

The Hudson Landing Promenade



**City of Kingston, Town of Ulster, Ulster County,
and Hudson Landing Development LLC.**



A Public/Private Intermunicipal Partnership

to Construct a Mile Long Promenade Along the Hudson River

March 29, 2012

The *Hudson Landing Promenade* project, a public/private inter-municipal partnership, will provide economic development benefits for the City of Kingston and the Town and County of Ulster. It will also produce a one mile, permanent, publicly owned walkway that will parallel the Hudson River on property that has historically been privately owned with no provision for public access. ***It is a transformational project for the municipalities and the Hudson Valley Region.***

The Partners, the City of Kingston, Town of Ulster, Hudson Landing Development LLC and the County of Ulster, have joined to advance this unique opportunity. The total projected cost is \$5 million, with half of the funds provided for the Promenade construction through grants, and the other half provided by Hudson Landing Development LLC through cash investments for the access road, utilities and other components, as well as the permanent donation of the land needed for the Promenade and related items.

The economic development components include short range and long range positive impacts. In the near term, the impacts involve the use of the walkway by area residents and tourists who will contribute to the area's tourist economy; and help support the Partners' efforts to revitalize the Kingston and Ulster waterfront areas.

The long range economic and revitalization benefit is to stimulate significant additional private equity investment to advance the development of the Hudson Landing project; reclaim a former industrial and mine site; create a new neighborhood for Kingston and Ulster in the neo-traditional model; and provide additional attraction to the waterfront for residents and tourists.

The walkway was planned to be built in phases as the Hudson Landing project advanced. With the steep recession in the national economy, and the huge impact on the housing market, the project

Hudson Valley Regional Economic Development Council Strategic Plan excerpts:

“Build on the unique location of the Hudson Valley...and promote waterfront development in order to enhance tourism, recreation, and trade”

Other excerpts:

- Support the revitalization of our urban centers as engines of regional prosperity
- Attract investment and lay the foundation for transformative projects in urban centers by encouraging economic development planning, promoting development readiness, and streamlining the development process.
- Create opportunities for open spaces that attract citizens to enjoy the rivers and the Sound.
- Educate visitors about the waters and natural environment.

“Align public-private support to ensure implementation of the regional Plan and consideration of new opportunities”

has no definitive timetable to complete the walkway component. The City of Kingston and Town and County of Ulster, working with Hudson Landing Development LLC, want to advance the construction of the walkway as a permanent, completed project in the immediate future. This will provide the immediate benefit of a completed public walkway while avoiding the uncertainty of housing market timing and phased completion.

The Partners recognize the Hudson Landing project as a positive economic force to help revitalize this former industrial and mining site. It will add to the area's housing supply and bring new residents to an area that has been vacant for many years. This will mean additional consumer power and vitality; tax ratables for the City, Town, County and School District; and it will provide connectivity with the Rondout waterfront area as well as the Town of Ulster. This new "neighborhood" will be an economic boost for the City and Town.

The Plan

The plan is to use public investment in infrastructure, the walkway, to leverage immediate private investment in the larger project. Hudson Landing Development LLC has invested 10 years and significant funds to plan and gain approvals for the Hudson Landing project, and will commit to additional investment even as the housing market remains unsettled. The firm has begun making significant investment in preliminary site and utility work this past year.

The result of the thorough planning and environmental review process is a project that has been approved after robust public input helped shape the final scope and design. The short-term and long-term economic benefits of the Hudson Landing project are detailed in this proposal.

