



# BROADWAY ANALYSIS

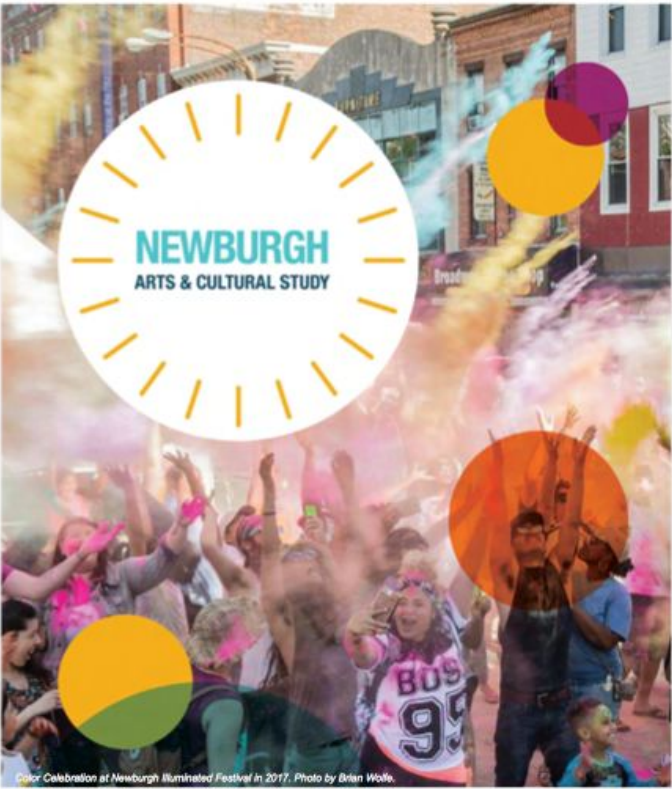
KICK OFF MEETING

MARCH 31, 2022

# AGENDA

1. **Welcome & Brief Introductions** (Name, Business Name, Year of Opening)
2. **Purpose of Broadway Analysis**
3. **Past Research**
4. **Top Challenges & Concerns**
5. **Group Discussion**
6. **Next Steps** (Survey, Workshops & Final Report)

# DEPT OF SMALL INTERVENTIONS



## Bicycle Action Plan Newburgh, NY

UCS URBAN CYCLING SOLUTIONS



# BROADWAY COALITION



SHOP SMALL IN  
**DOWNTOWN  
NEWBURGH**

Shop and Dine Small Business Weekend  
**Downtown Newburgh's 3rd  
Annual Shopping Crawl!**  
SATURDAY & SUNDAY, NOVEMBER 27TH & 28TH

# PURPOSE OF PROJECT



- 1) Document What is Happening on Broadway
- 2) Engage Business Owners & Property Owners
- 3) Confirm Main Challenges
- 4) Create Action Plans that we can Advocate/Implement

Focus on Broadway from Colden St to Robinson Ave  
Work in collaboration with City of Newburgh & Engaged Stakeholders



# PAST RESEARCH

A Shared Vision for the Future  
 Liberty-Grand Street Heritage Corridor  
 Visioning Results and Recommendations

Newburgh, New York



## Downtown Newburgh, New York The Liberty Street Corridor (Phase 1)



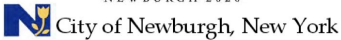
### Commercial Implementation Strategy (CIS)

December 2008

Prepared for



NEWBURGH 2020



Conducted by



2007

2008

## NEWBURGH COMPLETE STREETS PROJECT



### Implementation Plan

Submitted to City of Newburgh December 9, 2015



LAND USE LAW CENTER  
 PAUL UNIVERSITY SCHOOL OF LAW  
 WHITE PLAINS, NEW YORK



2015

## City of Newburgh Downtown Revitalization Initiative 2021

### Basic Information

REDC Region: Mid Hudson Region  
 Municipality: City of Newburgh  
 Downtown Name: Waterfront and Downtown Core  
 County: Orange County  
 Contact: Todd Verrini, City Manager/ CIO, tverrini@cityofnewburgh.ny.gov  
 Contact: Alexandra Church, Director of Planning and Development, achurch@cityofnewburgh.ny.gov

### Vision for Downtown

**NEWBURGH'S MOMENT IS NOW.** A decade of incremental and steady steps forward has positioned Newburgh to become the region's thriving economic engine. As people increasingly rediscover Newburgh beyond its Restaurant Row on the Hudson River Waterfront, the public and private investments along the Liberty Street and Broadway Corridors have strengthened tourism and recreation; encouraged clusters of new retail shops and small businesses to take root; celebrated a vibrant arts community and fostered economic connectivity to greater opportunity and growth.

