

Building on Success:
A Conceptual Plan for the Revitalization of Market and Center St.
Ellenville, NY

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Introduction

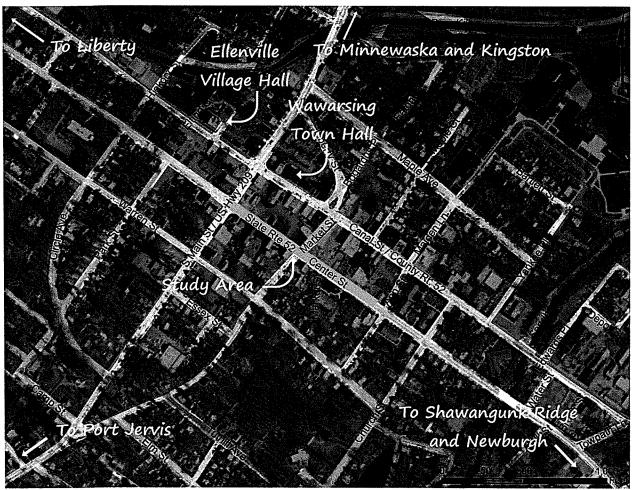
The Village of Ellenville, like many communities in the Hudson Valley, has seen its fair share of economic hardship following a decline in tourism and the shuttering of local manufacturers such as Imperial Schrade and Hydro Aluminum. In recognition of the economic challenges facing Ellenville, in 2015, the Ulster County Economic Development Alliance (UCEDA) created initiative to jumpstart the local economy called the Ellenville Million. This initiative provided a million dollars in funding for economic development projects such as façade improvement and restoration for community anchors such as the Hunt Memorial Building and Shadowland Stages. Although the Village still has several economic and social struggles, there has been an uptick in economic activity in recent years, spurred in large part by a burgeoning restaurant and entertainment scene concentrated on Canal Street.

Canal Street and Center Street represent Ellenville's traditional downtown business district. This downtown area, dubbed "The Central Marketplace" in the 2008 Village of Ellenville Comprehensive Plan, is primarily focused on a relatively short stretch of Canal Street and Center Street running from South Main Street / US 209 to Ann Street (see map below). At the heart of the Central Marketplace, Canal and Center Street are connected by Market Street. Pattern for Progress has identified this section of Market Street as a potential target for revitalization that could serve to facilitate and build upon the positive economic activity on Canal Street. Pattern believes that Market Street is the key to bridging the economic vitality of Canal Street over to Center Street and that the revitalization of Center Street starts with activating Market Street.



This report describes the existing conditions of the site and lays out a conceptual plan for activating Market Street to become a resource that benefits the residents and businesses of Ellenville. Pattern has begun the process of canvassing building owners and stakeholders to learn about their vision, objectives, and concerns. Stakeholder input is essential, and will be incorporated into any final plans for this target area.

Context in Ellenville



The study area is centrally located within the Central Market Place and within the Village as a whole. It's just a short walk from the Village of Ellenville municipal building which houses Village Hall and several other municipal departments. The study area is also very close to the Wawarsing Town Hall, which is located on Canal Street.

Market Street runs parallel to US 209 and is one block away from this highway. Highway 209 is one of the primary arterial roads to access the Village. To the south, 209 leads to Wurtsboro, Port Jervis, and Route 84. To the North, 209 heads towards Kingston and Route 87. The other major road through the Village is County Route 52 (Center Street). To the east, Route 52 moves into Sullivan County towards Liberty. To the east, Route 52 eventually moves into Orange County towards Newburgh.

Existing Conditions – Market Street



View of Market Street from Canal Street

Roadway

The section of Market Street between Canal and Center Street is approximately 250 feet long and has a relatively narrow roadway. Automobile traffic on this section of Market Street is one-way with traffic running north east from Center Street to Canal Street. Around the middle of the block, on the south east side of the street, there is free, on street, public parking for 4-5 vehicles. There are no other parking spaces. There are sidewalks on both sides of the street. There are no curb cuts or driveway access. The only vehicle access to this section of Market Street through the intersection of Market Street and Canal Street.