The Waterfront Goals from the Kingston Local Waterfront Revitalization Implementation Plan

Waterfront-Wide Improvements

"Several of the proposed projects will be implemented along the entire waterfront and are needed to support the overall waterfront development. These include:

Public Access

"Public access will be provided along the waterfront in a riverfront trail"

Waterfront Goals

Goal 1: Increase amenities and facilities to attract and serve waterfront visitors

Goal 2: Provide goods, services, and housing options needed to support local waterfront residents and businesses

Goal 3: Enhance the public access to the waterfront

Goal 4: Enhance passive and active recreational opportunities

Goal 5: Ensure that the design of new development is consistent with natural and historic character

Goal 6: Facilitate clean-up and reuse of industrial sites

Goal 7: Improve transportation access and parking"

The City of Kingston has an approved Local Waterfront Revitalization Plan (LWRP) to revitalize the waterfront, mid-town and the Uptown Stockade District that includes rail trails and other walking and biking strategies to connect the areas along with traditional automobile access.

The walkway concept is an important part of the LWRP Implementation Plan and it meets all of the Waterfront Goals. It is also consistent with state LWRP Policies as well as regional policies such as the Hudson River Valley Greenway Criteria. The walkway will become a part of the Greenway Trail system that will connect with other trails in the state and region. The walkway will also connect with the Rondout redevelopment area and the East Kingston area of the Town of Ulster in the future. Plans for **Trolley Stops** and a **Ferry Dock** at the Promenade will foster local and regional connectivity.

Project Description

The project as envisioned will result in the construction of a walkway approximately one mile long. It will have amenities such as gazebos, benches, family friendly comfort stations, landscaping and lighting. It will be served by parking areas that will be accessed from State Route 32 near State Route 9W. There will also be new, public, kayak and canoe launches available.

These improvements will be made utilizing the designs found in the Hudson Landing Regulating Design Manual.

Historical and Environmental Interpretation of the Site

The walkway crosses the lands of historic brickyard properties that include the Terry Brothers, Staples, Schultz and Dwyer brickyards as well as ice houses owned by Terry, Steep Rocks and Dwyer. The companies were part of the thriving brick making business in the Hudson Valley. Hudson Valley bricks were used in the construction of many buildings in the region as well as in the metropolitan area. Along with Rosendale Cement and bluestone, bricks represented building products that helped shape our cities.

The Hudson River Valley Greenway Criteria includes:

Natural and Cultural Resource Protection

Protect, preserve and enhance natural resources including natural communities, open spaces and scenic areas as well as cultural resources including historic places and scenic roads.

Economic Development

Encourage economic development that is compatible with the preservation and enhancement of natural and cultural resources including agriculture, tourism and the revitalization of established community centers and waterfronts.

Public Access

Promote increased public access to the Hudson River through the creation of riverside parks and the development of the Hudson River Valley Greenway Trail System.

Regional Planning

Communities can work together to develop mutually beneficial regional strategies for natural and cultural resource protection, economic development (including necessary public facilities and infrastructure), public access and heritage and environmental education.

Heritage and Environmental Education

Promote awareness among residents and visitors about the Valley's natural, cultural, scenic and historic resources



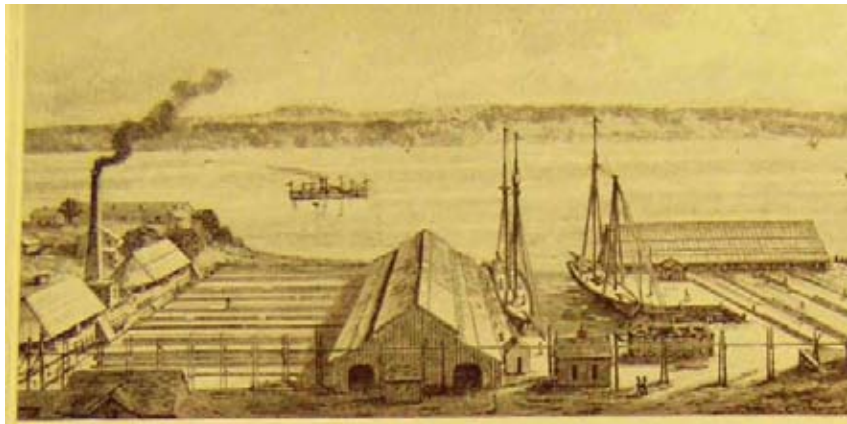
View of a Small Section of the Promenade Location from Hill Overlooking the Hudson.

