

4 Master Plan Framework

The BOA Nomination Study and Master Plan is the culmination of 13 years of progressive planning, recognizing that the City is never static but continuously evolving as implementation and market changes occur. The Master Plan Framework provides the necessary guidance to ensure that recommendations have been identified based on sound connections to the Vision, Goals and Objectives established during the planning process.

- Section 4.1 discusses the public input received and how this guidance has been utilized to inform Master Plan recommendations.
- Section 4.2 utilizes public input to establish a set of Design Principles as the foundation for the implementation of the Master Plan.

4.1 Public Review and Input

Building upon the foundation and guidance provided through the completion of the public

visioning and inventory and analysis components of the planning process, the City of Cohoes held a Public Design Workshop to begin the development of master plan recommendations. The Design Workshop provided a brief education session focused on best-practices for design, and a hands-on, small group exercise provide meeting to participants with an opportunity to put their ideas and thoughts directly on paper.

Meeting attendees also participated in a Community Character Survey exercise, which provided attendees opportunity to rank representative images of different development styles. Highly ranked images were considered "desirable" and appropriate for the Cohoes Boulevard BOA, while low ranked images were determined to be inappropriate in their style and



Figure 15: Comments received at the Public Design Workshop.

character. Examples of high ranked images from the Community Character Survey are reflected on the following pages in conjunction with the summary of community feedback from the Public Design Workshop.

The feedback generated at the Public Design Workshop identified four distinct community-defined topic areas for the study area:

- 1. Downtown,
- 2. Waterfronts,
- 3. Housing and Heritage, and
- 4. Corridors and Gateways.

The issues and opportunities identified under these topic areas provided a framework for the development of Master Plan Design Principles, as described in Section 4.2. The consistent themes and ideas generated by the community, as summarized below, are further reflected in the Master Plan Design Principles.

Downtown

- Redevelopment and infill along Remsen Street should focus on creating a vibrant, mixeduse downtown that retains the existing scale (3-4 stories).
- Single story strip commercial should be discouraged/prohibited in the downtown core.
- Increasing the density on core fringe streets like Saratoga Street should be encouraged but should minimize impacts to traffic/access problems.
- Design in the downtown should be consistent with existing building stock and valued historic forms.
- Remsen Street could be beautified using selective, appropriate planters and street treatments like historic light fixtures and banners.
- Hope VI residential akin to what has successfully been implemented in North Albany would be appropriate along the Congress Street and Main Street corridors. These locations may also be appropriate for the relocation of the Saratoga Sites housing units, providing those residents with housing that is not downwind of the Norlite Incinerator.
- The new housing/apartment complex along Saratoga Street can be built upon by targeted revitalization for the properties surrounding the development.
- Conduct a housing study to understand existing housing stock, land assembly opportunities, etc.

- Targeted revitalization efforts at the former theater property would ideally involve a restaurant use with outdoor sidewalk seating area and office or residential space on the upper floors.
- Redevelopment of the former D&H Depot on Saratoga Street could include an "internal mall," yet redevelopment should retain the historic nature of the existing building.
- The establishment of a Business Improvement District (BID) should be explored for the downtown/Remsen Street area.
- More off-street parking is needed downtown to accommodate future development.
- A mix of uses should be encouraged in the Central Business District/Remsen Street area to give patrons a reason to stay downtown longer.





The above images scored highest within the Community Character Survey for development associated with the Central Business District and downtown portions of the BOA. They reflect the community's ideas for creating a walkable, safe, attractive and mixed use downtown.

Waterfronts

- Improved wayfinding/signage directing people between the waterfront and downtown core would be a great way to get people onto Remsen Street.
- Pedestrian and bicycle infrastructure should be enhanced to the Mohawk River waterfront to improve public access and enjoyment of natural resources.
- New/redeveloped residential units should be concentrated downtown and along the waterfront, taking advantage of the existing demand for new housing.
- Access to Remsen Street and the waterfront from 787 should be improved.

- A new public waterfront park would be an appropriate use for the St. Michaels site or the former municipal landfill site.
- Keep the waterfront public.

History & Heritage

- Revitalization of historic mill housing, particularly along Cataract Street, Front Street and Bedford Street should resemble Georgetown-esque residential facades.
- Redevelopment in the South of Columbia ("SoCo") neighborhood should resemble the historic architecture prevalent in Cohoes.
- The "Juncta" gateway located at the intersection of Saratoga Street and Main Street should be significantly improved, and should include an element interpreting the history/significance of the Champlain and Erie Canals.
- Identify opportunities to interpret the Erie Canal.
- Signage and features should use historically appropriate materials, such as canal limestone.

