



# Cornwall Rising

**DRAFT v2**



A conceptual placemaking proposal to attract, retain, and optimize commercial activity and sustainable investment in the Main Street corridor.





## Introduction: Rise Up!

The Cornwall Economic Development Advisory Committee is pleased to present this conceptual proposal for a unified set of projects for economic revitalization of Main Street and, by extension, greater Cornwall and Cornwall-on-Hudson.

Cornwall's Main Street commercial district is full of potential, and, indeed, boasts a great deal of long-lived success. It is the site of historic and updated buildings and home to promising enterprises with passionate owners. It centers a town that is home to several regional attractions.

Main Street, however, could become a magnetic destination in its own right, with improvements designed to attract lodging, shopping, and social investment, and thus a more diverse tax base, employment, and dynamic, fun street life.

Cornwall Rising is an invitation to move Main Street into a sustainably profitable future. But more than that, it is a strategic plan to capitalize on Cornwall's renowned status as a special place—sheltered from suburban sprawl, beneficially isolated from interstate exits, fiercely protective of its amazing natural and recreational assets, home to a world-renowned arts institution, and beloved by its residents.

Cornwall Rising will create an environment that attracts, accommodates, and encourages meaningful economic activity.

The project draws directly on prior work done by the Town from 2001-2012, and by the Chamber of Commerce in 2015. It is intentionally limited in scope and carefully defined. It does not replace or encompass the Committee's other economic development activity and advice (such as zoning, investment solicitation, events), which will continue in parallel.

### **Cornwall Economic Development Advisory Committee**

Bill Braine (Chair), Anthony Davidowitz, Jackie Gaillard,  
Simon Gruber, Eileen Hartmann, Brian Hunt,  
Jonathan Lamb, Nancy Proyect, Josh Wojehowski

Richard Randazzo, Town Board Liaison

As mentioned, this is a conceptual proposal. None of the exploratory work done to date carries obligations, commitments, or expectations on the part of our interviewees or the public. Any conceptual renderings were provided pro bono by local professionals who are not potential project vendors.

The Town Board is of course the governing body over the adoption, funding, and execution of Cornwall Rising; the Economic Development Advisory Committee expects to be the executional arm helping enact the Town Board's decisions.

The following pages are meant to inspire discussion and lay the foundation for further scoping, cost estimates, grants and other funding discussions, public input, media relations, and more.

As passionate Cornwall stakeholders, like you, we are eager to begin charting this vision for Main Street and the rest of our shared community. Upward!

## Placemaking

“With community-based participation at its center, an effective Placemaking process capitalizes on a local community's assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people's health, happiness, and well being.”

—Project for Public Spaces





## Methodology: Building on a Foundation

From at least 2001 to the present, Cornwall has taken a strategic view of its future development and analyzed options for managing change. Through economic fluctuations, demographic shifts, high-impact weather events, and governmental cycles, we have looked forward and discussed the best ways to proceed.

Cornwall Rising distills some of the best ideas from the two most important artifacts of that work into a single vision. Our process was as follows:

- In 2015, the Greater Cornwall Chamber of Commerce examined the 2001 Glynwood Study and the 2012 Comprehensive Plan and derived a spreadsheet containing approximately 80 distinct initiatives mentioned or prescribed in those documents.

- In early 2016, the newly seated Economic Development Advisory Committee refined the project list, combining duplicative initiatives and grouping them into actionable categories.
- From March-June 2016, we conducted informal interviews and internal discussions to help us define a set of initiatives that could combine into a holistic vision. In addition to drawing on our many decades of experience in business, government, education, public policy, law, and the arts, we met with local experts across a variety of fields.
- In June, we arrived at the initiatives to include, named the project Cornwall Rising, and gave the first draft document to the Town Board.
- Following Board feedback and decision to pursue Bridge Street repair, we revised accordingly and present this v2 draft.

