



NY RISING COMMUNITY RECONSTRUCTION PROGRAM

NYRCR PRATTSVILLE

NY RISING COMMUNITY RECONSTRUCTION PLAN

MARCH 2014

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This document was developed by the NYRCR Prattsville Planning Committee as part of the NY Rising Community Reconstruction (NYRCR) Program within the Governor's Office of Storm Recovery. The NYRCR Program is supported by NYS Homes and Community Renewal, NYS Department of State, and NYS Department of Transportation. The document was prepared by the following consulting firms: Parsons Transportation Group of New York, Inc.; River Street Planning & Development, LLC; PLACE alliance; and M.J. Engineering and Land Surveying, PC.

Foreword

Introduction

In the span of approximately one year, beginning in August 2011, the State of New York experienced three extreme weather events. Hurricane Irene, Tropical Storm Lee, and Superstorm Sandy wreaked havoc on the lives of New Yorkers and their communities. These tragic disasters signaled that New Yorkers are living in a new reality defined by rising sea levels and extreme weather events that will occur with increased frequency and power. They also signaled that we need to rebuild our communities in a way that will mitigate against future risks and build increased resilience.

To meet these pressing needs, Governor Andrew M. Cuomo led the charge to develop an innovative, community-driven planning program on a scale unprecedented and with resources unparalleled. The NY Rising Community Reconstruction (NYRCR) Program empowers the State’s most impacted communities with the technical expertise needed to develop thorough and implementable reconstruction plans to build physically, socially, and economically resilient and sustainable communities.

Program Overview

The NYRCR Program, announced by Governor Cuomo in April of 2013, is a more than \$650 million planning and implementation process established to provide rebuilding and resiliency assistance to communities severely damaged by Hurricane Irene, Tropical Storm Lee, and Superstorm Sandy. Drawing on lessons learned from past recovery efforts, the NYRCR Program is a unique combination of bottom-up community participation and State-provided technical expertise. This powerful combination recognizes not only that community members are best positioned to assess the needs and opportunities of the places where they live and work, but also that decisions are best made

when they are grounded in rigorous analysis and informed by the latest innovative solutions.

One hundred and two storm-affected localities across the State were originally designated to participate in the NYRCR Program. The State has allocated each locality between \$3 million and \$25 million to implement eligible projects identified in the NYRCR Plan. The funding for these projects is provided through the U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant – Disaster Recovery (CDBG-DR) program.^{F1}

Forty-five NYRCR Communities, each comprising one or more of the 102 localities, were created and led by a NYRCR Planning Committee composed of local residents, business owners, and civic leaders. Members of the Planning Committees were identified in consultation with established local leaders, community organizations, and in some cases municipalities. The NYRCR Program sets a new standard for community participation in recovery and resiliency planning, with community members leading the planning process. Across the State, more than 500 New Yorkers represent their communities by serving on Planning Committees. More than 400 Planning Committee Meetings have been held, during which Planning Committee members worked with the State’s NYRCR Program team to develop community reconstruction plans and identify opportunities to make their communities more resilient. All meetings were open to the public. An additional 125-plus Public Engagement Events attracted thousands of community members, who provided feedback on the NYRCR planning process and proposals. The NYRCR Program’s outreach has included communities that are traditionally underrepresented, such as immigrant populations and students. All planning

^{F1} Five of the 102 localities in the program—Niagara, Herkimer, Oneida, Madison, and Montgomery Counties—are not funded through the CDBG-DR program.

materials are posted on the NYRCR Program’s website (www.stormrecovery.ny.gov/nyrcr), providing several ways for community members and the public to submit feedback on materials in progress.

Throughout the planning process, Planning Committees were supported by staff from the Governor’s Office of Storm Recovery (GOSR), planners from New York State (NYS) Department of State (DOS) and NYS Department of Transportation (DOT), and consultants from world-class planning firms that specialize in engineering, flood mitigation solutions, green infrastructure, and more.

With the January 2014 announcement of the NYRCR Program’s expansion to include 22 new localities, the program comprises over 2.7 million New Yorkers and covers nearly 6,500 square miles, which is equivalent to 14% of the overall State population and 12% of the State’s overall geography.

The NYRCR Program does not end with this NYRCR Plan. Governor Cuomo has allocated over \$650 million of funding to the program for implementing projects identified in the NYRCR Plans. NYRCR Communities are also eligible for additional funds through the program’s NY Rising to the Top Competition, which evaluates NYRCR Communities across eight categories, including best use of technology in the planning process, best approach to resilient economic growth, and best use of green infrastructure to bolster resilience. The winning NYRCR Community in each category will be allocated an additional \$3 million of implementation funding. The NYRCR Program is also working with both private and public institutions to identify existing funding sources and create new funding opportunities where none existed before.

The NYRCR Program has successfully coordinated with State and Federal agencies to help guide the development of feasible projects. The program has leveraged the Regional Economic Development Council’s State Agency Review Teams (SARTs), composed of representatives from dozens of State agencies and authorities, for feedback on projects

proposed by NYRCR Communities. The SARTs review projects with an eye toward regulatory and permitting needs, policy objectives, and preexisting agency funding sources. The NYRCR Program is continuing to work with the SARTs to streamline the permitting process and ensure shovels are in the ground as quickly as possible.

On the pages that follow, you will see the results of months of thoughtful, diligent work by NYRCR Planning Committees, passionately committed to realizing brighter, more resilient futures for their communities.

The NYRCR Plan

This NYRCR Plan is an important step toward rebuilding a more resilient community. Each NYRCR Planning Committee began the planning process by defining the scope of its planning area, assessing storm damage, and identifying critical issues. Next, the Planning Committee inventoried critical assets in the community and assessed the assets’ exposure to risk. On the basis of this work, the Planning Committee described recovery and resiliency needs and identified opportunities. The Planning Committee then developed a series of comprehensive reconstruction and resiliency strategies, and identified projects and implementation actions to help fulfill those strategies.

The projects and actions set forth in this NYRCR Plan are divided into three categories. The order in which the projects and actions are listed in this NYRCR Plan does not necessarily indicate the NYRCR Community’s prioritization of these projects and actions. Proposed Projects are projects proposed for funding through a NYRCR Community’s allocation of CDBG-DR funding. Featured Projects are projects and actions that the Planning Committee has identified as important resiliency recommendations and has analyzed in depth, but has not proposed for funding through the NYRCR Program. Additional Resiliency Recommendations are projects and actions that the Planning Committee would like to highlight and that are not categorized as Proposed Projects or Featured Projects. The Proposed Projects and Featured Projects

found in this NYRCR Plan were voted for inclusion by official voting members of the Planning Committee. Those voting members with conflicts of interest recused themselves from voting on any affected projects, as required by the NYRCR Ethics Handbook and Code of Conduct.

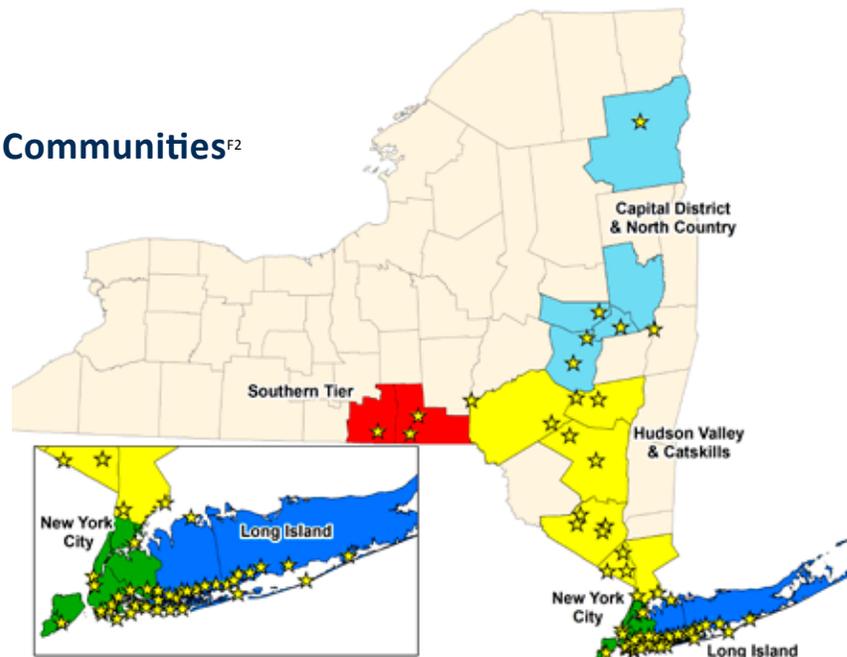
While developing projects for inclusion in this NYRCR Plan, Planning Committees took into account cost estimates, cost-benefit analyses, the effectiveness of each project in reducing risk to populations and critical assets, feasibility, and community support. Planning Committees also considered the potential likelihood that a project or action would be eligible for CDBG-DR funding. Projects and actions implemented with this source of Federal funding must fall into a Federally designated eligible activity category, fulfill a national objective (meeting an urgent need, removing slums and blight, or benefiting low to moderate income individuals), and have a tie to the natural disaster to which the funding is linked. These are among the factors that the Governor's Office of Storm Recovery will consider, in consultation with local municipalities and nonprofit organizations, when determining

which projects and actions are best positioned for implementation.

The total cost of Proposed Projects in this NYRCR Plan exceeds the NYRCR Community's CDBG-DR allocation to allow for flexibility if some Proposed Projects cannot be implemented due to environmental review, HUD eligibility, technical feasibility, or other factors. Implementation of the projects and actions found in this NYRCR Plan are subject to applicable Federal, State, and local laws and regulations, including the Americans with Disabilities Act (ADA). Inclusion of a project or action in this NYRCR Plan does not guarantee that a particular project or action will be eligible for CDBG-DR funding or that it will be implemented. The Governor's Office of Storm Recovery will actively seek to match projects with funding sources.

