



Possible access between Jennings Street and existing parking available on Main Street could help provide additional parking for Downtown.

heavy downpours occur, the gutter pans along each side of the street are no longer able to accommodate the volume, and the storm water is forced onto sidewalks and into yards. The property owners along the street are inconvenienced, and the owners of the Impulse Hair Studio have reported property damage due to flooding.

The roadway base thickness would need to be determined to remedy this issue. If the structure of the underlying pavement can be milled, this would be the most economical choice. If the surface is milled, the depth of the milling should be sufficient to provide adequate gutter pan capacity along the sides of the roadway. This work needs to be done on Washington Street from Jennings Street and includes the Main Street Intersection. The estimated cost for this is \$32,000.

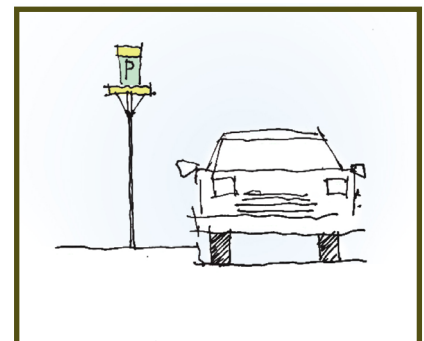
Additionally, there is a curb drop off in front of the Add A Bed store at the corner of Jefferson Street and Jennings Street. The drop off lies between the sidewalk and the roadway, affecting the safety of both pedestrians and vehicles. To remedy this issue, one hundred and fifty feet of existing curb and gutter needs to be removed and replaced. The gutter pan should match the existing elevation of the adjacent pavement, and the width of the gutter pan should abut the edge of the asphalt roadway. Grade on the roadway will need to be checked to confirm that this recommendation will provide positive drainage. The estimated cost for this work is \$5500.

Case Study 14: bicycle planning

Brunswick, Maine

Brunswick's bicycle and pedestrian plan helps the town enjoy the economic, environmental, and social benefits that come from increased bicycle and pedestrian activity.

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Parking should be clearly marked.

ADAPTIVE REUSE

Preserving the basic anatomy of historic storefronts will help to maintain and strengthen the historic character of the district. The main components of a historic storefront are shown below.

AWNING

Protect pedestrian traffic from the weather and provide shade to prevent heat gain in the summer months. Replacement fabric awnings soften building appearance.

BLADE SIGN

Usually wood or metal, advertise the entrance to the store to pedestrians and street traffic.

TRANSOM AREA

Windows here provide ventilation and additional light into the commercial space.

STOREFRONT DOORS

Usually 3/4 or full lite doors indicating a place of commerce as opposed to 1/2 or full wood panel doors indicative of a residence.

STOREFRONT WINDOWS

Provide space to display merchandise and give the appearance of an occupied and thriving business within.

COLUMNS

Supporting members for second floor, most often metal, provide another decorative element to the storefront.

KICKPLATE

Wood base for the storefront glass often paneled to provide interest and style.



ARCHITECTURE

The Historic Downtown should be redefined to include the entire historic area defined by the State Historic Preservation Office (SHPO). Currently, the preservation district ends at Market Street and historic structures, such as the Add-A-Bed store and Impulse Hair Studio, are currently not included in the preservation district. The SHPO has recognized a district that includes the structures west to the intersection of Washington and Jennings Streets.

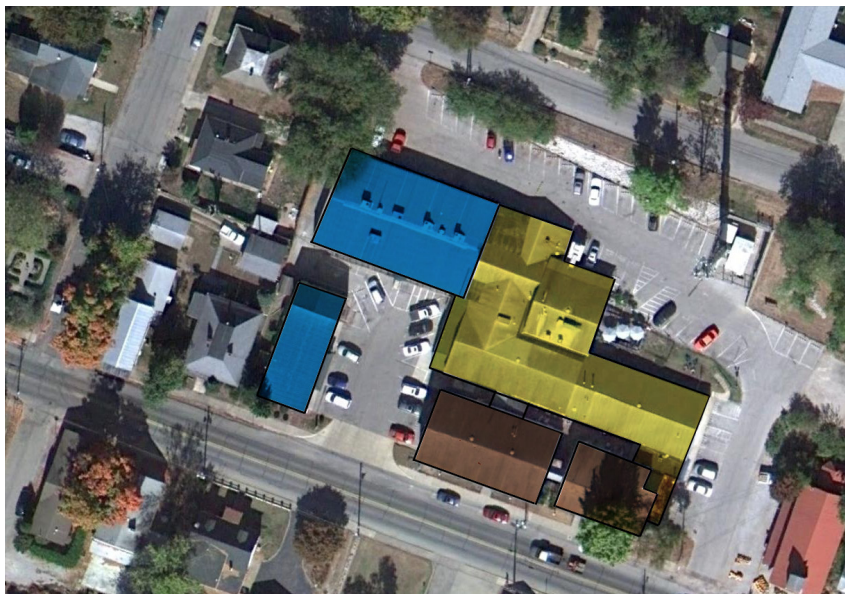
Flexing the Town's current district boundaries would bring consistency between state and local preservation plans and solidify the boundary of the district. New construction in the district or modifications to existing structures should be encouraged to respond to the existing character of the district. The use of period appropriate materials and styles should be required where possible. The Town's Historic Preservation Guidelines should be reviewed and updated to be sure that both commercial and residential building types are adequately addressed throughout the expanded district. Historic Preservation guidelines in place for the past ten (10) years have served to preserve the character of the downtown, and good guidelines are important to protect and develop a consistent image and aesthetic for this district in the future.



The Newburgh Country Store at Jennings Station.



Current streetscape at Jennings Station.



Improvements to Jennings Station should include renovating the brick buildings (brown) and block buildings (yellow) in the rear of the complex and redeveloping infill buildings (blue) and creating a pedestrian friendly courtyard space with parking off of Main Street.