### External Meetings:

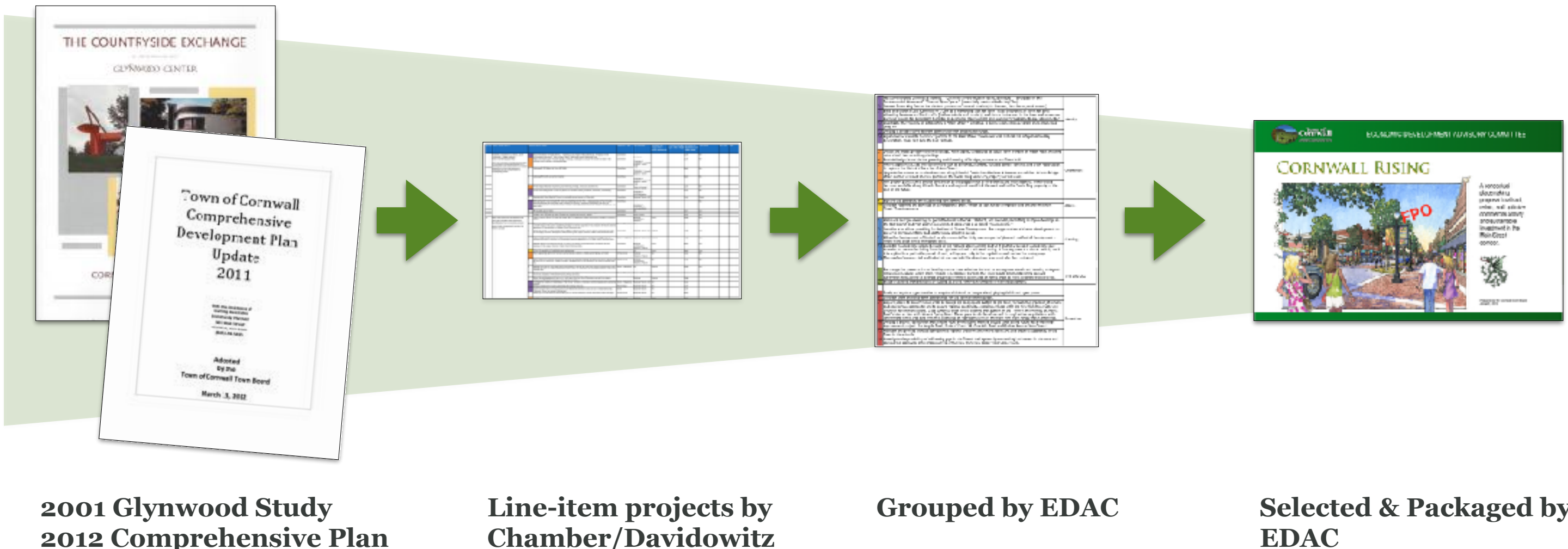
Barton & Loguidice\*  
 Brendan Coyne  
 Garling Associates\*\*  
 Greater Cornwall Chamber of Commerce  
 Adrian Goddard  
 Senator Bill Larkin\*  
 JMC/Joseph Sarchino\*  
 McGoey, Hauser & Edsall\*\*  
 Orange County Grants Division\*  
 Assemblyman James Skoufis  
 Sitework Services/Carl Monte\*  
 Jeffrey Small  
 Gary Vinson  
 TBD Municipal Marketing Firms\*

\*scheduling in progress

\*\*to be scheduled; proposal shared

### Selected Additional Resources:

[Institute for Local Self Reliance](#)  
[Orange County Citizens Foundation](#)  
[Orange County Planning Department](#)  
[Project for Public Spaces](#)  
[ReThink Local, Beacon](#)  
[Smart Growth America](#)  
[Strong Towns](#)  
[The Smart Growth Manual](#)



## Components: Creating Lift

Cornwall Rising is a holistic set of five initiatives designed to capitalize on and amplify Cornwall's status as a unique place. There are two identity and promotional elements, two placemaking initiatives for the Town of Cornwall, and associated improvements for the Cornwall-on-Hudson waterfront, which are part of the vision, but out of scope for Town funding and execution.\*

### Placemaking Initiatives

- Add street furniture and other improvements to the Main Street area to create a welcoming plaza and bookend parks.
- Design and install welcome signage, hardscapes, landscapes at Town borders, major intersections, bridges
- Connect the Dock Hill Road Trail to an improved waterfront at Donahue Park, including a pavilion and other installations.\*

### Placemaking Goals

- Create public spaces where people want to walk, shop, lodge, eat, drink, attend events, linger—and invest in businesses that encourage more of the same.
- Help visitors navigate and guide guests toward Main Street, underscoring its central place as a destination and its importance to the town's retail commercial life.
- Define Cornwall's "edges," with stone boundary markers that take advantage of the most picturesque approaches along the major roads into town. This strategy draws on and reinforces Cornwall's identity as a special enclave, welcoming but beneficially isolated from sprawl and suburbia—a retreat for residents and visitors alike that is its own place, distinct from the towns and land around it.

