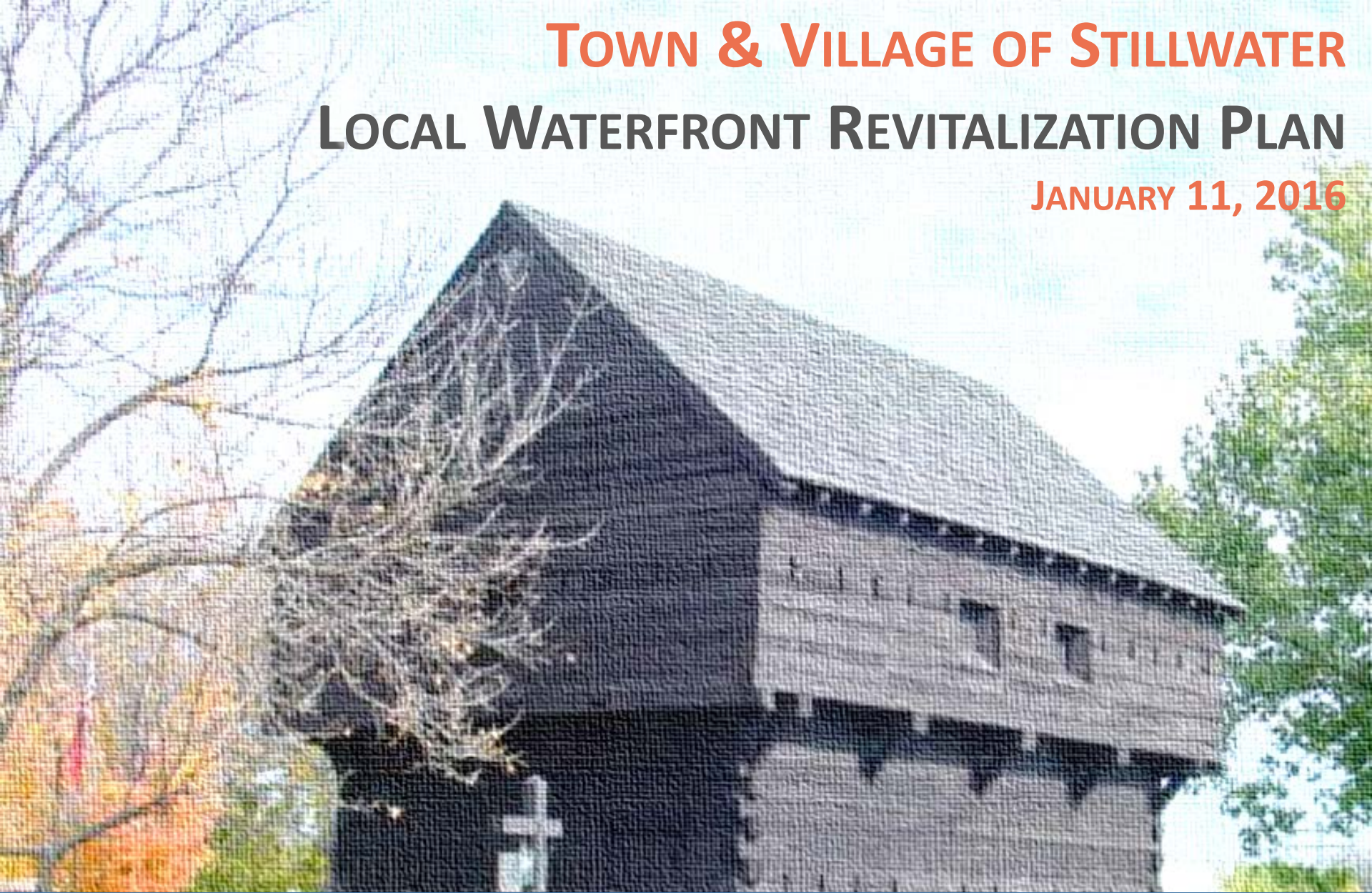


# TOWN & VILLAGE OF STILLWATER

## LOCAL WATERFRONT REVITALIZATION PLAN

JANUARY 11, 2016



Department  
of State

The Chazen Companies  
Planning4Places

# TONIGHT'S AGENDA

- o Project Background
- o Preliminary Recommendations
- o Open House Breakout Sessions
  - o Quality of Life
  - o Land Use & Zoning
  - o Economic Development
  - o Transportation & Infrastructure

