

Pattern for Progress Fellow Program

Review of Downtown
Port Jervis, NY



Project Team

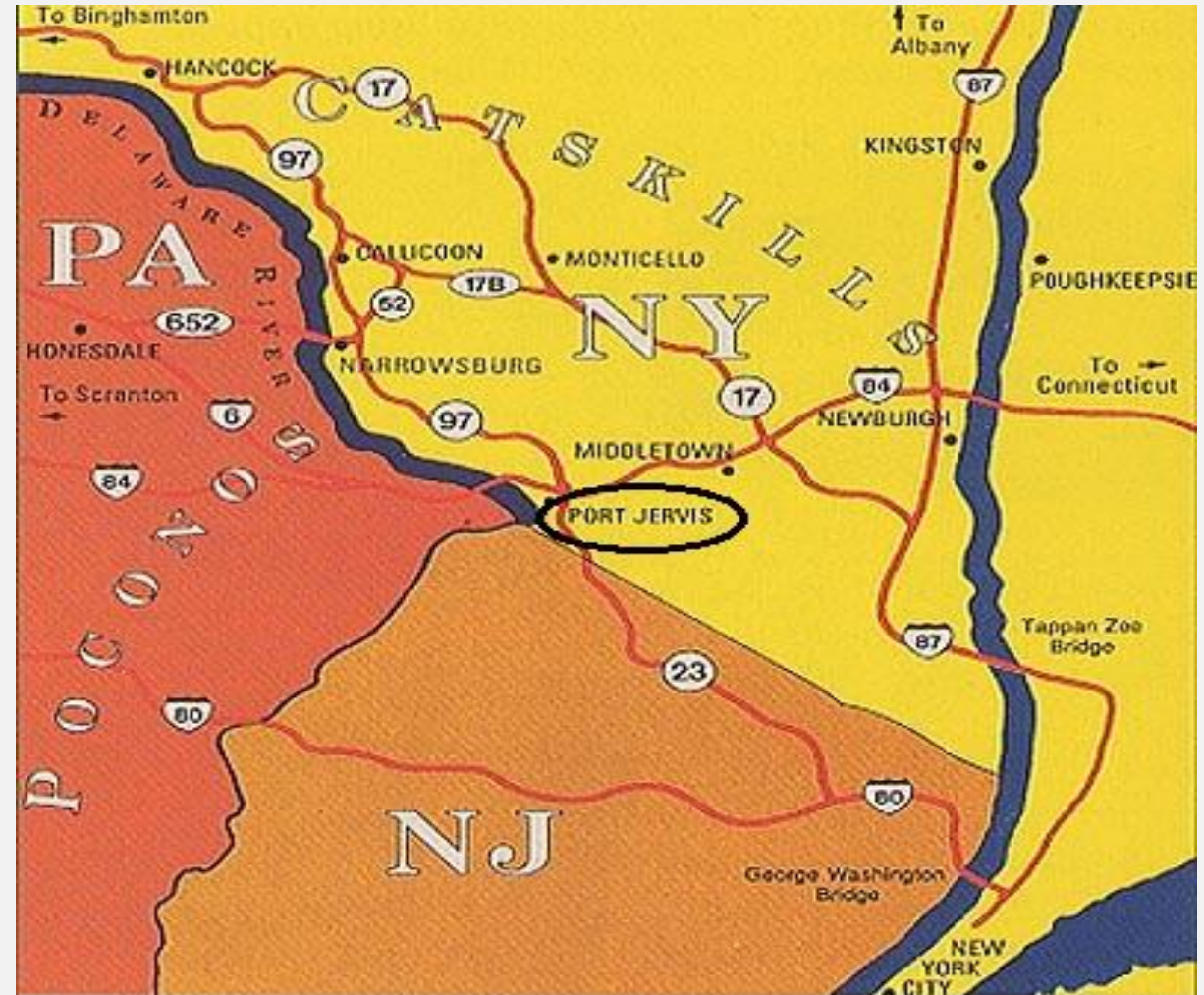
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Freda Eisenberg	Sullivan County Division of Planning
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Karen Girven	Healthcare
Alicia Lenhart	Grand Cru Beer & Cheese Market
Sean McMann	Dutchess County Government
Eric Roth	Mohonk Preserve
Heinrich Strauch	Jeff Bank
Rachel Wilson	Orange County Youth Bureau