The designs of each type of installation will incorporate the identity design elements described under Marketing. We include conceptual imagery in the Appendix.

### Marketing Initiatives

- Proactively Define Greater Cornwall's "brand" Identity (textual, graphic, design elements)
- Develop and oversee a promotional campaign for Greater Cornwall

### Marketing Goals

- Foster local commerce among residents who have choices in nearby communities
- Attract people who are already visiting local attractions—such as Storm King Art Center, Woodbury Commons, West Point, Storm King Adventure Tours, Black Rock Forest, Storm King Golf Club, and Storm King Mountain—to a revitalized Main Street
- Convert those visitors to customers, event attendees, overnight guests, investors, and residents

We include sample images of municipal identity and marketing materials in the Appendix.

**\*The Waterfront?** Including CoH in our vision conveys three benefits to the Town: 1) By developing common placemaking design elements for Greater Cornwall, we mutually encourage visits to both municipalities. 2) To non-residents, Greater Cornwall presents a single geographical locale; marking our common boundaries and tying improvements together with design elements will strengthen the "enclave" piece of our area's identity, while creating cost efficiencies; 3) There are broader funding opportunities for multi-municipality programs. The Village, of course, would manage funds and execution of any portion of Cornwall Rising it chooses to adopt. The Village, which is updating its Comprehensive Plan, has expressed preliminary interest in discussing complementary initiatives.

## Rising in Stages: A Phased Approach

The full realization of Cornwall Rising is potentially a 5-10 year project. We therefore propose it be completed in stages, with work potentially taking place simultaneously depending on funding, public feedback, and provider capabilities.

1. Main Street Phase One: The Plaza
2. Identity Project
3. Full Project Design
4. Main Street Phase Two: The Bookends
5. Marketing and Promotion Campaign
6. Route 32 N Hardscape
7. "The Wall"—Quaker Avenue at Route 32
8. Route 9W N Hardscape
9. Route 9W S Hardscape
10. Orrs Mill Hardscape
11. Route 32 S Hardscape
12. Angola Road Hardscape
13. Bridge & Circle Decorations

In parallel: Aesthetically associated Village waterfront and trail improvements

At every stage the Town (and, if relevant, the Village) can re-engage the public through a variety of means, and can remind all stakeholders of progress thus far and next steps, since the plan will be clear and the design complete. Gains will be measurable and visible, and the resulting benefits can be demonstrated directly to investors of time, capital, and passion.

Details and discussion of these phases follow, numbered according to the list above.



## A Central Location: The Main Street Launchpad

### Phase One: THE PLAZA



Phase One is a build out of a public space that spans Main Street at the junction with Bridge Street, tying the existing municipal parking facilities into a cohesive pedestrian and auto-accessible zone. With street furniture, plantings, resurfacing, lighting and other amenities, this cohesive space will lend some “width” to Main Street and “depth” to its pedestrian and retail life. The Plaza project will include full traffic analysis and professional planning and design.

