

TOWN & VILLAGE OF STILLWATER

# Hudson River Waterfront Revitalization Plan

## THE TURNING POINT ON THE HUDSON

PREPARED BY:  
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MAY 2016



THIS DOCUMENT WAS PREPARED FOR THE NEW YORK STATE  
DEPARTMENT OF STATE WITH THE FUNDS PROVIDED UNDER  
TITLE 11 OF THE ENVIRONMENTAL PROTECTION FUND

Photo By:  
Arthur Harvey

## ACKNOWLEDGMENTS

The Stillwater Hudson River Waterfront Revitalization Advisory Committee would like to thank the many citizens of the Village and Town for contributing their ideas toward the creation of this plan and for their commitment to improving their community.

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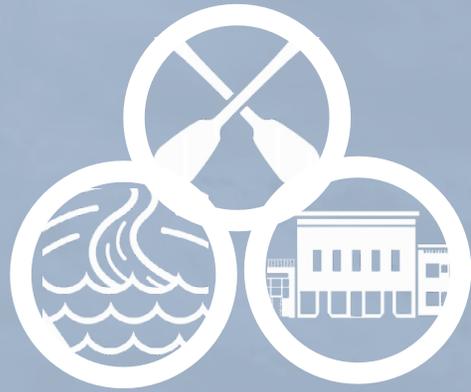
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# INTRODUCTION



## WHY DEVELOP A LOCAL WATERFRONT REVITALIZATION PLAN?

Funded by the NYS Department of State's (DOS) Local Waterfront Revitalization Program (LWRP), the Stillwater Hudson River Waterfront Revitalization Plan represents a strategic partnership between the Town and Village of Stillwater. In an effort to revitalize the historic Hudson River waterfront, this plan outlines a series of policy, programmatic, and place-making recommendations that are intended to enhance the quality of life for both communities. The plan also provides a collaborative framework for both communities to pursue funding, budget wisely, and implement projects.

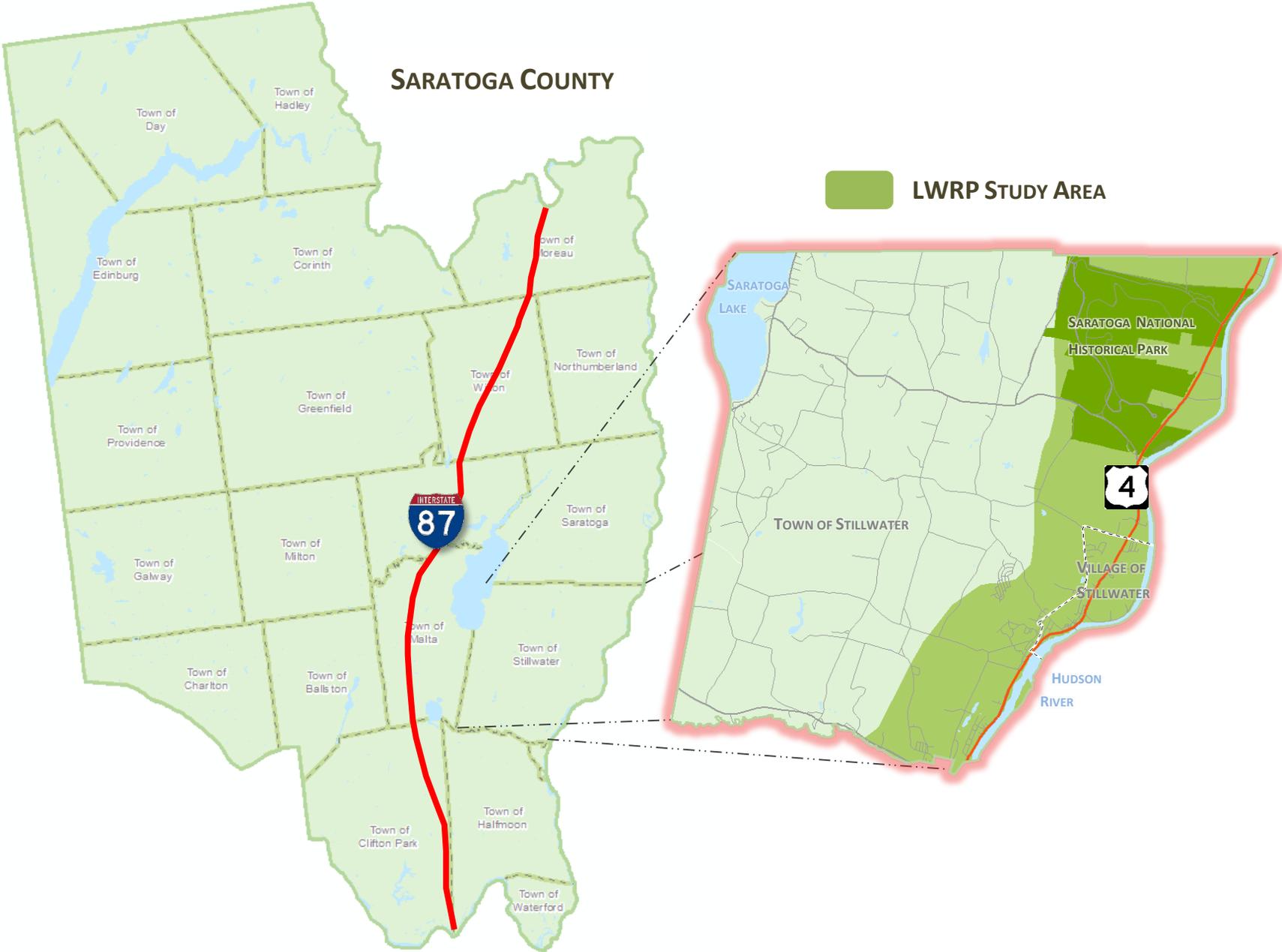
Continued growth throughout Saratoga County has inspired communities to explore new revitalization opportunities, particularly within historic downtowns, neighborhoods and along waterfront areas. As a safe, affordable, culturally rich, and beautiful location, Stillwater's Hudson River waterfront presents a unique opportunity to position itself as a place for millennials moving into the Capital Region as well as a community that is comfortable and accommodating for aging baby boomers.

The planning study area is comprised of the entire Village of Stillwater and the eastern-most portion of the Town (see Study Area Figure on next page). Specifically, the Town's northern boundary is loosely formed by the Saratoga National Historical Park, the eastern border is formed by the Hudson

River, the southern border of the study area is formed by the Anthony Kill River and the western border extends approximately one mile inward from the Hudson River (generally following US Census Block Group boundaries). The study area boundary has intentionally been loosely defined so as not to preclude potentially important areas for future waterfront revitalization efforts. The Village has approximately 2.5 linear miles of river frontage and the Town has approximately nine (9) linear miles of river frontage. Combined, the two communities account for approximately 15 percent of the total Hudson River waterfront in Saratoga County.



*The Village of Stillwater is a quintessential Hudson River waterfront community.*



## COMMUNITY BACKGROUND & HISTORICAL CONTEXT

The Town and Village are located in Saratoga County, NY approximately three (3) hours north of New York City and forty minutes north of Albany. While most communities in Upstate New York continue to experience population loss, the Town and Village of Stillwater (as well as Saratoga County) have experienced population growth from 2000 to 2010. The Town's percent increase is nearly twice that of the Village's at 10.2 percent to the Village's 5.4 percent increase. Also of importance is the slight drop in median age of residents within the Village from the 2010 Census to the 2013 ACS estimate, moving from 38.4 to 35.8 years, reversing recent population trends of the area. However, the ACS estimates that the median age in the Town has continued to increase.

The decrease in median age of residents in the Village is an important statistic to consider in contrast to the aging baby-boomer generation. Most Upstate New York communities experience challenges providing an adequate level of services to the elderly, however, due to the decreasing median age of residents in the Village of Stillwater, the possibility of offering adequate level of services to the aging population may be an opportunity.

Like many river valley communities, the Hudson River was a driving force in the development of Stillwater and the surrounding area. It served for decades as a source of

commerce, transportation, hydropower, and recreational activities for residents. Not only did the many, small industrial plants distinguish Stillwater (as well as nearby Mechanicville) as a place of regional importance, but the area is also rich in American Revolutionary history. Widely known as the turning point in the American Revolutionary War, the Battles of Saratoga, which primarily occurred in the Town of Stillwater, serves as a unifying thread throughout the community. Tourists today can pay homage to the Revolutionary soldiers and American history by visiting the Saratoga National Historical Park where in 1777, rebel forces gained real traction in the war by forcing British troops to surrender, thereby garnering international support from France and Spain and further raising American morale.

Following the Revolution, the Town and Village of Stillwater were incorporated 1790 and 1816, respectively. Stillwater grew quickly because of the opening of the Champlain Canal in 1823 and the subsequent expansion of railroad infrastructure through the area in the late 1870s. By the 1880s, Stillwater was a major industrial hub in Saratoga County. Local industry included the Ballston/Stillwater Knitting Company (1924 to 1964) and the Stillwater Tissue Mills (1938 to 1950), which employed a significant number of local residents. While the Town and Village residents enjoyed a thriving economy and bustling downtown throughout much of the late nineteenth through mid-twentieth century's, the ensuing downturn of the industrial era left many residents

without local jobs. The introduction of the automobile and construction of Interstate 87 further changed the land use and transportation patterns. Some residents of Stillwater fondly recall their parents walking to work at nearby factories, attending church services on the weekend with their family,



*Cannons overlooking the Hudson River at Saratoga National Historical Park (Saratoga-springs.info)*

or meeting friends at Village restaurants to share a meal together.

Those growing up along Stillwater's Hudson River waterfront today know an equally friendly and tight-knit community, but differences prevail in the way residents are able to interact with one another on a daily basis. The Town and Village no longer host a variety of retail shops or cafes for people to frequent with their friends. Instead, most residents find they must drive from one location to another, or out of town altogether for basic services such as grocery and department stores, laundromats, and doctor's offices. Many of the changes that have occurred in Stillwater during this time are due in part to population loss, job loss, and lack of reinvestment in the area. Today, much of Stillwater's waterfront functions more as a bedroom community for the Capital District. However, the remaining businesses are vital to the revitalization of the waterfront, as are the many historic sites and the Hudson River itself.

# GUIDING PRINCIPLES & PROJECT OVERVIEW



Source: Google Maps

## GUIDING PRINCIPLES

The objective of the Stillwater Hudson River Waterfront Revitalization Plan is to lay a framework for the future that first prioritizes the preservation of agricultural lands, open space and historic resources, and community character. Second, it goes further to envision a future that embraces a variety of housing options to satisfy the needs of a growing elderly and

millennial population, and a mixed-use environment that contributes to the overall economic and social vitality of the community. Lastly, the plan seeks to bolster quality of life amenities that will support current residents and attract new ones.

### PRESERVE

Establish mechanisms to support and conserve the agricultural-based businesses, natural open space, and historic features that characterize the area.

### REVITALIZE

Reinvest in existing commercial and residential properties to promote on-going revitalization efforts throughout the Town and Village. Spark renewed interest in local features that will attract new residents and tourists and can serve as vital community resources.

### GROW

Expand infrastructure to accommodate and attract future growth. Promote higher density, mixed-use infill development. Create new opportunities for recreation and community engagement.



## Project Overview

In the fall of 2012, the Town and Village of Stillwater were awarded NYS Department of State (NYSDOS) Local Waterfront Revitalization Program (LWRP) funding to develop the Stillwater Hudson River Waterfront Revitalization Plan through the NYS Consolidate Funding Application (CFA) process. Following the award, the Town and Village created a joint LWRP Advisory Committee that consisted of local residents, businesspersons, property owners, recreational enthusiasts, municipal and county staff, appointed and elected officials, and National Park Service (NPS) and Capital District Transportation Committee (CDTC) representatives. Committee members represented a broad spectrum of the community, ensuring a fair and balanced planning process.

The Advisory Committee began meeting in February of 2015 to begin research and discuss the goals of the Stillwater Hudson River Waterfront Revitalization Plan. Throughout the summer and fall of 2015, several community outreach initiatives took place. This included interviews with strategic stakeholders that were identified by the Advisory Committee, public workshops, and an online survey to provide for additional public participation. In January 2016, the Advisory Committee prepared a preliminary draft plan. After further

review and revisions, the Advisory Committee finalized the plan in May of 2016 for Town and Village Board's respective review and authorization.

The Advisory Committee's first public workshop was held at the Stillwater Town Hall on July 7<sup>th</sup>, 2015 and was attended by several local residents, business owners, Planning and Zoning Board representatives, and elected officials. The workshop commenced with a presentation of the study area's demographic and economic characteristics, amenities, as well



*Public workshops were well attended and provided valuable public input*

as attractions. Following the presentation, the floor was opened for public discussion, which focused on economic development, land use and zoning, transportation, infrastructure and quality of life issues. Attendees identified several areas of improvement from wayfinding and signage, bicycle facilities, expansion of sewer and water infrastructure to spurring Village development and increasing housing options.

On January 11, 2016, the Advisory Committee hosted a second public workshop at the Town Hall that was attended by many local residents, business owners, and local officials. At this event, the Advisory Committee presented draft concept plans and recommendations for public comment. A facilitated, group discussion directly followed the presentation, which enabled further questions, comments and ideas among participants. In addition to the workshops, the Advisory Committee conducted the following public outreach:

- Online survey for residents whose schedules may not allow them to attend the two (2) workshops
- Completed approximately 25 stakeholder interviews
- Held five (5) Advisory Committee meetings to discuss the progress of the plan, review research and public input, and develop recommendations

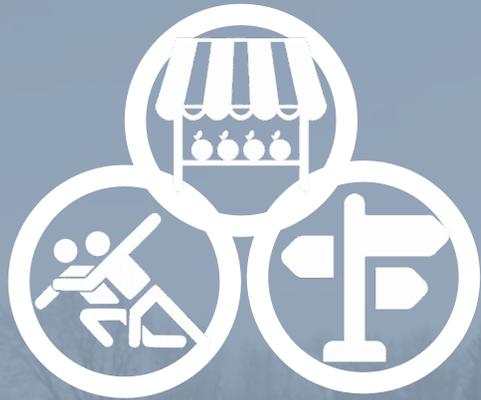
Appendix A provides summary of the committee meeting, public workshop, and stakeholder interviews.

The Advisory Committee also prepared an existing conditions analysis that provided an overview of the study area's demographics, economic, and land use characteristics, transportation and utility infrastructure, and natural and cultural resources (see Appendix B for the complete existing conditions analysis).

The Advisory Committee also prepared a detailed Market Analysis of the study area. The Market Analysis provided an overview of the Capital Region and Saratoga County's economic development trends and strategies, a review of local and regional business and employment characteristics, and a review of regional and local tourism characteristics (see Appendix for the complete market analysis).

After gathering and examining all the information and public input, the Advisory Committee formulated goals and recommendations, and then developed a thoughtful implementation and funding strategy to ensure the success of the plan. Finally, the plan was reviewed and approved by the Town and Village of Stillwater.

# RECOMMENDATIONS



## About These Recommendations

The following recommendations and revitalization initiatives are based on extensive public input that was obtained during the Stillwater Hudson River Waterfront Revitalization Plan planning process. While these recommendations represent a range of policy and land use options that will help revitalize Stillwater's Hudson River Waterfront, true success will depend upon a committed and informed community and strong public and private partnerships.

Because implementation of these strategies requires a long-term commitment from dedicated and knowledgeable members of the community, one of this plan's primary recommendations is the creation of an Implementation Committee. Created by the Town and Village Boards, members of an Implementation Committee would be appointed to serve a select number of years and tasked with implementing the recommendations outlined in this plan (the Town and Village may consider having such a committee help implement other town-wide planning initiatives).

The Implementation Committee would also be responsible for advising the Town and Village Board, Planning Board, and Zoning Board of Appeals on waterfront revitalization related matters. This may include proposed land use regulations, infrastructure projects (e.g., water and sewer services, etc.), and proposed developments.

While the Implementation Committee would provide the necessary commitment and continuity, additional support and/or partnership opportunities should include the Capital Region Economic Development Council, Saratoga County Prosperity Partnership, Saratoga Economic Development Corporation, Mechanicville Stillwater Industrial Development Agency, Saratoga County Planning Department, Saratoga National Historical Park, Historic Hudson-Hoosic Partnership, Champlain Canalway Trail Working Group, Lakes to Locks Passageway, and local land trust such as Saratoga PLAN.



## Land Use & Zoning

Participants in the planning process noted a desire to encourage economic development and revitalization where appropriate, and discourage or modify development where it might degrade the study area's natural resources and community character. In particular, participants identified a need to improve the quality of development and revitalize local business within the Village along the southern limits of the NYS Route 4 corridor. This included an interest in encouraging a more walkable, mixed-use community in order to meet changing housing, shopping, and dining preference, particularly among the Baby Boomer and Millennial generations and tourists. Simultaneously, the community expressed the need to protect its environmental and cultural resources, including Saratoga National Historical Park's (SNHP) visual and historic character, existing farmlands, and Hudson River waterfront. Finally, local officials and property owners alike have expressed an interest in simplify or revising the study area's current zoning. Specifically, the Town's portion of the study area has numerous zoning districts that somewhat contradict the underlying land use patterns and inhibit mixed-use development (e.g., expansion of homes, commercial additions, mixed uses may be considered nonconforming

and require a variance or special use permit). With funding from the Capital District Transportation Committee's (CDTC) Linkage Study Program, the Town and Village of Stillwater are currently preparing an update to the Study Area's zoning and design guidelines. The following recommendations could be taken into consideration as part of this update.

- 1. Promote appropriately scaled and mixed-use designed development in the Village and southern extent of Route 4 within the Town**

The Village of Stillwater is a quintessential community center. However, while it embodies all the characteristics of a small village, it is not defined by a singular or uniform land use pattern. Rather, it consists of several areas and types of development, including a downtown that consists of traditional mixed-use buildings that vary in architectural style, a variety of old-style and contemporary residential neighborhoods, numerous community and institutional land uses, as well as undeveloped landscapes and natural resources. As such, it is important to recognize that a "one size fits all" approach to future growth and development is unlikely to be successful.

Recently proposed developments within the Village made an effort to incorporate higher densities that were similar to

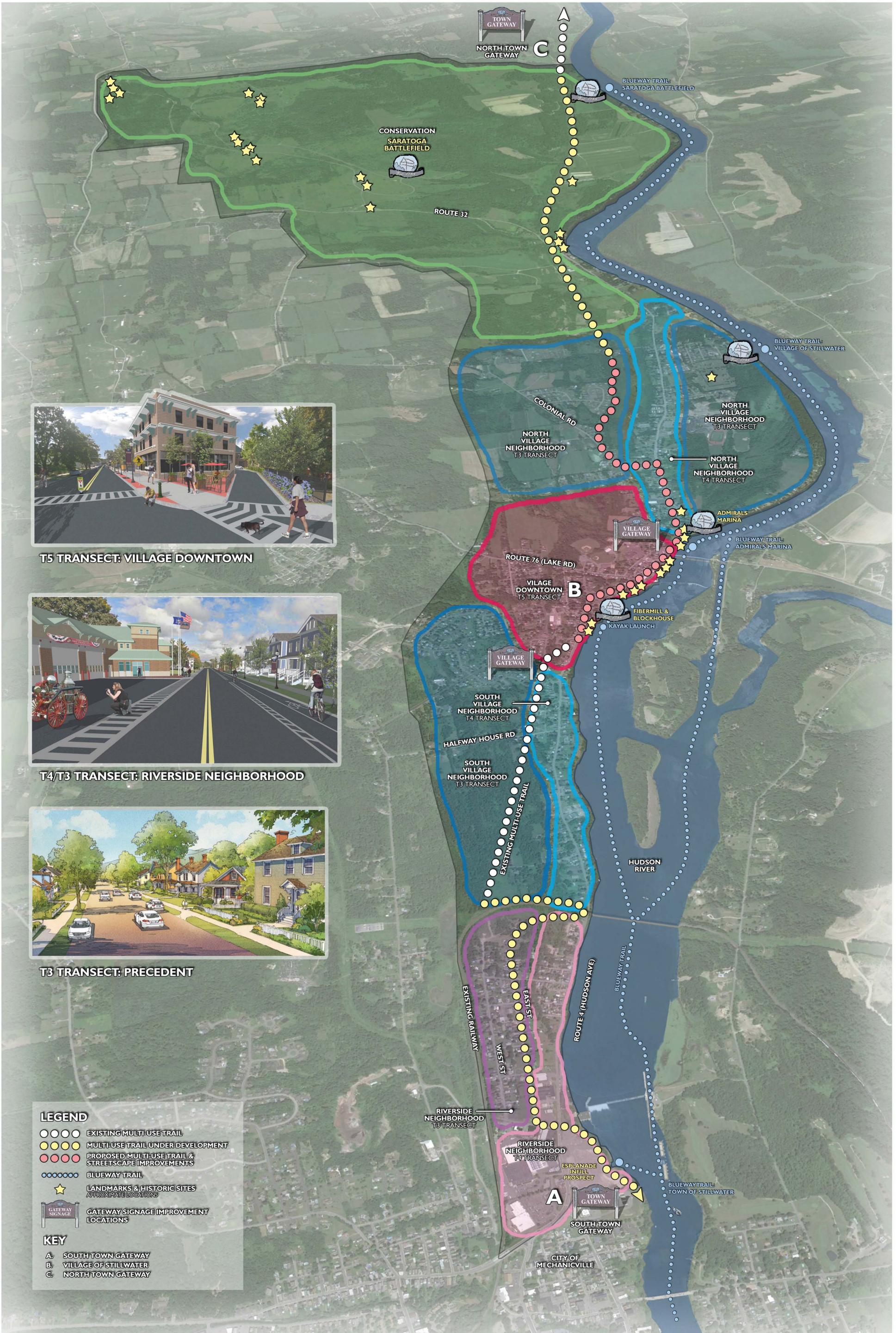
the Village’s downtown center (an area along Hudson Avenue that bound approximately by Park Avenue, Lake Street, and Palmer Street). However, based on public input, some considered it out of character or too dense for the propose location (the project was located just north of downtown center). More specifically, some felt that that the location was too isolated from the downtown center. It was argued that this would result in undesirable increases traffic (at a new unsignalized intersection along Route 4) and potential unsafe pedestrian road crossing (particularly children that wanted to access local recreation facilities and shops).

However, some residents noted that larger or more dense projects may be more suitable in other locations within the Village (i.e., within the Village downtown area) where amenities are more accessible, infrastructure is available, and existing densities are more comparable. Therefore, the Village could explore more site-specific forms of development that it would like to encourage and accommodate such proposals through zoning revisions. Simultaneously, the Village could identify preferred development patterns for the less dense portion of the community.

Given these nuances, it is recommended that Village explore desired densities and designs throughout the community. As



Three zones on the rural-to-urban transect representing medium- density sub-urban to higher-density town center development patterns (dpz.com)



TRANSECT CONCEPT FIGURE

part of this effort the Village could consider using a rural-to-urban transect approach. The rural-to-urban transect recognizes the full range of environments from densely developed urban core to undeveloped natural areas. Transect zones focus of building form and provide the basis for real neighborhood structure, which requires walkable streets, mixed uses, transportation options, and housing diversity.

### ***How Do Transect Work?***

The urban-to-rural transect is commonly divided into several zones that vary by the ratio and intensity of their natural and built components. The Town and Village could consider employing an urban-to-rural transect that extends from the Village to the southeast portion of US Route 4 corridor and Riverside Neighborhood. The public has identified this as a recommendation, and the Town has identified this as a growth area in several planning initiatives including its Comprehensive Plan, Generic Environmental Impact Statement (GEIS), Farmland Protection & Green Infrastructure Plan, US Route 4 Corridor Study, and Brownfield Opportunity Area (BOA) plan. Growth in this area has long been considered part of a broader “smart growth” initiative (a planning concept that encourages growth where development and infrastructure already exist in order to reduce the potential cost and impact of sprawl).

It is recommended that the Town and Village follow the T3 to T5 urban-to-rural transect based on the adjoining transect figure (right). The Transect Concept design figure (next page) depicts a more area-specific transect approach for the Stillwater Hudson River waterfront (the figure also includes various points of interest and proposed improvements discussed in subsequent sections).

**Village Downtown Center (T5 Transect):** The area bound approximately by Hallum Road, Colonial Road, Broughton Lane, Ferry Lane, the Hudson River waterfront, and the southern extent of the Village. This area encompasses the Village’s downtown center (the area along Hudson Avenue between Stillwater Bridge and Park Avenue). It encompasses the Community Center, Earl J. Manning American Legion Recreation Fields, Block House, and Admiral’s Marina. Both developed and undeveloped portions of this area offer significant growth opportunities within the Village. Given the existing development patterns of this area, along with its proximity to the downtown center and nearby community assets, it is suggested that more high density, mixed-use development be permitted here.

**North Village Neighborhood (T3 & T4 Transects):** This area encompasses the remaining northern portions of the Village. Major land uses include single-family residential housing, farmland, vacant properties, the Stillwater Central School

District, former municipal wellhead properties, and Hudson River waterfront. Development in this area could mirror T3 and T4 design principles, whereby the more dense T4 transect parallels Route 4 (perhaps as far north as Stillwater Central School District), and the balance of the area designated as a T3 transect. As a result of breaking the neighborhood into a series of transects, the characteristics of each area is enhanced by fostering context sensitive styles and densities, as opposed to blanketed conventional zoning standards that ignores the existing land use patterns.

**South Village Neighborhood (T3 Transect):** This area extends from the southern limits of the Village boundary to the Iron Bridge just north of the Riverside Neighborhood. It compasses existing segments of the Stillwater Champlain

Canal Trail. It has significant natural resources, including a large wetland complex located west of Route 4. While these natural resources may inhibit some development, the area immediately along Route 4 and the Hudson River waterfront presents significant infill opportunities. However, given its existing land use patterns, coupled with the nearby natural resources, it is suggested that the Town consider a T3 transect approach for this neighborhood.

**Riverside Neighborhood (T3 and T4 Transects):** This area is bound by the existing railroad and Hudson River waterfront. It extends to the City of Mechanicville boundary. This area is defined by medium to higher density residential neighborhood, Veterans Park, the proposed Esplanade development, and number of existing business, including



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.

DeCrescente Distributing. Future growth could include comparable housing densities and allow for neighborhood-oriented mixed uses (e.g., professional offices, corner restaurants, etc.). More specifically, higher densities (T4 transect) could be explored along Route 4 and East Street, while somewhat lower, more residential densities (T4) could be explored from East to West streets.

### ***What Would Transects Look Like?***

The Transect Massing Figure and the T5 and T4/T3 Illustrative Renderings Figures (next page) depict the scale and possible type of infill development that could be considered within the Town and Village of Stillwater.

For all transects, the Town and Village could consider the following site design characteristics:

- Improved walking, biking, and transit and options (see Transportation related recommendations below).
- Enhanced landscaping and greenspace. This includes public spaces, storm water management, and green infrastructure features.
- Use of access management to reduce the number of curb cuts (e.g., shared access, connections between adjoin sites, service roads, etc.).

- Thoughtful parking standards that include shared, side, and rear parking. Use of parking management strategies (see transportation related recommendations below).
- Sign requirements that reduce visual clutter and improve the aesthetic environment. This includes use of natural materials, no backlit signs, pedestrian scaled signs, etc.
- Attractive, appropriately scaled, and pedestrian-oriented lighting. This includes the use of fully-shielded, downward directed light fixtures and buildings designed with windows that look out onto walkways, parking lots, and common areas.

## **2. Promote land use conservation and preservation of Saratoga National Historical Park, nearby farmland, and cultural and visual resources**

Currently, zoning around the Study Area's northern agricultural resources and Saratoga National Historical Park (SNHP) consists of several districts. This includes Low Density Residential (LDR), Rural Residential (RR), and General Business District (B2). Based on the Town's buildout analysis that was prepared as part of a town-wide Generic Environmental Impact Statement (GEIS), a significant amount of new development could occur in this area, particularly within the B2 district. More specifically, approximately ±1,900 new homes could be constructed



TRANSECT ZONES  
DIAGRAM

TRANSECT MASSING FIGURE



T5 FIGURE 1. ILLUSTRATIVE RENDERING



T4 & T3 FIGURE 2. ILLUSTRATIVE RENDERING

within the vicinity of the SNHP boundary and along the adjacent farmlands. Because of the community's interest in preserving this area as a cultural, natural, and economic resource, the Town could consider revising the current zoning to reflect the community's desire to keep this area an agricultural and natural resource. This may include rezoning B2 to LDR or RR (or some alternative zoning district). Ultimately, the intent of rezoning of this area could greatly reduce achievable densities and restrict possible uses to ensure that the district remains parkland or agricultural in nature.

**3. Promote additional conservation measures around Saratoga National Historical Park. This may include a Viewshed Protection Overlay and/or a Transfer of Development Rights (TDR) program**

In addition to reducing development potential to maintain the area's existing community character, the Town could incorporate a special overlay zone that advances the farmland protection and SNHP preservation recommendations outlined in the Battle of Saratoga Preservation and Viewshed Protection Plan and Stillwater Farmland Protection and Green Infrastructure Plan. Both planning initiatives identify the importance of preserving the visual character of the area and both recommend the creation of a viewshed protection overlay.

The overlay could include site design standards that minimize the visual impact of development on the SNHP's scenic resources. These standards could include limits on clearing, screening design requirements, locating proposed projects appropriately, and use of lower visibility building materials.

In addition to a viewshed protection overlay, the Town could consider adopting a Transfer of Development Rights (TDR) program. The use of TDR program has been recommend in several Stillwater planning initiatives. This includes the Town's 2006 Comprehensive Plan and 2007 GEIS and Farmland



*SNHP's viewshed and nearby agricultural resources are not only importation cultural and open space resources, they are vital economic resources well.*

Protection and Green Infrastructure Plan. In an effort to further this recommendation, the Town took part in the Market-Based Land Use Control: An Analysis of the Potential for Transfer of Development Rights Programs in the Capital Region (“Capital Region TDR Plan”). The study was prepared by University of Albany in partnership with Saratoga PLAN and the Mohawk and Hudson Land Conservancy (MHLC). The study outlined the various elements of TDR programs and examined how such a program might be implemented in the Town of Stillwater.

### ***How Does TDR Work?***

The intent of the TDR program is to shift development from priority preservation areas to designated growth zones that are located closer to municipal services and infrastructure. TDR programs require the designation of “sending” and “receiving” districts in order to transfer development from one part of the community to another. Generally a TDR program requires a developer within a receiving district that wishes to build at maximum densities (or densities beyond the as of right allowances) to accumulate development rights (at a cost that reflects the market value of these right) from landowners in the sending district. Alternatively, landowners in the sending district may sell their rights to a TDR “bank,” which can then be purchased by developers at any given time. To ensure that the development rights are permanently extinguished from the land in the sending district, a conservation easement that

allows for continued use of the property is placed on that land. The developer of property in the receiving district uses the acquired development rights from the sending district to maximize the development potential for their property.

As the Town continues to advance a TDR program, it was awarded a NYS Agriculture and Markets Farmland Protection Implementation Grant (FPIG) in 2015. The FPIG funding will be used to identify sending and receiving zones and preparing a TDR program ordinance. It is recommended that the Town work with Saratoga PLAN when developing the program and consider entering into a Memorandum of Understanding (MOU), whereby Saratoga PLAN serves as the TDR administrator and/or as the TDR bank.

When developing the TDR sending zones, the Town could consider the following areas:

- Areas identified as higher agricultural resource priority and agricultural resource hub areas in the Stillwater Farmland Protection & Green Infrastructure Plan.
- Areas considered preservation priorities in the Battles of Saratoga Preservation and Viewshed Protection Plan.
- Proposed sending zone (S-1) in the Capital Region TDR Plan.

When developing the receiving districts(s), the Town could consider the following areas:

- Areas identified as higher density/mixed use development in the Stillwater Comprehensive Plan Recommendations Map.
- Areas identified as high density commercial and residential nodes in the Stillwater Farmland Protection & Green Infrastructure Plan.
- Proposed receiving zones (R-1 and R-2) in the Capital Region TDR Plan.

#### 4. Promote senior housing within mixed-use areas

Based on the study area, Village, Town, and Saratoga County demographics, a continued increase in senior population is likely. The need to provide senior housing options for this population is not only important from a social perspective, but from an economic perspective as well. For example, an increased preference for high-density, mixed use, and walkable housing among baby boomer (and the millennial generations as well) can be leveraged by encouraging economic growth and development. Furthermore, many seniors indicate that they prefer to remain in their home or communities. However, many municipalities do not define or allow for various senior housing types or forms within their zoning code. Therefore, it is recommended that the Town and Village identify potential zoning impediments to senior housing and create appropriate land use strategies that can incentivize such developments.

Below are some suggested senior housing zoning approaches:

- Adopt the recommended urban-to-rural transect zoning approach (above) in order to provide for increased housing options within a walkable, socially connected, and service-oriented environment.
- Allow for senior housing types in selected zoning district and incorporate specific zoning definition (e.g., multigenerational housing, shared living residence, elder cottages, in-law apartments, elder cohousing, assisted living facility, congregated care facility, continued care retirement community, etc.).
- Consider affordable housing requirements or incentives (see incentive related zoning recommendations below). For example, this may include provisions that require a select percentage (e.g., 20 percent) of housing units within a new development be affordable for seniors.
- Adopt site plan design requirements that accommodate senior citizens (e.g., strong pedestrian connectivity and mobility, enhance building accessibility, etc.).

In addition to the above zoning measures, there are many other “aging in place” strategies identified below that can support seniors within the community.

## 5. Develop incentive zoning to encourage desired growth and community benefits

By increasing development potential through urban-to-rural transect zoning approach, property owners and developers alike will be more attracted to the area. In order to further encourage economic growth in the area, and provide enhanced community benefits, the Town and Village could explore incentives that attract new development and provide desired amenities and facilities. The Town and Village may allow for greater development densities than those permitted in zoning, reduced review fees, or expedited approvals if the developer provides desired community benefits. Community benefits may include public facilities, municipal or shared parking, infrastructure improvements, streetscape improvements, open spaces, waterfront access, public parks, historic preservation, and affordable or senior housing. It is also recommended that the Town and Village identify specific community benefit goals or targets and their relative priority. This recommendation may be employed in conjunction with Transfer of Development Rights recommendation above.

## 6. Coordinate Town and Village zoning and services

Ultimately, the urban-to-rural transect approach is an intermunicipal zoning initiative between the Town and Village. It recognizes that the Village downtown center, growth opportunities within the Town, and conservation within the vicinity of SNHP are shared community-wide interests, and that both municipalities will benefit from this approach. In order better organize this approach, it is recommended that the Town and Village identify ways to coordinate land use planning and decision-making. Currently, NYS General Municipal Law requires county referrals and reviews for select project that within 500 feet of a municipal boundary. However, The Town and Village could, as a courtesy or through some other arrangement, directly share information regarding proposed projects that are within the vicinity of one another's boundary. Furthermore, the Town and Village might consider holding regularly scheduled meetings to discuss land use and capital improvements. Finally, the Town and Village could share a number of municipal resources and services. This might include planning, engineering, highway department, and public works staffing and consultants.

## Economic Development

As noted in the Stillwater Waterfront Market Analysis (see Appendix C), the study area has many economic assets, including the Hudson River waterfront, downtown Village setting, mix of local businesses, and Saratoga National Historical Park, all of which contribute to the local economy. In order to attract more robust economic growth within the Study Area, it is recommended that the Town and Village take a more proactive approach in order to attract desired local businesses. Although the market analysis indicates that the immediate population may have difficulty supporting new businesses, the nearby population within a 30-minute drive of Stillwater displays spending habits and economic characteristics that could be leveraged to support new businesses in the Study Area. The following recommendations are intended to grow the Study Area's economy by attracting people from throughout the region and increasing tourism.

### 1. Leverage existing marketing initiatives and

The Town and Village, along with local businesses owners, should take greater advantage of existing regional marketing and promotional initiatives. The most relevant initiative is the Lakes to Locks Passage byway. As noted in the Stillwater Waterfront Market Analysis, the Lakes to Locks Passage is a 501(c)(3) non-profit organization that promotes visitation, interpretation, and revitalization of the Upper Hudson River, Champlain Canal, Lake George, Lake Champlain, Richelieu



## LAKES TO LOCKS PASSAGE

THE GREAT NORTHEAST JOURNEY

resources of Lakes to Locks Passage are managed in balance with economic development and tourism promotion.”

Ultimately, Locks to Lakes Passage seeks to market the region as a destination by fostering a unified user experience through coordination and a variety of multimedia platforms and wayfinding signage. To that end, the Locks to Lakes Passage website and smartphone application allows visitors, business owners, promoters, non-profits, etc. to upload experiences and events as well as accommodations, restaurants, and store locations for people to explore and plan their trips. Stillwater should encourage the use of this resource in order to promote visitation. This may include education and outreach to local

River, and Chambly Canal waterways' cultural and natural resources. According to Lakes to Locks Passage, “through the partnership of public, private and non-profit organizations, the scenic, historic, natural, cultural, recreational, and working landscape

businesses in partnership with Lakes to Locks Passage. Stillwater should establish a strong working relationship with Lakes to Locks Passage and create an interpretive signage strategy that is based on Lake to Locks Passage designs.

The Town and Village should also collaborate with the Saratoga County Prosperity Partnership (SCPP), Saratoga National Historical Park, Hudson-Mohawk River Heritage Area, and Erie Canal Heritage Area. Given their shared recreational resources (existing and proposed elements of the Champlain Canal) and agriculture heritage, the Town (as well as Saratoga County) should consider discussing cross promotion marketing opportunities with Washington County. The timing of such a discussions could be beneficial to both communities since Washington County is currently redeveloping its tourism promotion strategy.

## **2. Develop a localized waterfront events and promotional strategy**

The Town and Village, in partnership with the Stillwater Central School District, Stillwater Area Community Center, Saratoga National Historical Park, as well as other local institutions and organizations, should develop a Hudson River Waterfront events strategy. The intent of this strategy should be to create a range of activities that leverage existing community, commercial, cultural, and natural resources, with the goal of attracting visitors year-round, particularly from

within a 30-minute drive time and the greater Capital Region. When developing this strategy it is important to consider the “4-Times Rule,” which states that people travel to an activity or event that keeps them four (4) times longer than it took to get there. For example, if the goal is to attract individuals from within a 30-minute drive, events and activities should be at a minimum two (2) hours. Creating a targeted and thoughtful strategy may require the creation of a committee or organization that would be tasked with developing a plan and coordinating reoccurring events.

### ***How Do You Develop a Promotional & Events Strategy?***

Traditionally, events are organized by individuals, businesses, groups, and organizations. These events are often singular in nature and are often held to promote a business, raise funds, provide community entertainment, or to celebrate a holiday. However, larger-scale, community events that are designed to increase local revenue involve much more planning, coordination, and promotion.

While the number and types of event opportunities are limitless, people are often most interested in experiences that involve local food and drink, history, art and culture, outdoor

adventures, and theater and music.<sup>1</sup> Authentic, locally connected, and reflective of what is unique to Stillwater are key approaches to creating successful and memorable events. Stillwater should consider the following when developing an events strategy:

- **Saratoga National Historical Park** serves as a widely recognized center of attraction. Heritage-based events that center around the park and its history (physically or thematically) should be considered. This may include multiday Revolutionary Era war reenactments, craft demonstrations, social living activities, etc. that take place throughout the Study Area. Other heritage-based events and activities could occur simultaneously (e.g., historic boat displays and regattas, antique fairs, etc.).
- **The Village’s walkable downtown** setting and Hudson River waterfront, coupled with nearby local agricultural resources, could serve as a platform for food-based events. Many communities host harvest fests or signature food related events (e.g., Saratoga Chowderfest). Stillwater may consider working with a variety of local and regional restaurants and food vendors to create a themed-based food event (e.g., seasonal, artisanal, local only, chef competition, etc.).

Such an event, coupled with live entertainment, and other culinary related experiences could be a major attraction.

- **Adventure sports**, including running, cycling, swimming, paddling, etc. continue to enjoy increasing popularity throughout the region and across the US. Events that center on these and similar sports have high participation rates and many positive externalities (e.g., overnight stays, restaurant, and retail spending). Stillwater is well suited (perhaps in partnership with nearby communities) to host a variety of marathons, biathlons, triathlons, road races, fitness-oriented obstacle races, and water related competitions. This includes the use of Hudson River, sections of the Champlain Canal Trail and Route 4 and 32 corridor, Saratoga National Historical Park, and other transportation and recreation resources.

Staging these events requires thoughtful planning and use of existing facilities. The Blockhouse, Stillwater Community Center, Early J. Manning Recreation Fields, Stillwater Central School, Hudson River Park, Saratoga National Historical Park, and Veterans Park could all serve as support sites and staging grounds. Improvements to the Blockhouse, including the provision of restroom facilities, could further help support

<sup>1</sup> Cornell University School of Hotel Administration, *Consumer Decision Making for Tourism in New York State* 2011

events and visitors (see conceptual Blockhouse improvements figure right). In addition to logistics, the events strategy should identify cross promotion opportunities with local businesses. Finally, in the absence of local accommodations, shuttle services from nearby hotels and even overnight camping arrangements should be considered.

### 3. Explore ways to support local business startups

Develop strategies to attract businesses that leverage the Village downtown, Hudson River waterfront (and its environs), and nearby cultural and recreational resources (see market study) use existing resources for marketing.

Providing business startup support within the Study Area (as well as the greater community) could have a meaningful economic impact. There are a number of such local resources including the Mechanicville Stillwater IDA, Saratoga County IDA, Saratoga Prosperity Partnership, and Saratoga County Economic Development. These entities and organizations provide a number of technical assistance, tax abatement, and financial support programs. However, in order to attract needed and desired business, including lodging, restaurants, and retail establishments, the Town and Village should explore ways to organize and coordinate business development and support. This effort should, in part, be based on the findings of the Stillwater Waterfront Market Analysis (see Appendix C). Below are several strategies to consider:



*Conceptual Blockhouse improvements include public restrooms, waterfront access, landscaping, and shoreline restoration. Extension of the exiting trail north (as proposed in the US Route 4 Corridor Study) could provide waterfront connections nearby housing and business. It may also provide portage around the dam for paddlers.*

- **Develop an inventory of potential redevelopment properties** that can be distributed local, county, and regional economic development entities and real estate companies. The list should include existing buildings and vacant sites. When developing this list, preliminary due diligence with regards to zoning and environmental and cultural resources should be conducted.
- **Generate a series of pro formas for desired businesses.** Pro formas are used to estimate financial feasibility results based on a set of assumptions regarding operation costs and cash flow. If the results of the pro formas are positive, they can be marketed to potential business and accompany select property information. When generating pro formas, the Town and Village should incorporate Stillwater Waterfront Market Analysis findings, including relevant population, income, and spending characteristics.
- **Develop online resource for potential businesses** to access and obtain business support and startup information. This should include links to relevant economic development organizations and their respective programs. It should also include a link the Stillwater Waterfront Market Analysis and

recommended property information and business pro formas.

- **Create and provide funding to support an economic development coordinator position.** This position could be a shared service between the Town and Village. It could also be done in partnership with the Mechanicville Stillwater IDA. The economic development coordinator could be tasked with developing the recommended property information, select business pro formas, and maintain online resource. The economic development coordinator could also attend trade associations for desired businesses in order to promote and attract new busies. They could also conduct outreach to individual businesses owners and provide technical support for local startups.

#### 4. Identify strategic sites for redevelopment

As noted above, the Town and Village should identify select redevelopment sites and market them directly to the business community. Several sites were discussed throughout the planning process. This includes the former Town Hall and a handful of vacant building (e.g., former Milt’s auto services), and sites (e.g., former Shirt Factory). It may also include large areas of vacant land located along Ferry Lane and south of Stillwater Central School District. Several sites were also



*Admirals Marina along NYS Route 4 in the Village*

identified as part of the Town and Village’s Brownfield Opportunity Area (BOA) Pre-Nomination Study.

One of the most discussed redevelopment opportunities was Admiral’s Marina. During the planning process many noted that improved waterfront access for boat tours, new recreation opportunities, entertainment facilities, and economic development (e.g., public private partnerships, new businesses, etc.) were desired. The site could incorporate a tour boat dock/facility that would operate in conjunction with Saratoga National Historical Park planned boat dock (possibly located at the Town Hudson River waterfront park) and battlefield tours (see Hudson River boat tour recommendation above). In order to facilitate revitalization of Admiral’s Marina,

the Town and Village could engage the current property owners and discuss possible opportunities. If the current owner is willing, the Town and Village may consider a way to obtain site control (e.g., ownership) in order to facilitate redevelopment. If the Town and Village do decide to take control of (purchase) the property, the following should be considered:

- **Perform appropriate due diligence** including title, survey, and environmental research (e.g., Phase I and Phase II site assessment).
- **Identify ownership approach**, which may be single or intermunicipal. Intermunicipal property ownership may involve the creation of a memorandum of understanding (MOU) and/or a local authority.
- **Identify leadership and approach.** Redevelopment could be driven by a municipality or through a request for proposal (RFP) and selection of a preferred developer that agrees to meet desired project goals/outcomes.
- **Develop long-term management**, cost, and/or revenue sharing agreement.

The proposed concept plan for Admiral’s Marina (located at the end of this section) is intended to reflect proposed land use revisions and provide for desired services.

## 5. Engage in broader economic development initiatives

It is recommended that a Stillwater representative engage in regional and state economic development forums in an effort to identify potential funding opportunities and advocate for funding of local projects. This may range from tax abatements, infrastructure improvements, and grant sponsorship and/or support. One of the greatest sources of funding for both public and private initiatives is New York's Consolidated Funding (CFA) program. The CFA is an annual grant program that includes a variety of state grants. Grants are awarded through a competitive process based on relevant funding source criteria and an area's Regional Economic Development Council economic development plan. Stillwater is within the Capital Region Economic Development Council (CREDC). The CREDC meets regularly and it is recommended that Stillwater attend these meetings and meeting with CREDC stakeholders in order to align local economic development strategies with the CREDC's. In addition to the CREDC, Stillwater should become actively engaged in Saratoga County's evolving Saratoga County Prosperity Partnership (SCPP) initiative. The SCPP is now the County's Economic Development

organization. The origin of the SCPP is the Saratoga County Economic Development Strategic Plan. The plan outlines several trends and economic development strategies for Saratoga County to pursue (see the Stillwater Waterfront Market Analysis in Appendix B for more information). Since its inception, the SCPP has developed The Saratoga Strategy, which spells out a series of specific economic development objectives for Saratoga County.

In addition to attracting new business and supporting existing ones, the SCPP is looking to develop strong relationships with appointed and elected officials in order to "enhance investments" in Saratoga County. A key element to this objective is initiating a "local government and community program for initiating new community and economic development projects for northern, central and southern community, working with local chambers, business and professional associations and local governments." This program could be leveraged by Stillwater to help attract desired businesses (e.g., restaurants, etc.) and offer technical support to start-ups.



**ADMIRAL'S MARINA**  
 CONCEPT DESIGN

## Transportation & Infrastructure

Transportation improvements within the Stillwater Hudson River Waterfront focus on providing improved access to regional transportation services (e.g., CDTA busing, etc.) and enhancing multimodal access (e.g., multi-use trails, pedestrian mobility, etc.) within the immediate study area. During the planning process, the need to provide improved access to regional employment centers and enhance nearby walkability (in conjunction with the urban-to-rural transect land use and zoning recommendation above) was identified. It was noted that in order to accommodate changing transportation preferences and trends among the Baby Boomer and Millennial generations (e.g., decline in car ownership, increased use in public transportation, downsizing of homes, desire to live in more compact and walkable communities), the Town and Village should seek to provide transportation options. Public transportation can help to lower pedestrian, driver and passenger safety risks (particularly in the teenage and elderly cohorts) and can also enhance residents' quality of life.

Select improvements and expansion of water, wastewater, and natural gas infrastructure are vital to the economic and environmental suitability of Stillwater's waterfront. Aging or inadequate infrastructure can simultaneously have unintended environmental impacts and discourage private investment. The following infrastructure improvements are intended to encourage the recommended infill development

(see Land Use & Zoning above), which will help to foster desired economic growth (see Economic Development below).

### 1. Continue to expand and improve upon multimodal trail infrastructure

The Town and Village should continue their efforts to develop their portion of the Champlain Canalway Trail. Ultimately, the trail should extend (at a minimum) from the Town of Saratoga to the City of Mechanicville. In addition to providing excellent health and recreational benefits, it is widely acknowledged that such quality of life infrastructure has significant and positive economic benefits.

According to the Champlain Canalway Trail Action Plan (see below for more information), day users of trail spend approximately \$1 to \$30 per visit and multi day users may spend approximately \$100 to \$300 per day. This spending can greatly benefit the local economy (particularly retail and service based businesses). In addition to direct spending, users may range from local residents to national or international travelers that are long-range cycling enthusiasts. These users ultimately serve as "ambassadors" to the community when they share their positive experiences with others, which essentially provides free marketing that can help attract new residents and businesses.



*The existing segments of the Champlain Canalway Trail in Stillwater are a tremendous resource. Further extensions and improved connectivity will increase users and visitor spending (mechanicvillemile.com)*

Designated a “priority greenway” in NYS’ Statewide Trails Plan (2010), the Champlain Canal Trail is a region-wide initiative to develop a trail along the historic Champlain Canal corridor. Once complete, the trail will extend from Waterford to Whitehall. Several local and regional planning documents have identified specific and conceptual route locations, as well as adjoining spurs and loops. This includes the:

- Champlain Canalway Trail Action Plan (2011);
- Stillwater Farmland Protection and Green Infrastructure Plan (2007); and the
- Stillwater US Route 4 Corridor Study (2006).

The Champlain Canalway Trail Working Group (CCTWG) serves as an “ad hoc partnership that includes local and regional canal and trail groups, public agencies, and park and preservation organizations,” that is dedicated to advancing development of the Champlain Canalway Trail. The CCTWG meets regularly to discuss the status of the trail’s development and provides trail support through a host of initiatives.

### ***How are Trails Funded & Developed?***

Over the last several years the Town of Stillwater has actively sought to develop their portion of the Champlain Canalway Trail. Through thoughtful planning, successful grant writing, strong partnerships, extensive volunteerism, and old fashion hard work, the Town has successfully developed several trail segments. In 2007, it completed the Stillwater Multi Use Trail Segment from the railroad line north of the Riverside Neighborhood to Railroad Avenue.

In 2014, with funding from the Hudson River Valley Greenway, the Town completed the Campbell Park trail segment from Railroad Avenue to Campbell Road. In 2013, the Town was awarded NYS Office of Parks, Recreation, and Historic Preservation (OPRHP) and NYS Canals to construct the Riverside Trail segment from the southern end of the existing Stillwater Multi Use Trail segment (north of the railroad) to the City of Mechanicville, via the proposed Esplanade development project. In 2015, the Town was

again awarded NYS OPRHP and NYS Canals funding to construct the Towpath Trail segment from the Saratoga National Historical Park to the Town of Saratoga's Champlain Canalway Trail network. The Town was recently awarded a grant from Saratoga County to complete a portion of the trail that extends northward from Price Road.

While not specially identified as part of the Champlain Canal Trail, the Village has successfully extended its sidewalk network from its central business district to the Stillwater Central School using NYS Safe Routes to School funding. Coupled with Route 4's designation as a NYS Bike Route, this helps provide some connectivity between the Village and existing and future trail segments.

Moving forward, the Town and Village should coordinate Champlain Canal Trail implementation with the CCTWG and expend the trail network to connect various points of interest, including local businesses and cultural and recreational resources. This effort may include the formation of a local trails committee.

## 2. Improve streetscape and multimodal infrastructure along roadways

Improvements to the Study Area's road network could further enhance the pedestrian experience and offer multimodal opportunities. Currently, many of the Study Area's roadways offer limited pedestrian and bicycle access or facilities. As such, it is recommended that the Town and

Village adopt a complete streets approach when upgrading roadway infrastructure.

Ultimately, a complete streets approach to roadway designs is centered on the idea that streets should accommodate all users. This includes pedestrians, bicyclists, motorists, and people of all ages and abilities, including children, older adults, and those with physical disabilities. A complete street approach to roadway design includes context-sensitive elements that prioritize bicycle/pedestrian access and safety as well as traditional vehicular needs. This integrated design approach helps to reduce vehicle miles traveled by promoting pedestrian mobility, which complements the desire for mixed-use, higher density infill development. Finally, a complete street design offers more opportunities to improve the aesthetic quality of the community. Complete streets often include the following concepts and features:

- **Pedestrian Access, Safety & Mobility:** includes such features as sidewalks, crosswalks, bike access, landscape buffers between vehicle traffic and pedestrians, and signage. Together, these features make for a safe and pleasant experience for pedestrians.
- **Access Management:** includes orderly and well planned points of access throughout the corridor, reduced number of curb cuts, increased

interconnection between adjacent land uses, and designated turning lanes. Access management, when implemented, will help to reduce the number of potential conflicts between motorist and pedestrians.

- **Traffic Calming Techniques:** include curb “bump-outs,” the narrowing of roadways, pedestrian islands, signage, speed reductions, and textured surface crosswalks. Together, these features are conducive to safe and alert driving.
- **Corridor Beautification:** may include themed lighting, landscaping, gateway treatments, orderly and/or themed signage, and planted medians. These features help to create a sense place and improve the aesthetic quality of the corridor.
- **Green Infrastructure:** includes stormwater designs that focus on infiltration and nutrient uptake by plantings (e.g., raingardens, disconnected curbs, bio-retention basins, pervious surfaces, etc.). These features help to reduce pollutants that may be conveyed by stormwater runoff. Street trees act as carbon sinks and help to preserve road surfaces by shading them from the summer sun and help block the cold winds of winter.

To ensure complete streets implementation, it is recommended that Town and Village consider adopting a complete streets policy and roadway design standard that



*Narrowing roadways (road diets), sidewalks, crosswalks, bike lanes, and other complete street measures are intended to improve multimodal access and safety (completestreets.org)*

applies to municipal road reconstruction and new development. It is also recommended that the Village improve and expand its sidewalk network, particularly within its central business district. The Town should seek to develop complete streets through the Riverside Neighborhood. Finally, the Town and Village should advocate for and work with the NYS Department of Transportation (NYSDOT) to reconstruct NYS Route 4 in order to better accommodate multimodal access, particularly cyclists. At a minimum, efforts should be made to improve the roadway segments between the Riverside Neighborhood and the Village center and from the northern Village to the Saratoga National Historical Park.

### 3. Help facilitate Hudson River boat tours

The National Heritage Trust was awarded a \$55,000 grant from the New York State Canal Corporation in December 2012 to help develop a boat dock along the Hudson River. The purpose of the boat dock was to help provide waterfront and boat access to Saratoga National Historical Park (SNHP), however, the dock has not been implemented to date. The opportunity to build a dock for SNHP-related boat tours has been discussed throughout the planning process. A boat tour operation could help tell the story of the Battles of Saratoga from the Hudson River. It would also provide visitors with an interesting and unique waterfront experience.

A successful example of this type of heritage tourism is the Carillon Boat Cruises in Fort Ticonderoga, NY. The Fort operates as an independent, non-profit, 501(c)(3) organization. Visitors can experience a 90-minute, chartered boat tour around the Fort Ticonderoga peninsula to hear 18<sup>th</sup> century military stories, and learn about 19<sup>th</sup> and 20<sup>th</sup> century maritime heritage. Tickets to the venue range in price from ‘no cost’ for young children up to \$25 for an adult ticket.

In addition to the regular boat tour, Carillon also offers sunset cruise tours in July and August, and private, evening boat charters for special events. All charter boat tours, day or night, welcome guests to bring a picnic lunch/meal, or offer the option of reserving a boxed lunch from the facility’s Café. The Carillon tour has been a success for the for the Fort, both in

terms of participation and financially. Because of this, the boat tour continues to play a role in the Fort’s positive economic impact to the region.

#### *How Could a Hudson River Tour boat Operate?*

As noted in the Stillwater Waterfront Market Analysis, people are willing to travel 30-minutes for basic goods and services. Furthermore, people are willing to travel to an activity that keeps them four (4) times longer than the travel time. By implementing a multiple hour boat tour component in association with the SNHP, it would attract more visitors from greater distances, creating a positive impact on the community’s economy. The Carillon Boat Cruise offered in conjunction with the Fort Ticonderoga museum tours create a heritage tourism day trip that is well-worth traveling for. Stillwater has the capacity and historic sights to offer such an appealing attraction as well.