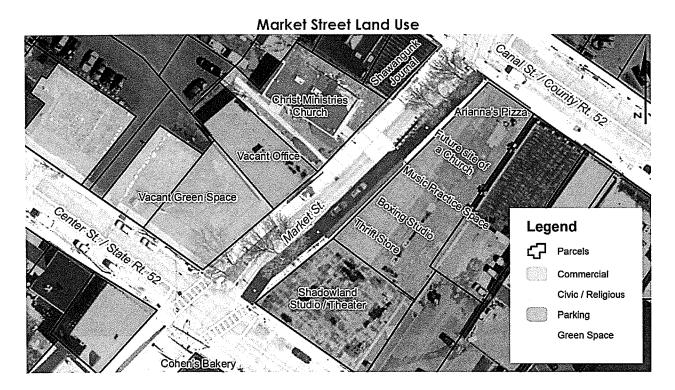
Sidewalk

There are sidewalks on both sides of Market Street for the entire length of the study area. The width of the sidewalks varies, but they are generally around 6 to 7 feet wide at most points. On the south west end of the study area there are two trees and a plant bed on each side of the street. On the north east end of the study area there is another set of two trees and a raised plant bed. Towards the middle of the block, there is a pedestrian crosswalk that is at grade with the road. However, there is no signage for pedestrians or for drivers indicating the presence of a crosswalk. There are eight streetlights on Market Street that match the street lights on Canal Street. These street lights do not extend to Center Street.

Existing Conditions – Market Street (continued)

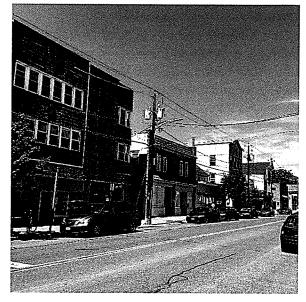
Land Use

Market Street and the nearby adjacent streets are primarily characterized by a mix of retail, office space, and vacant buildings and land. On the south side of the street, there is a theatre / studio, a pizza shop and four small retail spaces, one of which is vacant. On the north side of the street there is a vacant grassy lot, a vacant office building, a church, and a commercial building with vacant ground floor office space. Currently there are no land uses that are problematic or disruptive to neighboring businesses. The primary concern about the existing land use is underutilization of existing commercial space.

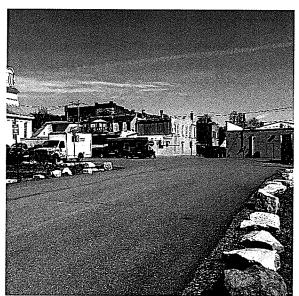


Existing Conditions – Center Street









For additional pictures of Center Street see Appendix B

Roadway

Center Street is a state road (Route 52). This section of Center Street has one lane of automobile traffic in each direction. There is a traffic light at the intersection of Market and Center Street and another traffic light at the intersection of Route 209 and Center Street. At the intersection with 209, there is a left-only turning lane and another lane for right turns or continuing straight. On both sides of the street there is free 1-hour street parking except for where there are fire hydrants or curb cuts for driveways.

Existing Conditions – Center Street (continued)

Sidewalk

There is a sidewalk on both sides of Center Street for the length of the study area. The sidewalk is in generally good condition throughout, with no major cracks or hazardous conditions. At the intersection of Center Street and Route 209, there are pedestrian crosswalks at all four corners. At the intersection of Market Street and Center Street, there are crosswalks on every corner; however, there is no crosswalk across Market Street on the north side of Center Street. On the north side of Center Street near the intersection with Ann Street, there is a substantial length of sidewalk that is directly adjacent to parking lots. On this section of Center Street, there are numerous curb cuts for vehicles to enter and exit the parking lots.

Land Use

Starting where Center Street intersects with Route 209 and moving towards Market Street, there is a block of commercial buildings on the south side of Center Street. These buildings range from one to three stories high. Some of the commercial space is vacant, and the other spaces are occupied with service-based businesses such as a taxi company and a laundromat. On the north side of the street there is a gas station and two single story commercial buildings, one of which is vacant. There are also some vacant grassy parcels, one of which is on Market Street, and an entrance to a municipal parking lot.

From Market Street to Ann Street, the south side of Center Street contains Cohen's Bakery, a senior housing complex, and a church. The north side of Market Street is primarily comprised of parking lots. A studio / performance space run by Shadowland Stages is on the Corner of Center and Market Street. And the administrative office for Shadowland Stages is further down on Center Street. At the Corner of Ann and Center Street, there is a pizza shop.