Port Jervis, NY



Location

- “Gateway to the Upper Delaware River”
- Southwestern corner of Orange County, NY
- Intersects three states: NY, NJ and PA
- Last Stop on NYC Metro North Commuter Train (2.5 hours)

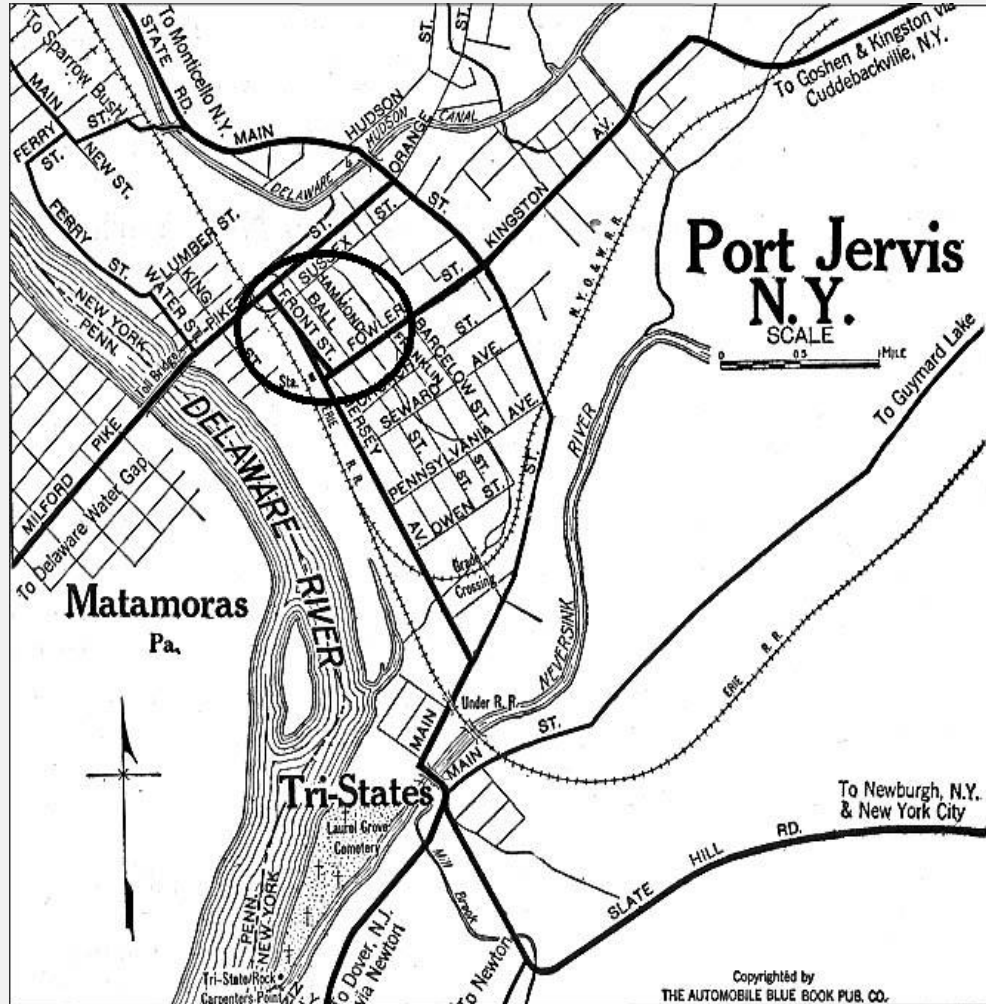


Key Facts

Category	Port Jervis	Orange County
Population	8,638	376,099
Race		
White	76%	68%
Hispanic	12%	18%
Black	7%	10%
Other	5%	4%
Poverty Rate	16.4%	13.4%
Cost of Living Index	137	118
Unemployment	4.5%	4.1%
Median House Value	\$166,700	\$268,500
Median Household Income	\$38,397	\$70,794



