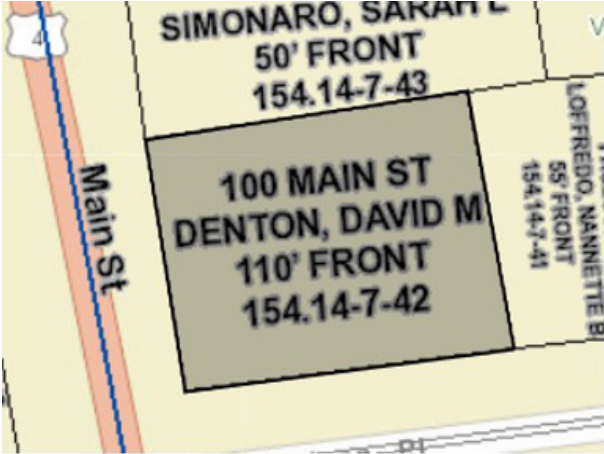
Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #10	
ADDRESS	153-157 Main St
PARCEL NO	154.14-7-45
ZONING	MU
PROPERTY ACREAGE	0.07
CURRENT OWNER(S)	Almy, Arthur W
BUILDING INFO	5,220-SF, 2-story, constructed in 1927
ORIGINAL PROPERTY USE	Retail & office
CURRENT USE	Mixed-use with vacant storefronts
POTENTIAL CONTAMINATION ISSUES	Possible ACM and/or LBP
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	S/NR-Eligible, Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Façade Upgrades; Activate Storefront; Streetscape Improvements



Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #11	
ADDRESS	100 Main St
PARCEL NO	154.14-7-42
ZONING	MU
PROPERTY ACREAGE	0.2
CURRENT OWNER(S)	Denton, David M
BUILDING INFO	3,642-SF, 2-story, constructed in 1871, 1960s addition
ORIGINAL PROPERTY USE	Residential
CURRENT USE	Mixed-use with vacant storefront
POTENTIAL CONTAMINATION ISSUES	Possible ACM and/or LBP
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Historic District, Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Façade Upgrades; Activate Storefront; Streetscape Improvements



Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #12	
ADDRESS	92 Main St
PARCEL NO	154.14-7-32
ZONING	MU
PROPERTY ACREAGE	0.81
CURRENT OWNER(S)	1 St Paul LLC
BUILDING INFO	11,950-SF, 1-story, constructed in 1997
ORIGINAL PROPERTY USE	High school
CURRENT USE	Walgreens
POTENTIAL CONTAMINATION ISSUES	RCRA site
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Historic District, Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Streetscape Improvements



Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #13	
ADDRESS	88-90 Main St
PARCEL NO	154.14-6-1
ZONING	MU
PROPERTY ACREAGE	0.06
CURRENT OWNER(S)	Zeyna Properties LLC
BUILDING INFO	3,150-SF, 2-story, constructed c. 1900
ORIGINAL PROPERTY USE	Grocery store
CURRENT USE	Mixed-use with vacant storefronts
POTENTIAL CONTAMINATION ISSUES	Possible ACM and/or LBP
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Historic District, Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Façade Upgrades; Activate Storefront; Streetscape Improvements



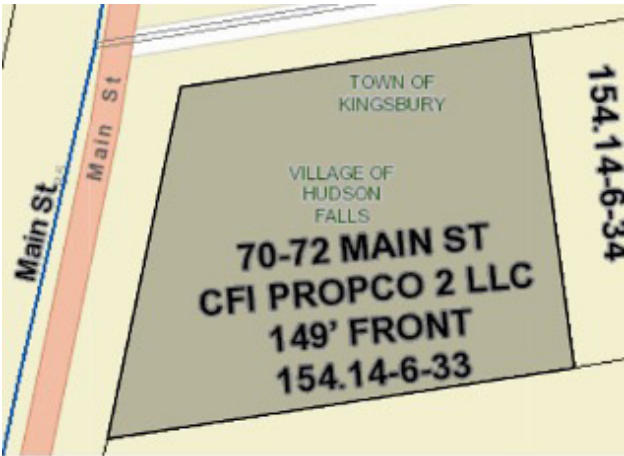
Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #14	
ADDRESS	84 Main St
PARCEL NO	154.14-6-54
ZONING	MU
PROPERTY ACREAGE	0.36
CURRENT OWNER(S)	Trello Irrevocable Trust, Jean M
BUILDING INFO	2,034-SF, 2-story, constructed in 1925
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Mixed-use with vacant storefronts
POTENTIAL CONTAMINATION ISSUES	Possible ACM and/or LBP
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Façade Upgrades; Activate Storefront; Streetscape Improvements



