



Local Planning Committee (LPC)

Meeting #5

October 10, 2024



Agenda

Welcome, Introductions, and Presentation (105 minutes)

- Welcome
- LPC Code of Conduct
- NY Forward Timeline
- Public Workshop #2
- Project Evaluation Criteria
- Project Evaluation

Public Comment (15 minutes)

- Next Steps

LPC Code of Conduct

“ “ *Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today’s meeting.*

If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.

For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.

Do any LPC members need to make a disclosure to the Committee?

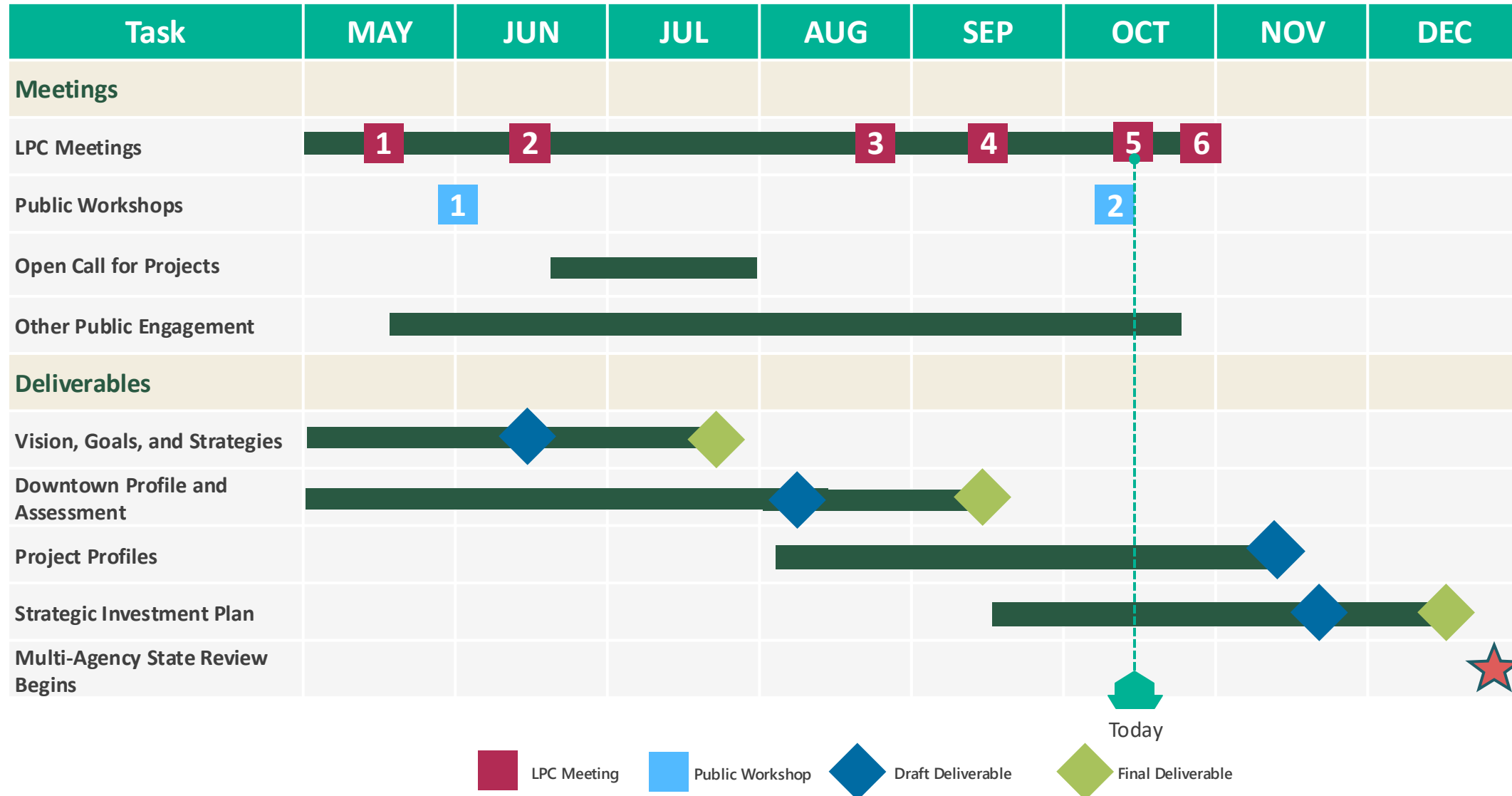
Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

Current Recusals

- › Develop 285 Main Street into an Arts and Retail Space (formerly Lilly's of the Valley)
– Dee Dee Moreno

- › Revitalize 447 Main Street (Gracie Market) to Improve Restaurant Operations and Add New Apartments – Mick Hauser

NY Forward Timeline



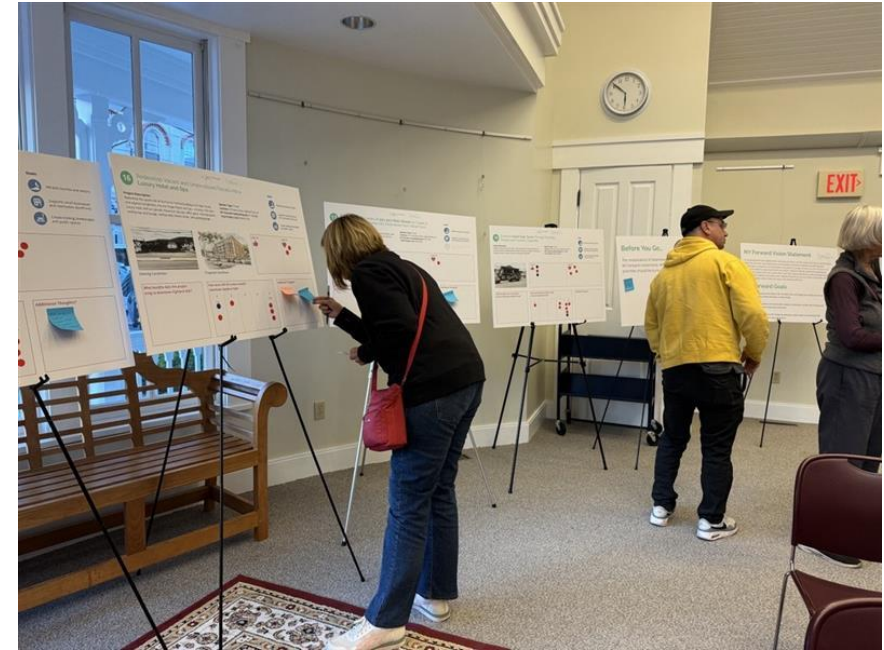
Public Workshop #2 Recap

25 people attended

22 online survey responses

What other investments, projects, or priorities should be pursued in the future after NY Forward?

- **Riverfront access** – marina property
- **Cell service** improvements along Main Street
- Make Main Street a **one-way street**
- **Increased programming** in outdoor space and within Main Street commercial spaces
- **Bury powerlines** along Main Street
- **Design guidelines** for Main Street buildings
- More **public parking**
- A new home for the **Town of Highlands Historical Society**



1

Improve and Restore Downtown Buildings with a Small Project Fund

Project Description:

Establish a Small Project Fund that will enable business and property owners to improve building facades, enhance building interiors, purchase permanent equipment, and enhance building exteriors with public art, through reimbursable grants.

Sponsor Type: Public or Private

Location: Address

NY Forward Funding Request: \$500,000

Total Project Cost: \$500,000

Goals:



Attracts tourists and visitors



Supports small businesses and reactivates storefronts



Create inviting streetscapes and public spaces



Like It!



Love It!



What benefits does this project bring to downtown Highland Falls?

Attracts visitors to downtown

How much will this project benefit downtown Highland Falls?

1
low

2

3

4

5
high



Additional Thoughts?

The background is a solid teal color with several white, curved, abstract lines that sweep across the frame, creating a sense of motion and design.