To recognize the historic nature of the sites and interpret them to visitors, the walkway will have Signage Stations and artifacts of buildings that explain the industries and their role; to orient the visitor to various views across the Hudson River and to discuss environmental issues involving the Hudson.



Conceptualized View of Historic Interpretive and Environmental Signage Station
from Hunter Associates Report

Hunter Associates prepared the Historical and Archaeological Investigation for the Hudson Landing project that reviews the site. A portion of that report states, “On a more local level, these industries played an important role in helping to shape the modern social, economic and physical landscape of the region.” The role of these industries and the people who built them are not only significant to the regional heritage, but are a part of the national fabric in their role in helping build East Coast cities.



View of the Shultz Brickyard Ca. 1880

According to the Hunter Associates report, “Natural cement dug from the Kingston-area quarries can be found in the base of the Statue of Liberty, the towers of the Brooklyn Bridge, the Washington Monument, Fort Sumter, the Smithsonian Castle, the American Museum of Natural History, Grand Central Station, Alcatraz Prison, the Pennsylvania Railroad’s Hudson River Tunnels, twenty five percent of the nation’s State Capital buildings...and the foundation of the United States Capital building. This important story, as well as the significance of the Hudson River and its environmental history and resources would be the subject of interpretive signage. The Hudson near Kingston was one of the first sites visited by Henry Hudson for the Dutch East India Company.

The Hudson was the highway of earlier times and became polluted by industrial and land use practices. The waterfronts

Highlights of Economic Impacts

Short Term: Walkway Alone

- Estimated 250,000 visitors, 50% of visitors from out of County
- Estimated \$8,625,000 economic impact, \$6,812,500 from out of County
- \$2,500,000 in related labor spending resulting in 109 FTE’s

(See Appendix A: Economic Impact Estimation of the Hudson Landing Promenade)

Long Term: Hudson Landing Project Build-Out Measures:

Up to 1,682 units over time including townhouses, condominiums, and live/work space

- 2,000 Construction Jobs

Property Taxes and Revenues:

- Net \$10.7M annually to County, Town and City
- Net \$5.7M annually to School District
- 10% Workforce housing units
- \$150M in annual resident expenditures
- \$114M in revenue to local building supply companies

Commercial Components such as retail shops and live/work space

Public Waterfront Activities

- A one-mile publicly owned promenade with waterfront access
- Hiking trails, kayak and canoeing facilities
- Connections by trail, road and trolley to the Rondout waterfront and other areas in Kingston and the Town of Ulster

of riverfront cities were turned into undesirable areas as water-dependent sites became vacant. The remarkable environmental story of the transition of the Hudson into a cleaner resource by the efforts many people and groups would also be the subject of interpretive signage as well as habitat, wetland, and flora and fauna found in and around the walkway area. Building sites and artifacts of the former uses of the site may also be available as “exhibits”.



Site of Access Road: The Views of the River and Surrounding Areas are revealed as the Visitor Travels from Route 32 to the Hudson shore.

Private Investment

The “matching” components of the project will be completed by Hudson Landing Development LLC as the private match. These components include construction of the access road from Route 32; demolition of cement silos; investment in utilities and site work to the Promenade that will enhance the walkway and advance the Hudson Landing project. This investment will be made even in this uncertain housing market. That will allow the walkway project to be completed and in the public domain in the near future rather than in phases over time.

The walkway will also, in the future, provide access to the “Mule Barn” historic building on the north end of the Hudson Landing site. The building may be restored for use as a Museum/ Visitor Center and community center.