A public courtyard could be created at Jennings Station, capitalizing on the market feel of the Country Store.

DEVELOPMENT

Approaching the district through Sprinklesburgh, the streetscape character has the rhythm and feel of an authentic, small-town historic district. The iconic Newburgh Country Store is located in the Jennings Station area, along with a mix of historic and modern infill buildings. Jennings Station presents an opportunity for development of a public/private space ripe for small shops, boutiques, and restaurants. With the Country Store as a streetscape landmark, the area could capitalize on this opportunity with improvements designed to make the presence of unique shops like the Tin Fish more obvious and accessible from Jennings Street.

Renovating the façades of existing buildings in the complex and creating a pedestrian-friendly courtyard area with parking off of Main Street are recommended. The images above illustrate possible Jennings Station improvements that could create an interesting, pedestrian-friendly and visually-inviting place for shoppers to browse and relax. Main Street offers an opportunity to provide more parking for the area and two potential pathways to increase access to both Jennings Station and the Historic Downtown as a whole. Finally, the Town will be replacing the sidewalks in front of Jennings Station in 2011, and this will set the stage for bringing additional improvements to public access off the street and into a public courtyard at Jennings Station.

MIDTOWN

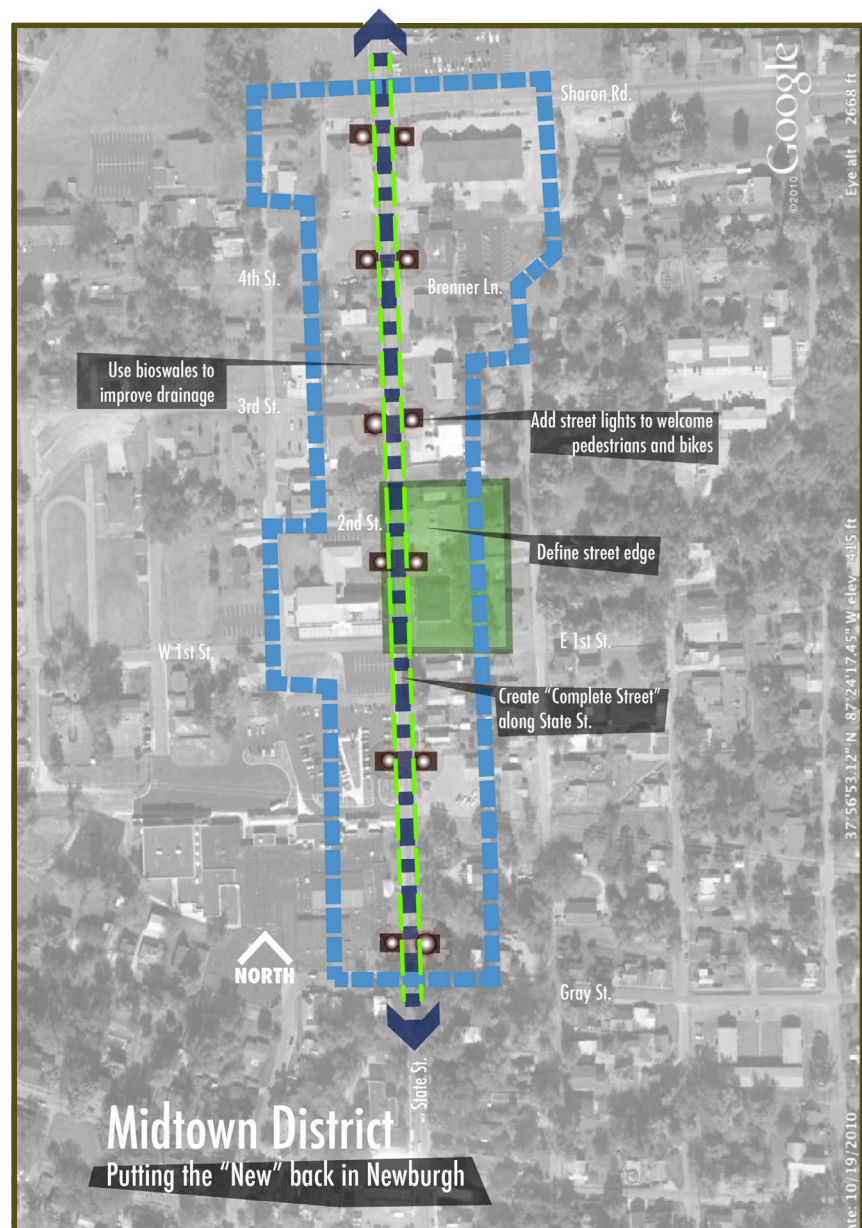
History is often most appreciated when there is a contrast with which to compare it. Often it is assumed that the best way to create a sense of place is to look back and try to recreate a sense of history. Creating authenticity is the only way to be truly successful, and sometimes that means embracing the future and a forward-looking aesthetic.



The Midtown District

The Midtown District boundaries follow State Street from Gray Street to Sharon Road in the north. The district extends about one block to the east and west with a focus on the commercial corridor. Midtown has a more suburban character that holds on to fragments of its historic past.

Development in this district is oriented toward the local economy when compared with the historic downtown. Midtown includes real estate offices, banks, dry cleaners, etc., and is also punctuated with municipal and religious facilities, including the volunteer fire department headquarters, Zion United Church of Christ, and Newburgh Elementary School. Midtown is clearly an area that serves the local population,



Case Study 15: partnership

Oakland, Maryland

Local leaders strategize to help small businesses survive Wal-Mart's arrival and end up cooperating in unexpected ways.

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but it has great potential to attract out of town shoppers if it can create an identifiable district identity and strengthen its connections with the Historic Downtown district and the riverfront.