It has been previously suggested that the National Heritage Trust collaborate with the Town to develop a dock at the Town’s new Hudson Riverfront Park. The addition of docking facilities at the Hudson Riverfront Park would open a new realm of possibilities for SNHP and the Town to expand cultural and recreation opportunities. It may also offer new private business opportunities. For example, the proposed boat tour could bring passengers from the Village north to the battlefield. This would require installation of a dock facility within the Village, which could be developed as part of the



*Many enjoy the Carillon boat tour at Fort Ticonderoga. A similar tour could be developed between SNHP and Village of Stillwater ([fortticonderoga.org](http://fortticonderoga.org))*

Admiral's Marina revitalization concept plan. With passenger travel between SNHP and Village, shuttle services, bike rentals, retail, dining, and even lodging related business could provide direct or indirect support series. The boat tour could even be tied to special events along the waterfront.

#### **4. Help develop Hudson River Blueway Trail**

A number of state agencies and organizations are working to create a Hudson River Blueway Trail. Most of this effort has been focused on a New York City to Troy Dam trail segment. However, there has been growing effort to develop a segment north of the Troy Dam. According to the New York Statewide Trails Plan, a Blueway Trail is a "designated recreational water route" for watercraft. Such routes require designated docks, boat launch sites, day use areas,

and public access opportunities. They also require thoughtful wayfinding signage and mapping for user navigation and use.

With several existing and proposed waterfront access points and resources, the Town and Village should coordinate with these ongoing Blueway trail efforts. Stillwater could develop a Blueway wayfinding system and designate its Hudson River Park as a point of access. Recommended improvements to the Blockhouse and Admiral's Marina could provide additional points of access. Stillwater should also consider additional amenities such as overnight parking, restroom facilities, and designated camping areas.

Similar to the economic benefits of the Champlain Canalway Trail, a Hudson River Blueway trail would attract a wide range of visitors, from day-trippers to overnight visitors. Blueway trail users, including canoeist, kayakers, standup paddlers, and boaters, not only enjoy visiting an area, but often utilize local services and generate local tourism dollars.

#### **5. Promote expanded transit and carpooling options**

As of 2015-2016, there are no public transit services available within the study area. As such, it is recommended that Stillwater identify public transit alternatives for residents. Residents have discussed the need and desire for public transit options in workshops and one-on-one interviews during the planning process, explaining that

many residents, particularly the elderly, do not have personal vehicles to use or cannot safely or easily drive themselves to accomplish basic tasks such as attending doctors' appointments, buying groceries, etc.

The Capital District Transportation Authority (CDTA) currently provides public bus service routes as far north as the Village of Waterford and the City of Saratoga Springs, but does not offer bus routes into Stillwater. Based on CDTA's Transit Development Plan's "Transit Propensity Index," the Town and Village do not meet the population, employment, and ridership generator characteristics needed to provide CDTA services. Without increased population and employment, it is unlikely public transit will be extended to Stillwater in the near future.

### ***How Can Stillwater Provides Services?***

The City of Mechanicville provides reliable and frequent local bus service to city residents, and at a rate of \$.65 per ride (and no cost to senior citizens), the intracity route is also affordable. The West and South loop routes run Monday through Friday, every hour from 8:00am until about 4:00pm and Saturdays from 9:00am until 5:00pm. It is recommended that the Town and Village work with the City of Mechanicville to develop a regular service from the Village, along US Route 4, that connects with the northernmost CDTA bus stop in Waterford.



*Expanded bus services, in partnership with the City of Mechanicville and CDTC, would improve accessibility to the community (cdta.org)*

In addition to expanded transit service, the Town and Village should take advantage of the CDTA's [www.iPool2.org](http://www.iPool2.org) (iPool2) service, which is an online web portal that enables users to coordinate personal carpools among each other. This type of service is often used to fill the gaps in more rural townships that may not have access to a public transportation system and would likely benefit Stillwater residents. The online service provides regional ride matches for those users who are planning to drive to a particular destination and those users who seek to obtain a carpool ride to that same destination, or another nearby location along the way.

CDTA's vRide program is another similar sustainable transportation option that offers the same services as iPool2, but for a larger number of people in a 'vanpooling' option rather than carpooling. This is typically for a group of five (5) to fifteen (15) individuals who ride to and from work together every day. There is currently a grant from the Capital District Transportation Committee that provides discounts to groups operating a vanpool in Albany, Rensselaer, Schenectady and Saratoga Counties. All participants of the vanpool may also be eligible to receive federal tax incentives for use of the sustainable transportation vanpool service.

The Town and Village can increase usership of these free and existing online services by helping to educate Stillwater residents about iPool2 and vRide and how they can help to fill service gaps, particularly for the elderly. Some options the Town might consider to promote these services to residents include using the local newspapers, posting information about the services on public marquees, engaging the Community Center's Elder Care Program, and any other community-based organization that would be interested in promoting this kind of public service. Additionally, the Town and Village might consider providing a dedicated carpool/vanpool parking lot location with signage and information for prospective users. This would help to show the Town and Village's commitment to providing residents with a form of low-cost, public transportation and promoting sustainable transportation alternatives.

## 6. Develop short and long term parking management strategy and municipal parking facilities within the Village and proposed infill areas

Parking can be a real or perceived issue. Often, many parking issues may be addressed through improved management of existing parking spaces and planning for future parking demands. While continued growth within the Study Area will add to current parking demand, the use of conventional parking standards that focus primarily on supply is not recommended. Rather, the Town and Village should develop a shared parking approach, coupled with a parking management strategy that focuses on efficient use of parking supply, reflects consumer demand, and includes alternative transportation options. Ultimately, such a strategy is intended to compliment the desired mixed-use, higher density infill development. Specific parking management strategies may include:

- **User Information:** Provide print and web-based parking maps and information for residents and visitors. Improved wayfinding signage should easily direct motorist to designated parking areas
- **Sharing:** Opportunities for shared parking among adjoining and non-conflicting land uses should be sough encouraged or required
- **Efficient Use of Space:** Parking requirements should have both minimum and maximum requirements that are based on likely demand as opposed to estimated

maximum percentiles (e.g., 85 to 90 percent). Furthermore, parking facilities should be designed to maximize underutilized space. This may include smaller parking spaces and designated motorcycle and compact car parking.

- **Prioritization:** The most desirable or convenient spaces should have limited times a vehicle can park to promote turnover. This may also include metered parking if necessary.
- **Quality vs. Quantity:** Parking facility quality should be considered as important as quantity, including aesthetic, securing, and accessibility, and user information.

In addition to improved management of private parking facilities, development of municipal parking facilities should be considered. As previously noted, many are willing to walking approximately 0.25 miles (i.e., a five minute walk) from one destination to another. Thoughtfully located municipal parking facilities could be developed within central location locations. In turn, parking requirements could be reduced or eliminated if land owners can demonstrate that the municipal facilities would satisfy their parking demands. Such facilities could be paid for through public and private partnership, whereby developers pay an in-lieu of fee that covers the cost of municipal parking.

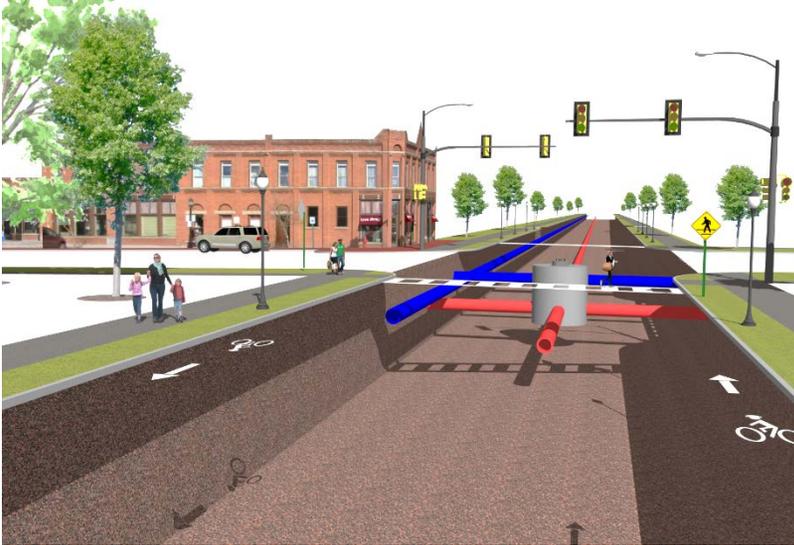
Finally, peak parking demand is most likely to occur during current and proposed special events (see Economic

Development recommendations below). To ensure the success of current and future special events, the Town and Village should develop an event parking plan that includes:

- **Establish designated event parking locations.** This may include the Block House, Stillwater Area Community Center, Earl J. Manning American Legion Recreation Fields, Stillwater Central School, and Veterans Park.
- **Use temporary signs and maps** to direct motorist to event parking locations.
- **Use staff or volunteers** to help direct parking during peak periods
- **Consider use of shuttle vehicles** from parking to event locations (if necessary)

### **Improve and expand sewer, water, and gas infrastructure**

The Town and Village should collaborate on improving and expanding sewer, water, and gas infrastructure. Efforts to improve the Village's wastewater system and provide wastewater service to the southern portion of the Town's Route 4 corridor (between the Riverside Neighborhood and the Village) should be prioritized. Efforts to expand natural gas within the Village and southern portion of the Study Area should also be made. Many residents, property owners, and business owners expressed a desire to have both wastewater and natural gas services. They viewed



*Improved streetscapes and community enhancements can be piggybacked on improved water and sewer infrastructure projects*

access to such infrastructure as a needed incentive to develop or redevelop their properties.

Currently, the Riverside Neighborhood is within the Saratoga County Sewer District (SCSD). The Village has its own wastewater treatment facility (with the exception of the area around Ferry Lane, which is serviced by onsite septic systems). The Village has worked diligently to improve its wastewater system, including replacing pipeline, slip lining pipes, manhole repairs, repair or replacement of some of its pump stations, and select upgrades to its treatment system.

While the Village has no known capacity issues, extension of the SCSD district along Route 4 would likely be the most logical and cost effective way to provide wastewater services to the area south of the Village. More specifically, the gradient from the Village to the Riverside Neighborhood slopes southward (along the Hudson River). Furthermore, with only minor modifications to the existing pump station along Railroad Avenue, connection to the SCSD, which has both the capacity and treatment capabilities to handle such additional connections, would be relatively straightforward.

However, in order to support growth within the Village, continued upgrades to its wastewater treatment plant are essential. This includes additional slip lining, pump station improvements, and upgrades to its treatment system. The system should also be further studied in order to identify if there are any needed capacity upgrades to support desired growth and development.

With respect to water services, the Town's southern portion of the Study Area (south of the Village) is within Consolidated Water District No. 6, which currently receives water from the Village of Stillwater. A project is currently underway to connect this district with Saratoga County Water Authority (SCWA) system. The Town should continue with this project in order to support the proposed land use and development recommendations within the Study Area.

In addition to the Town's Consolidated Water District No. 6, the Village provides water service to almost all the properties within the Village Boundary. The Village recently made a connection to SCWA. The Village installed approximately nine (9) miles of transmission main to bring SCWA water to the Village. This new water source replaced the Village's well and treatment facilities, which were impacted by PCB's in the Hudson River. The Village also

provides water service to portions of the Town within the Study Area along Lake Avenue. At this time, there are no known capacity issues within the Village boundary, although many sections of the Village's water infrastructure is aged and in need of replacement. As such, it is recommended that the Village continue to improve its water services by replacing waterline and installing meters to ensure efficient delivery and to identify any leaks in the system.

## Community Enhancements and Quality of Life

A community's quality of life encompasses many things, some tangible and some intangible. By improving tangible assets such as recreational resources, community facilities and programs, the intangible qualities, including pride and a sense of security, are enhanced as well. Such efforts are often referred to as "placemaking." According to the Project For Public Spaces, "more than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution."

Stillwater's Hudson River waterfront has many special places. The following recommendations are intended to enhance several of these places and help to create new ones. The recommendations are also intended to promote visual and physical interconnection between these places, fostering a greater sense of place. An enhanced quality of life can help attract new investments and new residents in addition to promoting a more intimate connection to one's community.

### 1. Enhance Stillwater Area Community Center

It is recommended that the Town and Village work with the Stillwater Area Community Center (SACC) to provide enhanced services and improved facilities in order to increase usage and attract new residents, visitors, and users to the facility and community.



*Stillwater Area Community Center (SACC) provides a wider range of community events, programs, and services*

The SACC is a tremendous resource that offers community support and programming for residents of all ages, however, phone interviews revealed that many residents would enjoy access to more activities and opportunities specifically for adults. Current programs offered at the Center include: the School Age Child Care Program, summer camps, Preschool and Learning Center, Youth Theater, music lessons, basketball, t-ball, open gym, men's basketball league, Cub Scouts, Boy Scouts, Girl Scouts, adult fitness classes, and more. These activities provide affordable recreation and social engagement opportunities for all residents. However,

during the planning process residents noted several ways to improve the potential of the SACC.

According to the SACC, the children’s programs including various sports camps, pre-school, and before and after school are very well-attended and generally at full capacity. The elder care program, which offers day time activities and free transportation for medical treatments, appointments, shopping, and other local errands is also generally well-attended, but still has capacity for more participants. The SACC also offers a few programs, primarily exercise related (Zumba and Yoga), that are geared toward adults, but attendance in these is generally sporadic and low.

To increase overall usership of the facility’s various resources and programs, the SACC is looking to add more activities and increase the diversity of programming. A survey has been developed and posted on the SACC’s website to seek public input on what programs are sought in the community, however, few participants have completed. The Town and Village should help distribute this survey in order maximize input. Also of note is that all SACC programs and activities are held on-site, rather than in various places throughout the community. While the Center undoubtedly is well-suited to host programs on-site as it has two gyms, a meeting space, a classroom, a playground, and a yard, it might also consider expanding its reach by hosting various

programs and events off-site in the future to appeal to a wider audience (e.g., yoga in the park).

### ***How Can Stillwater Help the SACC?***

Stakeholder interviews revealed that many Stillwater residents believe there are opportunities for more recreational activities for the young-adult to adult population that would help foster a stronger sense of community. While the SACC does in fact offer two to three such programs already, these programs often have quite low attendance rates, as previously discussed. Through an increased marketing scheme and a robust rebranding effort, the SACC could re-position itself to better meet the needs of the community today. Changing the perception of the existing SACC through a rebranding effort would help bolster the existing programs and attract residents who may not have been interested in participating in past events and activities. This rebranding effort could be done in conjunction with waterfront promotion and event strategies and shared recreation services, discussed further in this and the economic development sections of this report.

## **2. Improve existing and create new recreation opportunities**

Both the Town and Village have been working hard to improve and create new recreational opportunities for residents and visitors. From completing the Stillwater portion of the Champlain Canalway Trail to development of parks like the



*Improved waterfront access would allow for increased paddling and recreation access to the Hudson River (americancanoe.org)*

Major Dickinson Children’s Playground and Hudson River Park, the Town and Village recognize the intrinsic community and economic value of these resources.

In addition to trails and complete streets improvements, Stillwater should consider the following recreational improvements:

- **Improve Waterfront access.** A car-top canoe and kayak access was opened at Hudson River Park providing much needed access in this part of the Town. As part of a Blueway trail system or as standalone resources, similar water access is needed within the Village as well. As previously noted, redevelopment and

revitalization of Admiral’s Marina could become a major project within the Village, providing new private investment opportunities and Hudson River access within the heart of the mixed-use core. Tourism-based river access should be a priority as it could provide unique economic development and quality of life opportunities that few other communities in the state have available.

- **Continue to foster existing, and create new, recreation-focused partnerships.** The Town and Village are at a critical crossroads where fostering and developing strategic recreation-focused partnerships could prove to be highly beneficial in implementing the vision and projects proposed as part of this plan. The Town and Village should increase their partnering efforts with the Stillwater Central School District, Community Center, Admiral’s Marina owners, Lakes to Locks Passage, National Parks Service, Erie Canalway National Heritage Corridor, Capital District Transportation Committee, NYS Canal Corporation, and NYS Department of Transportation.
- **Continue working to improve the park system.** The Town and Village continue to support improvements to their park systems and build on recent work done at the Earl J. Manning American Legion Recreation Fields, Major Dickenson Playground, and Stillwater Hudson River Park. Priorities include developing pocket parks,

increasing access to the waterfront, and completion of the Stillwater Champlain Canalway Trail segments.

Stillwater should consider the establishment of a year-round, intermunicipal (shared service) recreation department to implement these recommendations. With increased recreational opportunities over the last several years, along with recommended recreational improvements, development of a full-time department could help ensure that recreation facilities are well maintained, available to all age groups, and are promoted to residents, visitors, and tourists alike. Such a department could also help facilitate the recommended promotional and events and transportation strategies.

### 3. Further develop select local amenities and community resources

Saratoga County is a hub of agricultural activity. As such, the Town should take advantage of its ease of access to fresh, local produce and artisan goods by creating a weekly Farmers' Market. Local markets often serve as a cultural amenity for residents and an economic development tool for the host community. The Farmers' Market could help fill service gaps such as coffee shops, restaurants, and sales of other specialty goods (i.e. hand-crafted gifts, cheeses, honey, etc.).

The market should be located in highly visible venue that offers sufficient parking (within walking distance) and allows for leisurely enjoyment of the area. This may include the Blockhouse during the warmer months and at the SACC during

the colder months. It may be incorporated into the proposed Admiral's Marina redevelopment.

Opportunities should be explored that would encourage visitors to the Farmers Market to further enjoy other community amenities such recreation, historical, and cultural resources and local business. This may include cross marketing and way-finding signage and promotion of upcoming events.

As part of the farmers market, or as a separate initiative, the Town and Village should also explore ways to support or encourage small-scale, 'pop-up' businesses, which allows startups, at minimal cost, to operate at temporary locations



*The popularity of farmers markets continues to increase. Location and vendor participation is key to successful markets. Saratoga and Washington County's existing agricultural resources should be leveraged when organizing a Stillwater Farmers Market ([nafmnp.org](http://nafmnp.org))*

that maximize their exposure to clientele. If these temporary enterprises prove successful, owners may decide to find a more permanent location for their business in the community. The Town and Village could offer special vending permits during the farmers market, or in partnership with building owners with vacant storefronts.

Stillwater should also consider creating a waterfront recreation link along the Hudson River. According to the Village's draft Comprehensive Plan update, this would include Russell Drive, Clinton Court, Stillwater Central School, the former Stanley Property, the Village Water Works property, NYS Canal lands, and Ferry Lane. Prior ideas for this area include: installation of a boat dock and other facilities that would encourage waterfront access; a lighted walking and biking path that could double as a groomed snowshoe and/or cross country-ski trails in the winter, a snowshoe and ski rental facility, and an ice cream shop. Parking and links to the interior of the Village would be essential elements of the overall plan development. Additional ideas for development in this area could include a year-round, full-service bike, ski, canoe, and kayak shop and/or a temporary 'pop-up' or trailer-based bike and kayak rental shop. Finally, restoring the former swimming beach along the NYS Canal lands was also discussed.

#### 4. Improve Town and Village gateways

Gateways are physical and visual features that help define a jurisdiction, place, or special area. Gateways are fundamental elements of placemaking; a planning and design principal that works to capitalize on existing assets, opportunities, and public support to create public spaces that contribute to improved quality of life. Simply put, it is about making enhancements such as signage, landscaping, and other features that welcomes everyone to Stillwater and potentially provides spaces for residents to gather. Stillwater should design its gateways so that they are integrally tied to the comprehensive wayfinding signage program, as consistency in design is vital to a cohesive placemaking effort:

- Gateways should be designed and at locations identified on the concept plan:** at the northern end of the Town (North Town Gateway) along Route 4, within the core area of the Village along Route 4, at the southern Village and Town line along Route 4, at the Route 76 and Route 4 intersection, and at the Town and Mechanicville line along Rt. 4. Gateways should have similar designs, layouts and consistency in signage. Currently the Town and Village have attractive signage at several location. However, these should be redesigned to be more prominent.



*Conceptual Stillwater gateway signage*

- **Gateway design(s) should be coordinated** with and complementary to the comprehensive wayfinding and signage program standards.

Stillwater should ensure Gateway designs are developed utilizing the following considerations:

- **Appropriately scaled signage** (comparable to neighborhood association/subdivision entrance).
- **Landscaping which complements signage.** Maintenance requirements for any landscaping should also be considered.
- **Educational, wayfinding displays or kiosks for targeted travelers** (as appropriate for each location).

These can also include information on history of the site/area, business/shopping opportunities, and environmental/ecological-related information, as appropriate.

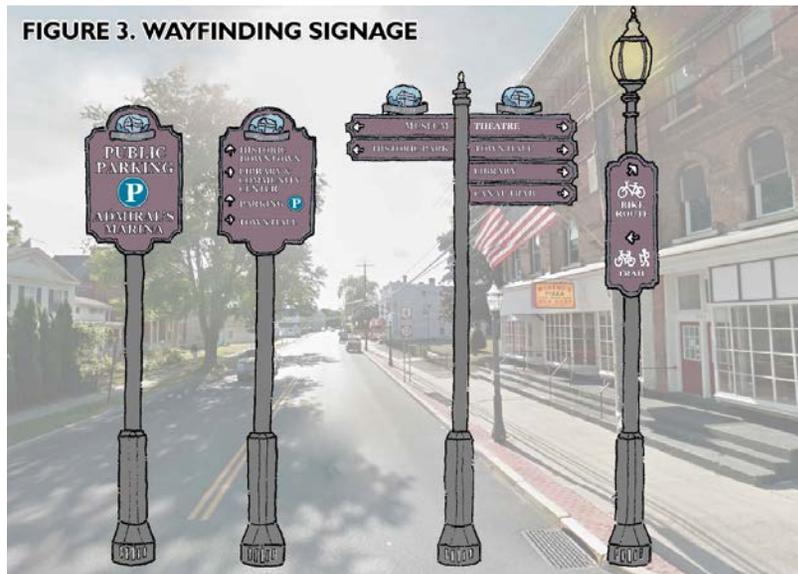
### **Develop comprehensive wayfinding signage program**

In order to establish a strong sense of place and help visitors navigate the community, it is recommended that Stillwater develop an attractive signage system that visually links community resources and tourism infrastructure and is user friendly.

The term signage encompasses an array of functionalities including: regulations, warnings, directions and distances, services and amenities, and interpretation. Key features of a wayfinding signage include:

- **Attractive and coherent fonts, color contrast, logos, symbology,** and the use of high quality materials (e.g., custom woodwork, fabricated metals, stone, high-grade polymers, etc.).
- **Appropriate scale and height** that are designed around the intended user (e.g., vehicular traffic, pedestrians, etc.).
- **Use of landmarks and key sites** to provide orientation cues and memorable locations.

- **Placement of signs at decision points** to help wayfinding decisions.



*Conceptual Stillwater wayfinding signage includes pedestrian, places of interest, and parking design elements*

The proposed wayfinding signage may be divided into several categories (see below) that are intended to work in concert with one another in order to create a unifying user experience.

- **Pedestrian, parking, and places of interest signage.** Attractive and appropriately scaled directional signage should help direct travelers to places of interest and landmark locations (e.g., Veterans Park, Blockhouse Park, Community Center, trails, etc.). It should also

include signage for cultural and historic sites. Signage should also be located at road intersections and near restroom facilities. Uniform parking signage should be located at shared or public parking facility (separate signage may be used to identify private parking opportunities as well). Secondary signage should include facility specific parking regulations.

- **Information kiosk.** Kiosks should be clearly identifiable and placed at central locations throughout the study area including the Village's central business district, near Saratoga National Historical Park, and other highly visible/visited locations. Kiosks should have permanently mounted information such as maps, business locations, and points of interest. They should also include space to post information about upcoming community events and possibly incorporate display lighting. Kiosks may also include QRC codes for cell phone users. This would allow user to scan the codes and link to up-to-date information and maps.

## 5. Explore aging in place initiatives

Aging in place is the concept that, as residents age and require additional personal and mobility assistance, they are able to remain in their home or their community. Studies show that there is a strong desire among seniors and retiring baby-boomers to age in place. Based on U.S. Census numbers, the

Town and Village have, and will continue to have, a sizable senior population.

There are many options for improving the ability of seniors to age in place, ranging from housing regulations to medical and transportation services. The ability to age in place falls not just with the desires of seniors, but is also influenced by regulations and decisions made by local jurisdictions or the State, and investments by the private sector.

Zoning regulations can play a significant role in the ability to age in place. From permitting modifications to allow ramps on homes to zoning for senior housing, there are many zoning considerations. Stillwater should consider exploring the following:

- **Modify zoning.** Identify and assess the need to modify existing zoning regulations to allow for modifications to structures that encourage residents to stay in their homes.
- **Allow for senior housing.** As previously noted, review and assess the opportunities to permit or modify existing regulations to allow construction of senior housing, which are typically medium to higher density developments. This type of housing allows those who cannot stay within their home to have the option to remain within their community. Benefits would include the ability of seniors to walk out the front door of their

building into a mixed-use, live, work, and play neighborhood. Higher density buildings with two (2) or more stories are consistent with the design and character of the proposed mixed-use areas and the desire to increase the population base within these areas. Such a population increase, and the resulting increase in businesses, is one of the key elements needed to justify public transit to these areas, which is a service that would benefit everyone, including seniors.

In addition to zoning, Stillwater should prepare a comprehensive aging in place plan and program by working with local (Stillwater Area Community Center), county (Saratoga County Social Services), and state senior assistance, housing, and healthcare providers on the following efforts:

- **Ensure Housing Affordability.** Because many seniors live on fixed incomes, housing affordability is an important part of any aging in place program. The Town and Village should identify ways to help make existing housing more affordable for its seniors. One approach could include the preparation of a fiscal impact analysis that evaluates the feasibility of additional NYS school tax relief (STAR) and senior citizen exemption programs. Both these programs allow local governments and school districts to reduce the amount of property taxes paid by qualifying senior



*Senior, workforce, mixed income, or affordable housing can be attractive, higher density, and integrated in the community*

citizens. Although senior citizen exception may reduce the taxable assessment of a senior's home by as much as 50 percent (<http://www.tax.ny.gov/pit/property/exemption/seniorexempt.htm>), such programs should not be implemented unless they are fiscally solvent. As part of the feasibility analysis, potential revenue from new developments should be taken into consideration. In addition, the Town and Village could continue working with state and county agencies and non-profits to help educate seniors on a wider range of housing topics, from predatory lending issues and reverse mortgage opportunities.

- **Ensure quality housing for seniors.** The Town and Village can assist seniors to ensure they have quality rental housing options through consistent code enforcement. The Town and Village could develop a list of contractors who have worked in the municipalities in the past, have a good working relationship with the communities, and who are willing to provide affordable home repairs or offer flexible payment schedules for seniors (and low-income individuals & families).
- **Improve transportation & mobility assistance.** The lack of public transit in the Town and Village is a significant issue based on the input and feedback received during the planning process. Though CDTA does not currently provide public transit, they do support complimentary ADA paratransit service for people living outside the service area for travel within  $\frac{3}{4}$  mile of CDTA's fixed route system. Until CDTA bus service is feasible, the Town and Village should work with the City of Mechanicville to discuss extending the existing shuttle service to logical stops, particularly locations that serve seniors, within the municipalities (see transportation & Infrastructure recommendations above for more information).
- **Ensure development and streetscape infrastructure improvements consider the needs of seniors.** Many of the infrastructure changes and improvements that are

made as part of normal maintenance plans, with improvements to property or as part of a development proposal can have a direct impact on mobility, particularly for seniors. Poor sidewalk conditions, missing segments of sidewalk, missing or deteriorated curb ramps, and temporary sidewalk closures can have a significant impact on mobility. Work on roadways and sidewalks should always consider the potential impacts on pedestrians, particularly seniors. Streetscape revitalization recommendations are intended to make for a safer and universally accessible pedestrian environment that will help to ensure senior mobility throughout the community.

- **Develop a voluntary check-in registry program for seniors.** Particularly during extreme weather events, a check-in registry can help identify those at-risk and provide a plan for ensuring they are safe. The Town and Village should work with Saratoga County and Stillwater Area Community Center (a Red Cross Certified Shelter in the event of a natural disaster) to develop a plan for registering and implementing a check-in program.

# IMPLEMENTATION & FUNDING STRATEGY



## Implementation & Funding Strategy

Implementation of the Stillwater Hudson River Waterfront Revitalization Plan will depend upon the commitment of local leaders, continued public participation, availability of funding, and successful partnerships. The timing to initiate and complete each recommendation will vary greatly. For example, high priority initiatives may require a significant amount of time and resources to complete, whereas lower priority recommendations might be accomplished in a short period of time with little effort and minimal resources.

As such, the Town and Village, as well as the recommended implementation committee, should continually monitor funding opportunities and evaluate possible implementation strategies. The following implementation strategy is intended

to provide a leadership framework as well as specific steps and requirements for select recommendations. Finally, the list of potential funding opportunities is provided for review and consideration. The Recommendations Table (next page) is intended to be used as a quick reference when evaluating next steps.

Moving forward, the Town and Village Boards should conduct a thorough review of the Hudson River Waterfront Revitalization Plan. Following their review, the Town and Village should a joint meeting to discuss next steps and to initiate an intermunicipal implementation process.



**HUDSON RIVER WATERFRONT REVITALIZATION PLAN RECOMMENDATIONS TABLE**

RECOMMENDATIONS	PRIMARY LEADERSHIP
<b>LAND USE &amp; ZONING</b>	
1. PROMOTE APPROPRIATELY SCALED & MIXED-USE DESIGN DEVELOPMENT	INTERMUNICIPAL
2. PROMOTE LAND USE CONSERVATION OF SNHP, NEARBY FARMLAND, AND VISUAL RESOURCES	TOWN OF STILLWATER
3. PROMOTE ADDITIONAL CONSERVATION MEASURES AROUND SNHP (TDR PROGRAM)	TOWN OF STILLWATER
4. PROMOTE SENIOR HOUSING	INTERMUNICIPAL
5. DEVELOP INCENTIVE ZONING TO ENCOURAGE DESIRED GROWTH	INTERMUNICIPAL
6. COORDINATE TOWN AND VILLAGE ZONING	INTERMUNICIPAL
<b>ECONOMIC DEVELOPMENT</b>	
1. LEVERAGE EXISTING MARKETING INITIATIVES	INTERMUNICIPAL
2. DEVELOP A LOCALIZED WATERFRONT EVENTS & PROMOTIONAL STRATEGY	INTERMUNICIPAL
3. EXPLORE WAYS TO SUPPORT LOCAL BUSINESS STARTUPS	INTERMUNICIPAL
4. IDENTIFY STRATEGIC SITES FOR REDEVELOPMENT	INTERMUNICIPAL
<b>TRANSPORTATION &amp; INFRASTRUCTURE</b>	
1. CONTINUE TO EXPAND & IMPROVE MULTIMODAL TRAIL INFRASTRUCTURE (CANALWAY TRAIL)	INTERMUNICIPAL
2. IMPROVE STREETSAPES & MULTIMODAL INFRASTRUCTURE ALONG ROADWAYS (COMPLETE STREETS)	INTERMUNICIPAL
3. HELP FACILITATE HUDSON RIVER BOAT TOUR	INTERMUNICIPAL
4. HELP DEVELOP HUDSON RIVER BLUEWAY TRAIL	INTERMUNICIPAL
5. PROMOTE EXPANDED TRANSIT & CARPOOLING OPTIONS	INTERMUNICIPAL

RECOMMENDATIONS	PRIMARY LEADERSHIP
6. DEVELOP SHORT & LONG TERM PARKING MANAGEMENT STRATEGY	VILLAGE OF STILLWATER
7. IMPROVE & EXPAND SEWER, WATER, & NATURAL GAS INFRASTRUCTURE	INTERMUNICIPAL
<b>COMMUNITY ENHANCEMENTS &amp; QUALITY OF LIFE</b>	
1. ENHANCE STILLWATER AREA COMMUNITY CENTER	INTERMUNICIPAL
2. IMPROVE EXISTING & CREATE NEW RECREATION OPPORTUNITIES	INTERMUNICIPAL
3. FURTHER DEVELOP SELECT LOCAL AMENITIES & COMMUNITY RESOURCES	INTERMUNICIPAL
4. DEVELOP COMPREHENSIVE WAYFINDING SIGNAGE PROGRAM	INTERMUNICIPAL
5. IMPROVE TOWN & VILLAGE GATEWAYS	INTERMUNICIPAL
6. EXPLORE AGEING IN PLACE INITIATIVES	INTERMUNICIPAL

## LEADERSHIP INFRASTRUCTURE

Because implementation of Hudson River Waterfront Revitalization Plan will require a long-term commitment from dedicated and knowledgeable members of the community, one of the primary recommendations is the creation of a standing, intermunicipal implementation committee. Created by the Town and Village Boards, the members of the implementation committee would be appointed to serve for a select number of years and tasked with advancing the plan recommendations. The Town and Village may choose to expand the committee's role to help with Village- and Town-wide initiatives. Lastly, the Town and Village may task the implementation committee, or a separate committee, to develop the recommended promotion and events committee.

While the recommended implementation committee would provide the necessary commitment and continuity, given the specific scope, regional scale, and complexity of the Champlain Canalway Trail initiative (particularly with regards to the administration of current funding), additional support may be needed. Therefore, as previously noted, it is recommended that Town and Village create a trails implementation committee. This committee could partner with the Champlain Canalway Trails Working Group. Furthermore, it could help implement other Town and Village trail initiatives.



**LAND USE & ZONING**

The land use and zoning recommendations represent one of the more complex components of the Hudson River Waterfront Revitalization Plan. As such, it is recommended that the plan’s Advisory Committee and/or the proposed implementation committee take a leadership role in preparing draft zoning and design guidelines on behalf of the Town and Village Boards.

Fortunately, funding to revise the Study Area’s zoning and prepare design guideline was made available by the Capital District Transportation Committee (CDTC) as part of their Linkage Study Program. Because of this, CDTC representatives have participated in the Hudson River Waterfront Revitalization Plan planning process. This will ensure

continuity as the Town and Village move from planning to implementation of recommended land use revisions.

In addition to CDTC funding, the Town has received funding from NYS Department of Agriculture & Markets to develop a Transfer of Development Rights (TDR) ordinance. This effort should be done in conjunction with the CDTC funded rezoning and design guideline initiative. The CDTC funded portion could help identify TDR sending and receiving zones and include density bonus provisions that reference the TDR ordinance. It is recommended that the Town and Village include Saratoga PLAN, the proposed TDR bank and coordinator, in the rezoning process as well.



## CONSTRUCTION REQUIREMENTS & CONSIDERATION

The Hudson River Waterfront Revitalization Plan includes several redevelopment projects. This includes segments of the Champlain Canalway Trail, Blockhouse Park, streetscapes, parks, and Admirals Marina. Appendix D includes estimates for the Riverside Neighborhood and Historic Towpath trail Champlain Canalway Trail segments. Estimates for other projects (e.g., Admirals Marina) can vary significantly based upon site-specific design approaches. In addition to costs, redevelopment projects will require proper due diligence and permitting. For reference purposes, below is range of permissible activities, permits, and/or permitting agencies that the Village and Town will need to consider.

- US Fish & Wildlife Service (USFWS)
  - Endangered, Threatened, or Rare (ETR) species consultation and/or permitting
- US Army Corps of Engineers (USACOE)
  - Wetlands and waterbody disturbance
- NYS Department of Environmental Conservation (NYSDEC)
  - Streams or waterbody disturbance (often within the mean high water mark)
  - Wetland disturbance
  - Natural communities disturbance (Natural Heritage Program consultation)
- Stormwater management SPDEs General Permit for Stormwater Discharge and Stormwater Pollution Prevention Plan
- NYS Historic Preservation Office (SHPO)
  - Cultural resource consultation
- NYS Department of Transportation (NYSDOT)
  - Highway work permits
- NYS Thruway Authority (Canals)
  - NYS Canal dock permits and canal disturbance (e.g., dredging)
- NYS Office of General Service (OGS)
  - Bottom water disturbance permits (docks and dredging)
- Town and Village of Stillwater
  - SEQR review and approval
  - Planning Board review and approval
  - Building permit

Because funding assistance will likely be needed for many projects outlined in this plan, it is recommended that the Town and Village build strong partnerships with review and permitting agencies. Early input and participation from these agencies can help expedite the approval process and minimize potential cultural and environmental impacts.

## POTENTIAL FUNDING SOURCES

There are several potential funding sources that may be used to implement Stillwater Hudson River Waterfront Revitalization Plan. However, no one source will fund all the plan recommendations. As such, it is important to explore and leverage all funding opportunities. Given the variety of funding sources and strategies, it is important to continually examine priorities, possible alternatives, and implementation strategies to champion the projects that are identified with this plan.

When it comes to funding, New York's Consolidated Funding Application (CFA) process presents the greatest funding opportunities. In 2011, New York made dramatic changes to the grant funding arena by developing 10 Regional Economic Development Councils (REDC) and the CFA process. This resulted in an efficient system for NYS funding agencies, and an innovative approach to community and economic development. The CFA process is highly competitive and includes many funding programs that are due at the same time (typically during the summer). The Town and Village of Stillwater are within the Capital Regional Economic Development Council (CREDC). The CREDC, coupled with select NYS funding agencies, is responsible for reviewing and prioritizing CFA applications based on relevant program criteria and/or CREDC funding priorities. The CFA process

includes the following funding opportunities that the Town and Village consider:

- **Priority Project Funding:** As part of the CFA process, Regional Economic Development Councils may identify priority projects that align with their respective economic development plan. If the REDC identifies your project as a priority for the region, there is a greater likelihood of receiving funding. There is a separate priority project application that is included in the CFA a process.
- **NYS Department of State Local Waterfront Revitalization Program:** Having funded the Hudson River Waterfront Revitalization Plan, the NYSDOS Local Waterfront Revitalization Program (LWRP) can be used to fund a host of waterfront, recreational, and cultural improvements, including trails, waterfront access, streetscapes, etc.
- **NYS Office of Parks, Recreation, and Historic Preservation Municipal Grants:** NYS's Office of Parks, Recreation, and Historic Preservation (OPRHP) offers funding for the acquisition, development, and planning of parks, trails, and recreational facilities, to preserve, rehabilitate or restore lands, waters or structures for park, recreation or conservation purposes and for structural assessments or planning.

- **NYS Canals Matching Grant:** NYS Canal grants is a competitive matching grant program available to eligible municipalities and non-profit organizations along the New York State Canal System. Funding is for Capital Projects that meet the objectives of the Regional Economic Development Councils and the NYS Canal Recreationway Plan.
- **NYSDOT Transportation Alternative Program:** TAP funding can cover alternative transportation project including “on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation.” Because the proposed improvements are primarily focused on transportation alternatives, several aspects of the project may be eligible for funding through TAP program. It is also important to note that River Street provides access to the Warrensburg Elementary School for nearby students. As such, certain aspects of the project may be eligible for TAP funding, specifically the Safe Routes to School funding category.
- **Environmental Facilities Corporation Green Innovation Grant Program:** The Green Innovation Grant Program (GIGP) provides grants on a competitive

basis to projects that improve water quality and demonstrate green stormwater infrastructure. Funding could be used for standalone water quality projects or in conjunction with development project that incorporate green infrastructure practices. This may include porous pavements or landscaping design features (e.g., bioretention basins or rain gardens, etc.).

- **Community Development Block Grant:** The CDBG program is a federally funded program that is administered locally by New York State’s Office of Community Renewal. The CDBG Program provides grants to smaller communities for a variety of project types including public infrastructure.
- **New York Main Street:** The New York Main Street (NYMS) program offers grants to units of government and nonprofits to partner with building owners to provide assistance for commercial and residential improvements to buildings in downtown areas of the community. This program has been used in many communities to renovate or create residential units in former commercial space in downtown areas, meeting the goals of the funding agency and increasing the local supply of decent, affordable housing units.

APPENDIX A: MEETING & PUBLIC INPUT SUMMARIES

## Meeting Summary

**Stillwater Local Waterfront Revitalization Plan (LWRP)  
Advisory Committee Meeting  
February 4, 2015  
Stillwater Town Hall**

**Attendees:**

Committee: Edward Kinowski (Supervisor, Town of Stillwater), Ernest Martin (Mayor, Village of Stillwater), Rick Nelson (ZBA Member, Village of Stillwater), Ellen Vomacka (Village Trustee, Village of Stillwater), Joe Finan (Superintendent, Saratoga National Historical Park), Carrie Ward (Capital District Transportation Committee), Jeanie Williams (Director, Feeder Canal Alliance), Paul Cummings (The Chazen Companies), Jim Levy (Planning4Places)

**The following topics were discussed:**

- Introductions

Mr. Cummings opened the meeting by welcoming everyone and introductions followed.

- Review Scope of Work

Mr. Cummings discussed the basis of the plan and how this study is different than much of what has been done in the past. This plan will act as a “mini” comprehensive plan for part of the Town and complete comprehensive plan for the Village. In addition, because this plan has been initiated, zoning recommendations can be implemented in the near future with funding from the Capital District Transportation Committee (CDTC) (previously awarded grant). Ms. Vomacka mentioned the 2004 Comprehensive Plan update and subsequent 2006 plan are good resources for this effort.

- Review Planning Process & Public Participation

Mr. Cummings provided an overview of the planning process and public participation effort. The committee asked that meeting dates be identified as far in advance as possible to ensure maximum potential attendance. Given that there are many different regularly scheduled monthly functions in the Town and Village, meetings should be scheduled around these to the greatest extent possible. Evenings and Saturday mornings were discussed as the best options for public meetings. Mr. Kinowski asked that the consultant team produce a short document describing what the plan is/will be, why it is important, and what the benefits are to the Town and Village.

The discussion transitioned back to the planning process and work already accomplished. Mr. Cummings distributed a list of previously developed plans (via email). In addition to these the Battlefield Stewardship Plan, County Green Infrastructure Plan, Park Comprehensive Plan, 2009 Battlefield Protection Plan, Phase III Alternative Transportation Plan (which included a shuttle bus proposal), the Erie Canalway Plan, and the Trail Gap Analysis were identified as important resources. LIDAR data is available for the Park and will be provided to the consultant team.



*This document was prepared  
for the New York State  
Department of State with the  
funds provided under Title 11 of  
the Environmental Protection*



- Discuss Limits of the Study Area

The draft LWRP boundary extends west from the Hudson River a distance varying between 1.0 and 1.5 miles. This boundary was drawn to incorporate relevant assets and development(s), which are potentially key to the focus of the LWRP. It was noted that the boundary is a draft and it could change based on further input and/or information.

There was discussion of including the entire Battlefield in the LWRP boundary instead of just the portion located within the 1-1.5 mile area. There was general consensus that this would make sense given that most data analysis of the Battlefield will include the entire park, not just that area within the LWRP limits. Previous planning for the Battlefield included visual resources areas that extended beyond the park boundary. It was recommended that these resources be taken into consideration when evaluating the LWRP plan boundaries.

- Initial Observations, Issues, and Opportunities Discussion

Specific issues in the Town and Village were discussed. In the Village, there are vacant properties that have the potential to become mixed use, there is an existing commercially zoned parcel that is being considered for development, and there are currently commercial-related needs that the Village residents have discussed, including a need for a diner and laundromat. Parking is seen as a problem in the Village, though it was acknowledged that it may be more of a perceptions issue, as residents and visitors may not realize how much parking exists and/or the ability for the general public to use existing facilities.

There is no public transit in the Town or Village (other than senior-related services). Bus service used to run to the area but was reportedly stopped because there wasn't enough of a critical mass of potential transit users. Some discussion ensued regarding the potential to talk with CDTA in the future if development/redevelopment in the area starts to bring about a potential critical mass. Mechanicville currently runs a shuttle and there may be an opportunity to discuss the possibility of expanding that service into Stillwater.

Regarding bicycle and/or pedestrian access, a review of maps detailing current, proposed, and near-term likely trail and sidewalk improvements showed that when all of these current efforts are completed – generally within the next year or two – there will be a nearly complete north-south route along/near Route 4.

There was discussion regarding waterfront access and potential access points for trailered boats, car-top canoes/kayaks, and where residents were able to swim in the past. Overall it was felt that the Town and Village need a better waterfront presence to entice people to stop, walk around, and hopefully shop and visit the parks, battlefield, and other sites in the study area.

- Next Steps

Mr. Cummings discussed the next steps including conducting an inventory and analysis and development of a Village Comprehensive Plan Sub-Committee.

The meeting ended with agreement to meet in early March. Mr. Cummings will review the existing Town and Village meeting and event schedule(s) and develop an online poll to gather input on availability for the next meeting.

Notes prepared by J. Levy  
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## Meeting Summary

### Stillwater Local Waterfront Revitalization Plan (LWRP)

#### Advisory Committee Meeting

April 9, 2015

Stillwater Town Hall

#### Attendees:

Committee: Rick Nelson (Village of Stillwater), Ellen Vomacka (Village of Stillwater), Judy Wood-Shaw (Village of Stillwater), Lindsay Zepko (Town of Stillwater), Joe Finan (Saratoga National Historical Park), Christine Valosin (Saratoga National Historical Park), Carrie Ward (Capital District Transportation Committee), Jeanie Williams (Feeder Canal Alliance), Paul Cummings (The Chazen Companies), Jim Levy (Planning4Places)

#### The following topics were discussed:

- Introductions

P. Cummings opened the meeting by welcoming everyone and introductions followed.

- Review of Meeting Summary

No revisions requested to February meeting summary.

- Review Study Area Existing Conditions Document

J. Levy presented highlights of the document. Discussion regarding some of those items included: increase of young adults moving to Village and the high level of commuting in the Village. C. Ward agreed to look into the IPool2 database to query any available information from the database connected to Stillwater. J. Finan mentioned the National Geographic Tour Corridors website. The website is live, will advertise local institutions for free, and is a great resource to develop further. The Tour Corridor generally overlaps the Lakes to Locks Passage area. E. Vomacka mentioned that the Village Bi-Centennial and Saratoga National Historical Park Centennial are both taking place this year and the tie-in to the website could be very beneficial. J. Finan mentioned that Drew Alberti (Lakes to Locks Passage staffer) is very good at tech-oriented efforts and he may be able to help get information posted to the website. C. Ward asked that additional information be provided on sidewalk existing conditions and building/structure conditions. J. Finan noted some changes required in the listing of Recreation and Waterfront resources section. J. Levy has noted the requested edits and will make the changes for the next draft.

- Review Detailed Infrastructure Existing Conditions Document

P. Cummings provided an overview of the document. He noted the gap in sewer infrastructure from the Riverside area north to the Village and how this is an area that has been identified in the past for future development. However without sewer, development potential is limited. The committee stated that all Combined Sewer



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Overflow issues in the study area have been resolved. The committee also discussed the private water system located in the Town of Stillwater.

- Other Previous Plans

P. Cummings distributed copies of maps from previous plans and provided an overview of the recommendations and ideas detailed in each one. Maps reviewed included the Joint Town and Village Comprehensive Plan, Town of Stillwater Buildout Analysis, U.S. Route 4 Corridor Plan Land Use/Transportation Concepts & Village Center design, and Stillwater Farmland Protection and Green Infrastructure Plan. The Buildout Analysis map shows that there is significant buildout potential in the Town north of the Village but very little potential south of the Village (this is tied to the discussion of sewer infrastructure). This is generally the reverse of what is desired by both the Town and Village in terms of future development. J. Finan noted that two parcels adjacent to the Park off of Rt. 4 are under agreement with Saratoga PLAN which includes specific locations/agreement on potential development and retainage of open space/undeveloped land. The NYS Open Space Institute (OSI) has land also adjacent to the Park which has been turned over to Saratoga PLAN.

J. Wood-Shaw mentioned the need for expanded natural gas to enable growth/development. It was mentioned that expanding natural gas is a decision left up to the provider.

Regarding the absence of sewer south of the Village, the Committee generally agreed that it is limiting development potential. It was mentioned that the slip lining project is nearly complete.

P. Cummings reviewed the land use and zoning maps pointing out specifically the land uses and zoning districts in the area between Riverside and the Village. L. Zepko stated that the Town has considered mixed-use redevelopment in the area. Currently it is primarily zoned industrial, which is a legacy of what used to be located in the area. She stated that there is a proposal to develop land behind the Price Chopper as apartments. P. Cummings discussed the Main Street program as a potential to help redevelop the Rt. 4 corridor.

Both L. Zepko and J. Finan discussed the lack of senior housing in the Town and Village. L. Zepko discussed some of the constraints that she is aware of including significant permitting issues at the state level and expenses related to building senior-only residential. However, it was agreed that this needs to be explored/addressed.

J. Finan also discussed the lack of public transportation. C. Ward explained that the CDTA Transit Development Plan is the document to review regarding CDTA plans for transit in their service area.

- Discuss Village Comprehensive Plan Sub-Committee Logistics

Part of this effort includes the development of a Village Comprehensive Plan. As such, a small sub-committee will be formed to help guide development of a Village Comprehensive Plan update that will be drafted concurrently with the LWRP. P. Cummings will have a discussion with Committee Members offline to organize the sub-committee.

- Discuss Public Workshop Logistics

P. Cummings discussed the need to get in front of the public as quickly as possible to solicit input and thoughts from residents. At the workshop, we will present an overview of existing conditions, some preliminary ideas, and potentially discussion items that have come about in Committee Meetings.

P. Cummings discussed the anticipated stakeholder outreach effort. The Committee should identify 10-15 individuals/businesses in the community with whom the consultants can discuss issues, concerns, needs, etc. Once the discussions are completed, we will present at the public workshop/report back to the Committee with the findings.

- Economic Analysis

P. Cummings provided an overview of the economic analysis that will be undertaken as part of this effort. C. Valosin discussed the need for a Farmer's Market and the Blockhouse being a great location. J. Finan discussed the 2009 Battlefield Protection Plan and recommended that inventory information be pulled directly from the plan for use in this effort.

J. Williams noted that the Study Area is a gateway to the north into Washington County and stated that this effort should also keep the eastern side of the Hudson River in mind as discussions and plan development are undertaken.

- Next Steps

1. Coordinate public workshop logistics
2. Conducting public outreach for workshop
3. Develop public workshop materials
4. Identify stakeholders (with Committee) and conduct interviews
5. Create Village subcommittee

Notes prepared by J. Levy  
[jlevy@planning4places.com](mailto:jlevy@planning4places.com)



## Committee Meeting Notes

### Stillwater Local Waterfront Revitalization Plan (LWRP)

09/03/2015

Attendees: Rick Nelson (Village of Stillwater), Edward Kinowski (Town of Stillwater), Ellen Vomacka (Town of Stillwater), Lindsay Zepko (Town of Stillwater), Carrie Ward (Capital District Transportation Committee), Jeanie Williams (Feeder Canal Alliance), John Murphy (Village Trustee), Paul Male (Acting Director, Building, Planning & Development), Paul Cummings (The Chazen Companies), Shannon Bush, (The Chazen Companies), Jim Levy (Planning4Places)

Background: Committee members met at Town Hall to discuss the on-going LWRP and revised Comprehensive Plan process. Topics discussed included progress on stakeholder interviews, the July 2015 and upcoming workshop, public outreach, advertising/marketing the area and the ESRI economic analysis of Stillwater and surrounding area. Several documents were provided to attendees, including: an agenda for the meeting, a summary from the first public workshop, a summary and complete typed notes from all stakeholder interviews, survey responses, a complete breakdown of the ESRI market conditions, and a draft market analysis and preliminary recommendations.

### STAKEHOLDER INTERVIEWS

The primary discussion points and topics of concern during interviews were:

- Need for restaurants and services such as a bakery, laundromat, etc.
- Admiral's Marina as a catalyst for change in the village and town to draw in outsiders and as a possible center for activity/gathering place for locals
- Need recreational opportunities for kids of all ages and adults
- Improvements to community spaces such as Admiral's Marina and Blockhouse
- Improvements to signage around community leading people to tourist attractions
- Generally, all interviewees spoke of their love and attachment to the community

### WORKSHOPS

The committee reviewed a summary of the July 7<sup>th</sup>, 2015 Workshop. The following was discussed:

- Establishing a sense of identity for Stillwater
  - Wayfinding – use Wood & Iron building for signage?
  - Social gathering places
  - Bike racks to better welcome and accommodate
- Admiral's Marina serving as a central gathering place for food, drinks, recreation (or sports bar in another location)
- Signage needed for put-ins to let people know if okay to use, donation, etc.
- Cohesive signage throughout town and village to unify places of interest. The discussion included:
  - Where to place signage
  - Conceptual design of signage (Chazen will prepare)



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- Signage geared toward pedestrian, bike, and vehicular traffic

The next public workshop:

- The committee selected January 11<sup>th</sup>, 2016 for the next workshop:
  - Draft preliminary recommendations will be presented at next Workshop
  - Develop a solid PR strategy to promote public participation
  - Do internal survey during workshop with real-time voting remotes
  - Simplify the survey (yes/no, multiple choice, etc. with optional room to elaborate)
  - Bring Chazen laptop for people to take survey quickly if they need to leave early
- The committee discussed the following public outreach strategies for the next public workshop:
  - Use public school system to disseminate flyers/newsletter out to parents → draft this letter for Stan Maziejka
  - Ask churches to hand out flyers
  - Use social media (Facebook, Twitter, Instagram, etc.)
  - Begin advertising for next Workshop in November for January 11<sup>th</sup> date, using:
    - Community center
    - School PTO and PTA
    - Library
    - Newspaper
    - Channel 9 on TWC
    - Churches
    - Social media

## EVENTS, PROMOTION, ADVERTISING & MARKETING

The committee discussed the following ways to promote the study area:

- Jim Levy's conversation with NYS Canals – several ideas to promote water tourism
  - Use Lakes to Locks for free marketing!
  - Get local businesses and even start-ups to host an event
- Arrange weekly BBQs at Marina, Blockhouse or School grounds to serve as temporary food outlet in absence of institutional restaurant (i.e. Wednesdays and Sundays during tourist season)
  - Use local meat products, vegetables and fruit to highlight local agriculture
  - Consider food trucks or pop-ups

## ECONOMIC/MARKET ANALYSIS

The committee reviewed a preliminary draft of the study area market analysis:

- ESRI Market analysis indicates the residents of the study area may not have enough internal spending power to sustain many of the businesses residents are seeking. In order to attract these businesses, the following was discussed:
  - Market to residents within ~30 miles



- Encourage/facilitate development of select business types (e.g., specialty foods and shops) that leverage the waterfront and downtown
- Consider increasing density in strategic areas to increase population/nearby consumers
- Consider implementing progressive economic development strategies (allowing pop-up businesses, etc.)
- Leverage existing tourism opportunities (Battlefield, Cemetery, Blockhouse, etc.) nearby and within Saratoga County more generally
- Some committee members feel strongly that nearby town and village residents could sustain a small local sports bar
- Committee members seem generally supportive of doing what it takes to increase number of small businesses and services
- Add a section to report discussing what existing zoning conditions prohibit what we want to see here, such as:
  - Shared parking
  - Pop-ups
  - Special event permitting

## OTHER

- Use school grounds as a temporary/interim food vendor or staging ground for events
  - Has ample parking
  - Playground facilities
  - Plenty of open space for kids to run and families to picnic
- Rent a bus to shuttle visitors from parking areas to food vendor area and to drop off at various tourist destinations (Blockhouse, Cemetery, Battleground, etc.)
- Suggest ways to lighten the load of local government to implement all these ideas, events, marketing, etc.
- Consider identifying an alternative site for docks and put-ins in case Admiral's Marina doesn't work out

## ACTION ITEMS:

- Contact school Superintendent (Stan Maziejka) re: joining committee
- Revise/finalize market analysis and send to Committee
- Develop public participation plan for January 11th public workshop
- Develop preliminary draft plan
- Conduct site visits and explore concept improvements for inclusion in draft plan
- Contact key stakeholders (including owners of Admirals Marina) to discuss future use of site
- Select fall committee meeting date

## Public Workshop Summary

### Stillwater Local Waterfront Revitalization Plan (LWRP)

#### Public Workshop #1

Meeting Date: July 7, 2015

#### Stillwater Town Hall

**Presenters & Facilitators:** Paul Cummings (Chazen), Shannon Bush (Chazen), Kathy Ember (Planning4Places), Jim Levy (Planning4Places)

- Meeting Introduction

Paul Cummings (Chazen) presented a PowerPoint to the audience, detailing the project background, planning efforts coordinated thus far, the planning process, the Study Area overview, and preliminary findings and ideas. He asked that the audience engage in a discussion to shed light on the ways in which both the Village and Town of Stillwater, NY could be improved and enhanced.

