

# **TOWN OF CRAWFORD**

## **COMMUNITY DEVELOPMENT PLAN**

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### **PREPARED BY**

Hudson Valley Pattern for Progress  
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# TOWN OF CRAWFORD

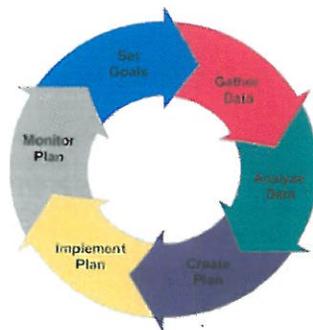
## COMMUNITY DEVELOPMENT PLAN

### Executive Summary

There have been many changes in the Town of Crawford over the past several years. Many small towns in the Hudson Valley have witnessed a declining population and school enrollment - the Town of Crawford is no different. Residents and local officials are fearful of what may or may not become of their rural character and small town feel, yet there is a desire a population with disposable income to support local business. Small businesses are finding it increasingly difficult to keep their doors open and the Town officials want to help. The Town recognizes that planning cannot be accomplished without listening to the residents and businesses. The Town leaders want to address current conditions in a proactive manner and look to new opportunities in the future.

The Town of Crawford's rural areas, the Hamlet of Pine Bush and the 5-corners area known as Bullville are witnessing changes every day. Change can mean increased economic and social opportunities especially in the Hamlet of Pine Bush and in Bullville. The Town of Crawford has opened up a Community Visioning process working with residents and the business community to create a Community Development Plan. The main goals are to provide a blueprint for development of the Main Street corridor in Pine Bush and examine potentials in the Bullville area. The desired outcome is sustainable development that will strengthen local businesses, revitalize Main Street, energize the economy, retain and attract Millennials and create a strong sense of place.

The Town of Crawford commissioned Hudson Valley Pattern for Progress to assist in the creation of a Community Development Plan (CD Plan). The plan is based upon existing conditions, demographics and a community visioning process. The CD Plan will provide an inventory of the current conditions of the more "urbanized" centers such as Pine Bush and Bullville. The CD Plan will show an analysis of the demographic changes and trends for the Town and how that compares to Orange County and neighboring communities. The CD Plan will also include the results of the visioning sessions and surveys. The project and scope of work began in June of 2014 and completed in December 2014.



The CD Plan represents a guide for the Town of Crawford on the needs and desires of the local residents and businesses. The CD Plan and the process also provide a launching point for the upcoming update of the Town of Crawford Comprehensive Plan. The purpose is to document community feedback toward the goals, objectives, and vision of the Town leaders on behalf of the residents. The CD Plan includes public input received during the Community Visioning Sessions. One of the key elements of the comprehensive plan process is public participation. Public involvement is critical to the success of this planning effort and the long term implementation of the plan. Engaging residents and businesses in the planning process strengthens the plan by using local knowledge of community stakeholders.

The CD Plan and Envision Crawford offer assistance to Town leaders, residents and businesses to guide the future direction of the Town and enhance the public's access to the decision-making process and content in regards to the Comprehensive Plan.

### **Existing Conditions Report**

The scope of work included an existing conditions report of buildings along the Main Street corridor in Pine Bush and the "5-corners" area known as Bullville. The existing conditions report was completed in August 2014 and included an inventory of current property condition, use and both assessed and market values. A total of 178 buildings and properties were evaluated.

Methodology: the following descriptions of condition levels are generally accepted criteria used to evaluate the physical conditions of properties:

**Good:** Buildings rated in "good" condition are those buildings which have been well maintained and which provide adequate shelter. These structures contain either no observable physical defects or slight physical defects that are correctable by normal maintenance.

**Fair:** Buildings in this category contain deficiencies resulting from lack of maintenance and gradual deterioration. These physical deficiencies would require corrective action beyond the scope of normal maintenance. These structures generally contain one or more defects of an intermediate nature, but do not exhibit structural damage.