State Street has some of the characteristics typical of suburban development with random building setbacks, varied building styles, strip centers, and large parking areas that extend across properties along the streetfront. The random quality of the Midtown streetscape does not appear cohesive, which makes it somewhat confusing and uninviting for visitors and more difficult to navigate for everyone, especially those on foot or bike. The roadway edge is undefined, and therefore the Midtown streetscape is almost non-existent. This condition is unfortunate, because there are many enthusiastic merchants in Midtown.



Streetscape in front of Mulberry Jeans.



Existing Midtown streetscape along State Street.

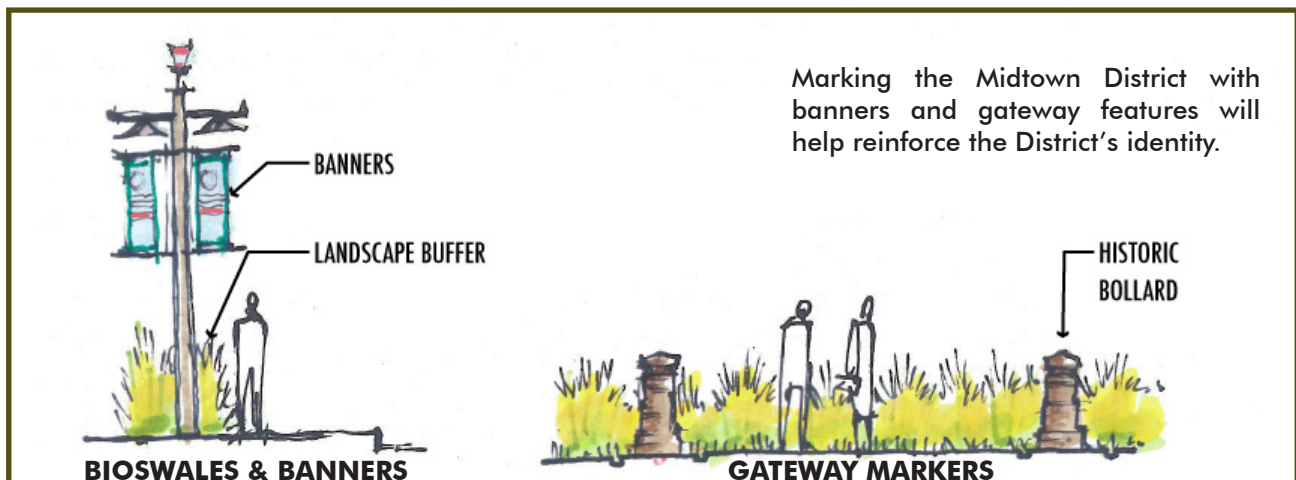
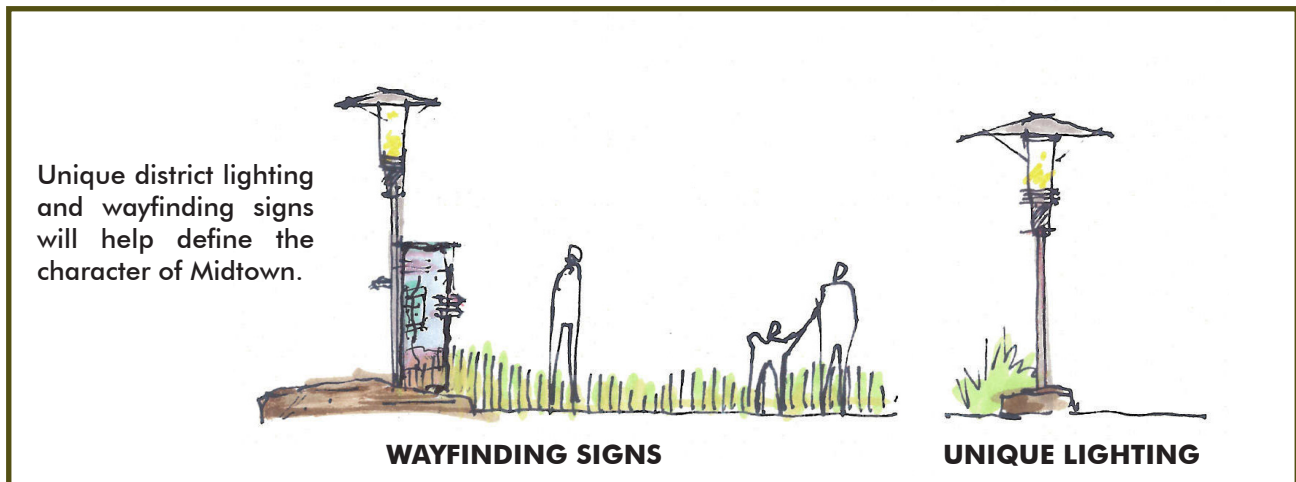
This district is better positioned than any other to benefit from the creation of “complete streets”. This term is used to refer to roadway improvement projects that include not only upgrades to facilitate traffic flow and movement but also upgrades that include construction of adequate facilities for pedestrians and bicycles, improve environmental conditions including stormwater management, microclimate control and, of course, aesthetics.

Midtown needs to develop an identity that is complementary to the aesthetic of Historic Downtown but more progressive and reflective of the local service focus of the area. Midtown should reflect the vitality of Newburgh as a community of the 21st century. Greening-up Midtown and creating a more progressive aesthetic would provide a district identity attractive to locals and visitors and provide an interesting destination that complements the Historic Downtown instead of trying to compete with it. Midtown should still take advantage of the river and river heritage but with a fresh, progressive, forward-thinking attitude and aesthetic.