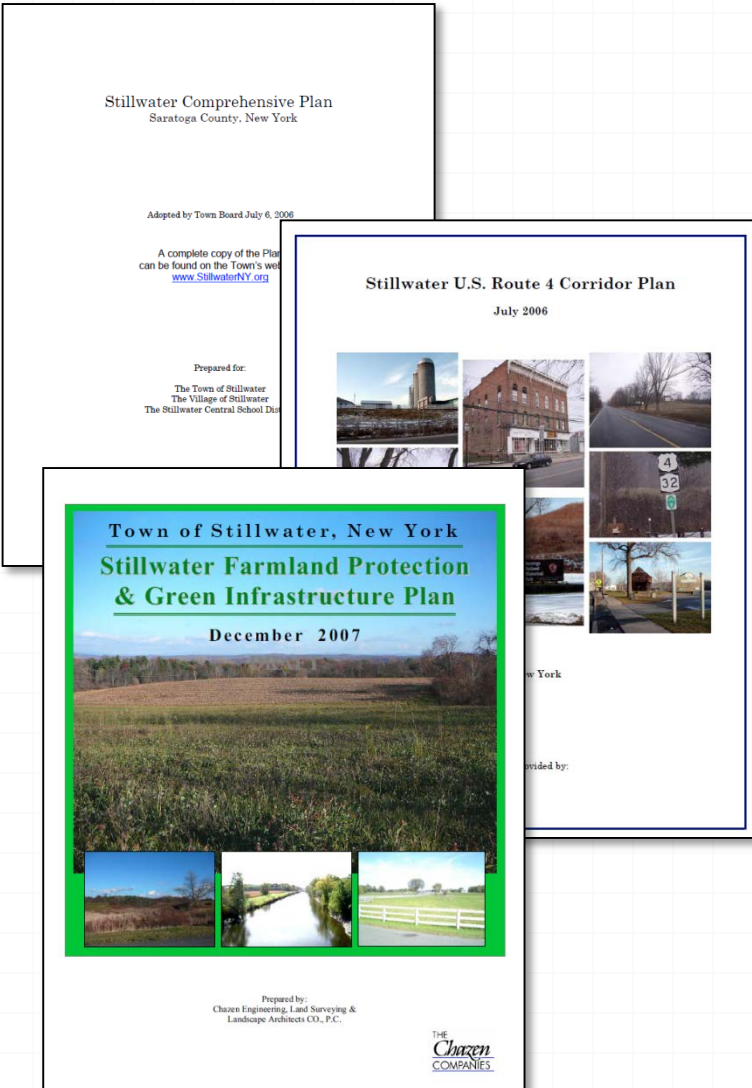


Department  
of State



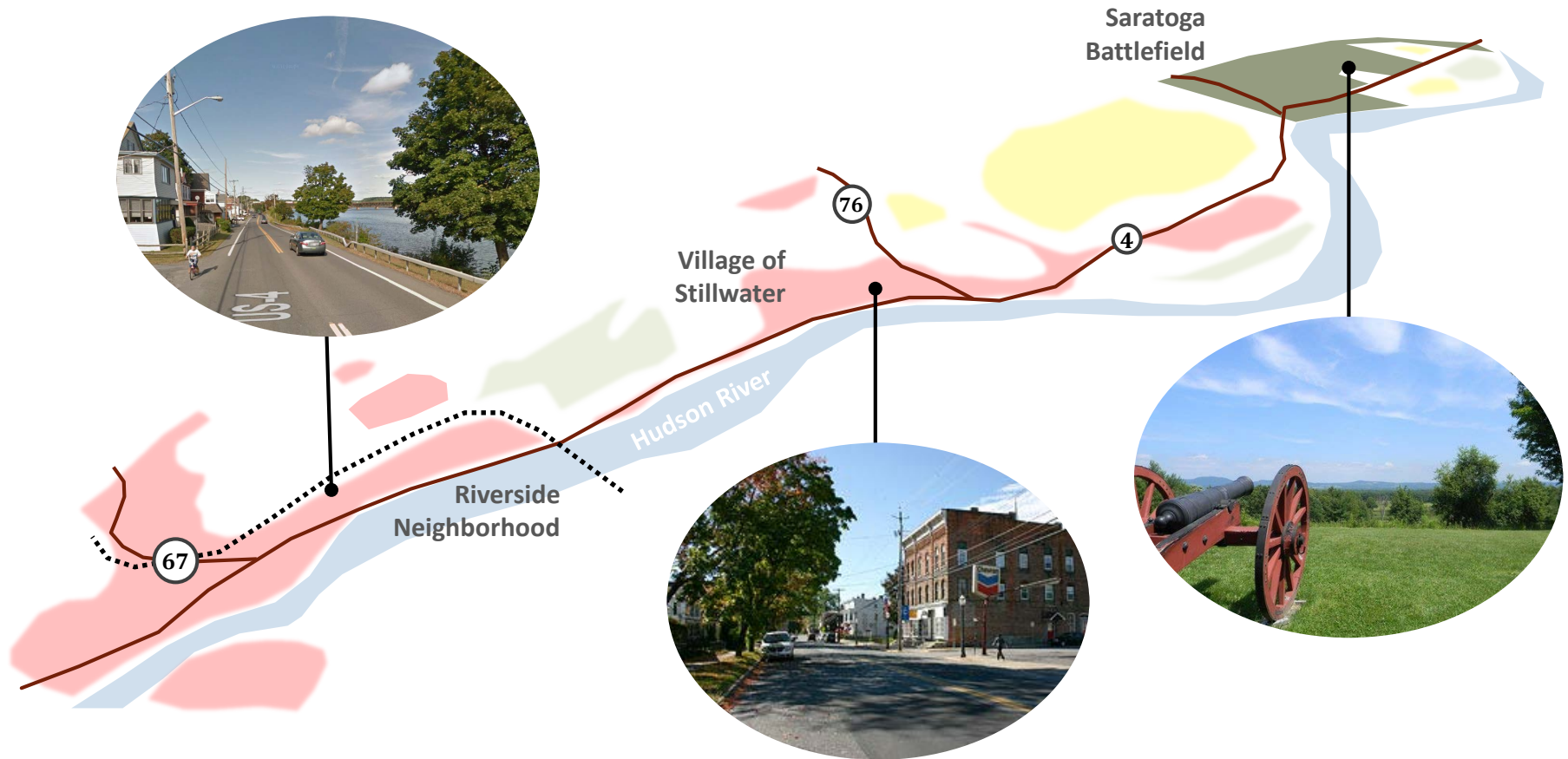


# PROJECT BACKGROUND



- o 2004 Village Comprehensive Plan
- o 2006 Town Comprehensive Plan
- o 2006 US Route 4 Corridor Plan
- o 2007 Farmland Protection & Green Infrastructure Plan
- o 2008 Stillwater Brownfield Opportunity Area (BOA)
- o 2008 Stillwater GEIS

# STUDY AREA OVERVIEW



# PROJECT BACKGROUND

1

- Committee Leadership
- Inventory & Analysis

2

- Public Workshops
- Stakeholder Input

3

- Draft Recommendations
- Final Plan Development

# STUDY AREA OVERVIEW

GlobalFoundries and the region's emerging tech industries...