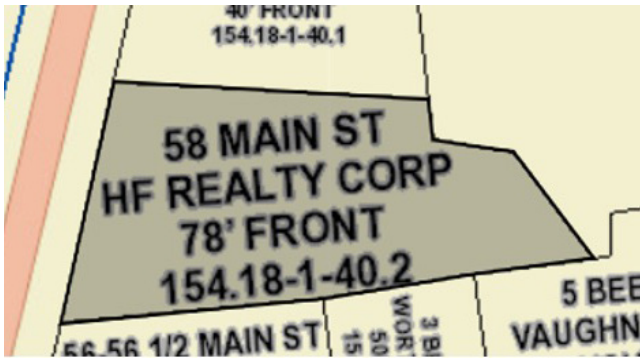
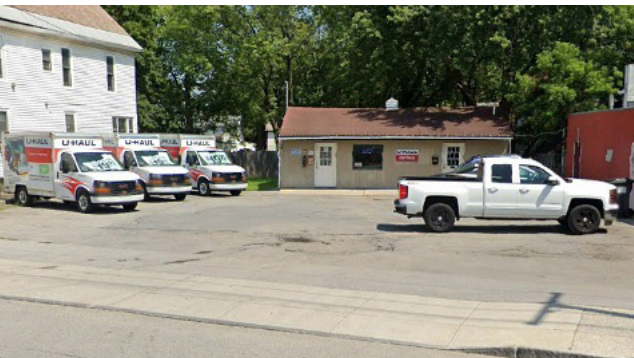
Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #15	
ADDRESS	70-72 Main St
PARCEL NO	154.14-6-33
ZONING	MU
PROPERTY ACREAGE	0.55
CURRENT OWNER(S)	CFI Propco 2 LLC
BUILDING INFO	4,500-SF, 1-story, constructed in 2013
ORIGINAL PROPERTY USE	Gas station
CURRENT USE	Cumberland Farms (convenience store/gas station)
POTENTIAL CONTAMINATION ISSUES	Active gas station; Inactive RCRA site; Reported spills; USTs
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Streetscape Improvements



Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #16	
ADDRESS	58 Main St
PARCEL NO	154.18-1-40.2
ZONING	MU
PROPERTY ACREAGE	0.2
CURRENT OWNER(S)	HF Realty Corp
BUILDING INFO	805-SF, 1-story, constructed in 1975
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	UHaul
POTENTIAL CONTAMINATION ISSUES	Possible ACM and/or LBP
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Streetscape Improvements; Façade Upgrades



Appendix B: Site Profiles

SOUTHERN GATEWAY SITE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #17	
ADDRESS	52-54 Main St
PARCEL NO	154.18-8-1
ZONING	MU
PROPERTY ACREAGE	0.22
CURRENT OWNER(S)	Solimanto, Rosarie J
BUILDING INFO	356-SF, 1-story, constructed in 1970
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Queensbury Taxi, vehicle storage
POTENTIAL CONTAMINATION ISSUES	Auto-related use; reported spills; Possible ACM and/or LBP
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Streetscape Improvements; Façade Upgrades