Recommendations

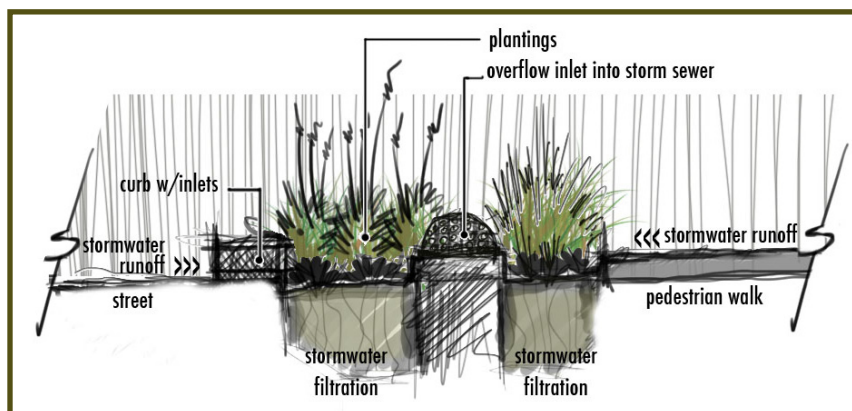
SITE AMENITIES

Midtown, like the West End and Historic Downtown districts, must provide facilities that create a safe and inviting atmosphere for pedestrians and bicyclists. Midtown must offer attractive amenities to entice visitors to shop and explore the area. Benches, bicycle racks, trash and recycling containers, and restrooms must be provided. An identity for the district should begin to emerge through the installation of ornamental lighting, interesting fencing to help define and protect public walkways, and the installation of district gateway markers. A new town sign is recommended for the north end of the district to reinforce the fact that Midtown is a gateway to the riverfront and not just a stand-alone business center. Wayfinding signs and kiosks with business directory information should be installed. A banner program should be implemented to better identify unique district events and features. The program should also be designed to allow Midtown to post banners for all-district events to better advertise Midtown's identity as part of the riverfront and its link with the Historic District and West End.



LANDSCAPE

A Midtown landscape needs to be created. The district is currently missing any significant consistent landscape treatment along the State Street corridor. This makes the streetscape appear unwelcoming and without character. Landscape areas along the roadway should be created. These areas can function as bioswales to improve stormwater management and can also be used to help define the roadway edge – one of the key components to creating complete streets. Something as



Bioswales capture stormwater and improve the look of the street at the same time.

simple as a line of trees or even grass utility strip between the edge of a sidewalk and the road can greatly improve both the appearance and function of the roadway. In areas where room is not available to install landscaping, ornamental fencing should be considered to provide separation between walkways, roadways, and parking areas. This will improve safety and could also be one of the signature elements used to help create an identity for Midtown.



Bioswale plantings and fencing would improve appearance and help define roadway edge along State Street.



Existing streetscape on State Street in front of Newburgh Elementary School.

INFRASTRUCTURE

The Midtown District is composed of infrastructure that ranges from the early 1900's to the 1980's. The area has mix of residential homes, business, and public service providers. The drainage infrastructure is failing in many areas, as witnessed by the large sink holes along the north side of Sharon Road. A large 54 inch drainage pipe has been identified in need of replacement. The price to reconstruct the drainage system is placed at \$300,000. Failure of this pipe could shut down a major collector route and affect businesses, so this project has been identified as a high priority by the Newburgh Storm Water Management Board. Funding opportunities are being explored.



Creating a “Green Street” requires refocusing on pedestrian connectivity and landscape for aesthetics and stormwater management.

The east side of the roadway along State Street is a perfect opportunity to constructed grass lined swales that provide better drainage runoff of sheet flow storm water runoff from the roadway. As mentioned in other sections of this report, use of bio-swales can be attractive and beneficial for the environment. Since the Town is actively pursuing funding for new sidewalks, an ideal opportunity exists to incorporate environment-enhancing amenities into the project. The cost to accomplish these earth-friendly improvements is relatively low.

All infrastructure improvements should attempt to conform to best practices for creating complete streets. The Town is in the process of completing a sidewalk improvement project that will replace sidewalks along Jennings Street to create better access to the school from both Historic Downtown and Midtown. Additional work to extend these improvements to bring sidewalk connectivity to all areas of Midtown should continue.

A plan should be developed that will gradually work to redefine the public right of way in areas where it appears that roadway and parking areas have virtually no separation. Defined entry and exit points for parking areas should be established with buffers and sidewalks installed to provide the much needed definition of the street between access points.

On street bike routes should be marked and signed to promote links between the riverfront and the trail and to connect adjacent residential areas with the businesses in Midtown. All pedestrian crosswalks should be well marked, and signs and signals should be installed where needed to provide safe passage and roadway crossings throughout the district.

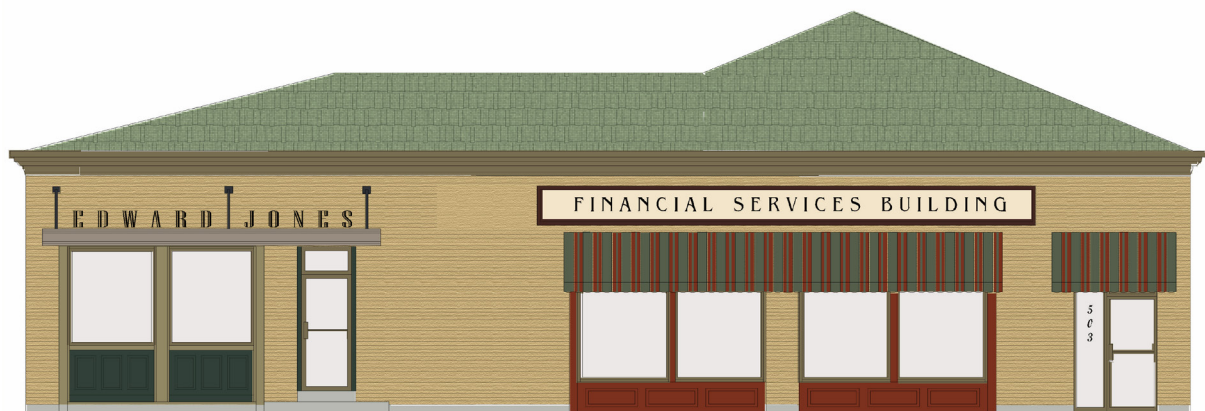
A plan to install unique ornamental lighting throughout the district should also be initiated. Lighting is key to bringing a sense of identity to the district and is an important next step to fostering new business development and tourism in this part of Newburgh.