# STUDY AREA OVERVIEW

High quality of life...



# PRELIMINARY FINDINGS

Retiring and downsizing baby boomers...

DOWNSIZED  
HOUSING

DESIRE TO  
STAY in  
COMMUNITY

MORE ACTIVE



SEEK  
AMENITY  
RICH  
LOCATIONS

DESIRE  
WALKABLE  
COMMUNITIES

DECLINE in  
INSTITUTIONAL  
LIVING



# PRELIMINARY FINDINGS

Millennial living and employment trends...

DECLINE in  
DRIVING

DECLINE  
in HOME  
OWNERSHIP

INCREASE  
PUBLIC  
TRANSIT

DECLINE  
in HOUSING  
SIZE

INCREASE in  
BICYCLING

DESIRE for  
DOWNTOWN  
MIXED USE  
LIVING



# PRELIMINARY FINDINGS

Stillwater can benefit from these converging trends...



# PRELIMINARY FINDINGS

## o Waterfront Market Analysis:

- o Saratoga County's population continues to grow
- o Saratoga County's economy built upon three pillars: agriculture, tourism, and select business/industries (e.g., health care and social services, education, retail, emerging tech industry, etc.)
- o Over 40 organizations focused on economic growth in Saratoga County
- o Agriculture is vital to economy, but limited economic development coordination within sector
- o Need to prioritize regional collaboration between tourism clusters and improve marketing (with a focus on downtown and waterfronts)
- o Develop "social centers of gravity" for entertainment and cultural activities

-Source: Capital Region Economic Development Council  
Saratoga County Economic Development Strategic Plan



# PRELIMINARY FINDINGS

## ◦ Waterfront Market Analysis:

- Study Area population and spending characteristics cannot yet support many new/desired businesses
- Existing Study Area businesses do not meet all of the goods and services demands of nearby residents
- Consumer willingness within region to regularly travel 15-30 minutes for select goods and services
- Study Area and Regional residents are traveling for select goods and services (e.g., specialty foods, clothing, home furnishings, healthcare, etc.)
- Spending Potential Index (SPI) is high within 20-30-mile drive of Study Area

# PRELIMINARY FINDINGS

## ◦ Waterfront Market Analysis:

- Saratoga County is among the largest tourism destinations in the state
- Largest share of tourism spending is on food and beverage and lodging and transport
- There are limited dining and lodging opportunities within Study Area
- Saratoga National Historic Park (SNHP) tourism related spending is ~\$3.3 Million
- Stillwater section of NYS Canal has fewer users and limited boating options compared to other communities along the canalway
- The existing Lakes to Locks Passage program provides regional and local based tourism information and marketing

# PRELIMINARY RECOMMENDATIONS





# PRELIMINARY RECOMMENDATIONS

## ◊ Economic Development:

- ◊ **Leverage existing marketing initiatives** (e.g., Lakes to Locks Passage, etc.)
- ◊ **Develop a localized marketing strategy.** Focus on attracting people from within a 30-minute drive
- ◊ **Explore ways to support local business startups** (e.g., funding through IDA, technical support, business mentoring, allow for pop-ups etc.). Focus on restaurants, specialty shops, lodging, boating-related, etc.
- ◊ **Engage in broader economic development initiatives** and help facilitate local implementation (e.g., CREDC, Saratoga County Prosperity Partnership, SEDC, etc.), including CFA funding
- ◊ **Explore strategic sites for redevelopment** and public/private waterfront revitalization partnerships (e.g., enhanced use of Admiral's Marina, etc.)

# PRELIMINARY RECOMMENDATIONS

## Admiral's Marina Redevelopment



# PRELIMINARY RECOMMENDATIONS

## ◊ Economic Development:

- ◊ Leverage tourism through **coordinated events strategy** that builds on existing facilities (e.g., SNHP, Blockhouse, Hudson Riverfront Park, Community Center, Stillwater CSD, Earl J. Manning American Legion Recreation Fields, etc.)
- ◊ Partner with and market Saratoga National Historical Park to collaborate on events and **attract visitors and educate them about Stillwater Waterfront amenities and activities**
- ◊ Work with Saratoga National Historical Park to **develop historic tour boat rides**. Consider developing dock at Hudson Riverfront Park and Village destination (e.g., Admiral's Marina)



# PRELIMINARY RECOMMENDATIONS

- o Economic Development
  - o SNHP Historic Boat Tour (i.e. Fort Ticonderoga)