In the months and years to follow, many of the projects and actions outlined in this NYRCR Plan will become a reality helping New York not only to rebuild, but also to build back better.

NYRCR Communities^{F2}



^{F2} Note: map includes those NYRCR Communities funded through the CDBG-DR program, including the NYRCR Communities announced in January 2014.

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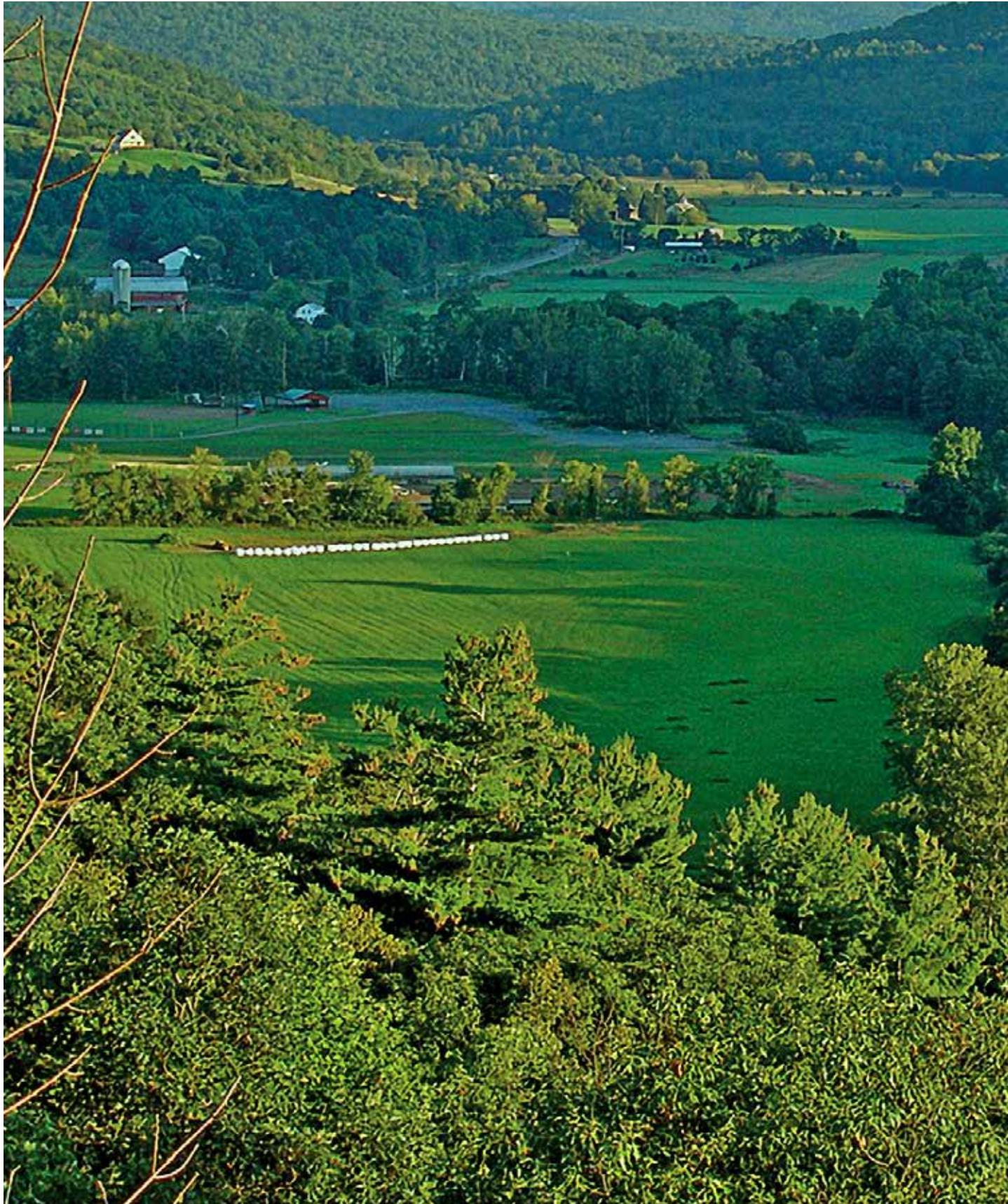
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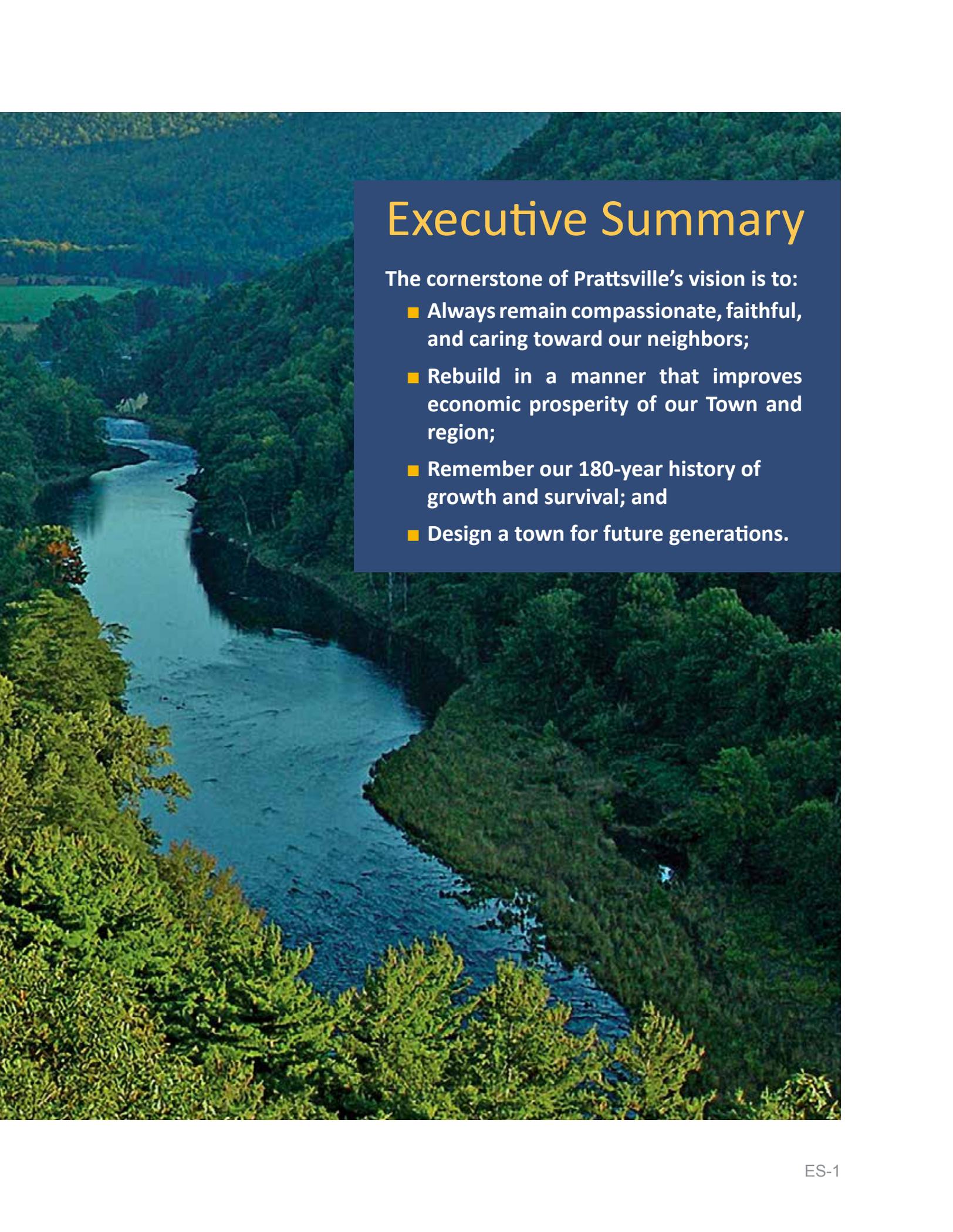
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Larry Gambon

The Schoharie Creek as seen from Pratt Rock.



Executive Summary

The cornerstone of Prattsville's vision is to:

- Always remain compassionate, faithful, and caring toward our neighbors;
- Rebuild in a manner that improves economic prosperity of our Town and region;
- Remember our 180-year history of growth and survival; and
- Design a town for future generations.



Executive Summary

In the days following Hurricane Irene and Tropical Storm Lee, Governor Andrew M. Cuomo described Prattsville as “the worst hit community” of all the affected towns, hamlets, and cities in the State of New York. Over two and one-half years, Prattsville has battled back from that knockout punch, taking advantage of the opportunities it has been given, inspiring others, and staying the course. Through participation in the NY Rising Community Reconstruction Program (NYRCR), Prattsville is eligible to receive up to \$3 million in Community Development Block Grant Disaster Recovery funds to help implement its vision for a resilient future.

Prattsville is a very small town of just over 350 year round residents at the northwestern edge of the Catskill Park in Greene County, New York, only two hours from New York City, near Oneonta, Kingston, and Catskill. The NYRCR planning area includes the entire Town to ensure that locations for floodsafe new development are available, although the high risk area is the Schoharie Creekside hamlet along New York State Route 23.

Prattsville’s Story of the Storm

On the morning of August 28, 2011, as Hurricane Irene passed over the Catskills, the Schoharie Creek rose slowly at first until a flash flood hit between 7:30 and 8:30 a.m., causing creek waters to rise over 7 feet in 1 hour and a total of 16 feet in 12 hours. The Schoharie broke from its banks roaring down Prattsville’s Main Street at an astonishing peak flow of 120,000 cubic feet per second (cfs) –which is greater than the volume flowing over Niagara Falls. Hurricane Irene broke records across the Schoharie Valley, and in Prattsville the storm was 24% larger than the 500 year event and more than double the peak flow reported in the Town’s previous record.