ARCHITECTURE

The random building styles, setbacks, use of materials and signs, as well as a lack of clearly defined curbs and sidewalks contribute to the chaotic feeling of this town entrance. Establishing a Midtown District



Existing Edward Jones building façade.



Possible building façade update that would fit with a contemporary Midtown aesthetic.

and creating clear design guidelines for the area will help foster the transition of this area into a cohesive district.

Unlike the guidelines in effect in the historic district, Midtown guidelines focus on encouraging compatible contemporary design while at the same time protecting any existing historic fabric of value. The guidelines should establish clear parameters for building heights, setbacks, types, façade requirements, including the use of windows, exterior lighting, and parking lot layout requirements and of course sign size, type, and location.

It is important that any remaining historic structures be recognized and respected as part of the district, and guidelines should appropriately integrate these structures into the Midtown setting. Reaching for a contemporary aesthetic does not require erasing all past history. However, it does require prioritizing in order to ensure that the historic structures being preserved hold significant value for the district and are not just being protected solely because they are old.

ACTION PLAN

A good plan is one that is doable. Getting something done requires figuring out all of the steps that need to be taken and in what order to produce the desired result. Once the steps are defined all it takes is time, energy, and a commitment to the objective to be successful. The actions listed on the following pages outline the steps and sequencing needed to implement this plan. If you apply people with passion to these tasks, there is no doubt that Newburgh can and will accomplish a great deal in a very short period of time.





ALL DISTRICTS

* Drivers fall into 3 categories: Private-Merchants & Property Owners (M), Public-Private Partnership/Advisory Board (PP), Town-Public (T) as noted in the chart below; first indicated is project lead

** Timeframe is based on an 18 month implementation schedule from June, 21011 through January, 2013 with task duration listed by month and year for each action item

Target	Action	Driver*	Timeframe**	Cost	Notes
CAPACITY BUILDING					
	FORM MERCHANT ASSOC. DISTRICT COMMITTEES	M	6-8 2011	NA	TRAINING MEMBERS RECOMMENDED
	FORM MERCHANT/TOWN ADVISORY BOARD	PP	6-8 2011	NA	ESTABLISH MEMBERSHIP, ROLES AND RESPONSIBILITIES
	CREATE BUSINESS SUSTAINABILITY PLAN FOR EACH DISTRICT	PP/ T	8-12 2011	\$15,000	OBTAIN TECHNICAL ASSISTANCE OR CONSULTANT SUPPORT
			SUBTOTAL COST	\$15,000	
SIGNS					
	INSTALL WAYFINDING SIGN SYSTEM / PLANNING	T	8-12 2011	\$10,000	DEVELOP SIGN DESIGN STANDARDS AND MAP LOCATIONS
	INSTALL BUSINESS DIRECTORY KIOSK / PLANNING	T / PP	8-10 2011	NA	DEVELOP SIGN STANDARDS AND UPDATE PROTOCOLS
			SUBTOTAL COST	\$10,000	
BRANDING/ADVERTISING					
	DEVELOP BRANDING PACKAGE AND LOGO FOR EACH DISTRICT	T / PP	10, 2011-2, 2012	\$25,000	IMAGE DEVELOPMENT AND GRAPHIC DESIGN OF LOGO
	LAUNCH AD CAMPAIGN- BILLBOARDS ALONG T'FARES	M / PP	2-8 2012	\$10,000	ADVERTISING PLAN AND BILLBOARD DESIGN (EACH)
			SUBTOTAL COST	\$35,000	
SIDEWALKS					
	PROVIDE CONTINUOUS SIDEWALKS IN ALL DISTRICTS / PLANNING	T	8-12 2011	\$30,000	DEVELOP PHASED IMPLEMENTATION PLAN WITH COSTS
	CREATE AND MARK SIDEWALK CONNECTIONS TO TRAIL	T	6-10 2011	\$10,000	DEVELOP PLAN AND PHASE 1 SIGNS AND PAVEMENT MARKING
			SUBTOTAL COST	\$40,000	
HISTORIC MARKERS					
	EXPAND HISTORIC MARKER SIGNAGE / PLANNING	PP / T	7-12 2012	NA	DEVELOP STANDARDS, ID TOPICS AND MAP LOCATIONS
PARKING					
	MAXIMIZE EXISTING PARKING - SIGN AND MARK	T / PP	8-12 2011	\$5,000	INCLUDE IN WAYFINDING SIGN PLAN AND PHASE 1 INSTALLATION
	ENCOURAGE BUSINESS OWNERS TO PARK BEHIND BLDGS	M	ONGOING	NA	DEVELOP MESSAGE AND CONDUCT OUTREACH
			SUBTOTAL COST	\$5,000	
BUILDING FACADES					
	PERFORM ROUTINE BUILDING MAINTENANCE	M	ONGOING	NA	DEVELOP LIST OF CONTRACTORS WHO CAN ASSIST
	DEVELOP FAÇADE IMPROVEMENT PROGRAM	PP	1-6 2012	\$10,000	OBTAIN TECH ASSIST AND LAUNCH MINI-GRANT PROGRAM
			SUBTOTAL COST	\$10,000	
HISTORIC RESTORATION					
	PROMOTE ADAPTIVE REUSE/ RESTORATION OF HISTORIC BLDGS.	T / PP	ONGOING	NA	ENFORCE EXISTING ORDINANCES