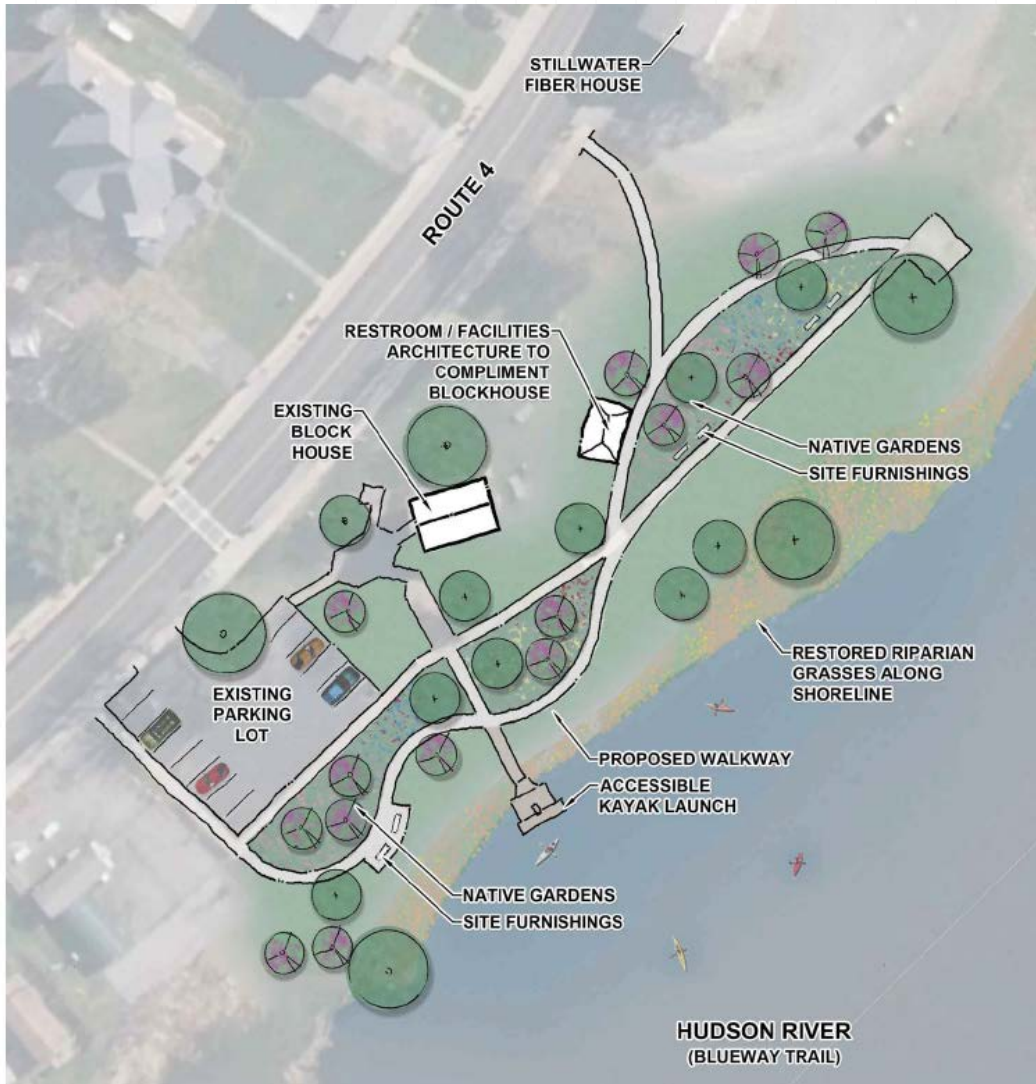


# PRELIMINARY RECOMMENDATIONS

## o Quality of Life:

- o Explore **improved and additional waterfront access** opportunities. In addition to proposed tour boat and Admiral's Marina, this may include access near the proposed Esplanade project, at the Blockhouse, and NYS Canal lands behind SCSD (along Hudson River).
- o Explore **improved and additional recreation opportunities**, including upgrades to Earl J. Manning American Legion Recreation Fields. Provide pocket parks with future growth (e.g., Major Dickinson Children's Playground, etc.)
- o Explore **aging in place initiatives** to ensure quality of life for seniors (e.g., senior housing, affordable housing programs, housing modification and maintenance assistance programs, transportation and mobility assistance, etc.)
- o Develop **permanent farmers market pavilion** (possibly at/near Blockhouse) that could be used for other events.

# PRELIMINARY RECOMMENDATIONS



- Provide space for events
- Improve connectivity to waterfront
- Add wayfinding signage
- Allow for car-top access to the river
- Possible (future) extension of waterfront trail



# PRELIMINARY RECOMMENDATIONS

## o Land Use & Zoning:

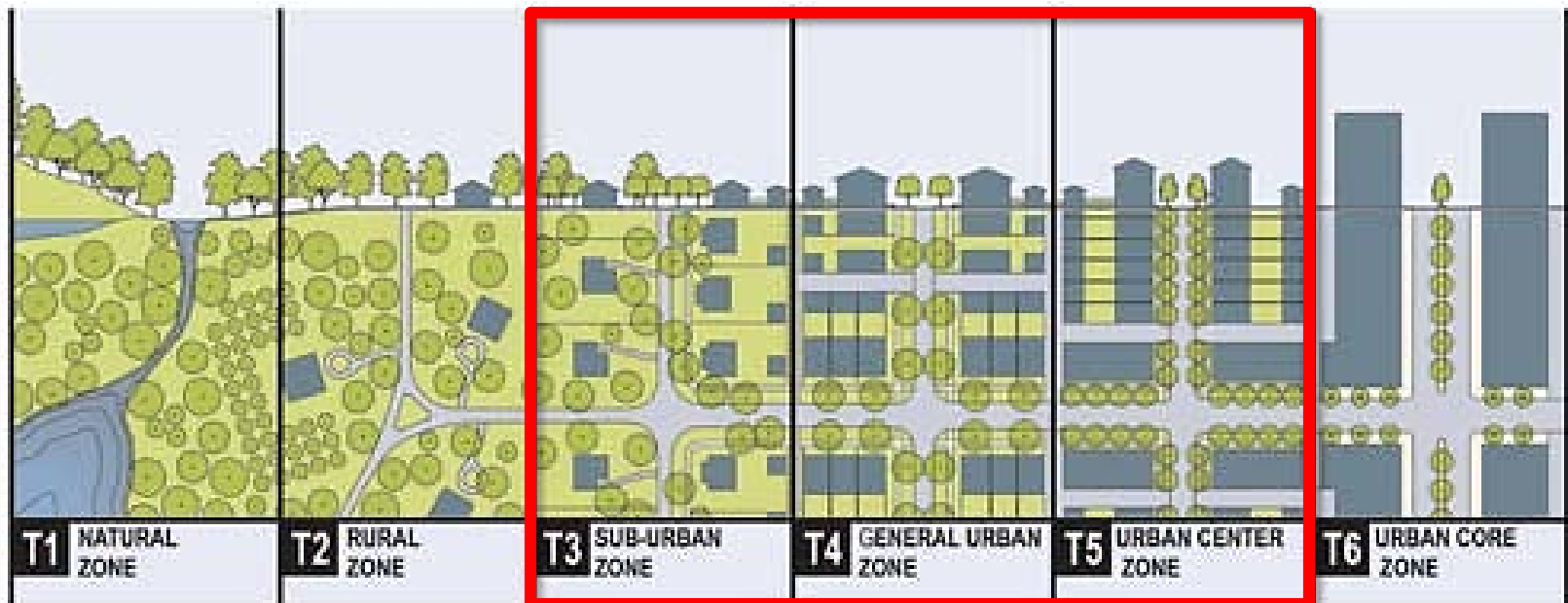
- o Promote conservation around Saratoga National Historical Park (buildout analysis indicates the potential for ~1,900 new homes within vicinity). Town has funding to develop Transfer of Development Rights (TDR) program.