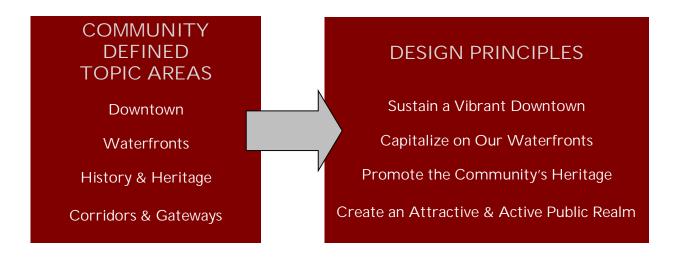
Corridors & Gateways

- Make 787 into a "true boulevard" with a landscaped median, and ensure that a plan is in place to maintain the landscaped median once constructed.
- Avoid single-story commercial development and signage along the 787 corridor.
- Install an attractive, welcoming gateway at the southern boundary of the Study Area.
- Gateway signage should be constructed of historically consistent materials (i.e. excess canal limestone blocks).
- Intersections in need of improvement include Bedford Street/Columbia Street, Remsen Street/Columbia Street and Mohawk Street/Columbia Street.
- Wayfinding for important places in Cohoes, including the Central Business District, offstreet parking areas, the Cohoes Music Hall, City Hall and the Cohoes Falls should be improved within the Study Area.
- Multi-modal/on-road bicycle treatments and mass transit provisions should be provided within the Study Area, particularly along Columbia Street and Bridge Street, as part of the Cohoes Heritage Trail.
- A pedestrian connection should somehow be preserved along the Pine Street corridor across the railroad tracks to maintain this vital connection to the downtown.

4.2 Design Principles

Throughout the planning process, a primary goal was established to make Cohoes a destination community and a desirable place to live, work and visit. The Master Plan also seeks to encourage residents and visitors to enjoy the City's wealth of cultural and heritage offerings and out-the-door access to land and water-based recreational amenities.

During the public involvement process, several consistent themes were identified that formed a common thread on which to base the future Master Plan (see Section 4.1). At the conclusion of the Public Design Workshop, four topic areas emerged as being priorities for the revitalization of the Cohoes Boulevard BOA. These topic areas set the framework for the identification of the Master Plan Design Principles.



The public identified the revitalization of Remsen Street and surrounding neighborhoods as a critical factor for the future growth of Cohoes. Additionally, the residents desired to connect the City's extensive waterfront with downtown to spur economic development. Tying the downtown and waterfront together are adjacent neighborhoods and the City's wealth of trails and healthy living infrastructure. The stabilization of residential areas and their connectivity with adjacent services was identified as a priority to helping revitalize downtown. The following Design Principles are founded on feedback obtained from community members, local policy makers and stakeholders, and are described in further detail below:

Sustain a Vibrant Downtown

The City's pedestrian-friendly scale, unique historic character and wealth of recreational opportunities make it a destination for small-city living and a high quality of life within a manageable commute to the Capital District's regional research and employment centers. As a result, the City of Cohoes is the only city in the Capital District to experience growth between

2000 and 2010, with an additional 450 new residential units projected in the next five to ten years. These factors support the development of vibrant neighborhoods and nodes of activity focused on mixed use, transit-oriented development.

Remsen Street is the active spine of the City's CBD, supporting independent businesses and encouraging pedestrian foot traffic and local shopping opportunities. The neighborhoods surrounding Remsen Street reflect a mix of well maintained historic homes and structures, as well as areas where disinvestment is apparent. The success of the CBD revitalization strategy will be contingent on stabilizing the surrounding neighborhoods and providing a variety of housing options that attract a range of income levels. The City should encourage property owners to develop upper story apartments and implement façade improvement programs to improve the aesthetics and livability of downtown and to attract more young professionals. The Central Business District and Remsen Street corridor should be the destination for events, programs and opportunities to experience the City's vast cultural and heritage offerings, further supporting a vibrant and dense node of activity within the core of Cohoes. The public realm should be enhanced as a series of connected outdoor spaces within streets, parks and building frontages. Residents and visitors should be drawn from the surrounding neighborhoods into the CBD and to waterfront destinations guided by intuitive and thoughtful wayfinding techniques.