WEST END

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** Timeframe is based on an 18 month implementation schedule from June, 21011 through January, 2013 with task duration listed by month and year for each action item

Target	Action	Driver*	Timeframe**	Cost	Notes
SITE AMENITIES					
	INSTALL BENCHES, BIKE RACKS, TRASH/RECYCLE BINS	T	6-8 2012	\$10,000	REFER TO WAYFINDING PLAN TO LOCATE
	INSTALL GATEWAY DISTRICT SIGNS	T / PP	3-8 2012	\$10,000	DESIGN AND INSTALLATION
	INSTALL NEW TOWN ENTRY SIGN	T	10-12 2012	\$2,000	DESIGN ONLY, INSTALLATION IN 2013
	EXTEND STREET LIGHTS THROUGH DISTRICT / PLANNING	T	8-12 2012	\$5,000	DEVELOP PHASED IMPLEMENTATION PLAN WITH COSTS
	INSTALL WAYFINDING SIGNS	T	1-6 2012	\$5,000	FOLLOW DESIGN STANDARDS AND LOCATION MAP
			SUBTOTAL COST	\$32,000	
LANDSCAPE					
	LANDSCAPE UTILITY STRIP TO DELINEATE ROAD EDGE	T	8-12 2012	\$10,000	DEVELOP CONSTRUCTION AND LANDSCAPE PLAN AND BUDGET
	PRESERVE LARGE EXISTING TREES	T / M	ONGOING	NA	CONDUCT A TREE INVENTORY AND ID TREES TO PROTECT
	PROMOTE/INSTALL PLANTERS FOR SEASONAL PLANTINGS	PP / M	8, 2011 - 6, 2012	\$5,000	PROMOTIONAL LITERATURE AND PHASE 1 INSTALLATION
	DEVELOP DISTRICT-WIDE SEASONAL PLANTING PROGRAM	M	7-10, 2011	\$1,000	VOLUNTEER PARTICIPATION AND PROMOTION
			SUBTOTAL COST	\$16,000	
INFRASTRUCTURE					
	EXTEND RIVERTOWN TRAIL TO MULZER FIELDS	T	ONGOING	\$1,000,000	CONSULTANT PLANS USING FEDERAL FUNDS AND LOCAL MATCH
	MARK ON ROAD BIKE LANES AND ROUTES / PLANNING	T	1-5 2012	\$10,000	PREPARE BIKE ROUTE PLAN AND MARK PHASE 1 ROUTE
	EXTEND SIDEWALKS ON BOTH SIDES OF SR 662	T	8-12 2011	NA	PART OF ALL DISTRICT SIDEWALK PLAN - ID WEST END PHASE 1
	CONVERT RECYCLE CENTER TO PARKING LOT / PLANNING	T	8-12 2012	\$8,000	STUDY SITE AND PREPARE PLANS FOR CONSTRUCTION IN 2012
			SUBTOTAL COST	\$1,018,000	
ARCHITECTURE					
	DEVELOP WEST END DESIGN GUIDELINES	PP	7-12 2012	\$15,000	PRODUCE DESIGN GUIDE INFORMTION BOOKLET
	PROMOTE RESTORATION OF BLDGS	PP / T	ONGOING	\$5,000	DISTRIBUTE MINI GRANTS & ENFORCE EXISTING ORDINANCES
	PROMOTE 30'S-40'S PERIOD AESTHETIC	PP / M	ONGOING	NA	ADOPT PREFERRED AESTHETIC, INCLUDE IN ALL DISTRICT PROJECTS
			SUBTOTAL COST	\$20,000	
REDEVELOPMENT					
KIGHT LUMBER	SITES AND STRUCTURES TESTING	M / PP	7-10 2011	\$5,000	OWNER PERMISSION / COORDINATION REQUIRED
	DEVELOP PREFERRED SITE FUNCTION AND USE	PP / T	1-6 2012	\$5,000	CREATE DESCRIPTION TO GUIDE DEVELOPMENT PLANNING
	IDENITIFY POSSIBLE REDEVELOPMENT INCENTIVES	PP / T	6-8 2012	NA	LIST AVAILABLE SOURCES, COMBINATIONS AND VALUE RANGE
	RELEASE RFP FOR REDEVELOPMENT	PP	9-11 2012	\$2,000	RELEASE TO DEVELOPERS TO ASSESS PROJECT VIABILITY
			SUBTOTAL COST	\$12,000	