# PRELIMINARY RECOMMENDATIONS

## o Land Use & Zoning:

- o Promote mixed use development within southern limits of Study Area (e.g., Village, Riverside Neighborhood, etc.). Use “Transect District” approach to zoning to complement existing land use patterns and address current mix of zoning district and increase property owner’s development potential





# PRELIMINARY RECOMMENDATIONS

## T5 District



## T4 District



## T3 District



The proposed urban-to-rural transect approach is illustrated in these three views, as the T5 “urban” environment (left) transitions between smaller scale mixed use (T4) to mostly high or moderate density residential (T3). It is important to note that commercial use opportunities exist in all three scenarios.



# PRELIMINARY RECOMMENDATIONS

SNHP Conservation

T3 District: Village North

T4 District: Village North

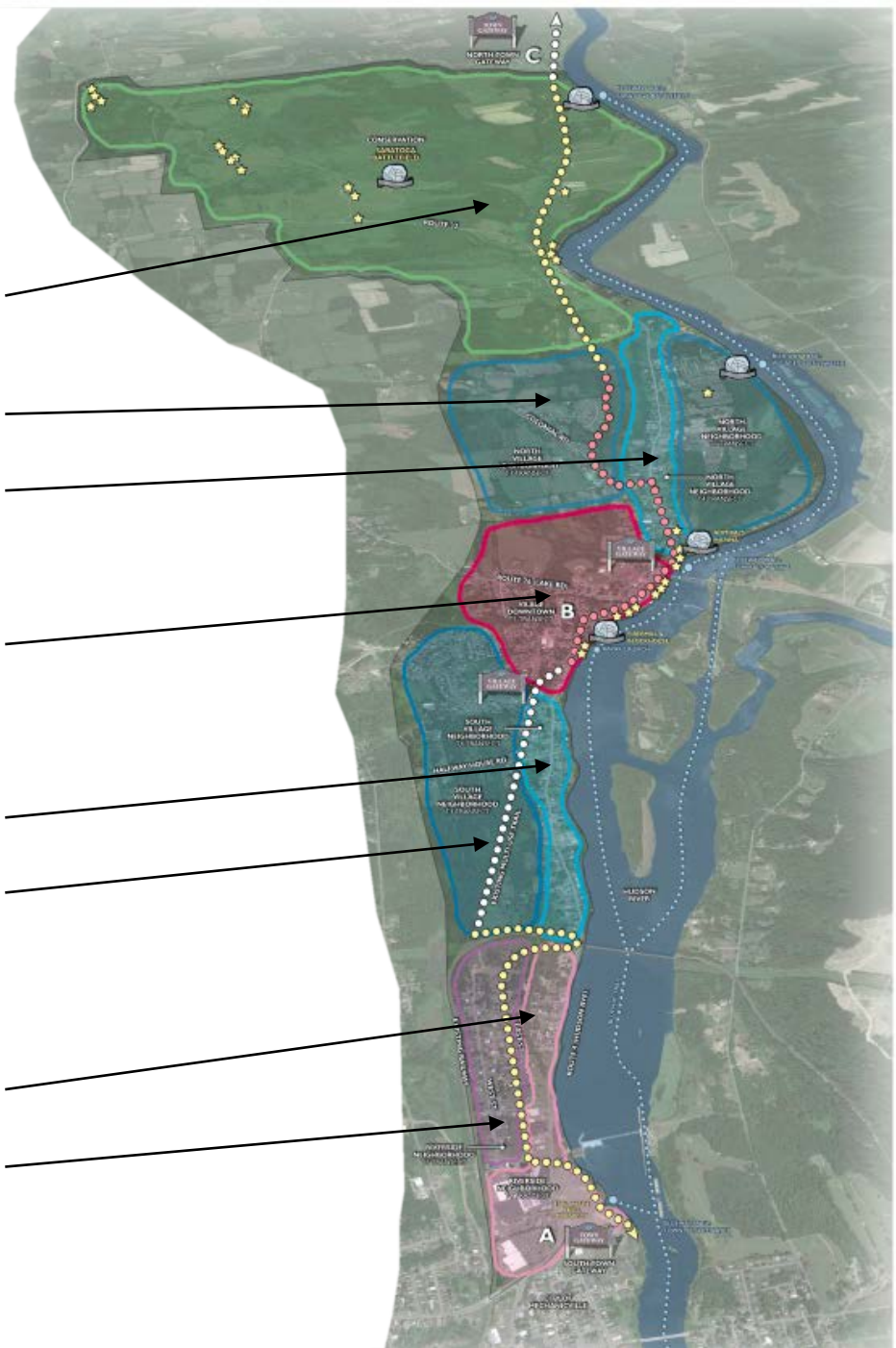
T5 District: Village Downtown

T4 District: Village South