Core Downtown Area: Front Street between Pike and Fowler Streets



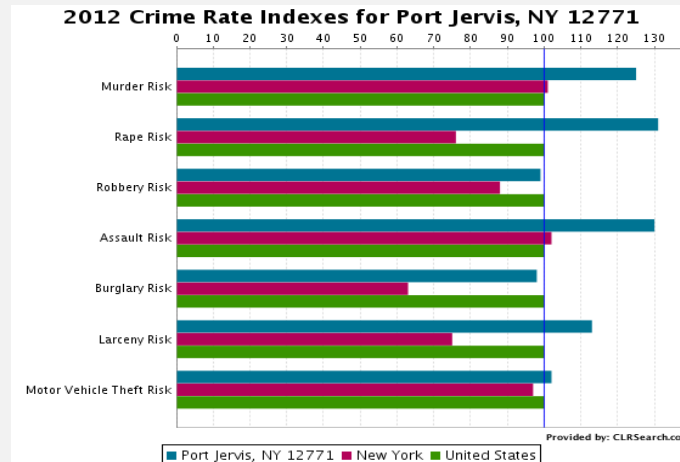
Strengths and Opportunities

- Attractive historic building stock
- Nearby natural features and outdoor recreation
- Low cost of housing and commercial property
- Commuter train access to New York City
- Local hospital
- Unique community festivals
- New brewery and chic shops
- Included in National Geographic Upper Delaware River Geo-Tourism Program



Weaknesses and Threats

- Aging infrastructure and vacancies
- Poor past downtown design decisions
- Low market mix
- High crime rate
- Lack of lodging
- Low funds to match grants
- Negative press perception
- Unclear community brand
- Low-tax competition from PA and NJ communities



Downtown Scoring Matrix: Community Factors

(1 Negative to 5 Positive)

Community Factors	Definition	Score
Walkability	Easy navigable, pedestrian friendly side and cross walks	3.5
Setting / natural beauty	Green space, waterfront access, trees / canopy	3.5
Cleanliness	Lack of litter, garbage and recycling containers available	3.0
Public Safety	Perception of safety when walking day or night	2.25
Architecture / infrastructure	Historical, attractive and quaint	3.0
Community brand / image	Clear, positive perception by outsiders	1.75
Commercial vacancy rate	Occupied or empty storefronts	2.25
Merchant mix/anchor attraction	Presence of a large community draw that can be leveraged	2.25
Community size and visitor numbers	Resident/visitor mix results in a vibrant community	2.5
Accessibility / Transportation	Local public transit and proximity of major roadway(s)	3.75
Total Average Score		2.75

Downtown Scoring Matrix: Economic Factors

(1 Negative to 5 Positive)

Economic Factors	Definition	Score
Socio-demographics	Good mix with diverse median income	2.5
Rental/lease terms	Rents and terms are friendly to both existing and new businesses	3.25
Cost-of-doing-business	Reasonable start up costs for new businesses	3.5
Market size	“Main Street” is a popular place for shopping	3.0
Alternatives/substitutes	It is easy for people to go somewhere close that has more to offer	2.5
Economic performance	Strength of economy and affordability	2.25
Profitability	Businesses are doing well and not just getting by	2.0
Total Average Score		2.75

Highlights of Port Jervis Delaware River Waterfront Revitalization Plan 2009

Vision: “an attractive recreation resource...that will position Port Jervis as a sustainable recreation destination and hub within the Tri-state region.”