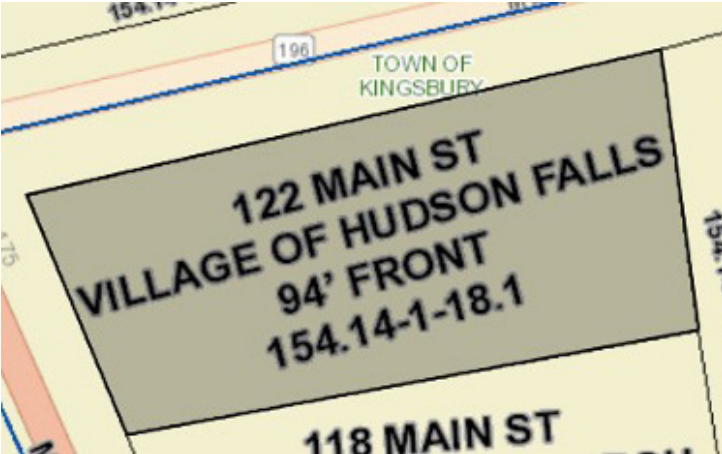
Appendix B: Site Profiles

COMMERCIAL CORE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #1	
ADDRESS	171 Main St
PARCEL NO	154.14-7-70
ZONING	I
PROPERTY ACREAGE	0.05
CURRENT OWNER(S)	Falcons Lair Properties LLC
BUILDING INFO	2,800-SF, 2-story, constructed in 1906
ORIGINAL PROPERTY USE	Bank
CURRENT USE	Vacant
POTENTIAL CONTAMINATION ISSUES	Adjacent to property with reported spills and closed in-place tank; Possible ACM and/or LBP
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Historic District, Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Reoccupied/tenanted



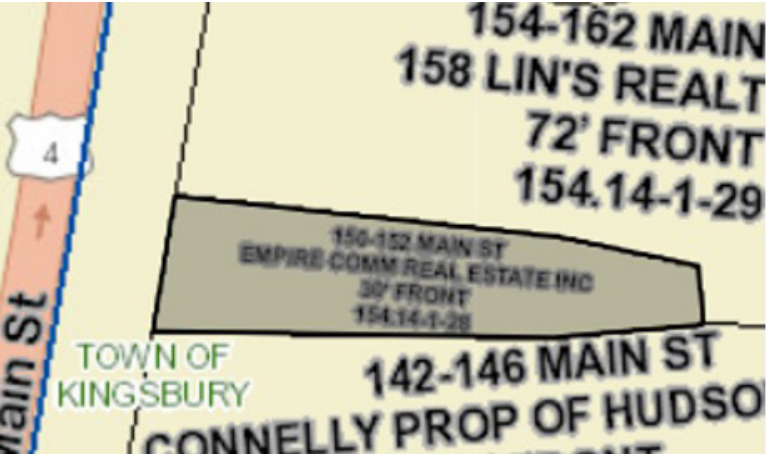
Appendix B: Site Profiles

COMMERCIAL CORE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #2	
ADDRESS	122 Main St
PARCEL NO	154.14-1-18.1
ZONING	RB
PROPERTY ACREAGE	0.48
CURRENT OWNER(S)	Village of Hudson Falls
BUILDING INFO	7,323-SF, 3-story, constructed in 1872
ORIGINAL PROPERTY USE	County Courthouse
CURRENT USE	Vacant
POTENTIAL CONTAMINATION ISSUES	None known
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Historic District, Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Reoccupied/tenanted



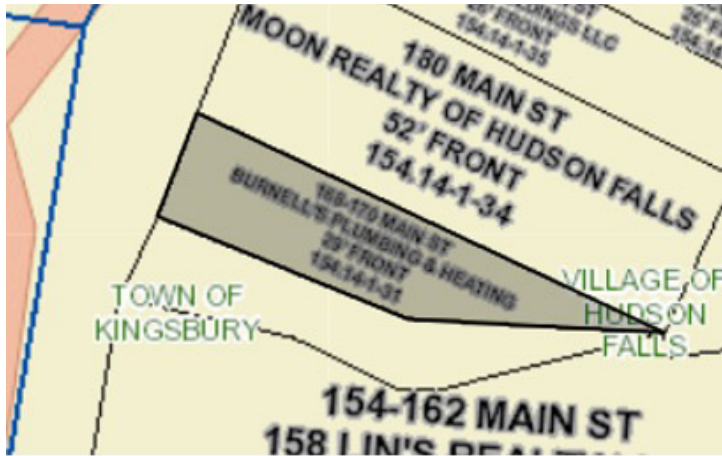
Appendix B: Site Profiles

COMMERCIAL CORE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #3	
ADDRESS	150-152 Main St
PARCEL NO	154.14-1-28
ZONING	MU
PROPERTY ACREAGE	0.07
CURRENT OWNER(S)	Empire Comm Real Estate Inc
BUILDING INFO	4,389-SF, 2-story, constructed in 1876
ORIGINAL PROPERTY USE	Mixed-use
CURRENT USE	Vacant retail
POTENTIAL CONTAMINATION ISSUES	Possible ACM and/or LBP
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Historic District, Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Storefronts activated; off-street parking formalized & improved