**Poor:** These buildings show exterior signs of damage that could only be corrected at considerable cost. Such buildings also may have prior violations on record.

**Deteriorated:** Buildings in this category have deteriorated to such a degree that they pose a hazard to health and safety, and rehabilitation is not economically feasible. Buildings that have suffered extensive fire or water damage or have large portions of essential structural members missing or severely damaged would be included in this category. These buildings are likely to have previous building violations on record.

A total of 178 buildings and properties were evaluated. The overall condition of the properties within the target areas along the Pine Bush Main Street corridor and in Bullville is good. In fact 75.8% of the properties are in “Good” condition and 16.3% of the properties are in “Fair” condition. Only 2.8% are in “Deteriorated” condition and 5.1% are in “Poor” condition. The detailed results of the Existing Conditions Survey for each property are in Appendix 4.

Assessed Value			Market Value	2014 Total Taxes	Building Condition			
Total	Land	Building			Det	Poor	Fair	Good
\$40,415,066	\$6,167,500	\$34,247,566	\$97,553,200	\$924,785	5	9	29	135

### Community Visioning and Surveys

The Community Visioning process, facilitated by Hudson Valley Pattern for Progress, in partnership with Town leaders, included residential and business surveys and convening the public to record and incorporate thoughts, opinions and feedback in the CD Plan.

The process began with the selection of a steering committee, which was established through consultation with Town board and Town staff and based upon individuals experience, involvement and knowledge of the community. The steering committee included representation from the Town Board, Town staff, Planning Board, Pine Bush students, Chamber of Commerce, faith-based community, senior citizens, business leaders and civic organizations. Each member of the steering committee played a vital role in preparing, marketing and conducting the public meeting. The steering committee held work sessions to design and conduct outreach efforts for the visioning sessions and to create and distribute a residential and business survey.

The public participation plan included outreach to local media including the Times Herald-Record, Wallkill Valley Times, Pine Bush Quarterly, Shawangunk Journal, Hudson Valley News, YNN, Town of Crawford website, social media and public access TV. The Town established a social media presence on Facebook called “Envision Crawford”. The steering committee and

town staff worked with the Town Supervisor to distribute a “Letter from the Supervisor” and included hard copies of the residential survey. The steering committee distributed business surveys around town and conducted a direct mailing as well. A summary of the surveys may be found in Appendix 5 and 6. Community Visioning flyers were distributed, posted in prominent community spaces and were posted on the Town website and various social media outlets.



A total of four Community Visioning sessions were held during the month of October 2014. Three of the public sessions were held at Town Hall, two of which were held in the evening on two different days of the week and one on a Saturday morning. A visioning session was also held on a Monday evening at the Pine Bush House for the Chamber of Commerce. The meeting was open to every local business owner, and non-chamber members were encouraged to attend.

The steering committee volunteered their time to assist in the process, setting up the space and providing refreshments. There were sign in sheets and name tags were provided to all attendees. Index cards were also distributed to everyone at these sessions to provide the opportunity to submit thoughts, concerns and opinions.

Each public session was opened with a short introduction by the Town Supervisor and the meetings were facilitated by Pattern for Progress staff. Ground rules were posted and reviewed during the opening as a method to keep attendees on track and the conversation moving. The use of the following ground rules resulted in well organized and focused visioning sessions.

- Be brief and concise
- No one will make personal attacks
- No grandstanding
- Only one person will speak at a time
- Be courteous
- Respect other points of view
- Wait for others to finish speaking
- Everyone participates – no one person dominates
- Speak for yourself
- Stay open minded to new ideas
- Suspend Judgment
- Offer constructive criticism and provide alternatives - DO NOT criticize people

Each Community Visioning process was identical in process and sought feedback on three topical areas which included the Natural Environment (parks and open space), Community and Economic Development (Main Street, businesses, offices, housing options) and Public

Infrastructure (roads, bridges, water & sewer, utilities, public facilities & buildings). Within each topic area, the participants were asked to think about the following:

1. What's good now? - What do you like? What should be maintained?
2. What's not working? - What do you dislike? What needs to be changed?
3. What are some strategies to overcome what is not working?
4. What new things can we do to make it better?
5. What opportunities are there?