Project Evaluation Criteria

Project Evaluation

- › At LPC Meeting #6, the LPC will be asked to select a slate of potential NY Forward projects totaling \$6 million - \$8 million, which will be submitted to the multi-agency State NY Forward program for final funding decisions.
- › The State will award \$4.5 million in NY Forward funding to individual projects recommended by the LPC.
- › For today's meeting, the LPC will review the submitted projects and may determine which projects will continue through the NY Forward process. Project evaluation today will focus on public support.

Project Evaluation Process

LPC Meeting #2

The LPC determined the project evaluation criteria to be used to refine the project list.

LPC Meeting #3

The Consultant team presented the projects received through the Open Call for Projects and assisted the LPC in determining the following:

- Project eligibility
- Local, state, and regional goals
- Co-benefits

LPC Meeting #4

Projects will be presented to LPC with additional information (updates, detailed budgets, etc). LPC will use project evaluation criteria to continue to refine the project list.

LPC Meeting #5

Projects will be presented to LPC with updated information if applicable and feedback from Public Workshop #2. LPC will use project evaluation criteria to continue to refine the project list.

LPC Meeting #6

LPC determines the final slate of projects to be included in the Strategic Investment Plan.

Project Evaluation Criteria

- › Local, State, and Regional Goals
- › Co-Benefits
 - Provides public benefit
 - Draws visitors to the downtown
 - Grows the local tax base
 - Encourages visitors and residents to stay and explore the downtown
- › Project Readiness
- › Catalytic Effect
- › Cost Effectiveness
- › Public Support

Project Map – Eligible Projects



Project	Preliminary NYF Request (LPC #4)	Preliminary Total Project Cost	Adjusted NYF Request	Adjusted Total Project Cost	Difference in NYF Request	Difference in Total Project Cost
Improve and Restore Downtown Buildings with a Small Project Fund	\$600,000	\$654,000	\$600,000	\$654,000	\$0	\$0
Highlight Downtown Highland Falls with a Comprehensive Branding, Marketing, and Wayfinding Initiative	\$500,000	\$500,000	\$500,000	\$500,000	\$0	\$0
Beautify Main Street Through Streetscaping and Open Space Improvements	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$0	\$0
Redesign and Expand Ladycliff Park to Increase Usage and Offer New Amenities in Downtown	\$1,500,000	\$1,500,000	\$1,500,000	\$1,875,000	\$0	\$375,000
Renovate 209 Main Street (Former NAPA Building) to Attract Commercial and Residential Tenants	\$337,000	\$374,000	\$225,000	\$299,000	-\$112,000	-\$75,000
Improve the Building Appearance and Functionality of 282-286 Main Street (West Point Pizza)	\$78,000	\$103,000	\$103,000	\$138,000	\$25,000	\$35,000
Develop 285 Main Street into an Arts and Retail Space (formerly Lilly's of the Valley)	\$201,000	\$224,000	\$201,000	\$224,000	\$0	\$0
Rehabilitate 287 Main Street (Delizia's)	\$380,000	\$422,000	\$380,000	\$422,000	\$0	\$0
Renovate 293 Main Street (Benny Havens)	\$286,000	\$318,000	\$286,000	\$318,000	\$0	\$0
Upgrade 323 Main Street to Improve Curb Appeal and Tenant Comfort (Sushi King and Rafi's Gyro Loco)	\$315,000	\$350,000	\$254,000	\$282,000	-\$61,000	-\$68,000
Add New Residential and Commercial Spaces at 327 Main Street (Main Street Grocery)	\$420,000	\$466,000	\$420,000	\$466,000	\$0	\$0
Establish a Café to Serve as a Community Gathering Space and Performance Venue	\$80,000	\$100,000	\$75,000	\$100,000	-\$5,000	\$0
Restore and Renovate a Vacant Church and Parsonage at 341 Main Street into an Upscale Restaurant and Mixed-Use Building	\$750,000	\$5,500,000	\$750,000	\$5,500,000	\$0	\$0
Renovate 441 Main Street (World Class Grill and West Point Smoke and Cigar) to Upgrade Existing Residential Units and Add New Residential Units	\$563,000	\$625,000	\$405,000	\$450,000	-\$158,000	-\$175,000
Revitalize 447 Main Street (Gracie Market) to Improve Restaurant Operations and Add New Apartments	\$450,000	\$1,075,000	\$400,000	\$1,075,000	-\$50,000	\$0
Redevelop Vacant and Underutilized Parcels into a Luxury Hotel and Spa	\$1,500,000	\$59,000,000	\$1,500,000	\$59,000,000	\$0	\$0
Restore the Facades of 501-503 Main Street to Create a More Inviting Gateway into Downtown from West Point	\$228,000	\$254,000	\$228,000	\$254,000	\$0	\$0
Enhance South Gate Tavern Through Building Repairs and Capacity Upgrades	\$314,000	\$349,000	\$314,000	\$349,000	\$0	\$0
Total Projects (18)	\$9,502,000	\$72,814,000	\$9,141,000	\$72,906,000	-\$361,000	\$92,000

LPC Questions and Answers





Preliminary Project List Public Projects

1. Improve and Restore Downtown Buildings with a Small Project Fund

Location: Highland Falls NY Forward Boundary

Project Description: Establish a Small Project Fund that will enable business and property owners to improve building facades, enhance building interiors, purchase permanent equipment, and enhance building exteriors with public art.

The Village has received letters of interest from 10 property owners within the NYF boundary (totaling \$679,000 in requests), and several private NY Forward project applications that could be eligible for the fund with a smaller scope.

Project Updates: None

Hardship Demonstration: N/A

Verified 3rd Party Estimate: Provided

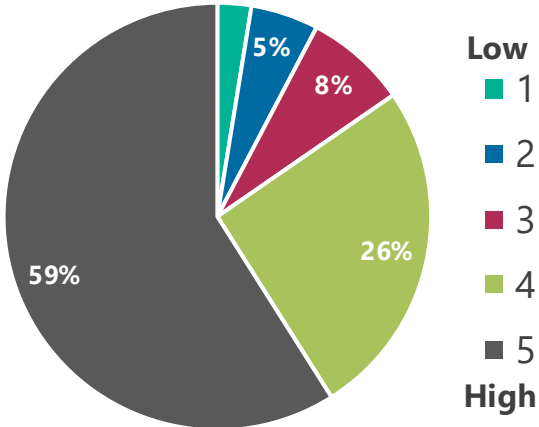
Total Project Cost: \$654,000

Total NYF Request: \$600,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Construction	\$540,000	Private Funds	Requested	Y
Construction	\$54,000	Private Match	Anticipated	N
Administrative Costs	\$60,000	Village of Highland Falls	Requested	Y
Total NYF Funding Request:	\$600,000			92% of total project cost.
Total Funds from Other Sources:	\$54,000			
Total Project Cost:	\$654,000			

1. Improve and Restore Downtown Buildings with a Small Project Fund

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Improve Main Street appearance and appeal to visitors.
- Public art will draw people and tourists in.
- Aesthetic improvement don't necessarily benefit Highland Falls.

Additional Thoughts on the Project?


- Need for design guidelines to ensure cohesion between building styles.
- Will benefit building owners, but not the community at large.

Economic Development Questions:


- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:


- Improves Main Street aesthetics
- Preserves historic buildings
- Potential to grow local tax base




Attract tourists and visitors



Activate downtown to encourage people to stay and explore



Cultivate a diverse and sustainable mixed-use downtown corridor

 **Project is Ready**

2. Highlight Downtown Highland Falls with a Comprehensive Branding, Marketing, and Wayfinding Initiative

Location: Highland Falls NY Forward Boundary

Project Description: Create a branding and marketing strategy for downtown Highland Falls to attract and inform visitors about points of interest and downtown businesses; design and install custom wayfinding signage to facilitate navigation and inform visitors about the downtown.