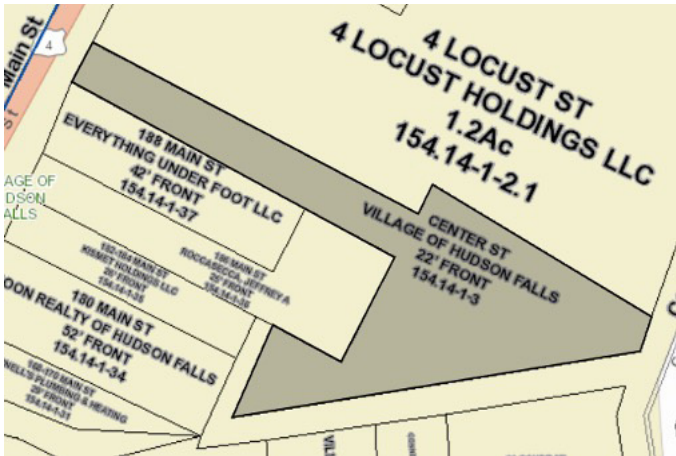
Appendix B: Site Profiles

COMMERCIAL CORE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #4	
ADDRESS	168-170 Main St
PARCEL NO	154.14-1-31
ZONING	MU
PROPERTY ACREAGE	0.06
CURRENT OWNER(S)	Burnell's Plumbing & Heating
BUILDING INFO	6,135-SF, 3-story, constructed in 1877
ORIGINAL PROPERTY USE	Meat market
CURRENT USE	Vacant, inaccessible upper stories
POTENTIAL CONTAMINATION ISSUES	Possible ACM and/or LBP
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Historic District, Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Upper stories rehabilitated & reoccupied with residential uses; off- street parking formalized & improved



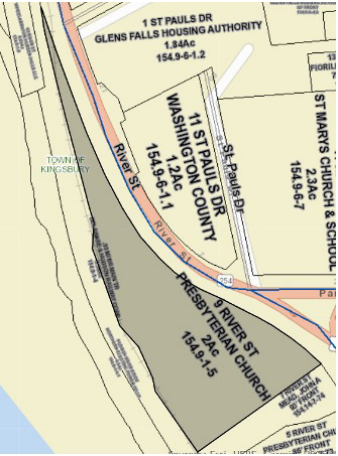
Appendix B: Site Profiles

COMMERCIAL CORE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #5	
ADDRESS	Center St
PARCEL NO	154.14-1-3
ZONING	MU
PROPERTY ACREAGE	0.4
CURRENT OWNER(S)	Village of Hudson Falls
BUILDING INFO	N/A
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Vacant
POTENTIAL CONTAMINATION ISSUES	Adjacent to an active RCRA site/industrial use
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Historic District, Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Parking formalization & improvements



Appendix B: Site Profiles

COMMERCIAL CORE KEY BROWNFIELD/ UNDERUTILIZED/VACANT/ABANDONED SITE #6	
ADDRESS	9 River St
PARCEL NO	154.9-1-5
ZONING	I
PROPERTY ACREAGE	2
CURRENT OWNER(S)	Presbyterian Church
BUILDING INFO	4,772-SF, 1-story, constructed in 1979
ORIGINAL PROPERTY USE	Unknown
CURRENT USE	Church office and parking lot
POTENTIAL CONTAMINATION ISSUES	None known
EXISTING INFRASTRUCTURE	Public water/sewer
PROXIMITY TO EXISTING TRANSPORTATION NETWORKS	Along GGFT Route 4
NATURAL AND CULTURAL RESOURCES OR FEATURES	Archaeologically Sensitive Area
POTENTIAL DEVELOPMENT/SITE IMPROVEMENTS	Overlook Park



APPENDIX

C

Marketing & Branding Plan



Hudson Falls

NEW YORK

Marketing & Branding Plan



Introduction

EXECUTIVE SUMMARY

This Marketing & Branding Plan includes:

- A brand and logo that represents the Village of Hudson Falls and its goals for revitalization
- A strategy framework to roll out the new branding and revitalization plans and efforts
- A plan for ongoing marketing efforts and best practices

Implementation of this plan will help:

- Promote the Village as a destination
- Attract investors and large and small businesses
- Attract potential residents

The key to success with any Marketing & Branding Plan is implementing a cohesive, focused and feasible approach. The Marketing & Branding Plan that follows is designed for the Village of Hudson Falls as a whole and should be used whenever promoting the Village.