Within each topic area, questions were asked to encourage and stimulate conversation and discussion:



#### Natural Environment

- Would you like to see more recreational facilities in the Town? Indoor and/or Outdoor? Public or Private?
- Would you like to see more bike paths throughout the Town? If so, where?
- What kind of space for cultural activities would you like to see developed?

#### Community and Economic Development

- What stores (type of retail, restaurant, services, etc.) would you like to see in Crawford?
- What type of retail/commercial would you like to see?
- What would you not want to see?
- Why do you go into Pine Bush or Bullville?
- What services, if any, are missing from Crawford?
- Are there sufficient housing options available in the Town?
- What is working in the service community?
- Lodging???

#### Public Infrastructure

- Would you like to see additional sidewalks in the Town, Pine Bush, and Bullville? If so, where?
- Is parking adequate?
- Is Pine Bush easy to move around in and park?
- What are your thoughts on more public space for community events in Pine Bush?

## **Community Visioning - Public Opinion and Feedback**

Below are the responses for each of the three topic areas as recorded from all four Community Visioning Sessions held during the month of October 2014. The items are not listed in any type of rank order or importance.

### **Natural Environment**

- Protect the environment, viewshed, parks and rural character
- Enhance outdoor recreational facilities including year round use of existing parks
- Explore and develop rail trail connections
- Preserve agricultural land and heritage
- Install signage to identify park locations

### **Community and Economic Development**

- Create more job opportunities including light industry and medical facilities
- Establish high-end dining, promote unique dining experience for a variety of dining options, promote Farm-to-Table dining, enhance outdoor dining, partner with local wineries and incoming micro-brewery
- No more fast-food restaurants
- Establish Pine Bush as a destination for tourists, local residents and neighboring communities
- Repair buildings promoting a consistent theme - use the Design Guidelines
- No more chain stores that compete with local shops
- Need for additional lodging - spa theme, small B&B's
- Encourage, promote and enhance day spa activities
- Enhance the appearance of Main Street
- Install planters, hanging baskets and flowers and create pocket parks within the Hamlet of Pine Bush
- Establish Community Gardens
- Promote the Farmer's Market
- Slow traffic in the hamlet and on the rural roads
- Increase traffic patrols of "hot spots"
- Need local medical offices
- Streamline local approval process for opening a business
- No more high density housing in the Hamlet of Pine Bush

- Build more housing for senior and build 2BR units - waiting lists for the existing senior housing is years long
- Address absentee landlords of rental housing
- Continue enforcement of building code compliance
- Attract retail stores that cater to outdoor activities such as biking & hiking
- Demolish deteriorated buildings in Bullville
- Integrate Bullville. Bullville does not feel like they are part of the Town; “forgotten, sad, depressing, fragmented”
- Need a master calendar of events and activities
- Create an outdoor movie venue
- Plan more events. Local festivals, concerts and activities are well attended and create a positive community
- Promote the positive - Schools are great, low crime, great community feel and terrific parks, great library
- Control taxes - taxes are too high

### **Public Infrastructure**

- Identify local flood areas and assist in flood mitigation
- Address water supply and quality in Pine Bush
- Repair Route 302 and Route 52 are in bad shape and need repair
- Place more sidewalks and safer crosswalks at the corner of Boniface and Rt. 52
- Resolve poor design of Post Office parking and traffic flow
- Widen roads to accommodate bicycle and pedestrian traffic
- Add traffic light at the intersection of St. Rt. 302 and County Rt. 48