The group discussed the following topics: quality of life, land use & zoning, economic development, transportation & infrastructure. He guided the public discussion with several questions such as ‘what are some of the existing features and amenities you enjoy and appreciate,’ ‘what features is the town currently lacking,’ ‘what would make the village and town more attractive both to visitors and residents alike,’ and ‘ what are some of the inhibitors to development today,’ among several others.

The following reflects the responses and discussion amongst participants.

### ECONOMIC DEVELOPMENT

1. Lack of restaurants, places to eat, need:
  - a. Coffee places
  - b. Sit down restaurants with views of the Hudson River (outdoor dining, decks with waterfront views)
  - c. Something quick – i.e. fast food or primarily a take-out restaurant
  - d. A well-established eatery in the village/town
2. There are more opportunities in the village than in the town
3. Is there a microenterprise business incubator?
  - a. Yes, it’s not well known. Needs additional marketing promotion to attract an audience but that costs money
  - b. There are tax incentives available from the IDA but that also needs promotion
4. Continue working with the Prosperity Partnership and the Chamber
5. Leverage proximity of tech industry to encourage business development
6. “Structural unemployment” – existing local workforce skills don’t match employment demand
  - a. Should train residents at the local level through high school and community college programs
  - b. Schools do have a college outreach program



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7. National Cemetery could bring visitors along with Battlefield but it needs more advertising and promotion. More visitors visit the Cemetery than the Park.
8. Create gateways at the main roadway entrances - Lake Street, Route 4/32, across the bridge/Stewart's
9. Look at targeting the tech industry for business development
10. Schuylerville will have a new welcome center in near future that could be leveraged
11. "Business follows beds" – commercial investment follows residential investment
12. Stillwater Wood & Iron shop is one of the top destinations in the Village
  - a. Capitalize on this identifiable feature
  - b. Enhance more features to create identity
13. Consider options for temporary pop-up businesses
14. Admiral's Marina is a CRITICAL asset
  - a. Many people go hang out there
  - b. Quality of the ramps makes a big difference
  - c. Needs significant capital improvement
  - d. How do we influence the existing property owner to rehab it or sell it?
    - i. Possibility a public-private partnership
15. Marina is the perfect place for a nice banquet hall – we have no nice gathering places nearby (i.e. for weddings and special events)
16. There are at least two informal boat launches between here and Schuylerville and informal swimming holes too
  - a. Boaters would really appreciate a place to stop and eat, drink and use the bathroom along the water
17. Kayaking, biking rentals are a potential option to bring in tourists (i.e. temporary or pop-up type retail)
18. Create an opportunity to paddle down the river and get a shuttle back up to the starting location (possibly as part of the proposed Battlefield dock/tour boat)
19. Antiques could be a big business here
20. Farmer's Market at Block House or nearby
21. Other Events in the area to bring visitors
22. One official sports field available in the town and village
  - a. Could use this field for other purposes to improve economy such as sporting event (can also use the school as a staging area)
  - b. Family Day is held at Veterans Park, but it could be moved to another location if needed
23. Need to have more destination points before people will make the effort to come here, all we really have now is a few pizza shops and Wood & Iron shop, not much of a tourist draw
24. Need to create an authentic experience to draw people in
25. Need a vision for the future!
26. Get acquainted with increased in higher density development, but they don't have to be huge developments
  - a. Interlaken is a local example
  - b. Row housing
  - c. Mixed use buildings

- i. Where would these developments go? Aesthetics/appearance?
27. Help various businesses to work together for benefit of entire community
  - a. i.e. Rent kayaks at National Historical Park, paddle down to Marina for a day trip (See #18 above)
28. Lakes to Locks website: blog for travelers to discuss unique experiences they encounter along the Hudson, helps promote more tourism. Encourage Stillwater residents and businesses to use this site.
29. Should the Post Office leave, it would be a great site to redevelop with access/views to the waterfront.
30. Need tax incentives

## LAND USE & ZONING

1. Zoning laws have “teeth”
  - a. Ordinances have to create architectural feel/theme
  - b. Architectural Review
  - c. Incentivize the conformance to the established theme
    - i. Can use design guidelines to achieve this
    - ii. Can use TDRs
    - iii. Can use tax incentives
2. Some homes are too close to the road
3. Is there commercial zoning in the village? Where is there open property?
  - a. The Village recently expanded their Village business district.
4. Fast track development - Help developers cut through all the red tape, time, money and headaches – this would greatly incentivize new development
5. Rezone to allow mixed use development by right
6. Look at design - Can use form-based codes or design guidelines

## QUALITY OF LIFE

1. Need identity branding – signage, public art, etc.
2. EDUCATION is a huge positive aspect of life here – good schools should be touted as a reason to locate here
3. Village has accessible and affordable housing units compared to the rest of Saratoga County
4. Consider ways to break up and identify the various ‘neighborhoods’ within the overall Hudson River Waterfront study area – could help to create unique identifiers and help people to know they have ‘entered’ such and such part of the waterfront
5. Village well area could offer waterfront access
6. Explore access for kayak/canoe launches in other areas (Block House)
7. Old canal system has big potential:
  - a. Offers trail heads
  - b. Pedestrian and bike routes
  - c. Drainage/help mitigate flooding

## TRANSPORTATION & INFRASTRUCTURE

1. Need a cohesive streetscape
2. No sewer, water on south end of town
  - a. Connect the Village sewer system to the County system
3. Sewer and water infrastructure is inhibiting growth
4. Infrastructure issue is very important
5. Entrances into town and village need improvements
  - a. Make these intersections pop
  - b. Incentivize people to make personal improvements to their own property
6. Need 'Welcome' signage as one approaches town and village
  - a. Wayfinding signs toward the various attractions and features
7. Currently working to place bike racks in the village to be more inviting
8. Parking is a big issue in the village, no convenient parking
  - a. But is this a real issue or perception?
  - b. Can we partner and share facilities so as not to build new parking when there is already enough. Utilize community center, American legion, school lots
  - c. Parking signage at intersections/entrances helps
  - d. Have parking options clearly available online for visitors to check out in advance
  - e. Parking in lieu of fees
9. Homes with inadequate septic systems need connections to the sewer system
10. Need a utility company to establish a franchise area for natural gas

## SUGGESTIONS

1. May need more localized income surveys to help trigger USDA grant money
  2. Send out a joint village and town newsletter to provide a synopsis of these public workshops/ meetings
    - a. Could also send details about a survey component (online survey) that could be developed for this project
  3. In the future to get a higher turn out to these public meetings, it may be more effective to strategically target particular stakeholders/groups to get more engagement (i.e. bicyclists, snowmobilers, retirees, parents, etc.)
- Next Steps
    1. Consider developing a survey for study area residents.
    2. Engage additional stakeholders.
    3. Coordinate meeting between Admiral's Marina property owner, village and town officials to discuss possibility of a public-private partnership or other alternatives to re-development of marina area and transitioning into a public access boat launch with restaurant.

## Public Workshop Summary

### Stillwater Local Waterfront Revitalization Plan (LWRP)

#### Public Workshop #2

Meeting Date: January 11, 2016

Stillwater Town Hall

**Attendees:** See the attached sign in sheets

**Presenters & Facilitators:** Paul Cummings (Chazen), Shannon Bush (Chazen), Kathy Ember (Planning4Places), Jim Levy (Planning4Places)

#### Meeting Introduction

Chazen presented a PowerPoint that began with a review of project related background information. Following this review, Chazen presented the study area's market analysis and the plan's preliminary recommendations. The preliminary recommendations included concept plans for site-specific improvements, including Admiral's Marina and Blockhouse. Concepts that illustrated a proposed "Transect District" zoning approach were also presented. The presentation included many other recommendations that will be included in the final draft plan. Following the presentation, Chazen briefly answered questions from the attendees.

The following reflects a summary of the initial questions posed by attendees after the presentation.

*Question #1: Is Stillwater closer now to a successful Transfer of Development Rights ("TDR") Program today than ten years ago when we tried this approach?*

Answer: Yes, the Town of Stillwater participated in a follow up TDR study in order to determine the feasibility of the program. Stillwater has since been awarded a TDR preparation grant from NYS Agriculture & Market. Following the LWRP process, the Town will use the TDR grant along with funding from CDTC Linkage Study program, to develop study area zoning revision that will include a draft TDR provision.

*Question #2: What is the current status of the property along the River? Is it owned by DOS or Canal Corp or another entity? Has anyone ever pursued it? Is there any possibility of a trail traversing it?*

Answer: It is owned by the NYS Canal Corporation. According to the Village, the US Environmental Protection Agency ("EPA") is currently reviewing the environmental conditions on the property (as well as nearby properties). Following their analysis, the Village will have a better understanding regarding how best to use the property. The idea of a trail or some other public amenity such as a waterfront park or beach has been discussed extensively.

*Question #3: How might this LWRP affect a childcare business? For example, if there is a need to expand the building footprint - can this plan help with that?*

Answer: Eventual adoption of a transect district zoning code would likely allow most property owners greater flexibility to expand building footprints. Current zoning is focused on use



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allowances and has small bulk area requirements that are being proposed. There are many instances where property owners must obtain a use or area variance or special use permit to expand and/or change uses. From a business aspect, increases in local population as a result of more housing would likely create in a higher demand for services. With respect to assistance with business startups, growth, and/or development, the LWRP identifies several different ways the town and village can leverage existing services to help business owners. The plan also includes a recommendation to develop a small business assistance committee.

The following topics were discussed during the break-out sessions:

### ECONOMIC DEVELOPMENT

- Resident would like to see: restaurants, small shops, a place to store boats, revitalization of Admiral's Marina.
- Property owners noted that they had some uncertainty regarding how best to develop their property. The lack of sewer and/or water infrastructure and existing land use regulations (i.e., traditional zoning districts that do not supported flexible, mixed-use development). They also noted that the lack of a community vision for further growth and development in the area was also an issue.
- It was noted that some properties might have environmental issues (e.g., abandoned underground fuel tanks) that hinder sales and/or redevelopment. Assistance with addressing these unknowns would be helpful.

### LAND USE & ZONING

- Allow/encourage small business uses off Route 4 within adjoining residential areas (as used to be). This may include neighborhood restaurant, professional offices, etc.
- It was noted that some would like to see a zoning ordinance that is not too restrictive, more about design rather than uses.
- Explore mixed-use zoning in Village center.
- There has been discussion about subdividing cemetery property to build senior housing.
- Some property owners were interested in redeveloping their properties into mixed use and/or multifamily housing.
- Redevelopment opportunities for lands near the Cemetery should be explored.

## QUALITY OF LIFE

- Create a passive recreation trail on property along Hudson River; it can be low maintenance and inexpensive
- An opportunity to use adjoining Blockhouse properties for river access should be explored.

## TRANSPORTATION & INFRASTRUCTURE

- Interest and support of trail system in the Town
- Additional trail connections should be considered, including connections to nearby communities (e.g., Ballston Spa via the Zim Smith Trail, etc.).
- Good example of trail design – rail bikes in Saranac (<http://www.railexplorers.net/tours.html>)
- A Boy Scout leader indicated that the troop would like to get involved in local projects that include conservation and passive recreation (e.g., trail development, etc.)
- Next Steps:
  1. Chazen and Planning4Places will incorporate the feedback and suggestions from the second Public Workshop into the LWRP written document and conceptual design renderings.
  2. Chazen and Planning4Places provide a copy of the revised plan prior to next committee meeting.
  3. Chazen and Planning4Places will work with the committee to schedule the next meeting. A targeted date in early February will be provided via email.

## Stakeholder Interviews Summary

### Stillwater Local Waterfront Revitalization Plan (LWRP) Summary of Phone Interviews

Background: Several residents of the Town and Village of Stillwater were identified as stakeholders of the LWRP process, and ultimately, the outcome of the Village Comprehensive Plan and the implementation of recommendations therein. Interviewees were contacted by phone and were asked to participate in an informal and candid conversation about the existing conditions of the Town and Village and asked to help identify what issues and opportunities exist. The following reflects the responses and discussion amongst participants.

#### ECONOMIC DEVELOPMENT

- Promote agricultural aspect of the Town
- “Many of the rental units in the Village are in poor condition at this point”
- “(re)development is difficult to do because we’re in the floodplain which causes additional fees”
- Housing stock seems to be primarily mobile home parks and pockets, need housing developments with tax base
- Public access marina, restaurants, simple diner for inexpensive meals, bakery, laundromat, groceries – people now have to travel out of Town for these things, would like them here
- A visitor’s bureau could help to promote tourism, could be within Blockhouse
- If Admiral’s made public, could host Town pig roasts, ski shows, etc. to make it an annual money maker
- Incentive from businesses to get people to come out and see the area (i.e. collaborate and market some kind of event)
- Insurance company left due to previous Mayor, they’d probably like to come back now
- “The Blockhouse is a huge opportunity for the community. It’s one of the only place to stop and pull over and it has a picnic area with beautiful scenery – but it could really be improved to become a bigger amenity for the Village by extending and resurfacing the land area so it could be used by the public at all times, especially for special events. It’d also be great to have some complimentary businesses nearby like restaurants and shops.”

#### LAND USE & ZONING

- Unite zoning between Town & Village for uniformity, then help people understand it
- A lot of land available for development by St. Peter’s – restaurant, fast food chain, there are no small businesses now selling any kind of sundries



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## QUALITY OF LIFE

- Continue to connect and add to few little parks we have, canal trail, Battlefield, etc.
- Historic housing stock in village seems to be deteriorating quickly – what can be done?
- “The Village and Town have been an abysmal failure for recreation” – need an established Recreation Dept. with several, well-organized recreational opportunities for all ages
- Need dedicated park space(s), particularly in village, that’s accessible
- Village street improvements (beautification) would be nice, need more code enforcement
- Trail connecting Battlefield to Village and Mechanicville but some pieces missing in Stillwater – try to complete

## TRANSPORTATION & INFRASTRUCTURE

- Need access to sewer and utilities to encourage development
- Need a full understanding of what utilities currently exist and what is lacking then what to do to address it
- Hudson-Hoosic Partnership is promoting tourism in Schuylerville, 4 & 32 corridor will be directly affected
- No quick, easy, direct route to get to Stillwater
- Many sidewalks are incomplete or nonexistent
- Signage needed to direct Battlefield visitors into Village
- “We have some big infrastructure problems in Stillwater - you have to have infrastructure there in place to get new businesses, then you have to make [the place] look good for people to want to come in and stop.”
- River flooding is a problem, affects sewer and water quality
- Need complete sidewalks on 4&32 – good for businesses and residents
- Need streetlamps and sidewalks on east side of 4&32, only other side of road has them
- Need garbage receptacles and portable bathrooms when there are public events (people now using Stillwater Wood’s and littering on their property)
- Those without cars have no real transportation options

## SUGGESTIONS

- Do a survey of quality/condition of housing stock
- Schools would be open to sharing facilities with a Recreation Dept. during summer to help promote activities, especially for kids, adults could also use our fitness center
- Bring in real estate developers to have them look around, get ideas, maybe they’ll have a vision. 6-8 new businesses in Mechanicville from that
- In Mechanicville, nice, big dock, boaters can empty sewage for free, water for free, they come in and spend money there – emulate this
- Stillwater Wood owners complained that patrons of other businesses use their parking lot which can be problematic when they have deliveries – opportunity for village-wide discussion of shared parking facilities and forging partnerships



- The Community Center seems underused, should be better incorporated into community
- Librarian would love to help and work with new businesses
- Use the Library & Legion to advertise future community workshops



APPENDIX B: EXISTING CONDITIONS ANALYSIS & MAPS



## EXISTING CONDITIONS ANALYSIS

## INTRODUCTION: OVERVIEW OF THE VILLAGE

The Town and Village of Stillwater are located in Saratoga County, NY along the picturesque and historic banks of the Hudson River. Like many communities throughout the Hudson and Mohawk Valleys, the river(s) were the driving force in their development, commerce and transportation, and importance throughout history. While the importance of the river to the communities has waned from a commerce and transportation perspective, it is still a vital piece of the fabric of the Town and Village (communities), an asset only a handful of communities in the State have, and increasingly a positive influence and draw for development/redevelopment.

History abounds in the communities as noted with the tagline for the Town “The Turning Point of the American Revolution”, with the Saratoga National Historical Park – a 3,400 acre park drawing over 100,000 visitors annually, and the Hudson River running along the western boundary. The Village which is bordered by the Town and Hudson River covers an area of 1.46 sq. miles and has approximately 2.5 linear miles of frontage on the Hudson River. The Town covers an area of 43.57 sq. miles and has approximately 9 miles of frontage on the Hudson River. Combined, the Communities have over 33% of the total river frontage of Saratoga County.

**Figure 1**

	<b>Overall Area</b>	<b>Land Area</b>	<b>Water Area</b>	<b>Approximate River Frontage</b>
<b>Town of Stillwater</b>	43.6 sq. mi	41.2 sq. mi	2.4 sq. mi	9.0 linear miles
<b>Village of Stillwater</b>	1.5 sq. mi	1.3 sq. mi	0.2 sq. mi	2.5 linear miles
<b>Saratoga County</b>	843.8 sq. mi	810.0 sq. mi	33.8 sq. mi	34.5 linear miles

Source: Saratoga County Planning Department, GIS Data

From their start, the Town and Villages’ ties to the Hudson River have helped shape and focus the way of life in the Communities. Water, especially rivers, have played a prominent role in the development of much of the Hudson and Mohawk Valleys, initially being used for transport of both people and cargo. Still today the Hudson River has and holds a prominent place in the character and focus of the Communities.

Much of the analysis found within this document details statistics for the Town and Village – the communities within which this effort is being undertaken. The entire Village is located within the LWRP Study Area however the Town covers an area larger than the study area boundaries. To help focus in on some of the more vital statistics of the geographic area of the Town included in the Study Area, blue-shaded call-out boxes are provided. These boxes detail relevant 2013 U.S. Census American Community Survey (ACS) Block Group (a geographic area defined by the U.S. Census) statistics and are provided for statistics on population and housing counts.

There are 3 Block Groups within the LWRP Study Area. One covers the entire Village of Stillwater so the numbers detailed in the charts for the Village are the same as those of that particular Block Group (and thus there isn’t a separate Village Block Group number provided). The remaining two which have been utilized in helping to shape the study area boundary are both located within the Town and include Block Group 1 and Block Group 4.

## POPULATION CHARACTERISTICS

The Communities are located in Saratoga County within the Albany-Schenectady-Troy (MSA).<sup>1</sup> The chart below shows the population change for the Communities compared to Saratoga County and the MSA. While the population of the Village did not increase between 2000 and 2010 at the same level as the

**ACS Block Group Statistics  
-Population-**

**Town Block Group 1:** 3,156

**Town Block Group 4:** 975

Source: U.S. Census

Town of Stillwater and Saratoga County as a whole – which has experienced significant growth for an Upstate area at twice the percentage change of the region – it was consistent with the growth level of the region. The ACS estimates that the population of the Town grew to 8,307, an increase of less than 0.5%. At the same time the population of the Village grew to 1,962, an increase of 224 persons and 12.8% from the 2010 U.S. Census – a significant increase in a short period of time (it is important to note that the 2013 ACS numbers are an estimate so some caution must be taken with these numbers).

**Figure 2**

	1990	2000	2010	2000 - 2010		ACS Estimated 2013 Population
				# Change	% Change	
<b>Town of Stillwater</b>	7,233	7,522	8,287	765	10.2%	8,307
<b>Village of Stillwater</b>	1,531	1,644	1,738	94	5.4%	1,962
<b>Saratoga County</b>	181,276	200,635	219,607	18,972	9.5%	221,169
<b>Albany-Schenectady-Troy MSA</b>	861,424	825,875	870,716	44,841	5.4%	877,905

Source: U.S. Census, Decennial Census 1990, 2000, 2010, 5-Year Estimates 2009-2013 ACS

There are some interesting differences in the median age trends between the Town and Village that will be discussed in more detail in the following paragraphs.

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<sup>1</sup> U.S. Census Bureau defines an MSA as a geographic entity delineated by the Office of Management and Budget (OMB) for use by Federal statistical agencies in collecting, tabulating, and publishing federal statistics. A Metro area contains a core urban area of 50,000 or more population and consists of one or more counties. The Albany-Schenectady-Troy MSA includes the counties of Saratoga, Schenectady, Schoharie, Albany, and Rensselaer.

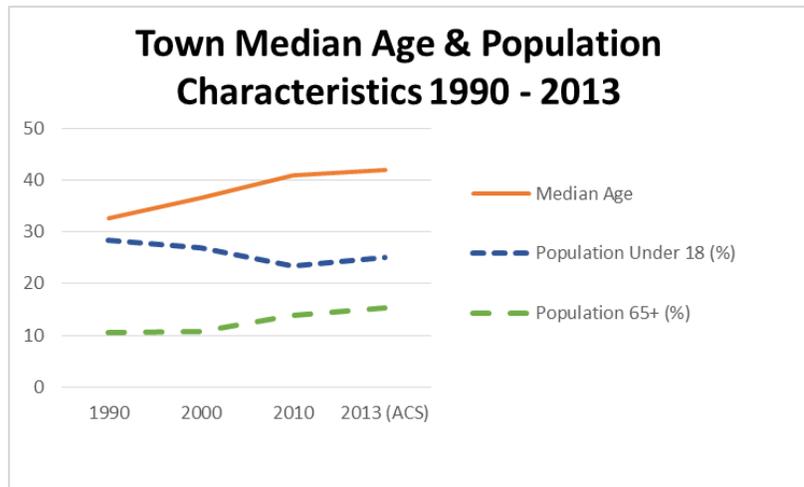
In the Town of Stillwater, the median age of residents in the increased from 36.5 in 2000 to 41.0 in 2010 according to the U.S. Census. As stated above, this trend is generally consistent with communities across Upstate New York which are seeing the aging of the baby-boomer generation. The population pyramid below shows the breakdown of population and the spike representing the baby-

ACS Block Group Statistics -Median Age-	
<b>Town Block Group 1:</b>	32.6 Years
<b>Town Block Group 4:</b>	44.6 Years
<i>Source: U.S. Census</i>	

boomer generation which makes up the largest population cohort in the Town. The U.S. Census 2013 ACS estimates showed the median age in the Town continuing to increase.

In the Village, the median age of residents increased from 35.4 in 2000 to 38.4 in 2010 according to the U.S. Census. This trend is generally consistent with Upstate New York communities which are seeing the aging of the baby-boomer generation (people born between 1946 and 1964). As can be seen from the population pyramid below, the baby-boomer generation makes up the largest population cohort in the Village. However, the ACS 2013 estimate details a significant dip in the median age in the Village and a corresponding increase in the population under 18.

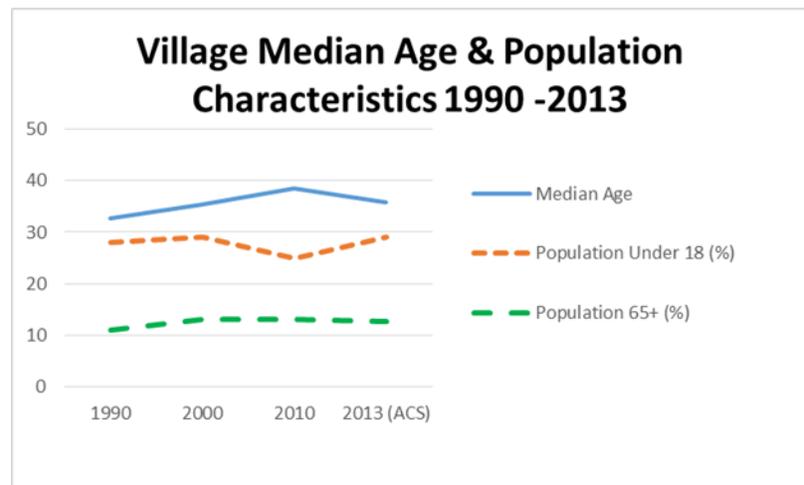
Figure 3



Town of Stillwater	1990	2000	2010	2013 ACS
<b>Median Age</b>	32.6	36.5	41.0	41.9
<b>Population Under 18 (%)</b>	28.3%	27.0%	23.4%	25.0%
<b>Population 65+</b>	10.6%	10.7%	13.9%	15.3%

Source: U.S. Census, Decennial Census 1990, 2000, 2010, 5-Year Estimates 2009-2013 ACS

Figure 4



Village of Stillwater	1990	2000	2010	2013 ACS
<b>Median Age</b>	32.6	35.4	38.4	35.8
<b>Population Under 18 (%)</b>	28.0%	29.0%	25.0%	29.0%
<b>Population 65+</b>	11.0%	13.0%	13.0%	12.7%

Source: U.S. Census, Decennial Census 1990, 2000, 2010, 5-Year Estimates 2009-2013 ACS

The ACS estimates of the median age in the Village details a decrease to 35.8 years of age. Based on other U.S. Census data reviewed, this decrease was associated with the increasing population of younger people either moving to or being born and living in the Village in recent years. However, this reduction in median age should also be taken with a bit of caution as it too is an estimate and a relatively new phenomenon – having occurred since the 2010 U.S. Census count.

If the ACS estimate for the Village is correct about the increase in younger people living in the Village and this trend continues into the future, it could create a somewhat unique situation where the aging of the baby boomers is being met by an increase in the numbers of younger population and as such the overall median age will not be driven higher each and every year. That said, in the Town there is still a trend of an aging population. Even with potential changes in the Village there is and will still be a significant percentage of the population that is in the baby-boomer generation in both Communities.

Figure 5

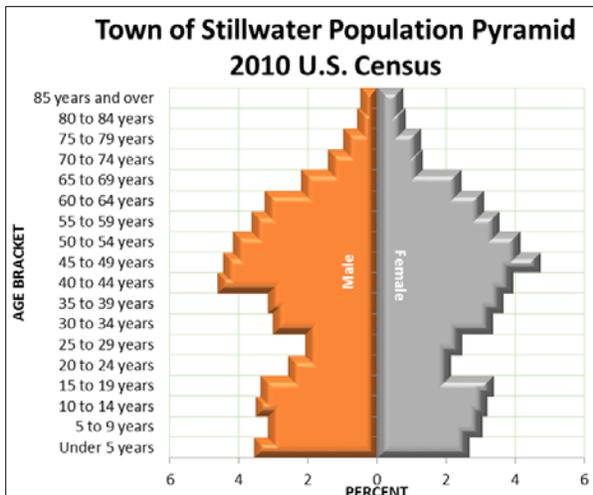
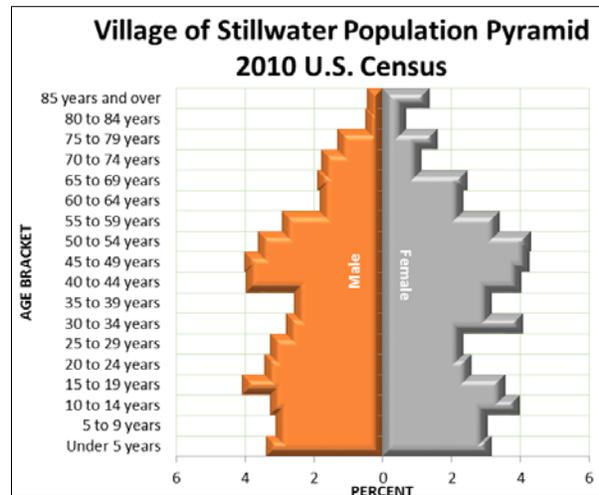


Figure 6



Source: U.S. Census 2010 Decennial Census

This is an important consideration because currently many of the baby-boomer generation have reached retirement age or are likely to retire within the next several years. This generation will increasingly need services and assistance such as medical and health care, and transportation assistance, that was not necessarily as needed in the past. Services such as Elder Care Transportation currently provided by the Stillwater Area Community Center will likely be increasingly in demand. This particular service will pick-up residents in the Village and Town of Stillwater and City of Mechanicville in Saratoga County for medical appointments; and for residents in the Town and Village of Stillwater only, for shopping if drivers are available. Though there are no public transit route(s) in the Town or Village of Stillwater, the Capital District Transportation Authority (CDTA) provides complimentary ADA paratransit service for people living outside the service area for travel within the service area.

## ECONOMIC PROFILE & VILLAGE ECONOMIC CHARACTERISTICS

The economy and economic well-being of the communities is directly tied to housing, employment, income, land use and tourism within the Town, Village and Region. These are not only vital to the communities and create a direct impact on activities taking place within the communities borders, but are vital to the adjacent municipalities, the county and the entire Capital District.

**Employment:** According to the 2013 ACS, there were a total of 6,505 people in the Town age 16 and over and 1,484 people in the Village age 16 and over. Of those, 70.8% (4,607) in the Town and 69.7% (1,035) in the Village were considered to be in the labor force (the remaining 1,898 in the Town and 449 in the Village were not considered to be in the labor force). Of the combined 5,642 people in the labor force in both the Town and Village, all but 14 (all in the Town) were in the Civilian labor force. A combined total of 90.5% (5,104 people) in the Civilian labor force were employed with 9.3% (524 people) unemployed. This was slightly down from the combined 5,142 employed persons in the 2012 ACS but up from the 4,870 combined employed persons in the 2000 U.S. Census.

The top two occupations for both Town and Village residents according to the 2013 ACS were the same - sales and office occupations followed by management, business, science, and arts occupations. The breakdown of civilian employed population 16 years of age and over for the years 2000 and 2013 for the Town and Village follows below.

**Figure 7**

	2000		2013	
	Town	Village	Town	Village
<b>Civilian employed population 16 years of age and over</b>	4,080	790	4,161	943
<b>Management, business, science, and arts occupations</b>	1,222 (30.0%)	171 (21.6%)	1,339 (32.2%)	247 (26.2%)
<b>Service occupations</b>	489 (12.0%)	104 (13.2%)	643 (15.5%)	134 (14.2%)
<b>Sales and office occupations</b>	1,313 (32.2%)	261 (33.0%)	1,353 (32.5%)	317 (33.6%)
<b>Natural resources, construction, and maintenance occupations</b>	474 (11.6%)	111 (14.1%)	316 (7.6%)	100 (10.6%)
<b>Production, transportation, and material moving occupations</b>	582 (14.3%)	143 (18.1%)	510 (12.3%)	145 (15.4%)

Source: U.S. Census, Decennial Census 2000, 5-Year Estimates 2009-2013 ACS

As would be expected, the ACS shows most of the labor force was estimated to work in New York State (approximately 99.5% for both the Town and Village). Of those residents, 53.7% of Town residents and 69.5% of Village residents work in Saratoga County, and 18.3% of Village residents were estimated to work in the Village (statistics are not available for residents of the Town that work in the Town). The table below details selected means of transportation to work and travel times. In summary, most of the labor force (over 90%) in the community drives to work with a somewhat surprisingly high 18.1% carpool in the Village compared to the Town of Stillwater and Saratoga County at 9.4% and 7.9%, respectively.

The majority of the labor force travels more than 20 minutes to reach work with the mean travel time to work coming in at nearly 29 minutes for residents of the Town and just over 25 minutes for residents of the Village.

**Figure 8**

	Town	Village	Saratoga County
<b>Selected Means of Transportation to Work</b>			
<b>Car, Truck, Van</b>	93.1%	94.2%	91.1%
<i>Carpooled</i>	9.4%	18.1%	7.9%
<b>Public Transportation</b>	0.3%	0.0%	0.9%
<b>Walked</b>	0.8%	1.9%	2.1%
<b>Worked at Home</b>	5.4%	3.9%	5.0%
<b>Travel Times</b>			
<b>Less than 10 minutes</b>	6.7%	6.7%	11.8%
<b>10-19 minutes</b>	19.0%	28.1%	27.7%
<b>20+ minutes</b>	74.3%	65.2%	60.5%
<b>Mean Travel Time to Work</b>	28.7 min	25.1 min	24.5 min

Source: U.S. Census 5-Year Estimates 2009-2013 ACS

For the labor force living in the Village, a total of 18.3% were estimated to also work there according to the ACS. Nearly 70% of Village residents in the labor force worked in Saratoga County and nearly all worked within New York State (99.6%). For labor force individuals living in the Town, the 2013 ACS does

**Income:** Income includes wages, salary, commissions, bonuses, tips, self-employment income, interest, dividends, net rental income, royalty income, income from estates and trusts, public assistance or welfare payments, retirement, survivor, or disability pensions, other income such as VA payments, unemployment, child support or alimony. It counts income of the householder and all other individuals age 15 and older in a household, whether related or not.

**Earnings:** A component of income (wages, salaries and self-employment income)

*Source: U.S. Census*

not calculate those that also work within the Town, however it does estimate that 53.7% of residents work within Saratoga County and like the Village, nearly all worked within New York State (99.4%).

**Income:** According to the ACS, the estimated median household income (in the past 12 months) for the 3,124 households in the Town was \$71,772 and for the 668 households in the Village \$60,476. The median household income for Saratoga County according to the ACS was \$69,826.

**ACS Block Group Statistics  
-Income-**

**Town Block Group 1:** \$77,695

**Town Block Group 4:** \$83,500

*Source: U.S. Census*

The Town of Stillwater had an ACS estimated 943 nonfamily households which had the lowest estimated median income at \$35,694. An estimated 2,281 family household types had a higher income of \$81,550 and within this household type married couple families had the highest estimated household income at \$87,382.

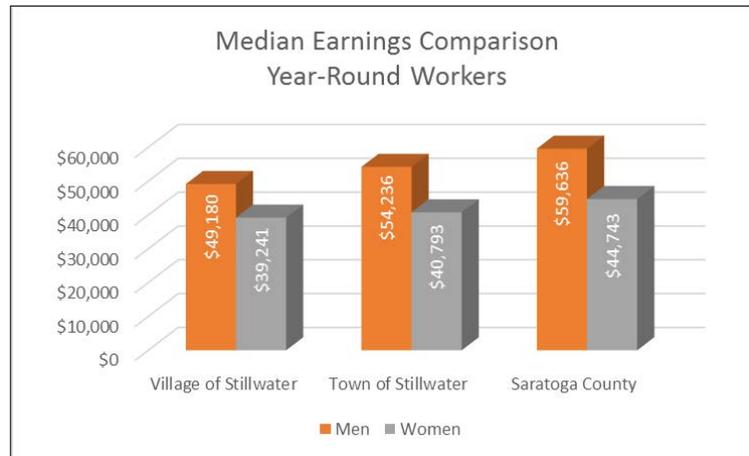
In the Village, the median household income had a similar pattern of nonfamily households having the lowest median income and married couple households having the highest median income. There were an ACS estimated 172 nonfamily households which had the lowest estimated median income at \$39,375. There were an estimated 496 family household types which had a higher income

of \$67,143 and an estimated 341 married-couple families who had the highest household income at \$73,125.

**Earnings:** For all 3,124 households in the Town, approximately 82.5% (2,578) had earnings, approximately 31.0% (969) had social security, and approximately 19.7% (615) had retirement income. For all 668 households in the Village, approximately 82.2% (549) had earnings, approximately 30.8% (206) had social security, and approximately 24.7% (165) had retirement income. These percentages closely mirror those of Saratoga County which recorded approximately 79.6% of residents county-wide with earnings, approximately 29.5% with social security, and 21.8% with retirement income.

Median earnings for full-time, year round workers in the communities are estimated by the ACS to be lower than those of Saratoga County. The earnings estimates by gender (the only available median earnings data for full-time year round workers) are shown in the graph below. In summary, they show that men are statistically making more than women and that residents of the Town are making more than those living in the Village.

**Figure 9**



Source: U.S. Census 5-Year Estimates 2009-2013 ACS

## TOURISM

Tourism is a major element of the economy of Saratoga County and the entire region. From the Saratoga Race Track and SPAC, the Saratoga National Historical Park and other cultural and historic attractions, to shopping along the many Main Streets, at farmers markets and shopping centers, and recreational opportunities on the Hudson River, Saratoga Lake, tourism opportunities abound in this area.

According to a 2011 ILOVENY Tourism Survey conducted by the Cornell University School of Hotel Administration, domestic visitors to areas of New York State other than New York City are primarily driving to their destinations – a good statistic for the communities as they are most easily accessible by vehicle. They are significantly more familiar with and interested in visiting tourism regions than counties and cities – yet again a good statistic for the communities with their location on the Hudson River, near the historic Saratoga National Historical Park, Saratoga Race Track, and numerous other destinations.

The same 2011 ILOVENY/Cornell University study found that the top influence on respondents for taking a trip was a desire to see new places and experience new things. The most frequently mentioned purpose for a trip was to go sightseeing, followed by eating at a restaurant or going shopping. The most frequent method used to research a trip was a general search engine search, followed by state tourism-region websites. According to the Survey, New York State primarily attracts the leisure market with respondents noting that they are looking for activities and experiences. The most frequent purpose for a leisure trip was to go sightseeing.

*Note: A more detailed tourism analysis was developed separately from this document.*

## HOUSING

Housing in the Communities consists of many different types, prices, and types of owners. Housing types are identified and tracked by the ACS which provides us with an estimate of the types of housing in both the Town and Village. Housing in the Communities was primarily owner-occupied with renter occupied, four season, recreational, or occasional housing unit types, and some vacant housing types.

**ACS Block Group Statistics  
-Housing Unit Counts-**

**Town Block Group 1:** 1,126

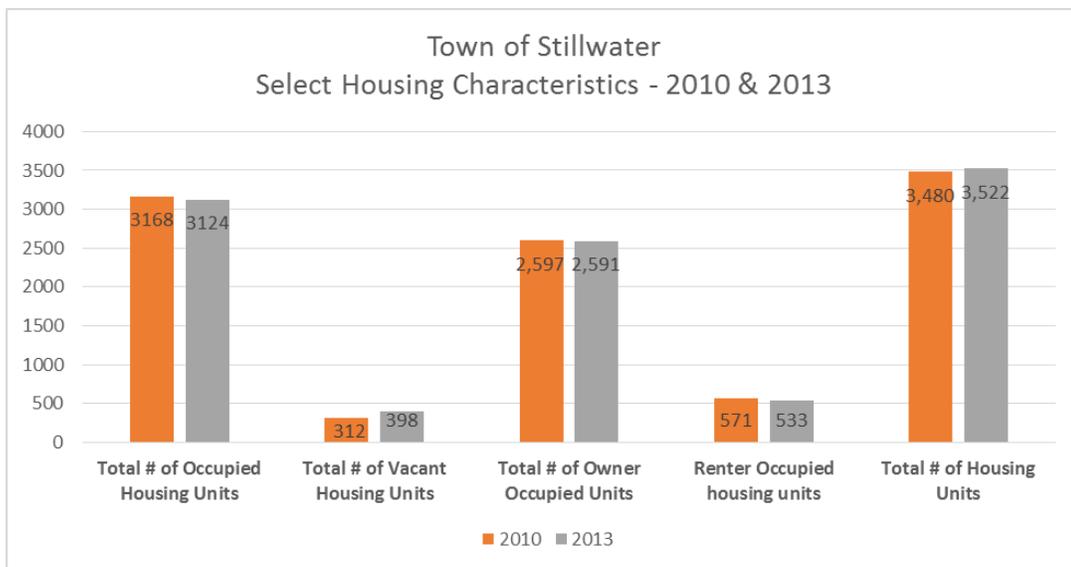
**Town Block Group 4:** 382

*Source: U.S. Census*

Based on the ACS, the Town had 3,522 housing units (and increase of 42 units from 2010) of which 3,124 were occupied and 398 were vacant. There were 2,591 owner occupied housing units and 533 renter occupied housing units. The effective homeowner vacancy rate was 0% while the rental vacancy rate was 8.9%.

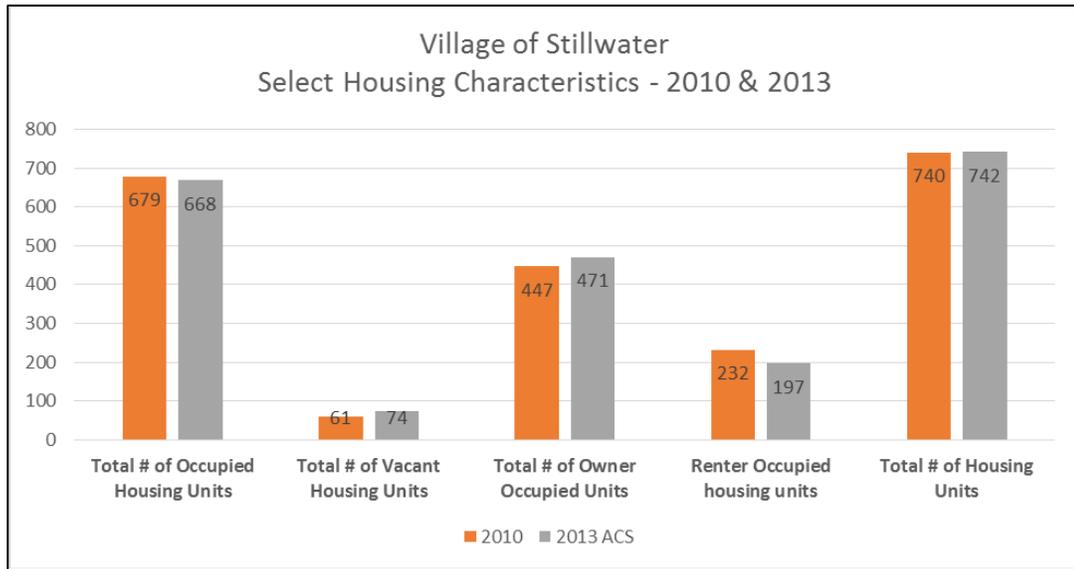
In the Village, there were 742 total housing units (an increase of 2 units from 2010) of which 668 were occupied and 74 were vacant. There were 471 owner occupied housing units and 197 renter occupied housing units. The effective homeowner vacancy rate in the Village was 0% while the renter vacancy rate was estimated at 20.5% (Note: This rate is high but based on previous ACS estimates it is down from 22.4% in 2012, up from 15.5% in 2011).

**Figure 10**



Source: U.S. Census 2000 Decennial Census, 5-Year Estimates 2009-2013 ACS

**Figure 11**



Source: U.S. Census 2000 Decennial Census, 5-Year Estimates 2009-2013 ACS

The ACS also provides data on housing values. In the Town of Stillwater the ACS estimated median housing value was \$210,600, an increase of 9.9% (\$18,900) from the 2010 estimate. In the Village of Stillwater, the ACS estimate was \$186,500, an increase of 4.4% (\$7,800) from the 2010 estimate. The increased value in the Village was consistent with Saratoga County as a whole which saw a 4.3% increase but less than half that estimated for the Town of Stillwater. With the median housing value of \$186,500 in the Village, \$191,700 in the Town, and \$221,100 for Saratoga County as a whole, homeownership in the Communities was statistically somewhat more affordable than that of other locations in Saratoga County.

The increase in value can be associated with many factors but likely includes an improving overall housing market locally, regionally, and nationally, increased interest in living in Saratoga County in recent years (as evidenced from the population increase in Saratoga County at 9.5% vs. the 5.4% for the Capital Region/MSA), the relatively recent introduction of high-tech jobs in the area, and the overall quality-of-life and desirable characteristics of the Village, Town and County which is vital in supporting a healthy and robust housing market – because as the longstanding real estate phrase states, it’s all about “location, location, location.”

**Figure 12**

	2010 Housing Value Estimate	2013 Housing Value Estimate
<b>Town of Stillwater</b>	\$191,700	\$210,600
<b>Village of Stillwater</b>	\$178,700	\$186,500
<b>Saratoga County</b>	\$221,100	\$230,700

Source: U.S. Census 2010 Decennial Census, 5-Year Estimates 2009-2013 ACS

While the U.S. Census data provides a consistent analysis with figures that can confidently be utilized and compared to one another, their estimates of the current median housing values are always a few years behind and not necessarily that which people in the market for housing will find when they look for a home in a particular community. With that, it is important to not only consider median housing values but also where prices stand in the current marketplace. A review of the Greater Capital Association of REALTORS listings of properties in the Village was conducted in January 2015 and showed that asking prices (which are not median housing values or necessarily what a property will be sold for) are well above the U.S. Census estimated median housing values.

To be fair, there is an issue with the comparison of U.S. Census data to real estate property listings in that a direct comparison cannot be made as they utilize different data sets and are queried at different times, among other factors, however the real estate asking prices summarizes a more up-to-date estimate of generally what the market seems to believe prices in the area to be and thus it has value in that it provides an additional resource for assessing the status of housing within the Communities.

The review of the Greater Capital Association of REALTORS online listings yielded statistics regarding homes and property for sale within the Town of Stillwater and the Village of Stillwater. It is important to note that the characteristics and features of homes in the Town and Village are often different and as such prices are going to be different – the Village is mostly smaller, older housing stock on smaller lots while the Town, with a much larger housing stock, generally has a more suburban and rural development pattern containing larger homes on larger lots. The median residential unit sales asking price in the Town of Stillwater based on the online review was \$330,000, while the Village of Stillwater was \$199,700. This is more than \$119,400 and \$13,000 over the ACS estimates, respectively.

There are many possible reasons for the difference including, but not limited to, the following: 1) The housing market seems to generally be growing in the region and the real estate information is new whereas the ACS is now several years old and uses different data for its calculation; 2) the listings show asking prices for homes, not necessarily what their actual value is, what someone might pay, or the value based on the data used by the U.S. Census; 3) in the Town in particular, there were several high-priced properties: 3 listed over \$1M and almost 2 dozen listed over \$500,000 – these played a major role in the residential real estate asking price calculations and this scenario could easily change if the review was done at a different time; and 4) the U.S. Census number was an estimate based on a 5-year periods from 2009-2012 which includes the economic slowdown and real-estate downturn.

The information below provides a summary of the sales information for the communities:

Figure 13

	Number of Listings	Lowest Price	Highest Price	Median	Average
<b>Town of Stillwater</b>					
<b>Residential Parcels for Sale</b>	101	\$50,000	\$1,750,000	\$330,000	\$402,403
<b>Commercial Parcels for Sale</b>	4	\$139,900	\$775,000	\$199,700	\$213,390
<b>Vacant Land for Sale</b>	31	\$39,000	\$650,000	\$672,500	\$564,975
<b>Village of Stillwater</b>					
<b>Residential Parcels for Sale</b>	15	\$64,900	\$346,250	\$199,700	\$213,390
<b>Commercial Parcels for Sale</b>	1	\$384,900		-	-
<b>Vacant Land for Sale</b>	3	\$40,000	\$50,000	\$124,950	

Source: Greater Capital Association of REALTORS website

Another source for information on housing is the NYS Office of Taxation and Finance which calculates several statistics regarding taxes and home sales. For the year 2013 they recorded a total of 2,679 homes sold in Saratoga County at a median sales price of \$261,000. This is significantly more than the median housing value reported by the U.S. Census for the communities and more than the median asking price for residential units in the Village (but less than that of the Town) found during the scan of the Greater Capital Association of REALTORS website listing.

The information above details owner-occupied housing statistics though in the communities there was a moderate amount of rental housing as well. In the Town, the ACS estimated a total of 17.1% of the occupied housing units (533 units) were rentals, a decrease from the 2010 U.S. Census, and consistent with the increase in the rental vacancy rate (which was estimated to be 8.9% in 2013 by the ACS). The median gross rent in the Town according to the ACS was \$882 with most of the units (76.1% or 393 units) ranging between \$750 and \$1,499.

In the Village, the ACS estimated a significant percentage of rental housing (26.5% or 197 units). The median gross rent for these units at \$894 was nearly the same as the Town according to the ACS and most of the units (76.8% or 149 units) ranged between \$750 and \$1,499, also the same rental range categories as the Town.

All of this information is valuable in assessing the health of the housing stock, trends in housing, and comparisons across municipal borders. That said, the data can be even more useful in identifying the financial health of families and the people living in the Communities. To do this, the United States Department of Housing and Urban Development (HUD) provides guidance on how to assess housing-related cost burden on residents.

HUD defines families who pay more than 30% of their income for housing (including utilities) to be cost-burdened. The U.S. Census provides an assessment of the "Selected Monthly Owner Costs" which are defined as the sum of payments for mortgages, real estate taxes, insurance, utilities, fuels, mobile home costs, and condominium fees. When looked at as a percentage of household income, it can be used as a measure of housing affordability. This is important as many people throughout the U.S. struggle to make

mortgage or rent payments because their income is not high enough to afford local fair-market rent or they are in housing that is too expensive for their income.

Based on the ACS estimates, 1,672 of the 2,591 owner-occupied housing units had a mortgage (the median mortgage was \$1,648) and of those with a mortgage, 27.5% (461 units) had selected monthly owner costs of 30% or more. Even for the 919 housing units without a mortgage, 15.0% (138 units) had costs of 30% or more.

For the Village, ACS estimates showed that 300 of the 471 owner-occupied units had a mortgage (the median mortgage was \$1,546) and of those 27.6% (83 units) had selected monthly owner costs of 30% or more. Even for the 171 housing units without a mortgage, 14.9% (25 units) had costs of 30% or more.

For renters, the numbers are significantly higher. In the Town, there were 516 occupied units paying rent and 49.4% (255 units) had a gross rent as a percentage of household income of 30% or greater. In the Village, there were 194 occupied units paying rent and 43.8% (85 units) had a gross rent as a percentage of household income that was 30% or greater. Effectively, when you combine the owner-occupied (with and without a mortgage) and renter-occupied units together, it results in a rather substantial percentage units in the Communities that are considered to be housing cost-burdened. While this is not unusual, it is nonetheless a potential concern as many residents are technically living in housing that is too expensive for their income.

## LAND USE & ZONING

Land use and zoning data help show the pattern of development within the communities and how the communities envision future development, respectively.

**Land Use:** A review of the land use data for the Study Area provided by Saratoga County yielded results that would probably be expected by those who know the community best. While there weren't any significant surprises, the total acreage counts and vast differences between some of the land use categories is eye opening.

Looking at the entire Study Area, while the largest land area consists of vacant land, residential land use has the largest number of parcels. There is just a single industrial classified parcel of just over 10 acres and a handful of parcels in each of the other categories. Overall, the majority of land in the Communities is undeveloped (73.4%) with 21.1% classified as residential. The total acreage and number of parcels by land use type is detailed in the chart below.

Figure 14

Land Use Code & Type	Acreage	Parcel Count
100's (Agriculture)	1,587.5	16
200's (Residential)	1,923.6	400
300's (Vacant)	2,728.1	12
400's (Commercial)	275.5	19
500's (Recreation & Entertainment)	18.4	3
600's (Community Services)	122.4	9
700's (Industrial)	10.0	1
800's (Public Services)	75.5	5
900's (Wild, Forested, Conservation Lands, Public Parks)	2,361.5	3

Source: Saratoga County Planning Department, GIS Data

**Saratoga County Planning Department:** The Saratoga County Planning Department reviews land development proposals, comprehensive plans, zoning ordinance or local laws, special permit applications, site plans, and use or area variances subject to the General Municipal Law Section 239 related to impacts to State and County resources. The Department also offers technical assistance and training to local governments within the County including at an annual Planning and Zoning Conference. In addition, the Department administers Saratoga County's Farmland and Open Space Program, the Snowmobile Grants Program, and also staffs the Saratoga County Industrial Development Authority.

**Town of Stillwater Planning Board:** The Town of Stillwater Code states that the Planning Board shall consist of seven members appointed by the Town Board and the Town Board shall appoint the Chairperson. The Planning Board shall have all the powers and perform all the duties prescribed by statute and by Chapter 210. The Planning Board shall have original jurisdiction for all matters pertaining to Chapter 210 for which such jurisdiction is granted.

### Town of Stillwater Zoning Districts

- **B-1: Neighborhood Business District:** To provide for commercial and business development at a scale compatible with serving the needs of neighborhoods and rural residential areas of the Town.
- **B-2: General Business District:** To provide for highway-oriented commercial and business development that is attractively designed and compatible with surrounding uses and that minimizes congestion.
- **BP: Business Park District:** To provide an area for planned office, light industrial and warehouse development.
- **ID: Industrial District:** To provide an area in which industrial uses may be located in an environment designed for them. By locating in such an area, these uses are protected from conflicts with neighboring uses.
- **LDR: Low-Density Residential District:** To protect low density single- and two- family residential uses while allowing compatible agricultural uses.
- **RM: Moderate-Density Residential District:** To provide neighborhoods for one- to four-family dwelling units and to protect the character of such neighborhoods.
- **R-R: Rural Residential District:** To protect and promote agriculture and related uses while allowing compatible low-density residential development.
- **RRD: Residential Resort District:** To encourage the development of seasonal and year-round waterfront development in a manner that protects water quality and minimizes congestion and adverse impacts on water bodies.
- **MUD: Mixed-Use District:** To provide housing in combination with ancillary commercial services to serve the present and future needs of the Town residents.
- **R67 Overlay: Route 67 Overlay District:** To provide opportunity for commercial, light industrial and mixed-use development along a portion of Route 67 where adequate infrastructure exists and development is complementary to establishing a gateway to the Town.
- **R67 West: Route 67 West Business District:** To provide opportunity for commercial, light industrial and mixed-use development along western portions of Route 67 where adequate land use and infrastructure exist and development is complementary to the Town's economic development interests.

**Town of Stillwater Zoning:** The Town of Stillwater has 11 zoning districts in Chapter 210 of the Town Code. Planned Development Districts are detailed in Chapter 211. The following table summarizes the purpose of each of the 11 zoning districts.

Planned Development Districts (PDD) may be adopted by the Town Board pursuant to Article IV, Chapter 211. There are currently 20 Planned Development Districts in the Town. These include the following:

- Hillside Mobile Home Park
- Pine Ridge
- Brown's Landing
- Turning Point
- Cedar Bluff
- Gurba Estates
- Winding Brook
- Saratoga Lake Golf Course
- Saratoga Lake
- Saratoga Glen
- Luther Forest Technology Campus
- Saratoga Lake Cluster
- Saratoga Pointe

### Village Zoning Districts

Residential – 1 District (R1)

Residential – 2 District (R2)

Business District (B)

Residential – 1 Overlay District (O)

**Village of Stillwater Zoning Districts:** The Village of Stillwater Board of Trustees serves as the Village’s Planning Board. The Village has four zoning districts listed in the gray call-out box.

The Residential -1 District (R1) has traditional single-family residential development. The intent of the district is to ensure that the general character of these neighborhoods is protected where possible and to encourage new structures to blend in with the residential character of the

neighborhood. The Residential – 2 District (R2) encourages a mixture of housing types while maintaining and protecting residential and neighborhood qualities including preserving the traditional Village streetscape and enhancing pedestrian linkages to the surrounding neighborhoods and to limit conversions to non-residential uses out of scale with the neighborhood. The purpose of the Business District (B) is to allow for economic development through mixed use development, infill, adaptive reuse, and expansion of businesses in the Village’s downtown and Hudson Avenue in keeping with the historic character and promoting pedestrian activity. The purpose of Residential – 1 Overlay District (O) is to allow for additional economic development consistent with the Business (B) District while accommodating traditional single-family development and retaining historic character.

## TRANSPORTATION

When it comes to roadway infrastructure, there are good north/south and east/west connections. U.S. Route 4 (U.S. 4), a major north-south route generally paralleling the Hudson River, bisects the Village and runs along the easternmost portion of the Town. U.S. 4 connects the Village of Stillwater with the Town of Stillwater. It continues south to the Town of Halfmoon and Village of Waterford on the western shore of the Hudson River, where it then crosses the river into the cities of Troy and Rensselaer, eventually crosses I-90 and meets up with US 20 east of the City of Albany. To the north U.S. 4 continues to generally parallel the Hudson River and connect to the Towns of Greenwich, Fort Edward, Kingsbury, Fort Ann, and Whitehall.