Strategic Plan

PLAN PHASES

We have identified six phases for the Rollout and implementation of the Marketing & Branding Plan as well as suggested ongoing marketing efforts. A snapshot of the phases is below and a breakdown of each phase follows.

- **Phase 1:** Branding
- **Phase 2:** Development of Key Branding & Marketing Pieces
- **Phase 3:** Marketing & Branding Rollout
- **Phase 4:** Community Engagement & Outreach
- **Phase 5:** Targeted Marketing Plan
- **Phase 6:** Ongoing Marketing

Phase 1: Branding

While creating plans for the revitalization of the BOA study area and the Village as a whole, it is the perfect time to create a brand that will promote the Village as a destination, attract investors and large and small businesses, and attract potential residents.

Brand Survey

In order to best understand the needs of the Village of Hudson Falls and the overall goals, we conducted a Brand Survey that was made available to Hudson Falls residents and business owners and the BOA Marketing Committee.

Brand Survey Results

Target Markets:

Potential Residents:

- Singles
- Families
- Retirees
- Creatives
- Tech Employees

Businesses:

- Restaurants
- Cafés
- Retail
- Art & Music Venues

Investors

Tourists

Differentiators:

- Hometown Atmosphere
- The Arts
- Parks
- Slower Pace
- the River
- Walkability
- Scenery

Descriptors:

- Historic
- Family-Centric
- Peaceful
- Quaint

Target Brand Qualities:

- Exciting
- Entertaining
- Charming

Key Challenges:

Addressing the stigma or perception of being tired and run down due to vacant and derelict properties.

In summary, people think Hudson Falls is a great place to live, work and play. It's walkability, charm, lower cost of living, and art scene make it a great place for young professionals, young families, retirees, and creatives. The challenge is to address the stigma that is often association with the Village as being run down and tired because of the large amount of vacant properties.



The Brand

After reviewing the Brand survey results, we determined key characteristics and qualities that the logo and brand needed to convey. The below concept was created to highlight beautiful Hudson Falls features — the historic architecture, tree-lined streets, and community parks. A slightly vintage font was chosen with an upward slant, creating an uplifting and forward-looking appearance with a nod to the Village’s history. The main color palette brings in the colors from the downtown landscape, from brick red and leafy green, to the bright blue of the sky and river. To give the logo more versatility and emphasize the year-round beauty of Hudson Falls, custom color palettes for winter and autumn were also created. The main color scheme represents the spring and summer seasons, and this color palette should be used as the designated scheme for the overall brand.

All marketing efforts and materials for the Village of Hudson Falls should use the new logo, brand color palette, brand fonts, and type hierarchy laid out in the Brand Standards.

The full Brand Standards document can be found here: https://www.dropbox.com/s/sriywub30fpb0us/HudsonFalls_BrandGuidelines_F1.pdf?dl=0

Tagline & Messaging

During the branding process, we also evaluated the existing tagline, “A Great Place to Call Home”, against the project goals and Brand survey results and found that it was a great representation of the past, present and future. It’s also a phrase in which many residents and business owners take pride — which is key to developing a successful brand and tagline. We incorporated the existing tagline into the new logo, and developed a secondary message to be used as a headline on certain materials:

- History. Community. Charm.

When developing key messaging for the brand that can be used for campaigns, headlines, and marketing materials, make sure to focus on the target audiences, the Hudson Falls differentiators and the target brand qualities. Use language that addresses the key challenge of overcoming the Hudson Falls stigma. Vacant properties should be portrayed to the target audience only as opportunities for investment and growth. Emphasize the history, affordability and proximity of properties to address and overcome the stigma.

The logo and brand elements on the previous page are the foundational elements of the Village of Hudson Falls brand.

With the foundational brand elements in place, there are opportunities to expand the brand. Public facing Village departments and any Village promotion efforts (e.g., events) are all opportunities and vehicles for brand promotion. Sub-brands can be created for different Village departments and events. Sub-brands can also be created to highlight the different assets and attractions of the Village (e.g., arts, parks, dining, etc).

should be used throughout to help give a sense of place to potential markets and links to existing businesses, events, and Village information should be easily accessible. Make sure the website is easy to find with strong SEO.