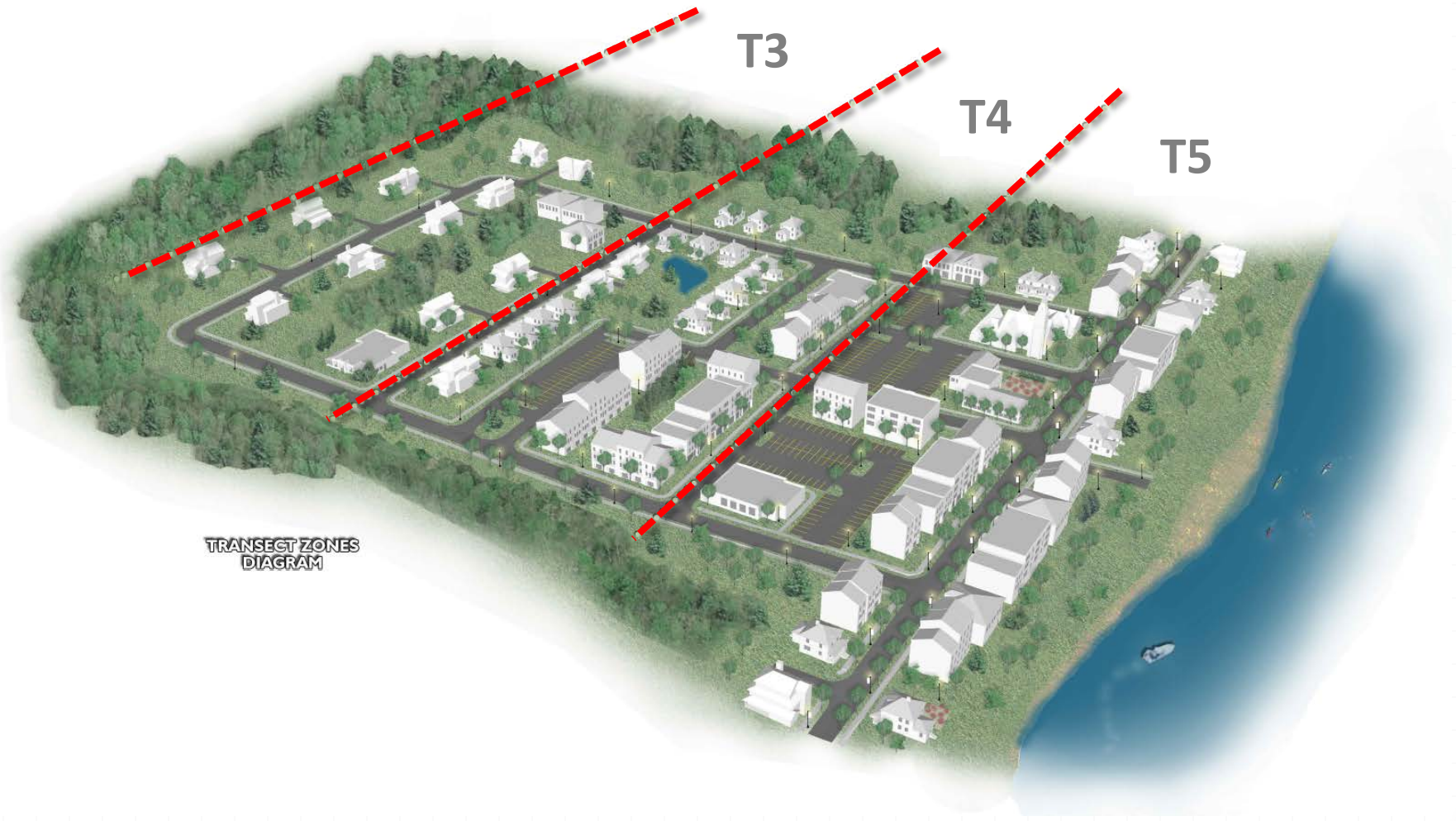
T3 District: Village South

T4 District: Riverside

T3 District: Riverside



# PRELIMINARY RECOMMENDATIONS





# PRELIMINARY RECOMMENDATIONS



T5 District: Village Downtown



# PRELIMINARY RECOMMENDATIONS



T3-T4 District: Riverside Neighborhood

# PRELIMINARY RECOMMENDATIONS



**T3 District: Neighborhood**

Image Courtesy: Jericho, VT Planning



# PRELIMINARY RECOMMENDATIONS

## ◊ Land Use & Zoning:

### ◊ Provide incentives for desired growth and community benefits:

- ◊ Density Bonuses

- ◊ Reduced application and review fees

- ◊ Expedited approvals

Community benefits may include community facilities, municipal parking, infrastructure improvements, streetscape improvements, sustainable development, open spaces, waterfront access, public parks, and affordable or senior housing

### ◊ Encourage senior housing by incorporating senior housing types into zoning and/or require senior housing in select development types