HISTORIC DOWNTOWN

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Target	Action	Driver*	Timeframe**	Cost	Notes
SITE AMENITIES					
	CHECK MAINTENANCE OF EXISTING STREET LIGHTING	T	9-11 2011	NA	MAINTENANCE REVIEW AND REPORT WITH BUDGET
	INSTALL BENCHES, BIKE RACKS, TRASH/RECYCLE BINS	T / M	6-8 2012	\$10,000	REFER TO WAYFINDING PLAN TO LOCATE
	INSTALL BUSINESS DIRECTORY AND INFO KIOSK	T / PP	4-6 2012	\$5,000	FOLLOW DESIGN STANDARDS AND LOCATION MAP
	INSTALL WAYFINDING SIGNS, INC. SIGNS LINKING WITH TRAIL	T	1-4 2012	\$5,000	FOLLOW DESIGN STANDARDS AND LOCATION MAP
			SUBTOTAL COST	\$20,000	
LANDSCAPE					
	INSTALL WINDOW BOXES WHERE POSSIBLE	M	3-9 2012	NA	PROMOTE AND PROVIDE SUPPORT FOR PRIVATE INSTALLATION
	PROTECT EXISTING HEDGE ROWS AND TREES	T / M	ONGOING	NA	INVENTORY AND IDENTIFY TREES/SHRUBS TO BE PROTECTED
	CREATE/MAINTAIN ACCESS AND VIEWS OF RIVER	T / M	ONGOING	\$2,000	IDENTIFY BEST VIEWS TO/FROM AND TRIM VEGETATION
	CREATE OUTDOOR PUBLIC ART PROGRAM PLAN	PP	6-12 2012	NA	OBTAIN TECH ASSISTANCE AND PRODUCE BUISNESS PLAN
	USE MEDIALAND ROSE AS SIGNATURE FLOWER	T / M	ONGOING	\$1,000	VOLUNTEER PARTICIPATION AND PROMOTION
			SUBTOTAL COST	\$3,000	
INFRASTRUCTURE					
	OPEN TOWN HALL RESTROOMS TO WEEKEND USE	T	6 2012	NA	DETERMINE HOURS AND PROTOCOLS FOR WEEKEND USE
	CREATE ACCESS WALK FROM RIVERWALK TO JENNINGS	T	1-6 2012	\$30,000	PLAN AND INSTALL WALKWAY
	CREATE ACCESS WALK FROM PARKING ON MAIN TO JENNINGS	T / PP	8, 2011 - 6, 2012	\$35,000	PLAN AND INSTALL WALKWAY AND SIGNS
	MARK ON ROAD BIKE LANES AND ROUTES / PLANNING	T	1-5 2012	\$10,000	PREPARE BIKE ROUTE PLAN AND MARK PHASE 1 ROUTE
	CONSTRUCT DRAINAGE IMPROVEMENTS - ADD A BED	T	8-12 2011	\$6,000	CONSTRUCTION
	CONSTRUCT DRAINAGE IMPROVEMENTS - IMPULSE	T	1-6 2012	\$32,000	CONSTRUCTION
			SUBTOTAL COST	\$113,000	
ARCHITECTURE					
	PROMOTE USE OF PERIOD APPROPRIATE MATERIALS	PP / T	ONGOING	\$10,000	DISTRIBUTE MINI GRANTS & ENFORCE EXISTING ORDINANCES
	EXTEND HISTORIC DISTRICT BOUNDARY	T	8-12 2011	NA	CONFORM TO SHPO BOUNDARY & SET EDGE OF OTHER DISTRICTS
	PROMOTE DO-IT-YOURSELF FAÇADE IMPROVEMENTS	M / PP	10, 2011-2, 2012	\$5,000	DEVELOP TIP SHEETS
			SUBTOTAL COST	\$15,000	
REDEVELOPMENT					
JENNINGS STATION	COURTYARD DESIGN PLAN	PP / M	6-9 2012	\$5,000	DEVELOP LAYOUT PLAN, ILLUSTRATIONS AND BUDGET
	DETAILED FAÇADE UPGRADE PLAN	PP / M	9-12 2012	\$5,000	DEVELOP PLANS AND COST ESTIMATES
	CREATE ACCESS TO MAIN STREET PARKING	T / PP	8, 2011 - 6, 2012	NA	PART OF PARKING ACCESS PROJECT AND COURTYARD PLAN
				\$10,000	

MIDTOWN

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Target	Action	Driver*	Timeframe**	Cost	Notes
SITE AMENITIES					
	INSTALL BENCHES, BIKE RACKS, TRASH/RECYCLE BINS	T	2-5 2012	\$10,000	REFER TO WAYFINDING PLAN TO LOCATE
	PROVIDE ACCESS TO RESTROOMS	M / T	7-9 2011	NA	IDENTIFY LOCATIONS AVAILABLE AND HOURS
	IMPLEMENT BANNER PROGRAM	M / PP	10, 2011 - 2, 2012	\$10,000	DESIGN DISTRICT BANNER STANDARDS AND INSTALL PILOT SERIES
	INSTALL DISTRICT GATEWAY MARKERS	T / PP	3-8 2012	\$10,000	DESIGN AND INSTALLATION
	INSTALL NEW TOWN ENTRY SIGN	T	10-12 2012	\$2,000	DESIGN ONLY, INSTALLATION IN 2013
			SUBTOTAL COST	\$32,000	
LANDSCAPE					
	DEVELOP GREEN STREET PLAN	T / PP	8, 2011 - 2, 2012	\$10,000	PART OF COMPLETE STREET PLAN
	USE IRON FENCING WHERE NO ROOM FOR LANDSCAPE	M / T	8-12 2012	NA	IDENTIFY LIMITS & ESTIMATED COST FOR EACH SUITABLE PROPERTY
	INSTALL LANDSCAPE TO BUFFER SIDEWALKS FROM ROADWAY	PP / M	2-6 2012	\$30,000	PLAN, DESIGN AND INSTALL DEMONSTRATION PROJECT
			SUBTOTAL COST	\$40,000	
INFRASTRUCTURE					
	PROVIDE SIDEWALKS ALONG STATE ST. & CONNECT NEIGHBORHOODS	T	8-12 2011	NA	PART OF ALL DISTRICT SIDEWALK PLAN - ID WEST END PHASE 1
	PREPARE COMPLETE STREET PLAN / REDEFINE ROADWAY EDGE	T / PP	10, 2011-2, 2012	\$40,000	DEVELOP LAYOUT PLAN AND COST ESTIMATE TO UPGRADE STREET
	MARK ON-STREET BIKE LANES AND ROUTES	T	2-5 2012	\$20,000	PREPARE BIKE ROUTE PLAN AND MARK PHASE 1 ROUTE
	UPGRADE PAVEMENT MARKINGS FOR PEDESTRIAN CROSSINGS	T	3-7 2012	\$20,000	ASSESS ADA ACCESS AND CONSTRUCT PHASE 1 UPGRADES
	DEVELOP UNIQUE STREET LIGHTING PLAN	T / PP	8-12 2012	\$5,000	DEVELOP PHASED IMPLEMENTATION PLAN WITH COSTS
			SUBTOTAL COST	\$85,000	
ARCHITECTURE					
	DEVELOP GUIDELINES FOR DISTRICT	PP	7-12 2012	\$15,000	PRODUCE DESIGN GUIDE INFORMTION BOOKLET
	INTEGRATE EXISTING HISTORIC STRUCTURES INTO SETTING	M / T	ONGOING	NA	FOLLOW BUSINESS SUSTAINABILITY PLAN
	ENCOURAGE CONTEMPORARY AESTHETIC	PP / M	ONGOING	\$3,000	ADOPT PREFERRED AESTHETIC, CREATE PROMO BROCHURE
			SUBTOTAL COST	\$18,000	