### **Community Surveys - Public Opinion and Feedback**

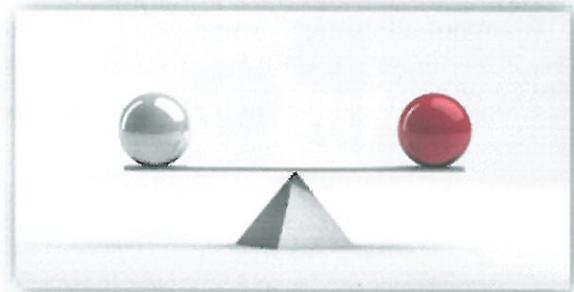
The Town distributed a residential survey to the entire community along with a letter from the Supervisor. The letter provided details of the visioning process and the purpose of the surveys. There were 375 residential responses and 20 business responses. The detailed results of the surveys may be found in Appendix 5 and Appendix 6. The following synopsis was taken from the survey responses and is not presented in any rank order of importance.

- Taxes are too high - especially for senior citizens who do not have children in the school system, which forces some seniors to leave the area
- Taxes are too high as compared to the amount of services provided by the Town

- School District is too large - busing and transportation cost concerns and length of bus ride for children, specifically reduce the size in the Scotchtown area
- Drug Issue - concern that Law Enforcement is turning a “blind-eye” concerns about drug use in the schools, in the Hamlet of Pine Bush and in the Lybolt Road area
- Water and Sewer issues in Pine Bush - needs improvement
- Condition of roads is a concern - especially Route 302, concern for safety, too many accidents, local officials need to push the state harder to get it fixed
- No more fast food - more restaurants and dining
- No more gas stations
- No more high density housing
- More single family homes
- Traffic at schools along Route 302 is a safety concern
- Need additional sidewalks
- Need additional entertainment venues and activities- especially child and teen friendly
- Strong natural environment, but sufficient preservation activities
- Desire for more retail shopping
- Clean up vacant, abandoned and foreclosed properties
- No more tax exempt properties

### **“A Balancing Act”**

Based upon the visioning sessions and the survey results, it is clear that residents and businesses have many concerns about their community. Essentially, the residents want to keep the small town feel, preserve their agricultural heritage, lower taxes, have safer roads, give more attention to the drug issues in the community and school and would like to see amenities typically found in larger urban settings such as Middletown. The residents would like to see small, controlled single family development and growth with some light industry.



Simultaneously, the residents want to see a population with disposable income living in town and visiting the Main Street of Pine Bush. The residents and business owners are seeking to create, “Destination Pine Bush” to include high-end dining, boutique shops and more cultural activities and entertainment.

Residents and businesses want upgrades, improvements and additional public facilities, services and infrastructure; however, the message delivered through the sessions and surveys was taxes are too high. Businesses want to improve their balance sheets, residents want more shopping options; however, too much growth and the development high-density housing was a major concern.

The future of the Town of Crawford represents a delicate balancing act of growth and preservation. Communication and education is the key. Town leaders, community stakeholders, businesses and residents must schedule regular meetings to learn from one another. It was apparent that the general public and business owners need clarification and an increased knowledge base in regards to municipal responsibilities and administration. Further communication on how the Town is addressing development pressures and the delivery of local services would also be beneficial.

#### **Current Projects and Activities**

- Sidewalks - Town was awarded over \$960,000 in federal and state grant funds for the installation of new sidewalks along Route 302 and adjacent areas. These sidewalks will connect the Pine Bush High School with the existing sidewalks adjacent to Crispell Middle School and Edmunds Lane and Holland Avenue.
- Water Project - the County of Orange has provided approximately \$500,000 in grant funds for preliminary engineering and design of a new water line from Hill Avenue into the Hamlet of Pine Bush. The Town is pursuing grant funding for the capital investment. The infrastructure costs will most likely be covered by an Ad Valorem tax and user fee.
- Senior Center - currently under construction
- Parking Lot - Town acquired parking lot between 61 and 65 Main Street
- Gallery of Fine Arts - recently opened in 65 Main Street
- Dining Establishments - Palate Café (new), Kiernan's Tavern (new)
- Dollar General - currently under construction

# RECOMMENDATIONS

## #1: Establish a Vision and Mission Statement and Goals

Based upon the results of the visioning sessions and surveys - the steering committee and the Town Board should establish both a vision and mission statement along with goals. Below are examples of a vision and mission statement along with a list of potential goals for the Town. These must be further "customized" through a public/private process that includes residents and businesses.