The major roadway through the area is Interstate 87 (I-87 – Adirondack Northway) which is located just 20 minutes to the west of the Town of Stillwater. The interstate south of Exit 12 at Route 67 carries an Annual Average Daily Traffic (AADT) count of nearly 77,000 and drops down to nearly 57,000 to the north of the exit. This interstate is the backbone of north-south travel in, out and through this part of the Capital Region and north into the Adirondacks and to the Canadian border. It connects with the NYS Thruway (I-90), the City of Albany, and suburbs of Albany via an approximately 30 minute drive to the south and Glens Falls 30 minutes to the north.

Other main routes include east-west Route 67 which connects with the Town of Malta and City of Mechanicville, State Route 423 connecting State Route 9P at Saratoga Lake with State Route 32 and eventually U.S. Route 4 and Lake Road connecting State Route 9P with the Village of Stillwater. Running north-south are State Route 9P which parallels the eastern side of Saratoga Lake from the municipal line with the Town of Saratoga to the municipal line with the Town of Malta, State Route 32 bordering the western side of the Saratoga National Historical Park from the municipal line with the Town of Saratoga to U.S. 4 north of the Village of Stillwater, County Route 75 (Meeting House Road) connects the Village of Mechanicville to the south with State Route 423, and County Route 70 connecting state Route 423 with the Town of Saratoga.

Accessibility is also available via bike/pedestrian infrastructure which, though still not an interconnected system through the communities, is very close to providing a near-complete north-south off- and on-road system generally parallel to Route 4. Though not located in the Communities, nearby by public transit, rail and plane options are available. The Communities have two relatively close connections to AMTRAK and there are three general aviation airports and two Primary Commercial Service airports in the region.

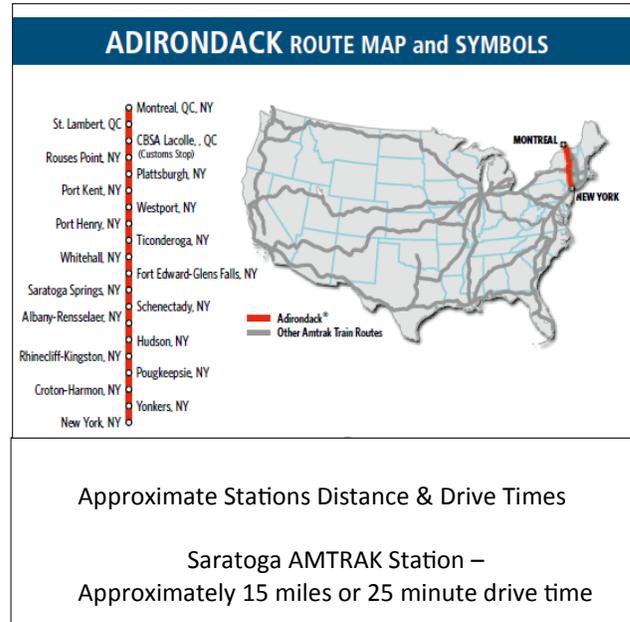
**Transit Service:** Public transit is not provided within the communities though it is available nearby via the Capital District Transportation Agency (CDTA) to the south and west and to the north via the Greater Glens Falls Transit (GGFT). CDTA covers the Greater Capital District including Albany, Rensselaer, Schenectady, and Saratoga Counties while the GGFT provides service to Warren, Washington and Saratoga County.

AMTRAK runs nearby as well but not within the communities. The AMTRAK Adirondack Line travels daily (2 trips per day – 1 northbound and 1 southbound) between New York City, Albany, and Montreal, Canada. The two closest station stops are Fort Edward/Glens Falls but the closest to the Communities that provides the fastest access is in Saratoga Springs. The largest passenger rail station in the region and one of the busiest on the east coast is located in Rensselaer, NY (just across the Hudson River from Albany, NY) and is the junction for trains running north, south, east and west.

**Aviation:** There are three general aviation airports in the region including Floyd Bennett Memorial, Argyle, and Saratoga County, and two Primary Commercial Service airports including Albany International and Adirondack Regional.<sup>2</sup> Each airport has various carriers and routes with connections throughout the Northeast and beyond. In addition, though it is several hours away by vehicle or train, JFK airport in New York City provides travelers with routes to just about anywhere in the U.S. and world, with many destinations having a direct connection to/from JFK. This is a resource and option available only to a handful of regions throughout the United States and is a very unique situation available to residents of the Northeast.

**Bicycle & Pedestrian Trails:** Within the community there are numerous bicycle and pedestrian trails. Though not all are connected to one another, significant efforts are underway to make this happen. State Bike Route 9 runs along State Route 4 connecting the Town with the Town of Halfmoon to the South and the Town of Saratoga to the North. Riders utilizing State Bicycle Route 9 are connected to the Glens Falls area to the north where there are many on- and off-road trails including the Saratoga County Heritage Trail, Feeder Canal Park Heritage Trail, Old Champlain Canal Towpath and several other smaller trail/path segments which can be accessed via direct connections or on-street connections.

Figure 15



<sup>2</sup> NYSDOT Aviation Bureau, Public Use Airport Map – 2013, www.dot.ny.gov

To the south, State Bicycle Route 9 can connect riders to the Old Champlain Canal Trail in the Towns of Halfmoon and Waterford, Waterford's Old Champlain Canal Trail, the Uncle Sam Bikeway in the City of Troy and the Mohawk-Hudson Bike-Hike Trail running parallel to the Mohawk and Hudson Rivers. From the Bike-Hike Trail cyclists and long-distance hikers can head west to Buffalo and South to New York City, among other locations.

The Saratoga National Historical Park not only permits but encourages cycling on the roads throughout the site. The Park contains approximately 3,400 acres of land which includes open fields, paths and trails. It also includes the Wilkinson National Recreation Trail – an approximately 4 mile long trail through the northern section of the Park. In addition, a two mile off-road trail runs along the old rail alignment and connects with State Bike Route 9 (State Route 4) near West Street to the south and in the Village of Stillwater on Railroad Avenue to the north. A portion of the Old Champlain Canal towpath is located near the Route 4 entrance but is only open to pedestrians. As detailed, there are many bicycle and pedestrian facilities within the study area.

In 2006, at the recommendation of the Comprehensive Plan, the Town undertook a detailed study of the State Route 4 corridor to addresses bicycle and pedestrian safety, visual and aesthetic treatments, and connections and waterfront access.

**Snowmobile Trails:** Official off-road snowmobile trails are found throughout Saratoga County but only a few are located within the Town of Stillwater – one main generally north-south route and several branch trails. These do not run within the Study area. The Country Trailblazers Snowmobile Club, based in Stillwater, oversees snowmobiling on the trails located generally south and east of Saratoga Lake. The main branch connects with a trail overseen by the Charlton Snowmobile Club just south of Route 67 and the east side of Round Lake. This trail heads east around the south end of Round Lake, onto the Zim Smith Trail, and into Ballston, continuing west toward Glenville/Galway.

## SEWER AND WATER INFRASTRUCTURE

The sewer and water systems in the communities provide centralized sewer and water connections to homes and businesses. Details of the systems and upgrades are provided below.

**Sewer Infrastructure:** The Town of Stillwater does not operate any wastewater treatment facilities and the majority of properties use individual on-site septic systems. Some small areas of the Town have sewer service provided by Saratoga County Sewer District #1 including Saratoga Ridge, Route 9P (Saratoga Lake), Riverside, Turning Point, and areas adjacent to the Village of Stillwater as well as some private system in mobile home parks. The Village of Stillwater has a wastewater treatment facility that services the entire Village and the Castle Cliff mobile home park in the Town of Stillwater. The Village wastewater treatment facility will be ongoing repairs and upgrades in 2015 which will complete the three-year system overall that began in 2012. Improvements include: replacing pipeline throughout the Village and at Castle Cliffs, manholes, repairs to some of the eight pump stations throughout the Village, installing some backup pumps, pipe liners, and modernizing and improving the wastewater treatment plant.<sup>3</sup>

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<sup>3</sup> "Trustees approve final contracts for long-time sewer project." December 20, 2014 available at:[http://villageofstillwater.org/VillageBdMeetings/2014Stories/12\\_20\\_14sewerplantfinalcontracts.html](http://villageofstillwater.org/VillageBdMeetings/2014Stories/12_20_14sewerplantfinalcontracts.html)

**Water Infrastructure:** The Town of Stillwater receives water supplies from groundwater sources from the following entities: the Village of Stillwater (through the Saratoga County Water Authority), the Saratoga Glen Hollow Water Supply Corporation, and the Saratoga Water Service Corporation. The Saratoga National Historical Park and the Hillside Colony Mobile Home Park also have their own systems.

The Town of Stillwater Water District #1 has an interconnection with the Village of Stillwater (as well as the City of Mechanicville. As of 2012, the Village connected its system to the Saratoga County Water Authority (SCWA) system. According to the 2013 Water Quality Report, customers in Water District #1 uses 88,500 gallons per day (gpd).<sup>4</sup> The Town of Stillwater Water District #3 and #4 supplies come from the City of Mechanicville which utilizes the Mechanicville and Terminal Reservoirs. In 2013, Water District #3 and #4 combined utilized 46,300 gpd. Water District #5 utilizes water from the Village of Stillwater and as of 2013, customers used 1,700 gpd. In 2013, the Town of Stillwater created a consolidated Water District #6 to connect to the SCWA system which includes the existing Water District #1, #3, #4, and #4 No.4 Ext. Water District #5 would continue to be served from the Village of Stillwater.

The Village of Stillwater utilizes shallow wells located on property adjacent to the Hudson River as a source of its municipal supplies. The Saratoga Glen Hollow Water Supply Corporation and the Saratoga Water Service Corporation have wells and treatment facilities on the western perimeter of the Town in close proximity to Saratoga Lake. The Saratoga National Historical Park operates its own wells to operate its facilities and supply water to visitors to the park.

## INSTITUTIONAL RESOURCES

**Schools:** Children in the Town and Village of Stillwater attend four school districts including: the Stillwater Central School District, the Mechanicville City School District, the Shenendehowa Central School District, and the Schuylerville Central School District. The majority of children in the Town and Village attend the Stillwater Central School District. The Mechanicville City School District covers a small portion of the southern part of the Town of Stillwater, the Shenendehowa Central School District covers a small area in the southwest part of the Town, and the Schuylerville Central School District covers part of the northern area in the Town of Stillwater.

**Library:** The Stillwater Free Library is located at 662 Hudson Avenue in the Village of Stillwater and is part of the Southern Adirondack Library System. This system serves public libraries within Hamilton, Saratoga, Washington, and Warren Counties.

**Emergency Services:** Emergency services are provided by the Stillwater Police Department, the Saratoga County Sheriff's Office (County Sheriff), the New York State Police (NYSP), Park Rangers at the Saratoga National Historical Park, two volunteer fire departments, and one rescue squad.

Stillwater is served by two volunteer fire departments and a rescue squad. Mutual aid agreements with fire and EMS services including Saratoga County EMS provide additional assistance when needed. The Newland-Wood Fire Company serves the Village of Stillwater. This volunteer fire department was formed in 1865. The apparatus that they use is as follows:

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<sup>4</sup> Annual Drinking Water Quality Report for 2013 available at: <http://www.stillwaterny.org/departments/water-department/annual-water-quality-report/2013-water-quality-report-pdf/>

- E-59-3 1987 American Eagle carries 500 gallons of water with a 1500 GPM pump
- ETA-59-4 1997 International Engine Tanker 1000 gpm pump 1500 gal tank w/quick dump and 2000 gal portable tank
- F-59-5 Ford 4x4 2005 wild fire apparatus mfg.
- F-59-2 Ford 4 x 4 crew cab pickup

The Arvin Hart Fire Company formed in 1954 and has four fire stations and serves the Town of Stillwater. The Company has ten apparatus including five pumper trucks, one heavy duty rescue, a brush fire unit, an air boat, and a general utility vehicle.

The Stillwater Rescue Squad provides EMS services in addition to aid which comes through the Saratoga County EMS.

## NATURAL RESOURCES

Stillwater is located among some of the most scenic lands within the Capital Region. Bordered on the east by the Hudson River, to the North by the Saratoga National Historical Park, and Saratoga Lake along much of the western municipal Town line, the communities and their environs encapsulate significant scenic vistas, water resources, and recreational resources. The communities are also home to significant other natural resources such as wetlands, creeks and streams, and agricultural soils which are valuable for their fertility and ability to support agricultural uses.

There are five significant and notable waterbodies within the Town of Stillwater including the Anthony Kill, Hudson River, Mechanicville Reservoir, Old Champlain Canal, and Saratoga Lake. In the Village of Stillwater, the Hudson River and the Old Champlain Canal are notable waterbodies.

Saratoga Lake and the Hudson River are both major recreational waterbodies. Year-round and summer homes line Saratoga Lake while the Hudson River is utilized for boating, fishing, and is the connector for waterborne traffic headed to Lake Champlain through the Champlain Canal.

Within the Study Area, there are 70,994.6 linear feet of creeks and streams varying in water quality from B to C. Almost 26% of the Study Area (2,361.5 acres) is categorized as wild, forested, conservation lands and public parks. The largest land holder is the United States of America with the Saratoga National Historical Park. Other landowners within this category including the State of New York and the Town and Village of Stillwater. In addition, there are 2,240.8 acres of wetlands discussed further below.

**Conservation & Environmental Groups:** A number of organizations operate in the Town and Village of Stillwater area including the Friends of the Saratoga Battlefield, the Historic Hudson & Hoosick Rivers Partnership (formerly the Historic Saratoga – Washington on the Hudson Partnership), and Saratoga PLAN. Short descriptions of each of these organizations follows below:

**Friends of the Saratoga Battlefield:** This group is a 501c (3) not-for-profit volunteer organization focused on stimulating interest in the History of the National Historical Park, advocating on behalf of the Park, and working to generate appreciation of its history and heritage. The group fundraises and collects donations to go toward improvements to the park and they are currently involved in an effort to raise \$35,000 to develop the first phase – a memorial wall and circulation paths - of a new park feature which will include a central memorial wall, interpretative displays, cannon, rail fencing, nature trails and other improvements.

**Historic Hudson & Hoosick Rivers Partnership:** The mission of this group is to “...preserve, enhance and develop the historic, agricultural, scenic, natural and recreational resources and the significant waterways within the Partnership region.” The Town and Village of Stillwater is an active member of this Partnership along with many of the other communities in the area.

**Saratoga PLAN:** This group is a 501c (3) not-for-profit volunteer organization whose mission is to “preserve rural character, natural habitats and scenic beauty of Saratoga County so that these irreplaceable assets are accessible to all and survive for future generations.”

**Wetlands:** Wetlands provide important ecosystems for fish, wildlife habitats, and vegetation and enhance water quality. Wetlands are regulated by the Army Corps of Engineers, the NYS Department of Environmental Conservation (NYS DEC) as well as by local municipalities within New York State. The National Wetlands Inventory (NWI) program, maps federally regulated wetlands. Within the Study Area, there are 875.3 acres of NYS DEC wetlands and 1,365.5 acres of NWI wetlands. A more detailed breakdown is found below.

**Figure 15**

Study Area	Acreage
<b>NWI Wetlands</b>	
Freshwater Emergent Wetland	138.2
Freshwater Forested/Shrub Wetland	670.0
Freshwater Pond	38.1
Lake	456.1
Riverine	8.3
Other	54.8
<b>DEC Wetlands</b>	<b>875.3</b>

Source: Saratoga County Planning Department, GIS Data

**Water Resources:** The communities’ water resources include the Hudson River, the Mechanicville Reservoir, Saratoga Lake, the Anthony Kill, Mill Creek, Kroma Kill, Schuyler Creek, and the Old Champlain Canal. These water bodies are part of the Upper Hudson River Watershed which starts in the Adirondack Mountains and flows south to where it meets the Mohawk River at the Troy Dam. The Upper Hudson River Watershed accounts for nearly 1/3 of the larger Hudson River Basin.<sup>5</sup>

While this section of the Hudson River is used quite actively for recreation and some waterborne commerce, there are water quality concerns for the overall watershed related to the historic PCB discharges into the Hudson River, acid rain, and mercury deposition.<sup>6</sup>

<sup>5</sup> <http://www.dec.ny.gov/lands/48019.html>

<sup>6</sup> Ibid.

Regarding water quality, rivers, creeks, and streams are classified by their overall water quality into the following stream classifications: AA, AA-S, B, and C. The stream classifications are defined as follows:

- AA or A: waters that are a source of drinking water (also considered a “protected stream”)
- B : used for swimming and contact recreation but not for drinking water (also considered a “protected stream”)
- C: waters that support fisheries and are suitable for non-contact activities (also considered a “protected stream”)
- D: the lowest classification
- A, B, and C, with (T): indicates supporting a Trout population
- A, B, and C, with (TS): indicates supporting a Trout spawning population

Within the Study Area, the 70,994.6 linear feet of streams are classified as follows:

**Figure 16**

<b>Study Area DEC Stream Classification</b>	<b>Total Length (Linear feet)</b>
<b>B</b>	9,593.8
<b>C</b>	61,400.8

## CULTURAL AND OPEN SPACE RESOURCES

**Cultural and Historic Resources:** The communities are steeped in history with a key role in the American Revolution. Father Isaac Jogues was the first visitor to Stillwater in 1646. The King’s Highway was used to travel between Montreal and Albany. Fort Ingoldsby, built in 1709 with a blockhouse and stockade, was built by Col. Peter Philip Schuyler. This fort was replaced by Fort Winslow in 1756. Between the 1750s and 1760s the Stillwater area began to be settled as gristmills, sawmills, and other industry developed along the Hudson River. General Philip Schuyler (Commander of the Northern Department of the Army), had his headquarters at the Dirck Swart House.

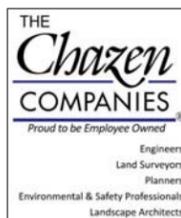
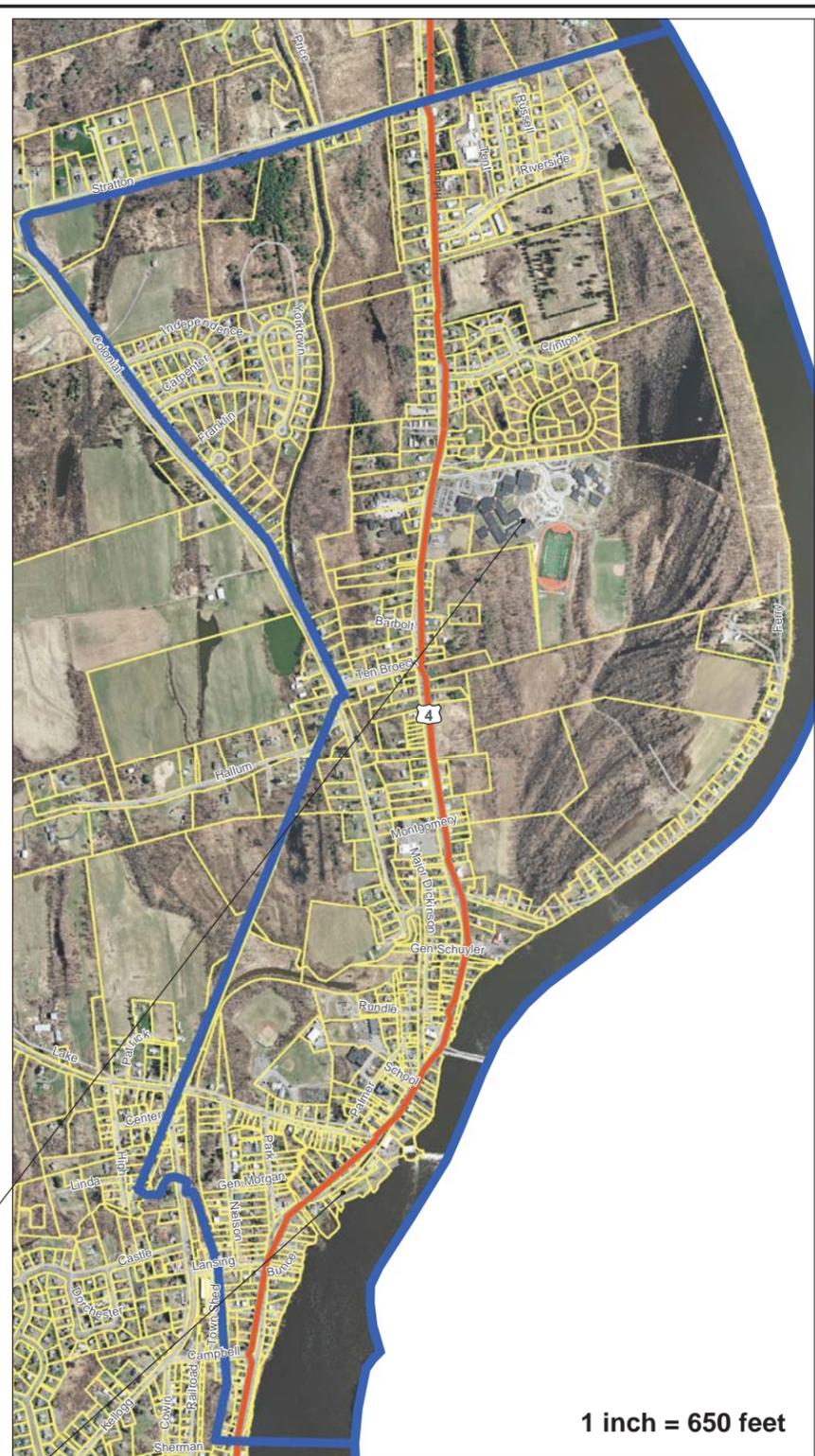
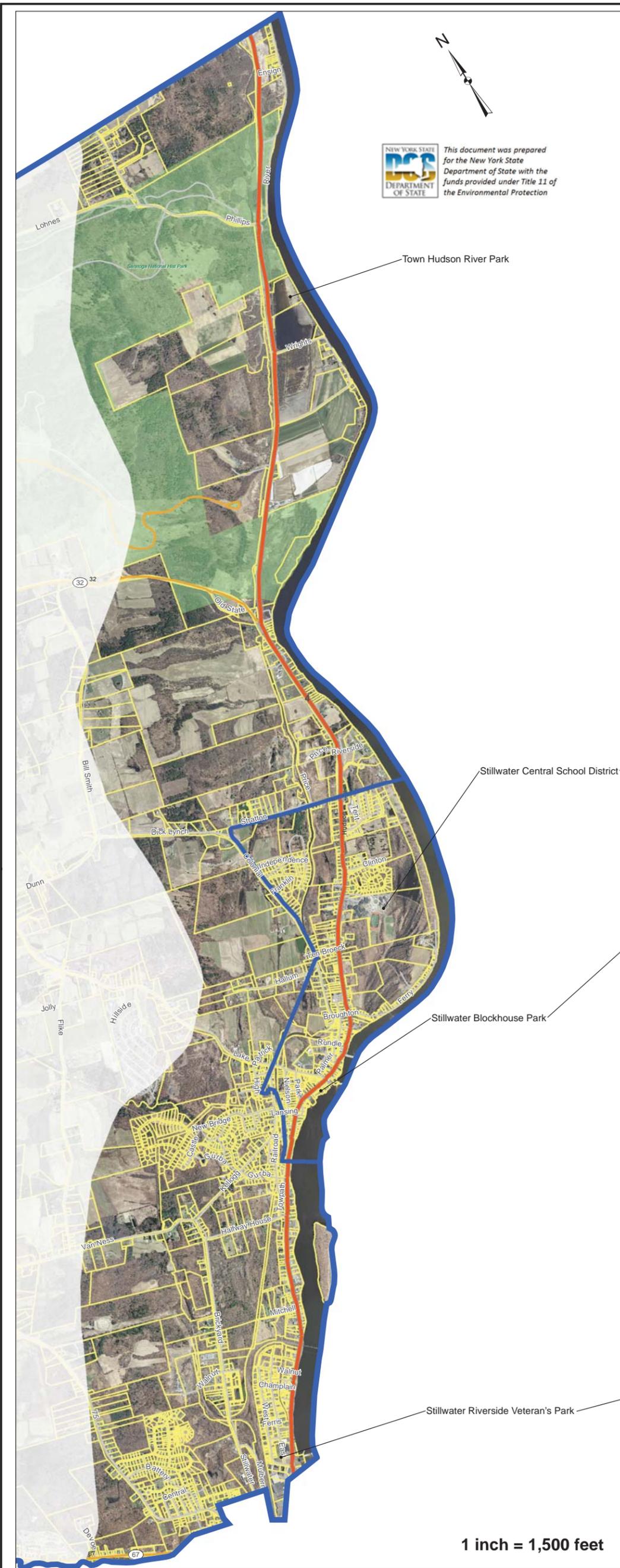
The Town was the site of the two Battles of Saratoga fought on September 19, 1777 and October 7, 1777 where the British were defeated (now home to the Saratoga National Historical Park). The Saratoga National Historical Park opened in 1927 at the Freeman Farm and the Barber Wheatfield.

The Town of Stillwater was founded in 1790 and the Village was incorporated in 1816. Soon thereafter in 1823, the Champlain Canal opened leading to increased settlement and development in Stillwater. The railroad also contributed to increased development and in the 1880s, Stillwater was the industrial hub of Saratoga County. Significant industry was established including the Ballston/Stillwater Knitting Company (1924 to 1964) and the Stillwater Tissue Mills (1938 to 1950). By 1974 the American Linen Company was the only remaining industry. Today Stillwater is more of a bedroom community for people commuting to the Capital District however it’s numerous historic sites are an important part of the Town’s history. The Saratoga National Historical Park, the Old Champlain Canal, and the Stillwater United Church located at 135 Hudson Avenue are listed on the National Register of Historic Places. The Stillwater Blockhouse Museum located on Hudson Avenue was built in 1927 as an 18th Century replica and was the original visitor’s center at the Saratoga Battlefield until it was moved in 1999.

**Recreation and Waterfront Resources:** The Town and Village of Stillwater have a number of recreational resources and several waterfront resources along the shoreline of Saratoga Lake and the Hudson River. These resources include the following:

- American Legion – Located on American Legion Road, this recreation area has a multi-use field used for football, soccer, baseball and softball
- Blockhouse Museum and Park
- Cambridge Court – This is a 6 acre neighborhood park that has two half-court basketball courts, one half-field soccer field, one sand volley ball court and playground equipment.
- Champlain Canal Lock 3
- Champlain Canal Lock 4 – This area has a picnic area, overlook, and trails.
- Glen Hollow Park – This 6 acre park on Lake Road in the Town includes a playground, basketball court, and volleyball court.
- Gurba North – This is a 4 acre park that has some wetland area as well as a basketball court.
- Gurba South – This is a 1 acre site.
- Lilac Park
- Mullah Hill – This is a 6 acre parcel on East Street
- Riverfront Park – This park is adjacent to the Saratoga National Historical Park. It is an 18 acre parcel.
- Stillwater Area Community Center (SACC) – Located on almost 3 acres on Palmer Street in the former Stillwater Elementary Building, the SACC houses provides activities and services including preschool, elder care transportation, camps, school sports, and healthcare clinics.
- Town Hudson River Park – This park has a natural beach.

- Riverside Veteran’s Park – This park is located on East Street in the Town of Stillwater. It is 2.5 acres and includes a playground, softball field, basketball court, and a Veteran’s memorial/monument. The park is adjacent to the “Boiler House” property.
- Turning Point Park – This is a 6 acre site located on Abele Road.
- Admiral’s Marina – This is a privately owned marina.



**CHAZEN ENGINEERING, LAND SURVEYING & LANDSCAPE ARCHITECTURE CO., D.P.C.**

Dutchess County Office: 21 Fox Street Poughkeepsie, NY. 12601 Phone: (845) 454-3980	Capital District Office: 547 River Street Troy, NY. 12180 Phone: (518) 273-0055	North Country Office: 375 Bay Road Queensbury, NY. 12804 Phone: (518) 812-0513
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**Stillwater LWRP**

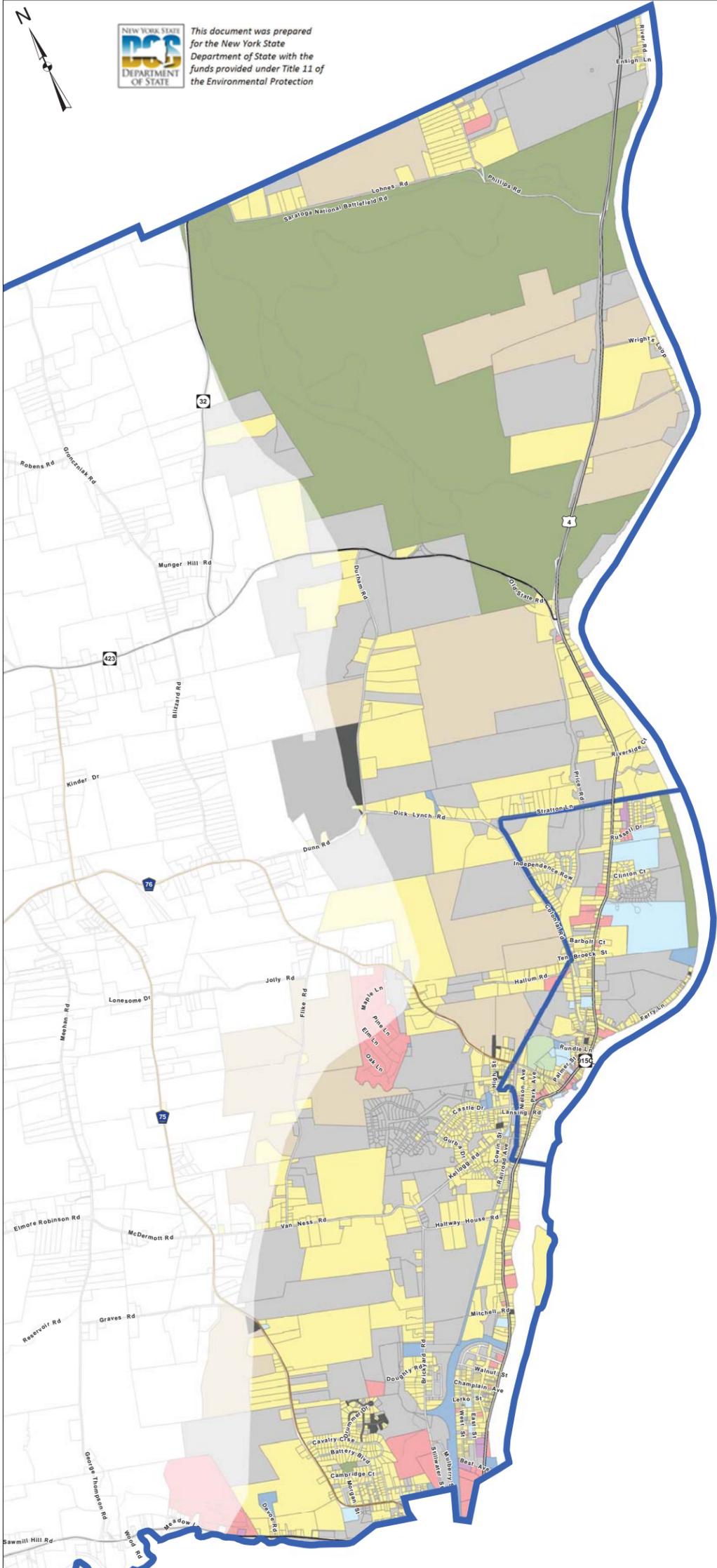
**Study Area Map**

Town & Village of Stillwater  
Saratoga County New York

Drawn:	PWC
Date:	02/02/2015
Scale:	See Data Frames
Project:	31400.14
Figure:	NA



This document was prepared for the New York State Department of State with the funds provided under Title 11 of the Environmental Protection

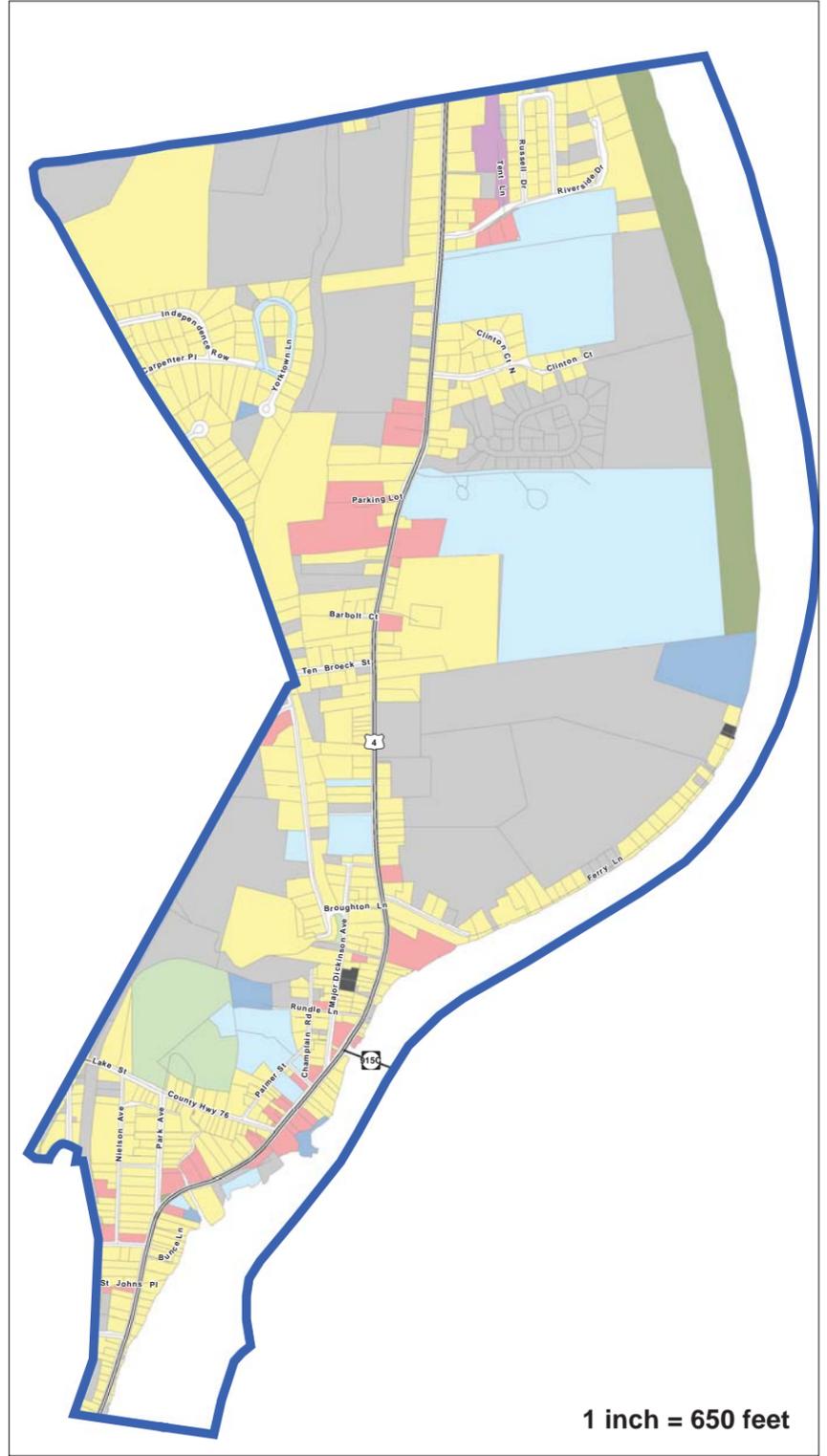


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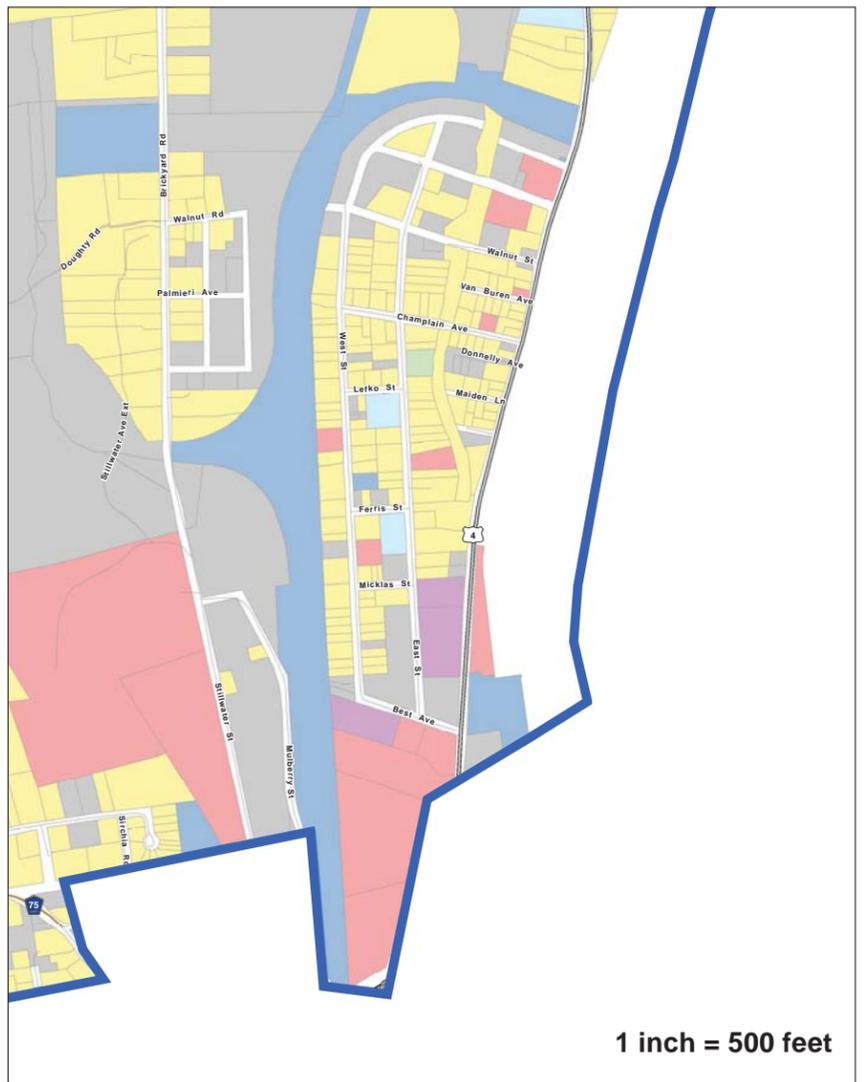
**Legend**

**Land Use**

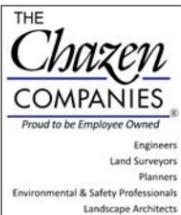
- |                              |                                                    |
|------------------------------|----------------------------------------------------|
| Agricultural                 | Community Services                                 |
| Residential                  | Industrial                                         |
| Vacant Land                  | Public Services                                    |
| Commercial                   | Wild Forested, Conservation Lands and Public Parks |
| Recreation and Entertainment | Unclassified                                       |



1 inch = 650 feet



1 inch = 500 feet



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Stillwater LWRP

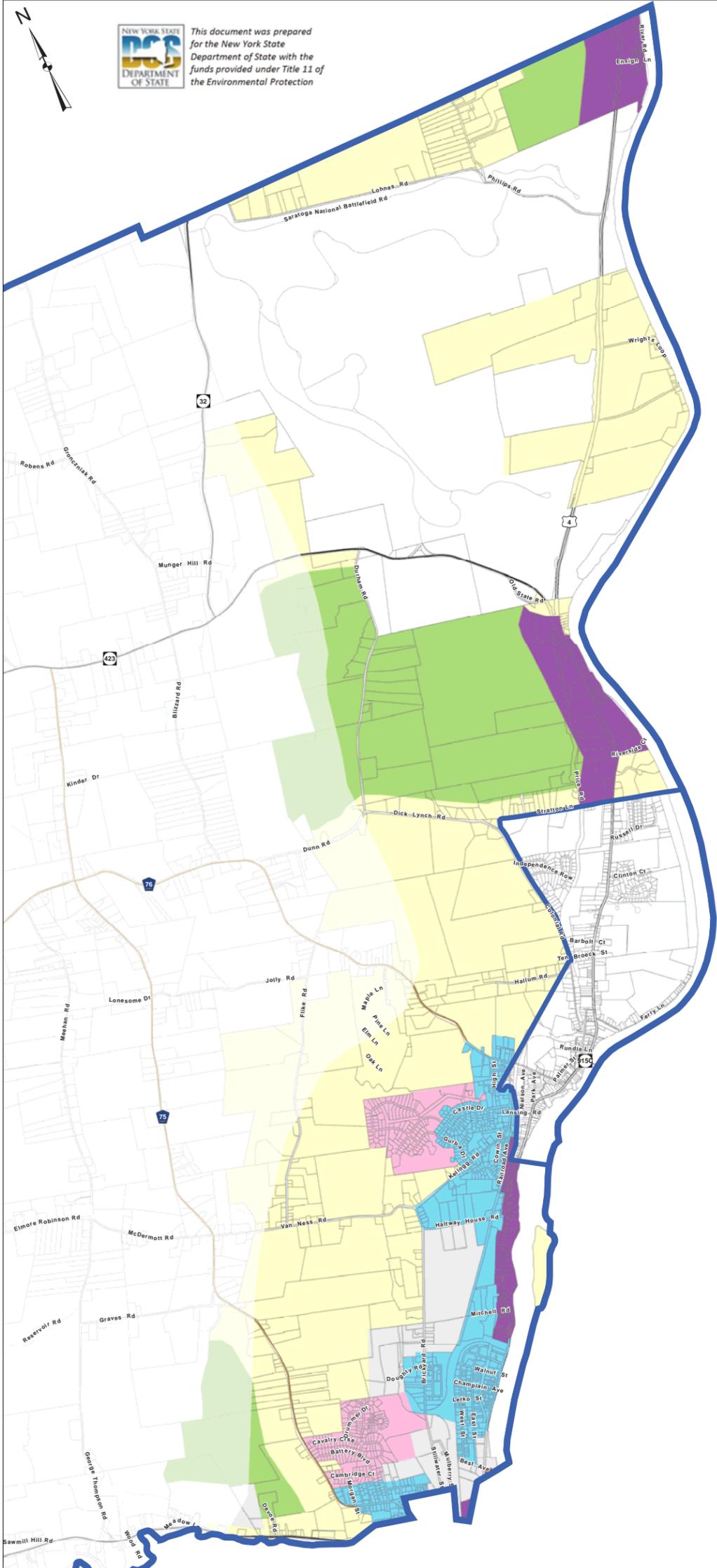
**Land Use Map**

Town & Village of Stillwater  
Saratoga County New York

Drawn:	PWC
Date:	02/02/2015
Scale:	See Data Frames
Project:	31400.14
Figure:	NA



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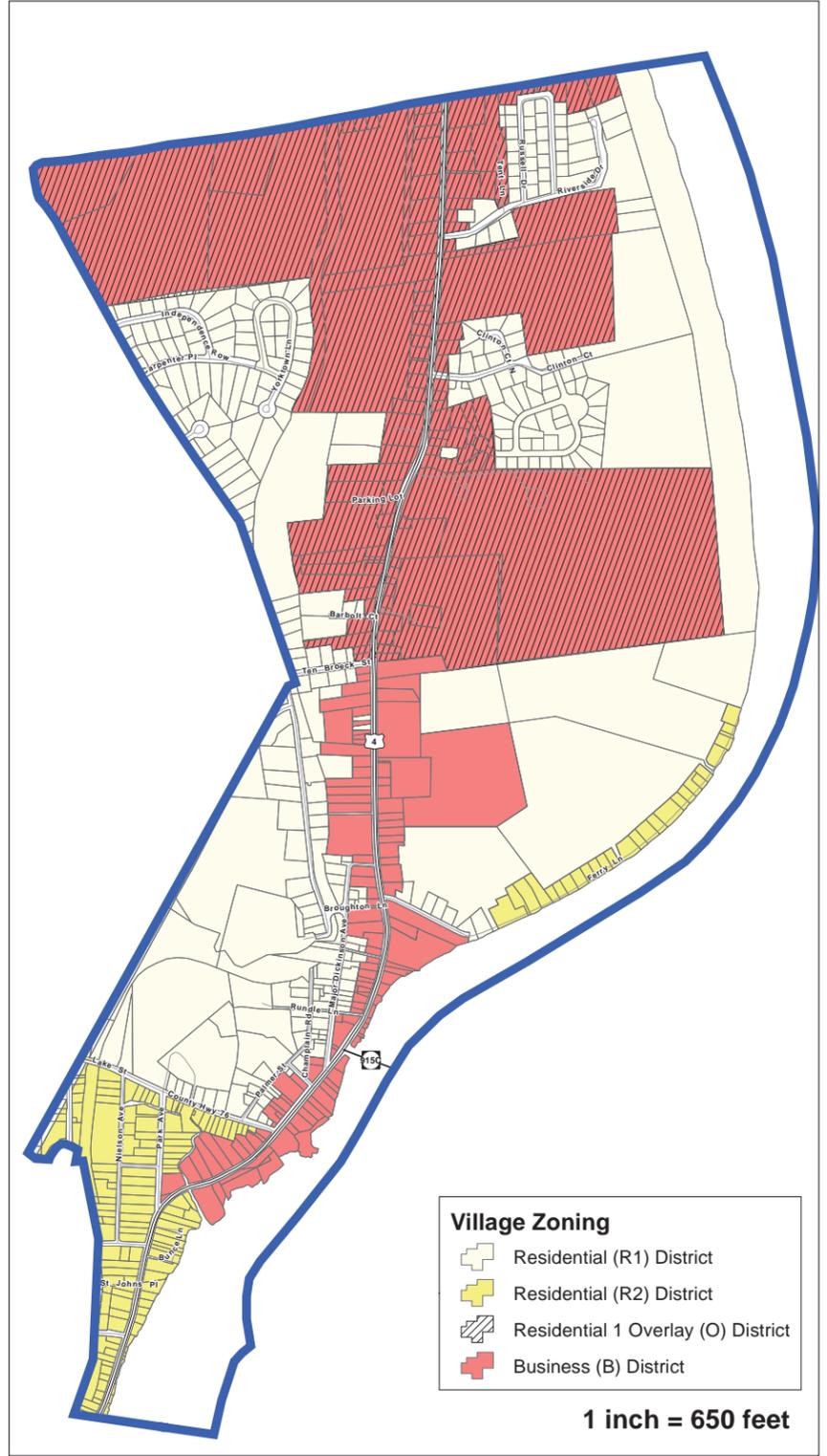


1 inch = 1,750 feet

**Legend**

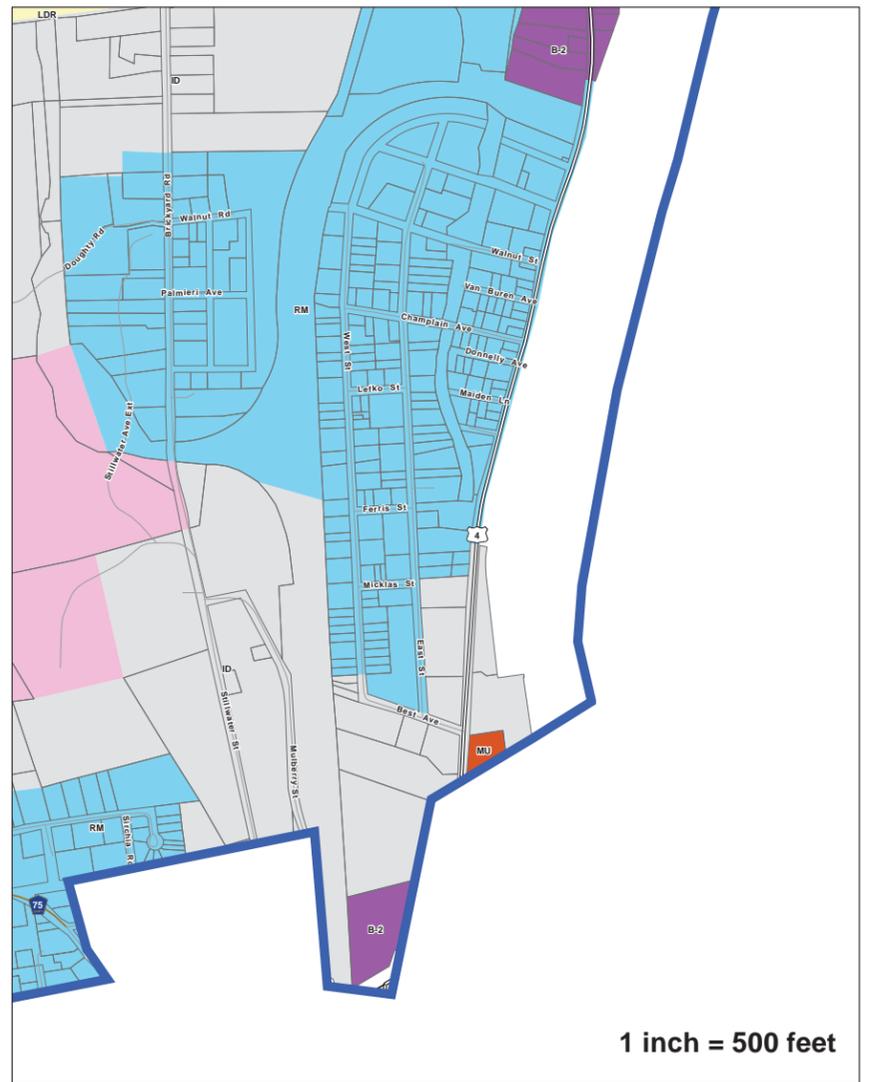
**Town Zoning Districts & Overlay Zones**

- B-1, Neighborhood Business District
- B-2, General Business District
- BP, Business Park
- ID, Industrial District
- LDR, Low Density Residential District
- MU, Mixed Use
- PDD, Planned Development District
- R-R, Rural Residential District
- R67 West, Route 67 West Business District
- RM, Moderate Density Residential District
- RRD, Residential Resort District

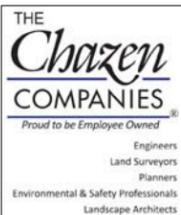


- Village Zoning**
- + Residential (R1) District
  - + Residential (R2) District
  - + Residential 1 Overlay (O) District
  - + Business (B) District

1 inch = 650 feet



1 inch = 500 feet



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Stillwater LWRP

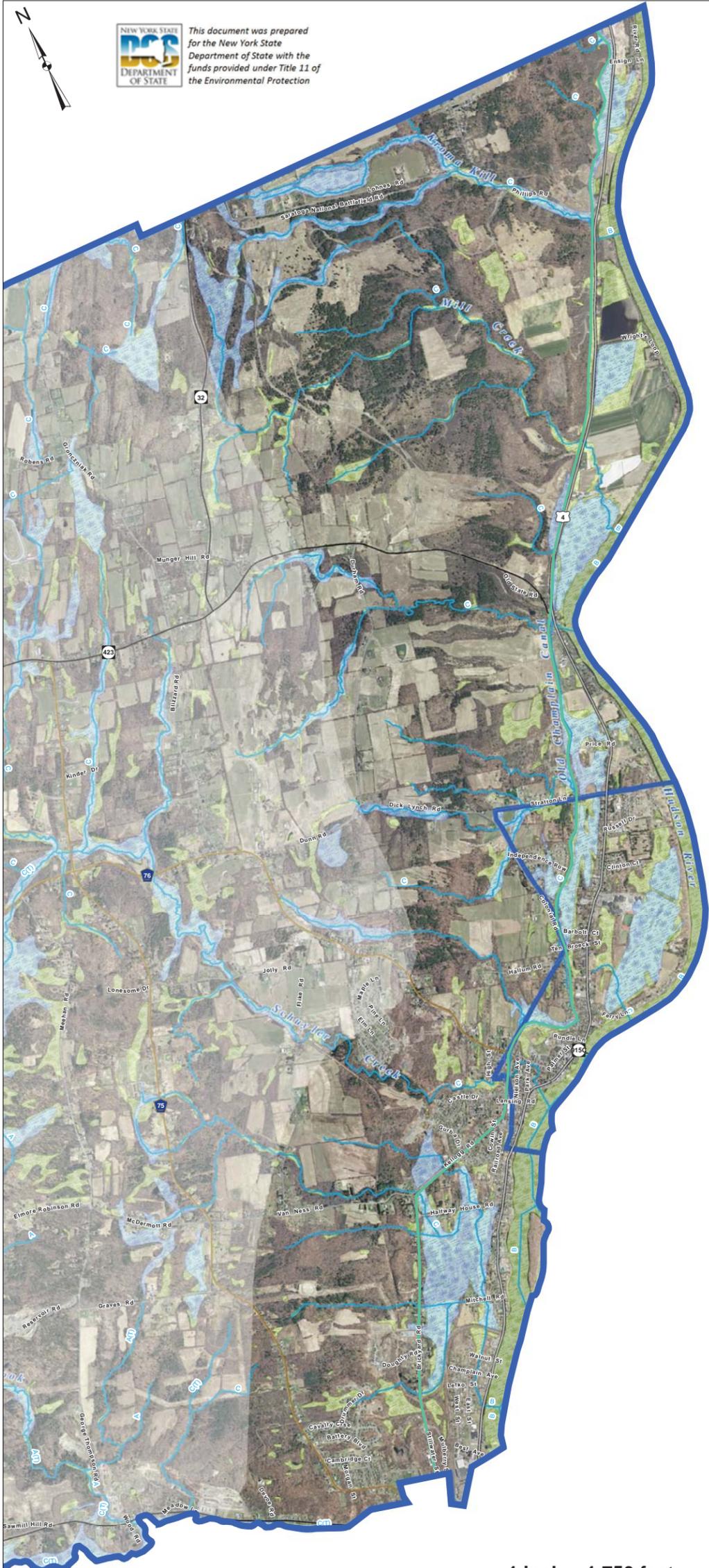
**Zoning Map**

Town & Village of Stillwater  
Saratoga County New York

Drawn:	RLB
Date:	07/15/2015
Scale:	See Data Frames
Project:	31400.14
Figure:	NA



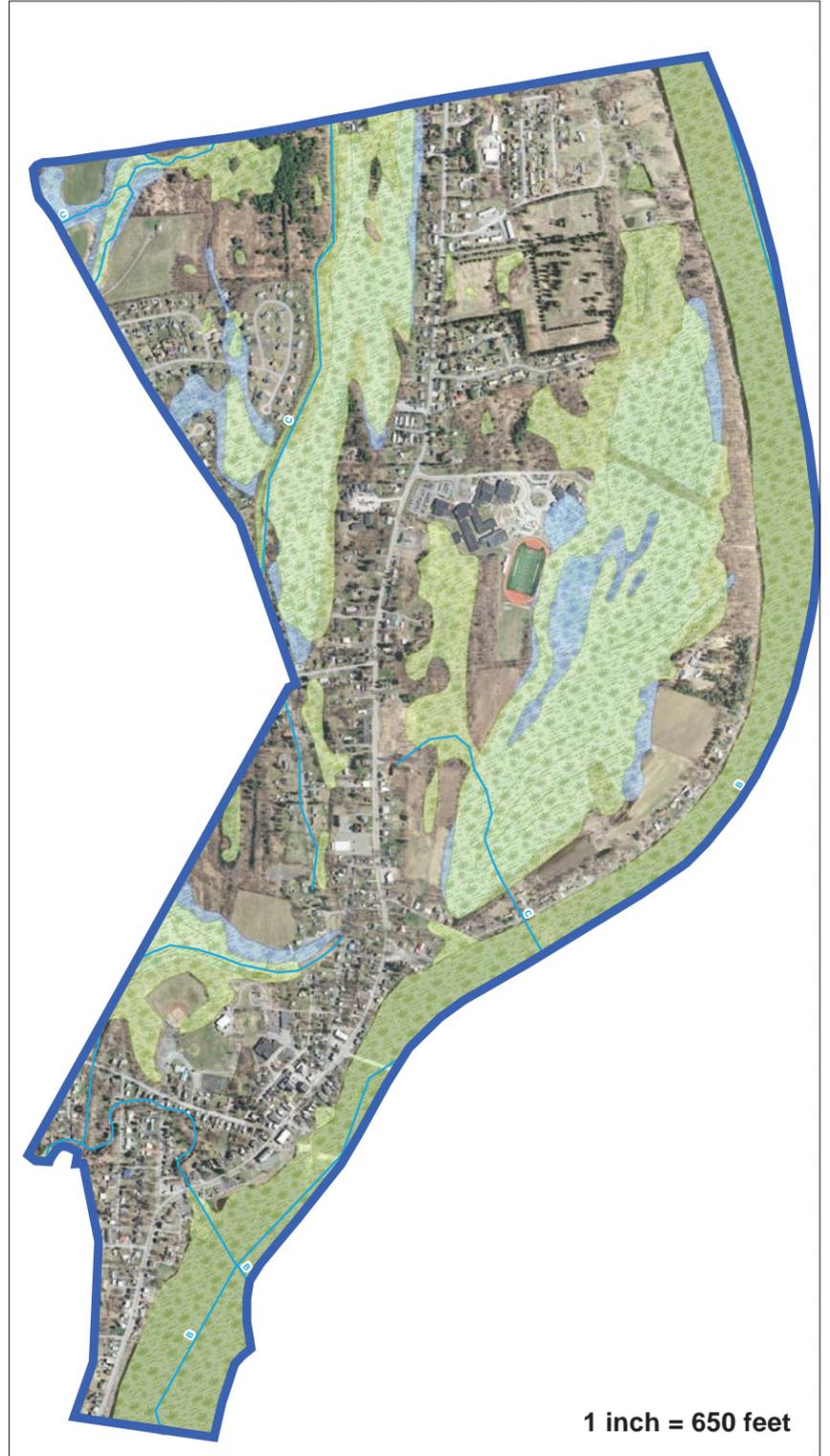
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1 inch = 1,750 feet