View of the Commons Area (Public Green) at Hudson Landing

The Hudson Landing Promenade Economic Benefits (See Appendix “A” for details)

According to the Economic Impact Estimation report prepared by the Turner Miller Group, Empire State Development, New York State’s economic development agency, “estimated the economic impact of tourism in Ulster County. According to their report: The Economic Impact of Tourism in New York - 2010 Calendar Year Catskill Focus, prepared by Tourism Economics, Ulster County received approximately \$431 Million in visitor sales in 2010. This resulted in \$218M in total labor income, 7,861 full-time equivalent (FTE) jobs, \$27M in local taxes and \$26.7M in state taxes.”

“The Walkway Over the Hudson (WOTH) is probably the closest facsimile to the proposed... Hudson Landing Promenade. While, the waterfront promenade does not have the novelty of being a high pedestrian bridge over the Hudson, it does have the relative advantage of being located adjacent to complementary points of interest such as the adjacent Rondout Waterfront Historic District and its private dining and entertainment uses. (The WOTH currently leads to a natural area on one side, and into the heart of an inland Poughkeepsie neighborhood with few dining and entertainment options on the other). “

“Additionally, it is closer in proximity to other major regional tourist destinations including the Catskill Park, Woodstock, and Rhinebeck. Lastly, unlike the Walkway, it proposes actual step-down water access and if designed correctly, it can provide a variety of potential attractions in addition to outstanding scenic views. Like the WOTH, the proposed promenade will connect to an extensive natural trail system.”

“Assuming similar ratios, and based on 250,000 visits annually, the economic activity of visitors to the Hudson Landing Promenade would produce \$4.35M in total annual labor income, a total of 155 FTE jobs, \$540,000 in annual local taxes and \$535,000 in annual state taxes.”

“It is noted that \$2.5M and 109 FTE jobs would be directly induced by the spending of the visitors to the Hudson Landing Heritage Promenade, with the balance being indirectly induced as the spending ripples through the local economy.”

“As the Hudson Landing development is built out, and if the long term annual estimate of 500,000 total annual visitors is achieved, these benefits could similarly double to \$8.7M in total annual labor income, a total of 310 FTE jobs, \$1.08M in annual local taxes and \$1.07 in annual state taxes.” The full Economic Impact Estimate report is attached as Appendix “A”.

Highlights of the Hudson Landing Project

As described by Hudson Landing Development LLC, “The Development Program for the Hudson Landing stems from the desire to create a “New Urbanist” community within the confines of the Hudson Landing Site that transects outward into the fabric of the surrounding communities of Ponkhockie, First Street and East Kingston. These communities which consist primarily of small lot single family homes integrate well into the residential components of the Hudson Landing Community with the proposed auto, pedestrian and open space linkages proposed for the project.

In addition, the commercial components proposed within the project have been carefully sized so as to not detract from the existing retail and commercial base in the surrounding community. The wide array of housing proposed has the ability to support the onsite commercial as well as assist in the resurgence and revitalization of commercial and retail space in the areas such as the Rondout and other areas within Kingston and the Town of Ulster.”

The housing types include live/work townhouses, apartments and condominiums, and single family houses. There are provisions for neighborhood commercial uses, waterfront uses and others. The project envisions a potential build-out of 1,680 units over 15-20 years and will add a whole new neighborhood using a carefully planned, sustainable approach to reclaim former

industrial and mined land served by municipal utilities and proximate to areas where revitalization efforts are well underway.