APPENDICES





Appendix A

Merchant List

MERCHANTS INTERVIEWED:

W. Blake Larson, Peoples Bank
Leanna Hughes, River Town Antique Mall
Wynne Beck, The Book Nook
Scott Lauderdale, Country Gentleman Antiques
Becky Geis, Heart of Newburgh
Todd Titzer, Titzer Family Funeral Home
Morgan E. Close, The Tin Fish
Mark, or Adam Cabello (which did you interview?, Mark's last name?),
Impulse Hair Studio & Day Spa
Dan Kolker, Knob Hill Tavern
Jacquie Schen, Edgewater Grill
Mary Murphey, Add-A-Bed
Caitlin Poe, Historic Newburgh Inc.
Frank Spadavecchio, Vecchio's Italian Market & Delicatessen
Sue Morrison, Sunburst Stained Glass Co.
Mike and Amanda Smith, Orange Moon Art Studio
Docia Peveler, The Village Knitter
Gina McCalister, Mulberry Jean's Accents
Penny Nejad, Café Arazu
Jonathan M. Young, Law Office of Jonathan M. Young
Gina Carrigan-Piper, Radiant Wellness Therapies
Steve Nienaber, Nienaber Marketing Group
Kelly Hutchins, Hooray Children's Wear and Toys (phone interview)

MERCHANTS SCHEDULED, BUT NOT INTERVIEWED:

Karen Hempfling, American Legion Kapperman Post
Barbara Ulrich, The Secret Garden
John Patton, Patton Music
Brad, Cricket's Bar & Grill

ALL MERCHANTS IN STUDY AREA:

5 Star Security Systems
Add-A-Bed
All Sewn Up
Alterations by Olivia
American Legion Kapperman Post 44
Baker Tax and Financial Services
Broerman Heating & Cooling
Café Arazu
Carol E. Smith Interiors
Century 21 Don Lee Realty

Children's Center for Dance Education
 Claire's
 Country Gentleman Antiques
 Crickets Bar & Grill
 Darrell's Photography
 Don Hardesty and Sharon Lewis Photography
 Don's Cleaners
 Edgewater Grille
 Feather Your Nest
 Flutter
 Graphic Imaging Plus
 Head to Toe Salon and Spa
 Healing Touch Massage Therapy
 Heart of Newburgh
 Historic Newburgh Inc.
 Hooray Children's Wear and Toys
 Impulse Hair Studio & Day Spa
 Knob Hill Tavern
 Law Office of Jonathan M. Young
 Lighthouse Salon
 Lorelei's Wine and Art Gallery
 Lumaworx
 Mindful Touch Massage Therapy
 Mitchell Art Academy & Clay Studio
 Mulberry Jeans Accents
 Newburgh Country Store
 Newburgh Learning Center
 Nienaber Marketing
 Orange Moon Art Studio (Now gone)
 Patton Music
 People Trust & Savings Bank
 Pet Food Center
 Radiant Wellness Therapies
 River Town Antique Mall
 Sharon Place Salon
 Simply Notable
 Sprout
 State Street Tavern
 Sunburst Stained Glass
 The Book Nook
 The Secret Garden
 The Tin Fish
 The Village Knitter
 Titzer Family Funeral Home
 Vecchio's Italian Market & Delicatessen
 Y Factor Studio

MERCHANTS IN WEST END:

Carol E. Smith Interiors

Crickets Bar & Grill
 Don Hardesty and Sharon Lewis Photography
 Heart of Newburgh
 Knob Hill Tavern
 Lumaworx
 Patton Music
 Pet Food Center
 Titzer Family Funeral Home

MERCHANTS IN HISTORIC DOWNTOWN:

Add-A-Bed
 Alterations by Olivia
 Baker Tax and Financial Services
 Café Arazu
 Country Gentleman Antiques
 Claire's
 Edgewater Grille
 Feather Your Nest
 Flutter
 Graphic Imaging Plus
 Head to Toe Salon and Spa
 Historic Newburgh Inc.
 Hooray Children's Wear and Toys
 Impulse Hair Studio & Day Spa
 Law Office of Jonathan M. Young
 Lighthouse Salon
 Newburgh Country Store
 Newburgh Learning Center
 Nienaber Marketing
 Orange Moon Art Studio (Now gone)
 River Town Antique Mall
 Simply Notable
 Sprout
 Sunburst Stained Glass
 The Book Nook
 The Secret Garden
 The Tin Fish
 The Village Knitter
 Vecchio's Italian Market & Delicatessen
 Y Factor Studio

MERCHANTS IN MIDTOWN:

5 Star Security Systems
 All Sewn Up
 American Legion Kapperman Post 44
 Broerman Heating & Cooling
 Century 21 Don Lee Realty
 Darrell's Photography
 Don's Cleaners

Mindful Touch Massage Therapy
Mitchell Art Academy & Clay Studio
Mulberry Jeans Accents
People Trust & Savings Bank
Radiant Wellness Therapies
Sharon Place Salon