Project Updates: None

Hardship Demonstration: N/A

Verified 3rd Party Estimate: Provided

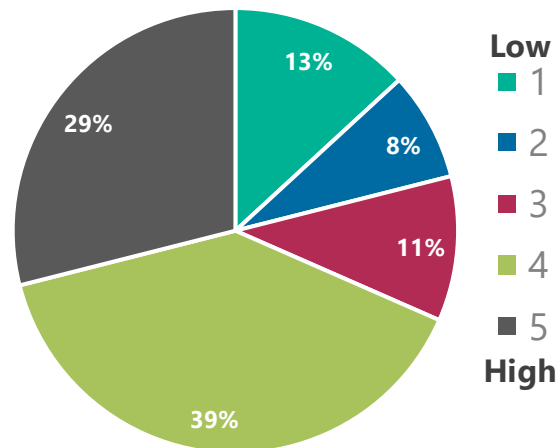
Total Project Cost: \$500,000

Total NYF Request: \$500,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Brand Development	\$35,000	Village of Highland Falls	Requested	Y
Branding Design Guidelines	\$25,000	Village of Highland Falls	Requested	Y
Strategic Marketing Plan	\$100,000	Village of Highland Falls	Requested	Y
Wayfinding Design and Placement Strategy	\$60,000	Village of Highland Falls	Requested	Y
Signage Installation	\$280,000	Village of Highland Falls	Requested	Y
Total NYF Funding Request:	\$500,000			100% of total project cost
Total Funds from Other Sources:	\$0			
Total Project Cost:	\$500,000			

2. Highlight Downtown Highland Falls with a Comprehensive Branding, Marketing, and Wayfinding Initiative

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Will bring in tourists and visitors
- Enhance Main Street visibility
- Makes Main Street more modern and cohesive

Additional Thoughts on the Project?

- \$500,000 is a lot for signage.
- Should have strict oversight from the State and/or the consultant.



Attract tourists and visitors

 Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

Economic Development Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Attracts tourists and visitors to Main Street
- Improves Main Street aesthetics

3. Beautify Main Street Through Streetscaping and Open Space Improvements

Location: Main Street, Highland Falls

Project Description: Beautify Main Street with streetscaping improvements such as stamped concrete crosswalks, antique lighting, and street furniture. Enhance gateways to the downtown by upgrading Veterans Memorial Park with a new, ADA-compliant gazebo and pathways, and adding a decorative fountain at the Buffalo Soldiers memorial in front of Thayer Gate

Project Updates: None

Hardship Demonstration: N/A

Verified 3rd Party Estimate: Provided

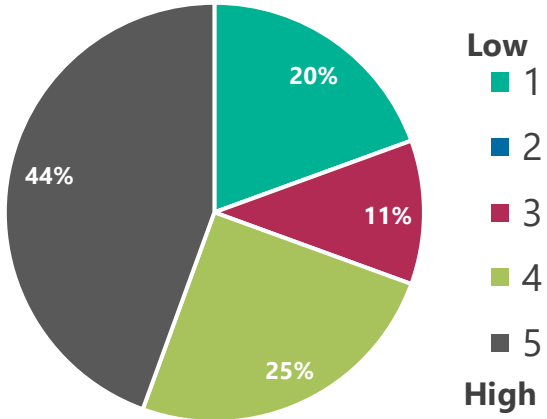
Total Project Cost: \$1,000,000

Total NYF Request: \$1,000,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Demolition	\$90,000	Bond	Requested	Y
Earthwork	\$60,000	Bond	Requested	Y
Paving (crosswalks in street and park)	\$150,000	Bond	Requested	Y
Improvements (fountain, gazebo, benches)	\$300,000	Bond	Requested	Y
Landscaping	\$100,000	Bond	Requested	Y
Electrical (antique lights)	\$100,000	Bond	Requested	Y
Total NYF Funding Request:	\$1,000,000			100% of total project cost
Total Funds from Other Sources:	\$0			
Total Project Cost:	\$1,000,000			

3. Beautify Main Street Through Streetscaping and Open Space Improvements

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Creates an attractive and cohesive Main Street that will bring more foot traffic and business to the area.
- Will improve safety and accessibility of the downtown.
- Builds a sense of community and brings character back to the Village.

Additional Thoughts on the Project?

- Potential maintenance issues.
- Too costly.
- Should explore additional improvement such as one-way street bump-outs, public art, and painted fire hydrants.

Economic Development

Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Improves Main Street aesthetics
- Attracts tourists and visitors to Main Street
- Reactivates underutilized public space
- Provides public benefit



Attract tourists and visitors

Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

4. Redesign and Expand Ladycliff Park to Increase Usage and Offer New Amenities in Downtown

Location: Ladycliff Park, Highland Falls

Project Description: Transform Ladycliff Park by expanding the park along Webb Lane and adding ADA accessible walking paths, picnic tables, a splash pad, an amphitheater with seating to host community events, and additional landscaping.

Project Updates: Adjusted project budget to include ADA improvements

Hardship Demonstration: N/A

Verified 3rd Party Estimate: Provided

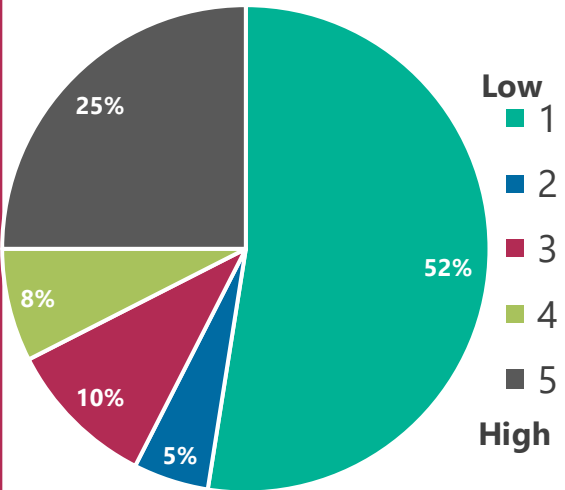
Total Project Cost: \$1,875,000

Total NYF Request: \$1,500,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Demolition	\$120,000	Bond	Requested	Y
Earthwork	\$150,000	Bond	Requested	Y
Paving	\$200,000	Bond	Requested	Y
Improvements (playground, splash pad, etc.)	\$500,000	Bond	Requested	Y
ADA Improvements	\$375,000	CDBG Grant	Anticipated	N
Retaining Walls	\$180,000	Bond	Requested	Y
Furniture (benches, tables, etc.)	\$150,000	Bond	Requested	Y
Landscaping	\$100,000	Bond	Requested	Y
Water	\$20,000	Bond	Requested	Y
Stormwater	\$50,000	Bond	Requested	Y
Electrical	\$30,000	Bond	Requested	Y
Total NYF Funding Request:	\$1,500,000			80% of total project cost.
Total Funds from Other Sources:	\$375,000			
Total Project Cost:	\$1,875,000			

4. Redesign and Expand Ladycliff Park to Increase Usage and Offer New Amenities in Downtown

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Will provide a space for residents to gather downtown.
- Draws in downtown visitors.
- Adds greenspace for residents to enjoy.

Additional Thoughts on the Project?

- Does not need an upgrade, the park is good as is.
- Support for the plan to proceed, but without a splash-pad and kids play area.
- Potential maintenance issues.
- Too expensive.

Economic Development Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Reactivates underutilized public space
- Attracts tourists and visitors to Main Street
- Provides public benefit
- Improves Main Street aesthetics



Attract tourists and visitors



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Activate downtown to encourage people to stay and explore



Project is Ready



Preliminary Project List

Private Projects

5. Renovate 209 Main Street to Attract Commercial Tenants

Location: 209 Main Street, Highland Falls, NY 10928

Project Description: Conduct interior and exterior renovations to upgrade the building façade and enhance the functionality of a vacant commercial space to make it more attractive for a new tenant.