**Legend**

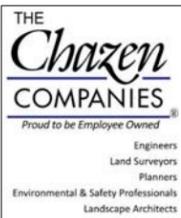
- ChamplainCanal\_Line
- NYSDEC Streams
- DEC Wetlands
- NWI Wetlands



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**Stillwater LWRP**

**Natural Resource Map**

Town & Village of Stillwater  
Saratoga County New York

Drawn:	PWC
Date:	02/02/2015
Scale:	See Data Frames
Project:	31400.14
Figure:	NA

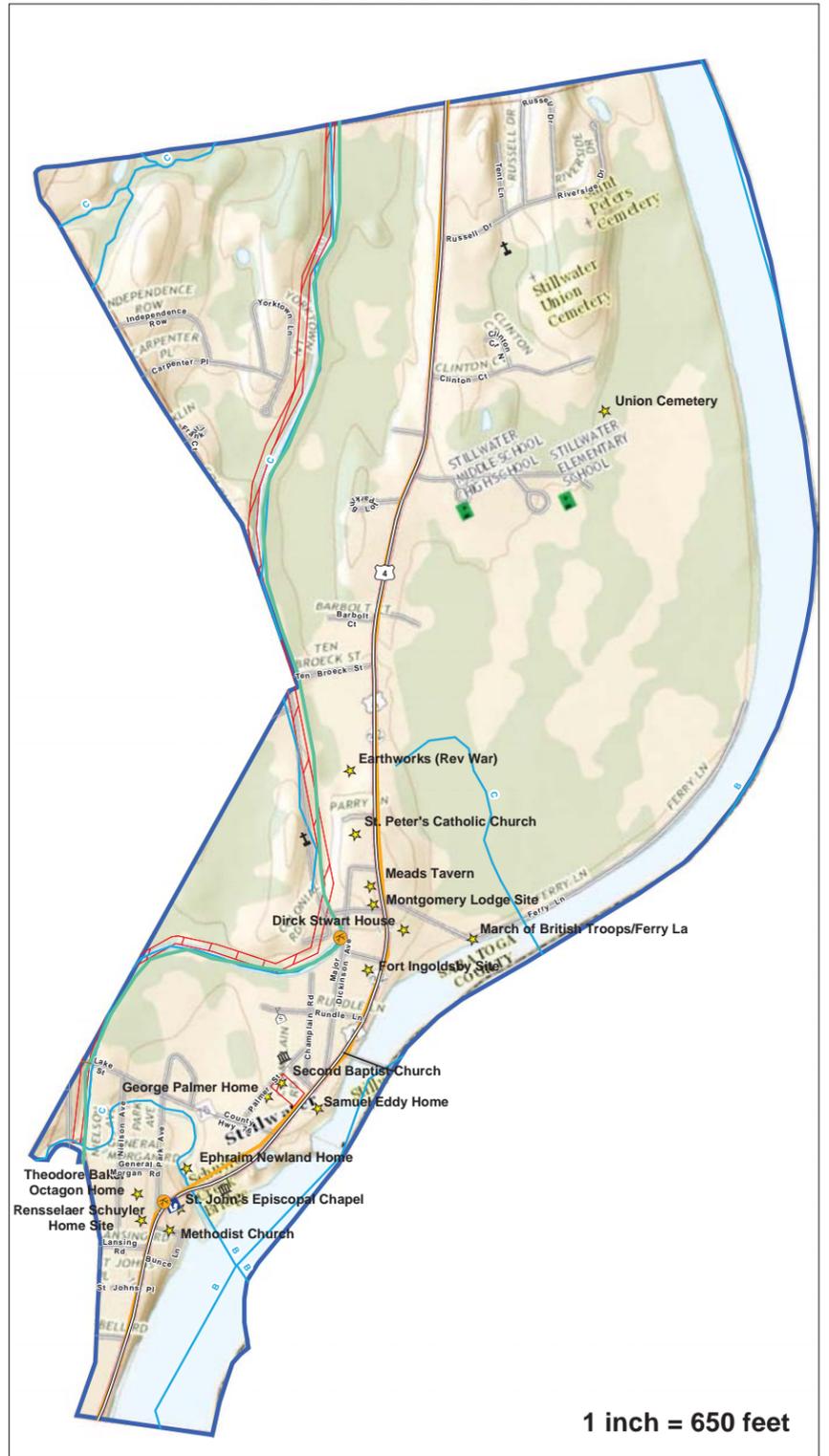


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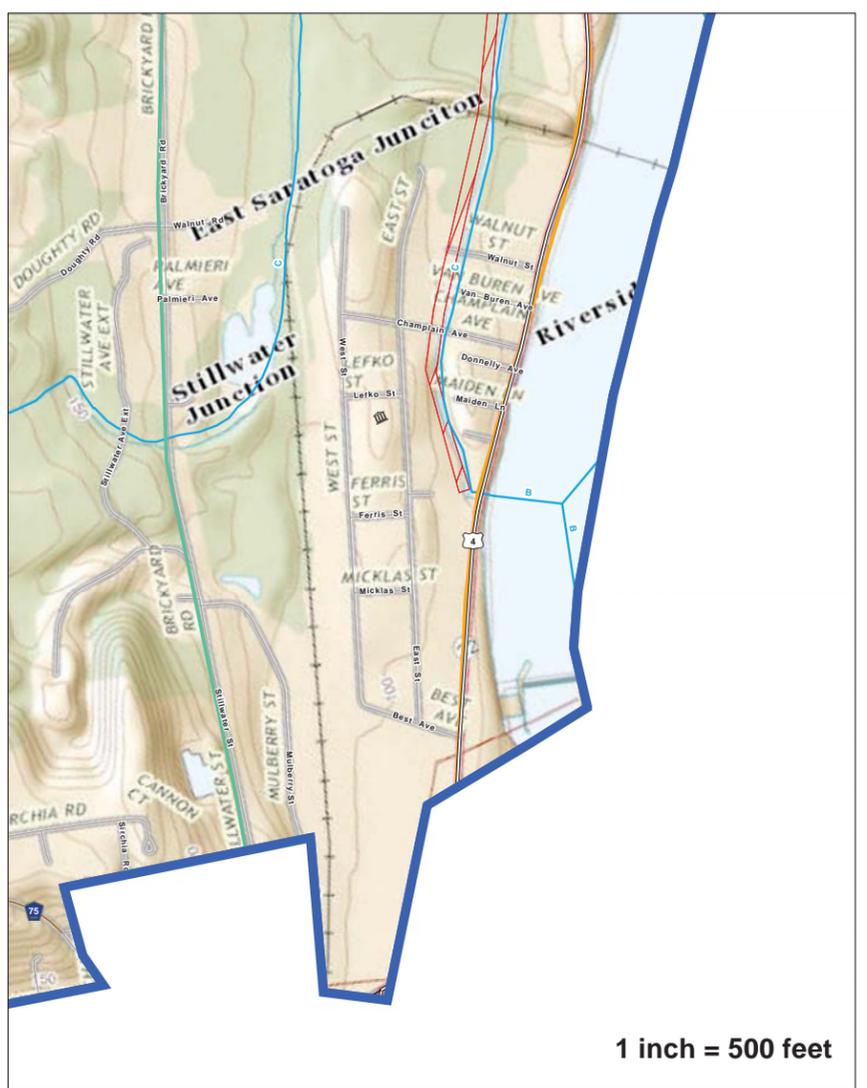


1 inch = 1,750 feet

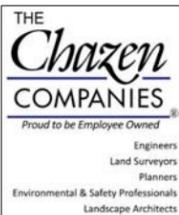
Legend		Historic and Cultural Features	
	SNHP Legislative Boundary		Cemetery
	SNHP Fee Boundary		Culture bldg
	SNHP Battle Monuments		Education Facility
	National Register Listed Site		Government Building
	US Route 4 Scenic Byway		Library
	Old Champlain Canal		State Park
	NYSDEC Streams		Local Landmarks



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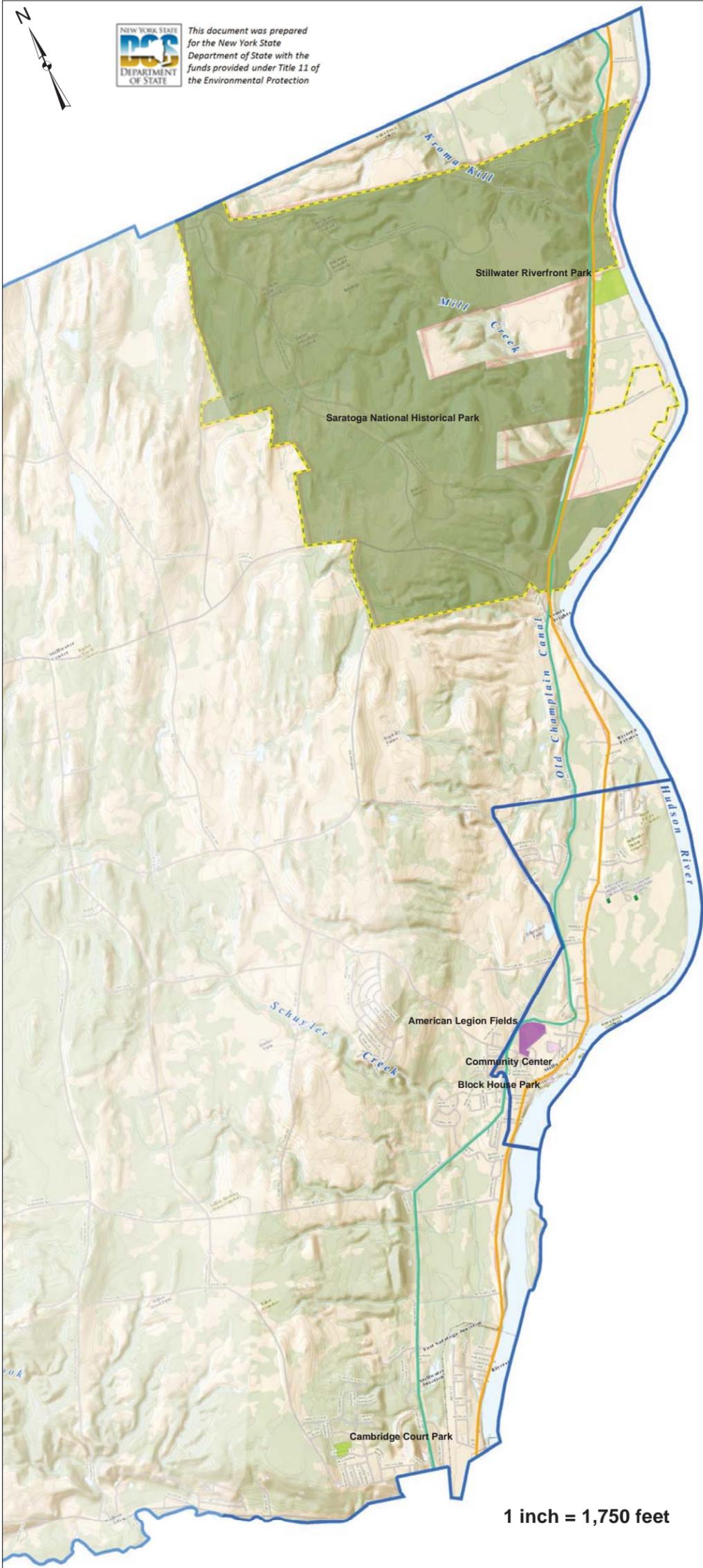
### Historic, Cultural, and Scenic Resources Map

Town & Village of Stillwater  
Saratoga County New York

Drawn:	PWC
Date:	02/02/2015
	See Data Frames
Project:	31400.14
Figure:	NA



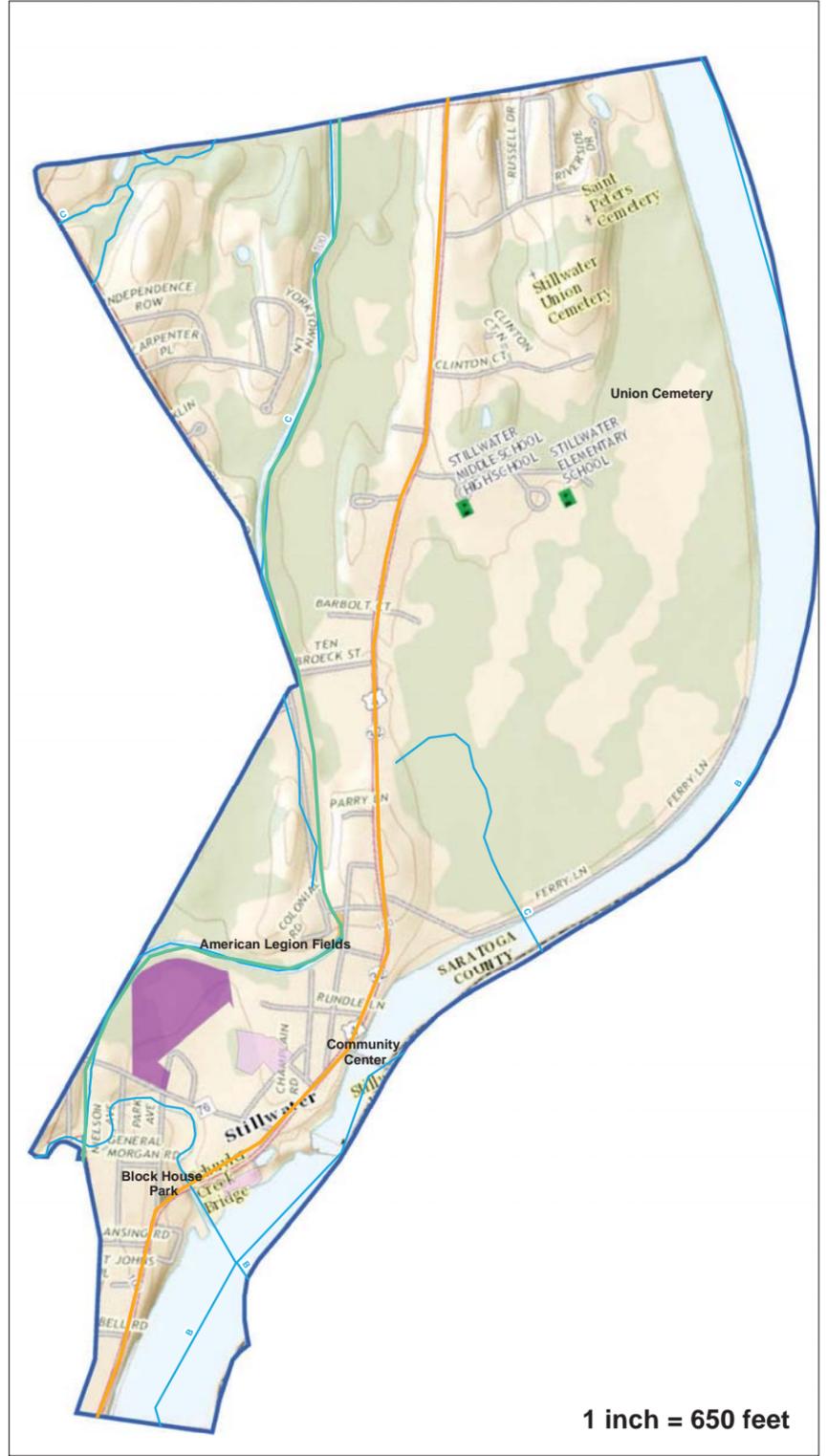
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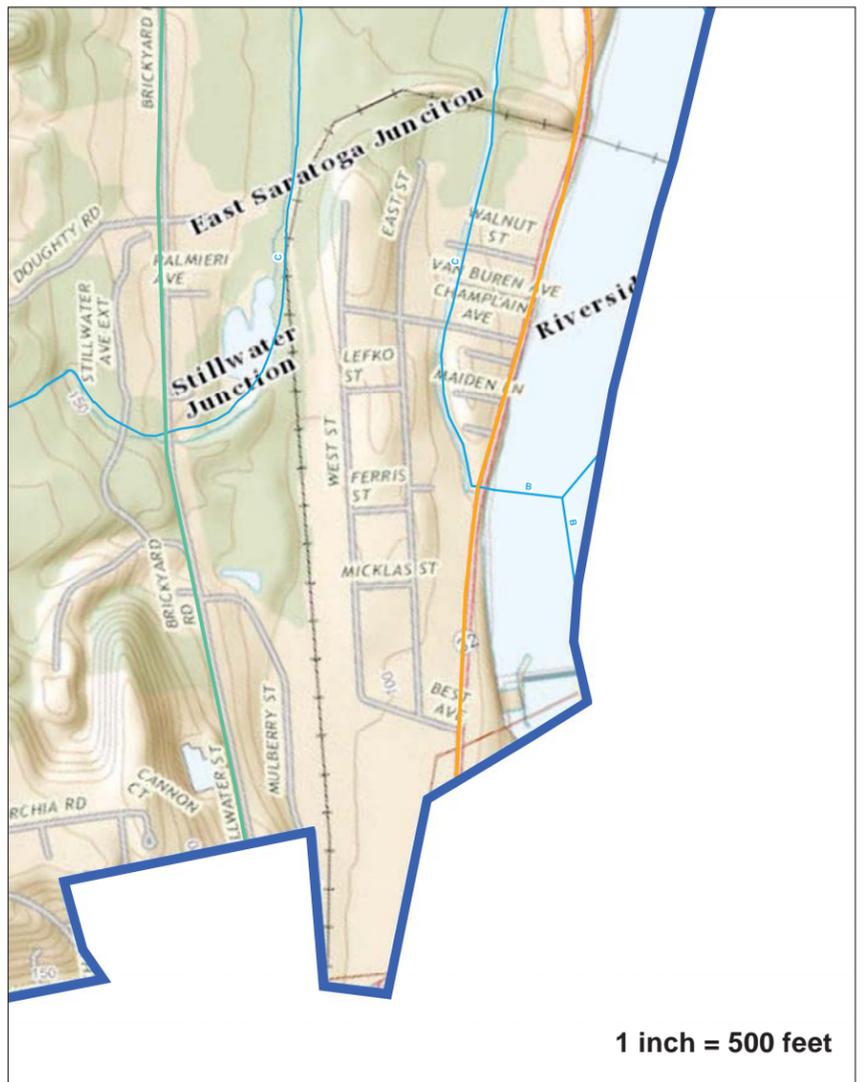
1 inch = 1,750 feet

**Legend**

- |  |                           |                               |                           |
|--|---------------------------|-------------------------------|---------------------------|
|  | SNHP Legislative Boundary | <b>Recreational Land Uses</b> |                           |
|  | SNHP Fee Boundary         |                               | Playgrounds               |
|  | US Route 4 Scenic Byway   |                               | Athletic Fields           |
|  | Old Champlain Canal       |                               | Cultural Facilities       |
|  |                           |                               | Town/Village Public Parks |
|  |                           |                               | Local Parks               |



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1 inch = 500 feet



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Stillwater LWRP

**Recreation and Waterfront Resources Map**

Town & Village of Stillwater  
Saratoga County New York

Drawn:	PWC
Date:	02/02/2015
Scale:	See Data Frames
Project:	31400.14
Figure:	NA

APPENDIX C: MARKET ANALYSIS

# STILLWATER WATERFRONT MARKET ANALYSIS



9/28/2015

Local Waterfront Revitalization Plan



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  - C. Retail Marketplace Profile
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-

# Stillwater Waterfront Market Analysis

## LOCAL WATERFRONT REVITALIZATION PLAN



### INTRODUCTION

This report is intended to provide a market analysis in support of the Village and Town of Stillwater Local Waterfront Revitalization Plan (LWRP) that is currently being developed. This analysis summarizes the existing regional and local market trends that should be considered as the Town and Village explore and develop economic revitalization and development strategies for the Study Area. The analysis begins with an overview of the Capital Region and Saratoga County’s economic development trends and strategies, includes a review of local and regional business and employment characteristics, and given the importance of tourism to the local economy, concludes with a review of regional and local tourism characteristics. Finally, the analysis provides a series of the observation, consideration, and recommendations that should be included the overall planning process and future economic development decisions.

### REGIONAL TRENDS & DEVELOPMENT STRATEGIES

#### Economic Trends

The Capital Region Economic Development Council (“CREDC”) and Saratoga County identified overarching economic trends in separate reports published in 2011 and 2014, respectively. Saratoga County’s *Economic Development Strategic Plan* and CREDC’s *Strategic Plan for the Capital Region* noted that both the Capital Region and Saratoga County’s population and economic base are growing. They also noted that in order to preserve the region’s character, this anticipated growth must occur in a well-planned, responsible manner. Saratoga County found that, while its overall population and economic base are growing, such growth is distributed somewhat unequally and that it continues to experience a daily net loss in the working population. Specifically, more individuals leave Saratoga County each day for work, typically traveling to Albany, Rensselaer, and Schenectady counties, than individuals come to work in the county from elsewhere. As such, the county acknowledges that it would benefit from new industries and jobs in order to retain the workforce and subsequent tax benefits. In addition to countywide benefits, the Town and Village of Stillwater would benefit from job retention and workforce development, particularly within the Stillwater LWRP study area.

However, according to Saratoga County, a coordinated approach to economic development is somewhat hampered by the fact that it is being handled independently amongst a multitude of organizations. As such, the County concluded that its residents would likely benefit from a more inclusive, better-orchestrated strategy that would enable more collaboration and large-scale planning efforts in the economic development forum. Additionally, such a strategy would directly benefit the Town and Village of Stillwater.

## SWOT Summary

Qualitative input from the public in conjunction with quantitative data obtained while preparing Saratoga County's *Economic Development Strategic Plan* was used to inform an analysis of the predominant strengths, weaknesses, opportunities, and threats to the county's economy. The following is a summary of this analysis:

- Strengths within Saratoga County include infrastructural assets such as the water and sewer system and several transportation options. The county also offers desirable amenities to residents and tourists such as a strong recreational and tourism base, a comparatively favorable tax climate, and strong and diverse educational institutions and employment bases such as GlobalFoundries, Tec-SMART of the Hudson Valley Community College, Luther Forest Technology Campus, and the New York State Energy and Research Development Authority (NYSERDA).
- In addition to being a net exporter of labor each day, weaknesses that were identified include the lack of enough employment opportunities for professionals and a difficult tax environment in New York State. The county also suffers from the perception that it is "not a team player" when it comes to economic development.
- Opportunities for Saratoga County were primarily related to possibilities for additional economic development by way of regional coordination efforts. Expansion of GlobalFoundries, educational institutions, and Start-Up NY efforts were also identified, as were strengthening relationships with existing businesses and improving the county's business climate.
- Threats to Saratoga County include uncertainties related to GlobalFoundries as well as "intra-county" politics that result in a competitive economic development environment. Lack of skilled labor to support high-tech industries and predictability of the development process in surrounding areas were also cited.

## Tech Industries: Trends & Observations

The CREDC noted that "continued state investment has accelerated the momentum of the Capital Region's role as a center for the development and manufacture of next generation computer chip technology." Within Saratoga County, GlobalFoundries has grown to become one of the leading employers. However, according to Saratoga County, GlobalFoundries, as well as other local businesses, would likely benefit from a higher concentration of skilled, technical workers able to contribute directly to the high-tech business.



While GlobalFoundries contributes directly and indirectly to the local and regional economy, Saratoga County notes that the semiconductor industry does not have "place-dependent requirements," or rely upon tier one or tier two companies. Therefore, opportunities for related supply companies are limited. As such, Saratoga County recognizes the need to develop a strategy that recruits advanced manufacturing as well as research and development related industries.

Luther Forest Technology Campus (LFTC), the home of GlobalFoundries, could certainly be an asset when it comes to recruiting new industries. However, according to Saratoga County, it is lacking a competitive edge in terms of lessee recruitment. LFTC is struggling to find and retain tenants at its current premium prices. Saratoga County has recommended that LFTC pursue a leasing structure that creates opportunities for both premium and discount real estate leases. If these changes were made, the Town and Village would certainly benefit from new LFTC development that resulted in new jobs, residents, and supply chain companies within the Stillwater LWRP.

---

## Relevant Regional Goals & Recommendations

The *Economic Development Strategic Plan* and the CREDC's *Strategic Plan for the Capital Region*, suggests the following to accelerate economic growth in Saratoga County:

- **Business Development:** Among the suggestions to expand and improve business opportunities, Saratoga County recommends utilizing regional business incubators and organizations to encourage collaborative efforts in capital investments and promoting conditions for business investment and growth. The county further recommends creating a system to help identify new, prospective projects and to provide these new entities with management assistance as needed. Next, the county recommends increasing collaboration among farmers, distributors, wholesalers, retailers, restaurants and supply chains for a more efficient distribution network, and generally, connecting services in workforce development. Engaging a strong program of business expansion and retention specifically by targeting key industries will likely prove successful. For business improvements, a simple recommendation is to expand high-speed broadband internet access across the region. These various strategies would certainly help the Town and Village attract needed or desired goods and services to the Study Area.
- **Agricultural Development:** Agricultural opportunities abound in the region. In order to promote growth in this sector, both Saratoga County and CREDC suggest collaborating to form regional and inter-regional partnerships within the agribusiness community, enabling investments in infrastructure, and branding and marketing to increase the impact of local food purchases. Further, this partnership will help to encourage public and private investment that supports farming and food-related businesses and to support existing and new programs that preserve agricultural land. Because a large portion of the Study Area consists of agricultural businesses (see Existing Business Summary below), the Town and Village should take part in these regional efforts.
- **Education:** For educational advancement promoting the Science, Technology, Engineering, and Mathematics (STEM) curriculum in schools is strongly recommended. This educational training would improve the area's labor force by helping to prepare children for careers in regional, high-tech industries such as GlobalFoundries. The Stillwater Central School District (SCSD) is an important part of the Study Area. As such, the Town and Village should work with the SCSD to develop and/or expand their STEM curriculum.
- **Recreation & Tourism:** Recreational and tourism recommendations include prioritizing the restoration of main streets, waterfronts, and waterways, regional collaboration to link tourism clusters and amenities, improved tourism promotion and marketing, and building a better connected sports and recreation center and/or cluster. Finally, to attract tourists and residents alike, Saratoga County suggests developing "social centers of gravity," that offer options for entertainment, dining out and cultural activities. Stillwater's Village is the epitome of a waterfront main street that can be revitalized and expanded upon to become an even greater social center of gravity.

## Regional Trends & Development Strategies Summary

The following summarizes relevant Saratoga County and CREDC observations and recommendations:

- Saratoga County's population is expected to have the highest growth rate of all the counties in the Capital Region. It is among the fastest growing counties in the state.
- Saratoga County's economy is built upon three pillars: agriculture, tourism, and business and industry.
- Among its many strengths, growth in the technological industry has increased employment and the overall economy greatly. This includes the development of GlobalFoundries.

- A coordinated effort to recruit new advanced technology and research and development industries within the county is needed.
  - There is a need to promote Science, Technology, Engineering, and Mathematics (STEM) curriculum in schools.
  - With over 40 organizations that are focused on economic growth, economic development in the County is fragmented.
  - The agricultural economy is vitally important to Saratoga County. Improved coordination and economic growth within this sector is needed.
  - In order to improve business opportunities, it is recommended that regional business incubators and organizations are developed to encourage collaborative efforts in capital investments and promoting conditions for business investment and growth.
  - There is a need to prioritize regional collaboration between tourism clusters and amenities, and improved tourism promotion and marketing; and the revitalization of downtowns, waterfronts, and waterways.
  - Develop “social centers of gravity” that offer options for entertainment, dining out, and cultural activities.
-

## MARKETPLACE CHARACTERISTICS ANALYSIS

It is important to examine select characteristics of Study Area residents and existing businesses (and their respective employees) in order to understand the area's capacity to attract and/or support economic development. Because consumers are willing to regularly travel as much as 30 minutes for various goods and services, it is equally important to explore the characteristics of those that live within the vicinity of the Study Area as well. According to a recent study conducted by BrightLocal, an online marketing research firm, "the average time that a consumer is willing to travel to a local business is 17 minutes."<sup>1</sup> The Study also notes that travel distances may vary based on the type of businesses. For example, consumers may travel further for specialty shops, clothing, and healthcare, but they will travel less for leisure related pursuits (e.g., pub, gym, yoga, etc.). It is important to note that people in more rural areas are likely to travel a bit further.

### Tapestry Segmentation

According to ESRI, *Tapestry Segmentations* "provide an accurate, detailed description of America's neighborhoods. The tapestries divide U.S. residential areas into 67 distinctive segments "based on their socioeconomic and demographic composition." It then further classifies the segments into "LifeModes," or markets that "share a common experience" (e.g., age, marital status, housing type, location, education, employment, income, etc.). ESRI Tapestry Segmentation data within a 10-, 20-, and 30-minute drive from the Village of Stillwater was used to identify residential characteristics that relate to consumer spending and the economic development potential of the Study Area (see Figure 1). The complete ESRI Tapestry Segment Area Profile is included in Appendix A.

#### 10 Minute Drive Tapestry Segmentation Characteristics



Within a 10-minute drive from the Village of Stillwater (an area that encompasses northern portions of Mechanicville, County Route 75, and Stillwater Bridge Road towards Schaghticoke), the largest tapestry segment is Green Acres comprising 39.6 percent of the population.<sup>2</sup> According to ESRI, Green Acres tapestry segment is defined by "country living and self-reliance." The Green Acres lifestyle includes "avid do-it-yourselfers" and "self-described conservatives." Outdoor living and recreation occupy much of their free time. Green Acres have a high rate of home ownership, typically in single-family housing. As a percentage of their household budget, Green Acres spend

slightly above the U.S. average on housing, transportation, health care, and entertainment and recreation. See Appendix A for the complete Green Acres profile.

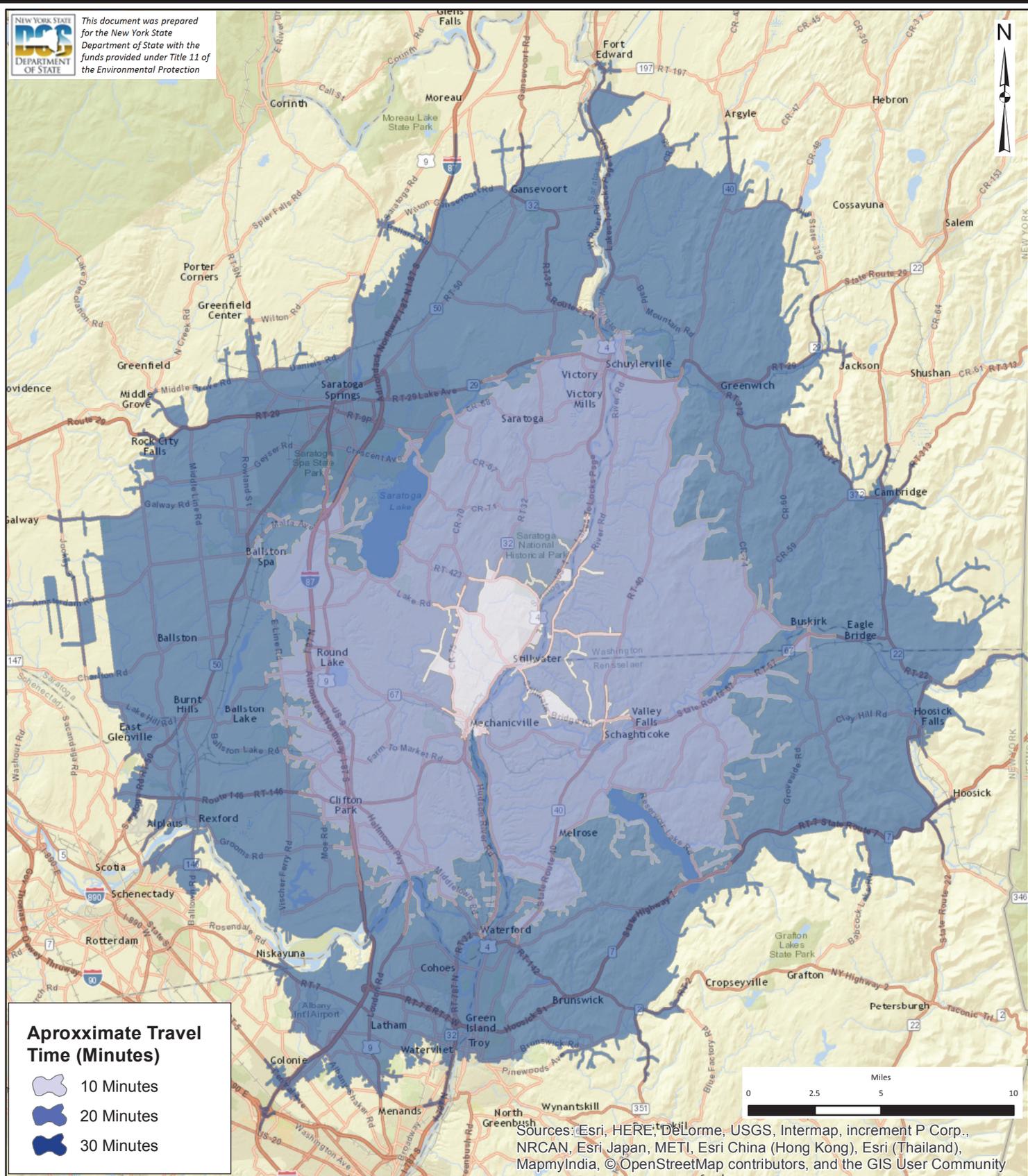
The next most common tapestry segment is Front Porches, comprising 22 percent of the population. This tapestry segment "blends household types, with more younger families with children or single household than average." Front porches have a young median age (34) and incomes that are well below the U.S. average. Friends and family are a priority. Many live within rental housing units, including single family and multiunit. Front Porches typically spend well below the U.S. average on all goods and services. When it comes to purchasing goods, price is

<sup>1</sup> Source: <https://www.brightlocal.com/2014/05/01/local-business-travel-times/>

<sup>2</sup> This area encompasses the entire study area as well as portions of the City of Mechanicville, Town of Easton, and the Town of Schaghticoke, there are approximately 9,300 people and 3,800 households



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**Approximate Travel Time (Minutes)**

- 10 Minutes
- 20 Minutes
- 30 Minutes

Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

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**Stillwater LWRP**

**Drive time area from Village of Stillwater**

Town and Village of Stillwater - Saratoga County, New York

Drawn:	RL-B
Date:	09/01/2015
Scale:	1 inch = 5 miles
Project:	31400.14
Figure:	NA

more important than brand names or style. According to ESRI, many enjoy leisure activities “including sports, indoor water parks, bingo, and video games.” See Appendix A for the complete Front Porches profile.

The Parks and Rec tapestry segment accounts for approximately 15 percent of the population within a 10-minute drive. The Parks and Rec tapestry segment is characterized as “practical suburbanites that have



achieved the dream of home ownership.” Families tend to be two-income married couples that are approaching retirement. The median age is approximately 40 years old. ESRI notes that they generally reside in well-established neighborhoods with the amenities and programs that were “enjoyed by their now independent children.” However, “the appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.” The Parks and Rec tapestry segment’s market profile is defined as thoughtful, practical, and budget-conscious consumers. They carefully research big-ticket items. During their free time, they enjoy dining out in family-style restaurants,

attending movies, and taking advantage of local parks and recreational activities. See Appendix A for the complete Parks and Rec profile.

Ten percent of the population within a 10-minute drive is classified as the Old and Newcomers tapestry segment. According to ESRI, “Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring.” Typical housing includes single-family and multiunit. Many are renters. They prefer cell phones over landlines, use the internet for entertainment, and support environmental causes. Old and Newcomers tend to be in their late 30s and are more focused on convenience than consumerism. See Appendix A for the complete Old Newcomers profile.



Eight (8) percent of the population within the 10-minute drive is classified as Set to Impress tapestry segment. Those within the Set to Impress tapestry segment are “very conscious of their image and seek to bolster status with the latest fashion.” Nearly one in three residents is 20 to 34 years old. Many rent apartments (multiunit or complexes) that are close to existing neighborhoods and other businesses. Set to Impress individuals are up to date on the latest trends and music. They are always looking for a sale and prefer name brands. They use the internet and social media, prefer cell phones, drive used, imported vehicles and enjoy going to concerts and night clubs.

See Appendix A for the complete Set to Impress profile.

**Top Fiver (5) Tapestry Segmentations w/in 10 Minute Drive<sup>1</sup>**

Tapestry Segmentation	Percent of Households	Median Age <sup>2</sup>	Median Household Income <sup>2</sup>
Green Acres	39.6%	43	\$72,000
Front Porches	22.1%	34.2	\$39,000
Parks and Rec	15.1%	40.3	\$55,000
Old and Newcomers	10.7%	38.5	\$39,000
Set to Impress	8.1%	33.1	\$29,000

<sup>1</sup>ESRI Tapestry based data <http://www.esri.com/landing-pages/tapestry>. Based on 3,880 households

<sup>2</sup>Base on U.S. Tapestry average

**20 & 30 Minute Drive Tapestry Segmentation Characteristics**

In comparison, within a 20-minute drive (an area that extends north to Schuylerville, south to Waterford, east to Eagle Bridge, and west to the Malta/Ballston boundary), the tapestry segment population (79,000 people) becomes slightly more diverse. While Green Acres (13%), Parks and Rec (8.4%), and Old and Newcomers (8.8%) are among the top five (5) tapestry segments, In Style (12.3) and Soccer Moms (8.2) tapestry segments make up a significant percentage of the population. The In Style tapestry segment “embraces an urbane lifestyle that includes support of the arts, travel, and extensive reading.” The Soccer Moms tapestry segment is “an affluent, family-oriented market with a country flavor...they are partial to new housing away from the bustle of the city but close enough to commute to professional job centers.” With higher education rates and household incomes, In Style and Soccer Moms spend slightly more than the U.S. average on housing, entertainment and recreation, food, and education.

Within a 30-minute drive (an area that includes portions of Moreau and Fort Edward, Glaway, Hoosick Falls, and Troy, Latham, and norther Albany and has a population of 337,111), such additional tapestry segments as Savvy Suburbanites (8.2%) and Comfortable Empty Nesters (6.9%) are among the top five (as are In Style, Green Acres, and Old and Newcomers). Savvy Suburbanites enjoy home remodeling and gardening as well as sports and exercise. Household spending is significantly higher than the U.S. average, particularly on education, entertainment and recreation, health care, and food. Comfortable Empty Nesters are Baby Boomers that are earnings “comfortable living and benefiting from years of prudent investing and saving.” They are physically and financially active, but prefer eating at home instead of dining out.”

**Top Fiver (5) Tapestry Segmentations w/in 20 Minute Drive<sup>1</sup>**

Tapestry Segmentation	Percent of Households	Median Age <sup>2</sup>	Median Household Income <sup>2</sup>
Green Acres	13.3%	43	\$72,000
In Style	12.3%	41.4	\$66,000
Old and Newcomers	8.8%	38.5	\$39,000
Parks and Rec	8.4%	40.3	\$55,000
Soccer Moms	8.2%	36.6	\$84,000

<sup>1</sup>ESRI Tapestry based data <http://www.esri.com/landing-pages/tapestry>. Based on 33,127 households.

<sup>2</sup>Base on U.S. Tapestry average

**Top Fiver (5) Tapestry Segmentations w/in 30 Minute Drive<sup>1</sup>**

Tapestry Segmentation	Percent of Households <sup>1</sup>	Median Age <sup>2</sup>	Median Household Income <sup>2</sup>
In Style	9.3%	41.1	\$66,000
Green Acres	9.1%	43.0	\$72,000
Savvy Suburbanites	8.2%	44.1	\$104,000
Old and Newcomers	7.6%	38.5	\$39,000
Comfortable Empty Nesters	6.9%	46.8	\$68,000

<sup>1</sup>ESRI Tapestry based data <http://www.esri.com/landing-pages/tapestry>. Based on 138,810 households.

<sup>2</sup>Base on U.S. Tapestry average

**Tapestry Segmentation Observations**

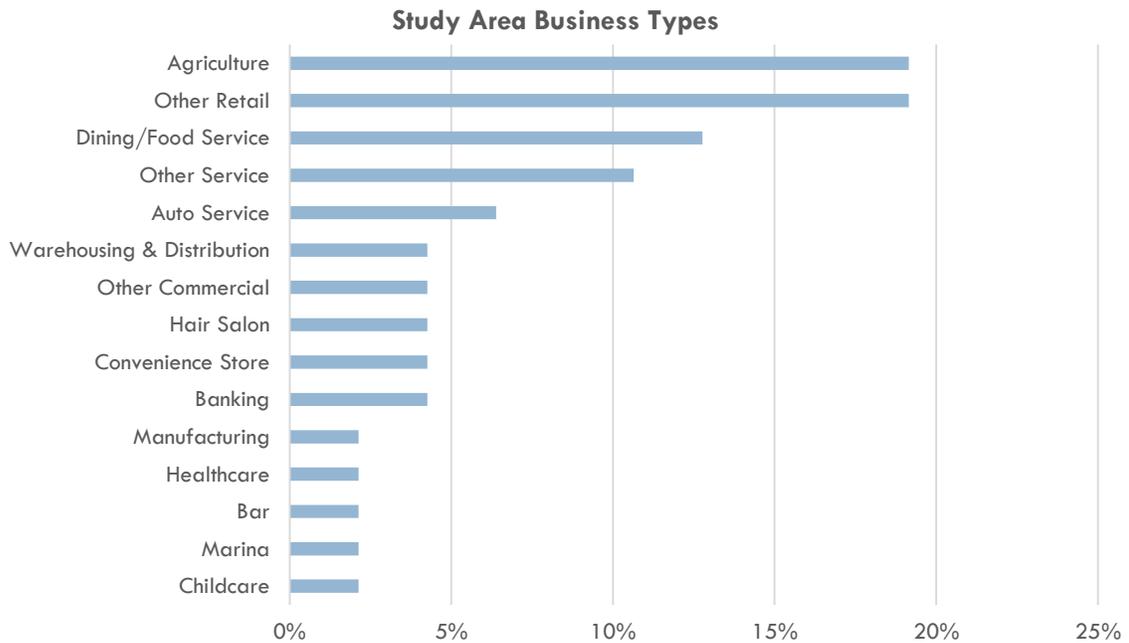
Given the Study Area’s characteristics, the ability to support new businesses like restaurants, retail stores, and new services may prove difficult (see Retail Expenditures & Market Potential discussion below). More specifically, in addition to the limited number of potential consumers, the 10-minute tapestry segment profile suggests that many who live in the area are budget conscious and less likely to spend money dining out, on goods and apparel, and other types of retail (when compared to the U.S. average).

However, within a 20- and 30-minute drive, a larger consumer base and respective socioeconomic characteristics may offer opportunities for new growth within the Study Area. Spending among select tapestry segments within a 20- and 30-minute drive (e.g., In Style, Soccer Moms, Savvy Suburbanites, and Comfortable Empty Nesters) coupled with consumer willingness to travel for goods and services (particularly for specialty shops, restaurants, clothing, and healthcare) could help support new businesses that market and cater to these demographics. For example, a new restaurant or specialty shop that meets the needs and expectations of the greater, more affluent population within the 20 – 30 minute drive could be successful as a regional destination.

**Existing Business Summary**

**Study Area Summary**

In order to identify existing business characteristics and identify new opportunities, a review of Saratoga County’s Real Property GIS tax parcel data and a windshield survey was conducted. Based on this review, the Study Area has approximately 41 businesses (please note this does not include all home occupations). Using Study Area specific business categories (see Study Area Business Types chart below), agriculture and other retail are the most predominate business types (19 percent). Other retail types include the Price Chopper, Dollar General, Stillwater Iron & Wood, Nectar Custom Floral Designs, and Damn Good Beef Jerky’s Factory Store. Dining/Food Service, which includes Peking Wok and several pizza and sub shops, accounts for 13 percent of the Study Area’s businesses. Other services account for 11 percent of all businesses. This includes tree service, contracting/construction, and landscaping companies. The remainder of the Study Area’s businesses include a mix of auto services, warehousing and distribution, convenience stores, and banks.



It is important to note that among these business types, the largest employers include warehousing and distribution (i.e., DeCrescente Distributing) and the combined retail establishments. Together, these businesses account for over 70 percent of employment (please note this figure excludes public sector jobs). Interestingly, according to the U.S. Census Bureau’s Inflow/Outflow employment figures, over 90 percent (714 individuals) of those employed in the Study Area live outside the Study Area. The balance (approximately 10 percent) lives and work within the Study Area (71 individuals).

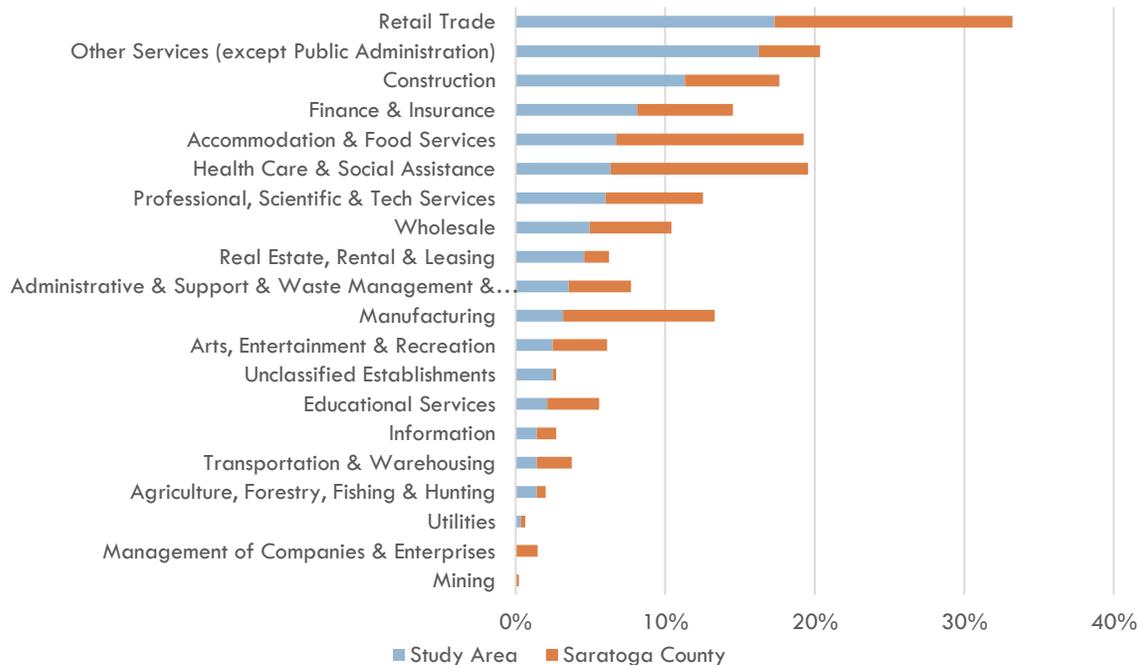
By comparison, within a 10-minute drive there are approximately 314 businesses with over 2,300 employees based on ESRI data. The largest employment sectors (by NAICS codes) are Retail Trade particularly furniture and home furnishing stores and food and beverage stores, Wholesale Trade, Other Services (e.g., equipment and machinery repair, personal care services, etc.), Accommodation and Food Services, Construction, Educational Services, and Health Care and Social Assistance. Combined, these sectors employ over 1,700 individuals in 184 places of business. The Complete Business Summary is included in Appendix B.

**Regional Summary (30-Minute Drive and Saratoga County)**

Similar to the 10-minute drive, the largest employment sectors within a 30-minute drive of the Study Area are Retail Trade, followed by Health Care and Social Assistance, Accommodation and Food Services, Educational Services, Other Services, and Construction. However, additional employment sectors include Manufacturing and Professional, Scientific, and Technical Services. Nearly 8,000 businesses employ over 120,000 individuals in these sectors.

When compared to all of Saratoga County, the study area has a comparable percentage of Retail Trade employees. However, the percentage of Other Services; Construction; Real Estate, Rental, and Leasing; and Agriculture, Forestry, Fishing and Hunting employees is greater within the vicinity of the Study Area. Conversely, Saratoga County as a whole has a significantly greater percentage of Accommodation and Food Services, Health Care and Social Assistance, Manufacturing, and Management of Companies and Enterprises.

**10-Mile Drive vs. Saratoga County Employment**



**Existing Business Summary Observations**

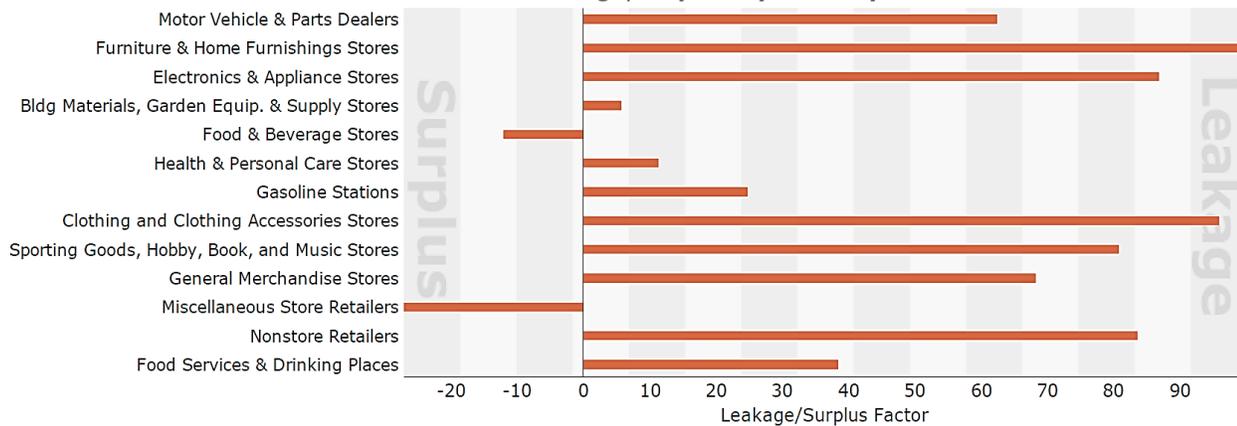
The current mix of businesses within the Study Area is limited. Most of the goods and services cater primarily to local residents. This includes the small number of banking, auto service, dining, grooming, healthcare, and other retail options. As such, it is likely that most of the Study Area’s residents travel for a significant number of goods and services.

This observation is supported by marketplace leakage and surplus data. According to ESRI, leakage and surplus data “measure the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.”

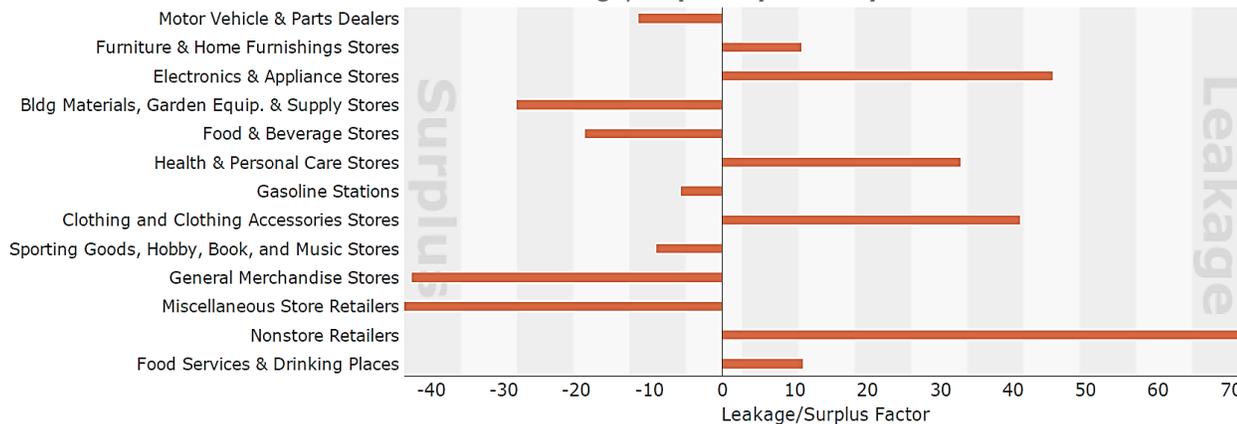
According to ESRI data, within a 10-minute drive, only a few industries have a retail surplus. This includes food and beverage stores, miscellaneous retail stores, florists, and used merchandise. There is sizable retail leakage for such industries for special food services, sporting goods and hobby stores, clothing and clothing accessory stores, and furniture and home furnishing stores. See Appendix C for complete marketplace leakage and surplus data (Retail Marketplace Profile).

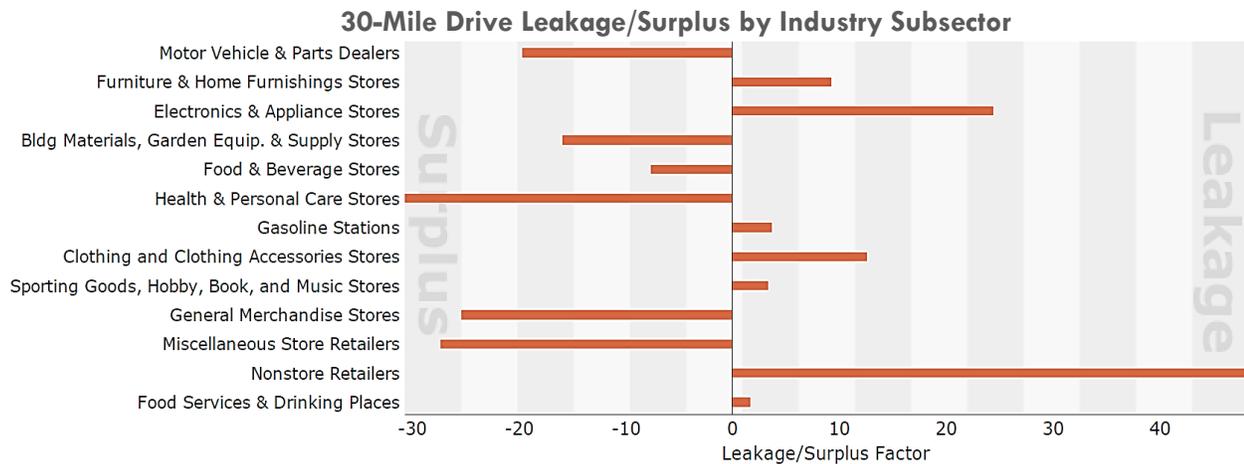
However, as previously noted, it is unlikely that any of these business types would be successful without attracting consumers beyond the limits of the Study Area. Fortunately, leakage and surplus data within a 20- and 30- minute drive suggests that there is unmet demand (or leakage) for many of the same industries as the Study Area. This suggests that such business may be able to attract consumers from the broader marketplace. The following tables illustrate leakage and surplus data (by subsector) within a 10-, 20-, and 30-minute drive.

**10-Mile Drive Leakage/Surplus by Industry Subsector**



**20-Mile Drive Leakage/Surplus by Industry Subsector**





### Retail Expenditures & Select Market Potential

A review of ESRI expenditure data shows that the average household spending within a 10-minute drive results in relatively low Spending Potential Index (SPI). The SPI is a household-based calculation that “represents the amount spent for a product or service relative to a national average of 100.” More specifically, the average SPI for all goods and services within a 10-minute drive is 92. Similar to previous observations, this implies that many businesses may find it difficult to sustain themselves based only on local spending. The complete Retail Goods and Services Expenditure report is included in Appendix D.