Throughout the hamlet, residents and business owners were stranded on rooftops in driving rain, waiting hours to be rescued, watching houses collapse and a wall of water destroy their Town. Fire fighters and emergency crews became trapped on the second floor of the station for 5 hours. The Sheriff’s water rescue boat capsized and sank on Main Street.

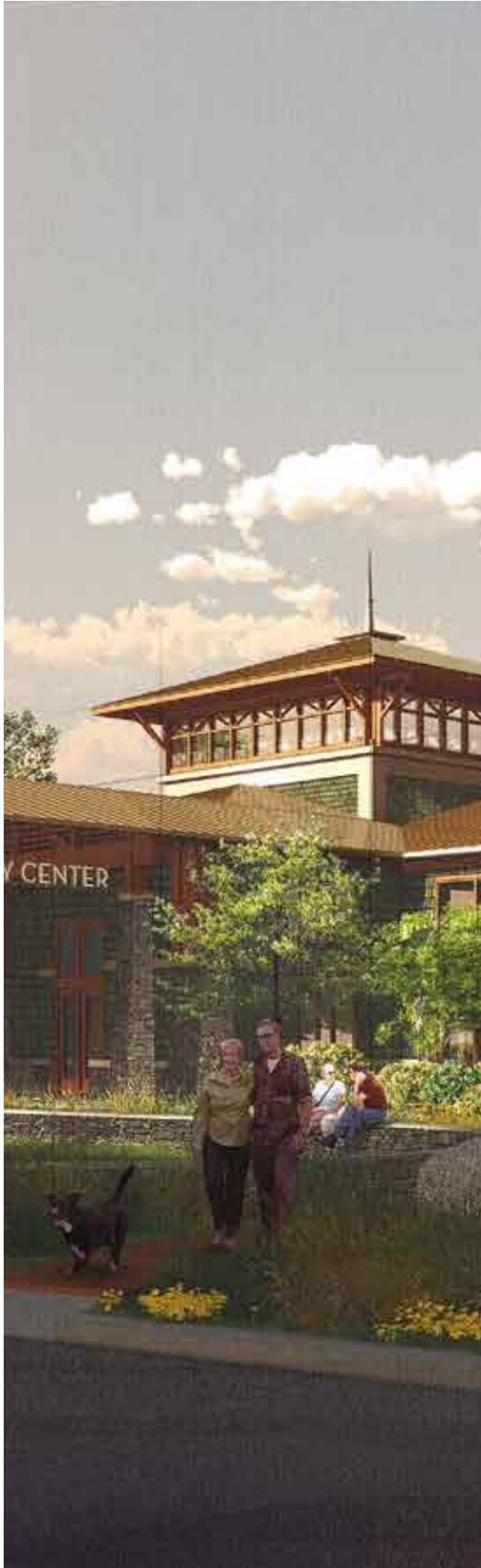


Homes floated out from Moore’s Mobile Home Park. By early afternoon the community watched in shock as the five-generation, 86-year-old O’Hara’s Service Station washed away entirely, along with the Rod and Gun Club.

Once the floodwaters receded a slick layer of red mud, 6 inches deep in places and contaminated with oil, gas, and sewage, covered everything. The Town remained virtually landlocked for more than a week and the State Route 23 Bridge across Schoharie Creek closed for 10 days. Sidewalks were destroyed, trees were ripped from the ground, culverts blocked, drains filled to capacity, and pump stations failed. Power and telephone poles were knocked down, causing electrical service and landlines to be out for weeks. Tractors plowed the parking lot of Jim’s Great American Grocery Market clear of debris and mud, and it became the command center as Prattsville began rebuilding – one neighbor at a time.

All the devastation, and Prattsville’s near isolation following the storms, underscored long-standing problems, brought forward new needs and identified critical challenges including:

- Relocating vulnerable seniors from the floodplain to safe and affordable housing;
- Restoring homes and businesses directly damaged by the floods;
- Addressing limited access to health and social services;
- Using creative partnerships to address the scarcity of developable land and advance mitigation projects;
- Protecting critical municipal facilities that are still at risk; and
- Addressing the lack of implementation capacity and need for staff support.



Prattsville Moves “From the Middle of Nowhere, to the Center of Everything”

The NYRCR process advances the important work accomplished by FEMA, Prattsville residents, and a group of professional volunteer planners and architects in the weeks following the floods in 2011. That successful REBUILD Prattsville FEMA Long Term Community Recovery process included a four day design workshop, dozens of working group meetings, multiple public events, interviews, and focus groups. The NYRCR Planning Committee engaged the public through open Committee meetings, public workshops, open houses, and neighborhood workshops. The outreach approach included posters, flyers, advertising and announcements as well as social media. The Committee distributed a community newsletter and conducted a survey to reconfirm priorities. These outreach efforts generated feedback that was incorporated into the vision adopted by the Planning Committee, which is to:

***“Always remain compassionate, faithful, and caring toward our neighbors; Rebuild in a manner that improves economic prosperity of our Town and region; Remember our 180 year history of growth and survival; and Design a town for future generations.*”**

Prattsville focuses on a holistic approach to planning; capacity building; and providing health, social services, infrastructure, and jobs that serve all residents and keep them safe. We work to reduce risk and damage from flooding and ensure that our homeowners and businesses can recover quickly. Our seniors, families, and children have many opportunities to enjoy nature, history, art, and culture. Prattsville is a mainstay of our strong, resilient and creative mountaintop region where people choose to live, work, and play.”

A Blueprint for Recovery

During the NYRCR process, the Committee identified and ranked economic, health and social services, housing, infrastructure, and natural and cultural assets. They evaluated and scored each asset based upon the level of hazard, exposure, and vulnerability each faces in extreme weather. Many were found to be at high risk.

“We should become a modern, eco-friendly, green town within the context of our special history. Take advantage of all cutting edge technologies in the rebuilding. Physically look historic, but infrastructure-wise be 21st century.”

- Post-flood survey comment

The Committee then identified six overarching strategies to guide them in developing projects that would address the risks to their assets. Fifteen projects, including eight with regional impact, were identified and classified as Proposed, Featured, or Additional Resiliency Recommendations. Proposed Projects are projects proposed for funding through a NYRCR Community’s allocation of CDBG-DR funding. Featured Projects are projects and actions that the Planning Committee has identified as important resiliency recommendations and has analyzed in depth, but has not proposed for funding through the NYRCR Program. Additional Resiliency Recommendations are projects and actions that the Planning Committee would like to highlight and that are not categorized as Proposed Projects or Featured Projects. Once the Proposed and Featured Projects were identified, the Committee used the scores, cost estimates, market analyses, and identified community benefits to evaluate how feasible the projects are and how effectively they reduce risks. These projects are summarized on the next page, but are not ranked or listed in priority order.

Building on a wealth of public input since the floods, Prattsville enjoys strong support for all projects among residents young and old, and broad consensus that it is on a path to continued success.



1

Prattsville Town Common

Strategy: Ensure that all residents have an exceptional quality of life and that vulnerable seniors are safe.

Proposed Projects:

- Acquire and extend infrastructure to build a flood-safe neighborhood at the Town Common;
- Respond to critical regional needs by developing a health center and urgent care center.

Featured Projects:

- Anchor the Town Common with affordable senior housing in apartments and in a cottage community;
- Create a focal point at the Town Common with a regional community/ senior center and emergency shelter.

2

Prattsville Works

Strategy: Create work and wealth for local residents and strengthen the Town’s commercial foundation, with a focus on green industry and green energy.

Proposed Project:

- Create the Green in Greene Grant Fund to help new companies to locate in Town.

Featured Project:

- Create the Prattsville Eco-Commerce Park focused on green industry and green energy.

3

Choose Prattsville

Strategy: Restore damaged homes and build new residences.

Featured Project:

- Launch the Choose Prattsville Housing Program to bring neighbors home and encourage new flood-safe residences.



High above the hamlet, three breathtaking properties overlooking the Schoharie Valley would be home to Prattsville’s Town Common. The project would transform and complete Prattsville, reduce risks, and promise superior quality senior living, health, recreation, and community services in a smart and green rural neighborhood - a model for the region.

4

Creative Main Streets

Strategy: Preserve the past and seize a future that supports the economy and culture that make Prattsville unique.

Featured Projects:

- Complete the Prattsville Green Main Street Initiative with street, Town Green restoration, and Schoharie Creekside trail;
- Support the arts, culture, and historic assets through the Prattsville Cultural Resources Program.

5

Nature and Heritage Tourism

Strategy: Capitalize on nature and heritage tourism by enhancing existing facilities and expanding recreation and entertainment.

Featured Projects:

- Promote Prattsville as a destination for authentic nature and heritage tourism and a creative place to live, work, and play;
- Repair flood damage and expand amenities available at Conine Field.

6

Prepare Prattsville

Strategy: Build awareness, provide services, and model sustainable measures that make Prattsville resilient.

Proposed Projects:

- Support the Prattsville Local Development Corporation;
- Develop an Emergency Preparedness and Notification Strategy, with a plan, website, and audible flood warning system;
- Support development of a new flood-safe fire station.