Project Updates: Removed renovation to residential unit; Lowered project ask; Increased match to 25%

Hardship Demonstration: N/A

Verified 3rd Party Estimate: Provided

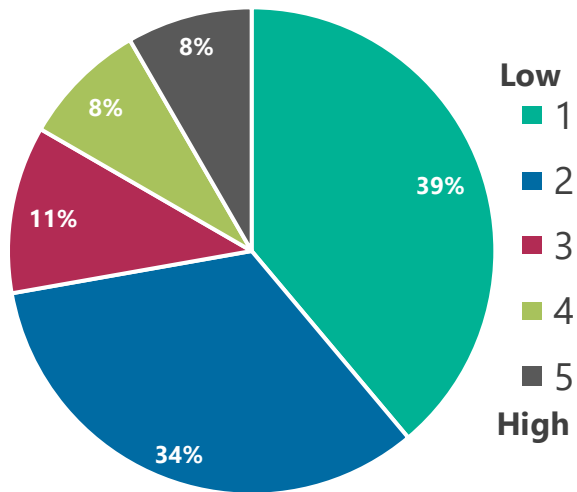
Total Project Cost: \$299,000

Total NYF Request: \$225,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Roof Replacement	\$37,400	Personal Savings	Secured	N
Roof Replacement	\$37,600	Bank Loan	Anticipated	Y
Window Replacement	\$39,000	Bank Loan	Anticipated	Y
Facade Upgrade (stucco, repair bricks, replace rotted wood, miscellaneous painting)	\$139,000	Bank Loan	Anticipated	Y
Install New HVAC in Commercial Space	\$46,000	Bank Loan	Anticipated	Y
Total NYF Funding Request:	\$224,250			75% of total project cost
Total Funds from Other Sources:	\$74,750			Did not apply for hardship
Total Project Cost:	\$299,000			

5. Renovate 209 Main Street to Attract Commercial and Residential Tenants

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Enhances the aesthetics of one of the first buildings that visitors see driving into Highland Falls.

Additional Thoughts on the Project?

- Will only benefit the business owner.
- Has good visibility and would serve the community well as an outdoor dining space, artisan market, or community facility.



Attract tourists and visitors



Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

Economic Development Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Reactivates vacant commercial space
- Increases property and sales tax revenue
- Potentially diversifies local commercial offerings
- Improves Main Street aesthetics

6. Improve the Building Appearance and Functionality of 282-286 Main Street

Location: 282 Main Street Highland Falls, NY 10928

Project Description: Enhance the overall appearance of 282-286 Main Street and modernize the vacant storefront of 282-286 Main Street to make it rentable.

Project Updates: None

Hardship Demonstration: N/A

Verified 3rd Party Estimate: Provided

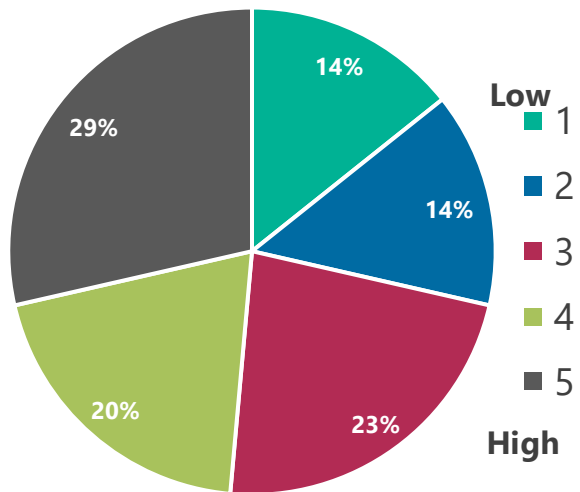
Total Project Cost: \$138,000

Total NYF Request: \$103,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Replace 3 commercial doors & all display windows 1st floor	\$26,657	Personal Funds	Secured	Y
Replace all remaining windows on upper floors w/ energy efficient thermal units	\$53,850	Personal Funds	Secured	Y
New business sign, façade lighting	\$7,450	Personal Funds	Secured	Y
Boiler, Ductless AC, Electrical upgrade	\$33,175	Personal Funds	Secured	Y
Replace rear porch, stairs and brick restoration	\$15,900	Personal Funds	Secured	Y
Total NYF Funding Request:	\$103,000			75% of total project cost
Total Funds from Other Sources:	\$35,000			Did not apply for hardship
Total Project Cost:	\$138,000			

6. Improve the Building Appearance and Functionality of 282-286 Main Street

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Improves Main Street aesthetics.
- Entice potential new business.

Additional Thoughts on the Project?

- There is already money allotted for storefront upgrades in the Small Project Fund.



Attract tourists and visitors



Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

Economic Development Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Reactivates vacant commercial space
- Increases property and sales tax revenue
- Potentially diversifies local commercial offerings
- Improves Main Street aesthetics

7. Develop 285 Main Street into an Arts and Retail Space

Location: 285 Main Street Highland Falls, NY 10928

Project Description: Reactivate 285 Main Street into an Art Center, an expansion of Crafty Dee's Canvas. Crafty Dee's Canvas will continue to bring the arts to the community by hosting learning workshops, providing a retail storefront for local artisans, and including exhibit/event space.

Project Updates: None

Hardship Demonstration: Not Provided

Verified 3rd Party Estimate: Provided

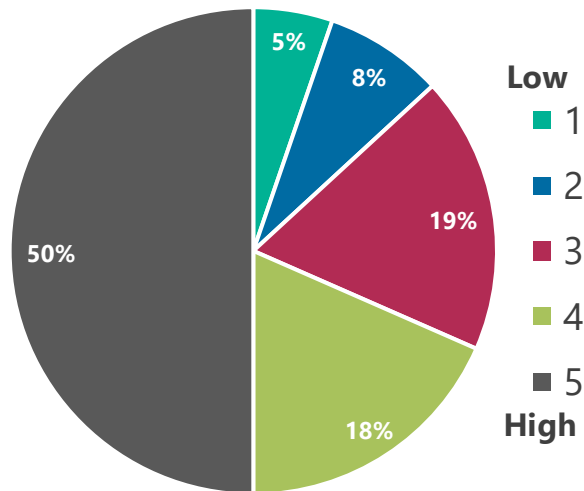
Total Project Cost: \$224,000

Total NYF Request: \$201,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Solar Installation	\$39,721	Personal Funds	Secured	Y
Roofing	\$28,000	Personal Funds	Secured	Y
Permits	\$1,000	Personal Funds	Secured	Y
Architectural	\$5,000	Personal Funds	Secured	N
Windows and Doors	\$9,700	Personal Funds	Secured	N
Interior Reno / Foundation Repairs / Exterior Stucco & Paint	\$98,000	Personal Funds	Secured	Y
Mini Splits	\$30,000	Personal Funds	Secured	Y
Flooring	\$11,700	Personal Funds	Secured	Y
Total NYF Funding Request:	\$201,000			90% of total project cost
Total Funds from Other Sources:	\$23,000			Applied for hardship
Total Project Cost:	\$224,000			

7. Develop 285 Main Street into an Arts and Retail Space

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Having an art space will be catalytic for the downtown, bringing in visitors and tourists.
- Improves Main Street aesthetics.
- Offers programming for community members and visitors.

Additional Thoughts on the Project?

- A robust art community exists in Highland Falls to tap into
- Should also add space and/or programming for musicians.



Attract tourists and visitors

Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

Economic Development

Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Reactivates vacant commercial building
- Increases property and sales tax revenue
- Attracts visitors and tourists to Main Street
- Diversifies local commercial offerings
- Improves Main Street aesthetics
- Adds clean energy upgrades

8. Rehabilitate 287 Main Street

Location: 209 Main Street, Highland Falls, NY 10928

Project Description: Renovate building with new stucco exterior, new windows, and storefront upgrades. Project also includes upgrades to the electrical systems, the addition of solar panels, and repairs to the foundation.