### Create a Vision and Mission

A mission statement captures in a short concise paragraph the purpose of the organization's existence and what actions it takes to fulfill this purpose. Mission statements are directly connected to vision statements but, whereas a vision statement describes the desired future state of the organization, the mission statement describes how that vision will be achieved. Ideally, mission and vision statements are crafted through a collaborative process that involves a wide array of community stakeholders and elected officials.

### Vision Statement - what is the future state of the Town

A vision statement describes a community's values and aspirations and a shared image of what they want their community to become over the next 10 to 20 years in the future. The statement should address all aspects that make up a community such as the social, cultural and economic fabric. Statements should be forward thinking and written in a positive, affirmative and inspirational style. The vision statement functions like a captain steers a ship to stay the course on its journey as changes occur. Your vision statement should inspire people to dream.

Based upon the community visioning process and the surveys, the following represents a draft Vision Statement the Town Board and steering committee may want to consider. The draft should be made available to the public for review and comment.

*Our vision is to create a strong vibrant and inviting community that reflects its diversity, history and culture with a sense of place and destination that facilitates economic opportunity and enhances the quality of life. The Town of Crawford envisions the creation of a mixed-use, environmentally friendly, walkable community integrated within the historic framework of Pine Bush and taking advantage of the rich agricultural environment.*

## Mission Statement

The mission statement describes what the Town leaders are going to do and why. Mission statements are similar to vision statements - it looks at the big picture. A mission is specific, concrete, and more "action-oriented" than a vision statement. Your mission statement should inspire them to action. The mission statement might refer to a problem and, while mission statements do not go into detail, they start to hint - very broadly - at how the Town may address these problems or reach community goals. Some general guiding principles about mission statements are that they are:

1. *Concise*. While not as short as vision statements, mission statements generally still get their point across in one paragraph.
2. *Outcome-oriented*. Mission statements explain the fundamental outcomes your organization is working to achieve.
3. *Inclusive*. While mission statements do make statements about your group's key goals, it's very important that they do so very broadly. Good mission statements are not limiting in the strategies or sectors of the community that may become involved in the project.

Based upon the community visioning process and the surveys, the following represents a draft Mission Statement the Town Board and steering committee may want to consider. The draft should be made available to the public for review and comment.

*We pledge to work in partnership with our residents to foster community pride, to develop a vibrant, diversified economy, to plan for the future, to support the health and well-being of all residents and to preserve and enhance the natural beauty of our environment through strong relationships between residents, the Town, businesses, educators, non-profits, and our faith-based community. The Town of Crawford will facilitate a forward-looking, people-friendly community that champions our community's diversity and results in a better place to live, work, play and raise families.*

**Establish Goals** The following draft goals were discussed early on in the initial process - these should also be finalized by the Town with guidance from the steering committee. Here is a list of six potential goals for the Town to consider:

1. Create economic value for the Hamlet of Pine Bush, focusing on the Main Street by redeveloping underutilized and vacant sites and buildings;
2. Create jobs and career opportunities for Town residents;
3. Provide net positive tax revenue to the Town and the School district;
4. Provide a vibrant Main Street and create a diversity of uses (live, work, shop, learn, and play);
5. Provide an integrated and inclusive downtown, including mixed-use buildings with ground floor commercial and upper story residential options, retail, hospitality, parks, open space, cultural, civic and other uses; and
6. Create and enhance Hamlet gateways, improve streetscapes and create a pedestrian friendly "walkable" environment.