Featured Project:

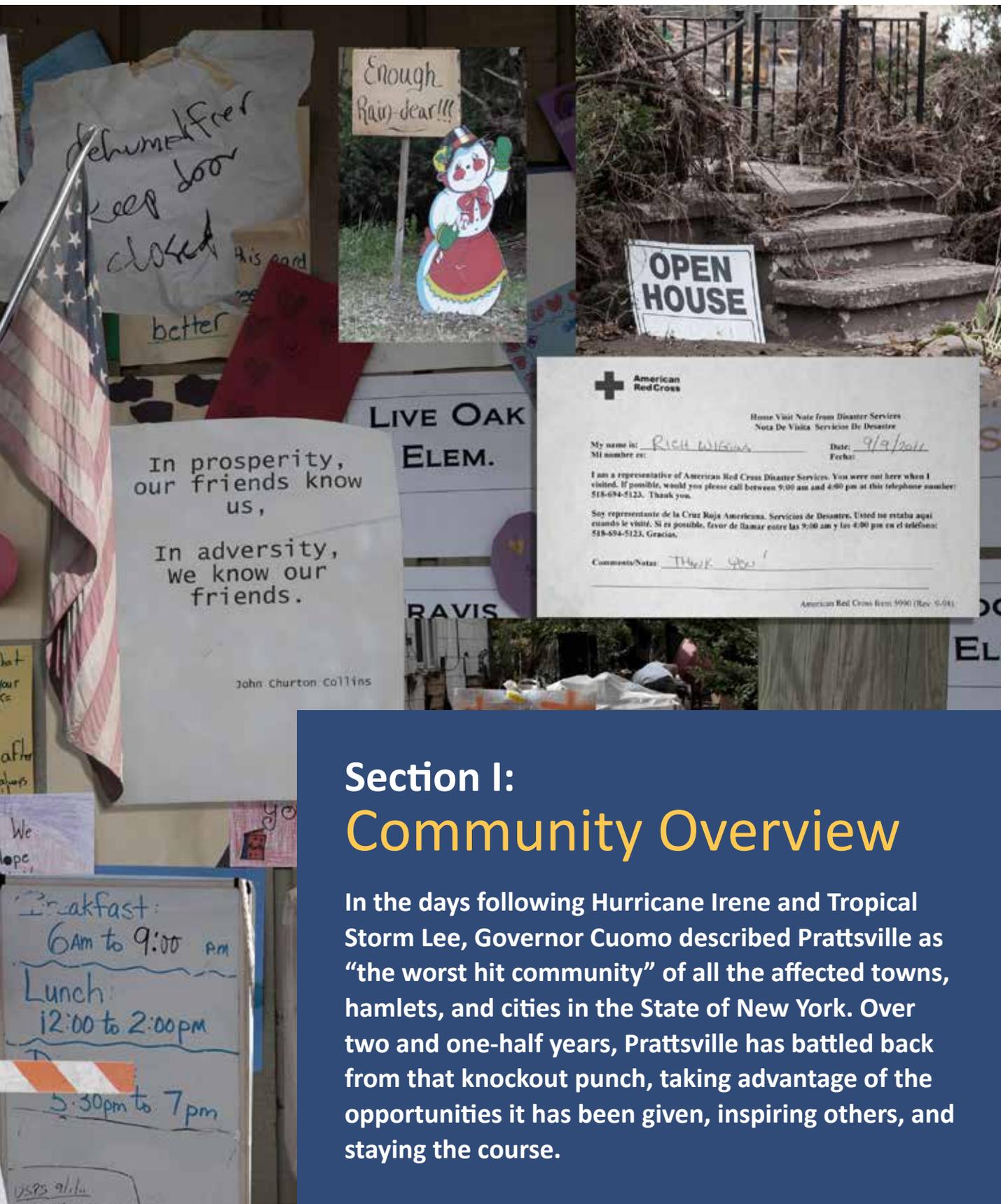
- Establish a fund to implement hazard mitigation projects.



Emphasizing Prattsville's vision of being "Green in Greene," it offers a mix of uses and choice in housing, bringing seniors and children together and strengthening the multi-generational family ties that make Prattsville the desirable and determined community that it has always been.



Photo collage representing post-flood sentiments.



Section I: Community Overview

In the days following Hurricane Irene and Tropical Storm Lee, Governor Cuomo described Prattsville as “the worst hit community” of all the affected towns, hamlets, and cities in the State of New York. Over two and one-half years, Prattsville has battled back from that knockout punch, taking advantage of the opportunities it has been given, inspiring others, and staying the course.



Library of Congress

Prattsville circa 1844.

A. Geographic Scope of NY Rising Community Reconstruction Plan

Prattsville lies at the northwestern edge of the Catskill Park, a designation created by the State of New York in 1904 that requires all 287,500 acres of State Forest Preserve lands in the Park to be “forever kept as wild forest lands.” The community core is surrounded by open spaces, both forests and farmlands, and clean mountain waterways. These contribute to Prattsville’s health and can draw new residents seeking a high quality of life in a scenic environment. The Town is strategically situated 15 minutes from two of New York’s biggest ski areas, Windham Mountain and Hunter Mountain. Only 2 hours from New York City, Prattsville sits at the crossroads between Oneonta, Kingston, and Catskill, with over 2,300 cars a day passing through the Town.

Modern day Prattsville began as the vision of one man, Colonel Zadock Pratt, who came to the settlement known as “Schoharie Kill” in 1824 to site what would become known as the largest tannery in the world. An early town planner, Pratt designed and built one of the first planned communities in New York State (NYS). It officially became Prattsville, “Gem of the Catskills,”¹ in 1833. By then “The Colonel” had

widened and re-routed the main street away from Schoharie Creek, laid out a village plan, and built over 100 houses and a number of stores from native hemlock, in the Greek revival architectural style. Many were still standing when Hurricane Irene and Tropical Storm Lee hit. Colonel Pratt had the streets lined with over 1,000 elm, hickory, and maple trees, and slate sidewalks laid along Main Street.² By the mid-19th century, Prattsville was a thriving community of more than 1,500 residents. Today, Prattsville is smaller, but it still shares Pratt’s passion to create a livable community that is safe, green, and more resilient in a changing climate.

The Committee selected the municipal boundary of the Town of Prattsville (see Figure 1.1) as the geographic scope for the NY Rising Community Reconstruction Program to ensure that locations for flood-safe new development are available. The core of the Prattsville hamlet is most susceptible to flooding and is the target area for NYRCR assessments. The hamlet is defined as both sides of State Route 23 (Main Street) bounded by County Route 7 on the north, State Route 23A on the south, County Route 10 on the east, and the Schoharie Creek on the west.

B. Description of Storm Damage

On the morning of August 28, 2011, people across the Hudson Valley relaxed when Hurricane Irene was downgraded to a tropical storm with sustained winds less than 70 miles per hour, but the respite was short-lived. Although the winds were not as severe as expected, the hillsides of Greene County were already saturated by a wet spring and summer and could not absorb Hurricane Irene's heavy rainfall. Schoharie Creek rose slowly at first until a flash flood hit between 7:30 and 8:30 a.m., causing creek waters to rise over 7 feet in 1 hour and a total of 16 feet in 12 hours. As the flood hit, Schoharie Creek broke from its banks, forming a second channel roaring down Prattsville's Main Street. When its tributaries, Huntersfield Creek and Batavia Kill, also overflowed, they propelled high velocity floodwater and everything in its path, including years of collected debris, directly at the Prattsville hamlet. Around 10:00 a.m., before they were washed away, the gauges measuring water flow on Schoharie Creek recorded a high of 55,000 cubic feet per second (cfs), but in the end, the United States Geological Survey (USGS) estimate peak flow at an astonishing 120,000 cfs –which is greater than the volume flowing over Niagara Falls (100,000 cfs). Sirens mistakenly sounded at the Gilboa Reservoir, and Prattsville residents feared the dam at Gilboa had failed, and that downstream, all of Schoharie was lost.



Dutch Reformed Church was directly in the water's path.

Pastor Greg Town



The New York National Guard helped with relief.

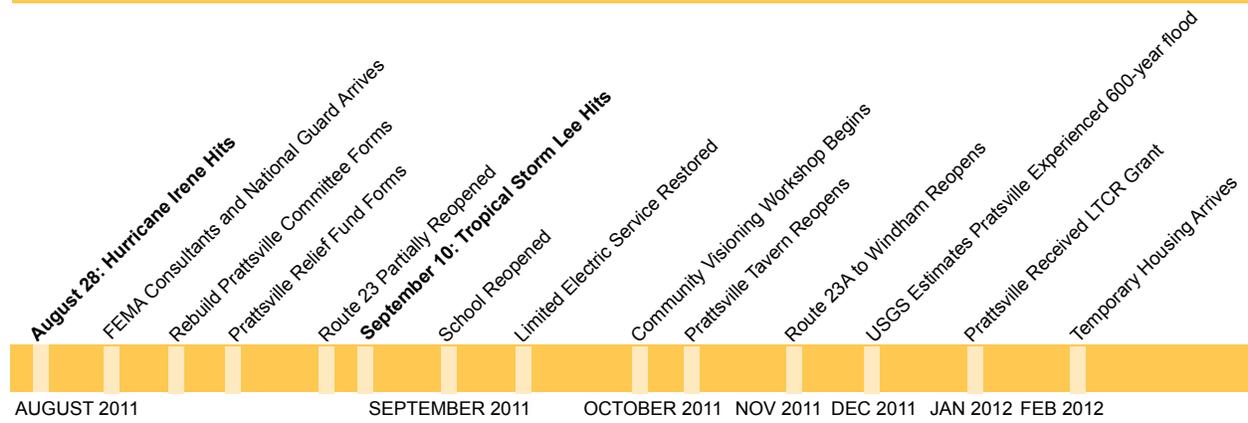
Larry Gambon

Residents began to understand just how dire the situation in Prattsville had become. Seniors who evacuated early that morning had assembled at the fire station, but only one ambulance was able to make the trip up Washington Street to transfer frail residents before the roads became impassable. Most seniors remained in the fire station, with limited provisions, until late in the day when they were ferried to the Huntersfield Christian Training Center - a retreat center whose dormitories housed dozens of evacuated residents, some for weeks.

Prattsville Hose Company fire fighters and emergency crews became trapped on the second floor of the station and remained there for 5 hours, severely limiting the ability of the sole rescue squad in Town to respond to the crisis. Throughout the hamlet, residents and business owners were stranded on rooftops in driving rain, waiting hours to be rescued, watching houses collapsing and a wall of water destroy their Town. That afternoon, the Sheriff's water rescue boat, a vital resource, capsized and sank on Main Street almost immediately after it launched.