Project Updates: None

Hardship Demonstration: Provided

Verified 3rd Party Estimate: Provided

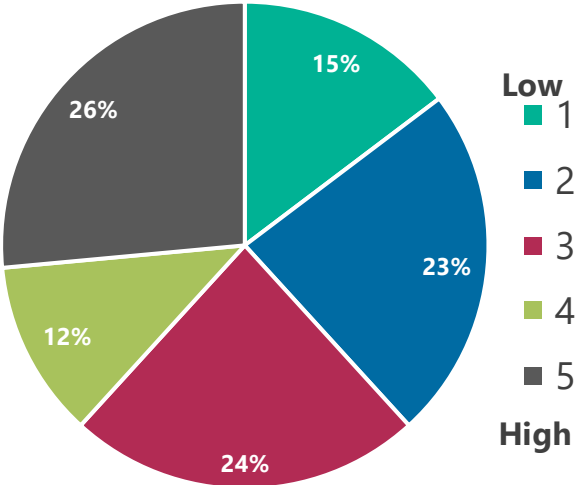
Total Project Cost: \$422,000

Total NYF Request: \$380,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Solar	\$76,505	Bank Loan	Secured	Y
Electrical	\$130,000	Bank Loan	Secured	Y
Roofing	\$77,000	Personal Funds / Bank Loan	Secured / Anticipated	Y
Windows and Doors	\$38,700	Personal Funds / Bank Loan	Secured / Anticipated	Y
Architecture Drawings / Permits	\$7,500	Personal Funds	Secured	Y
Exterior / Facelift / Stucco / Foundation	\$92,000	Personal Funds / Bank Loan	Secured / Anticipated	Y
Total NYF Funding Request:	\$380,000			90% of total project cost
Total Funds from Other Sources:	\$42,000			Applied for hardship
Total Project Cost:	\$422,000			

8. Rehabilitate 287 Main Street

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Improve Main Street aesthetics

Additional Thoughts on the Project?

- Add outdoor dining.
- Is this worth the amount of money they are requesting?
- Money for solar panels should be requested from another source of funding.

Economic Development

Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Improves Main Street aesthetics
- Adds clean energy upgrades



Attract tourists and visitors

Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

9. Renovate 293 Main Street

Location: 293 Main Street, Highland Falls, NY 10928

Project Description: Enhance 293 Main Street by conducting interior and exterior renovations and repairs on the first and second floors. The project includes the installation of solar panels.

Project Updates: None

Hardship Demonstration: Not Provided

Verified 3rd Party Estimate: Provided

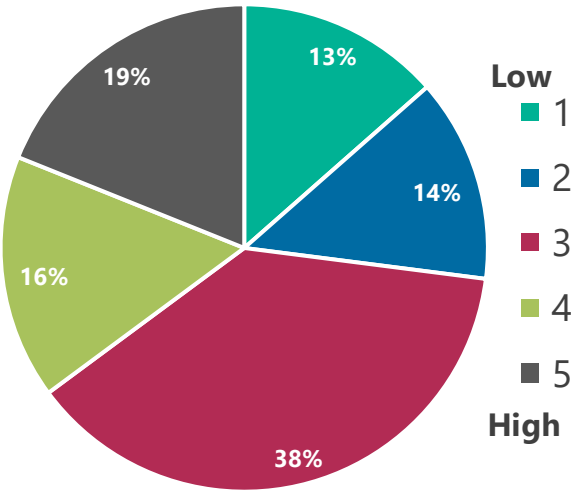
Total Project Cost: \$318,000

Total NYF Request: \$286,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
HVAC	\$49,000	Bank Loan	In Process Anticipated	Y
New windows, floors, façade, electric boiler, hallway, and stairs	\$31,768	Personal Funds	Anticipated	Y
	\$234,950	Bank Loan		
Carpeting	\$2,181	Bank Loan	Anticipated	Y
Total NYF Funding Request:	\$286,000			90% of total project cost
Total Funds from Other Sources:	\$32,000			Applied for hardship
Total Project Cost:	\$318,000			

9. Renovate 293 Main Street

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Historic place in the Village, could bring in visitors.
- Enhance Main Street aesthetics.

Additional Thoughts on the Project?

- Suggest outdoor seating.
- There is already money allotted for storefront upgrades in the Small Project Fund.
- Solar panels are out of scope of NYF.

Economic Development

Questions:

- Does this project add economic activity to downtown highland falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Improve Main Street aesthetics
- Expands existing business
- Adds clean energy upgrades



Attract tourists and visitors



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore



Project is Ready

10. Upgrade 323 Main Street to Improve Curb Appeal

Location: 323 Main Street, Highland Falls, NY 10928

Project Description: Upgrade 323 Main Street by conducting interior and exterior renovations to expand business and improve the building facade. The project includes the installation of new windows, doors, and solar panels.

Project Updates: Confirmed budget; Reduced ask by \$61,000

Hardship Demonstration: Provided

Verified 3rd Party Estimate: Provided

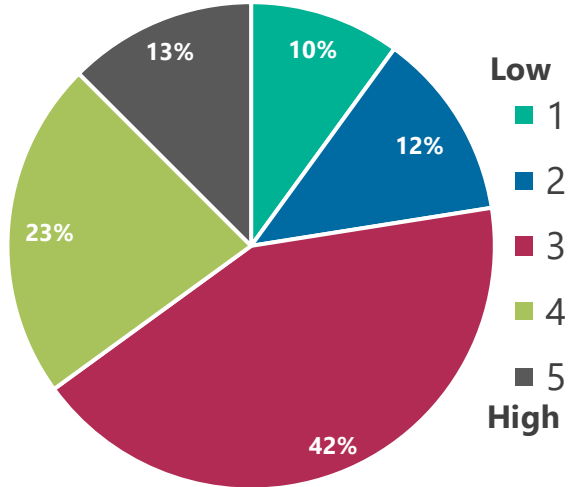
Total Project Cost: \$282,000

Total NYF Request: \$254,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Windows and Doors	\$52,500	Personal Funds / Bank Loan	Secured / Anticipated	Y
Exterior Facelift	\$42,000	Personal Funds / Bank Loan	Secured / Anticipated	Y
Roof	\$45,000	Personal Funds / Bank Loan	Secured	Y
Electrical	\$7,400	Personal Funds / Bank Loan	Secured	Y
Solar	\$60,658	Personal Funds / Bank Loan	Secured	Y
Permits / Architectural	\$7,500	Personal Funds	Secured	Y
Total NYF Funding Request:	\$254,000			90% of total project cost
Total Funds from Other Sources:	\$28,000			Applied for hardship
Total Project Cost:	\$282,000			

10. Upgrade 323 Main Street to Improve Curb Appeal

How much will this project benefit downtown Highland Falls?




What benefits does this project bring to downtown Highland Falls?


- Improves aesthetics along Main Street in a key location across from Ladycliff Park

Additional Thoughts on the Project?


- Money for solar panels should be requested from another source of funding.
- Request for outdoor dining.




Attract tourists and visitors



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

 **Project is Ready**

Economic Development

Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Improve Main Street aesthetics
- Adds clean energy upgrades

11. Add New Residential and Commercial Spaces at 327 Main Street

Location: 327 Main Street, Highland Falls, NY 10928

Project Description: Renovate 327 Main Street to include an additional 1-2 residential units through an extension to the back of the building, reactivate the vacant commercial storefront, improve the existing grocery store with equipment and interior upgrades, and enhance the building exterior.