The City envisions building on its successes through the DRI to advance equitable development, promote development without displacement and harness untapped potential by stimulating growth in reinvented

# Downtown Revitalization Initiative Grant Proposal

implementation through tangible investments that reconnect, reframe, and reinvent in the City's Waterfront and Downtown core as a catalyst for growth and shared prosperity.

**A Vision without Boundaries:** Downtown Newburgh will be the hub of the City's civic, cultural and economic life, a constant buzz of activity leveraging its unique Waterfront Gateway, historic, and geographic assets to create a lively, ethnically diverse, mixed income and mixed-use community. Focused investments in transit-oriented development along the Downtown Corridor will stimulate the City's evolving hospitality, tourism, artisan manufacturing, and filmmaking industries. By transforming Broadway into a tree-lined, pedestrian-friendly boulevard with dedicated public transit and bicycling lanes, Downtown will attract waterfront visitors up the hill, creating a market-changing dynamic that enhances the City's vitality. A reconstructed Newburgh Landing will reconnect the City to the region, affording visitors and residents alike more direct access to waterfront transportation for commuting, tourism and recreation. Streetscape and green infrastructure improvements, including the restoration and preservation of significant public spaces such as Broadway (aka Downing Plaza)

2021

**WHY IS THIS IMPORTANT?**







**TO MAKE BROADWAY  
THE VIBRANT COMMERCIAL DISTRICT  
LET'S DO IT TOGETHER.**

# STRENGTHS

- Newburgh's was an Industrial Powerhouse
- Strong Tenant Mix Serving Residential Needs
- Longstanding & New Businesses
- Lots of Opportunity for Small Business Growth
- Beautiful Architecture & Access to Nature
- Major Transportation Hub
- Building Density is Good for Walkability/Shopping
- New Storefront Renovations
- Pedestrian Improvement Infrastructure Project 2023

# YOUR MARKET

- In 12 Blocks, 75+ independently-owned businesses
- Young & Racially Diverse Population
- 1,500+ Day Time Workers (Montefiore St. Luke's Cornwall)
- 15,427\*\* Number of Students (MSMC + SUNY Orange)
- 13,000+ Average Daily Number of Drivers
- Low Rate of Car Ownership (30%)
- \$361 Million in Retail Leakage- Residents within 5 miles are leaving Broadway to shop elsewhere

\*\*This is an official number for SUNY Middletown and Newburgh.