Tax Parcels and Property Owners – Market Street



Address: Tax Parcel:

1 Market Street 83.311-4-13

Owner:

Source Properties LLC

Description:

2-story brick building with vacant first floor office space that fronts on to Canal Street. On the Market Street side of the building there is a single door with a mailbox and signage for the Shawangunk Journal / Electric Valley Media and Zealacom located on the second floor. The Shawangunk Journal does regular loading and offloading through this door (See

Appendix A1).

Address: Tax Parcel: 5 Market Street 83.311-4-14

Owner:

Christ Ministries

Description:

Single story building home to the Christ Ministries Baptist Church. A paved path on the south side of the building leads to a parking lot behind the building (See Appendix A2).

Address:

9 Market Street

Tax Parcel:

83.311-4-15

Owner:

Elamirus Corp

Description:

Single story vacant commercial/office building. Current plans for the building are

unknown (See Appendix A3).

Tax Parcels and Property Owners – Market Street (continued)

Tax Parcel:

83.311-4-16

Owner:

Village of Ellenville

Description:

Vacant grass covered lot on the corner of Market Street and Center Street (See

Appendix A4).

Address:

14 Market Street

Tax Parcel:

83.311-5-24

Owner:

Shadowland Artists Inc.

Description:

Single story building that houses the Shadowland Stages studio. This building is used by

Shadowland Stages to put on productions and teach youth classes (See Appendix A5).

Address:

2 Market Street thru 12 Market Street

Tax Parcel:

83.311-5-23

Owner:

Great Gunks LLC

Description:

Large single story commercial building on with five retail spaces. Arianna's Pizza is in the retail space on the corner of Canal Street and Market Street. There are four smaller retail spaces in this building along Market Street. Next to Arianna's Pizza there is a now empty commercial space that was recently rented by a church. Next to that there is a retail space that is currently used by musician as a practice space. Next to that is Mad Fitness, a boxing gym. The last space in this building was up until recently a thrift store called Luck Finds; however, there is a sign in the window indicating that they might be closed down. (See

Appendix A6).

Tax Parcels and Property Owners – Center Street



Tax Parcel:

83.311-4-47.100

Owner:

Village of Ellenville

Description:

On the corner of Center Street and Route 209. No buildings on site. Grassy with some

landscaping. A stone path cuts diagonally across the parcel from Center Street to Route

209.

Address: Tax Parcel: 69 Center Street 83.311-4-25.200

Owner:

69 Center Street LLC

Description:

Two-story building with commercial space on the bottom. Ground floor occupied by

New Beginnings Church of Ellenville.

Address: Tax Parcel: 71 Center Street 83.311-4-25.100

Owner:

Qin Ming Lin

Description:

Single-story building. Occupied by "China One," a Chinese food restaurant.

Address: Tax Parcel: 73 Center Street 83.311-4-26.100 Pioneer Engine Co Inc

Owner: Description:

Two-story building. Formerly a theatre, this site is currently occupied by a taxi service

business. The building has an art-deco façade. On the ground level there are 2 garage doors and wooden paneling covering the rest. There are no ground-floor windows.

Tax Parcels and Property Owners – Center Street (continued)

Address: 75 Center Street
Tax Parcel: 83.311-4-28
Owner: George Sheeley

Description: Single-story building occupied by H&R Block.

Tax Parcel: 83.311-4-30

Owner: Village of Ellenville URA

Description: Vacant asphalt lot used for parking.

Address: 79 Center Street Tax Parcel: 83.311-4-31

Owner: Rahman & Rahman LLC

Description: Three-story building with commercial space on the ground floor occupied by a

laundromat.

Address: 81 Center Street
Tax Parcel: 83.311-4-32
Owner: Mohi Khan

Description: Two-story building with vacant commercial space on the ground floor.

Address: 83 Center Street
Tax Parcel: 83.311-4-33
Owner: Raivinder Kaur

Description: Two-story building with vacant commercial space on the ground floor.

Address: 85 Center Street Tax Parcel: 83.311-4-46

Owner: Berisha Brothers Holdings

Description: Three-story brick building on the corner of Market and Center Street. Three commercial

spaces on the ground floor. One commercial space is vacant, one is occupied by a taxi

service, and one is occupied by the Wawarsing Neighborhood Service Center.