Project Updates: None

Hardship Demonstration: Provided

Verified 3rd Party Estimate: Provided

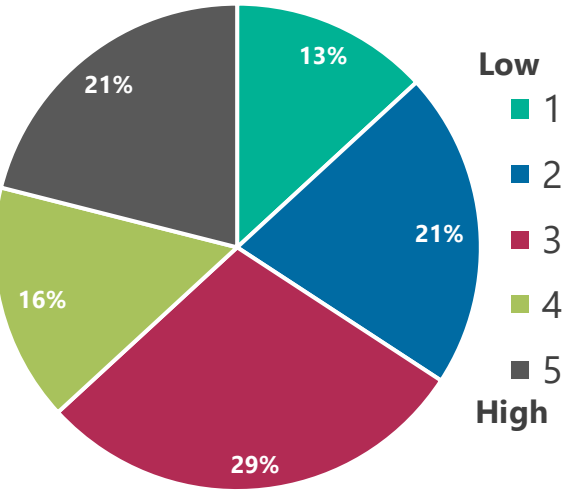
Total Project Cost: \$466,000

Total NYF Request: \$420,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Architecture and design services	\$13,000	Personal Funds	Secured	N
Permits	\$15,000	Personal Funds	Secured	N
Reinforcement, expansion of second floor- electric, plumbing, concrete, etc.	\$420,000	Bank Loan	Anticipated	Y
HVAC	\$15,000	Personal Funds	Secured	N
Lighting	\$3,600	Personal Funds	Secured	N
Total NYF Funding Request:	\$420,000			90% of total project cost
Total Funds from Other Sources:	\$46,000			Applied for hardship
Total Project Cost:	\$466,000			

11. Add New Residential and Commercial Spaces at 327 Main Street

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Improves Main Street aesthetics
- Upgrades an existing business.
- Addition of residential units increases the real estate tax and foot traffic on Main Street.

Additional Thoughts on the Project?

- Money should not be allocated to residential improvements.



Attract tourists and visitors

 Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

Economic Development

Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Increases property and sales tax revenue
- Reactivates vacant commercial space
- Improves Main Street aesthetics
- Potentially diversifies local commercial offerings
- Increases foot traffic along Main Street

12. Establish a Café to Serve as a Community Gathering Space and Performance Venue

Location: 4 Webb Lane, Highland Falls, NY 10928

Project Description: Convert the former location of News of the Highlands at 4 Webb Lane into a cafe to serve as a gathering spot and small performance venue for the community.

Activities include interior outfit and enhancing the entrance.

Project Updates: Removed hardship request, reduced funding request by \$5,000

Hardship Demonstration: Removed

Verified 3rd Party Estimate: Not Provided

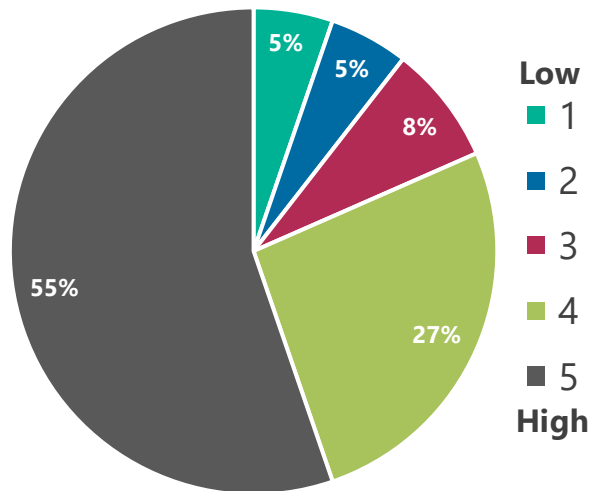
Total Project Cost: \$100,000

Total NYF Request: \$75,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
HVAC and permits	\$40,000	Bank Loan	Anticipated	Y
Electrical	\$8,000	Bank Loan	Anticipated	Y
Bathroom fixtures and plumbing	\$7,000	Bank Loan	Anticipated	Y
Exterior concrete, awning, landscape, and mural	\$10,500	Bank Loan	Anticipated	Y
Painting and drywall	\$4,000	Bank Loan	Anticipated	Y
Security/alarm	\$5,000	Bank Loan	Anticipated	Y
Doors	\$5,500	Bank Loan	Anticipated	Y
Café equipment	\$20,000	Personal Savings	Secured	N
Total NYF Funding Request:	\$75,000			25% of total project cost
Total Funds from Other Sources:	\$25,000			Did not apply for hardship
Total Project Cost:	\$100,000			

12. Establish a Café to Serve as a Community Gathering Space and Performance Venue

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Draws in tourists and visitors to the downtown.
- Provides a space for young-adults to gather.
- Brings a new type of commercial space to the downtown.

Additional Thoughts on the Project?

- Cost effective.
- Needs to comply with building codes.



Attract tourists and visitors

Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

Economic Development

Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Increases property and sales tax revenue
- Reactivates vacant space
- Attracts visitors and tourists to Main Street
- Diversifies local commercial offerings

13. Restore and Renovate a Vacant Church and Parsonage at 341 Main Street into an Upscale Restaurant and Mixed-Use Building

Location: 341 Main Street, Highland Falls, NY 10928

Project Description: Renovate First Presbyterian Church at 341 Main Street into a new upscale restaurant and music entertainment lounge with upgrades to the adjacent former parsonage into a multi-use building with new office spaces and a residence. Renovations will restore and preserve existing exterior and interior historic elements of the former church.

Project Updates: None

Hardship Demonstration: N/A

Verified 3rd Party Estimate: Provided

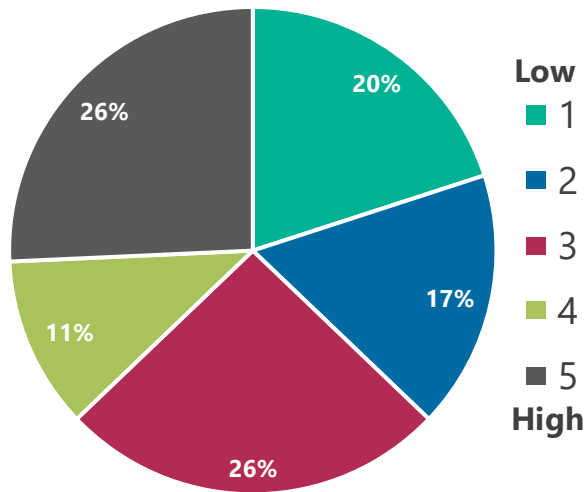
Total Project Cost: \$5,500,000

Total NYF Request: \$750,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Site work and construction	\$3,050,000	Investors Loan	Secured Anticipated	N
Site work and construction	\$750,000	Loan	Anticipated	Y
Furniture fixtures and equipment	\$1,700,000	Investors	Secured	N
Total NYF Funding Request:	\$750,000			14% of total project cost
Total Funds from Other Sources:	\$4,750,000			Did not apply for hardship
Total Project Cost:	\$5,500,000			

13. Restore and Renovate a Vacant Church and Parsonage at 341 Main Street into an Upscale Restaurant and Mixed-Use Building

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Good to offer some high-end options to attract tourism/put our name on the map
- This would benefit our town greatly but it is a high asking price.
- Will increase sales tax and activity in town. Love it

Additional Thoughts on the Project?

- Not a good use of NYF funding
- Cool but not sure if HF can support
- Great use of historic building
- Is there enough parking?

Economic Development Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Reactivates vacant commercial space
- Increases property and sales tax revenue
- Attracts tourists and visitors to Main Street
- Diversifies local commercial offerings
- Improves Main Street aesthetics
- Increases foot traffic along Main Street



Attract tourists and visitors

 Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

14. Renovate 441 Main Street to Upgrade Existing Residential Units, Add New Residential Units, and Make an Inviting Storefront



Location: 441 Main Street, Highland Falls, NY 10928

Project Description: Renovate two existing apartments and construct two new apartments on an additional story at 441 Main Street. Also, upgrade the exterior of World Class Grill with new signage, a mural, and patio accordion doors that will make the restaurant more inviting to the public.