## **#2: Establish Regular Public Engagement Sessions**

The Community Visioning sessions provided an opportunity for residents and businesses to voice their concerns, ideas and opinions. It is highly recommended this process continue with the Town Board members. Establish a regularly scheduled time to meet with residents and businesses to discuss their concerns. These roundtable type sessions should last approximately 90 minutes every two months. Each session should be attended by two board members in a relaxed atmosphere using the same ground rules that were established for the Community Visioning sessions. This will allow for constructive feedback from the public and will provide the opportunity for board members to educate the public on municipal constraints, issues and barriers.

## **#3: Community Ambassador**

The area known as Bullville acts as a gateway to the Town of Crawford. There are a number of businesses located along the two major arterials of State Routes 302 and 17K. There are a number of properties/buildings that are currently in deteriorated and poor condition. There are also a number of well-established and successful businesses. The Town Board and the steering committee, working in partnership with the business owners and the Pine Bush Chamber of Commerce should identify a Community Ambassador (CA) for Bullville.

Acting as a local liaison, the CA will facilitate discussions between the businesses, the Town, the Chamber and other service organizations such as the Rotary, Lions Club, civic clubs, the school district and places of worship in an effort to establish partnerships and public engagement of Bullville. The goal is to strengthen community relations, enhance the appearance of the gateway and establish partnerships within the business community. By focusing on new opportunities and strengthening community connections with Bullville, Town and civic leaders may move collectively toward creating a more enticing and welcoming gateway that will enhance community and economic vitality within the entire Town.



#### **#4: Community Calendar and App**

There are a number of independent community calendars maintained by various organizations, the school district and the Town. Establish a “Master Calendar” of all events, meetings, festivals and activities. A formal, well-organized calendar will prevent scheduling conflicts and lead to greater communication and coordination of the major events and minor activities. A larger scale community calendar will also help strengthen community relationships and partnerships. The calendar must be fluid, flexible and well maintained.

The Community Calendar may also be enhanced through the development and creation of an App. Coordinate a competition within the high school to develop an “Envision Crawford” App. The Town, service and civic clubs and other local organizations would work in a collaborative manner with the high school to maintain the App and the content of information.



## #5 - MAIN STREET REVITALIZATION AND PLACEMAKING

The “Main Street” for the Town of Crawford is located in the Hamlet of Pine Bush. The Pine Bush “Main Street” consists of small store fronts with shops, restaurants, food and beverage outlets and professional offices. In some of the larger buildings, the upper floors contain



apartments. There are also a small number of rental apartments within 2-4 family structures. Some of the Main Street buildings are in need of rehabilitation, façade improvements and streetscape enhancements.

Conducting “placemaking” activities is a method used to enhance, improve and revitalize a community. Placemaking is a people-centered approach to the planning, design and management of public spaces. It is a process that fosters the creation of vital public destinations that occurs when members of a community express needs and desires about places in their lives. It may occur in parks, downtowns, waterfronts, plazas, neighborhoods, streets, markets, campuses and public buildings.

It enables people and communities to realize just how inspiring their collective vision may be and is community driven, adaptive, visionary, collaborative, inclusive and flexible. Placemaking is a springboard for communities seeking to revitalize. It builds bridges to draw a diverse population to embrace an ethnic and cultural mix to create a “common ground”.

Attracting and retaining an anchor downtown population is important to the economic viability of the “Main Streets”. Larger retail and service establishments are typically located closer to major highways. Specialty shops, entertainment and cultural activities are attractions for “Main Street” visitors. If the upper floors of the commercial buildings and the adjacent neighborhoods were rehabilitated and revitalized, more households would find it desirable to live closer to their employment.

Streetscape enhancements to create walkable communities can convey the “Open for Business” message and aid in the attraction of Millennials. Façade improvements can help create a more inviting look that entices people to explore the shops and attractions along Main Street.