<http://www.pps.org/reference/actions-streets-places-government-makes-happen/>



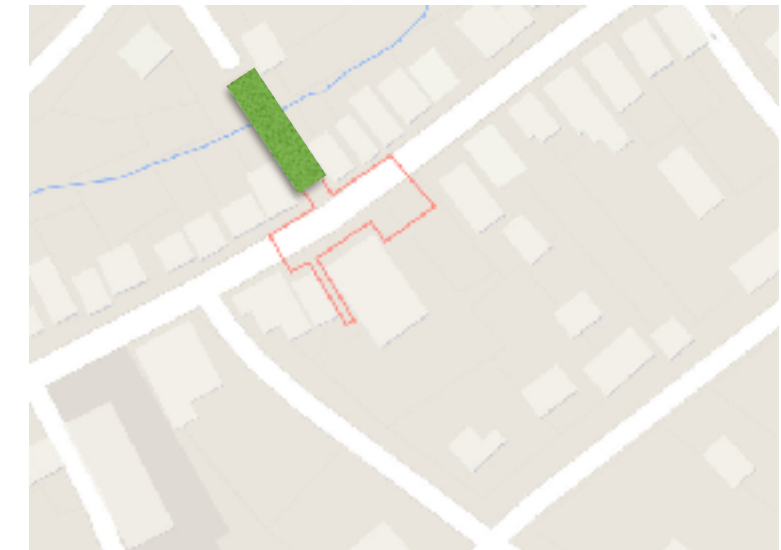
## A Central Location: The Main Street Launchpad

### Phase Four: THE BOOKENDS



Concurrent with the Plaza, we propose to include exploration of possible improvements to two additional spaces: the wedge-shaped section of parcel 24.1.2 adjacent to the traffic circle, and a portion of parcel 22.1.17 near the Sands Ring Cemetery. By converting these areas to landscaped, pedestrian-friendly “bridging” spaces and tying them visually to the Plaza, Main Street could become more cohesive and inviting to pedestrians entering from the Cornwall Plaza area or coming to/from the village, Sands Ring, Rings Pond, and the Public Library. Ownership and use of these parcels are considerations in this component.

### Special Note: THE PATIO



The Chamber of Commerce has proposed improvements to Bridge Street to create a public pedestrian-only space (the “Patio”). The Town is exploring repairing and re-opening Bridge Street to traffic. Pending the outcome of the bridge repair plan, we would welcome exploring incorporation of part or all of Bridge Street into the Cornwall Rising project in a future phase. In any case, we understand that reopening the bridge to cars would also provide pedestrian access to the neighborhood to the north.