Address: 89 Center Street
Tax Parcel: 83.327-1-1.100

Owner: KMG Center Street LLC

Description: Two story brick building on the corner of Center and Market Street. Ground floor is

occupied by Cohen's Bakery. There is a covered patio under construction.

Address: 91-95 Center Street
Tax Parcel: 83.327-1-5.100
Owner: Ellenville Housing Co

Description: 33-unit senior housing complex.

Tax Parcels and Property Owners – Center Street (continued)

Address:

105 Center Street

Tax Parcel:

83.327-1-6

Owner:

Christ Evangelical Luther

Description:

Church on the corner of Center and Ann Street. Tall steeple about three to four stories

high.

Address:

104 Center Street

Tax Parcel:

83.311-5-12

Owner:

Raffaelle Disanto

Description:

Single-story building on the corner of Center and Ann Street. Occupied by "Dominick's

Pizza."

Address:

102 Center Street

Tax Parcel:

83.311-5-13

Owner:

Greg Collins

Description:

Small Single-Story building and a parking lot. The building has a sign that says "Visions

Hair Studio," However, it is unclear whether this building is occupied.

Address:

98 Center Street

Tax Parcel:

83.311-5-13

Owner:

Van Nostrand

Description:

Single-story brick building with parking lot in front. Occupied by Shadowland Stages.

Serves as Shadowland Stages administrative office and set fabrication.

Address:

143 Canal Street

Tax Parcel:

83.311-5-3.100

Owner:

Simons Upholstery LLC

Description:

Parcel with frontage on both Canal and Center Street. On the Center Street side there is

an asphalt parking lot.

Address:

141 Canal Street

Tax Parcel: Owner: 83.311-5-4.100 Gamex LLC

Description:

Parcel with frontage on both Canal and Center Street. On the Center Street side there is

an asphalt parking lot. On the Canal Street side there is a 2-Story building occupied by a

Mexican restaurant called "Gaby's."

Tax Parcel:

83.311-5-16.100

Owner:

Village of Ellenville URA

Description:

Municipal parking lot.

Tax Parcels and Property Owners – Center Street (continued)

Tax Parcel:

83.311-4-17

Owner:

Village of Ellenville URA

Description:

Part of the entrance to a municipal parking lot.

Tax Parcel:

83.311-4-18

Owner:

Village of Ellenville URA

Description:

Part of the entrance to a municipal parking lot.

Tax Parcel:

83.311-4-19.120

Owner:

Village of Ellenville URA

Description:

Municipal parking lot.

Tax Parcel:

83.311-4-19.110

Owner:

Village of Ellenville

Description:

Vacant grassy lot.

Address:

78 Center Street

Tax Parcel:

83.311-4-19.120

Owner:

Sun H Park

Description:

Single-story vacant commercial building.

Address:

72 Center Syteert

Tax Parcel:

83.311-4-21

Owner:

Sook Yeo

Description:

Single-story brick building occupied by a restaurant called "Sook House."

Tax Parcel:

83.311-4-22

Owner:

Village of Ellenville URA

Description:

Municipal parking Lot.

Address:

106 Main Street

Tax Parcel: Owner: 83.311-4-23 Riddhi Ellenville LLC

Description:

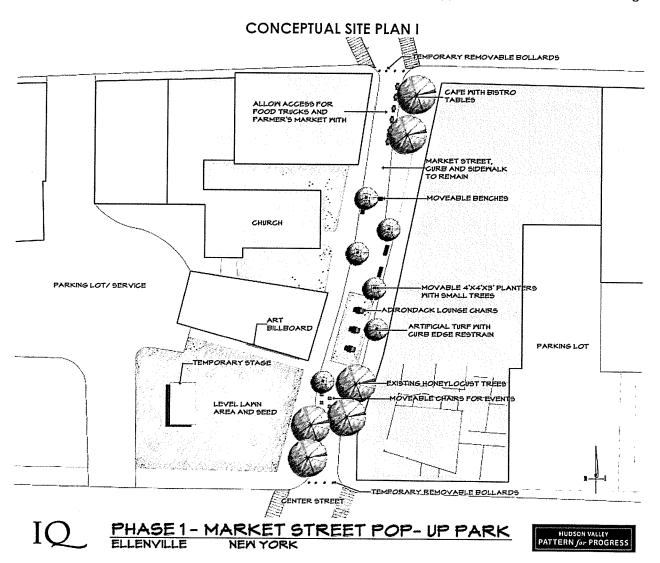
Gulf Gas Station on the corner of Route 209 and Center Street.