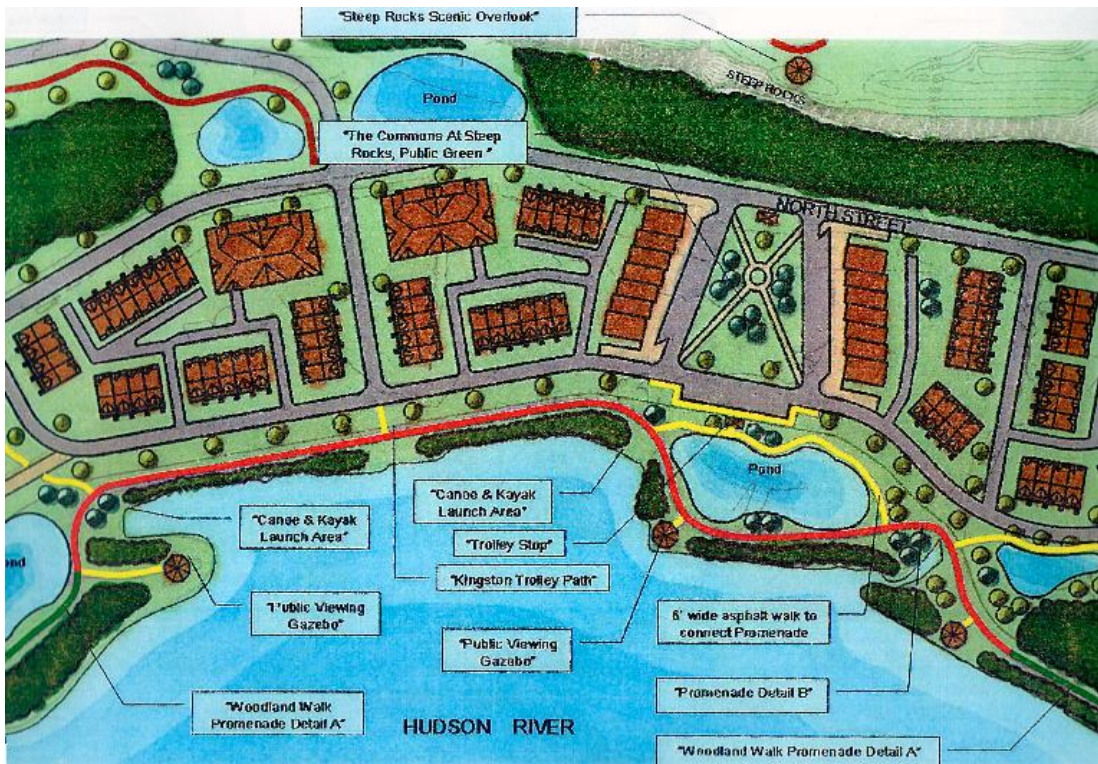
The development is pedestrian friendly and will connect with other areas of the City and Town; it will have a large amount of public and open space, and the proposed Promenade is the **key connection** between the other areas of the City and Town, as well as areas within Hudson Landing. It will be permanent, public space with direct waterfront access.”

The Hudson Landing Project Economic Impact

- The Project provides a variety of quality housing choices from single family, townhouse, condo, apartment live/work which includes 10% workforce housing;
- Fully built, Hudson Landing will contribute a total net annual tax benefit of over \$10.5M annually over all taxing jurisdictions and over \$5.7M net to the Kingston Consolidated School District alone;
- The Project will provide over 2000 construction jobs;
- The completed Project will generate over \$114M in revenue to regional building supply companies;
- Project spin-offs could total over \$150M dollars in future annual resident expenditures; and
- The Project provides 41 live/work units to spur small business enterprises along the waterfront.

Project Environmental Benefits

- The Project respects critical environmental areas such as state and federal wetlands with no disturbance of either, existing on-site recharge areas, wooded areas within the "Delaware Forest", etc;
- The Project preserves approximately 350 acres (70%) of the site as open space, much of it proposed to be publicly accessible;
- Greenbelts have been reserved through the center of the project connecting waterfront open space with the upland open space;
- The entire waterfront has been reserved for public open space, promenade and parks with picnic areas Hudson River viewpoints and public canoe and kayak launch areas; and
- Hudson Landing reserves land for continuation of the Kingston trolley from the Rondout into the project and the existing deep water dock for ferry service to promote tourism opportunities to the area.