However, a review of the SPI within a 20- to 30-minute drive indicates that the spending potential is significantly higher for all retail goods and services (above 100 SPI). This includes spending on apparel and services, entertainment and recreation, food (particularly away from home and on alcoholic beverages), and household furnishings and equipment. This further supports the leakage and surplus data observations above (i.e., goods and services leakage from the region may support select local businesses).

### Market Characteristics Analysis Summary

- Predominate Tapestry Segmentations within a 10-minute drive are: Green Acers, Front Porches, Parks and Rec, Old and Newcomers, and Set to Impress.
- The spending characteristics of the Study Area Tapestry Segmentations, coupled with the limited base population, are unlikely to be able to support many new businesses.
- Dining out and recreation and entertainment are enjoyed by most of the region’s Tapestry Segmentations.
- Marketing studies identify consumer willingness to travel approximately 15 to 30 minutes for goods and services.
- As such, the Tapestry Segmentation characteristics within a 20- to 30-minute drive, coupled with population size (79,000 and 337,111, respectively), may offer economic growth and development opportunities for the Study Area.
- The Study Area’s existing businesses provide limited goods and services and likely do not meet the demand of nearby residents.
- Retail potential and sales data confirms that there is market leakage across most industries and business types.

- Market leakage within a 20- to 30-minute drive suggests that there is a demand within the region for select business that the Study Area could provide (e.g., specialty foods, clothing, home furnishing, healthcare, etc.).
- Spending Potential Index (SPI) within a 10-minute drive is low. However, the SPI within a 20- 30-mile drive is above the U.S. average. This reinforces the potential for select businesses ability to attract consumers from outside the Study Area.

## TOURISM ANALYSIS

Area tourists are another consumer group that offers tremendous economic development opportunity. While Stillwater and Saratoga County offer a range of attractions and tourism related activities, there is no one stop shop when it comes to accurately estimating visitor counts or expenditures. However, with input from Saratoga Convention and Visitors Bureau, as well as data and information from selected tourism attractions and amenities within the Study Area, a snapshot of the area’s Tourism characteristics is provided below. This information is important to understand how the Study Area can capitalize on existing tourism and promote new visitation. This may include new public or private tourist-oriented amenities (e.g., waterfront access, lodging, dining, transportation, etc.) or promotional strategies (e.g., marketing and branding, interpretive and wayfinding signage).

### County & Regional Tourism Figures

The Saratoga Convention and Visitors Bureau provided detailed information on regional and statewide tourism. According to their tourism analysis presentation for 2014, New York State’s tourism economy saw a 5.4 percent growth in traveler spending in 2014. Direct tourism employment grew 3.2 percent, reaching a new high in 2014, room demand increased by 4.3 percent, and room rates increased 2.6 percent. Traveler spending reached a new high of \$62.5 billion, surpassing the pre-recession peak set in 2008. Of course, it is important to note that New York City is a major factor in these statewide numbers, accounting for 66 percent of state visitor spending in 2014.

For the Capital-Saratoga Region, traveler spending was approximately 3 percent of the \$62.5 billion statewide total. This is the same as the capture for Central New York (3 percent) and higher than that of the Adirondacks (2 percent), Thousand Islands (1 percent), Catskills (1 percent), and the Chautauqua-Allegheny Region, but less than that of the Hudson Valley (5 percent), Finger Lakes (5 percent), and Niagara Region (4 percent). Again, New York City had the largest tourism spending at 66 percent and followed by Long Island at eight (8) percent.

In 2014, traveler spending in the Capital-Saratoga Region was just over \$1.8 billion, an increase of 5.7 percent from 2013 (2013 increased approximately 1.9 percent from 2012). The 2014 traveler spending resulted in the employment of 32,244 people (nearly 8 percent of the regional employment in that year) and a local tax revenue total of \$124,757,000. If the Stillwater LWRP Study Area were to capture just a small portion of this market it would have a tremendous impact on the local economy.

Looking at Saratoga County specifically, the analysis showed that Saratoga County represents 25 percent of the region’s tourism sales, second behind Albany County (53 percent), and well above Schenectady County, which follows with 11 percent. Saratoga County saw total traveler spending of \$462,075,000, resulting in the employment of 8,601 people and a local tax total of \$29,756,000. Within the Region, Saratoga County was shown in the analysis to be by far the most dependent on tourism, with 15.8 percent of all labor income being generated by tourism. All other counties were below 5 percent dependency on tourism for labor income.

Traveler spending in 2014 was broken-down into six categories in the Bureau’s tourism analysis. The largest share went to Food and Beverage (28 percent) followed by Lodging and Transport (tied with 22 percent each) categories (see table below).

Traveler Spending Breakdown					
Food & Beverage	Transport	Lodging	Retail & Service Stations	Second Homes	Recreation
28%	22%	22%	18%	6%	4%

Source: Saratoga Convention and Visitors Bureau tourism analysis presentation, 2014

## Lodging Statistics

Though there are no hotels within the Study Area, there is one bed and breakfast, the River’s Edge Bed & Breakfast located along Route 4 near the Saratoga National Historical Park. Just outside the Study Area is another bed and breakfast, the Maple Shade Bed & Breakfast, which is located near the intersection of Wilbur Road and Route 32.

Lodging has a significant positive economic impact within Saratoga County particularly as it relates to tourism and conferences. From 2013-2014, the County realized a 6.9 percent increase in hotel occupancy from 65.3 percent to 69.8 percent. Average daily rates also increased from \$137.72 to \$141.83, a 3.0 percent increase.<sup>3</sup>

Similarly, from 2013 to 2014, the number of groups/events leads (potentials) increased from 333 to 407. Room night leads also increased from 114,593 to 124,383. Subsequently the number of contracted groups/events increased from 298 to 367, room nights from 73,877 to 79,842, and the contracted economic impact increased from \$31,557,151 to \$34,954,827. From 2013 to 2014, the number of conventions/events held increased from 255 to 326. The number of room nights increased from 61,332 to 66,018 with the economic impact increasing from \$24,909,455 to \$27,859,596.

All of these increases are consistent with the general trend over the last four (4) years of increasing numbers of conventions/events held, room nights, and overall economic impact. These numbers show the enormous economic impact conferences/lodging-based tourism has within the county.

While these numbers therefore generally have an indirect impact on the Town and Village (except for anyone employed in the hotel industry), the industry provides jobs to residents throughout the County. As such, the County as a whole benefits.

## Saratoga National Historic Park (Battlefield)

In addition to the Hudson River, the Saratoga National Historic Park is one of the Study Area’s most significant tourism assets. The Battlefield is a highly visited resource, bringing in 58,772 total recreation visits in 2014. The site includes the Schuyler House, Saratoga Monument, and Victory Woods. Prior to becoming a National Park Service site, the area was a New York State historical preserve (from 1927-1938).

The NPS calculates total visitor spending and spending by non-local visitors. The table below shows the total visitor spending statistics for 2014. While total recreation visits were nearly 59,000 in 2014, this number has been trending down over the last five (5) years.

Contribution of all Visitor Spending					
Saratoga National Historical Park	Total Visitor Spending	Jobs	Labor Income	Value Added	Output
	\$3,296,100	50	13,975,000	\$25,386,000	\$41,683,000

Source: 2014 National Park Visitor Spending Effects: Economic Contributions to Local Communities, States, and the Nation

Broken down further, NPS calculated a total of 49,368 total non-local recreation visits (and thus 9,404 local recreation visits), meaning that 49,368 visits by non-locals, by definition, brought in money from elsewhere, boosting sales in the region. Statistics in the table below show the impact of non-local visitor spending.

<sup>3</sup> Source: Saratoga Convention & Tourism Bureau, 2014 Annual Report

Impact of Non-Local Visitor Spending					
Saratoga National Historical Park	Non-Local Visitor Spending	Jobs	Labor Income	Value Added	Output
	\$3,150,000	47	\$13,388,000	\$24,420,000	\$40,048,000

Source: 2014 National Park Visitor Spending Effects: Economic Contributions to Local Communities, States, and the Nation

There is a 10-mile, self-guided paved Tour Road within the Battlefield. Bicycling is encouraged and promoted in the spring, summer, and autumn months, though there is no bicycle rental facility in the park. Hiking is also promoted as a great way to explore the Battlefield, with trails open for cross-country and snowshoeing in the winter. Horseback riding is permitted on an approximately five (5) mile (round trip) horse trail. Entry for all users is subject to an entrance fee or a pass from May 1 to October 31. Costs in 2015 were \$5 for a non-commercial vehicle and \$3 per adult (age 16 and up) for bicycles, motorcycles, hiking, and horseback riding.

### Gerald B.H. Solomon Saratoga National Cemetery

The Cemetery is located just a short distance north of the Battlefield on Duell Road. It is one of only six national veteran’s cemeteries in New York State and one of 116 in the National Cemetery Administration. It is open weekdays from dawn until dusk. The Cemetery is a major visitor destination with more than 225,000 veterans residing in the Albany/Saratoga area and 1.4 million living across New York State.<sup>4</sup> During the planning process, local residents and elected official noted that visitors often ask if there is a nearby place to eat or shop before or after visiting the Cemetery.

### Hudson River Waterfront & Canal Traffic



Lock C4 Gate

With the presence of the Hudson River along the entire eastern side of the study area, water-related economic development potential and tourism-based opportunities are significant. Throughout the canal system there are numerous communities that have similar opportunities as Stillwater (e.g., significant waterfront presence, private ownership along the waterfront, limited focus on the waterfront, etc.). Many of these communities have dedicated significant time and energy to capitalizing on the potential of the canal system to become destinations for both boaters and non-boaters alike. However, both the Town and Village have limited access points along the waterfront. Currently, the Town has a new waterfront park in the northern limits of the Study Area. The park offers passive recreation and car top access

opportunities. Located within the Village, the Block House property is situated along the Hudson River waterfront. Unfortunately, there is no formal waterfront access.

The NYS Canal Corporation manages and runs the two locks that generally book-end the LWRP Study Area (C4 Stillwater and C5 Northumberland locks). In 2014, there were approximately 1,000 boats “locking-through” Lock C4 during the 2014 season. While this is seemingly a high number, when compared to average lock-through numbers on the overall canal system, it is a relatively low figure. Overall, recorded traffic on the canals has been some of the lowest numbers on record over the last several years. Many factors can be attributed to this including the slowdown in the economy starting in 2008, weather-related issues which have forced closures of the canal system for extended periods, the expense of owning a boat, and the known but undocumented fact that many people are running smaller pleasure craft between locks and not locking

<sup>4</sup> Source: <http://www.cem.va.gov/cems/nchp/geraldbhsolomonsaratoga.asp#gi>

through on longer trips (as such, they are not counted as traffic on the canal system). The lack of a marina that meets boater expectations and public docks may also be a factor. (Currently Admirals Marina, located in the Village, is the only facility within the Study Area. However, limited investment in the property appears to affect its overall usage).

## Lakes to Locks Passage: The Great Northeast Journey



### LAKES TO LOCKS PASSAGE

THE GREAT NORTHEAST JOURNEY

The Study Area is within the Lake to Locks Passage, which is an interpretive byway that follows the interconnected waterway(s) including the Upper Hudson River, Champlain Canal, Lake George, Lake Champlain, Richelieu River, and Chambly Canal through six counties in New York State and into Quebec, Canada. Through the Quebec/New York Trade Corridor, a memorandum of understanding was signed in 2005 for cross-border promotion of tourism to national and international markets.

The byway is managed by the 501(c)(3) non-profit, Lakes to Locks Passage, Inc. organization located in Crown Point, NY and is made up of a board, officers, and two staffers. The mission of the organization is to "...further the appreciation, recognition, stewardship and revitalization of the natural, cultural, recreational, and historic assets of the communities along the interconnected waterway of the upper Hudson River/Champlain Canal, Lake George, Lake Champlain, Chambly Canal and Richelieu River."

In partnership with National Geographic, the Lakes to Locks Passage website provides an unparalleled, single resource for discovering the unique and diverse places located within the byway corridor ([www.lakestolocks.org](http://www.lakestolocks.org)). From accommodations and restaurants, to cultural, recreational and natural areas, transportation routes to heritage sites and unique experiences, the website provides detailed information for locals and travelers alike on an interactive map-based platform. It provides local input and anyone who creates an account can add information to the map. The website also includes a calendar of upcoming events, facts about the byway, and information about related organizations and opportunities. This is, and can be, a tremendous marketing and interpretative resource for the Study Area. More specifically, many tourism studies indicate that online searches are the most common resource used when people are making their travel decisions. As such, the Locks to Lakes Passage program and web-based marketing should be better leveraged to promote the area's culture, attractions, events, and local.

## Tourism Analysis Summary

- Saratoga County is among the largest tourism destinations in the state. It represents 25 percent of the region's tourism sales, with a total traveler spending of \$462,075,000, resulting in the employment of 8,601 people and a local tax revenue total of \$29,756,000. The largest share is from Food and Beverage (28 percent) followed by Lodging and Transport (tied with 22 percent each). Efforts to capture a share of this market should be made within the Stillwater Study Area.
- There are limited lodging options within the Study Area. Lodging has a significant positive economic impact within Saratoga. The County continues to experience increases in hotel occupancy and daily room rates. These increases are consistent with the general trend over the last four (4) years of increasing numbers of conventions/events held, room nights, and overall economic impact. As such, increased lodging opportunities within the Study Area should be explored in order to increase visitation and spending in the area.
- Saratoga National Historic Park (Battlefield) and Saratoga National Cemetery are both national treasures and hallowed ground. They are also incredibly important to the local economy and present sizable economic development opportunities. Recent total spending at the Battlefield was

\$3,296,100. Efforts to promote visitation and provide needed services and amenities to visitors should be pursued.

- Compared to other nearby NYS Canal communities, Stillwater has fewer users and offers limited options to the boating community. Furthermore, there are limited waterfront access points. Efforts to develop new or improved marina services, public docks, waterfront parks with car top boat access (particularly within the Village) should be encouraged.
  - The Locks to Lakes Passage program and website (or some other marketing strategy) should be leveraged to promote the area's events and attractions.
-

## OTHER CONSIDERATIONS

### Population & Housing Density

As with in any given marketplace, the amount of goods and services provided and sold is a function of the total number of consumers in the area. As such, the Village and Town should consider increased housing opportunities as another option to promote economic growth within the Study area. Ultimately, the limited number of residents within the Study Area has the greatest influence upon the number of desired businesses (e.g., dining establishments, retails shopping, etc.). In order to increase the number of consumers, the Village and Town will need to consider ways to increase housing options and overall population.



The ultimate question then becomes “what type of housing should be sought after or encouraged?” Currently, market demand for mixed-use and multifamily housing is high. Throughout Saratoga County and the Capital Region, developers are building new, denser housing options and commercial spaces within historic downtowns and existing commercial areas. This approach of “infill” development, wherein new development occurs where there is existing infrastructure (sewer, water, transportation, etc.), is a component often referred to as “smart growth.” This development pattern aligns with an increased market demand for more walkable, mixed-use communities. This growing demand is due in part to

changing housing and transportation preferences among the Millennial, Generation X, and Baby Boomer generations. Because of this demand, coupled with the Study Area’s existing land use patterns, the Village and Town should consider ways to encourage new apartments, townhomes, condominiums, and mixed-use development, particularly where there is existing roadway networks and utilities (i.e., sewer and water).

## MARKET ANALYSIS CONCLUSIONS

The Stillwater LWRP has many economic assets. The Hudson River waterfront, downtown Village setting, mix of local businesses, and Saratoga National Historical Park all contribute to the local economy. However, in order for the Study Area to attract more robust economic growth and sustainability, the Town and Village will need to take a proactive approach towards revitalization. Based on this analysis, it appears that the immediate Study Area population would have difficulty supporting many new businesses, particularly those that are desired by local residents (e.g., restaurants, specialty shops, etc.). Fortunately, the population within a 30-minute drive could be leveraged to support new local businesses and economic development. Specifically, consumer spending habits, along with their willingness to drive 20 to 30 minutes for selected goods and services, presents tremendous opportunities for the Study Area. Furthermore, the regional, county, and local tourism economy is strong. Recreation and heritage tourism resources within the Study Area can also be leveraged to promote economic revitalization. The following are suggested strategies that the Town and Village should consider:

1. Become engaged in regional and county economic development initiatives. This includes participating in CREDC and Saratoga County economic development and planning events and forums and meeting with key stakeholders. The Town and Village should seek to align their economic development strategies with regional and county initiatives (e.g., business startup assistance, STEM curriculum, agribusiness collaboration, tourism development, marketing and branding, etc.). This is particularly true when it comes to the NYS Consolidated Funding Application Process.
2. Develop a strategy to attract businesses that leverage the Village downtown, Hudson River waterfront (and its environs), and nearby cultural and recreational resources. Such businesses should appeal to the broader consumer market in order to attract people from within a 30-minute drive time. This includes restaurants, specialty shops, and tourism amenities. As part of this strategy, the Town and Village should work with various trade representatives and/or associations in order to identify respective needs. The Town and Village should also help prospective startups leverage business loan programs.
3. A concerted effort to expand and develop waterfront access and tourism infrastructure should be made. This includes Hudson River access at select locations (e.g., Admirals Marina, Block House park, etc.), cartop boating facilities, public docks, boating services and amenities, etc. It also includes continued expansion/improvements to the Champlain Canalway Trail. The Town and Village should also seek ways to develop and market seasonal- or themed-specific events along the waterfront and within the Village downtown that are designed to promote visitation.
4. The Town and Village should seek ways to encourage infill development and revitalization of existing downtown buildings and infrastructure in order to increase the number of nearby residents that will help support new local business ventures. The Town and Village will need to review their existing land use regulations to see what provisions inhibit or prohibit such growth.

# APPENDIX A

## TAPESTRY SEGMENTATION DATA AND PROFILES



# Tapestry Segmentation Area Profile

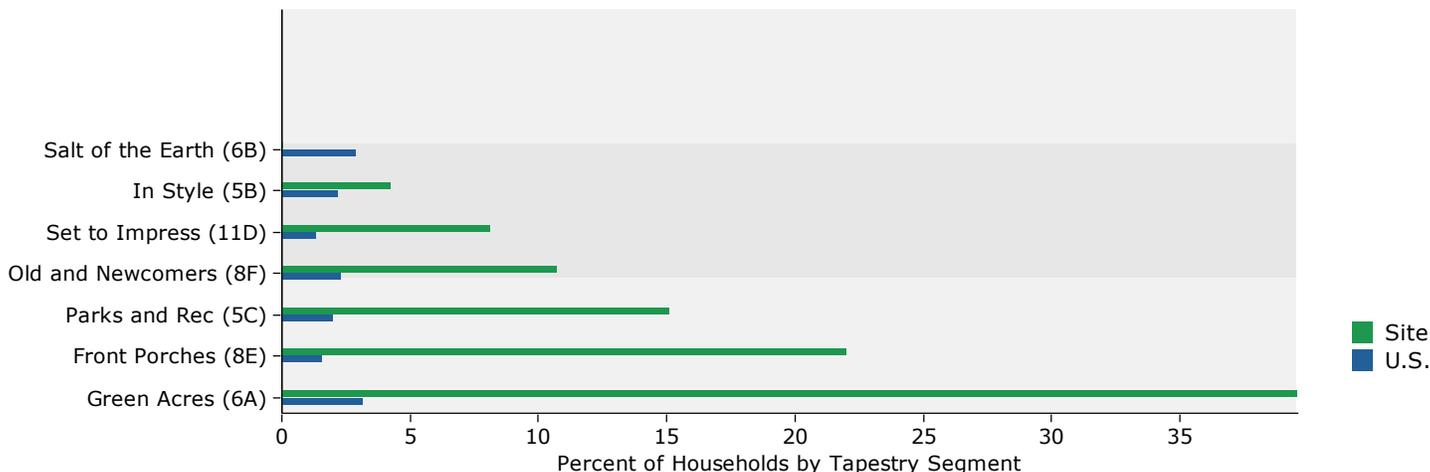
751 Hudson Ave, Stillwater, New York, 12170  
 Drive Time: 8 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Green Acres (6A)	39.6%	39.6%	3.2%	3.2%	1241
2	Front Porches (8E)	22.1%	61.7%	1.6%	4.8%	1,380
3	Parks and Rec (5C)	15.1%	76.8%	2.0%	6.8%	749
4	Old and Newcomers (8F)	10.7%	87.5%	2.3%	9.1%	462
5	Set to Impress (11D)	8.1%	95.6%	1.4%	10.5%	586
<b>Subtotal</b>		<b>95.6%</b>		<b>10.5%</b>		
6	In Style (5B)	4.3%	99.9%	2.3%	12.8%	189
7	Salt of the Earth (6B)	0.1%	100.0%	2.9%	15.7%	3
<b>Subtotal</b>		<b>4.4%</b>		<b>5.2%</b>		
<b>Total</b>		<b>100.0%</b>		<b>15.7%</b>		<b>636</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

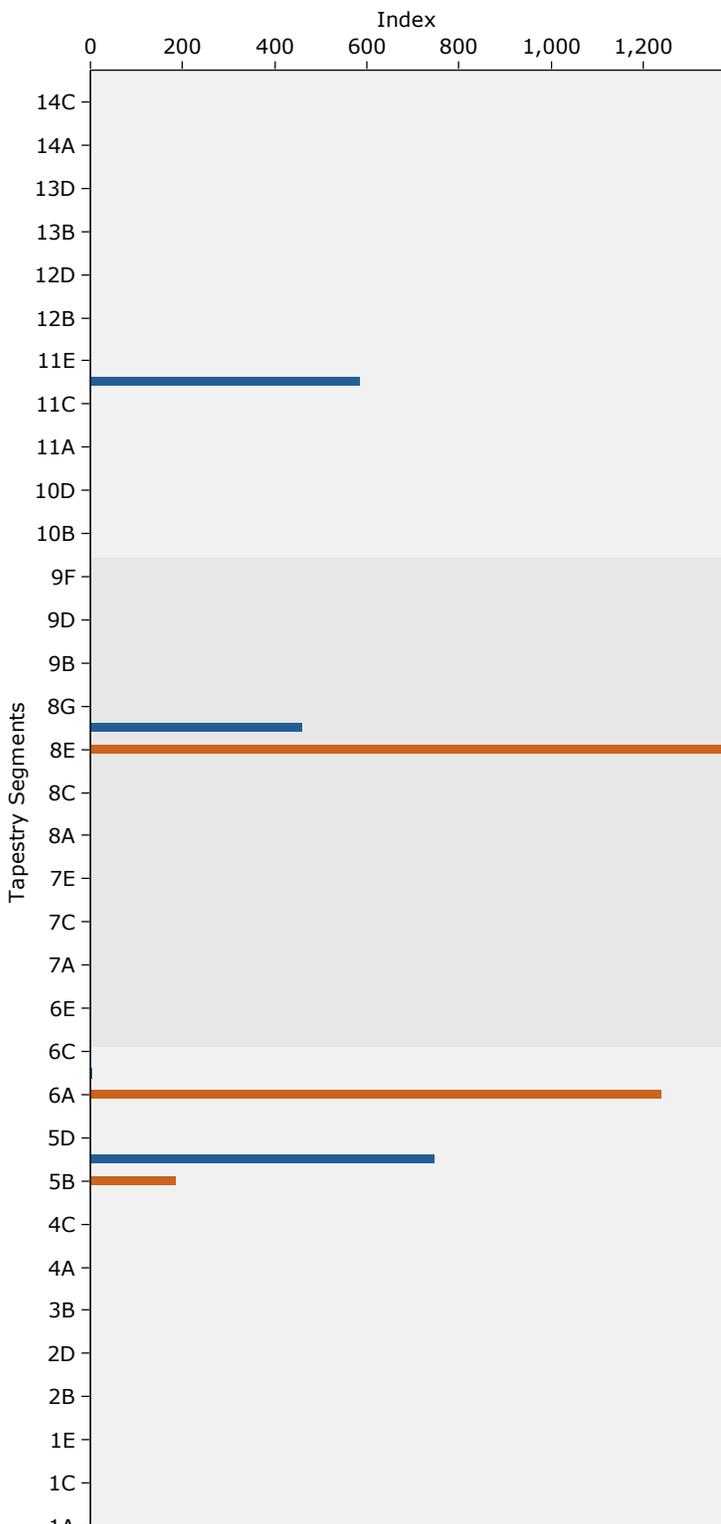


# Tapestry Segmentation Area Profile

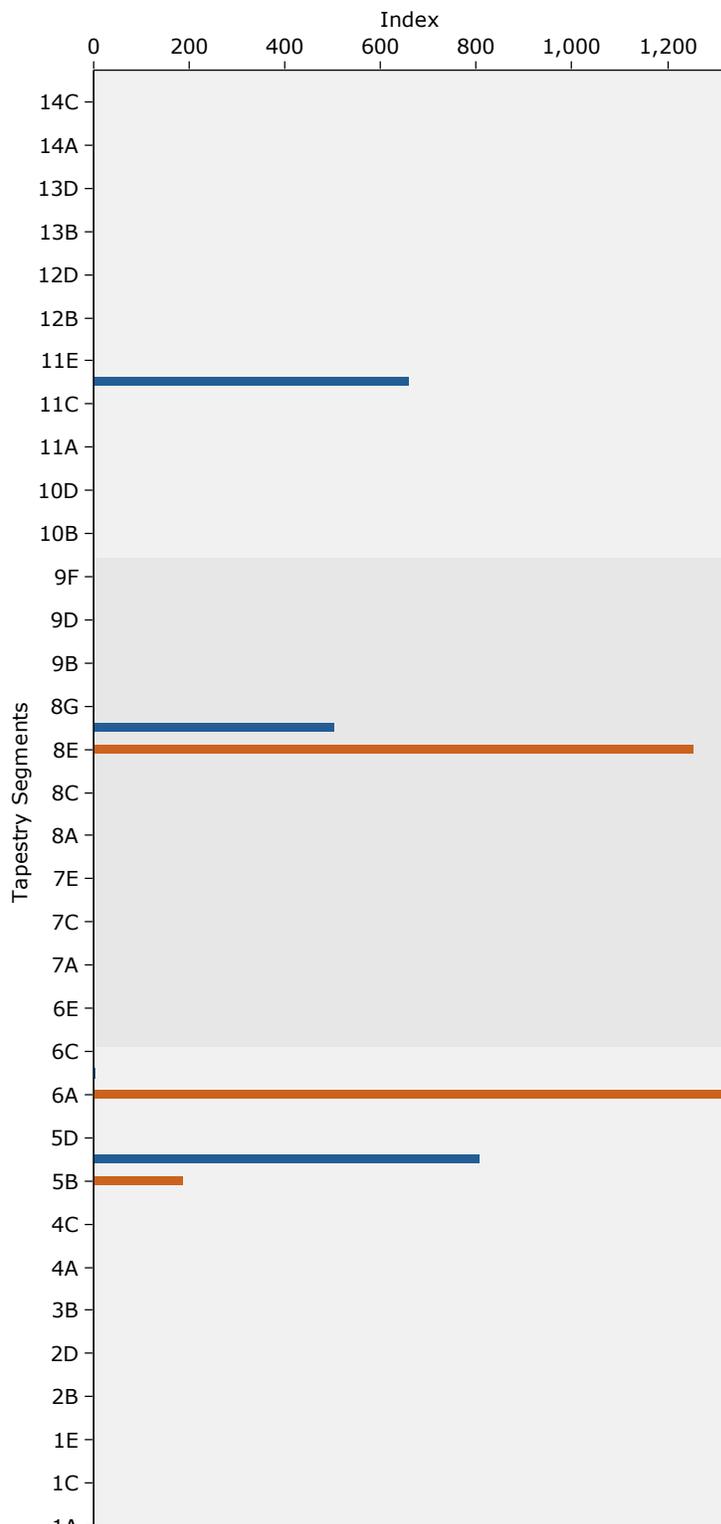
751 Hudson Ave, Stillwater , New York, 12170  
Drive Time: 8 minute radius

Latitude: 42.94129  
Longitude: -73.64893

### 2015 Tapestry Indexes by Households



### 2015 Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 8 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	3,880	100.0%		9,385	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>752</b>	<b>19.4%</b>	<b>168</b>	<b>1,824</b>	<b>19.4%</b>	<b>181</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	165	4.3%	189	361	3.8%	190
Parks and Rec (5C)	587	15.1%	749	1,463	15.6%	810
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>1,540</b>	<b>39.7%</b>	<b>325</b>	<b>4,089</b>	<b>43.6%</b>	<b>370</b>
Green Acres (6A)	1,537	39.6%	1,241	4,082	43.5%	1,329
Salt of the Earth (6B)	3	0.1%	3	7	0.1%	3
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 8 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	3,880	100.0%		9,385	100.0%	
<b>8. Middle Ground</b>	<b>1,273</b>	<b>32.8%</b>	<b>301</b>	<b>2,756</b>	<b>29.4%</b>	<b>291</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	856	22.1%	1,380	1,848	19.7%	1,256
Old and Newcomers (8F)	417	10.7%	462	908	9.7%	506
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>315</b>	<b>8.1%</b>	<b>132</b>	<b>716</b>	<b>7.6%</b>	<b>135</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	315	8.1%	586	716	7.6%	660
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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**Source:** Esri



# Tapestry Segmentation Area Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 8 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	3,880	100.0%		9,385	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>1,753</b>	<b>45.2%</b>	<b>248</b>	<b>3,833</b>	<b>40.8%</b>	<b>261</b>
In Style (5B)	165	4.3%	189	361	3.8%	190
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	856	22.1%	1,380	1,848	19.7%	1,256
Old and Newcomers (8F)	417	10.7%	462	908	9.7%	506
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	315	8.1%	586	716	7.6%	660
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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**Source:** Esri



# Tapestry Segmentation Area Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 8 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	3,880	100.0%		9,385	100.0%	
<b>4. Suburban Periphery</b>	<b>587</b>	<b>15.1%</b>	<b>48</b>	<b>1,463</b>	<b>15.6%</b>	<b>48</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	587	15.1%	749	1,463	15.6%	810
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>1,540</b>	<b>39.7%</b>	<b>232</b>	<b>4,089</b>	<b>43.6%</b>	<b>259</b>
Green Acres (6A)	1,537	39.6%	1,241	4,082	43.5%	1,329
Salt of the Earth (6B)	3	0.1%	3	7	0.1%	3
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

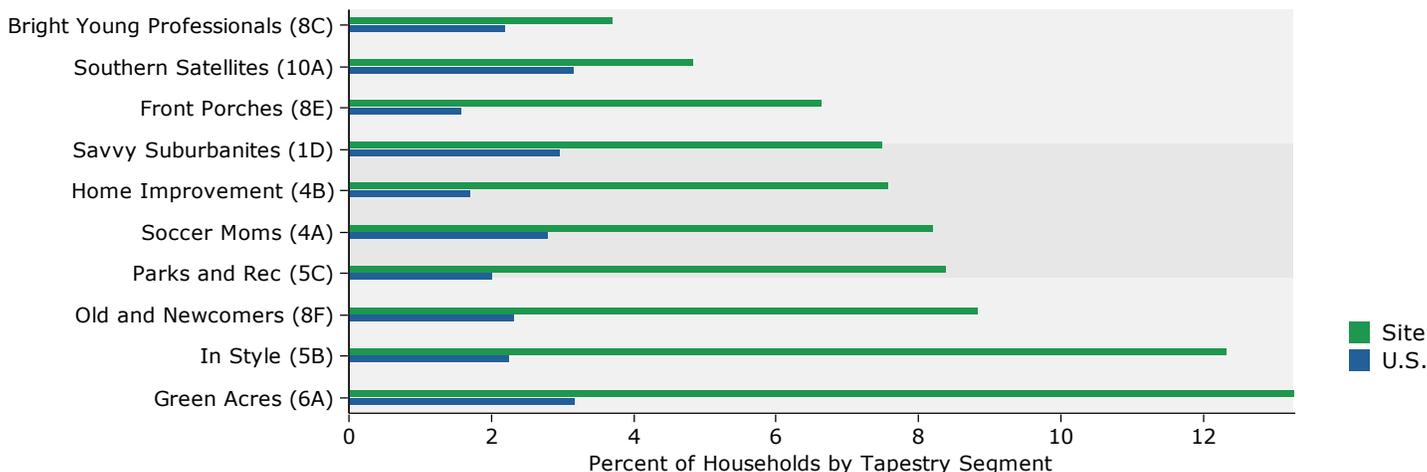
751 Hudson Ave, Stillwater, New York, 12170  
 Drive Time: 20 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Green Acres (6A)	13.3%	13.3%	3.2%	3.2%	416
2	In Style (5B)	12.3%	25.6%	2.3%	5.5%	548
3	Old and Newcomers (8F)	8.8%	34.4%	2.3%	7.8%	380
4	Parks and Rec (5C)	8.4%	42.8%	2.0%	9.8%	416
5	Soccer Moms (4A)	8.2%	51.0%	2.8%	12.6%	292
<b>Subtotal</b>		<b>51.0%</b>		<b>12.6%</b>		
6	Home Improvement (4B)	7.6%	58.6%	1.7%	14.3%	441
7	Savvy Suburbanites (1D)	7.5%	66.1%	3.0%	17.3%	252
8	Front Porches (8E)	6.7%	72.8%	1.6%	18.9%	416
9	Southern Satellites (10A)	4.8%	77.6%	3.2%	22.1%	153
10	Bright Young Professionals (8C)	3.7%	81.3%	2.2%	24.3%	169
<b>Subtotal</b>		<b>30.3%</b>		<b>11.7%</b>		
11	Middleburg (4C)	3.1%	84.4%	2.8%	27.1%	109
12	Young and Restless (11B)	3.0%	87.4%	1.7%	28.8%	176
13	Emerald City (8B)	2.6%	90.0%	1.4%	30.2%	187
14	Comfortable Empty Nesters (5A)	2.3%	92.3%	2.5%	32.7%	91
15	Golden Years (9B)	2.0%	94.3%	1.3%	34.0%	152
<b>Subtotal</b>		<b>13.0%</b>		<b>9.7%</b>		
16	Salt of the Earth (6B)	1.8%	96.1%	2.9%	36.9%	61
17	The Great Outdoors (6C)	1.7%	97.8%	1.6%	38.5%	110
18	Exurbanites (1E)	1.1%	98.9%	2.0%	40.5%	59
19	Set to Impress (11D)	1.0%	99.9%	1.4%	41.9%	69
20	Top Tier (1A)	0.1%	100.0%	1.7%	43.6%	4
<b>Subtotal</b>		<b>5.7%</b>		<b>9.6%</b>		
<b>Total</b>		<b>100.0%</b>		<b>43.6%</b>		<b>230</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

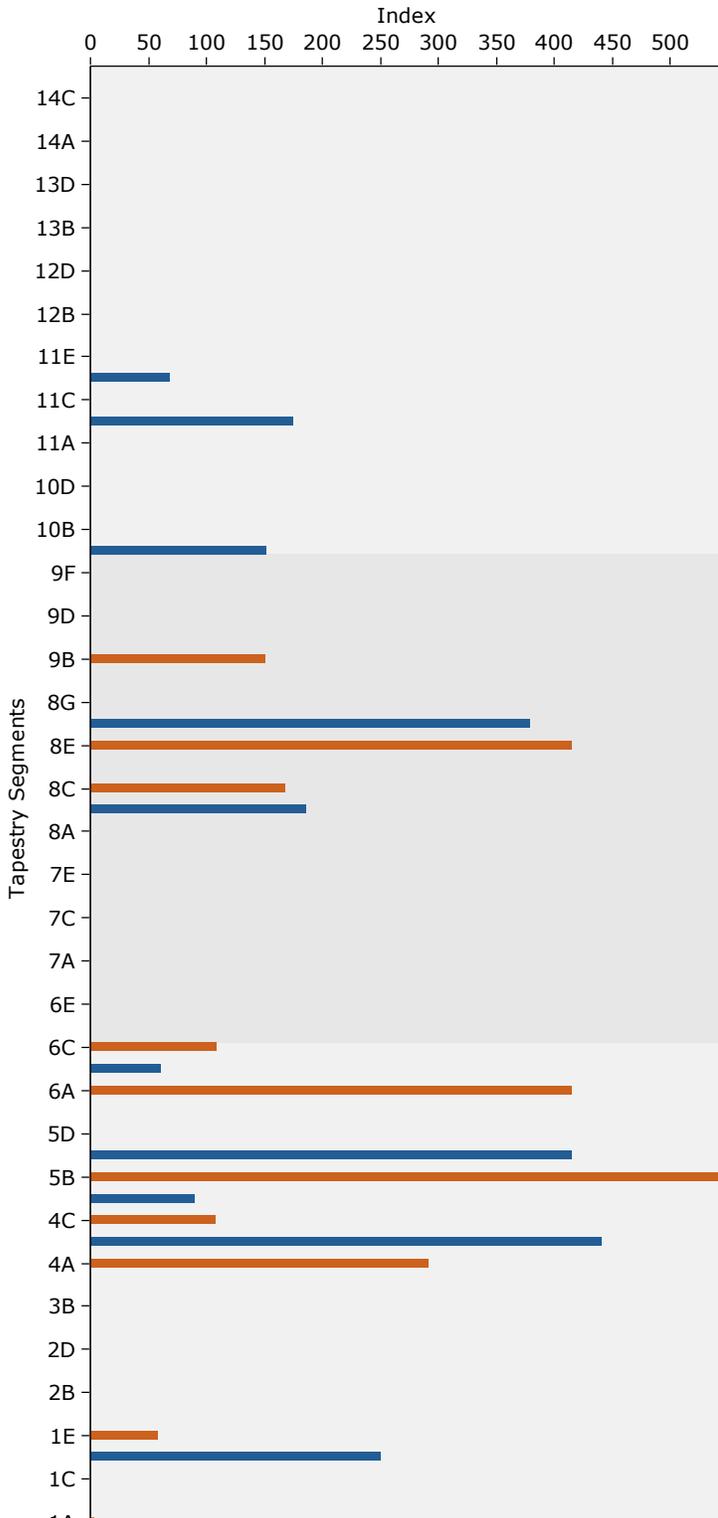


# Tapestry Segmentation Area Profile

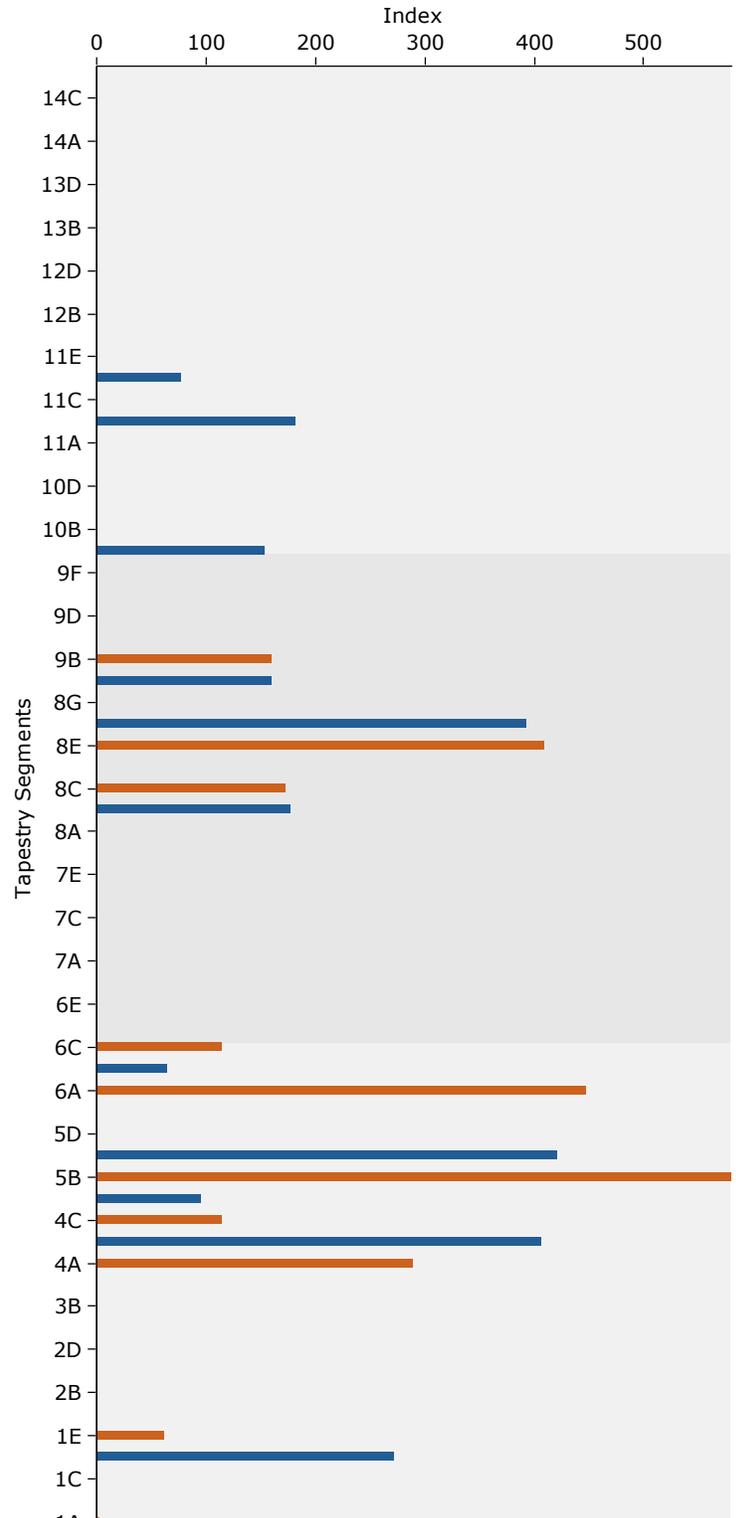
751 Hudson Ave, Stillwater, New York, 12170  
 Drive Time: 20 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

### 2015 Tapestry Indexes by Households



### 2015 Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 20 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	33,127	100.0%		79,002	100.0%	
<b>1. Affluent Estates</b>	<b>2,883</b>	<b>8.7%</b>	<b>90</b>	<b>7,859</b>	<b>9.9%</b>	<b>94</b>
Top Tier (1A)	20	0.1%	4	37	0.0%	3
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	2,483	7.5%	252	6,897	8.7%	272
Exurbanites (1E)	380	1.1%	59	925	1.2%	63
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>6,249</b>	<b>18.9%</b>	<b>257</b>	<b>15,924</b>	<b>20.2%</b>	<b>254</b>
Soccer Moms (4A)	2,721	8.2%	292	7,238	9.2%	290
Home Improvement (4B)	2,516	7.6%	441	6,032	7.6%	408
Middleburg (4C)	1,012	3.1%	109	2,654	3.4%	115
<b>5. GenXurban</b>	<b>7,617</b>	<b>23.0%</b>	<b>199</b>	<b>17,535</b>	<b>22.2%</b>	<b>207</b>
Comfortable Empty Nesters (5A)	747	2.3%	91	1,825	2.3%	97
In Style (5B)	4,090	12.3%	548	9,312	11.8%	581
Parks and Rec (5C)	2,780	8.4%	416	6,398	8.1%	421
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>5,566</b>	<b>16.8%</b>	<b>138</b>	<b>14,398</b>	<b>18.2%</b>	<b>155</b>
Green Acres (6A)	4,404	13.3%	416	11,576	14.7%	448
Salt of the Earth (6B)	592	1.8%	61	1,497	1.9%	65
The Great Outdoors (6C)	570	1.7%	110	1,325	1.7%	115
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 20 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	33,127	100.0%		79,002	100.0%	
<b>8. Middle Ground</b>	<b>7,233</b>	<b>21.8%</b>	<b>200</b>	<b>15,363</b>	<b>19.4%</b>	<b>193</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	872	2.6%	187	1,571	2.0%	178
Bright Young Professionals (8C)	1,230	3.7%	169	2,767	3.5%	174
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,205	6.7%	416	5,081	6.4%	410
Old and Newcomers (8F)	2,926	8.8%	380	5,944	7.5%	393
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>674</b>	<b>2.0%</b>	<b>35</b>	<b>1,373</b>	<b>1.7%</b>	<b>39</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	674	2.0%	152	1,373	1.7%	161
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>1,605</b>	<b>4.8%</b>	<b>58</b>	<b>3,938</b>	<b>5.0%</b>	<b>59</b>
Southern Satellites (10A)	1,605	4.8%	153	3,938	5.0%	155
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>1,300</b>	<b>3.9%</b>	<b>64</b>	<b>2,612</b>	<b>3.3%</b>	<b>59</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	985	3.0%	176	1,896	2.4%	183
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	315	1.0%	69	716	0.9%	78
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 20 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	33,127	100.0%		79,002	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>1,230</b>	<b>3.7%</b>	<b>22</b>	<b>2,767</b>	<b>3.5%</b>	<b>19</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,230	3.7%	169	2,767	3.5%	174
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>11,393</b>	<b>34.4%</b>	<b>188</b>	<b>24,520</b>	<b>31.0%</b>	<b>199</b>
In Style (5B)	4,090	12.3%	548	9,312	11.8%	581
Emerald City (8B)	872	2.6%	187	1,571	2.0%	178
Front Porches (8E)	2,205	6.7%	416	5,081	6.4%	410
Old and Newcomers (8F)	2,926	8.8%	380	5,944	7.5%	393
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	985	3.0%	176	1,896	2.4%	183
Set to Impress (11D)	315	1.0%	69	716	0.9%	78
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 20 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	33,127	100.0%		79,002	100.0%	
<b>4. Suburban Periphery</b>	<b>12,321</b>	<b>37.2%</b>	<b>118</b>	<b>30,725</b>	<b>38.9%</b>	<b>121</b>
Top Tier (1A)	20	0.1%	4	37	0.0%	3
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	2,483	7.5%	252	6,897	8.7%	272
Exurbanites (1E)	380	1.1%	59	925	1.2%	63
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	2,721	8.2%	292	7,238	9.2%	290
Home Improvement (4B)	2,516	7.6%	441	6,032	7.6%	408
Comfortable Empty Nesters (5A)	747	2.3%	91	1,825	2.3%	97
Parks and Rec (5C)	2,780	8.4%	416	6,398	8.1%	421
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	674	2.0%	152	1,373	1.7%	161
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>1,012</b>	<b>3.1%</b>	<b>32</b>	<b>2,654</b>	<b>3.4%</b>	<b>37</b>
Middleburg (4C)	1,012	3.1%	109	2,654	3.4%	115
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>7,171</b>	<b>21.6%</b>	<b>127</b>	<b>18,336</b>	<b>23.2%</b>	<b>138</b>
Green Acres (6A)	4,404	13.3%	416	11,576	14.7%	448
Salt of the Earth (6B)	592	1.8%	61	1,497	1.9%	65
The Great Outdoors (6C)	570	1.7%	110	1,325	1.7%	115
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	1,605	4.8%	153	3,938	5.0%	155
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

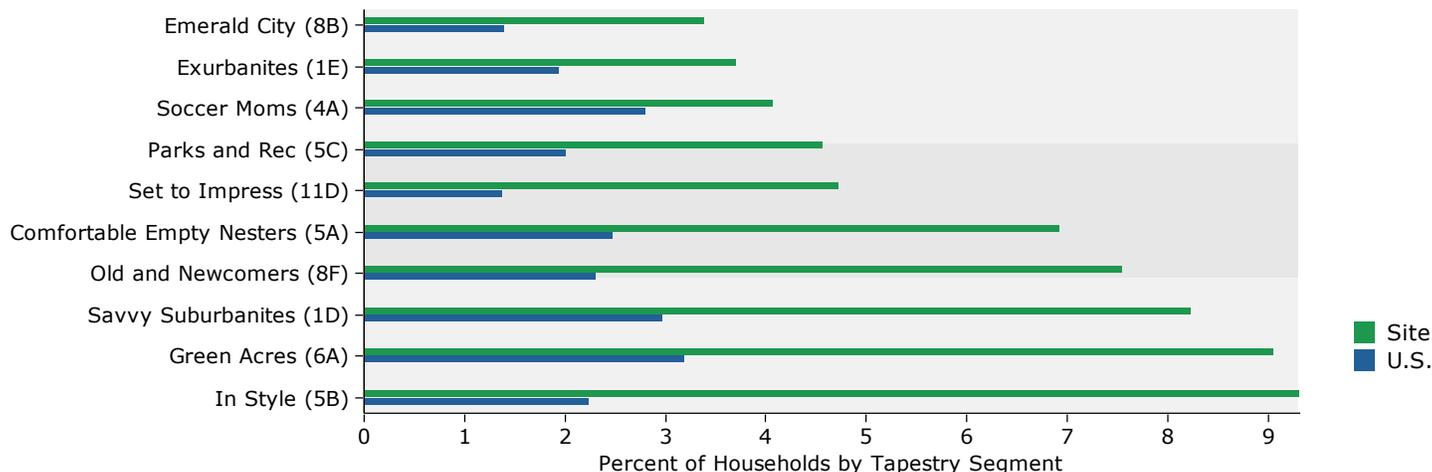
751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 32 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	In Style (5B)	9.3%	9.3%	2.3%	2.3%	414
2	Green Acres (6A)	9.1%	18.4%	3.2%	5.5%	284
3	Savvy Suburbanites (1D)	8.2%	26.6%	3.0%	8.5%	277
4	Old and Newcomers (8F)	7.6%	34.2%	2.3%	10.8%	325
5	Comfortable Empty Nesters (5A)	6.9%	41.1%	2.5%	13.3%	278
<b>Subtotal</b>		<b>41.1%</b>		<b>13.3%</b>		
6	Set to Impress (11D)	4.7%	45.8%	1.4%	14.7%	341
7	Parks and Rec (5C)	4.6%	50.4%	2.0%	16.7%	227
8	Soccer Moms (4A)	4.1%	54.5%	2.8%	19.5%	145
9	Exurbanites (1E)	3.7%	58.2%	2.0%	21.5%	190
10	Emerald City (8B)	3.4%	61.6%	1.4%	22.9%	241
<b>Subtotal</b>		<b>20.5%</b>		<b>9.6%</b>		
11	Home Improvement (4B)	3.0%	64.6%	1.7%	24.6%	175
12	Social Security Set (9F)	2.8%	67.4%	0.8%	25.4%	345
13	Rustbelt Traditions (5D)	2.8%	70.2%	2.2%	27.6%	123
14	Middleburg (4C)	2.7%	72.9%	2.8%	30.4%	97
15	Front Porches (8E)	2.6%	75.5%	1.6%	32.0%	160
<b>Subtotal</b>		<b>13.9%</b>		<b>9.1%</b>		
16	Bright Young Professionals (8C)	2.4%	77.9%	2.2%	34.2%	107
17	Salt of the Earth (6B)	1.9%	79.8%	2.9%	37.1%	65
18	Midlife Constants (5E)	1.9%	81.7%	2.5%	39.6%	75
19	Southern Satellites (10A)	1.8%	83.5%	3.2%	42.8%	58
20	Hardscrabble Road (8G)	1.8%	85.3%	1.2%	44.0%	144
<b>Subtotal</b>		<b>9.8%</b>		<b>12.0%</b>		
<b>Total</b>		<b>85.3%</b>		<b>44.1%</b>		<b>193</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

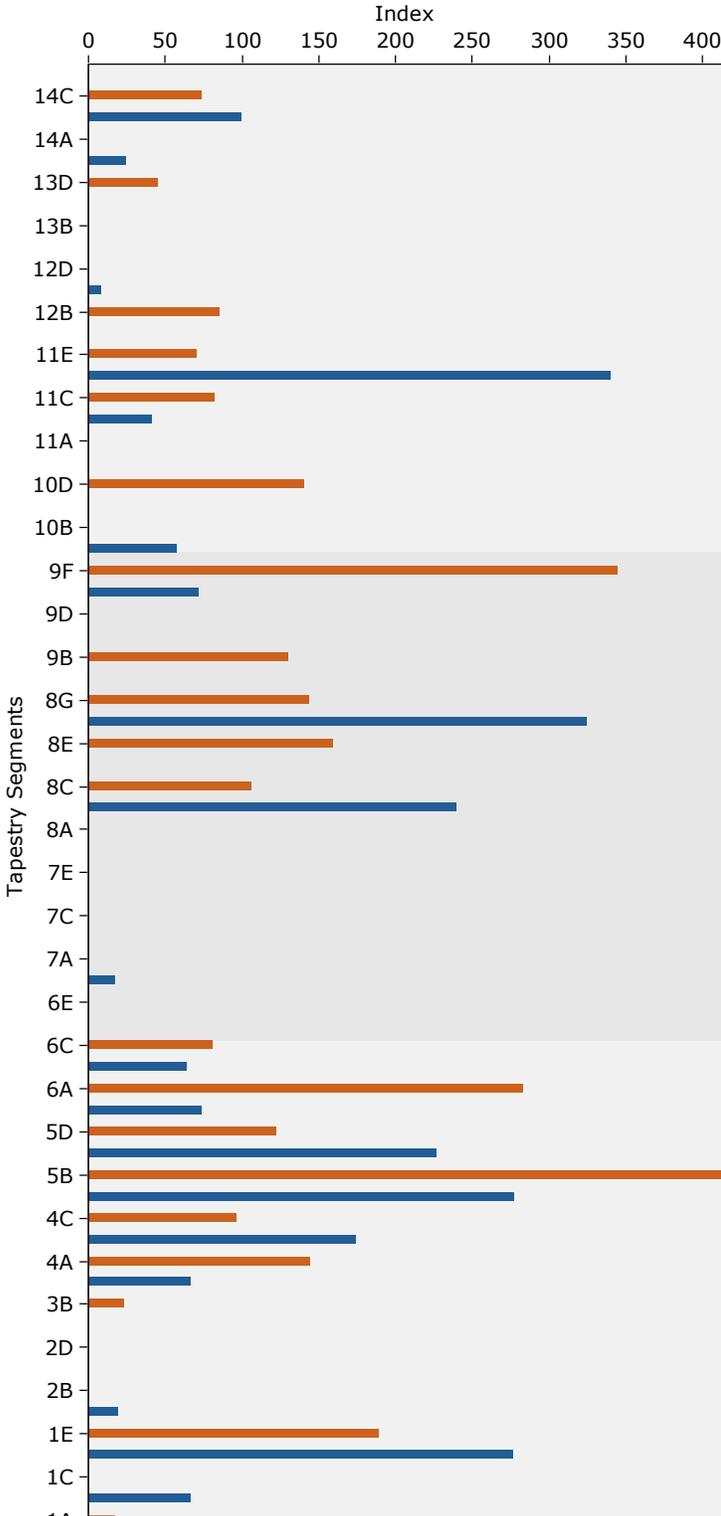


# Tapestry Segmentation Area Profile

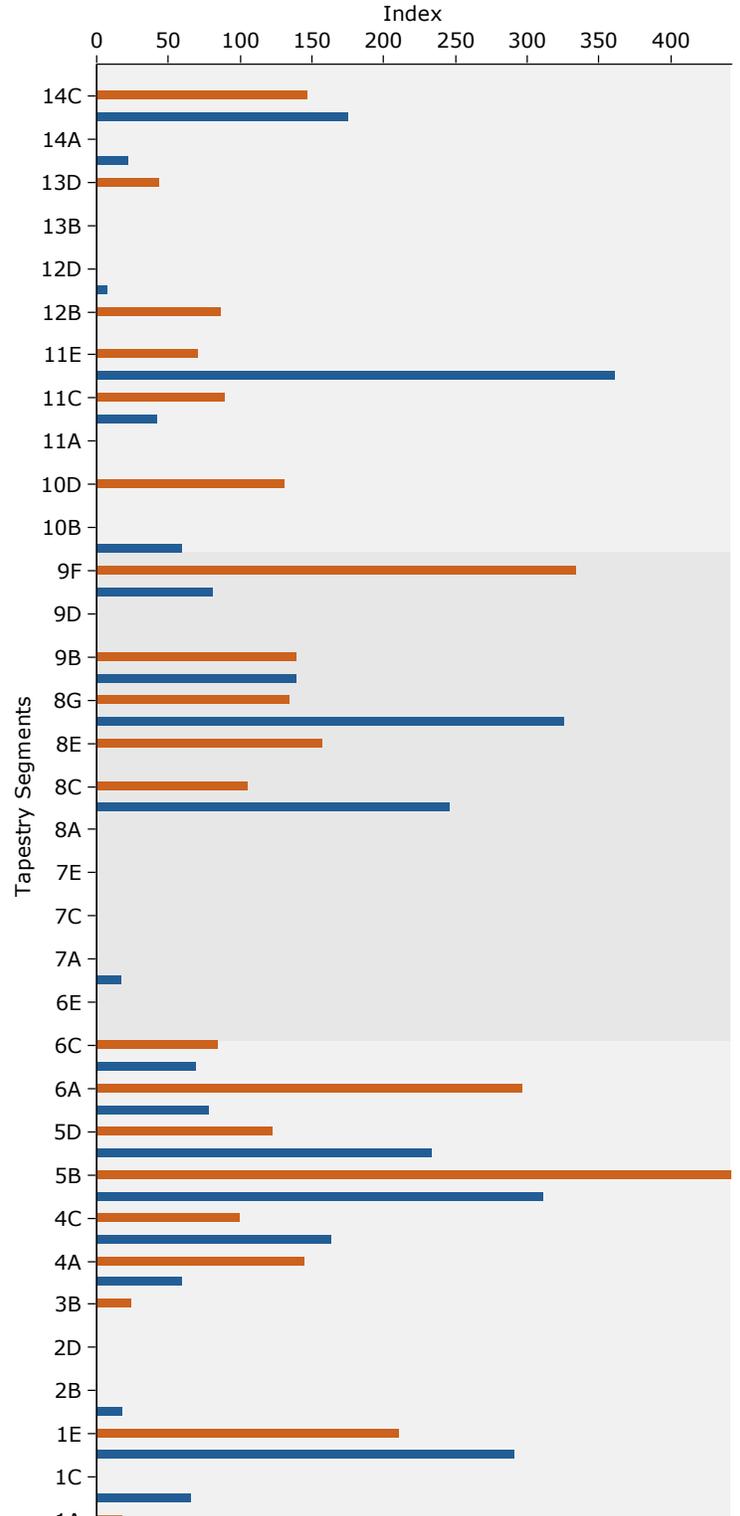
751 Hudson Ave, Stillwater , New York, 12170  
Drive Time: 32 minute radius