Proposed Conceptual Plans

Conceptual Site Plan I

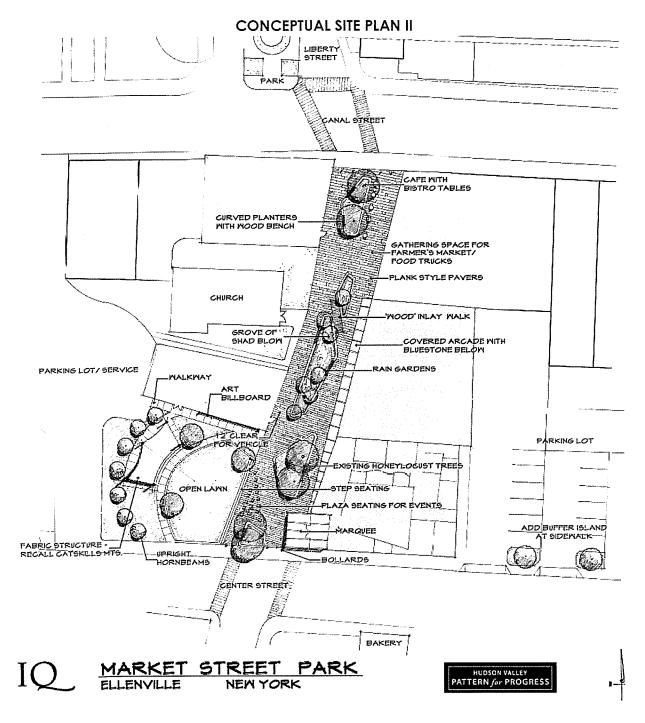
Pattern for Progress recommends that the Village of Ellenville consider limiting automobile traffic on Market Street and creating a pedestrian-friendly space on Market Street. There are a variety of avenues for achieving this goal that range in expense, difficulty to implement, and permanency. Pattern recommends starting small, using the more temporary installations over a 3-month trial period during the summer months. A more detailed implementation plan is outlined later in this report.

Below is a conceptual rendering of a pedestrian-friendly space that would still allow for occasional automobile traffic to accommodate the needs of the business and tenants on Market Street such as deliveries, curbside drop off, and emergency vehicles. This conceptual plan proposes implementing moveable bollards at the intersection of Center Street and Market Street to block other automobile traffic. Another major aspect of the conceptual plan is the installation of a raised platform/stage on the vacant village-owned parcel on the corner of Market and Center Street. See Appendix C for a full size rendering.



Conceptual Site plan II

This conceptual site plan builds on many of the same concepts as the Conceptual Site Plan I, but implements more permanent installations. For example, this plan includes more permanent planters and trees as well as a more permanent stage installation with seating. This plan also includes a resurfacing of the entire area with pavers, creating a space with no separate road and side walk. However, the plan also intentionally leaves a wide enough space for vehicles to access the site for deliveries, curbside drop-off, and emergency vehicles. For the complete conceptual site plan with more details, see Appendix D.



Benefits

Creating a pedestrian-friendly space on Market Street would provide a number of benefits to residents and visitors of Ellenville as well as the businesses and property owners on Market Street and the surrounding area.

This proposal would create a centrally located place in The Central Marketplace (2008 Comprehensive Plan) for informal and formal community gatherings. Currently, there are very limited public places in The Central Market Place where the general public can sit, relax, or meet up. It would provide a venue for events and programming such as, festivals, or other community programming. Market Street also has the potential to become a central community hub for the Village as a whole.

This proposal would also benefit the property owners and commercial tenants on Market Street and nearby areas. Creating a space designed for pedestrians will draw more people to walk through and linger in the area, increasing foot traffic and visibility for the businesses. This would be an asset for Market Street property owners and businesses regardless of the type of business. For consumer-oriented businesses like Arianna's Pizza and Mad Fitness, this space would provide an attractive outdoor seating area for patrons. For business offices such as the Shawangunk Journal that don't directly serve customers out of their office, the space would provide a recreational amenity for employees.