# **MAIN CHALLENGES**

**SANITATION/PUBLIC REALM**

**SAFETY**

**TRANSPORTATION**

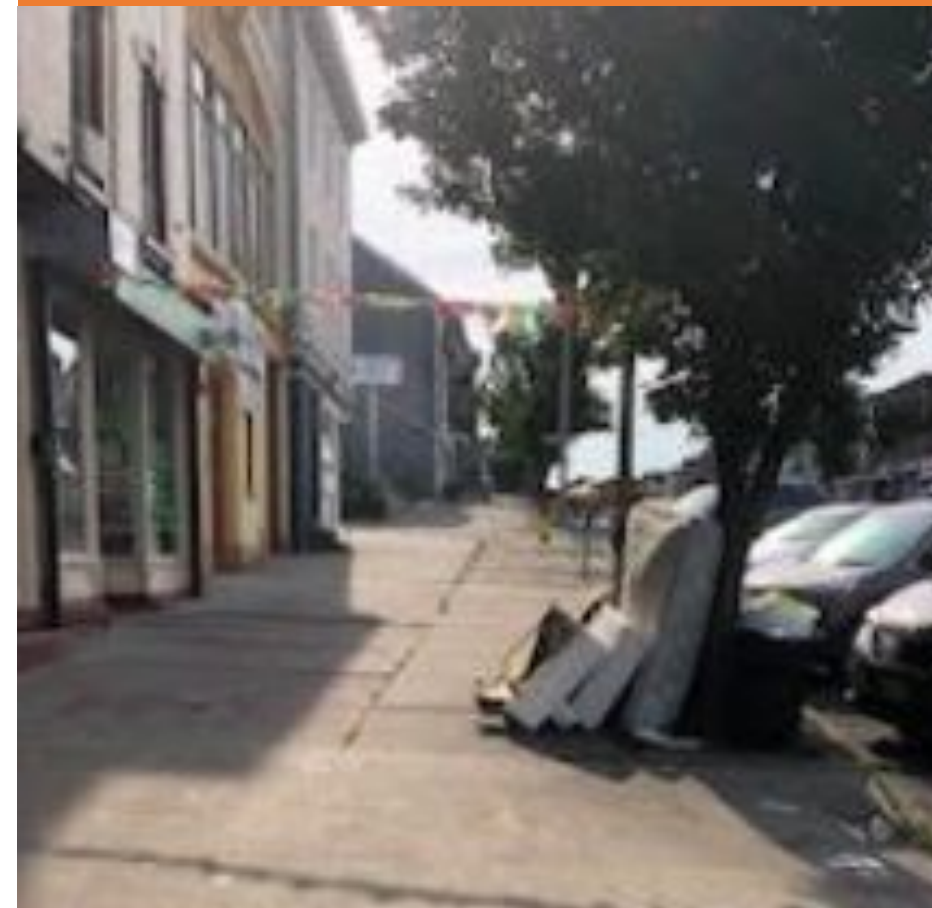
# SANITATION/PUBLIC SPACE

- Trash and Illegal Dumping on Sidewalks and Streets
- Few or No Garbage Cans
- Public Urination
- Empty Tree Pits
- Unsafe Buildings
- Storefront Signs Are Not To Code

***What are we missing?***



# SANITATION/PUBLIC SPACE



# SAFETY & SECURITY

- Storefronts Appear Closed/Inactive/Uninviting/Unsafe
- Lack of Storefront Transparency
- More Individuals Begging, Loitering & Urinating
- Increase in Homeless Population
- Illegal Activity Happening on Streets, Sidewalks & Vacant Storefronts