# Marketing Cornwall: Play to Strengths

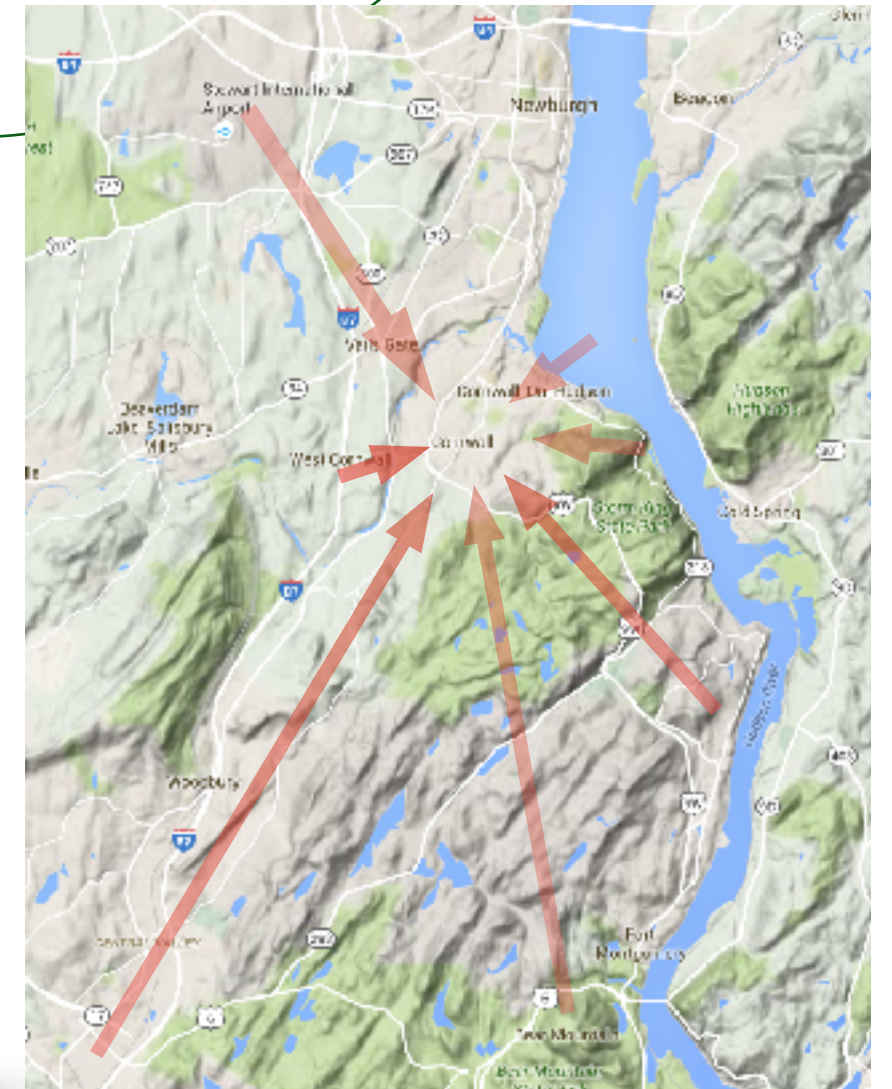
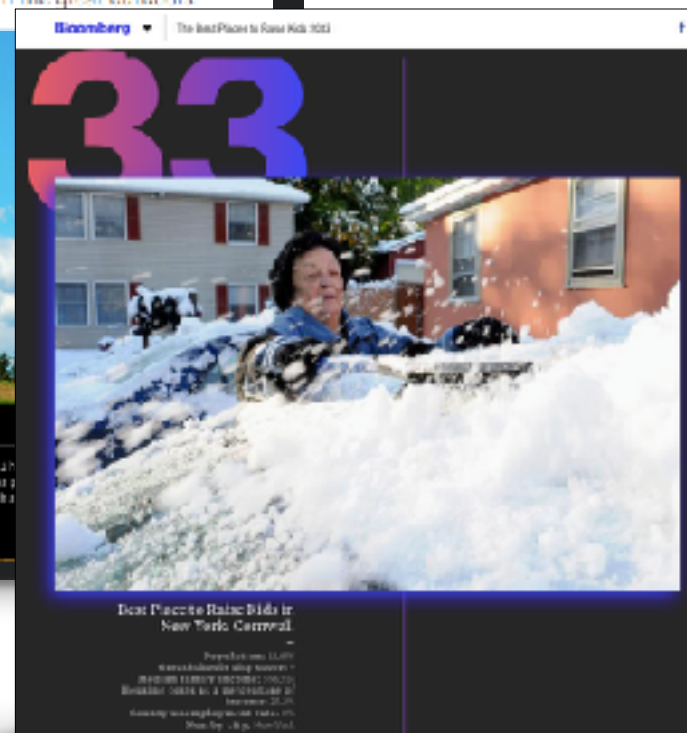
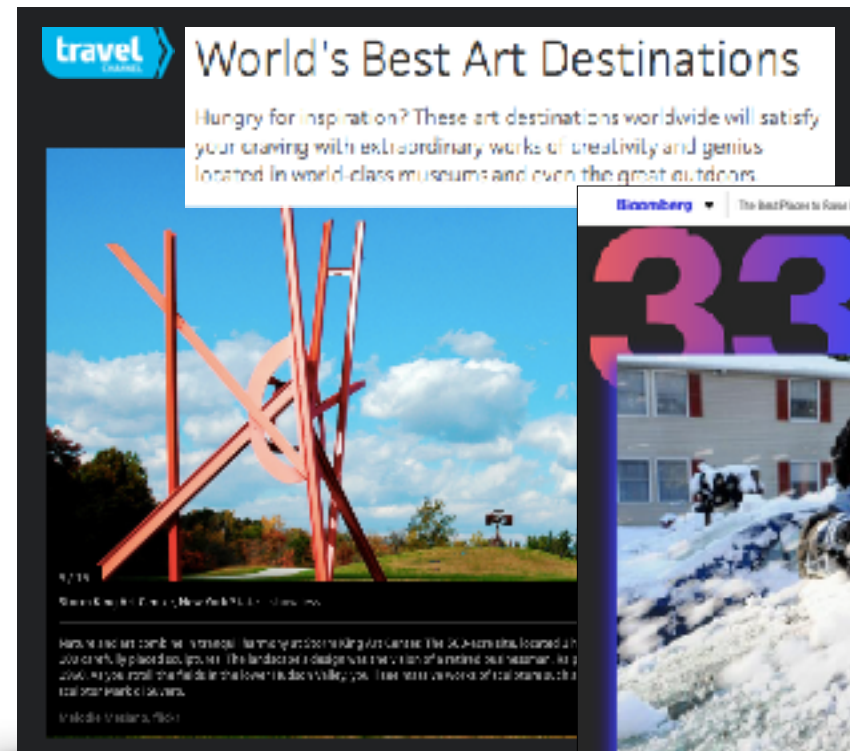
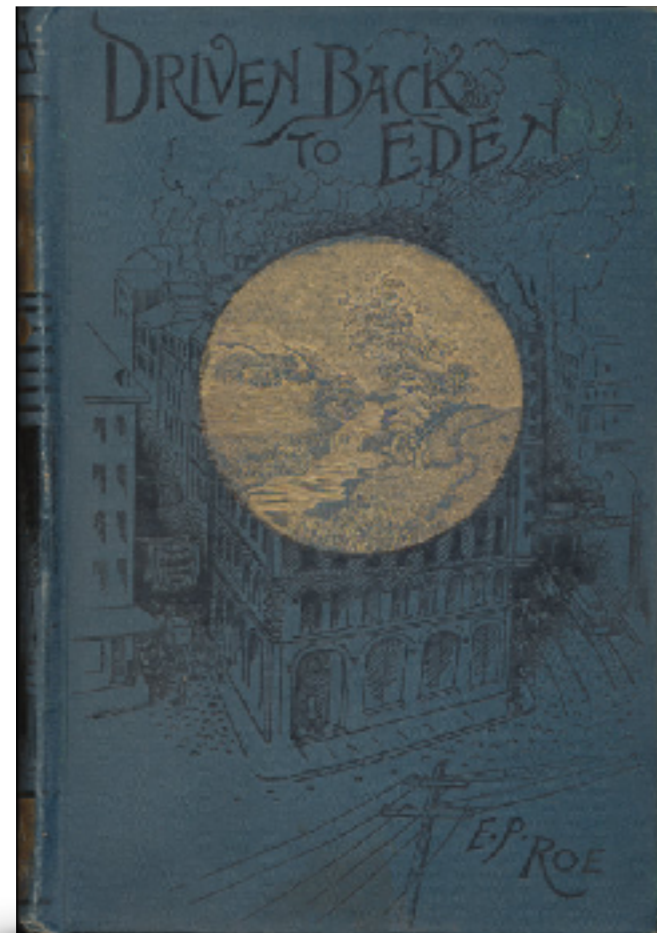
Depending on capabilities, these two initiatives could potentially be executed with the same professional partners we will engage for design of the physical placemaking components, or with specialty providers of municipal marketing services. In either case, the output of the identity work will be integrated into the design of the placemaking work, to convey consistency of place to visitors and residents.