Latitude: 42.94129  
Longitude: -73.64893

### 2015 Tapestry Indexes by Households



### 2015 Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 32 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	138,810	100.0%		337,111	100.0%	
<b>1. Affluent Estates</b>	<b>18,494</b>	<b>13.3%</b>	<b>137</b>	<b>50,295</b>	<b>14.9%</b>	<b>141</b>
Top Tier (1A)	423	0.3%	18	1,188	0.4%	19
Professional Pride (1B)	1,470	1.1%	67	4,256	1.3%	67
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	11,443	8.2%	277	31,623	9.4%	292
Exurbanites (1E)	5,158	3.7%	190	13,228	3.9%	211
<b>2. Upscale Avenues</b>	<b>358</b>	<b>0.3%</b>	<b>5</b>	<b>779</b>	<b>0.2%</b>	<b>4</b>
Urban Chic (2A)	358	0.3%	20	779	0.2%	19
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>1,487</b>	<b>1.1%</b>	<b>30</b>	<b>2,588</b>	<b>0.8%</b>	<b>29</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	493	0.4%	24	840	0.2%	25
Trendsetters (3C)	994	0.7%	67	1,748	0.5%	60
<b>4. Family Landscapes</b>	<b>13,631</b>	<b>9.8%</b>	<b>134</b>	<b>35,729</b>	<b>10.6%</b>	<b>133</b>
Soccer Moms (4A)	5,675	4.1%	145	15,602	4.6%	146
Home Improvement (4B)	4,193	3.0%	175	10,323	3.1%	164
Middleburg (4C)	3,763	2.7%	97	9,804	2.9%	100
<b>5. GenXurban</b>	<b>35,389</b>	<b>25.5%</b>	<b>221</b>	<b>85,361</b>	<b>25.3%</b>	<b>236</b>
Comfortable Empty Nesters (5A)	9,625	6.9%	278	25,106	7.4%	312
In Style (5B)	12,941	9.3%	414	30,293	9.0%	443
Parks and Rec (5C)	6,354	4.6%	227	15,165	4.5%	234
Rustbelt Traditions (5D)	3,832	2.8%	123	8,697	2.6%	123
Midlife Constants (5E)	2,637	1.9%	75	6,100	1.8%	79
<b>6. Cozy Country Living</b>	<b>17,598</b>	<b>12.7%</b>	<b>104</b>	<b>45,081</b>	<b>13.4%</b>	<b>114</b>
Green Acres (6A)	12,594	9.1%	284	32,748	9.7%	297
Salt of the Earth (6B)	2,647	1.9%	65	6,826	2.0%	70
The Great Outdoors (6C)	1,763	1.3%	81	4,147	1.2%	85
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	594	0.4%	18	1,360	0.4%	18
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 32 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	138,810	100.0%		337,111	100.0%	
<b>8. Middle Ground</b>	<b>24,517</b>	<b>17.7%</b>	<b>162</b>	<b>51,760</b>	<b>15.4%</b>	<b>152</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	4,723	3.4%	241	9,299	2.8%	247
Bright Young Professionals (8C)	3,280	2.4%	107	7,215	2.1%	106
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	3,541	2.6%	160	8,366	2.5%	158
Old and Newcomers (8F)	10,486	7.6%	325	21,070	6.3%	327
Hardscrabble Road (8G)	2,487	1.8%	144	5,810	1.7%	135
<b>9. Senior Styles</b>	<b>7,501</b>	<b>5.4%</b>	<b>94</b>	<b>14,375</b>	<b>4.3%</b>	<b>96</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	2,437	1.8%	131	5,101	1.5%	140
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,209	0.9%	72	2,518	0.7%	82
Social Security Set (9F)	3,855	2.8%	345	6,756	2.0%	335
<b>10. Rustic Outposts</b>	<b>4,783</b>	<b>3.4%</b>	<b>41</b>	<b>11,848</b>	<b>3.5%</b>	<b>42</b>
Southern Satellites (10A)	2,563	1.8%	58	6,524	1.9%	60
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	2,220	1.6%	141	5,324	1.6%	131
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>10,046</b>	<b>7.2%</b>	<b>117</b>	<b>22,506</b>	<b>6.7%</b>	<b>118</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	985	0.7%	42	1,896	0.6%	43
Metro Fusion (11C)	1,605	1.2%	83	4,266	1.3%	90
Set to Impress (11D)	6,563	4.7%	341	14,101	4.2%	362
City Commons (11E)	893	0.6%	71	2,243	0.7%	71
<b>12. Hometown</b>	<b>2,581</b>	<b>1.9%</b>	<b>29</b>	<b>5,977</b>	<b>1.8%</b>	<b>34</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	2,352	1.7%	86	5,539	1.6%	87
Small Town Simplicity (12C)	229	0.2%	9	438	0.1%	8
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>589</b>	<b>0.4%</b>	<b>11</b>	<b>1,581</b>	<b>0.5%</b>	<b>10</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	413	0.3%	46	1,163	0.3%	44
High Rise Renters (13E)	176	0.1%	25	418	0.1%	23
<b>14. Scholars and Patriots</b>	<b>1,836</b>	<b>1.3%</b>	<b>83</b>	<b>9,231</b>	<b>2.7%</b>	<b>138</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,311	0.9%	100	5,306	1.6%	176
Dorms to Diplomas (14C)	525	0.4%	75	3,925	1.2%	147
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 32 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	138,810	100.0%		337,111	100.0%	
<b>1. Principal Urban Center</b>	<b>2,076</b>	<b>1.5%</b>	<b>22</b>	<b>4,169</b>	<b>1.2%</b>	<b>19</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	493	0.4%	24	840	0.2%	25
Trendsetters (3C)	994	0.7%	67	1,748	0.5%	60
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	413	0.3%	46	1,163	0.3%	44
High Rise Renters (13E)	176	0.1%	25	418	0.1%	23
<b>2. Urban Periphery</b>	<b>8,717</b>	<b>6.3%</b>	<b>37</b>	<b>20,178</b>	<b>6.0%</b>	<b>32</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	3,832	2.8%	123	8,697	2.6%	123
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,280	2.4%	107	7,215	2.1%	106
Metro Fusion (11C)	1,605	1.2%	83	4,266	1.3%	90
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>51,871</b>	<b>37.4%</b>	<b>205</b>	<b>117,122</b>	<b>34.7%</b>	<b>222</b>
In Style (5B)	12,941	9.3%	414	30,293	9.0%	443
Emerald City (8B)	4,723	3.4%	241	9,299	2.8%	247
Front Porches (8E)	3,541	2.6%	160	8,366	2.5%	158
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College Towns (14B)	1,311	0.9%	100	5,306	1.6%	176
Dorms to Diplomas (14C)	525	0.4%	75	3,925	1.2%	147

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

751 Hudson Ave, Stillwater , New York, 12170  
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Latitude: 42.94129  
 Longitude: -73.64893

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	138,810	100.0%		337,111	100.0%	
<b>4. Suburban Periphery</b>	<b>49,773</b>	<b>35.9%</b>	<b>114</b>	<b>128,471</b>	<b>38.1%</b>	<b>118</b>
Top Tier (1A)	423	0.3%	18	1,188	0.4%	19
Professional Pride (1B)	1,470	1.1%	67	4,256	1.3%	67
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	11,443	8.2%	277	31,623	9.4%	292
Exurbanites (1E)	5,158	3.7%	190	13,228	3.9%	211
Urban Chic (2A)	358	0.3%	20	779	0.2%	19
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	5,675	4.1%	145	15,602	4.6%	146
Home Improvement (4B)	4,193	3.0%	175	10,323	3.1%	164
Comfortable Empty Nesters (5A)	9,625	6.9%	278	25,106	7.4%	312
Parks and Rec (5C)	6,354	4.6%	227	15,165	4.5%	234
Midlife Constants (5E)	2,637	1.9%	75	6,100	1.8%	79
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	2,437	1.8%	131	5,101	1.5%	140
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>6,806</b>	<b>4.9%</b>	<b>52</b>	<b>16,926</b>	<b>5.0%</b>	<b>55</b>
Middleburg (4C)	3,763	2.7%	97	9,804	2.9%	100
Heartland Communities (6F)	594	0.4%	18	1,360	0.4%	18
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	2,220	1.6%	141	5,324	1.6%	131
Small Town Simplicity (12C)	229	0.2%	9	438	0.1%	8
<b>6. Rural</b>	<b>19,567</b>	<b>14.1%</b>	<b>82</b>	<b>50,245</b>	<b>14.9%</b>	<b>89</b>
Green Acres (6A)	12,594	9.1%	284	32,748	9.7%	297
Salt of the Earth (6B)	2,647	1.9%	65	6,826	2.0%	70
The Great Outdoors (6C)	1,763	1.3%	81	4,147	1.2%	85
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	2,563	1.8%	58	6,524	1.9%	60
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



LifeMode Group: Middle Ground

# Front Porches

8E

**Households:** 1,910,000

**Average Household Size:** 2.55

**Median Age:** 34.2

**Median Household Income:** \$39,000

## WHO ARE WE?

*Front Porches* blends household types, with more young families with children or single households than average. This group is also more diverse than the US. Half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to *Front Porches* residents and help to influence household buying decisions. Residents enjoy their automobiles and like cars that are fun to drive. Income and net worth are well below the US average, and many families have taken out loans to make ends meet.

## OUR NEIGHBORHOOD

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

## SOCIOECONOMIC TRAITS

- Composed of a blue-collar work force with a strong labor force participation rate, but unemployment is high at 11%.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.



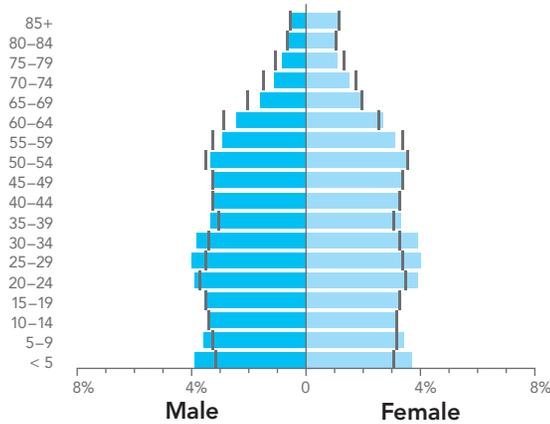
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



## AGE BY SEX (Esri data)

Median Age: **34.2** US: 37.6

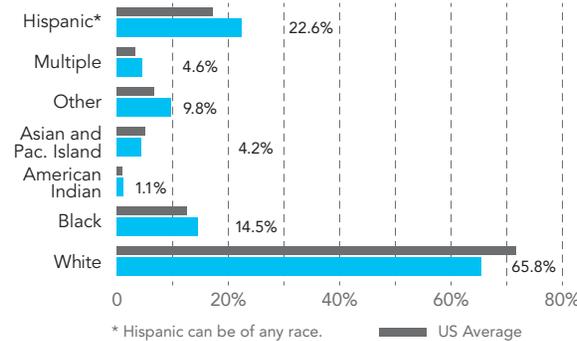
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

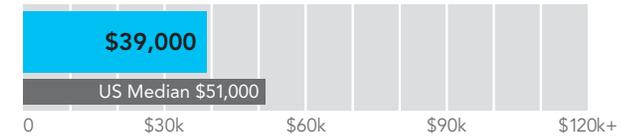
Diversity Index: **70.4** US: 62.1



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

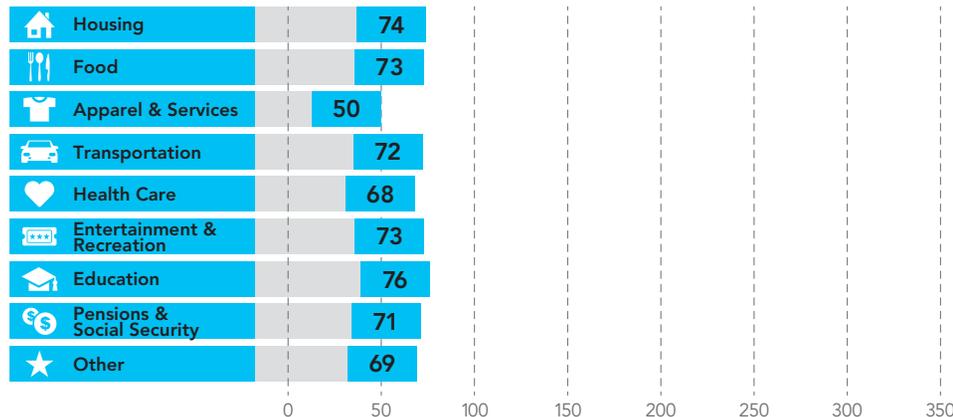


### Median Net Worth



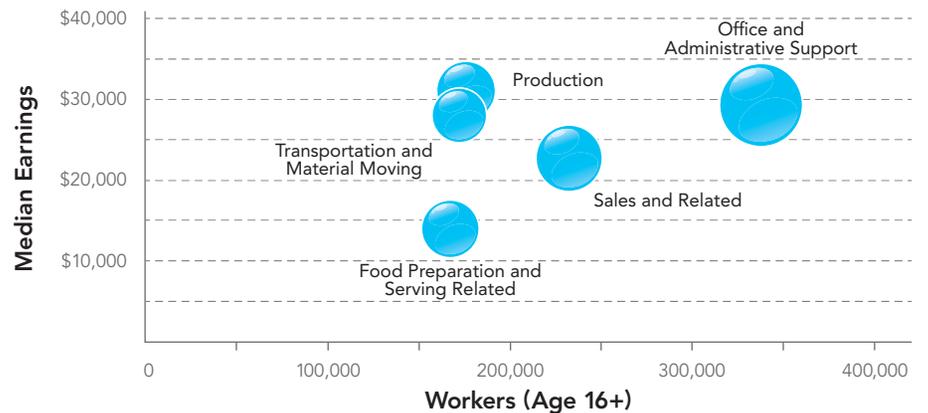
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Go online for gaming, online dating, and chat rooms.
- Use their cell phones to redeem mobile coupons and listen to hip hop and R&B music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, indoor water parks, bingo, and video games.
- Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

## HOUSING

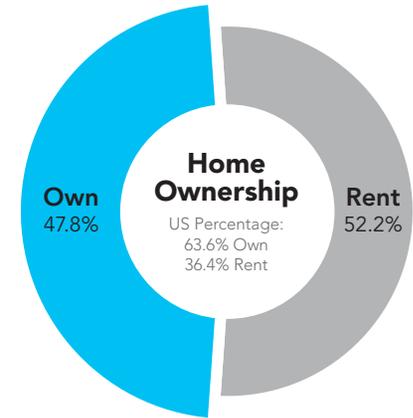
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family;  
Multiunits

**Average Rent:**  
\$890

US Average: \$990



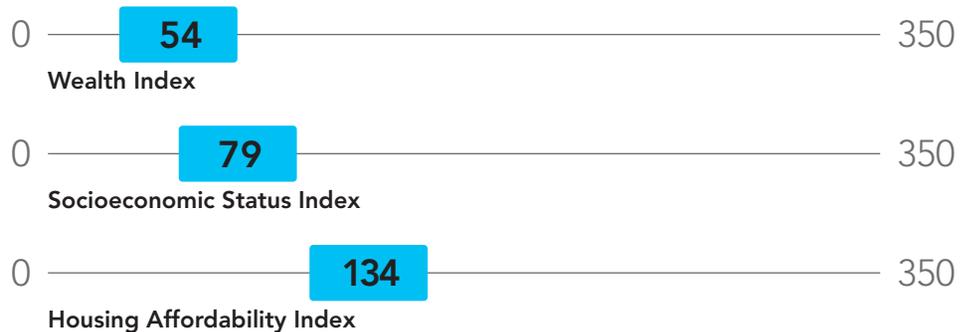
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



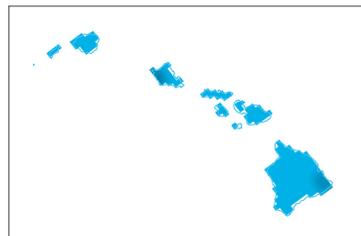
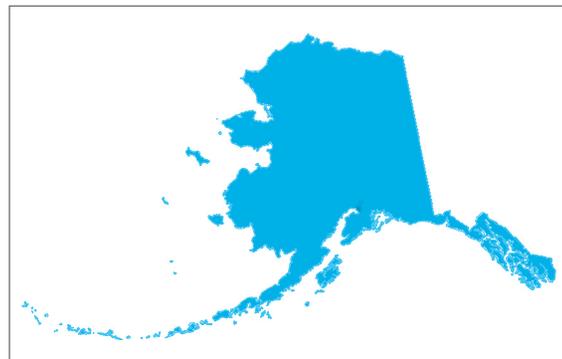
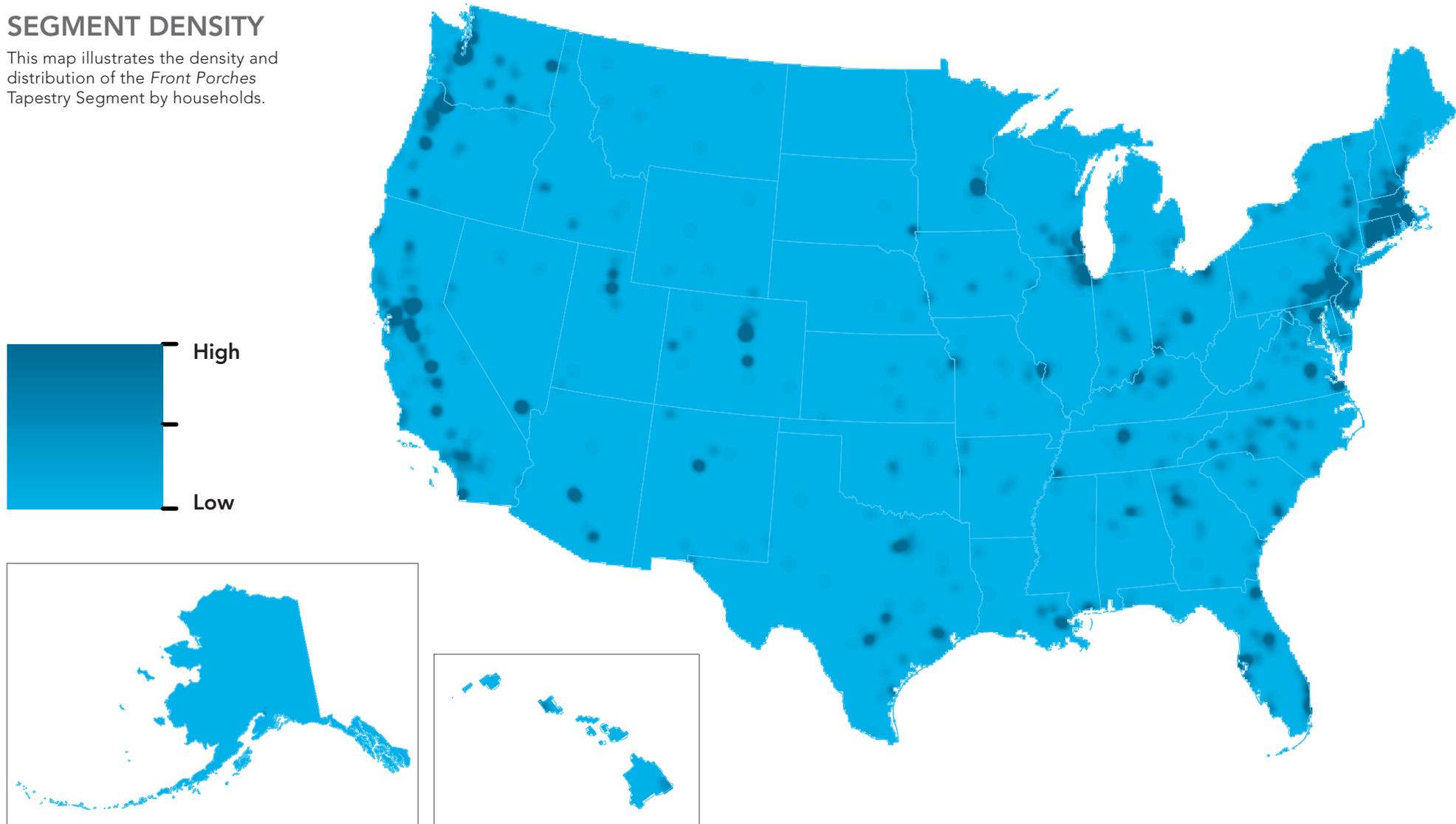


# Front Porches



## SEGMENT DENSITY

This map illustrates the density and distribution of the *Front Porches* Tapestry Segment by households.



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1-800-447-9778  
[info@esri.com](mailto:info@esri.com)  
[esri.com](http://esri.com)





LifeMode Group: Cozy Country Living

# Green Acres

6A

**Households:** 3,794,000

**Average Household Size:** 2.69

**Median Age:** 43.0

**Median Household Income:** \$72,000

## WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of *Green Acres* remain pessimistic about the near future yet are heavily invested in it.

## OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 10 years.
- Single-family, owner-occupied housing, with a median value of \$197,000.
- An older market, primarily married couples, most with no children.

## SOCIOECONOMIC TRAITS

- Education: 60% are college educated.
- Unemployment is low at 6% (Index 70); labor force participation rate is high at 67.4% (Index 108).
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.



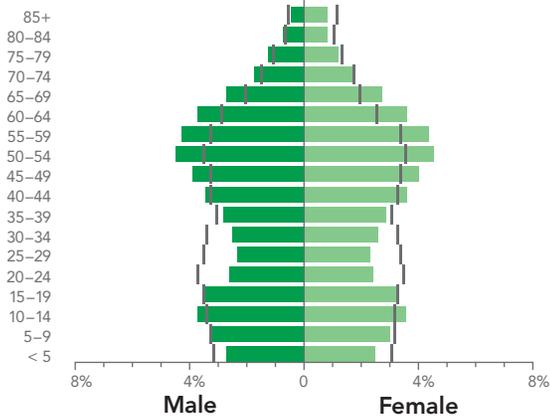
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



## AGE BY SEX (Esri data)

**Median Age: 43.0** US: 37.6

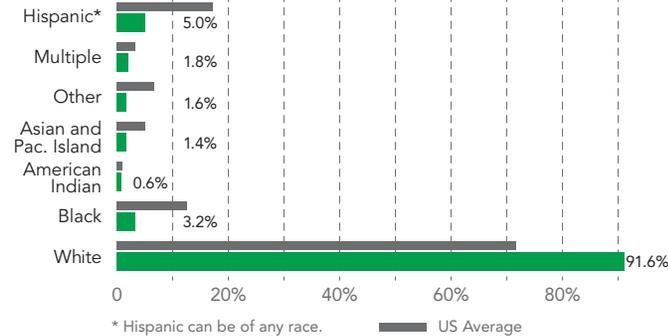
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## RACE AND ETHNICITY (Esri data)

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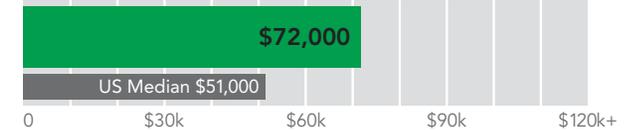
**Diversity Index: 24.0** US: 62.1



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

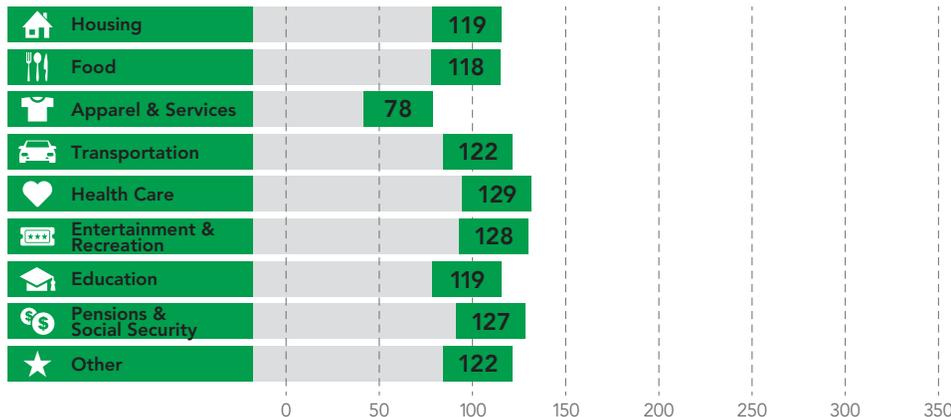


### Median Net Worth



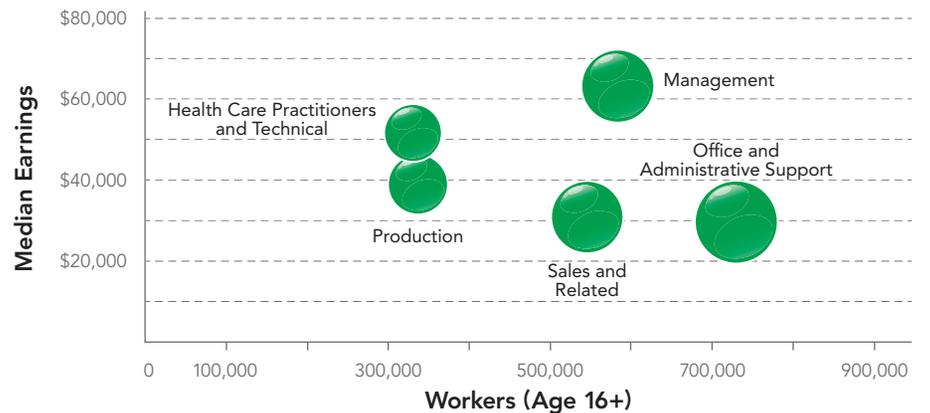
## AVERAGE HOUSEHOLD BUDGET INDEX

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## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Purchasing choices reflect *Green Acres*' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from fraternal orders to veterans' clubs.

## HOUSING

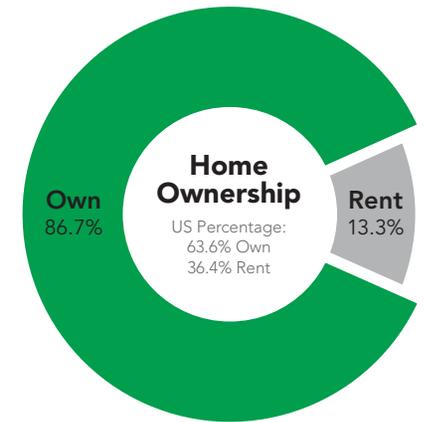
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

**Median Value:**  
\$197,000

US Median: \$177,000



## POPULATION CHARACTERISTICS

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## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



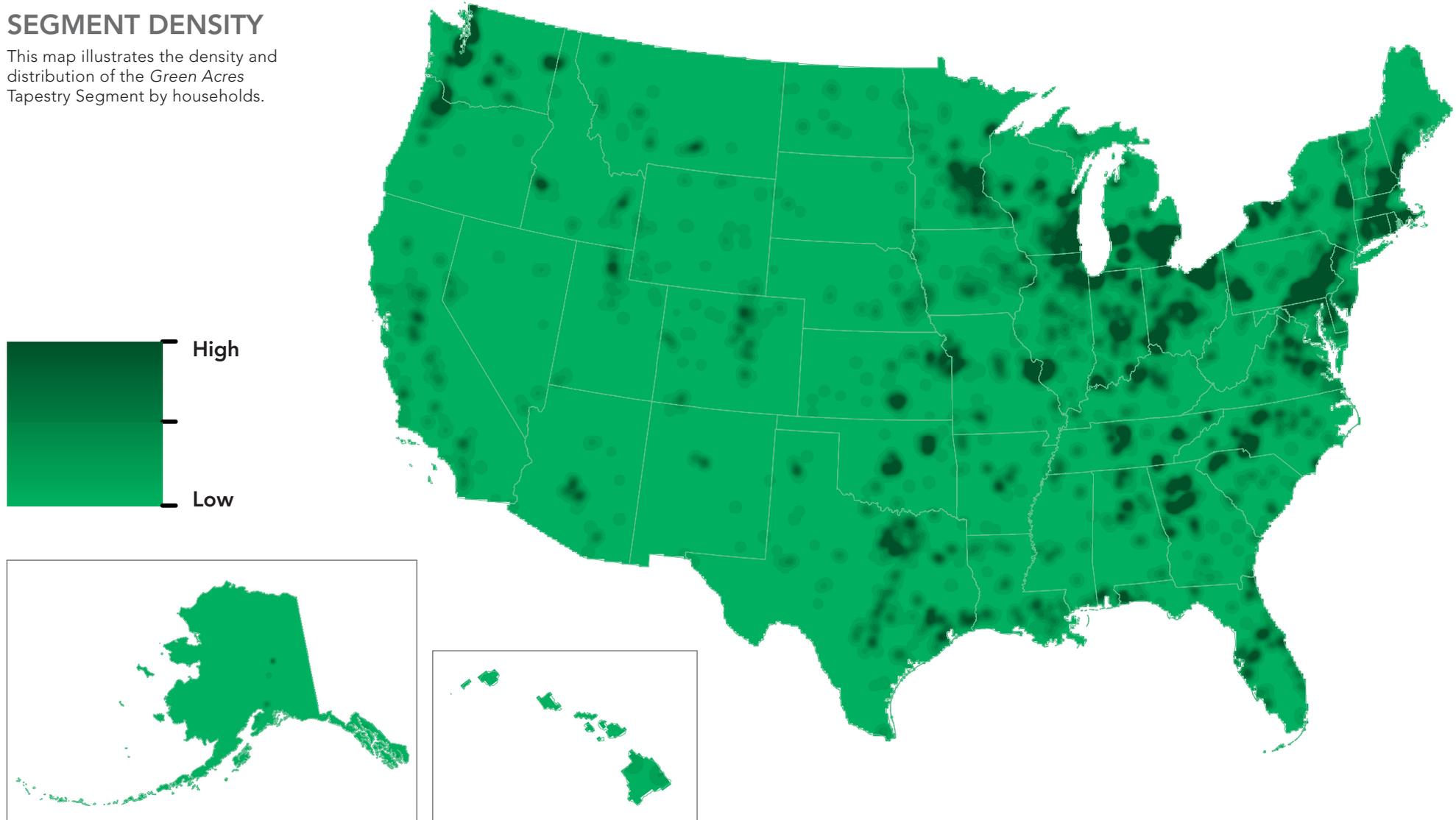


# Green Acres



### SEGMENT DENSITY

This map illustrates the density and distribution of the *Green Acres* Tapestry Segment by households.

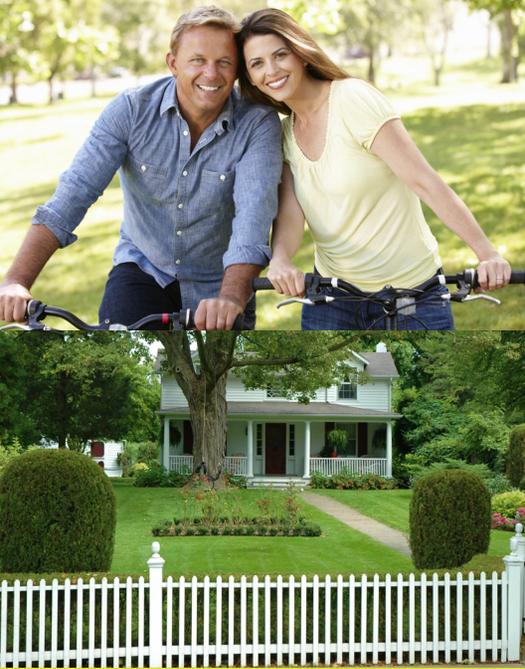


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LifeMode Group: GenXurban

# Parks and Rec



**Households:** 2,411,000

**Average Household Size:** 2.49

**Median Age:** 40.3

**Median Household Income:** \$55,000

## WHO ARE WE?

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

## OUR NEIGHBORHOOD

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods.
- Both median home value and average rent are close to the national level.
- Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.49, but this market is also a bit older.

## SOCIOECONOMIC TRAITS

- More than half of the population is college educated.
- Older residents draw Social Security and retirement income.
- The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction.
- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.
- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US.
- These practical residents tend to use their cell phones for calls and texting only.



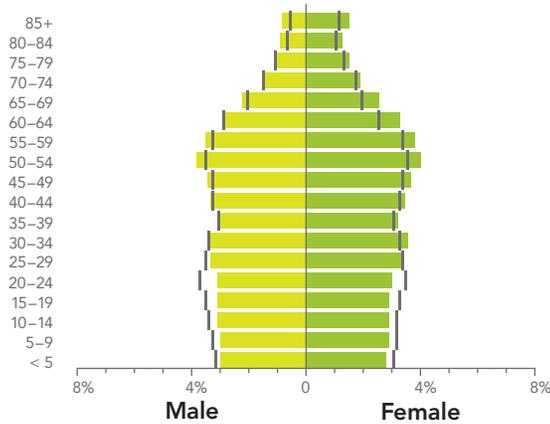
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



### AGE BY SEX (Esri data)

Median Age: **40.3** US: 37.6

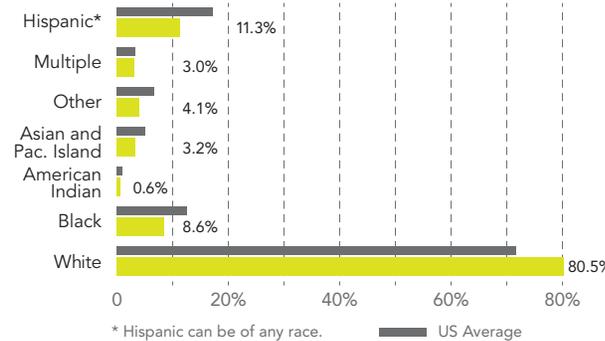
I Indicates US



### RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **47.5** US: 62.1



### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

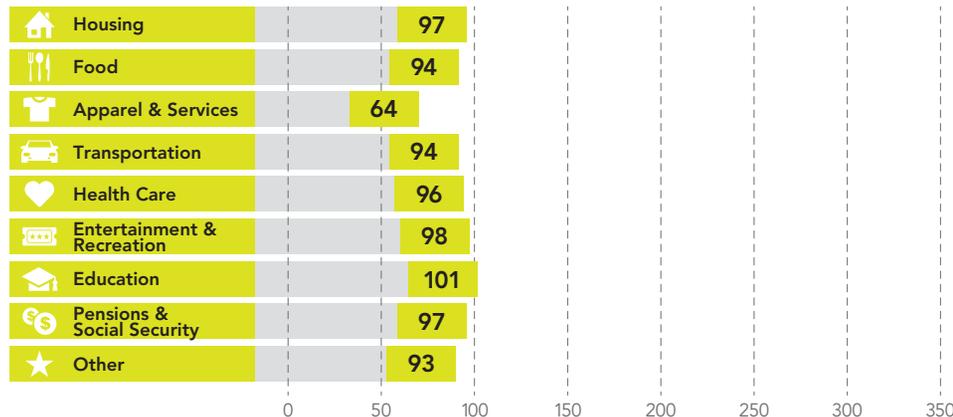


#### Median Net Worth



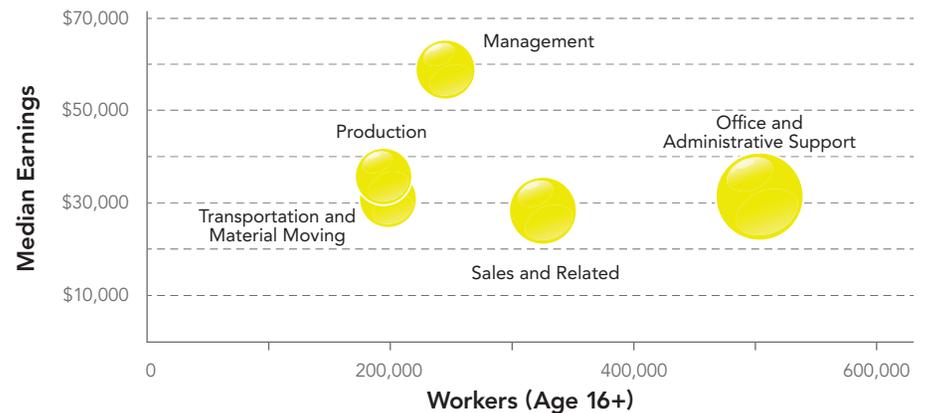
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





**MARKET PROFILE** (Consumer preferences are estimated from data by GfK MRI)

- Cost and practicality come first when purchasing a vehicle; *Parks and Rec* residents are more likely to buy domestic SUVs or trucks over compact or subcompact vehicles.
- Budget-conscious consumers stock up on staples at warehouse clubs.
- Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies. Between trips to the casinos, they gamble on lottery tickets and practice their blackjack and poker skills online.
- Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans.
- Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.

**HOUSING**

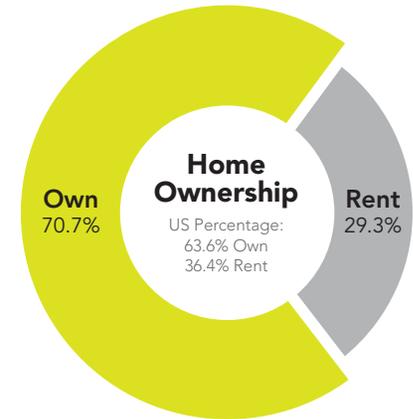
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
 Single Family

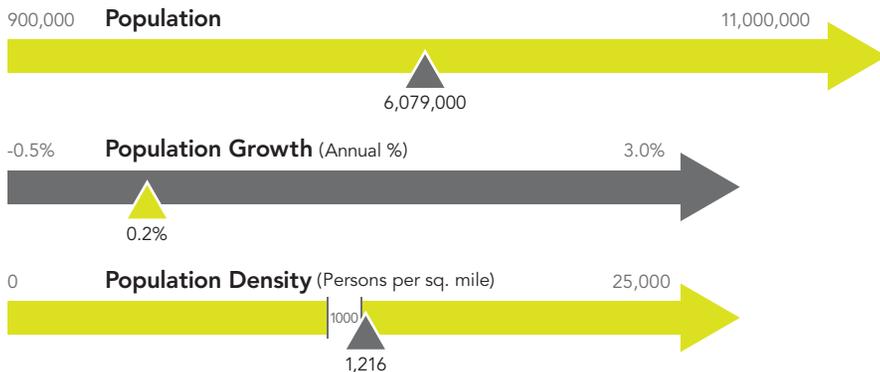
**Median Value:**  
 \$180,000

US Median: \$177,000



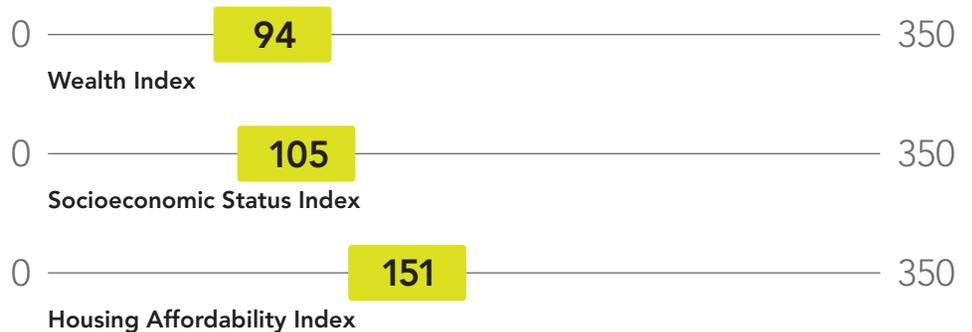
**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



**ESRI INDEXES**

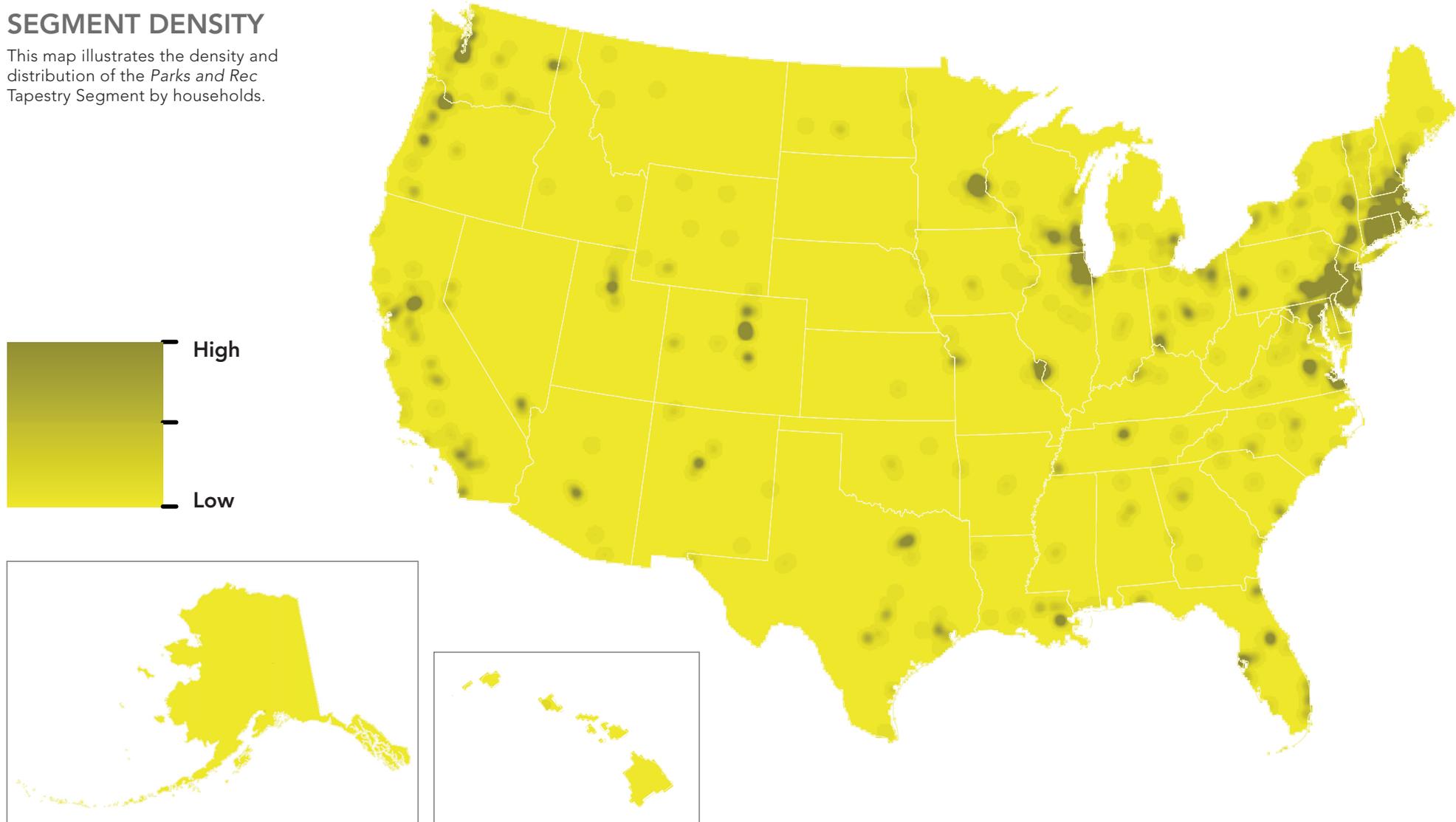
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





### SEGMENT DENSITY

This map illustrates the density and distribution of the *Parks and Rec* Tapestry Segment by households.



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# APPENDIX B

## BUSINESS SUMMARY



# Business Summary

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Times: 8, 20, 32 minute radii

Latitude: 42.94129  
 Longitude: -73.64893

Data for all businesses in area	8 minute	20 minute	32 minute
Total Businesses:	314	3,195	14,064
Total Employees:	2,386	35,700	193,548
Total Residential Population:	9,385	79,003	337,112
Employee/Residential Population Ratio:	0.25:1	0.45:1	0.57:1

by SIC Codes	Employees				Employees				Employees			
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	3.5%	44	1.8%	109	3.4%	443	1.2%	356	2.5%	2,008	1.0%
Construction	32	10.2%	180	7.5%	284	8.9%	1,948	5.5%	1,022	7.3%	8,397	4.3%
Manufacturing	8	2.5%	70	2.9%	101	3.2%	1,980	5.5%	401	2.9%	12,822	6.6%
Transportation	7	2.2%	64	2.7%	91	2.8%	764	2.1%	371	2.6%	4,248	2.2%
Communication	2	0.6%	14	0.6%	22	0.7%	187	0.5%	94	0.7%	1,866	1.0%
Utility	1	0.3%	3	0.1%	20	0.6%	260	0.7%	72	0.5%	686	0.4%
Wholesale Trade	15	4.8%	368	15.4%	130	4.1%	2,764	7.7%	552	3.9%	7,352	3.8%
<b>Retail Trade Summary</b>	<b>67</b>	<b>21.3%</b>	<b>630</b>	<b>26.4%</b>	<b>666</b>	<b>20.8%</b>	<b>10,457</b>	<b>29.3%</b>	<b>3,046</b>	<b>21.7%</b>	<b>46,185</b>	<b>23.9%</b>
Home Improvement	2	0.6%	7	0.3%	41	1.3%	562	1.6%	173	1.2%	2,788	1.4%
General Merchandise Stores	3	1.0%	12	0.5%	22	0.7%	1,228	3.4%	91	0.6%	3,730	1.9%
Food Stores	9	2.9%	201	8.4%	81	2.5%	1,847	5.2%	362	2.6%	6,985	3.6%
Auto Dealers, Gas Stations, Auto Aftermarket	10	3.2%	45	1.9%	73	2.3%	1,096	3.1%	296	2.1%	8,624	4.5%
Apparel & Accessory Stores	3	1.0%	5	0.2%	31	1.0%	215	0.6%	209	1.5%	1,429	0.7%
Furniture & Home Furnishings	9	2.9%	124	5.2%	68	2.1%	847	2.4%	266	1.9%	2,584	1.3%
Eating & Drinking Places	17	5.4%	171	7.2%	178	5.6%	2,997	8.4%	856	6.1%	12,505	6.5%
Miscellaneous Retail	14	4.5%	65	2.7%	171	5.4%	1,664	4.7%	795	5.7%	7,542	3.9%
<b>Finance, Insurance, Real Estate Summary</b>	<b>31</b>	<b>9.9%</b>	<b>67</b>	<b>2.8%</b>	<b>408</b>	<b>12.8%</b>	<b>3,131</b>	<b>8.8%</b>	<b>1,756</b>	<b>12.5%</b>	<b>12,327</b>	<b>6.4%</b>
Banks, Savings & Lending Institutions	17	5.4%	19	0.8%	172	5.4%	635	1.8%	759	5.4%	2,826	1.5%
Securities Brokers	0	0.0%	0	0.0%	49	1.5%	270	0.8%	176	1.3%	1,242	0.6%
Insurance Carriers & Agents	6	1.9%	28	1.2%	64	2.0%	1,164	3.3%	284	2.0%	4,184	2.2%
Real Estate, Holding, Other Investment Offices	8	2.5%	21	0.9%	123	3.8%	1,062	3.0%	537	3.8%	4,074	2.1%
<b>Services Summary</b>	<b>101</b>	<b>32.2%</b>	<b>610</b>	<b>25.6%</b>	<b>1,137</b>	<b>35.6%</b>	<b>11,809</b>	<b>33.1%</b>	<b>5,331</b>	<b>37.9%</b>	<b>76,163</b>	<b>39.4%</b>
Hotels & Lodging	1	0.3%	5	0.2%	26	0.8%	446	1.2%	135	1.0%	3,062	1.6%
Automotive Services	8	2.5%	15	0.6%	83	2.6%	401	1.1%	374	2.7%	1,933	1.0%
Motion Pictures & Amusements	9	2.9%	23	1.0%	86	2.7%	566	1.6%	433	3.1%	5,556	2.9%
Health Services	9	2.9%	33	1.4%	188	5.9%	1,899	5.3%	801	5.7%	19,972	10.3%
Legal Services	4	1.3%	14	0.6%	54	1.7%	280	0.8%	258	1.8%	1,464	0.8%
Education Institutions & Libraries	7	2.2%	154	6.5%	55	1.7%	2,482	7.0%	268	1.9%	15,739	8.1%
Other Services	63	20.1%	365	15.3%	645	20.2%	5,735	16.1%	3,062	21.8%	28,436	14.7%
<b>Government</b>	<b>30</b>	<b>9.6%</b>	<b>316</b>	<b>13.2%</b>	<b>140</b>	<b>4.4%</b>	<b>1,702</b>	<b>4.8%</b>	<b>682</b>	<b>4.8%</b>	<b>20,222</b>	<b>10.4%</b>
<b>Unclassified Establishments</b>	<b>7</b>	<b>2.2%</b>	<b>20</b>	<b>0.8%</b>	<b>86</b>	<b>2.7%</b>	<b>254</b>	<b>0.7%</b>	<b>379</b>	<b>2.7%</b>	<b>1,270</b>	<b>0.7%</b>
<b>Totals</b>	<b>314</b>	<b>100.0%</b>	<b>2,386</b>	<b>100.0%</b>	<b>3,195</b>	<b>100.0%</b>	<b>35,700</b>	<b>100.0%</b>	<b>14,064</b>	<b>100.0%</b>	<b>193,548</b>	<b>100.0%</b>

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# Business Summary

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Times: 8, 20, 32 minute radii

Latitude: 42.94129  
 Longitude: -73.64893

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	1.3%	10	0.4%	42	1.3%	134	0.4%	122	0.9%	446	0.2%
Mining	0	0.0%	0	0.0%	1	0.0%	2	0.0%	5	0.0%	38	0.0%
Utilities	1	0.3%	3	0.1%	15	0.5%	178	0.5%	43	0.3%	474	0.2%
Construction	32	10.2%	180	7.5%	306	9.6%	2,036	5.7%	1,113	7.9%	9,194	4.8%
Manufacturing	9	2.9%	72	3.0%	107	3.3%	1,885	5.3%	415	3.0%	12,224	6.3%
Wholesale Trade	14	4.5%	367	15.4%	123	3.8%	2,734	7.7%	529	3.8%	7,228	3.7%
Retail Trade	49	15.6%	441	18.5%	466	14.6%	7,244	20.3%	2,093	14.9%	32,753	16.9%
Motor Vehicle & Parts Dealers	7	2.2%	27	1.1%	50	1.6%	960	2.7%	221	1.6%	8,202	4.2%
Furniture & Home Furnishings Stores	7	2.2%	117	4.9%	22	0.7%	235	0.7%	106	0.8%	1,038	0.5%
Electronics & Appliance Stores	1	0.3%	4	0.2%	42	1.3%	602	1.7%	146	1.0%	1,542	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.6%	7	0.3%	41	1.3%	562	1.6%	171	1.2%	2,782	1.4%
Food & Beverage Stores	8	2.5%	185	7.8%	66	2.1%	1,653	4.6%	310	2.2%	6,087	3.1%
Health & Personal Care Stores	3	1.0%	40	1.7%	47	1.5%	380	1.1%	193	1.4%	2,239	1.2%
Gasoline Stations	3	1.0%	18	0.8%	23	0.7%	136	0.4%	75	0.5%	422	0.2%
Clothing & Clothing Accessories Stores	3	1.0%	5	0.2%	39	1.2%	243	0.7%	253	1.8%	1,631	0.8%
Sport Goods, Hobby, Book, & Music Stores	3	1.0%	9	0.4%	37	1.2%	303	0.8%	148	1.1%	1,103	0.6%
General Merchandise Stores	3	1.0%	12	0.5%	22	0.7%	1,228	3.4%	91	0.6%	3,730	1.9%
Miscellaneous Store Retailers	6	1.9%	14	0.6%	67	2.1%	609	1.7%	338	2.4%	3,286	1.7%
Nonstore Retailers	2	0.6%	4	0.2%	9	0.3%	332	0.9%	41	0.3%	692	0.4%
Transportation & Warehousing	4	1.3%	42	1.8%	66	2.1%	583	1.6%	282	2.0%	3,645	1.9%
Information	4	1.3%	22	0.9%	47	1.5%	590	1.7%	229	1.6%	3,865	2.0%
Finance & Insurance	23	7.3%	47	2.0%	285	8.9%	2,069	5.8%	1,222	8.7%	8,261	4.3%
Central Bank/Credit Intermediation & Related Activities	17	5.4%	19	0.8%	172	5.4%	635	1.8%	760	5.4%	2,823	1.5%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	49	1.5%	270	0.8%	178	1.3%	1,252	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	6	1.9%	28	1.2%	64	2.0%	1,164	3.3%	284	2.0%	4,186	2.2%
Real Estate, Rental & Leasing	13	4.1%	28	1.2%	151	4.7%	1,065	3.0%	671	4.8%	4,371	2.3%
Professional, Scientific & Tech Services	17	5.4%	47	2.0%	288	9.0%	2,100	5.9%	1,264	9.0%	10,876	5.6%
Legal Services	4	1.3%	14	0.6%	63	2.0%	372	1.0%	298	2.1%	1,683	0.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.0%	8	0.0%	8	0.1%	85	0.0%
Administrative & Support & Waste Management & Remediation	10	3.2%	38	1.6%	122	3.8%	1,063	3.0%	495	3.5%	4,425	2.3%
Educational Services	6	1.9%	150	6.3%	61	1.9%	2,690	7.5%	331	2.4%	15,835	8.2%
Health Care & Social Assistance	18	5.7%	117	4.9%	261	8.2%	3,449	9.7%	1,154	8.2%	27,092	14.0%
Arts, Entertainment & Recreation	7	2.2%	36	1.5%	64	2.0%	557	1.6%	311	2.2%	5,271	2.7%
Accommodation & Food Services	19	6.1%	194	8.1%	220	6.9%	3,630	10.2%	1,049	7.5%	16,261	8.4%
Accommodation	1	0.3%	5	0.2%	26	0.8%	446	1.2%	135	1.0%	3,062	1.6%
Food Services & Drinking Places	18	5.7%	189	7.9%	194	6.1%	3,184	8.9%	914	6.5%	13,199	6.8%
Other Services (except Public Administration)	46	14.6%	257	10.8%	343	10.7%	1,721	4.8%	1,660	11.8%	9,636	5.0%
Automotive Repair & Maintenance	6	1.9%	13	0.5%	64	2.0%	360	1.0%	296	2.1%	1,530	0.8%
Public Administration	30	9.6%	316	13.2%	140	4.4%	1,705	4.8%	685	4.9%	20,276	10.5%
Unclassified Establishments	7	2.2%	20	0.8%	87	2.7%	256	0.7%	383	2.7%	1,291	0.7%
<b>Total</b>	<b>314</b>	<b>100.0%</b>	<b>2,386</b>	<b>100.0%</b>	<b>3,195</b>	<b>100.0%</b>	<b>35,700</b>	<b>100.0%</b>	<b>14,064</b>	<b>100.0%</b>	<b>193,548</b>	<b>100.0%</b>