A View of the Waterfront area with Trails, Kayak and Canoe Facilities and other Amenities

Waterfront Revitalization

- As stated in other areas above, entire waterfront has been reserved for public open space, promenade and parks with picnic areas, Hudson River viewpoints and public canoe and kayak launch areas, Reserves land for continuation of the Kingston trolley from the Rondout into the project and the existing deep water dock for ferry service to promote tourism opportunities to the area.
- Project reclaims an existing highly disturbed Industrial site helping to prevent non-point pollution sources and will be designed to new Phase II stormwater regulations
- The Project contributes to the upgrade of the existing Kingston Wastewater Treatment Facility and other infrastructure to support the needs on the community as well as future growth

Real Tax Cost/Benefit of the Development to the Community

- As already stated, fully built, Hudson Landing will contribute a total net tax benefit of over \$10.5 million dollars annually over all taxing jurisdictions and over \$5.7 million annually net to the Kingston school district alone;

- The Project is estimated to provide over 2000 construction jobs;
- It could generate over 114 million dollars in revenue to regional building supply companies and over 150 million dollars in future annual resident expenditures;
- Hudson Landing can restore some of the historic population to the city which was around 29,000 during the 1950's & 1960's and is currently about 22,000. The project will add upwards of 3,600 new residents to support the region.
- The project will generate sales and mortgage tax income.

Walkway Project Funding

The project as currently envisioned will have an estimated cost of **\$5,000,000**. This includes the Promenade, the access road, parking lots, site improvements and extension of utilities. The public partners will apply for grant funding under the New York State **Environmental Protection Fund (EPF)** for the cost of constructing the Promenade which is estimated to be \$2.5 million under the New York State **Department of State Local Waterfront Revitalization** category and other potential state grant programs such as **Office of Parks, Recreation and Historic Preservation, Department of Environmental Conservation** and **Hudson River Valley Greenway** under the **Consolidated Funding Application** process. The Partners will also be seeking funding and general support from Empire State Development, the New York State Legislature and other sources. for this synergistic and exciting public/private inter-municipal project.

The private partner, Hudson Landing Development LLC, will commit to investment in the access road, utilities and site work as well as the donation of the deeded property on which the walkway will be constructed. The total value of the cash investment and the property will be \$2,500,000, or at least the match the approved grant amount if it is sufficient to construct the Promenade.

Project Administration

The project is envisioned with the City of Kingston as proposed applicant, and the Town of Ulster as a partner in this inter-municipal project, will administer the grant funding for the walkway project. Additionally, the County of Ulster will be part of this unique partnership. The private partner, Hudson Landing Development LLC, under agreement with the public partners, will commit to providing the match as described above and will be responsible for managing the complimentary projects. These items will be the subject of a Memorandum of Understanding.

Management and maintenance of the completed Promenade project is important. The two municipalities have discussed entering into a cooperative agreement to provide for management of the completed walkway. The structure of such an agreement will be developed in conjunction with the private partner and will discussion will continue as the plan advances.

The oversight of the completed walkway could involve a number of alternatives that are currently being examined.