Additionally, there are other specific ways that this conceptual plan could benefit local businesses. Shadowland Stages puts on youth programming in their studio on Market Street. This proposed pedestrian space would provide parents a place to wait for their kids while they are in class. Shadowland Stages could also utilize the proposed multipurpose stage to put on productions. Mad Fitness, the boxing gym, could run drills outside without worrying about being disrupted by automobile traffic. Furthermore, there is a local food truck called Smoken Mos that currently parks in the municipal lot behind the Christ Ministries Baptist Church. This locally popular food truck could further enhance its business by locating on Market Street.

Potential Barriers & Remedies

Potential Barrier – Reduced Parking: One of the primary concerns associated with closing off an existing street to automobile traffic is the resulting reduction in parking spaces. There are 4 to 5 parking spaces on Market Street that would be lost as a result of this proposal. Fortunately, this is relatively few parking spaces. On the other hand, these are popular parking spots for the existing businesses and religious institutions on Market Street. Furthermore, there are popular times during the weekend or during local events when parking is in high demand.

Remedy: On both Center Street and Canal Street, there are several free one-hour on-street parking spaces. On Canal Street close to the intersection with Market Street, there is a municipal parking lot with approximately twenty parking spots. On Center Street there are two different municipal lots, one next to the Shadowland Stages studio, and one behind the Sook house. All three of these municipal lots are within a one to two-minute walk from Market Street. Pattern has learned from conversations with local stakeholders that illegal overnight parking sometimes takes place in these municipal lots. Increased parking regulation enforcement by the Village may be appropriate.

Potential Barrier – New Traffic Pattern: Limiting or eliminating automobile traffic on Market Street would divert existing traffic flow to neighboring streets.

Remedy: There are two aspects of this section of Market Street that would limit the impact on drivers in the area: Firstly, the section of Market Street in question is relatively short and only open to one-way traffic from Center Street to Canal Street, so only one existing direction of travel would be disrupted by this proposal. Secondly, the closest alternatives to driving through this section of Market Street are close by. Drivers could use Ann Street to the east or Main Street / US 209 to the west, both of which are about 600 feet from the intersection of Market Street and Center Street where automobiles now enter Market Street.

Potential Barrier – Reduced Access: Limiting or eliminating automobile traffic on Market Street could reduce the accessibility to Market Street for people with mobility issues, business owners, and emergency vehicles:

Remedy: It will be necessary for the final design for Market Street to be ADA compliant and consider the needs of individuals with accessibility issues. The change in accessibility is somewhat less impactful for the buildings and tenants on the periphery of Market Street. However, buildings and commercial tenants closer to the middle of Market Street will be more impacted, as cars would not be able to freely pull up directly in front of the building at any given time. Christ Ministries Baptist Church, which is located closer to the middle of Market Street, has additional automobile access to the building through the parking lot on the rear of the building that connects to the church via an existing pedestrian path along the south side of the building.

Access for emergency services such as ambulance, fire, and police are another very important consideration. Ensuring that these services would maintain access to the buildings on Market Street in the event of an emergency would be an essential aspect of the final design. Some potential solutions to this include keeping a path through the area at grade with the roadway on Canal and Center Street so that an emergency vehicle could access the area if necessary.

Potential Barrier – Public Safety: Through the community outreach conducted by Pattern, it was discovered that there is concern about how the proposed changes to Market Street would impact public safety. Specifically, there is concern that closing off the street to most automobile traffic will create a place that encourages Illicit behavior such as illegal drug use and drug dealing. Furthermore, Pattern discovered that there is a preexisting stigma associated with Center Street. Center Street is perceived by some to be an unsafe and undesirable place to be.

Remedy: Pattern believes that if the proposed conceptual plan for Market Street is successfully implemented, it will likely have a positive effect on public safety. If all of the Market Street Store fronts are filled, and the area becomes a popular community space, this may dissuade people from carrying out illegal behavior on Market Street. The same is true for Center Street. The street lights that are currently located on Canal and Market Street should be extended to Center Street.

Potential Barrier – Funding to Pay for Proposed Improvements: Many of the proposed improvements in this report require a significant amount of funding. It is unlikely that the Village of Ellenville will be able to pay for these improvements without financial assistance.