At the same time, homes were beginning to float out from Moore's Mobile Home Park. While residents were evacuating, a house in the mobile home park caught fire and was left to burn itself out all afternoon. By early afternoon the community watched in shock as the five-generation, 86-year-old O'Hara's Service

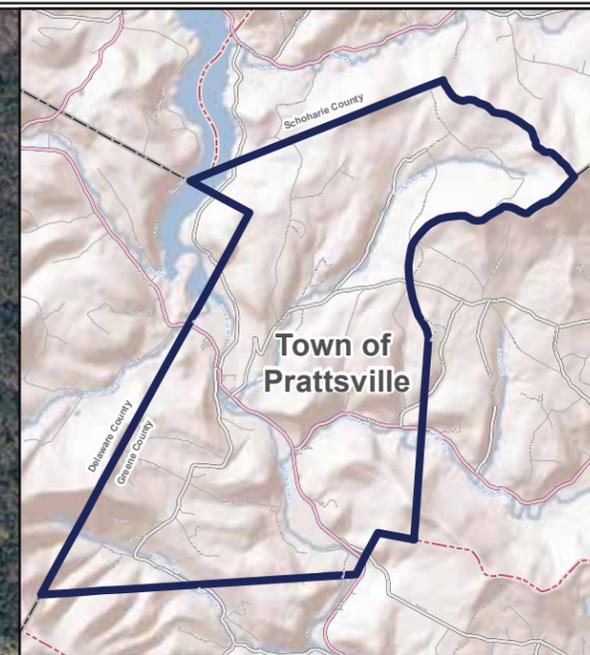
PRATTSVILLE'S FLOOD TIMELINE



Larry Gambon

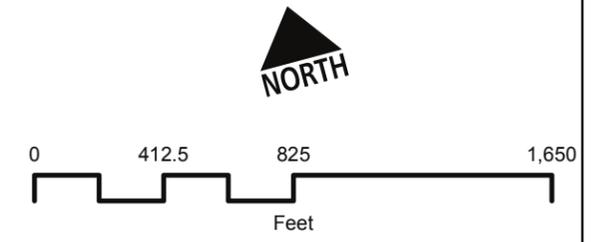
Power restoration took more than one week.

Figure 1.1: Planning Area



- Legend**
- Planning Area Boundary
 - Municipal Boundary
 - County Boundary

Data Sources:
Base Imagery – ESRI ArcGIS Online Server; Greene County.
Planimetric Features – CIRIS.



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Station washed away, along with the Rod and Gun Club. The Historic Dutch Reformed Church also took a direct hit that blew open its doors and pulled siding from its walls (it remains closed).

Shortly after the flash flood, the Town's main manufacturer, Dimensional Hardwoods, saw its season-high inventory of hard maple billets for major league baseball bats swept away to the bottom of the Gilboa Reservoir. The Town Hall and Sheriff's substation were inundated by 5 feet of water, destroying decades of records. Flooding severely damaged recreational resources and infrastructure. At the gateway into the Town of Prattsville from the neighboring communities of Windham, Ashland, Jewett, Hunter, Tannersville, and Lexington, Conine Field was the Town's only organized recreational resource. After the flood, the pavilions, restrooms, concession stand, and backstop were flattened. Floodwaters also washed away the lawn and damaged playground equipment and memorials at the central Town Green, which is the primary gathering place for community events.

Flooding continued through the following day, Monday, August 29th. Once the floodwaters receded the true extent of the disaster was revealed. A slick layer of red mud, 6 inches deep in places and contaminated with oil, gas, and sewage, covered

everything. Tractors plowed the parking lot of Jim's Great American Grocery Market clear of debris and mud, and it became the command center for the community as relief and recovery efforts began. The first wave of Federal Emergency Management Agency (FEMA) consultants were airlifted into town on Monday, August 29th. By Tuesday, August 30th, residents and local volunteers were able to begin assessing damage from the flooding.

The Town remained virtually landlocked for more than a week, from August 28 to September 7, 2011, accessible only by County Route 10, or by all-terrain vehicles. The Main Street/State Route 23 Bridge across Schoharie Creek sustained damage to its abutments and the span and was closed for 10 days. County Route 23A, which connects Prattsville to Windham, Ashland, and Lexington, washed out and was closed for months. Sidewalks were destroyed, historical trees were ripped from the ground, culverts blocked, drains filled to capacity, and pump stations failed. Power and telephone poles were knocked down, causing electrical service and landlines to be out for weeks. Cell phones went dead for 2 days when the tower lost power. On September 8, 2011, 10 days after Hurricane Irene, Tropical Storm Lee hit the area, dumping more rain on the vulnerable and waterlogged community. Prattsville, however, which New York State Governor Andrew M. Cuomo called



The Rikard home collapsed during Hurricane Irene.



The Rikard family watches as their home is demolished.

“the hardest hit community in New York State,” had already begun rebuilding – one neighbor at a time.

Ultimately, Hurricane Irene and Tropical Storm Lee damaged over three-quarters of the properties in the hamlet. When eight additional demolitions are completed, the total number of buildings demolished will reach 51, and Prattsville will have lost over 40% of all hamlet structures. Combined, the storms destroyed 102 homes, or 84% of all residences, tearing them from their foundations and stripping families of their belongings. Of these, 63 were primary residences and the remainder either second homes (19), rentals (10), or unoccupied at the time of the flood (10). Fourteen homes floated out of Moore’s mobile home park. Twenty-six homes were classified as “substantially damaged,” cases in which the cost to restore the home was estimated to be more than its market value before the flood.

“Be a positive and sane model of community in this changing world.”

- Post-flood survey comment

All across the hamlet, homes not swept away or condemned were left with 6-8 feet of water damage on the first floor. Seniors were particularly hard hit, with over 2 dozen forced out of uninhabitable homes, some for as long as a year or more. Eight have not returned. Of the homes left standing, more than a dozen remain vacant 2-1/2 years later. FEMA trailers intended as temporary housing for displaced residents remained in a staging area in nearby Cobleskill, NY while FEMA addressed complications related to flood plain elevations and permitting issues. Though 20 families needed temporary housing, the trailers did not arrive in Town until February 2012, more than 5 months after Hurricane Irene devastated the Town, and well into the winter season.

Business owners returned to Prattsville to find their buildings rotated on their foundations or completely collapsed, and inventory ruined. The floods devastated all 21 businesses in the hamlet and many remained closed for over a year. Many of the businesses have now re-opened, some on a reduced scale from the previous level of business. The Great American and Beth’s Café reopened within days of the flood, offering critical relief support. The Prattsville Tavern, Red’s Auto Supply, and the Prattsville Diner were in business by the end of 2011. Moore’s Motel, A.J. Young and Son Hardware and Pet Supply, and Moore’s Homes took nearly a year to reopen and rebuilding their base of operation is an ongoing effort. Dimensional Hardwoods is closed, requiring a major investment to reopen and is considering buyout. Others, like Mudge’s Gun Shop, were wiped out and moved away from the hamlet.

Prattsville had, of course, flooded before with seven major floods reported between 1839 and the “Great Flood of 1903”, when the Creek rose 10 feet in 24 hours. In recent decades before 2011, the Town flooded five times since mid-1950’s, including back to back events due to severe ice jams in 1978 and 1979, when a herd of dairy cows drowned in flash flooding, but Hurricane Irene broke all records across the Schoharie Valley. The USGS reported the floods at Gilboa and North Blenheim at over a 500 year event, far exceeding the previous 1979 record. The final USGS peak flow estimate at Prattsville of 120,000 cfs, was 24% larger than the standard 500 year event and 2.2 times greater than the previous Prattsville record.

C. Critical Issues

All the devastation, and Prattsville’s near complete isolation from the surrounding communities in the days following the storms, underscored long-standing challenges and brought forward new needs.

- **Relocation of Vulnerable Seniors.** Many seniors and some disabled individuals continue



Roads, sidewalks, trees, and power lines were destroyed.

to live in the floodplain. Senior housing facilities in the multi-county region have long waiting lists. Before the flood, many Prattsville seniors lived in homes that had been in their families for generations. Some were not sufficient to their needs in terms of accessibility and many were at least temporarily uninhabitable after the flood. Other seniors lived in mobile homes that were swept away. The need for quality flood-safe senior housing became immediately evident. In 2010, over 60% of owner occupied units were occupied by people over 55 years of age and 37% were occupied by people over 65 years of age. Over 40% of renter occupied units were occupied by people over 55 years of age.³

- **Restoration of Homes and Businesses.**

Residential damage following the floods was severe, with 75% of all properties impacted. Preparation of a site selection study, conceptual design, and market analysis for senior housing development in Prattsville is underway. Town needs additional flood-safe replacement housing at a variety of affordable and market rates. On the business side, there

is a growing need in Prattsville to create incentives to attract compatible industry to rebuild the Town's devastated tax base. Three new businesses are currently interested in locating to Prattsville if funding for new business development is available. In August 2012, on the anniversary of Hurricane Irene, Governor Cuomo announced that nearly \$1.1 million would be made available to Prattsville residents and businesses through the New York State Homes and Community Renewal's (NYS HCR) Office of Community Renewal (OCR) to "help businesses return to a state of operational capacity as just prior to the storm, including funds for inventory, machinery, furniture, fixtures, and equipment, as well as helping homeowners rebuild and rehabilitate homes damaged by the floods." In spite of this, needs remain unmet.