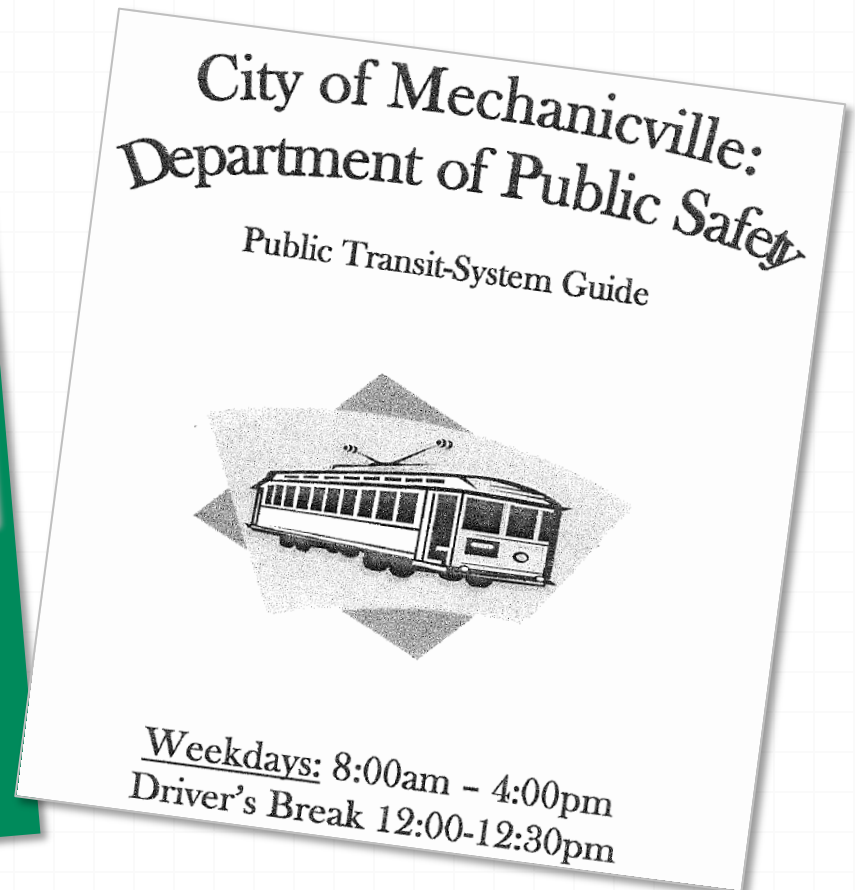
# PRELIMINARY RECOMMENDATIONS

## ○ Transportation & Infrastructure:

- Expand transit and/or carpooling options
- Develop comprehensive parking management strategy
- Improve multimodal, complete streets options (e.g., walking, biking, etc.)
- Continue to develop Champlain Canalway Trail
- Help develop Hudson River Blueway Trail
- Improve/expand sewer and water infrastructure within the southern limits of the Study Area (e.g., Village, Riverside Neighborhood, etc.)
- Expand natural gas infrastructure/service area

# PRELIMINARY RECOMMENDATIONS

- Transportation & Infrastructure:
  - Expand transit and/or carpooling options



# PRELIMINARY RECOMMENDATIONS

## ◊ Transportation & Infrastructure:

### ◊ Develop comprehensive parking management strategy:

- ◊ User Information (signage, online info, etc.)
- ◊ Efficient utilization (no need for too many spaces)
- ◊ Shared parking (between noncompeting uses)
- ◊ Pricing (metered parking in high demand areas)
- ◊ Municipal parking (possibly paid through with in lieu of fees)
- ◊ Event parking plans (temporary parking, shuttles, etc.)

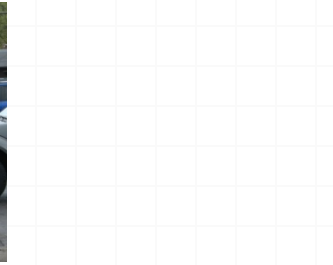


# PRELIMINARY RECOMMENDATIONS: COMPLETE STREETS

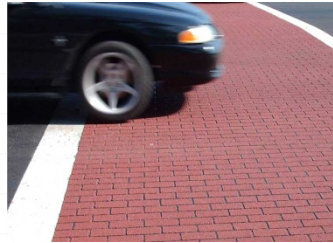
## Pedestrian Access & Safety



## Access Management



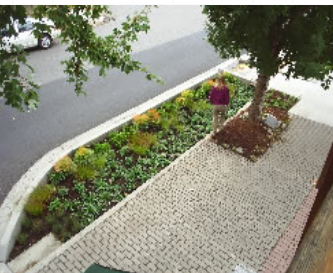
## Traffic Calming



## Corridor Beautification



## Green Streets





# PRELIMINARY RECOMMENDATIONS: WAYFINDING SIGNAGE



FIGURE 3. WAYFINDING SIGNAGE



FIGURE 4. GATEWAY SIGNAGE





# PRELIMINARY RECOMMENDATIONS

## ○ Transportation & Infrastructure:

- Continue to develop Champlain Canalway Trail (day-users of trails spend between \$1 to over \$30 per visit. Overnight and multi-day trail users may average \$100 to \$300 per day)