Programs such as Main Street New York should be tapped to provide a stimulus and incentives for revitalization efforts. A façade improvement program can provide grants and tax incentives

to promote façade cleaning, door and window replacement and repair, enlarged windows, compliance with the Americans with Disabilities Act, and installation of awnings and planters.

#### Keys to Success for Main Street Program

1. Adopt zoning requirements for pedestrian-friendly design
2. Promote diverse housing options and professional office space
3. Promote historic preservation - where feasible
4. Improve traffic management and slow traffic to encourage public gathering
5. Promote façade improvements and streetscape enhancements

Here are a few specific recommendations for placemaking activities and to enhance and promote Main Street:

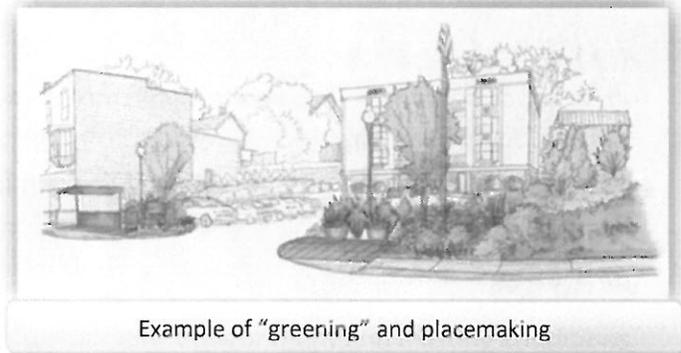
- Establish the Main Street as a destination place encouraging, attracting, promoting and assisting small boutique shops and high-end dining establishments
- Encourage, promote and allow sidewalk and roof-top dining drawing upon the community assets of the viewshed, small town “Norman Rockwell-ish” atmosphere and rural character of the hamlet
- Embrace and take advantage of nearby outdoor activities such as hiking and biking to create and establish a destination theme to attract investment for new business
- Encourage cross-promotional business activities and work collaboratively with other Main Street businesses in nearby communities to attract local residents and tourists
- Take advantage of and further promote existing festivals, themes and local heritage such as the Harvest Festival, UFO Festival and agriculture
  - Expand the Farmer’s Market and encourage Farm-to-Table restaurants
  - Establish a science center for astronomy based on the UFO theme
  - Expand the local agricultural heritage through additional events including antique tractor shows and Farm Expos
- Create local tax incentives to promote property improvement, as opposed to penalizing investment and enforce Design Guidelines
- Collaborate with the local Garden Club, Master Gardener Program, Recreation and Parks Department, civic and service clubs, Boy Scouts, Eagle Scouts, 4-H, Girl Scouts to plant and maintain flowers on Main Street
- Encourage and promote Bed and Breakfasts, destination Spas and boutique lodging

## #6: Main Street - Parking Lot

The Town of Crawford recently acquired a parking lot (Section 6 Block 13 Lot 7). The lot is situated between 61 Main Street and 65 Main Street and flanked by Cameron Lane to the southwest. This acquisition represents an opportunity to design and create an outdoor environment to act as an anchor and central hub for Main Street. The new outdoor venue will help establish a sense of place and an area of attraction. The development of the parking area falls under the auspices of “placemaking”.

In an effort to maximize the parking area, the surrounding environment and existing conditions, the following list of items represent a “laundry” list of recommendations, ideas and concepts, some of which go beyond the parking lot:

- Tar and chip and stripe the existing surface as a “quick fix”, short-term solution. Long-term goal - re-surface and install proper drainage, striping and parking enhancements for accessibility
- Designate the entry from Main Street as a one-way with the exit at the rear onto Cameron Lane
- Install planters and hanging flowers along the walkway adjacent to 65 Main Street
- Eliminate parking spaces adjacent to 65 Main Street along sidewalk and install “green” median so as to create a pedestrian friendly green walkway
- Showcase and enhance the Gazebo area
  - Plant additional flowers and greenery around the gazebo
  - Install exterior sound system for Gazebo area
  - Hold a community wide name contest for the Gazebo
- Remove the raised parking area behind the Gazebo and install lawn
- Utilize the parking area behind the Middletown Health Center for Main Street employee parking
- Create an outdoor “movie” area behind the Gazebo