- **Limited Access to Health and Social Services.**

Prattsville has very limited services beyond the County Sherriff, Prattsville Hose Company, Emergency Medical Services (EMS), and two churches. A small Head Start Center providing

child care to pre-kindergarteners flooded and did not reopen. No healthcare is available in Town and at the time of the flood, no emergency shelter or safe helicopter landing-site had been identified. During and after the flood, families watched and worried that chronic health problems would go untreated. Replacement of medications washed away in the flood took days. As relief volunteers poured in and the heavy lifting began, it was evident that treatment options were very limited. Residents routinely drive up to 40 miles to visit a doctor or dentist and the closest hospital is an hour away in good weather, making Prattsville a “Medically Underserved Area” (MUA) according to the United States Department of Health and Human Services (U.S. HHS)⁴. Residents of the surrounding communities also drive long distances for indoor recreation, healthy physical activities, art, dance, and other enrichment activities.

- **Scarcity of Developable Land.** Much land in Town is owned by New York State as part of the Catskill Forest Reserve, or by the New York City Department of Environmental Protection (NYC DEP) under its Catskill Watershed Land Acquisition Program, making it challenging to identify suitable and affordable property

outside the floodplain. Competition from second-home buyers also drives up property costs. A creative partnership has emerged with NYC DEP to purchase land suitable for project advancement – where part of the site can be developed to provide necessary services for the community and the rest can be conserved.

- **Strategic Partnerships.** NYC DEP has also been a partner in building an objective basis from which to evaluate flood risks and mitigation measures. Completion of the *Mitigation Analysis*⁵ (September 2013) (see detailed description in Section II. B.) positions Prattsville to advance a number of local flood mitigation projects. Some of these projects can be coordinated regionally, with the Greene County Highway Department and Greene County Soil and Water Conservation District. Other projects require cooperation with State and federal agencies. Prattsville established a working group to focus on potential replacement of the Main Street Bridge over the Schoharie Creek and the Huntersfield Creek Bridge. Both are on the list of 100 at-risk bridges “not designed to withstand the new reality of extreme weather” announced recently by Governor Andrew Cuomo, and targeted by New York State Department of



Home collapses on Main Street.



Families lost everything.



Historic buildings collapse across the Prattsville Hamlet.

Transportation (NYS DOT) ⁶. In January 2014, Governor Andrew Cuomo announced that New York State would invest \$486 million to replace 100 at-risk bridges not designed to withstand the new reality of extreme weather. The Main and Huntersfield Creek bridges are included in the Critical Bridges Over Water program to ensure that they are fully protected against future threats. This bridge replacement initiative is expected to significantly lower the base flood elevation hamlet-wide, reducing the potential impacts from future disasters on lives, homes, and businesses.

- **Critical Facilities at Risk.** Along with development of new flood mitigation measures, Prattsville's existing public and critical facilities need to be made more resilient. The Town's wells, wellheads, and some pump stations are vulnerable to flooding and require hardening or relocation. The Fire Department is in the process of designing a new flood-safe fire station, but additional support for infrastructure is needed. Town Hall and the sheriff's substation remain in

the floodway while safer locations are being evaluated. Regional preparedness initiatives such as the Schoharie Flood Protection System are being explored.

- **Lack of Implementation Capacity.** The Town established the Prattsville Local Development Corporation (PDC), a volunteer-run organization that collaborates to deliver services and manage grants. The Town's AmeriCorps VISTA volunteer, recruited through a partnership with Schoharie Area Long Term Recovery (SALT) worked with the PDC to administer grants and advance projects. Since she completed her year of service in November, 2013 there has been a gap in capacity and additional staff resources are required to implement strategies, programs, and projects, especially as the Community Recovery Manager grant provided by New York State Department of State (NYS DOS) will be completed in the coming months.



Christina Snyder

Prattsville residents discuss recovery strategies as part of REBUILD Prattsville workshops.

D. Community Vision

The NYRCR program worked with the Planning Committee to develop a strategic approach to Prattsville’s NYRCR Plan that reflected their efforts through and built on past planning initiatives immediately after Hurricane Irene and Tropical Storm Lee. The NYRCR process in Prattsville advanced those successful efforts through in-depth market and feasibility analysis, site evaluation, cost estimating,

and advanced design of critical path projects. This flexibility allowed Prattsville to build on its unique circumstances and continue its forward momentum.

After Hurricane Irene and Tropical Storm Lee hit, Federal assistance poured into upstate New York. A Joint Field Office was established in Albany, New York and many Federal agencies staffed the relief and recovery effort. Under the National Recovery Framework, FEMA offers assistance to communities

that are both severely impacted and lacking in local capacity. Shortly after Hurricane Irene, Prattsville was ranked as having the highest need for assistance. A team of volunteer professional planners, architects, engineers and economic developers also offered assistance to Prattsville, and by October 2011, the “REBUILD Prattsville” planning process was under way. This effort was bottom up, locally controlled, and vision-driven and restored a sense of hope among

PRATTSVILLE’S VISION

“Prattsville: from the middle of nowhere, to the center of everything.”

The cornerstone of Prattsville’s vision is to:

- Always remain compassionate, faithful, and caring toward our neighbors;
- Rebuild in a manner that improves economic prosperity of our Town and region;
- Remember our 180 year history of growth and survival; and
- Design a town for future generations.

Prattsville focuses on a holistic approach to planning, capacity building, and providing health, social services, infrastructure, and jobs that serve all residents and keep them safe. We work to reduce risk and damage from flooding and ensure that our homeowners and businesses can recover quickly. Our seniors, families, and children have many opportunities to enjoy nature, history, art, and culture. Prattsville is a mainstay of our strong, resilient and creative mountaintop region where people choose to live, work, and play.

community members. The process began with a four-day visioning session and community design workshop. Hundreds of residents, representing nearly every family, participated and the emerging direction reflected their ideas. A Steering Committee was formed and three sub-committees held dozens of meetings and two large community workshops. By winter’s end the REBUILD Prattsville Plan was complete and it was unanimously adopted in April 2012. Over the next year Prattsville worked to advance projects in the plan. In August of 2012, as the one year anniversary of Hurricane Irene approached, Governor Andrew M. Cuomo announced that over \$1 million in assistance would be available to Prattsville to assist homeowners and businesses to rebuild as proposed in the REBUILD Prattsville Plan.

Every member of the NYRCR Planning Committee participated in the REBUILD Prattsville process, most in leadership roles. When the NYRCR program began in 2013, it was seen an opportunity to confirm priorities, expand the vision and dig down deeper into the feasibility of critical projects. The NYRCR planning process in Prattsville adjusted to meet these particular needs, and provided the Committee with an opportunity to undertake advanced analysis and, evaluation of key recovery projects. These advanced studies resulted in detailed site plans, cost estimates, and renderings and have enabled the community to advance strategic partnerships with possible project sponsors and outline a clear path forward for Prattsville.

E. Relationship to Regional Plans

In the Catskills, the economy and the environment are inextricably linked and planning at the regional level is essential to conserve resources and protect quality of life. While Prattsville’s recovery plan focuses on economic development, housing, infrastructure, recreation, and the Main Street landscape, it is connected to larger regional initiatives. Cooperation with neighboring communities is bringing renewed



Prattsville's State Route 23 Bridge at Schoharie Creek was closed for more than a week.

strength and future success to Prattsville and nearby Towns and Villages.

- **Regional Collaborations.** The Town works closely with Greene County and Schoharie County to coordinate recovery efforts, securing an AmeriCorps volunteer in partnership with the Schoharie Area Long Term Recovery, Inc. This staff member was instrumental in supporting the work of the Town and the Prattsville Local Development Corporation (PDC) to oversee implementation of many funded initiatives. Development of joint plans and projects also extends to the Town of Lexington, as it completes its NYS DOS-funded LTR Grant. Prattsville is also working with NC DEP to replicate its Local Flood Mitigation Analysis initiative throughout the Catskill Watershed and expects to participate in future regional resiliency planning in the watershed communities. The NYRCR plan builds on these partnerships by addressing the need for increased local capacity and advancing strategic partnerships with NYC DEP and others.
- **Greene County Multi-Jurisdictional All Hazard Mitigation Plan.** The 2009 *Multi-Jurisdictional All Hazard Mitigation Plan for Greene County*⁶ (HAZ MIT Plan) examines risk and potential prevention strategies for all of its 19 municipalities, including Prattsville. The Town is identified as having the highest vulnerability to natural hazards in the form of severe storms (windstorms, thunderstorms, hail, lightning, tornados and tropical cyclones) and flooding (riverine, flash, ice jam, and dam failure).

Between September 1938 and January 2003 the Town was struck by six (approximately every 11 years) flooding and severe storm events; only counting tropical storms and hurricane events.⁷ The County is planning to update the HAZ MIT Plan. The NYRCR assessments and identified hazard mitigation projects would be integrated into the revised County-wide plan.

- **Mainly Greene Initiative.** The Prattsville Art Center and Residency has a regional, statewide, and national presence. It is part of a regional collaboration called “Mainly Greene,” a group of arts organizations and the Pratt Museum, focused on creative placemaking and supporting arts-based businesses along main streets throughout the region. Greene County’s tourism efforts include promotion of small arts organizations. These partnerships were instrumental in the Center being selected for a prestigious ArtPlace America award, which helps to attract internationally renowned artists and visitors to the region and demonstrates how the arts can play a positive role in community recovery. The NYRCR focus on creative placemaking and identification of cultural resource preservation projects would be integrated into the Mainly Green planning process. Opportunities to integrate Prattsville’s NYRCR projects into the larger regional framework for tourism related to arts and cultural programming would help leverage additional funding.
- **Destination Windham.** Real and near-term opportunities exist for the Town to reap

benefits from major economic development programs planned in the region. Destination Windham is a multimillion dollar program to expand Windham Mountain, add an indoor skating facility, improve the ski lodge, construct a new day care center, expand ski trails, and upgrade stormwater management systems. This initiative would expand year round events at the mountain. Prattsville has positioned its marketing strategy to complement, not compete with, these plans, focusing on events and themes like nature tourism, arts, cultural, and historic preservation events that can attract day-trippers or offer add-on components to vacationers. The NYRCR Plan recommends opportunities for joint promotion of assets within the Greene County tourism promotion framework that would benefit both Windham and Prattsville.