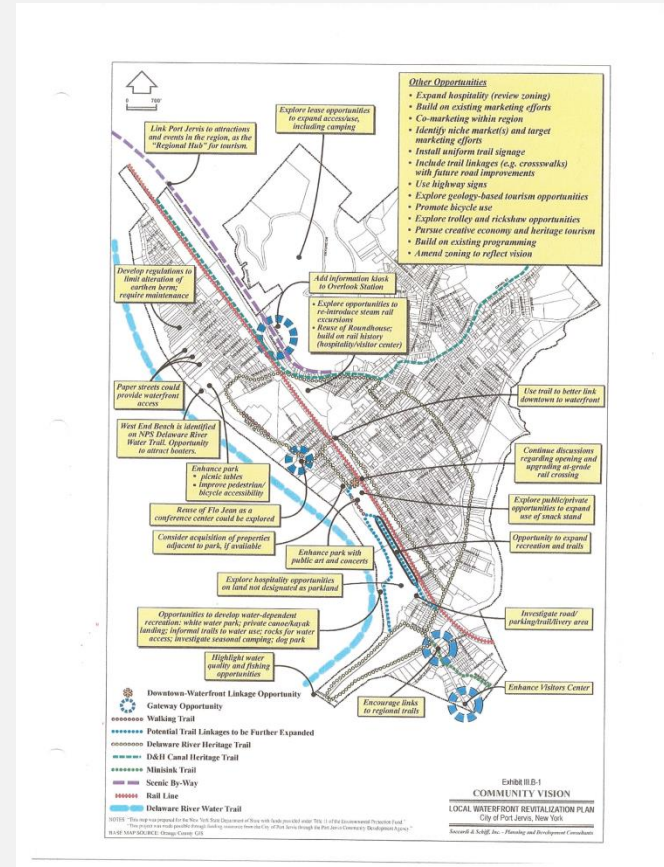
Goals

- Create new outdoor and cultural recreation opportunities
- Enhance waterfront access
- Improve parkscapes
- Rezone downtown for more mixed-use
- Expand public programming
- Expand hospitality options



Review of Port Jervis Delaware River Waterfront Revitalization Plan 2009

- The City is well aware of the community's major issues, including infrastructure, business mix, and crime.
- The Waterfront Plan is impressive in its scope and vision, though ambitious.
- The plan to take advantage of the nearby natural resources and outdoor recreation opportunities is promising.
- Many of the plan's goals can only be fulfilled in the long term, but there is still a significant amount of "low hanging fruit" that can be addressed to achieve positive results within the next one-to-five year timeframe.



Top Short-term Priority Needs and Recommendations (1 of 3)

Explore other similar tri-state river cities for ideas

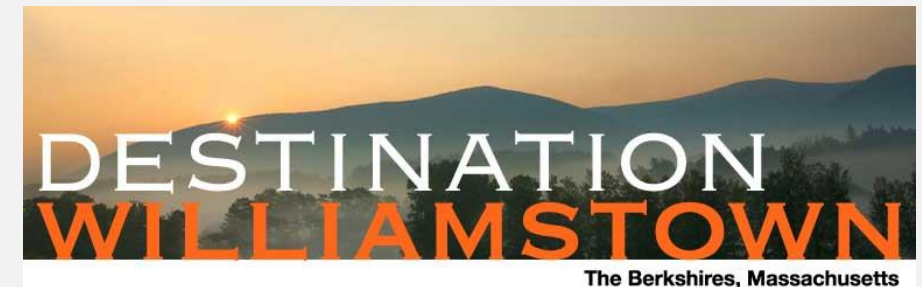
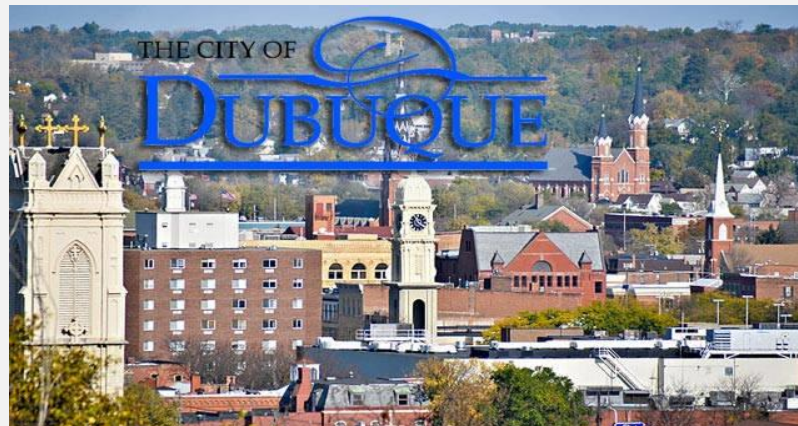
Small Cities:

- Williamstown, MA (pop. 7,754)
- Mount Vernon, IN (pop. 6,687)



Large Cities:

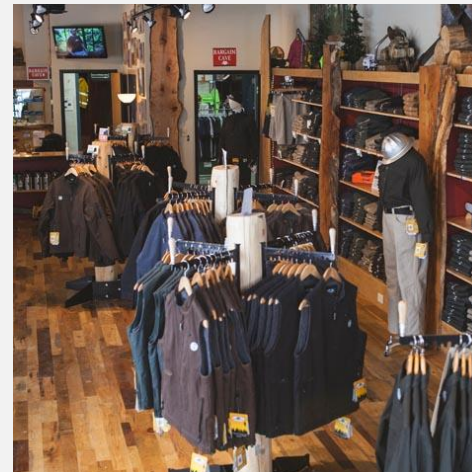
- Chattanooga, TN
- Dubuque, IA
- Paducah, KY