## Phase Two: IDENTITY

- Proactively Define Greater Cornwall's Identity (textual, graphic, design elements)

## Phase Five: PROMOTION

- Develop and oversee a marketing program for Greater Cornwall.





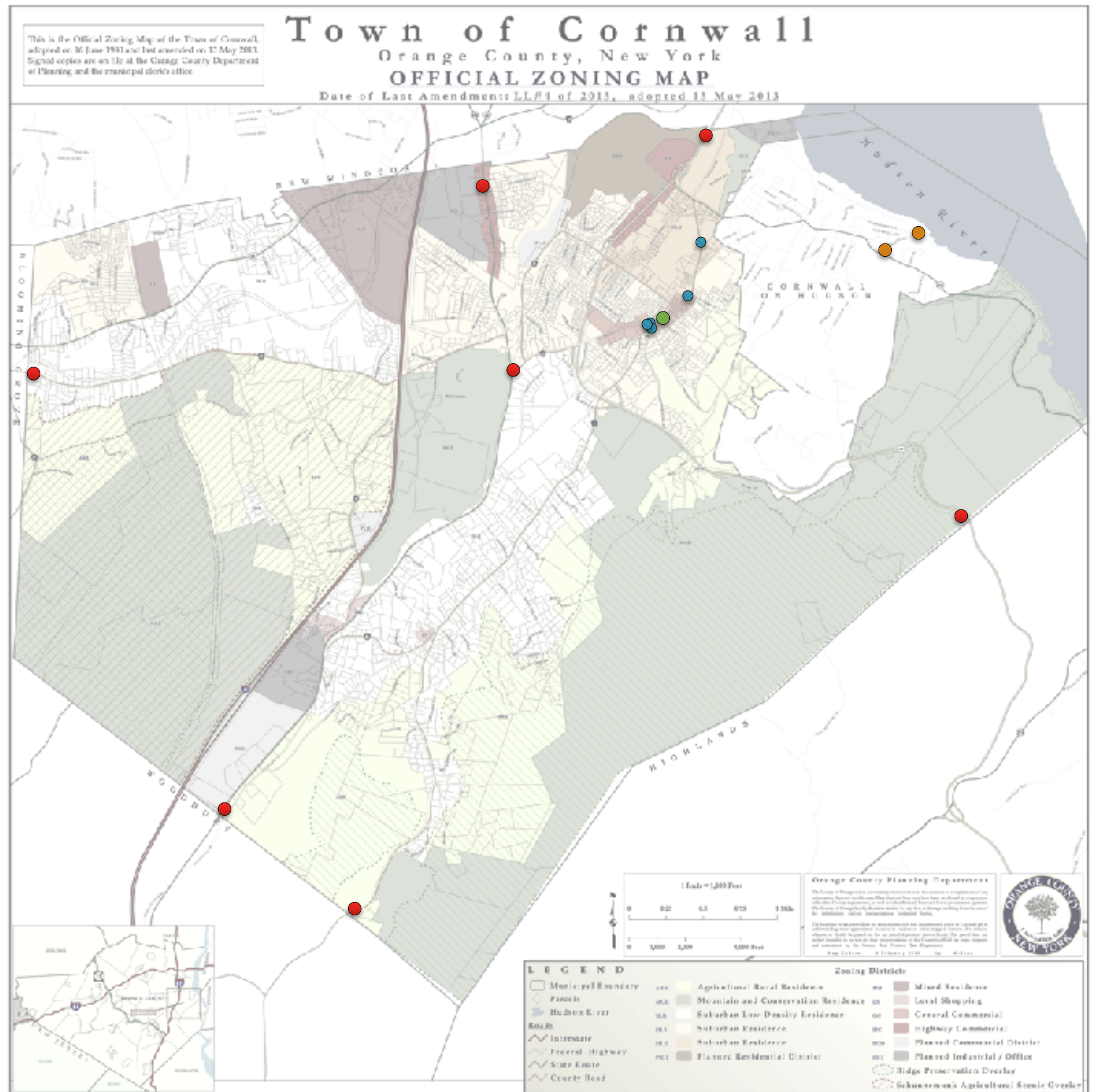
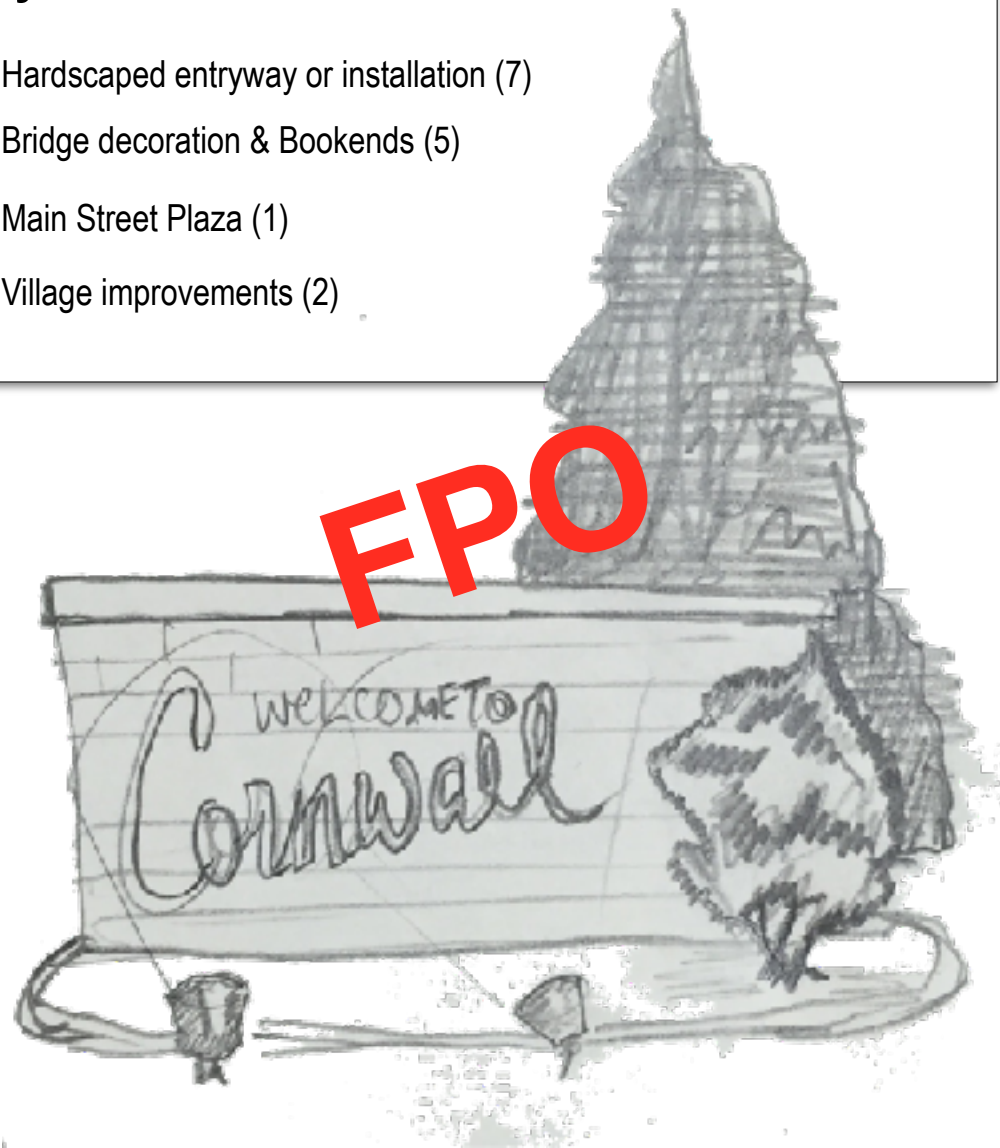
# Additional Placemaking Elements