Social Media

Having a social media presence is key and will help to reach all the target markets. Profile photos should be a condensed version of the logo that is easily readable and not cut off. Cover photos could be a hero shot of the Village of Hudson Falls that is changed seasonally. We recommend creating accounts on the following platforms:

- Facebook:** The Village is currently operating a Facebook page, which is a great place to share content from local businesses, event info, scenic shots, and important news. Expect potential visitors, residents, investors and businesses to check the Facebook page for pertinent information.
- Instagram:** A highly visual platform that requires a highly curated feed and beautiful photography. Focus on sharing beautiful scenes from Hudson Falls as well as the people that make the place. This is a great platform to create a sense of place and to get people excited to visit. Instagram is also a great place to find and share user generated content. Search for photos taken in Hudson Falls and ask for permission to share.
- LinkedIn:** This is the networking channel for professional businesses and investors. Share progress on revitalization projects and important local business news. Engage with businesses, real estate brokers, developers, and other investors.

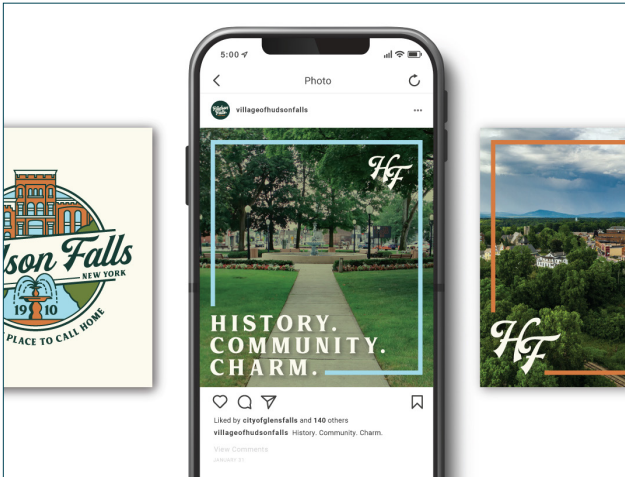


Phase 2: Development of Key Branding & Marketing Pieces

Before launching the brand to the public, it is important to develop foundational marketing pieces. Stay true to the brand so that all materials are cohesive and easily recognizable after repeat impressions. When writing and designing the content, remember the target audiences, key differentiators and brand qualities. For example, with one key differentiator being the art scene and a target audience being creatives, the marketing materials should be highly visual and eye-catching to appeal to those audiences.

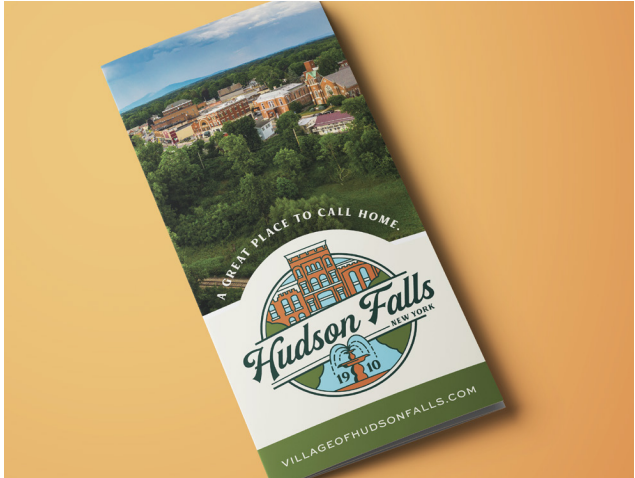
Website

The website should be a resource for both existing and potential markets. Strong photography and brand elements



Brochure

A visitor brochure that highlights the best things about Hudson Falls is a great branding and advertising piece. It should include beautiful hero photography, key area attractions, a map, a strong call -to-action, and website and social media info. Consider using a distribution service to reach local businesses, area hotels, restaurants and attractions, and targeted rest areas where potential visitors are likely to be.



Map

A highly visual map is a great foundational tool for many of the marketing materials. It can be used by itself, in a brochure, on the website, in the marketing packet and in presentations. It's especially effective in scenic and walkable areas like downtown Hudson Falls. Key area attractions should be represented on the map as well as public parking areas, trails, the falls, and the river. It's also a great way to show the area's proximity to other destinations. Having a very visual map would help position Hudson Falls not only as a tourist destination but as a place where potential businesses and residents could see themselves living, working and playing.

Signage

A branded signage system has two key purposes:

1. Wayfinding: This is important to motorists driving through the Village, but given the walkability of Hudson Falls, it's also useful for those exploring by foot. Businesses, tourists, and potential residents alike will all benefit from a strong wayfinding system that will guide them to access points of the Feeder Canal Towpath Trail, shopping, restaurants, and other attractions.