*What are we missing?*



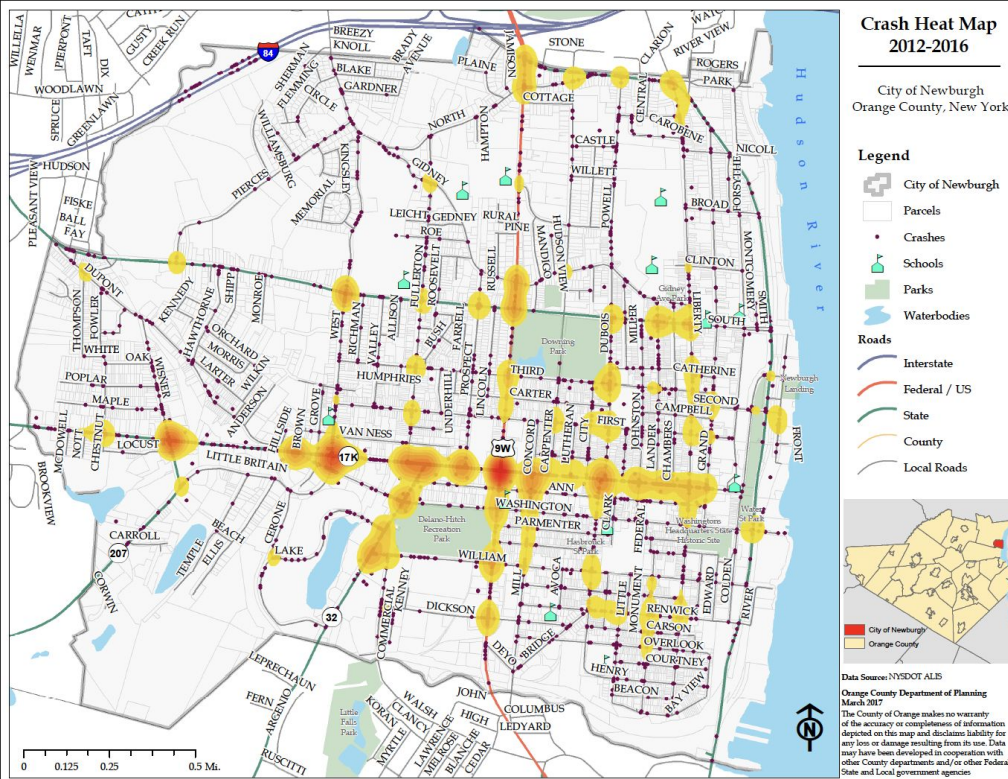
# TRANSPORTATION

- Free Parking
- Missing or Broken Parking Meters
- Lack of Enforcement/Misuse of Parking Spots
- No Loading Zones for Businesses
- Unsafe Pedestrians Crossing
- Dangerous Diagonal Parking



# TRANSPORTATION

*What are we missing?*





# **GROUP DISCUSSION**

What has worked? What hasn't worked?

Who should be a part of this solution?

Any ideas or solutions?

# NEXT STEPS

Mark your calendars for upcoming issue-focused workshops:

**SANITATION:** Thursday, April 21

**PUBLIC SAFETY:** Thursday, April 28

**TRANSPORTATION:** Tuesday, May 5

*All information will be shared via email and available on the website [www.dosmallinterventions.com](http://www.dosmallinterventions.com)*

**ONE MORE THING ABOUT  
COLLECTIVE ACTION...**

# 1. TAKE THE SURVEY

- Survey Link: <https://bit.ly/broadwaynb>
- Win a chance at \$50 to your favorite store on Broadway for completing it today!
- Survey Deadline is Friday, April 29

# 2. VOTE ON ARPA \$\$\$

**City of Newburgh ARPA Funds: Project Priorities**

\$0 \$21.8m

\$550,000 Selected \$21.3m Available

Categories: All, Revenue Replacement, Infrastructure, Services to Disproportionately Impacted Communities, Not-for-Profit Request, **Negative Economic Impacts**

- City Promotions** (\$100,000) [Remove]
- Guaranteed Minimum Income Program** (\$1.0m) [Select]
- Small Business Assistance Grants** (\$250,000) [Remove]
- Façade and Sidewalk Improvements for Businesses** (\$200,000) [Remove]

The American Rescue Plan Act (ARPA) provides targeted funding to give communities the resources needed to assist with the repercussions related to the COVID-19 pandemic.

The City will receive \$22 Million.  
\$14.5 Million will go towards infrastructure  
\$7.5 Million will be decided by YOU!

You can vote for projects that benefit Broadway Commercial Corridor:

- Sidewalk improvement
- Small business assistance
- Facade improvement (business facelifts)
- City promotions

**VOTE >>**  
<https://newburgh.abalancingact.com/arpa-funds-prioritization>


# 3. DOWNLOAD SEECLICKFIX APP



## SeeClickFix

Newburgh, NY

< Back to Results Follow



**Trash and Recycling**

168 Broadway Newburgh NY 12550, United States

● Acknowledged 🕒 8 Days Ago

So much trash

**What is the problem?**  
trash

+ New Request

Eri Community Maps Contributors, Orange County, NY, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph, GeoT... Powered by Esri

The image shows a mobile application interface for reporting a trash problem. It features a blue header with the location "Newburgh, NY". Below the header is a navigation bar with "Back to Results" and a "Follow" button. The main content area is split into two columns. The left column shows a photograph of a trash can overflowing with trash. Below the photo, the report title is "Trash and Recycling" and the address is "168 Broadway Newburgh NY 12550, United States". The status is "Acknowledged" and it was reported "8 Days Ago". Below this, the text reads "So much trash" and "What is the problem? trash". The right column shows a map of the area with a green pin marking the location. A "New Request" button is visible at the bottom of the map. At the very bottom, there is a small footer with map data attribution.

**THANK YOU  
FOR YOUR COMMITMENT TO  
THE CITY OF NEWBURGH**