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# APPENDIX C

## RETAIL MARKETPLACE PROFILE



# Retail MarketPlace Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 8 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

## Summary Demographics

2015 Population	9,385
2015 Households	3,881
2015 Median Disposable Income	\$45,271
2015 Per Capita Income	\$28,459

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$107,430,122	\$55,958,848	\$51,471,274	31.5	50
Total Retail Trade	44-45	\$96,831,894	\$51,266,705	\$45,565,189	30.8	37
Total Food & Drink	722	\$10,598,227	\$4,692,143	\$5,906,084	38.6	13

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,371,868	\$4,450,846	\$14,921,022	62.6	5
Automobile Dealers	4411	\$17,220,828	\$3,447,334	\$13,773,494	66.6	3
Other Motor Vehicle Dealers	4412	\$942,324	\$428,010	\$514,314	37.5	1
Auto Parts, Accessories & Tire Stores	4413	\$1,208,716	\$575,503	\$633,213	35.5	1
Furniture & Home Furnishings Stores	442	\$2,419,339	\$0	\$2,419,339	100.0	0
Furniture Stores	4421	\$1,185,876	\$0	\$1,185,876	100.0	0
Home Furnishings Stores	4422	\$1,233,463	\$0	\$1,233,463	100.0	0
Electronics & Appliance Stores	443	\$3,266,111	\$228,662	\$3,037,449	86.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,969,308	\$2,645,389	\$323,919	5.8	3
Bldg Material & Supplies Dealers	4441	\$2,535,865	\$1,398,981	\$1,136,884	28.9	1
Lawn & Garden Equip & Supply Stores	4442	\$433,443	\$1,246,408	-\$812,965	-48.4	1
Food & Beverage Stores	445	\$18,372,092	\$23,425,224	-\$5,053,132	-12.1	9
Grocery Stores	4451	\$15,967,151	\$21,243,178	-\$5,276,027	-14.2	4
Specialty Food Stores	4452	\$886,339	\$281,943	\$604,396	51.7	2
Beer, Wine & Liquor Stores	4453	\$1,518,601	\$1,900,104	-\$381,503	-11.2	2
Health & Personal Care Stores	446,4461	\$7,557,795	\$6,007,055	\$1,550,740	11.4	2
Gasoline Stations	447,4471	\$8,634,894	\$5,199,423	\$3,435,471	24.8	1
Clothing & Clothing Accessories Stores	448	\$7,391,980	\$145,409	\$7,246,571	96.1	1
Clothing Stores	4481	\$5,503,706	\$145,409	\$5,358,297	94.9	1
Shoe Stores	4482	\$993,052	\$0	\$993,052	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$895,223	\$0	\$895,223	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,169,381	\$229,455	\$1,939,926	80.9	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,886,057	\$116,402	\$1,769,655	88.4	1
Book, Periodical & Music Stores	4512	\$283,324	\$113,053	\$170,271	43.0	1
General Merchandise Stores	452	\$10,612,563	\$1,992,849	\$8,619,714	68.4	2
Department Stores Excluding Leased Depts.	4521	\$4,454,679	\$639,582	\$3,815,097	74.9	1
Other General Merchandise Stores	4529	\$6,157,883	\$1,353,266	\$4,804,617	64.0	1
Miscellaneous Store Retailers	453	\$2,879,479	\$5,019,050	-\$2,139,571	-27.1	8
Florists	4531	\$220,698	\$4,185,644	-\$3,964,946	-90.0	3
Office Supplies, Stationery & Gift Stores	4532	\$608,951	\$25,622	\$583,329	91.9	1
Used Merchandise Stores	4533	\$336,769	\$430,554	-\$93,785	-12.2	2
Other Miscellaneous Store Retailers	4539	\$1,713,061	\$377,231	\$1,335,830	63.9	2
Nonstore Retailers	454	\$11,187,084	\$990,203	\$10,196,881	83.7	4
Electronic Shopping & Mail-Order Houses	4541	\$9,524,739	\$0	\$9,524,739	100.0	0
Vending Machine Operators	4542	\$180,889	\$155,594	\$25,295	7.5	1
Direct Selling Establishments	4543	\$1,481,456	\$769,286	\$712,170	31.6	3
Food Services & Drinking Places	722	\$10,598,227	\$4,692,143	\$5,906,084	38.6	13
Full-Service Restaurants	7221	\$5,393,022	\$1,039,640	\$4,353,382	67.7	3
Limited-Service Eating Places	7222	\$3,984,915	\$3,286,968	\$697,947	9.6	6
Special Food Services	7223	\$847,394	\$43,960	\$803,434	90.1	1
Drinking Places - Alcoholic Beverages	7224	\$372,896	\$321,575	\$51,321	7.4	3

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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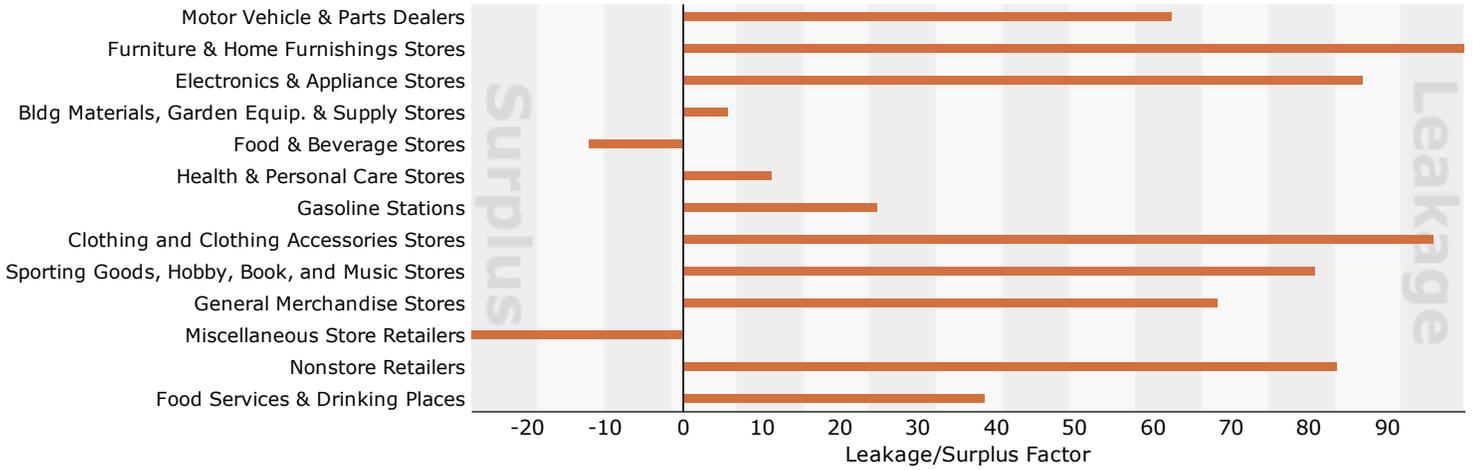


# Retail MarketPlace Profile

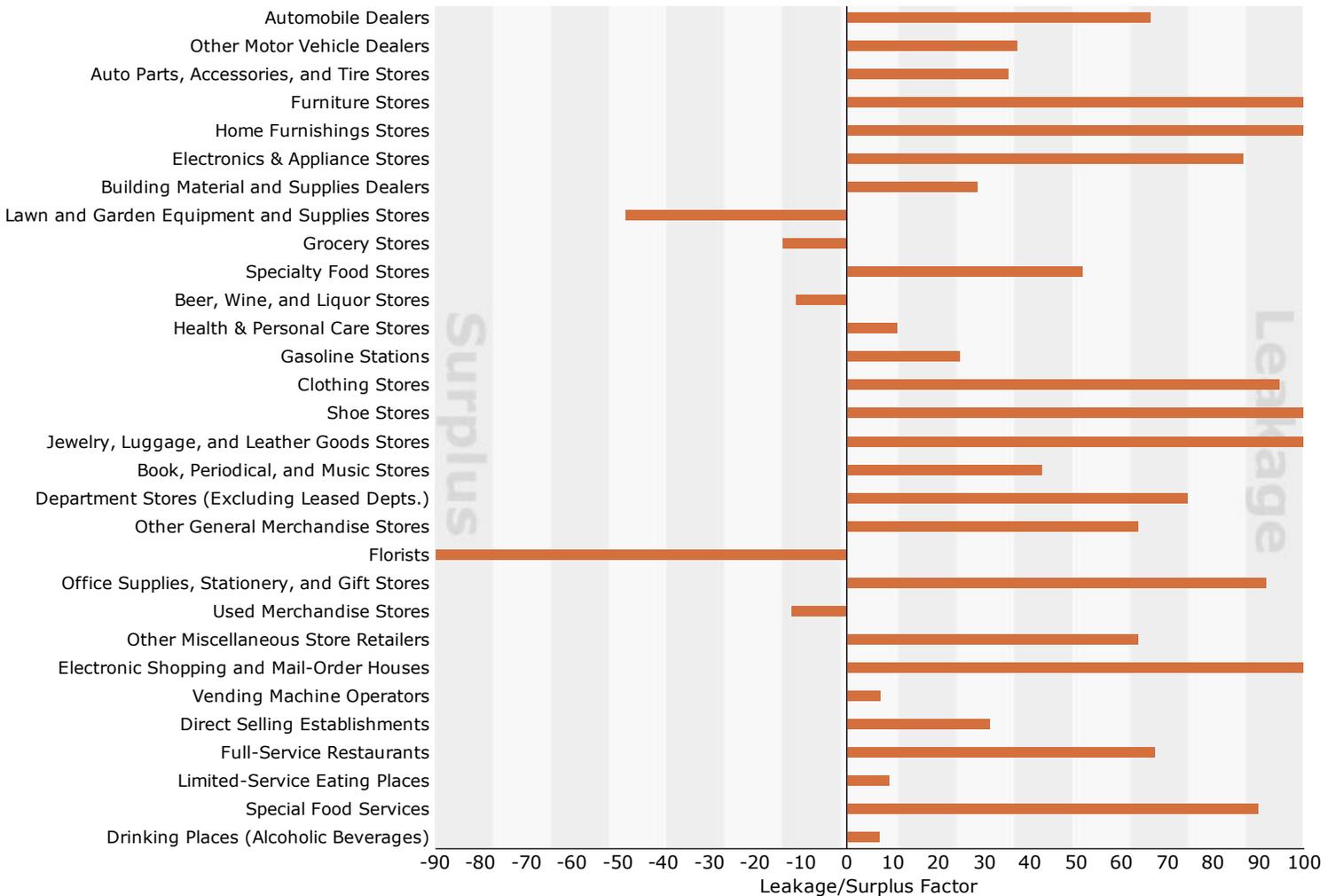
751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 8 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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July 17, 2015

Prepared by Esri



# Retail MarketPlace Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 20 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

## Summary Demographics

2015 Population	79,003
2015 Households	33,127
2015 Median Disposable Income	\$55,280
2015 Per Capita Income	\$36,539

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$1,191,498,024	\$1,364,215,023	-\$172,716,999	-6.8	597
Total Retail Trade	44-45	\$1,073,668,258	\$1,270,197,552	-\$196,529,294	-8.4	476
Total Food & Drink	722	\$117,829,767	\$94,017,471	\$23,812,296	11.2	121

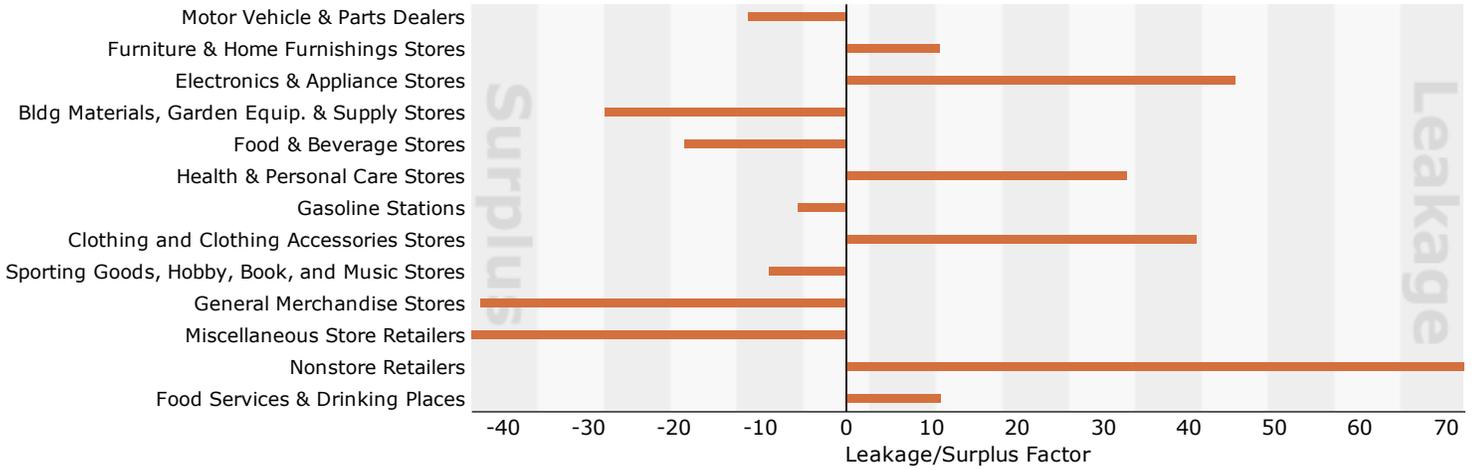
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$217,118,811	\$273,649,726	-\$56,530,915	-11.5	44
Automobile Dealers	4411	\$193,129,729	\$246,387,630	-\$53,257,901	-12.1	21
Other Motor Vehicle Dealers	4412	\$10,635,085	\$20,094,852	-\$9,459,767	-30.8	16
Auto Parts, Accessories & Tire Stores	4413	\$13,353,998	\$7,167,245	\$6,186,753	30.1	7
Furniture & Home Furnishings Stores	442	\$26,963,052	\$21,579,381	\$5,383,671	11.1	23
Furniture Stores	4421	\$13,346,759	\$14,044,976	-\$698,217	-2.5	6
Home Furnishings Stores	4422	\$13,616,294	\$7,534,405	\$6,081,889	28.8	18
Electronics & Appliance Stores	443	\$36,366,823	\$13,595,102	\$22,771,721	45.6	22
Bldg Materials, Garden Equip. & Supply Stores	444	\$33,797,767	\$60,338,537	-\$26,540,770	-28.2	37
Bldg Material & Supplies Dealers	4441	\$29,050,958	\$52,867,295	-\$23,816,337	-29.1	29
Lawn & Garden Equip & Supply Stores	4442	\$4,746,808	\$7,471,242	-\$2,724,434	-22.3	7
Food & Beverage Stores	445	\$201,850,723	\$295,670,275	-\$93,819,552	-18.9	72
Grocery Stores	4451	\$175,192,013	\$270,008,317	-\$94,816,304	-21.3	40
Specialty Food Stores	4452	\$9,713,384	\$7,830,255	\$1,883,129	10.7	18
Beer, Wine & Liquor Stores	4453	\$16,945,327	\$17,831,702	-\$886,375	-2.5	13
Health & Personal Care Stores	446,4461	\$83,636,069	\$42,203,488	\$41,432,581	32.9	27
Gasoline Stations	447,4471	\$95,911,106	\$107,240,690	-\$11,329,584	-5.6	20
Clothing & Clothing Accessories Stores	448	\$81,578,221	\$34,118,324	\$47,459,897	41.0	33
Clothing Stores	4481	\$60,495,480	\$29,118,412	\$31,377,068	35.0	24
Shoe Stores	4482	\$10,860,152	\$1,998,664	\$8,861,488	68.9	4
Jewelry, Luggage & Leather Goods Stores	4483	\$10,222,590	\$3,001,248	\$7,221,342	54.6	5
Sporting Goods, Hobby, Book & Music Stores	451	\$23,998,494	\$28,825,437	-\$4,826,943	-9.1	36
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,868,563	\$28,373,934	-\$7,505,371	-15.2	32
Book, Periodical & Music Stores	4512	\$3,129,931	\$451,503	\$2,678,428	74.8	4
General Merchandise Stores	452	\$117,403,775	\$291,712,731	-\$174,308,956	-42.6	14
Department Stores Excluding Leased Depts.	4521	\$49,602,128	\$76,020,271	-\$26,418,143	-21.0	8
Other General Merchandise Stores	4529	\$67,801,647	\$215,692,460	-\$147,890,813	-52.2	5
Miscellaneous Store Retailers	453	\$31,921,237	\$81,438,846	-\$49,517,609	-43.7	121
Florists	4531	\$2,422,124	\$6,608,533	-\$4,186,409	-46.4	12
Office Supplies, Stationery & Gift Stores	4532	\$6,783,416	\$11,921,809	-\$5,138,393	-27.5	23
Used Merchandise Stores	4533	\$3,732,551	\$8,558,997	-\$4,826,446	-39.3	20
Other Miscellaneous Store Retailers	4539	\$18,983,146	\$54,349,507	-\$35,366,361	-48.2	66
Nonstore Retailers	454	\$123,122,180	\$19,825,015	\$103,297,165	72.3	27
Electronic Shopping & Mail-Order Houses	4541	\$105,629,635	\$12,800,140	\$92,829,495	78.4	5
Vending Machine Operators	4542	\$1,985,075	\$1,852,284	\$132,791	3.5	9
Direct Selling Establishments	4543	\$15,507,471	\$5,172,590	\$10,334,881	50.0	13
Food Services & Drinking Places	722	\$117,829,767	\$94,017,471	\$23,812,296	11.2	121
Full-Service Restaurants	7221	\$59,954,551	\$43,143,247	\$16,811,304	16.3	42
Limited-Service Eating Places	7222	\$44,375,974	\$35,034,185	\$9,341,789	11.8	53
Special Food Services	7223	\$9,404,272	\$6,673,712	\$2,730,560	17.0	4
Drinking Places - Alcoholic Beverages	7224	\$4,094,970	\$9,166,327	-\$5,071,357	-38.2	22

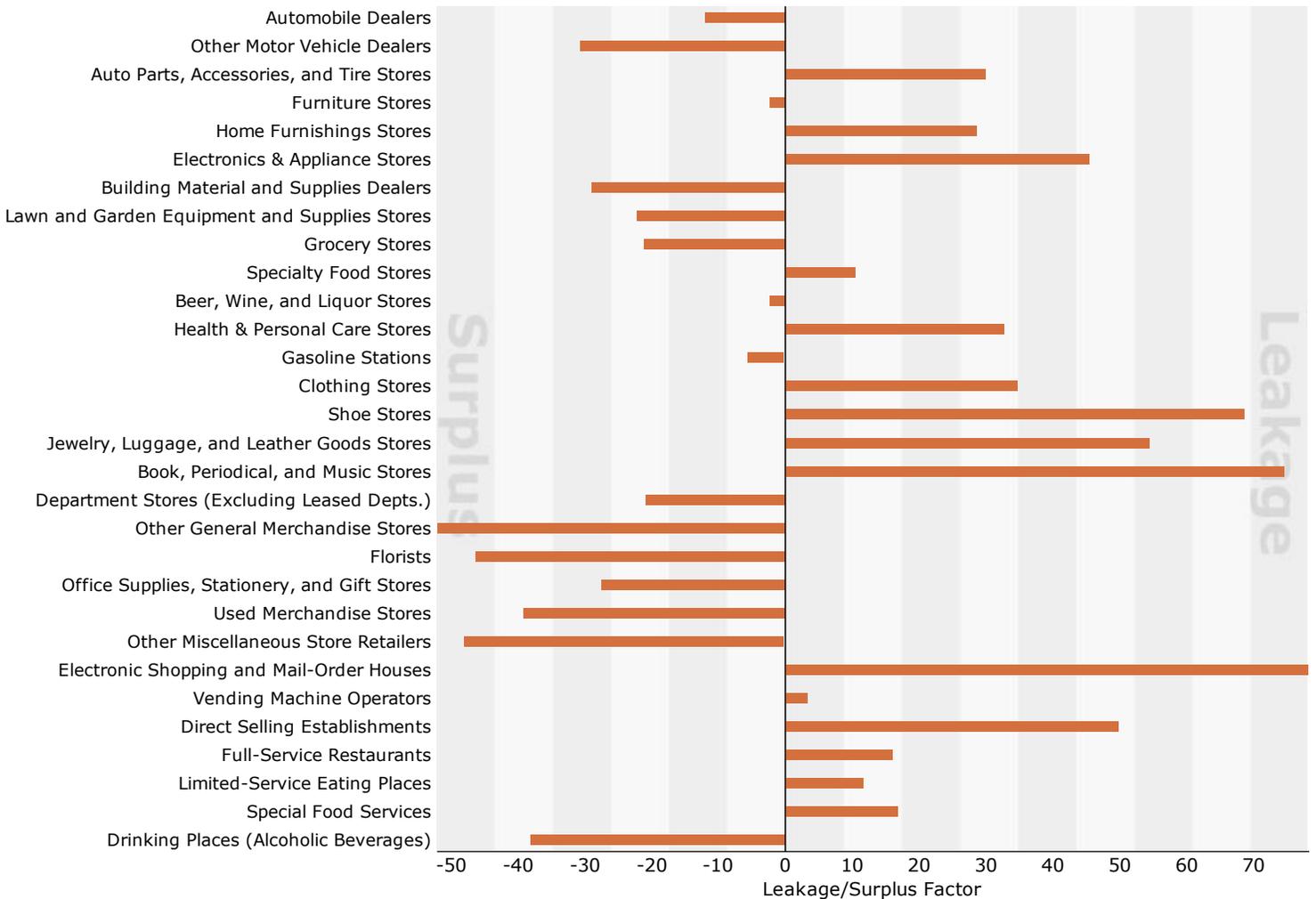
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 32 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

## Summary Demographics

2015 Population	337,112
2015 Households	138,809
2015 Median Disposable Income	\$51,398
2015 Per Capita Income	\$34,501

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$4,659,020,638	\$5,444,130,611	-\$785,109,973	-7.8	2,672
Total Retail Trade	44-45	\$4,198,296,309	\$4,998,414,480	-\$800,118,171	-8.7	2,092
Total Food & Drink	722	\$460,724,328	\$445,716,131	\$15,008,197	1.7	580

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$844,716,023	\$1,259,015,582	-\$414,299,559	-19.7	178
Automobile Dealers	4411	\$750,965,353	\$1,182,841,339	-\$431,875,986	-22.3	84
Other Motor Vehicle Dealers	4412	\$41,447,817	\$45,037,098	-\$3,589,281	-4.2	47
Auto Parts, Accessories & Tire Stores	4413	\$52,302,853	\$31,137,145	\$21,165,708	25.4	47
Furniture & Home Furnishings Stores	442	\$105,620,257	\$87,657,287	\$17,962,970	9.3	116
Furniture Stores	4421	\$52,107,297	\$35,000,979	\$17,106,318	19.6	38
Home Furnishings Stores	4422	\$53,512,959	\$52,656,308	\$856,651	0.8	79
Electronics & Appliance Stores	443	\$142,048,303	\$86,303,000	\$55,745,303	24.4	90
Bldg Materials, Garden Equip. & Supply Stores	444	\$132,604,526	\$182,791,108	-\$50,186,582	-15.9	146
Bldg Material & Supplies Dealers	4441	\$113,980,012	\$155,371,194	-\$41,391,182	-15.4	117
Lawn & Garden Equip & Supply Stores	4442	\$18,624,514	\$27,419,914	-\$8,795,400	-19.1	29
Food & Beverage Stores	445	\$790,801,993	\$920,782,221	-\$129,980,228	-7.6	347
Grocery Stores	4451	\$686,405,666	\$822,381,127	-\$135,975,461	-9.0	211
Specialty Food Stores	4452	\$38,065,391	\$22,459,737	\$15,605,654	25.8	84
Beer, Wine & Liquor Stores	4453	\$66,330,936	\$75,941,357	-\$9,610,421	-6.8	52
Health & Personal Care Stores	446,4461	\$328,229,594	\$619,519,218	-\$291,289,624	-30.7	126
Gasoline Stations	447,4471	\$373,497,003	\$346,773,962	\$26,723,041	3.7	58
Clothing & Clothing Accessories Stores	448	\$319,710,865	\$247,950,774	\$71,760,091	12.6	221
Clothing Stores	4481	\$237,253,997	\$209,198,316	\$28,055,681	6.3	161
Shoe Stores	4482	\$42,555,072	\$17,366,691	\$25,188,381	42.0	21
Jewelry, Luggage & Leather Goods Stores	4483	\$39,901,796	\$21,385,767	\$18,516,029	30.2	39
Sporting Goods, Hobby, Book & Music Stores	451	\$93,808,583	\$87,619,474	\$6,189,109	3.4	195
Sporting Goods/Hobby/Musical Instr Stores	4511	\$81,509,694	\$69,598,848	\$11,910,846	7.9	154
Book, Periodical & Music Stores	4512	\$12,298,890	\$18,020,626	-\$5,721,736	-18.9	41
General Merchandise Stores	452	\$459,128,610	\$772,108,708	-\$312,980,098	-25.4	59
Department Stores Excluding Leased Depts.	4521	\$193,829,073	\$302,267,849	-\$108,438,776	-21.9	36
Other General Merchandise Stores	4529	\$265,299,538	\$469,840,859	-\$204,541,321	-27.8	22
Miscellaneous Store Retailers	453	\$124,929,398	\$219,076,602	-\$94,147,204	-27.4	449
Florists	4531	\$9,520,761	\$15,755,091	-\$6,234,330	-24.7	47
Office Supplies, Stationery & Gift Stores	4532	\$26,516,934	\$26,156,786	\$360,148	0.7	98
Used Merchandise Stores	4533	\$14,656,294	\$19,252,984	-\$4,596,690	-13.6	63
Other Miscellaneous Store Retailers	4539	\$74,235,409	\$157,911,740	-\$83,676,331	-36.0	241
Nonstore Retailers	454	\$483,201,155	\$168,816,544	\$314,384,611	48.2	108
Electronic Shopping & Mail-Order Houses	4541	\$414,127,180	\$69,425,579	\$344,701,601	71.3	24
Vending Machine Operators	4542	\$7,774,194	\$6,571,275	\$1,202,919	8.4	26
Direct Selling Establishments	4543	\$61,299,781	\$92,819,690	-\$31,519,909	-20.5	58
Food Services & Drinking Places	722	\$460,724,328	\$445,716,131	\$15,008,197	1.7	580
Full-Service Restaurants	7221	\$234,388,599	\$202,943,650	\$31,444,949	7.2	222
Limited-Service Eating Places	7222	\$173,317,543	\$136,681,632	\$36,635,911	11.8	217
Special Food Services	7223	\$36,910,122	\$81,325,339	-\$44,415,217	-37.6	35
Drinking Places - Alcoholic Beverages	7224	\$16,108,064	\$24,765,510	-\$8,657,446	-21.2	105

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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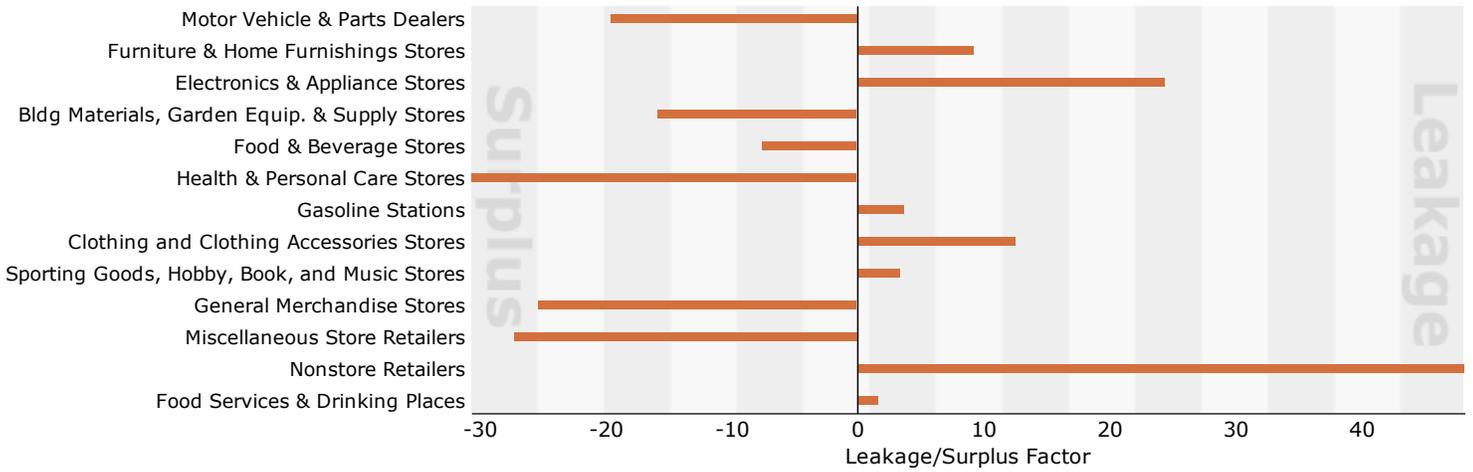


# Retail MarketPlace Profile

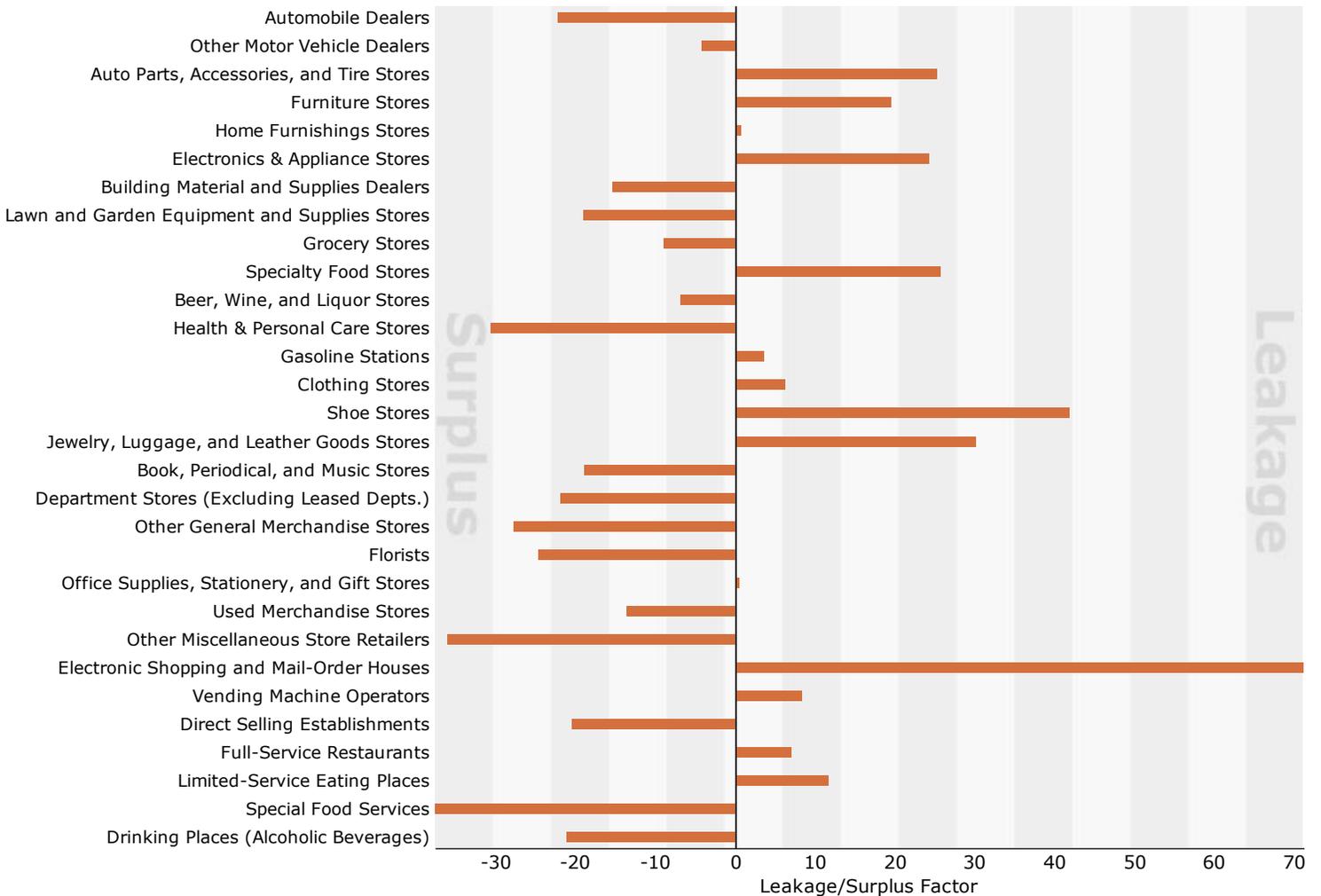
751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 32 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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July 17, 2015

Prepared by Esri

# APPENDIX D

## RETAIL GOODS AND SERVICES EXPENDITURES



# Retail Goods and Services Expenditures

751 Hudson Ave, Stillwater, New York, 12170  
 Drive Time: 8 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Green Acres (6A)	39.6%	Population	9,385	9,660
Front Porches (8E)	22.1%	Households	3,881	3,998
Parks and Rec (5C)	15.1%	Families	2,522	2,603
Old and Newcomers (8F)	10.7%	Median Age	39.1	40.2
Set to Impress (11D)	8.1%	Median Household Income	\$57,448	\$66,234
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		92	\$2,120.10	\$8,228,111
Men's		92	\$399.39	\$1,550,037
Women's		92	\$743.92	\$2,887,165
Children's		90	\$338.13	\$1,312,279
Footwear		91	\$415.57	\$1,612,812
Watches & Jewelry		92	\$133.52	\$518,184
Apparel Products and Services (1)		92	\$89.57	\$347,634
<b>Computer</b>				
Computers and Hardware for Home Use		92	\$199.74	\$775,179
Portable Memory		95	\$5.10	\$19,812
Computer Software		93	\$18.82	\$73,055
Computer Accessories		94	\$17.88	\$69,403
<b>Entertainment &amp; Recreation</b>		92	\$3,051.84	\$11,844,184
Fees and Admissions		96	\$620.72	\$2,409,033
Membership Fees for Clubs (2)		95	\$163.29	\$633,745
Fees for Participant Sports, excl. Trips		95	\$114.35	\$443,808
Admission to Movie/Theatre/Opera/Ballet		94	\$155.58	\$603,819
Admission to Sporting Events, excl. Trips		98	\$65.09	\$252,619
Fees for Recreational Lessons		99	\$121.83	\$472,813
Dating Services		95	\$0.57	\$2,229
TV/Video/Audio		92	\$1,205.39	\$4,678,134
Cable and Satellite Television Services		92	\$821.30	\$3,187,468
Televisions		93	\$138.13	\$536,087
Satellite Dishes		92	\$1.44	\$5,575
VCRs, Video Cameras, and DVD Players		94	\$10.32	\$40,058
Miscellaneous Video Equipment		90	\$9.66	\$37,488
Video Cassettes and DVDs		92	\$29.42	\$114,190
Video Game Hardware/Accessories		91	\$20.90	\$81,100
Video Game Software		94	\$25.75	\$99,939
Streaming/Downloaded Video		93	\$5.34	\$20,712
Rental of Video Cassettes and DVDs		90	\$21.29	\$82,615
Installation of Televisions		95	\$1.06	\$4,108
Audio (3)		94	\$116.13	\$450,686
Rental and Repair of TV/Radio/Sound Equipment		87	\$4.67	\$18,108
Pets		89	\$509.04	\$1,975,592
Toys and Games (4)		95	\$116.17	\$450,844
Recreational Vehicles and Fees (5)		88	\$191.20	\$742,053
Sports/Recreation/Exercise Equipment (6)		87	\$165.24	\$641,282
Photo Equipment and Supplies (7)		94	\$76.40	\$296,525
Reading (8)		95	\$144.55	\$561,011
Catered Affairs (9)		97	\$23.11	\$89,709
<b>Food</b>		92	\$7,816.33	\$30,335,162
Food at Home		92	\$4,792.19	\$18,598,486
Bakery and Cereal Products		93	\$674.65	\$2,618,323
Meats, Poultry, Fish, and Eggs		91	\$1,045.41	\$4,057,247
Dairy Products		91	\$514.92	\$1,998,410
Fruits and Vegetables		93	\$914.22	\$3,548,087
Snacks and Other Food at Home (10)		92	\$1,642.98	\$6,376,419
Food Away from Home		92	\$3,024.14	\$11,736,675
Alcoholic Beverages		94	\$522.76	\$2,028,835
Nonalcoholic Beverages at Home		91	\$455.71	\$1,768,599

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 8 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	81	\$2,217.93	\$8,607,790
Vehicle Loans	91	\$3,866.36	\$15,005,343
<b>Health</b>			
Nonprescription Drugs	89	\$114.46	\$444,208
Prescription Drugs	91	\$453.70	\$1,760,817
Eyeglasses and Contact Lenses	94	\$84.81	\$329,135
<b>Home</b>			
Mortgage Payment and Basics (11)	95	\$8,905.76	\$34,563,242
Maintenance and Remodeling Services	94	\$1,579.19	\$6,128,845
Maintenance and Remodeling Materials (12)	90	\$270.53	\$1,049,946
Utilities, Fuel, and Public Services	92	\$4,641.06	\$18,011,966
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	95	\$93.12	\$361,384
Furniture	92	\$474.67	\$1,842,210
Rugs	99	\$24.34	\$94,451
Major Appliances (14)	92	\$246.27	\$955,792
Housewares (15)	93	\$67.25	\$261,007
Small Appliances	93	\$42.48	\$164,881
Luggage	92	\$8.50	\$32,987
Telephones and Accessories	87	\$43.79	\$169,934
<b>Household Operations</b>			
Child Care	94	\$421.60	\$1,636,248
Lawn and Garden (16)	92	\$398.99	\$1,548,487
Moving/Storage/Freight Express	90	\$66.47	\$257,980
Housekeeping Supplies (17)	91	\$657.11	\$2,550,258
<b>Insurance</b>			
Owners and Renters Insurance	92	\$464.03	\$1,800,891
Vehicle Insurance	92	\$1,118.25	\$4,339,933
Life/Other Insurance	91	\$418.21	\$1,623,071
Health Insurance	93	\$2,470.41	\$9,587,667
Personal Care Products (18)	90	\$420.92	\$1,633,584
School Books and Supplies (19)	92	\$165.83	\$643,574
Smoking Products	89	\$414.57	\$1,608,964
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	91	\$3,660.94	\$14,208,127
Gasoline and Motor Oil	90	\$3,168.11	\$12,295,451
Vehicle Maintenance and Repairs	93	\$1,033.82	\$4,012,243
<b>Travel</b>			
Airline Fares	95	\$454.50	\$1,763,933
Lodging on Trips	93	\$422.88	\$1,641,180
Auto/Truck/Van Rental on Trips	95	\$31.93	\$123,915
Food and Drink on Trips	93	\$433.09	\$1,680,831

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



## Retail Goods and Services Expenditures

751 Hudson Ave, Stillwater , New York, 12170  
Drive Time: 8 minute radius

Latitude: 42.94129  
Longitude: -73.64893

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 20 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Green Acres (6A)	13.3%	Population	79,003	82,089
In Style (5B)	12.3%	Households	33,127	34,536
Old and Newcomers (8F)	8.8%	Families	21,688	22,550
Parks and Rec (5C)	8.4%	Median Age	42.2	43.0
Soccer Moms (4A)	8.2%	Median Household Income	\$75,529	\$82,973
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		116	\$2,695.43	\$89,291,649
Men's		117	\$506.23	\$16,769,911
Women's		117	\$947.28	\$31,380,450
Children's		115	\$429.04	\$14,212,871
Footwear		115	\$524.02	\$17,359,362
Watches & Jewelry		120	\$174.30	\$5,774,178
Apparel Products and Services (1)		117	\$114.56	\$3,794,877
<b>Computer</b>				
Computers and Hardware for Home Use		118	\$254.47	\$8,429,895
Portable Memory		119	\$6.38	\$211,428
Computer Software		117	\$23.78	\$787,761
Computer Accessories		119	\$22.72	\$752,485
<b>Entertainment &amp; Recreation</b>		117	\$3,885.21	\$128,705,204
Fees and Admissions		122	\$789.75	\$26,161,981
Membership Fees for Clubs (2)		123	\$210.64	\$6,977,710
Fees for Participant Sports, excl. Trips		122	\$147.64	\$4,890,969
Admission to Movie/Theatre/Opera/Ballet		119	\$196.79	\$6,518,915
Admission to Sporting Events, excl. Trips		124	\$82.53	\$2,734,064
Fees for Recreational Lessons		123	\$151.48	\$5,018,006
Dating Services		112	\$0.67	\$22,316
TV/Video/Audio		116	\$1,520.96	\$50,384,927
Cable and Satellite Television Services		116	\$1,034.27	\$34,262,414
Televisions		118	\$174.90	\$5,794,001
Satellite Dishes		115	\$1.81	\$60,089
VCRs, Video Cameras, and DVD Players		118	\$12.92	\$428,044
Miscellaneous Video Equipment		124	\$13.35	\$442,376
Video Cassettes and DVDs		116	\$37.34	\$1,237,070
Video Game Hardware/Accessories		114	\$26.31	\$871,486
Video Game Software		118	\$32.31	\$1,070,217
Streaming/Downloaded Video		118	\$6.81	\$225,575
Rental of Video Cassettes and DVDs		116	\$27.24	\$902,462
Installation of Televisions		123	\$1.38	\$45,842
Audio (3)		119	\$146.35	\$4,848,233
Rental and Repair of TV/Radio/Sound Equipment		111	\$5.95	\$197,118
Pets		115	\$655.73	\$21,722,322
Toys and Games (4)		117	\$143.96	\$4,769,104
Recreational Vehicles and Fees (5)		114	\$247.79	\$8,208,658
Sports/Recreation/Exercise Equipment (6)		116	\$219.10	\$7,258,094
Photo Equipment and Supplies (7)		121	\$98.23	\$3,254,033
Reading (8)		119	\$180.87	\$5,991,550
Catered Affairs (9)		121	\$28.81	\$954,535
<b>Food</b>		116	\$9,872.73	\$327,053,766
Food at Home		115	\$6,022.18	\$199,496,767
Bakery and Cereal Products		116	\$842.41	\$27,906,622
Meats, Poultry, Fish, and Eggs		115	\$1,319.29	\$43,704,128
Dairy Products		115	\$647.57	\$21,452,094
Fruits and Vegetables		116	\$1,143.13	\$37,868,572
Snacks and Other Food at Home (10)		115	\$2,069.77	\$68,565,350
Food Away from Home		117	\$3,850.54	\$127,556,999
Alcoholic Beverages		119	\$660.25	\$21,872,213
Nonalcoholic Beverages at Home		115	\$572.72	\$18,972,372

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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July 17, 2015



# Retail Goods and Services Expenditures

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 20 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	105	\$2,895.50	\$95,919,151
Vehicle Loans	119	\$5,031.37	\$166,674,244
<b>Health</b>			
Nonprescription Drugs	114	\$147.28	\$4,879,025
Prescription Drugs	116	\$576.70	\$19,104,455
Eyeglasses and Contact Lenses	118	\$106.42	\$3,525,265
<b>Home</b>			
Mortgage Payment and Basics (11)	123	\$11,475.23	\$380,140,044
Maintenance and Remodeling Services	121	\$2,042.20	\$67,651,803
Maintenance and Remodeling Materials (12)	116	\$346.68	\$11,484,505
Utilities, Fuel, and Public Services	116	\$5,879.56	\$194,772,300
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	119	\$116.77	\$3,868,152
Furniture	119	\$612.76	\$20,298,895
Rugs	121	\$29.88	\$989,688
Major Appliances (14)	119	\$319.13	\$10,571,960
Housewares (15)	118	\$85.43	\$2,829,997
Small Appliances	116	\$53.27	\$1,764,692
Luggage	119	\$10.93	\$362,001
Telephones and Accessories	113	\$56.62	\$1,875,650
<b>Household Operations</b>			
Child Care	119	\$534.08	\$17,692,439
Lawn and Garden (16)	119	\$515.38	\$17,073,152
Moving/Storage/Freight Express	115	\$85.02	\$2,816,354
Housekeeping Supplies (17)	116	\$836.19	\$27,700,311
<b>Insurance</b>			
Owners and Renters Insurance	119	\$600.48	\$19,892,197
Vehicle Insurance	117	\$1,425.61	\$47,226,081
Life/Other Insurance	119	\$549.41	\$18,200,345
Health Insurance	118	\$3,122.66	\$103,444,321
Personal Care Products (18)	116	\$542.95	\$17,986,293
School Books and Supplies (19)	116	\$209.75	\$6,948,550
Smoking Products	110	\$512.52	\$16,978,229
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	117	\$4,737.19	\$156,928,945
Gasoline and Motor Oil	116	\$4,059.84	\$134,490,174
Vehicle Maintenance and Repairs	118	\$1,313.65	\$43,517,423
<b>Travel</b>			
Airline Fares	120	\$575.28	\$19,057,406
Lodging on Trips	121	\$545.84	\$18,082,132
Auto/Truck/Van Rental on Trips	124	\$41.73	\$1,382,339
Food and Drink on Trips	119	\$556.58	\$18,437,726

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## Retail Goods and Services Expenditures

751 Hudson Ave, Stillwater , New York, 12170  
Drive Time: 20 minute radius

Latitude: 42.94129  
Longitude: -73.64893

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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# Retail Goods and Services Expenditures

751 Hudson Ave, Stillwater , New York, 12170  
 Drive Time: 32 minute radius

Latitude: 42.94129  
 Longitude: -73.64893

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
In Style (5B)	9.3%	Population	337,112	347,164
Green Acres (6A)	9.1%	Households	138,809	143,467
Savvy Suburbanites (1D)	8.2%	Families	86,604	89,287
Old and Newcomers (8F)	7.6%	Median Age	41.2	42.0
Comfortable Empty Nesters (5A)	6.9%	Median Household Income	\$66,142	\$77,215
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		110	\$2,550.97	\$354,097,618
Men's		110	\$479.16	\$66,512,059
Women's		112	\$899.81	\$124,901,551
Children's		108	\$403.51	\$56,010,364
Footwear		109	\$497.65	\$69,078,298
Watches & Jewelry		113	\$162.93	\$22,616,817
Apparel Products and Services (1)		111	\$107.91	\$14,978,528
<b>Computer</b>				
Computers and Hardware for Home Use		111	\$240.39	\$33,368,866
Portable Memory		113	\$6.10	\$846,351
Computer Software		111	\$22.49	\$3,121,430
Computer Accessories		112	\$21.33	\$2,960,805
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		114	\$738.54	\$102,515,390
Membership Fees for Clubs (2)		115	\$197.70	\$27,442,490
Fees for Participant Sports, excl. Trips		114	\$137.52	\$19,088,652
Admission to Movie/Theatre/Opera/Ballet		112	\$185.01	\$25,680,421
Admission to Sporting Events, excl. Trips		117	\$77.78	\$10,796,177
Fees for Recreational Lessons		114	\$139.84	\$19,411,534
Dating Services		115	\$0.69	\$96,115
TV/Video/Audio		111	\$1,449.37	\$201,185,120
Cable and Satellite Television Services		110	\$988.18	\$137,167,888
Televisions		112	\$165.98	\$23,039,258
Satellite Dishes		111	\$1.75	\$242,422
VCRs, Video Cameras, and DVD Players		112	\$12.31	\$1,708,523
Miscellaneous Video Equipment		114	\$12.30	\$1,707,572
Video Cassettes and DVDs		111	\$35.62	\$4,944,825
Video Game Hardware/Accessories		110	\$25.31	\$3,513,683
Video Game Software		113	\$30.94	\$4,294,635
Streaming/Downloaded Video		111	\$6.36	\$882,644
Rental of Video Cassettes and DVDs		110	\$25.81	\$3,583,111
Installation of Televisions		114	\$1.28	\$177,371
Audio (3)		112	\$137.92	\$19,144,211
Rental and Repair of TV/Radio/Sound Equipment		104	\$5.61	\$778,976
Pets		108	\$615.23	\$85,398,953
Toys and Games (4)		111	\$136.49	\$18,946,044
Recreational Vehicles and Fees (5)		105	\$227.92	\$31,637,412
Sports/Recreation/Exercise Equipment (6)		107	\$202.03	\$28,043,118
Photo Equipment and Supplies (7)		113	\$91.48	\$12,698,040
Reading (8)		113	\$171.44	\$23,797,767
Catered Affairs (9)		113	\$26.88	\$3,730,849
<b>Food</b>		110	\$9,373.65	\$1,301,147,599
Food at Home		110	\$5,738.46	\$796,550,357
Bakery and Cereal Products		110	\$804.40	\$111,658,091
Meats, Poultry, Fish, and Eggs		109	\$1,255.26	\$174,240,828
Dairy Products		109	\$615.33	\$85,413,699
Fruits and Vegetables		110	\$1,089.43	\$151,222,395
Snacks and Other Food at Home (10)		110	\$1,974.05	\$274,015,344
Food Away from Home		111	\$3,635.19	\$504,597,241
Alcoholic Beverages		113	\$625.72	\$86,855,273
Nonalcoholic Beverages at Home		110	\$547.01	\$75,929,773

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

751 Hudson Ave, Stillwater , New York, 12170  
Drive Time: 32 minute radius

Latitude: 42.94129  
Longitude: -73.64893

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	99	\$2,738.03	\$380,063,237
Vehicle Loans	111	\$4,686.59	\$650,540,823
<b>Health</b>			
Nonprescription Drugs	108	\$139.55	\$19,371,109
Prescription Drugs	110	\$549.17	\$76,229,909
Eyeglasses and Contact Lenses	112	\$100.62	\$13,967,336
<b>Home</b>			
Mortgage Payment and Basics (11)	112	\$10,496.65	\$1,457,029,293
Maintenance and Remodeling Services	112	\$1,884.40	\$261,571,996
Maintenance and Remodeling Materials (12)	107	\$319.62	\$44,366,403
Utilities, Fuel, and Public Services	110	\$5,577.44	\$774,199,392
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	112	\$110.69	\$15,364,884
Furniture	112	\$577.36	\$80,142,900
Rugs	115	\$28.30	\$3,928,365
Major Appliances (14)	110	\$296.93	\$41,216,044
Housewares (15)	112	\$80.70	\$11,201,469
Small Appliances	111	\$50.62	\$7,026,728
Luggage	111	\$10.19	\$1,414,128
Telephones and Accessories	107	\$53.38	\$7,409,039
<b>Household Operations</b>			
Child Care	110	\$494.26	\$68,607,196
Lawn and Garden (16)	111	\$480.20	\$66,656,160
Moving/Storage/Freight Express	110	\$81.77	\$11,350,252
Housekeeping Supplies (17)	110	\$791.40	\$109,853,040
<b>Insurance</b>			
Owners and Renters Insurance	111	\$558.53	\$77,528,553
Vehicle Insurance	111	\$1,342.98	\$186,417,432
Life/Other Insurance	110	\$510.01	\$70,793,605
Health Insurance	112	\$2,953.55	\$409,979,945
Personal Care Products (18)	110	\$512.63	\$71,158,188
School Books and Supplies (19)	111	\$200.68	\$27,856,497
Smoking Products	108	\$502.76	\$69,787,522
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	110	\$4,444.71	\$616,966,417
Gasoline and Motor Oil	109	\$3,835.72	\$532,433,063
Vehicle Maintenance and Repairs	111	\$1,238.95	\$171,977,174
<b>Travel</b>			
Airline Fares	113	\$539.42	\$74,875,821
Lodging on Trips	112	\$506.94	\$70,367,331
Auto/Truck/Van Rental on Trips	115	\$38.67	\$5,368,071
Food and Drink on Trips	112	\$520.04	\$72,186,410

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

751 Hudson Ave, Stillwater , New York, 12170  
Drive Time: 32 minute radius

Latitude: 42.94129  
Longitude: -73.64893

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

APPENDIX D: SELECT PROJECT COST ESTIMATES

## Preliminary Opinion of Probable Cost

### CHAZEN ENGINEERING, LANDSCAPE ARCHITECTURE & LAND SURVEYING CO., D.P.C.

547 River Street, Troy, New York 12180  
 Phone: (518) 273-0055 Fax: (518) 273-8391  
 Web: www.chazencompanies.com



Dutchess County Office  
 Phone: (845) 454-3980

North Country Office  
 Phone: (518) 812-0513

Stillwater Towpath Trail (TCC #: 31400.15)				Date: 6/10/2014
Description	QTY	Unit	Material & Labor Unit Price	Mat. & Labor Cost
<b>SITE PREPARATION</b>				
Stump and Brush Removal	5.0	Day	\$2,000.00	\$10,000.00
Tree Removal	1	LS	\$2,000.00	\$2,000.00
Erosion & Sediment Control	1	LS	\$1,000.00	\$1,000.00
Box-out trail path to receive stone material depth (dispose off site)	725	CY	\$7.00	\$5,075.00
Remove wood rail fencing at northern connection to Saratoga Trail (Deliver materials to Town of Saratoga)	1	LS	\$500.00	\$500.00
<b>Total for Site Preparation</b>				<b>\$18,575.00</b>
<b>EARTHWORK</b>				
Topsoil for lawn areas at sides of trail (4" deep by 2 ft wide each side)	12,000	SF	\$0.50	\$6,000.00
Import and place fill for culvert crossing	20	CY	\$30.00	\$600.00
Import and place fill (areas where path requires widening)	42	CY	\$30.00	\$1,260.00
<b>Total for Earthwork</b>				<b>\$7,860.00</b>
<b>SITE CONSTRUCTION - PAVEMENTS / HARDSCAPES</b>				
<b>Pathway Network</b>				
8 ft wide Crushed Stone Pathway (including subbase)	23,120	SF	\$2.25	\$52,020.00
Steel Edging for path	5,740	LF	\$8.50	\$48,790.00
Concrete Pad for Bench (1 location)	60	SF	\$8.00	\$480.00
<b>Total for Site Construction - Pavements / Hardscapes</b>				<b>\$101,290.00</b>
<b>SITE CONSTRUCTION - AMENITIES</b>				
Interpretive Signage	2	EA	\$1,000.00	\$2,000.00
Benches	1	EA	\$800.00	\$800.00
Picnic Tables	2	EA	\$1,500.00	\$3,000.00
<b>Total for Site Construction - Amenities</b>				<b>\$5,800.00</b>
<b>LANDSCAPING</b>				
Lawn Establishment - Hydroseed & Mulch Disturbed Areas	12,000	SF	\$0.18	\$2,160.00
<b>Total for Landscaping</b>				<b>\$2,160.00</b>
<b>CONSTRUCTION TOTAL</b>				<b>\$135,685.00</b>
<b>PROJECT ADMINISTRATION</b>				
Project Administration (10% of Construction Total)	1	LS	\$13,568.50	\$13,600.00
<b>PRE-DEVELOPMENT DESIGN AND PERMITTING (ENGINEERING, SURVEY, ETC.)</b>				
Topographic Survey	1	LS	\$7,000.00	\$7,000.00
Project Design (10% of Construction Total)	1	LS	\$13,568.50	\$13,600.00
Project Permitting (Phase 1A and 1B, SEQRA, Wetlands, SHPO, Short EAF (Phase 1A /1B, SEQRA, Wetlands, SHPO, Short EAF, Habitat Assess))	1	LS	\$28,000.00	\$28,000.00
<b>Soft Costs Total</b>				<b>\$48,600.00</b>
<b>TOTAL</b>				<b>\$197,885.00</b>