Wayfinding signage can come in many different shapes and sizes including:

- Gateway Signs
- Pole Banners
- Street Signs
- Trail Signs
- Park Signs
- Kiosks

2. Awareness: Signage, like a large Gateway Sign, is a very visible brand application and helps reinforce other marketing materials, like a website or a brochure.



Signage Examples

Road Signage



Trail Signage & Banners



Kiosk & Gateway Signage



Marketing Package

Having organized marketing collateral is beneficial in investor presentations, trade shows and any B2B or B2C communications. The packet, which could consist of a branded pocket folder, should contain a general marketing brochure and targeted informational sell sheets depending on if the receiver is an investor, business or potential resident.

Email Marketing Template

This is an affordable marketing tool but is only as strong as its audience. Encourage newsletter sign-ups with pop-ups on the website, Facebook ads, and at events. Targeted lists can be purchased, but having people opt in to an email list is more valuable. Another important component to email marketing is the quality of content. To increase open rates and clicks and to prevent unsubscribes, make sure the content is interesting, offers up helpful resources (e.g., a monthly event calendar), and is targeted to different audiences.

Presentation Templates

A professional presentation template for investor presentations is key for communicating important statistics, recent initiatives and project statuses. Having a branded presentation template is a great starting point for creating custom presentations for different audiences.

Merchandise

A fun and visible way to position the Village as a destination, but also a great tool for the Brand Rollout and some affordable advertising. Stickers, pins, postcards, vehicle decals and other giveaways are an inexpensive way to promote the Brand Rollout. The new Hudson Falls brand will start popping up on water bottles, laptops, backpacks, purses, cars, windows and more. The people and businesses that take pride in Hudson Falls are your best promotion platforms and should be utilized to the greatest degree. The following is a list of some potential merchandise ideas:

- Vehicle Decals
- Shirts
- Lapel Pins
- Hats
- Stickers
- Pennants
- Postcards



Phase 3: Marketing & Branding Rollout

Now that the brand has been created along with the foundational marketing pieces, it is time to roll out the Marketing & Branding Plan. We recommend starting with the following to build momentum and excitement:

Press Release & Press Conference

A new brand and website that helps announce the revitalization vision and plan for the Village of Hudson Falls is a newsworthy event that should be touted through press releases and a press conference in the heart of downtown Hudson Falls — Juckett Park. If possible, combine the announcement with an existing community event that many local businesses, residents and media already attend. Invite Village leaders, businesses and residents alike to share in the excitement of the revitalization vision and the new brand for the Village. Hang a large banner from the Gazebo with the new branding, hand out free stickers and brochures. Promote the event online, with personalized invitations, and on social media. Consider hosting a social media contest or raffle to encourage people to show up and share the event.



Suggested Media Outlets to send Press Releases:

- The Post-Star
- The Chronicle
- Washington County Tourism/Economic Development
- The Glens Falls Business Journal
- The Saratoga Business Journal
- WNYT, WTEN, WRGB
- Spectrum News Capital Region
- Glens Falls Living
- Saratoga Publishing
- Hill Country Observer

Signage Implementation

For specific location recommendations for the Feeder Canal connection signage, refer to the plan on page 55. Also consider putting up temporary branded vinyl banners to promote events and important announcements.

Merchandise

The merchandise ideas laid out in Phase 2 are great handouts for Village employees and event-goers. More expensive merchandise pieces like shirts and hats can be sold. Consider teaming up with a local retail store to produce and sell branded merchandise that promotes the Village of Hudson Falls. Part of the proceeds can go towards revitalization efforts.

Advertising

We recommend placing ads and making event calendar submissions to promote the announcement of revitalization efforts and the rebrand on the following platforms and publications:

- Facebook
- Instagram
- The Post-Star
- The Chronicle
- GlensFalls.com
- Adirondack.net
- Washingtoncounty.fun

Phase 4: Community Engagement & Sponsorships

Once the revitalization plans and new branding have been rolled out, the foundational branding and marketing materials have been produced, and people have become interested and invested, it’s time to get residents and businesses involved and engaged.