Project Updates: Adjusted project scope; Reduced funding request by \$158,000

Hardship Demonstration: Provided

Verified 3rd Party Estimate: Provided

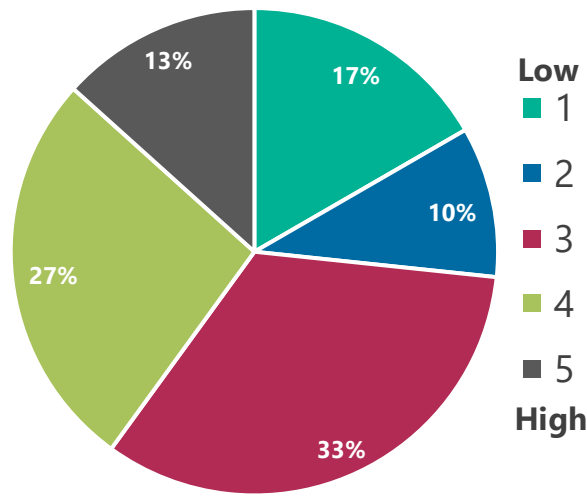
Total Project Cost: \$450,000

Total NYF Request: \$405,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Roof replacement	\$60,000	Bank Loan	Secured	Y
Façade and siding updating	\$150,000	Bank Loan	Secured	Y
Window replacements and doors replacement	\$17,000	Bank Loan	Secured	Y
Updating existing second floor apartments	\$60,000	Bank Loan	Secured	Y
Build out third floor w/ 2 apartments	\$148,000	Bank Loan	Secured	Y
General conditions, Accordion patio doors for the restaurant storefront	\$15,000	Bank Loan	Secured	Y
Total NYF Funding Request:	\$405,000			90% of total project cost
Total Funds from Other Sources:	\$45,500			Applied for hardship
Total Project Cost:	\$450,000			

14. Renovate 441 Main Street to Upgrade Existing Residential Units, Add New Residential Units, and Make an Inviting Storefront

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- The north end of Main Street needs attention also. Facade upgrades would be welcome.
- I love the mural idea. More of that!
- I don't think we should be using money to renovate apartment

Additional Thoughts on the Project?

- Adding apartments will add real estate tax and have more people living and spending in town; new open patio doors will look great!
- Don't agree with the extra apartments but do agree with exterior and signage improvements

Economic Development

Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Increases property tax revenue
- Increases foot traffic along Main Street



Attract tourists and visitors

Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

15. Revitalize 447 Main Street to Improve Restaurant Operations and Add New Apartments

Location: 447 Main Street, Highland Falls, NY 10928

Project Description: Renovate the exterior and interior of 447 Main Street (Gracie Market) to modernize, improve the functionality, and expand operations of the restaurant and add up to three new residential units.

Project Updates: Reduced funding request by \$50,000

Hardship Demonstration: N/A

Verified 3rd Party Estimate: Provided

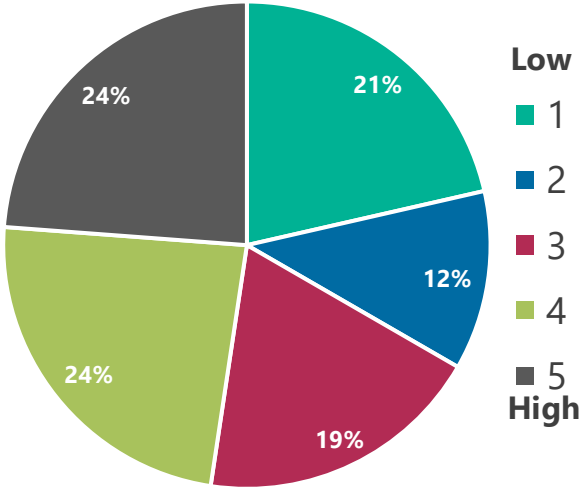
Total Project Cost: \$1,075,000

Total NYF Request: \$400,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
New awning and façade upgrade	\$30,000	Private Investor (Marko Guzijan)	Secured	Y
New Entrance (Handicap Accessible Walkway, New Doors, New Guard Railing, New Awning)	\$25,000	Private Investor (Marko Guzijan)	Secured	Y
HVAC (Installation Only)	\$5,000	Private Investor (Marko Guzijan)	Secured	Y
Large Mural in Alleyway (ICNCLST Artist)	\$15,000	Private Investor (Marko Guzijan)	Secured	Y
Addition of Residential Units (3 Apartments)	\$1,000,000	Private Investor (Marko Guzijan)	Secured	Y / N (partial \$375,000)
Total NYF Funding Request:	\$400,000			42% of total project cost
Total Funds from Other Sources:	\$675,000			Did not apply for hardship
Total Project Cost:	\$1,075,000			

15. Revitalize 447 Main Street to Improve Restaurant Operations and Add New Apartments

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- The additional apartments are a fantastic idea, would provide new real estate tax
- Agree with adding a second story, will match surrounding buildings
- Do not agree with adding a second story

Additional Thoughts on the Project?

- This is a creative business that can really grow in potential
- Do not agree with NYF funding paying for housing
- Needs a hand to expand and increase menu

Economic Development Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Increases sales and property tax revenue
- Increases foot traffic along Main Street
- Expands an existing business
- Improves Main Street aesthetics



Attract tourists and visitors



Activate downtown to encourage people to stay and explore



Cultivate a diverse and sustainable mixed-use downtown corridor



Project is Ready

16. Redevelop Vacant and Underutilized Parcels into a Luxury Hotel and Spa

Location: 470 Main Street, Highland Falls, NY 10928

Project Description: Redevelop the vacant site of the former PenFed Building at 470 Main Street, and adjacent properties, into the Thayer Resort and Spa -- a 5-story, 100 room luxury hotel, with an upscale restaurant, day spa, office space, meeting spaces, rooftop bar and lounge, rooftop deck, fitness center, and parking garage.

Project Updates: None

Hardship Demonstration: N/A

Verified 3rd Party Estimate: Provided

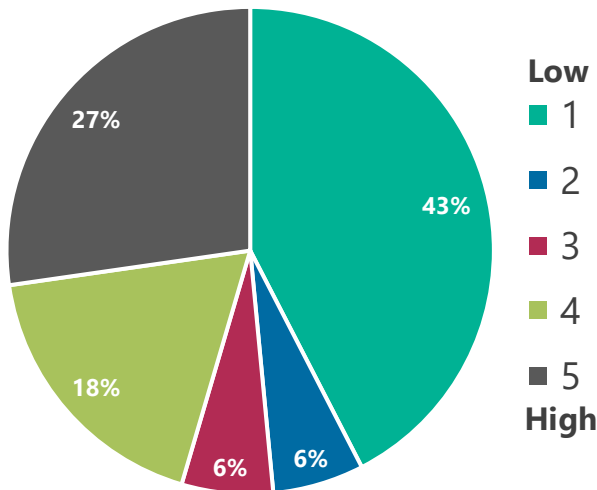
Total Project Cost: \$59,000,000

Total NYF Request: \$1,500,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Site work and construction of the Hotel	\$50,353,135	Cash from investors and bank loan	Anticipated	N
Real estate acquisition	\$17,991,335	Cash from Investors	Secured	N
Machinery	\$1,300,000	Cash from investors	Secured	N
Furniture fixtures and equipment	\$2,250,000	Cash from investors	Secured	N
Soft costs and professional services	\$1,546,559	Cash from investors	Secured	N
Construction work of the Hotel	\$1,500,000	Loan	Anticipated	Y
Total NYF Funding Request:	\$1,500,000			2.5% of total project cost
Total Funds from Other Sources:	\$57,500,000			Did not apply for hardship
Total Project Cost:	\$59,000,000			

16. Redevelop Vacant and Underutilized Parcels into a Luxury Hotel and Spa

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- So many benefits! Would be very popular with residents of Highland Falls and WestPoint and tourists.
- Project is too big / not the right fit for our town
- Too many unknowns with this project

Additional Thoughts on the Project?

- Very cool if they can do it
- I like the project but I think the funds should be reserved for the smaller individual business owners
- I am against the hotel. We need housing, activities, better food options. This is a hotel for people who go to West Point.



Attract tourists and visitors

Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

Economic Development

Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Increases sales and property tax revenue
- Attracts tourists and visitors to Main Street
- Increases foot traffic along Main Street
- Reactivates a large vacant site
- Improves Main Street aesthetics
- Diversifies local commercial offerings

17. Restore the Facades of 501-503 Main Street to Create a More Inviting Gateway into Downtown from West Point

Location: 501-503 Main Street Highland Falls, NY 10928

Project Description: Conduct renovations to repair existing electrical system and foundation, and upgrade exterior facades of the two storefronts to be consistent with the character of Main Street.