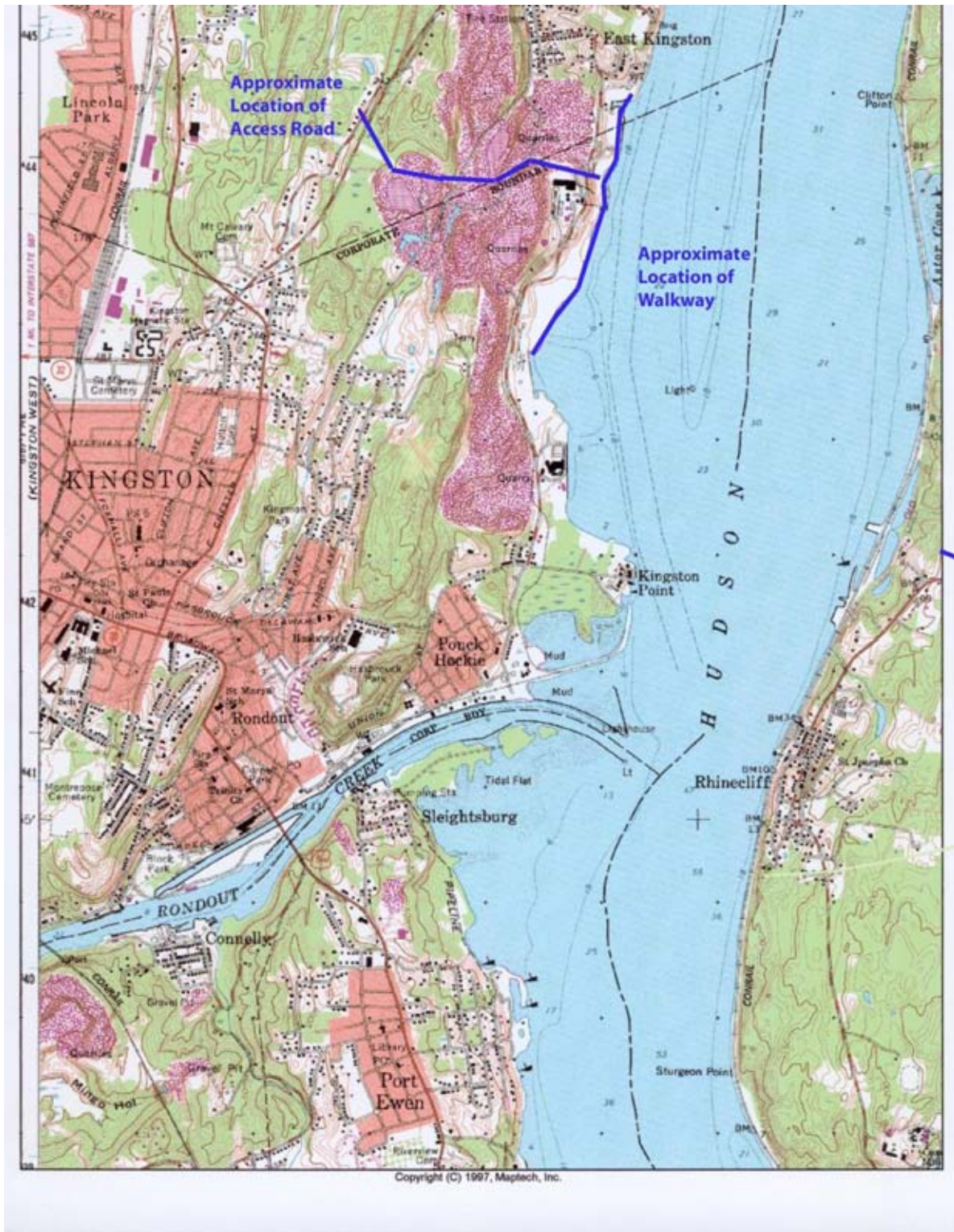
Summary:

The Hudson Landing Promenade project will leverage significant private investment with public infrastructure. **It is truly a transformational project.**

- It is proposed by a **Public/Private, Inter-municipal Partnership;**
- It is an **economic development** oriented effort to induce private investment in the Hudson Landing project on a more aggressive timeframe than would occur given the current economic conditions in the state and nation;
- It will provide **permanent, meaningful, unparalleled public access** on a private property without any public access in the past. *This will be the case whether or not the housing market improves and the project moves forward;*
- It will provide a passive and active recreational, water enhanced opportunity for the area's residents and visitors with the Promenade and kayak/canoe launches;
- It is an opportunity to **interpret the area's important historic and environmental heritage;**
- It is **consistent with state, regional and local economic development, waterfront access and heritage area policies,** and it advances the Hudson Valley Regional Economic Development Council's Regional Development Strategy.



Waterfront Promenade and Water Related Uses from the Hudson Landing Project.



Location of the Mile-Long Walkway Along the Hudson