Top Short-term Priority Needs and Recommendations (2 of 3)

Recruit specialized businesses in alignment with the Waterfront vision:

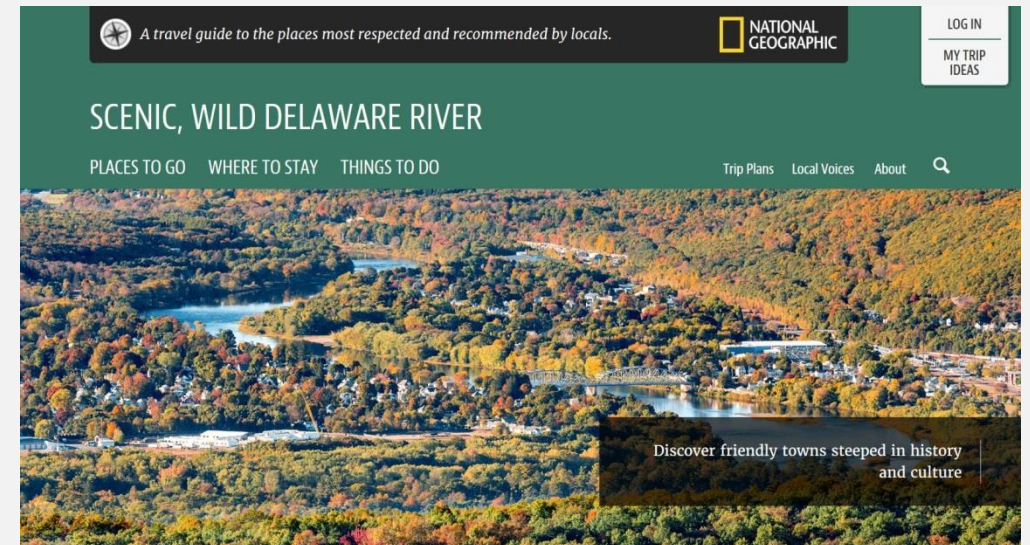
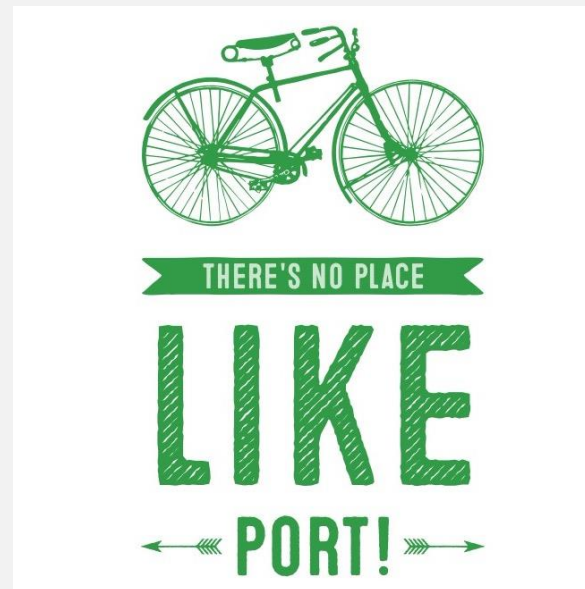
- Bicycle rental/repair shops
- Outdoor clothing/equipment retailers,
- Lodging is also a significant need, so consider recruiting boutique hotels, B&Bs, Air B&B's, and "Glamping" (glamorous camping) outfits, etc.
- More restaurants and chic shops would also be welcome.



Top Short Term Priority Needs and Recommendations (3 of 3)

Marketing

- Capitalize on National Geographic Geo-Tourism initiative
- Develop a new Branding and Marketing Plan
- Create and distribute short positive news stories and photographs via social media, such as Facebook, Instagram, Twitter, etc.



Acknowledgements

Name	Affiliation
Kelly B. Decker	Mayor, Port Jervis
Valerie Maginsky	Port Jervis Community Development Agency
Sgt. Michael Worden	Port Jervis Police Department
Charlene Trotter	Tri-State Chamber of Commerce
Nancy Conod	Minisink Valley Historian



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