■ **Capital Regional Economic Development Council.**

Prattsville is working closely with the Capital Region Economic Development Council (CREDC) to attract funding for its priority projects. It has leveraged over \$1.6 million for community recovery projects in a two year period. In 2012, Prattsville was awarded \$870,000 from the NYS Consolidated Funding Application (CFA) competition to improve park and recreation facilities, provide homeownership assistance, and begin streetscape enhancements along the Main Street corridor. In the 2013 CFA competition, NYS DOS awarded Prattsville \$807,000 to implement Phase II of the streetscape enhancement project, conduct a feasibility analysis and prepare a preliminary design for a new community center, and to design and construct a new waterfront trail. These projects and Prattsville's NYRCR Plan address a number of the Council's core initiatives, including:

- Increasing implementation of the cleaner greener initiatives by offering three inno-

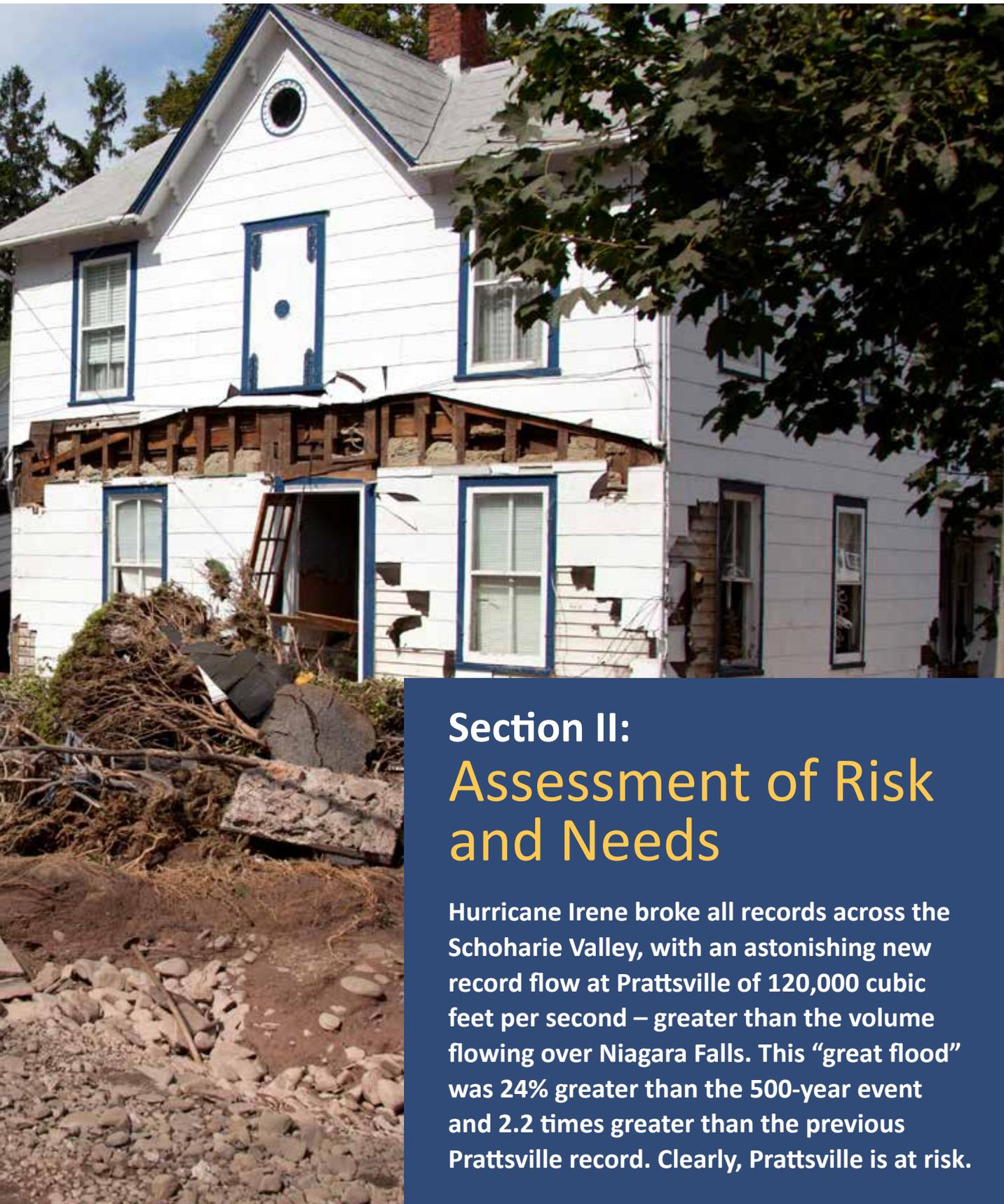
vative projects to advance green energy production at an eco-commerce park, create a district heating plant for hamlet residences and businesses, and energy production from wastewater geothermal or biogas conversion.

- Creating a high quality of life through creative placemaking initiatives, including a state of the art, nationally and internationally recognized Art Center featuring a combination of historic property restoration and modern, resilient modular construction using green building materials and techniques.
- Tourism and cultural collaboration and planning focusing on historic preservation and heritage tourism, anchored by a restored National Register listed Pratt Museum, Pratt Rock, the Dutch Reformed Church and contributing properties.
- Linking restored and expanded parks, trails, and green spaces in partnership with New York State Department of Environmental Conservation (NYS DEC) to provide life-long sports and recreation opportunities.
- Focusing on "real nature" tourism by building environmental awareness and marketing day-trip activities for travelers drawn to the area by the authentic natural destinations.
- Supporting Main Street businesses through business assistance programs and attracting new businesses to Town through enhanced streetscape, façades, public buildings and public spaces.
- Making a major contribution to development of affordable workforce housing and supportive senior housing, enhancing the Council's Opportunity Agenda.



Larry Gambon

Main Street homes, businesses, and streets were destroyed by Hurricane Irene.



Section II: Assessment of Risk and Needs

Hurricane Irene broke all records across the Schoharie Valley, with an astonishing new record flow at Prattsville of 120,000 cubic feet per second – greater than the volume flowing over Niagara Falls. This “great flood” was 24% greater than the 500-year event and 2.2 times greater than the previous Prattsville record. Clearly, Prattsville is at risk.



The historic O'Hara home was badly damaged.



Repairs begin on the Prattsville Hotel.

A. Introduction

The Prattsville NYRCR Committee (Committee) evaluated risks to community assets to help identify, support, and prioritize projects. Throughout that process the Committee tried to come to grips with the frequency of extreme flooding. After Hurricane Irene and Tropical Storm Lee hit two weeks apart, and Superstorm Sandy bore down on the east coast only one year later, opinions are changing: it seems to residents like the 100-year flood – the once in a lifetime flood - is coming with greater regularity.

Prattsville has endured serious floods four times since 1978, though those events were in the winter (due to ice jams) or spring (due to snow melt). In 2011, it had been 107 years since the Great Flood of 1903 when the Schoharie Creek rose 10 feet in 24 hours. In the interim, people quite reasonably came to consider summer or fall flooding a rare and unpredictable event.

In 1903, reports described the flood by its height (“the river rose 10 feet...”), which was probably easier to relate to than by its frequency (100-year or 1% chance) or its velocity (cubic feet per second.) The 100-year flood (the 1% annual chance of flooding) is well explained by thinking of a jar filled with 100 marbles, where 99 marbles are white and 1 marble is red. The odds of picking the red marble, in a blindfold test, is 1/100 or 1%. In the analogy to flooding, every time the red marble is picked, there is a 100-year flood. In Prattsville’s case, the red marble was picked in back to back tries, when two extreme floods

happened in 1978 and 1979, but that is statistically unlikely.⁹

As communities filled the floodplains with development and the cost of rebuilding after floods continued to escalate, standards were developed to regulate and insure against damage. When the National Flood Insurance Program (NFIP) came into effect in 1973, the United States Army Corps of Engineers (USACE) was mandated to “map” the floodplains. The “100-year flood” was selected as the objective standard so all ratepayers across the country in similar circumstances would be treated fairly. Prior to that USACE used localized “Standard Flood Project (SPF)” to calculate risk, which considered more extreme events, but since using that framework would have resulted in substantially higher insurance rates, the “100-year flood” became the compromise.

The idea that an extreme flood would only occur once in 100 years is misleading and can leave communities unprepared. In reality, while the risk of flooding is driven by climate patterns, it is also significantly influenced by local and regional conditions like the movement of water (hydrology), underlying structure (geology), or natural features (topography) including the shape of the floodplain. As these change (or are changed by human action like filling in the floodplain, for example) a community’s risk changes. Understanding risk is critical to developing wisely and, more importantly, keeping people safe. The assessment of risk underscores the NYRCR planning process.

B. Assessment of Risks and Needs

i. Description of Community Assets

Using geographic data provided by the New York State Department of State, a listing and map of assets was developed and revised by the Planning Committee. The flood hazard area in Prattsville is very small and it was not difficult to confirm community assets. With input from the public at engagement events, 52 important assets in three risk areas were identified and evaluated (see Figure 2.1 and Figure 2.2) and grouped by asset class (economic, health and social services, housing, infrastructure, natural and cultural resources, and vulnerable populations). These assets include businesses, at-risk housing, public infrastructure, and key cultural assets.

In ranking assets, the Committee considered:

- Assets to rank high if they are “FEMA critical” (e.g., Town Hall, fire or emergency services, police protection, treatment plants, water supplies, or telecommunication facilities) and have a direct and essential relationship to relief or recovery functions for the entire population during and following an extreme storm event, or are a critical component to resiliency of the Town and provide a direct defense against extreme weather.
- Assets to rank medium if they have an impact on longer term recovery, or represent an important community interest reflecting a critical aspect of resiliency and quality of life in the community.
- Assets to rank low if they do not have a direct effect on relief or recovery, or are not related to restoring the sense of normalcy and quality of life.