- Examine the possibilities of relocating the Farmer’s Market to the “new” green area behind the Gazebo. Work in conjunction with the vendors and goals of the regional Farmer’s Market network. There may be funding opportunities available.
- Permit Maple Avenue businesses to create a rear façade and entry from Cameron Lane and design and install new wooden way finding signs
- Design and install new wooden Main Street business directory sign for shops and cafés
- Design and install new signage on the side façade of 61 and 65 Main Street buildings in compliance with the Architectural Review Board guidelines
- Allow for outside and roof-top dining along Main Street to take advantage of the view shed of the Shawangunk Mountain ridge

The cost involved to establish this central hub may be covered in part by grants. Funding through the Orange County Office of Community Development may be utilized to off-set some of the expenses. The grants offered through the Community Development Block Grants must show a benefit to low- and moderate-income households. The USDA may also provide grants and loans for the town through their Rural Development Office. The New York State Office of Homes and Community Renewal administers the New York State Main Street Program, which includes funding for streetscape enhancements. These funds have been made available in the late spring and are typically awarded to communities that include the renovation of apartments and façade improvements in a well-defined target area on a “Main Street”. Other funding may be derived from private donations and fundraising activities.

Overall, the impact of creating a pedestrian friendly central hub connecting residents with businesses that is enhanced with green space, flowers, events and activities will improve the local economy. Establishing this “place” can be the driving force and impetus for the attraction of new businesses and assist in the retention and expansion of the existing shops, cafés, services and professional offices.

## **#7: EMBRACE THE NATURAL ENVIRONMENT**

The survey results indicated a vast majority of residents hold the natural environment as a critically important issue. Parks, green space and the agricultural heritage must be preserved and protected. Here are a series of recommendations in response to the surveys and comments at the visioning sessions:

- Open negotiations with private land owners to revisit possibilities for “rail to trail” parks
- Facilitate a Community Garden Program specifically for residents that do not have sufficient land such as renters and owners in Pine Bush
- Extend the season for the parks and develop cross country skiing and snow shoeing
- Construct an outdoor ice rink at the town park for ice skating and ice hockey
- Establish a CSA in Bullville - partnering with local farms and Stonehenge Market
- Design and install signage and way-finding for Town parks

## **#8: COMMUNITY AND ECONOMIC DEVELOPMENT**

In addition to the recommendations provided in the Main Street and Parking Lot section above, here are a few others:

- Encourage projection signage and “sandwich board” signage on Main Street
- Develop a multi-pronged marketing approach through collaborative partnerships between the Town, school district, Chamber, civic organizations and businesses to promote local business and create a social media platform to reach outside of the Town boundaries
- Explore new and expanded relationships with the Orange, Ulster and Sullivan Chamber of Commerce
- Establish an Adopt a Flower Bed/planter/hanging basket program with sponsorship and advertising opportunities
- Seek the development of a Community Gardens themed Bed and Breakfast partnering with local farms, culinary experts and restaurateurs

## **Conclusion**

The Community Development Plan is a guide for the Town of Crawford. This plan may be utilized when beginning the Comprehensive Plan update process. The purpose of the plan was to document existing conditions, analyze the demographic changes, obtain community feedback from both residents and business community and offer recommendations for the Town.

It is critical that residents and businesses fully understand there are municipal costs involved in many of the recommendations provided in this plan. Clearly, there are limitations to the Town's resources and revenue streams. These limitations may impact the implementation of some of these concepts, strategies and ideas.

Specifically, when addressing infrastructure, funding for road repairs, road widening, sidewalks, flood remediation, water and sewer upgrades and extensions is all at the mercy of federal, state and local funds. Residents must also understand what the town controls and does not control. For example, Route 302 and Route 52 are maintained by the State of New York, not the town.