Remedy: There are a number of grant opportunities that the Village of Ellenville could explore to help fund the proposed improvements. For example, there are several grants available through the New York State Consolidated Funding Application (CFA) process. The CFA includes the New York Main Street Program which has funding available for building renovation, façade improvement, and streetscaping. A primary goal of the program is to stimulate reinvestment and leverage additional funds to establish and sustain downtown and neighborhood revitalization efforts.

Potential Barrier – Maintenance of Improvements: Some of the proposed improvements, specifically those on Market Street, would require periodic maintenance.

Remedy: The Village of Ellenville would have to explore the options for assigning responsibility for maintaining installations such as planter, bollards, or tables. Aside from assigning a municipal employee, the Village should engage with local tenants and property owners to gauge their interest and willingness to be involved in maintaining some of the proposed improvements. Another potential avenue that should be explored is the involvement of the Ellenville Wawarsing joint parks commission, especially if the Market Street becomes more permanently pedestrian-oriented.

Implementation

Stakeholder Involvement

To successfully implement this plan, it will be crucial to involve key stakeholders early. One of the primary stakeholders are the property owners and the tenants on Market Street. Pattern for Progress has begun this effort and was able to get in contact with representatives from Shadowland Stages, The Shawangunk Journal, Mad Fitness, Arianna's Pizza, and Great Gunks LLC. Pattern recommends that a meeting be convened with the property owners and tenants on Market Street to solicit feedback about this conceptual plan.

Pattern also recommends convening at least one public visioning meeting. This meeting would provide the general public to provide input and voice any concerns they may have. Public meetings are an important step towards implementing a design that will be welcomed by the community. The public visioning session should be conducted after meeting with the property owners and tenants on Market Street.

Other important stakeholders to engage early are the New York State Department of Transportation and the Ulster County Department of Public Works. While Market Street is just a local road, Center Street is a State Road and Canal Street is a County Road. Both the State and the County will need to be involved and kept apprised of any changes on Market Street that will impact automobile traffic on Canal and Center Street.

Traffic study

Pattern recommends that the Village of Ellenville hire a qualified consultant to conduct a traffic circulation and parking study of Market Street. This will provide the Village with data regarding peak traffic and peak parking demand on Market Street. Although some local officials and residents may already have institutional knowledge about traffic and parking demand, a formal traffic study may provide some unexpected insights and will allow the Village to make data-driven and informed decisions.

Implementation (Continued)

5-Year benchmark plan

Year 1: 2020

- Stakeholder outreach to business owners, community, and appropriate transportation agencies.
- Finalize the conceptual plan based on the feedback from stakeholder and community outreach.
- For a three-month period in the summer, implement some or all of the features outlined in CONCEPTUAL SITE PLAN I such as the multipurpose stage, temporary bollards, moveable tables and chairs. These low impact installations will serve as a "trial period" for the community to get used to the idea of Market Street as a primarily pedestrian area. This could be marketed as "Summer on Market Street" which could include performances produced by shadowland, food trucks, festivals, and other community programming
- Assist in recruiting tenants for Market Street commercial space that are compatible with the proposed conceptual plan.
- Reconvene local stakeholders to evaluate the successes / failures of the first year "trial period."

Year 2: 2021

- Reconvene local stakeholders to discuss revitalization efforts.
- If there is support for the idea, move towards more permanent installations outlined in CONCEPTUAL SITE PLAN II.
- Discuss long range planning and management of Market Street with the Ellenville/Warwarsing Parks and Recreation department.
- Work with Shadowland Stages to acquire grant funding to improve the façade of the studio building on the corner of Market Street and the administrative building farther down on Center Street.

Year 3: 2022

- Reconvene local stakeholders to discuss revitalization efforts.
- Secure grants to begin phase I of Center Street streetscaping. Begin with extending the streetlamps on Canal and Market Street over to Center Street.
- Implement a billboard and support continued community programming on Market Street to strengthen the concept of Market Street as a village Center.

Year 4: 2023

- Reconvene local stakeholders to discuss revitalization efforts.
- Begin phase II of Center Street streetscaping. This would include minimizing curb cuts and adding street trees.

Year 5: 2024

- Reconvene local stakeholders to discuss revitalization efforts.
- Support existing business owners and attract new business owners to fill out the vacant retail space on Center Street. Business attraction could be carried out with a business competition facilitated by Pattern.
- Secure additional façade improvement grant funding for Center Street businesses.

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