# PRELIMINARY RECOMMENDATIONS

- Transportation & Infrastructure:
  - Help develop Hudson River Blueway Trail



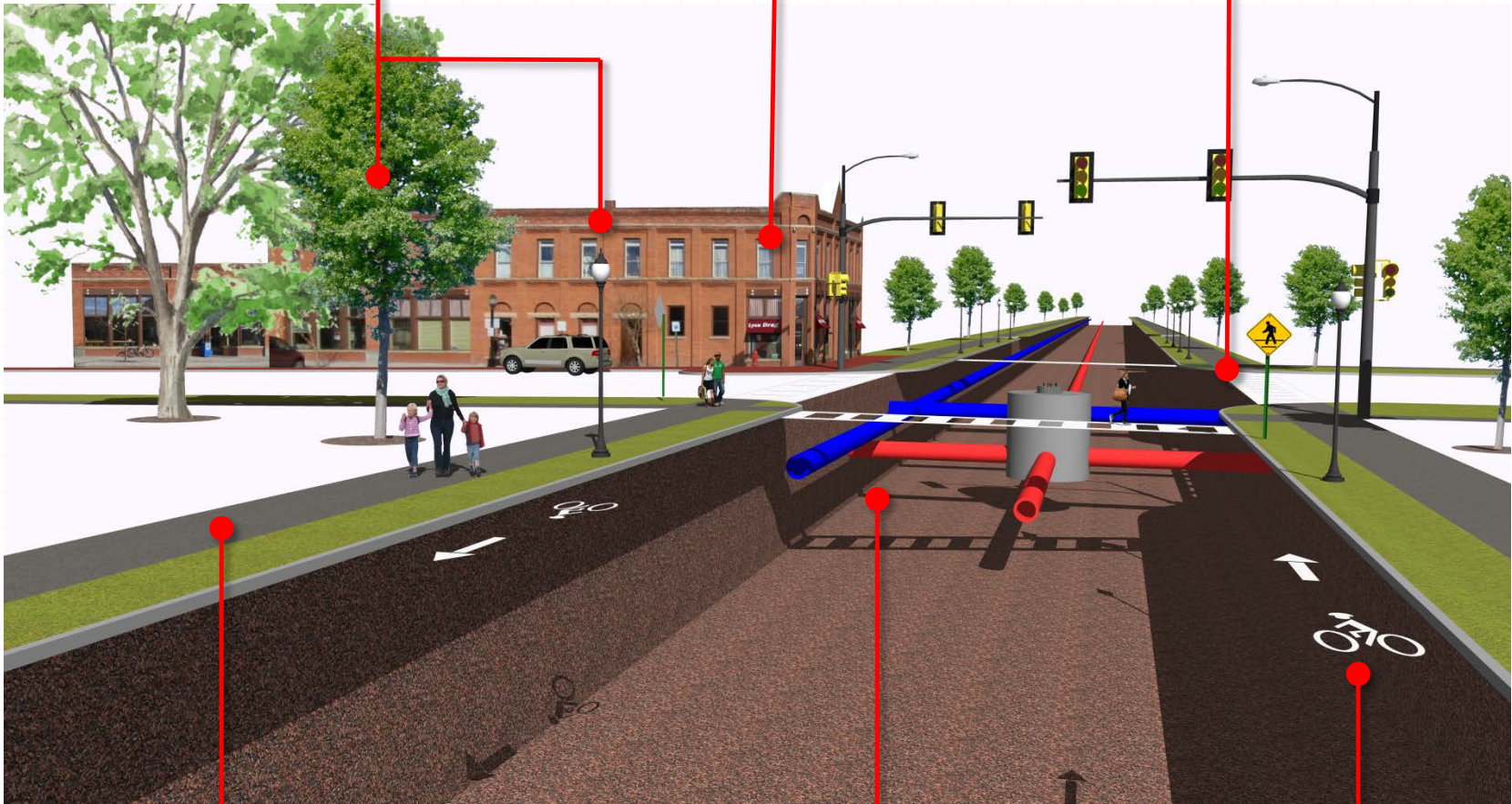
# PRELIMINARY RECOMMENDATIONS

- Transportation & Infrastructure:
  - Improve/expand sewer and water infrastructure within the southern limits of the Study Area (e.g., Village, Riverside Neighborhood, etc.)
  - Expand natural gas infrastructure/service area

**Enhanced Streetscapes**

**Transect Zoning**

**Enhance Transportation**



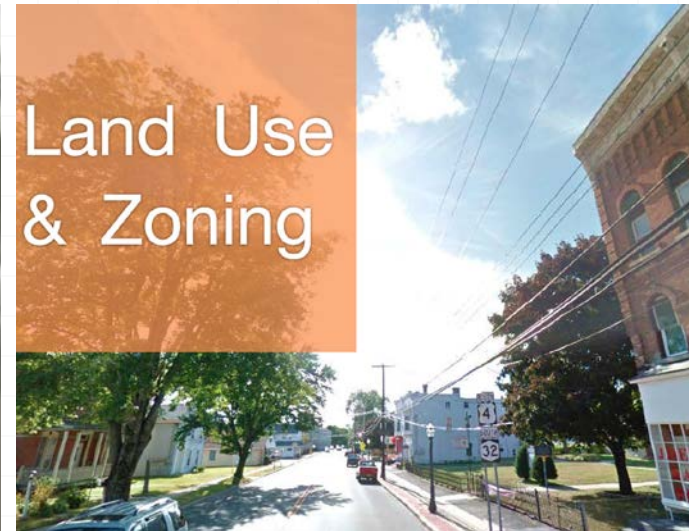
**Pedestrian Access**

**Sewer, Water & Gas Infrastructure**

**Multimodal Access**



# OPEN HOUSE BREAKOUT SESSIONS



# OPEN HOUSE BREAKOUT SESSIONS

- o How can the economy of the study area be improved?
- o What help/assistance do new or existing businesses need?
- o What types of business would you like to see?
- o What type of housing should be encouraged and where?
- o Where should new development happen?
- o What areas should be preserved?
- o How can zoning facilitate growth or conservation?
- o What infrastructure improvements should be made (e.g., sewer, water, etc.)
- o What are the pedestrian related needs or opportunities (trails, bike lanes sidewalks, amenities, etc.)?
- o What are the transportation issues and how can they be addressed
- o Where are existing public waterfront access locations and how can they be improved?
- o Where are new public waterfront access opportunities?
- o Where do recreation, open space, cultural resources exist and how can they be preserved and/or enhanced?
- o What type of community do you want to live in?



# TOWN & VILLAGE OF STILLWATER

## LOCAL WATERFRONT REVITALIZATION PLAN

JANUARY 11, 2016

### THANK YOU!

PAUL CUMMINGS, AICP, LEED AP  
(518) 824-1930

[PCUMMINGS@CHAZENCOMPANIES.COM](mailto:PCUMMINGS@CHAZENCOMPANIES.COM)



Department  
of State

The Chazen Companies  
Planning4Places