Project Updates: None

Hardship Demonstration: Provided

Verified 3rd Party Estimate: Provided

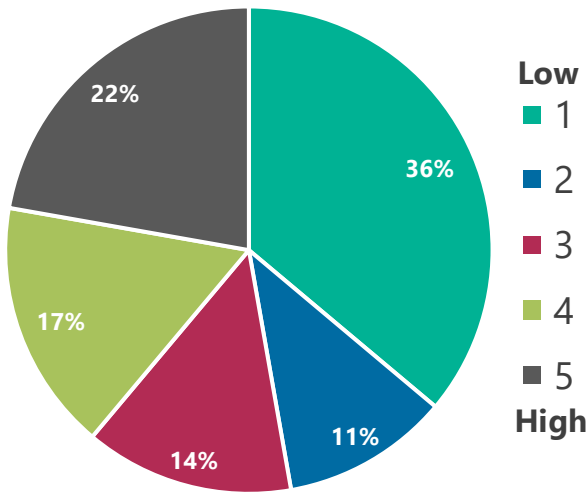
Total Project Cost: \$254,000

Total NYF Request: \$228,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Repair foundation, fix framing, replace damaged wood, repair electrical work, etc.	\$80,000	Bank Loan	Anticipated	Y
Replace roof, frame secure and build deck, exterior painting roof canopy, replace windows, etc.	\$147,400	Personal Funds	Secured	Y
Total NYF Funding Request:	\$228,000			90% of total project cost
Total Funds from Other Sources:	\$26,000			Applied for hardship
Total Project Cost:	\$254,000			

17. Restore the Facades of 501-503 Main Street to Create a More Inviting Gateway into Downtown from West Point

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Not worth the expense, should be occupied by shops or restaurants
- Helps beautify the north end of Main Street

Additional Thoughts on the Project?

- I don't see the benefit other than to the building owner
- Would like to see shops or restaurants here



Attract tourists and visitors



Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

Economic Development

Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Improves Main Street aesthetics

18. Enhance South Gate Tavern Through Building Repairs and Capacity Upgrades

Location: 509 Main Street Highland Falls, NY 10928

Project Description: Expand existing South Gate Tavern with second floor restaurant balcony to provide outdoor seating along Main Street. Project also includes restoring the building's exterior façade and performing interior upgrades.

Project Updates: None

Hardship Demonstration: Provided

Verified 3rd Party Estimate: Provided

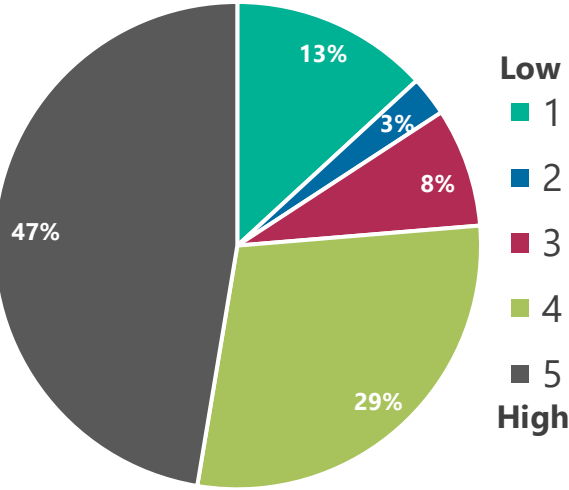
Total Project Cost: \$349,000

Total NYF Request: \$314,000

Activity	Cost	Funding Source (Before Reimbursement)	Status of Funds	NYF Funding (Y/N)
Rebuild and repair porch framing, install new support columns, new bi-fold windows, etc.	\$143,900	Personal Funds	Secured	Y
Restore front door, windows, damaged wood. Repair foundation walls. Replace roof.	\$170,000	Bank Loan	Anticipated	Y
Total NYF Funding Request:	\$314,000			90% of total project cost
Total Funds from Other Sources:	\$35,000			Applied for hardship
Total Project Cost:	\$349,000			

18. Enhance South Gate Tavern Through Building Repairs and Capacity Upgrades

How much will this project benefit downtown Highland Falls?



What benefits does this project bring to downtown Highland Falls?

- Will bring people out to eat
- Will help the north end of Main Street
- Will entice visitors to remain in town

Additional Thoughts on the Project?

- Main Street needs more outdoor seating
- One of the first/last buildings seen before West Point
- Exterior and interior improvements is a plus



Attract tourists and visitors

Project is Ready



Cultivate a diverse and sustainable mixed-use downtown corridor



Activate downtown to encourage people to stay and explore

Economic Development Questions:

- Does this project add economic activity to downtown Highland Falls?
- Will this project have long-term beneficial impact?

Impact to Downtown:

- Expands an existing business
- Improves Main Street aesthetics

The background is a solid teal color with a gradient from light to dark. It features several white, curved, abstract lines that sweep across the frame, creating a sense of motion and depth. The lines are thin and vary in curvature, some starting from the left and curving towards the right, while others start from the right and curve towards the left.

Public Comment

The background is a gradient of teal colors, transitioning from a lighter shade on the left to a darker shade on the right. There are several thin, white, curved lines that sweep across the background, creating a sense of motion and flow. The lines are positioned in the upper and lower portions of the frame, framing the central text.

Next Steps

LPC Meetings

- Meeting #1 – May 14, 2024
- Meeting #2 – June 13, 2024
 - › Review feedback from Public Workshop #1
 - › Vision and Goals
 - › Project Match
 - › Project Evaluation Criteria
 - › Open Call for Projects
- Meeting #3 – August 21, 2024
 - › Downtown Profile and Assessment key findings/takeaways
 - › Project Evaluation Criteria
 - › Proposed Projects from the Open Call for Project
- Meeting #4 – September 18, 2024
 - › Refine Project List
 - › Preparation for public outreach
- Meeting #5 – October 10, 2024
 - › Review feedback from public outreach
 - › Review Project List
 - › Vote on Final Project List
- Meeting #6 – October 29, 2024
 - › Review Project List
 - › Vote on Final Project List

Important Dates

October 29, 2024

- 5:00 – 7:00 PM, LPC Meeting #6, Senior Center



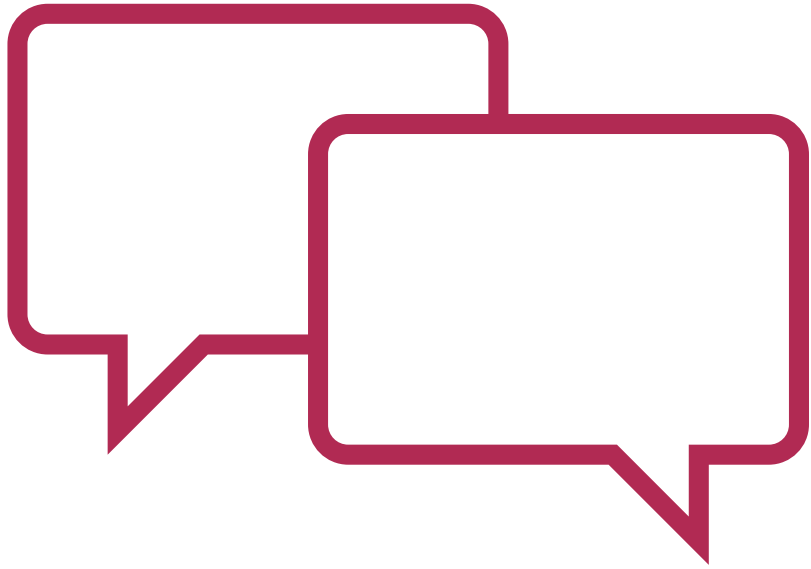
Next Steps

LPC

- › LPC Meeting #6

Consultant Team

- › Project Profiles
- › Strategic Investment Plan
- › LPC Meeting #6



Questions?

 HighlandFallsNYF@vhb.com

For Code of Conduct submissions, email:

 Susan.Landfried@dos.ny.gov

Highland Falls NY Forward website:

 www.highlandfallsnyf.com