## Phases 6-13

- 6. Route 32 N Hardscape
- 7. "The Wall"
- 8. Route 9W N Hardscape
- 9. Route 9W S Hardscape
- 10. Orrs Mill Hardscape
- 11. Route 32 S Hardscape
- 12. Angola Road Hardscape
- 13. Bridge & Circle Decorations

### Key

- Hardscaped entryway or installation (7)
- Bridge decoration & Bookends (5)
- Main Street Plaza (1)
- Village improvements (2)





## Next Steps: The Way Upward

We are eager to continue this conversation with all stakeholders to develop the Cornwall Rising vision and move to the first executional stages. We anticipate and welcome questions and comments.

Present to Town Board	June- November	Obtain feedback, revise accordingly.
Scope	July- January 2017	Continue interviews, recruit partner organizations, define project requirements, issue RFIs and/or RFPs, obtain estimates, identify funding sources and mechanisms
Promote	November onward	Create a PR plan, key events, public forums & volunteer days
Fund	January onward	Secure funds, specialists, materials, personnel
Run	Spring 2017— Dec 2026	Manage phased execution

### Today's recommendation:

- Provide feedback
- Approve our areas of focus and the general plan—or recommend revisions
- Recommend specific planners, designers, marketing agencies, and potential funding sources you would like the Committee to include in our research
- Committee will then approach potential partners/resources to obtain cost estimates and potential funding mechanisms for Phases 1-4



Appendix: Conceptual Images