The Capital District Transportation Authority (CDTA) recently conducted a study of potential transit corridor improvements which include the development of a Bus Rapid Transit (BRT) line along Cohoes Boulevard and a BRT station within Cohoes. A BRT station within the Study Area adjacent to Cohoes Boulevard could promote increased density, encourage modal shift, and help alleviate anticipated failures of the transportation system resulting from projected housing

expansion and population Cohoes. Saratoga Street should be explored as a convenient location for a potential BRT station between the Ontario Street and Columbia Street intersections. Areas within the Central Business District and along Saratoga Street should be targeted for higher density residential development in support of transit-oriented development within walking distance to the proposed BRT station.

Capitalize on Our Waterfronts

The City of Cohoes should continue to capitalize on the waterfront as a

The Battery Park Promenade in New York City offers residents a respite along the waterfront from a hectic urban life.

vital part of its identity through the establishment of public realm destinations and signature

outdoor spaces to attract residents and visitors. Waterfront development should provide a vibrant mix of uses with a unique sense of place, while providing opportunities to actively or passively experience the Mohawk and Hudson Rivers. The design of these spaces should reinforce the connection of the City to its waterfront through visual and physical linkages. Building setbacks from the waterfront should be sufficient to support expanded public access, and ground floor tenant spaces should be targeted for quasi-public establishments, such as restaurants, which generate activity and formal opportunities to enjoy the waterfront. Several opportunities exist to provide spectacular views of the Cohoes Falls and Peebles Island from both public and private development sites. In addition, sites east of SR 787 provide the potential for expanded public open space on the waterfront to include water-based recreation and tourism opportunities such as kayaking or canoeing the Mohawk and Hudson Rivers. Continuing to transition the Cohoes waterfront from industrial uses to appropriate water-based uses will be critical to successful revitalization of the Mohawk River waterfront. By integrating public access and developing public spaces along the waterfront, the City can take full advantage of the economic and healthy living benefits on the Mohawk and Hudson rivers.

Promote the Community's Heritage

The City of Cohoes' central and waterfront location within the northern Capital Region provides a significant opportunity to capture a portion of Upstate New York's burgeoning heritage and recreation-based tourism spending. The City's extensive legacy of industrial innovation and technology powered by its Erie and Champlain Canal history has significant economic potential to capture tourism spending within the RiverSpark Hudson Mohawk Heritage Area. Much of this legacy remains visible in distinct districts, and should be leveraged to support interpretive, educational and recreational-based tourism and economic development efforts. Similar to the Harmony Mills district to the north of the BOA, the City should explore the creation of a new cultural heritage district within the Central Business District that maximizes the presence and proximity of historically significant structures such as the Cohoes Music Hall, the Carter Building,



Genesee Country Museum may offer ideas on how Cohoes can utilize heritage-based tourism as part of its community marketing strategy.

the former Cohoes Savings Bank building and the Manufacturers Bank building. The branding development of this district should promote the City's canal history and industrial legacy through events. marketing, and public realm improvements.

The City also benefits from a location at the hub of several local and regional trail systems. Tens of thousands of New Yorkers utilize these regional trails each year, providing a significant opportunity to capture tourism

spending and brand Cohoes as the region's starting point for recreation-based tourism.

Encourage an Active and Sustainable Public Realm

The City of Cohoes is actively pursuing its *Healthy Cohoes* initiative to enhance the public realm and expand the availability of healthy-living amenities within City limits. These efforts are highlighted by the ongoing development of a city-wide network of out-the-door bicycle and pedestrian trails. Cohoes should continue to provide public realm enhancements in locations that further support spin-off economic development activity generated by trail users, such as along the Cohoes Heritage Trail, which crosses nearly every primary roadway corridor within the BOA. The City is also promoting the development of Active Living Exercise Loops through the Central Business District to generate additional foot traffic for businesses while improving the safety and accessibility of the public realm (Figure 16). These exercise loops are proposed to link with local and regional trail systems in an effort to draw system-wide trial users into downtown Cohoes and experience all the City has to offer.

Future public realm enhancements should leverage on-going efforts to increase foot traffic within the City by enhancing the aesthetics, safety and visual interest of the City's public outdoor spaces. The City should seek to expand the definition of the public realm by including building facades and storefronts. The interface of the building and sidewalk and business storefronts are essential components of the public realm, and should add to the vibrancy and activity to the street. An extensive network of trails and walking paths can also facilitate development patterns that are more sustainable and supportive of transit usage. Promoting safe, efficient and convenient pedestrian access throughout the downtown supports the potential development of a BRT station in Cohoes, which may lead to further density increases through infill development that capitalizes on existing infrastructure.

In addition, sustainable infill development policies that promote balanced land use and transportation alternatives should be employed to meet the needs of the existing community without compromising the ability of future generations to do the same.