Adopt-A-Street

Similar to the Adopt-A-Highway program, this can be a more localized effort to encourage businesses and residents to take pride in their streets and commit to keeping them clean. Use signage to promote the businesses and individuals that are taking part and consider creating different levels of involvement and sponsorship. For example, some people may want to only commit to cleaning up litter twice a year from the roadside, while others may want to contribute more and even make monetary contributions. A business association, like mentioned on page 56, could run this program.



Events

Hosting public events like Sandy Hill Days is a great way to engage the community, attract visitors and potential residents, and give local shops and restaurants a boost. It’s also a great opportunity to attract business sponsorships and sell Hudson Falls merchandise!

Window Displays

Like mentioned in the plan document on page 56, connect property owners of vacant storefronts with local artists to create pop-up art installations. This would not only boost the Village’s art scene, but start calling attention to the vacant storefronts for potential investment and business interest.

Share Promotional Tools

Make sure to give local business associations, businesses and residents the tools to help promote Hudson Falls. Any business association or tourism promotion agency that is assisting with marketing Hudson Falls should be equipped with print materials (brochures, sell sheets and merchandise) as well as the brand guidelines if they plan on creating any marketing materials. Any content posted on social media should be branded, high quality and easily sharable. Consider building a library of professional Hudson Falls photography that captures not only the beautiful Village, but popular events. This photography can be distributed to assist businesses and events with their own marketing efforts.

Social Media Engagement

Make sure to engage with local businesses and residents over social media and share their content — especially content with timely information on local events and news, and quality content that captures the beauty of Hudson Falls. Begin engaging with social media influencers that align with your brand values and whose followers are largely in the target audience. To build an audience and followers and to increase engagement, consider running a social media contest with prizes from local businesses. Running a photo contest is also a great way to compile a library of photos to share, with the users’ permission.

Email Marketing

Using the email marketing template created in Phase 2, start sending out regular emails to businesses and residents and all interested parties. Continue to build the audience via the website, during events and on social media. As the audience grows, categorize it into different lists such as local businesses, event attendees, residents, etc., and tailor the content to these different lists.

Phase 5: Targeted Marketing Plan

This phase is all about targeting potential investors, businesses, residents and visitors. Always remember to tailor the content to the audience. Below is a breakdown on where and how to reach the target audiences.

Investors, Small & Large Businesses

- Trade Shows
- Presentations
- Social Media (LinkedIn)
- Email Marketing

Potential Residents

- Local Events
- Brochure/Visitor Guide
- Social Media (Facebook & Instagram)
- Email Marketing

Tourists

- Brochure/Visitor Guide
- Local Events
- Social Media (Facebook & Instagram)
- Print & Digital Ads

Phase 6: Ongoing Marketing

Continual marketing planning and implementation is the key to success. Consider putting together an editorial calendar for the year to plan out emails, social media posts, event marketing, advertising, and website updates. Below is a list of suggested ongoing marketing efforts. Make sure to measure the results of marketing efforts and periodically review the plan to adjusting accordingly.

Ongoing Marketing

1. Email Marketing
2. Social Media
3. Website Updates
4. Community Engagement & Outreach
5. Events

6. Advertising:

Recommended Publications & Platforms:

Print Ads:

- Saratoga Publishing
- Hill Country Observer
- The Post-Star
- The Chronicle

Digital & Social Media Ads

- Facebook
- Instagram
- GlensFalls.com
- The Post-Star
- Glens Falls Living
- The Glens Falls Business Journal
- The Saratoga Business Journal

Identify Opportunities for Sub-Brands & Development of the Brand

This could consist of creating sub-brands for different Village departments or even the different types of attractions in Hudson Falls like the arts, dining, shopping, river, and trails. It could also be for updating popular public events, which could maintain their own unique identities, while adhering to the new brand qualities like color palette and typography.

Work on Key Messaging

Using a consistent voice and tone in the marketing materials is a key part of conveying the Hudson Falls brand personality. Identify key phrases and headlines that can be used across all marketing efforts. As the Village evolves, messaging is something that should evolve with it, so make sure to revisit the key messaging at least once a year.

Share Promotion Tools & Quality Content

One of the best and most cost effective advertising vehicles is the people and businesses that live and work in Hudson Falls. Whether it’s giving out free stickers to residents during an event, sharing a promotional photo library with a local business, or posting sharable content to social feeds, make sure everything is branded, cohesive, quality, and easily accessible!





HUDSON FALLS

Downtown Revitalization Plan



Department
of State

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