Risk areas were also defined by the Planning Committee members based upon their experience with recurring flooding and a map was prepared to illustrate the areas. Figure 2.1 and Figure 2.2 illustrate

the location of Prattsville’s risk areas and its high value assets in relation to these risk areas, respectively. The inventory of assets and risk assessment is included in Section V, Additional Materials.

ii. Assessment of Risk to Assets and Systems

The 28 assets that rank high or medium were evaluated to understand the hazard, exposure, and vulnerability each faces during and after a storm event, using the New York State Risk Assessment Tool for Riverine Communities. The scores are defined as follows:

- The hazard score is based on the likelihood an event will occur and the magnitude (destructive capacity) of the event.
- The exposure score is based on weights assigned to certain environmental attributes and their ability to influence the severity of storm events.
- The vulnerability score is the ability of an asset to return to service post-storm.

Once the assets were evaluated, risk scores were identified in four categories:

- Assets at severe risk could be in a dangerous situation and relocation of the asset may be a priority option (Risk Score >53 for a 100-year event, >70 for a 500-year event.) No assets scored as being at severe risk.
- Assets at high risk face significant negative outcomes from a storm, which may include the loss of service for an extended period of time. (Risk Score 24-53 for a 100-year event, 32-70 for a 500-year event.) Eighteen assets scored as being at high risk.
- Assets at moderate risk are likely to suffer moderate to serious consequences. (Risk Score 6-23 for a 100-year event, 8-31 for a 500-year event.) Four assets scored as being at medium risk.

- Assets at residual risk are at minor risk or likely to suffer infrequent consequences. (Risk score less than 6 for the 100-year event, and under 8 for a 500 year event.) Six assets scored as being at residual risk.

Critical assets like the Town wastewater treatment plant, water tower, Verizon telecommunications building, Huntersfield Christian Training Center

“We would like a program to help young families buy homes and offer services or programs that benefit young people like educational and recreational programs, easy access to doctors, stores and schools.”

- Post-flood survey comment

(designated as an emergency shelter until a permanent emergency shelter can be established) and the highway garage are located outside of the 100-year floodplain and are at moderate or low risk of significant damage. The Prattsville Hose Company has received a commitment for funding from FEMA to relocate the Fire and Emergency Management Services out of the 100-year floodplain after its current Creekside fire house was severely damaged, hampering its ability to respond to emergencies for hours. The Sheriff’s station is considering co-locating with the fire department as it was also flooded, impacting public safety response. The Town Hall, a historic building, has been rehabilitated, but remains in a high hazard location and new sites are being considered. The Town’s two hamlet churches, also important gathering spaces, remain at risk and efforts are ongoing to elevate and rehabilitate the National Register-listed historic Reformed Dutch Church.

Two of the Town’s four bridges (one crossing Huntersfield Creek and the other crossing Schoharie Creek) are on the State’s list of bridges not designed to withstand the new reality of extreme weather, with over \$22.0 million estimated for their repair or replacement budget. The Town is leading a working group with NYS Department of Transportation (DOT) to advance these projects.

Most of the Town’s Main Street businesses are in the 100-year floodplain. Local sources of hardware, clothing, heating oil, food, laundry service, insurance, auto and engine, and building repair and construction supplies are at risk of damage by flooding. Some businesses have rebuilt with new resiliency measures but others did not, and may take advantage of grants through the Prattsville Works Green in Greene funds and programs available through the Governor’s Office of Storm Recovery. New businesses in the Prattsville Plaza, constructed after Hurricane Irene, are elevated.

The Town’s main source of affordable housing, Moore’s Mobile Home Park, remains at risk, though a section of the park was improved as a location for FEMA trailers post Hurricane Irene and Tropical Storm Lee.

Local utility systems, including water service and the wastewater processing plant, did not flood, although some pump stations, a well, and property service connections were damaged, slowing service restoration. Many facilities, including the Town Hall and emergency service providers, lost data and records, and the damage to equipment was significant especially since residents needed municipal records to file damage claims in some instances. Other regional systems like tourism networks were slow to recover impacting key businesses like the Prattsville Hotel, the Prattsville Tavern and Moore’s Motel and Banquet facility. The findings of the risk assessment are summarized in Table 2.1.



FEMA

The Schoharie Creek near Prattsville.

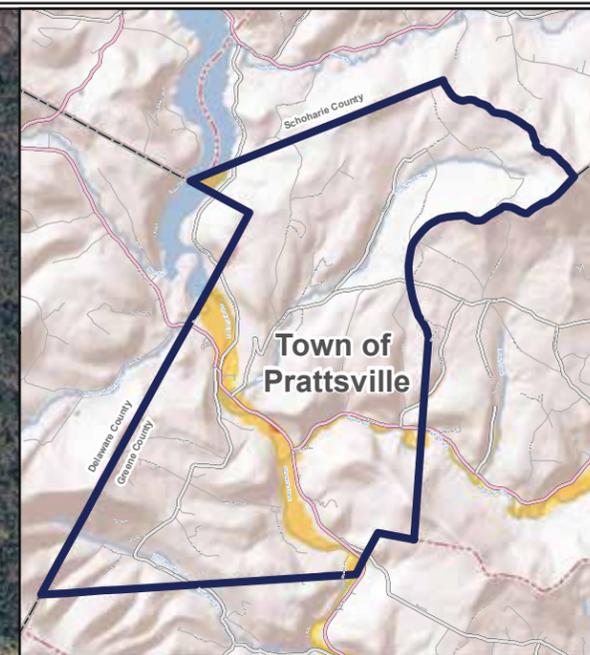
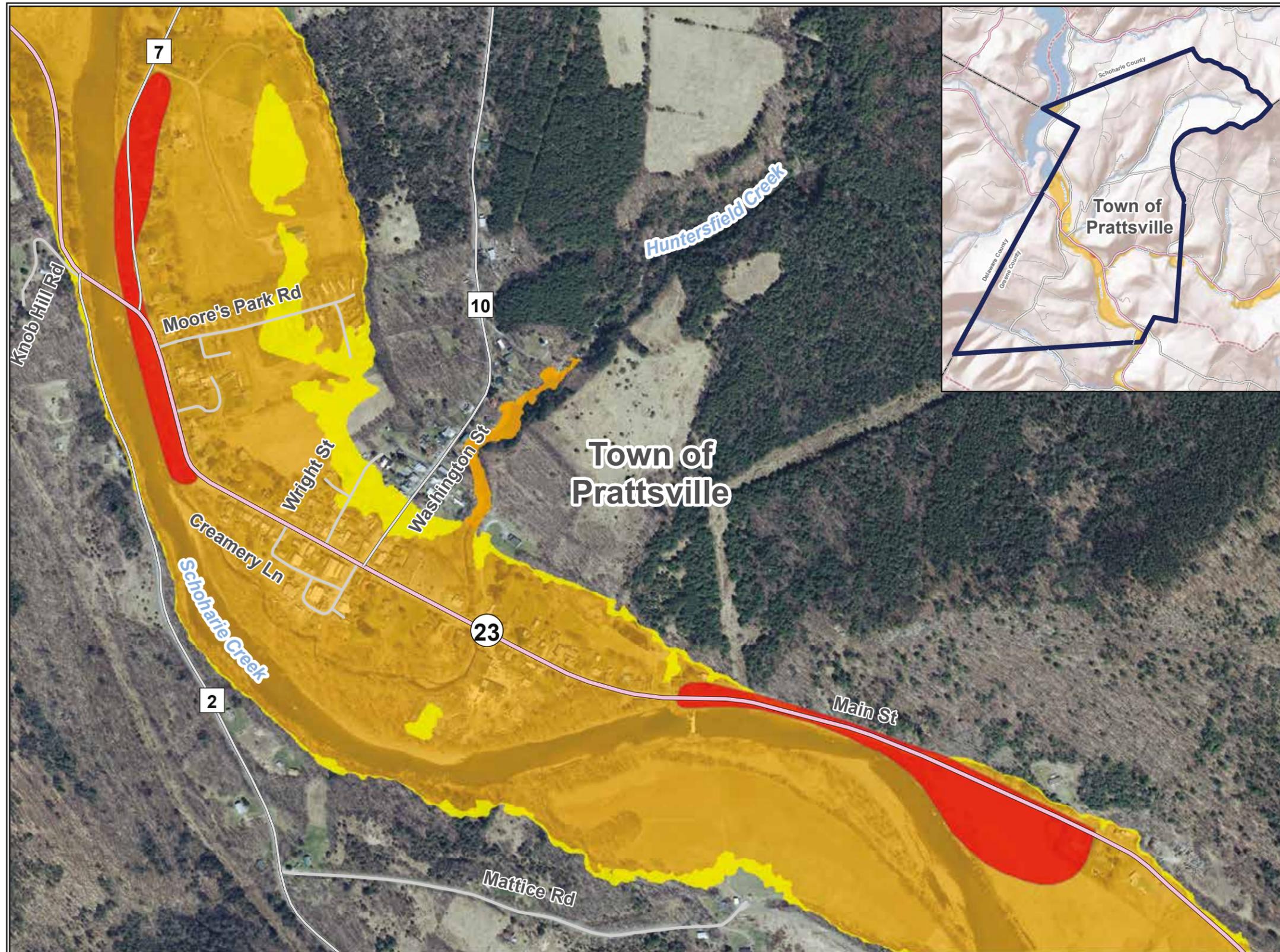
Table 2.1 Risk Assessment Findings

Asset Class	Asset Name	Asset Rank (Community Value)	Risk Area (Risk Level)	Risk Score Level
Economic	A.J. Young and Sons Agway	High	High	High
	Basics and Then Some	Medium	High	High
	Green-Del Sanitation	Medium	High	High
	Haskin Trucking / Hidden Valley Oil	Medium	High	High
	Jim’s Great American Supermarket	High	High	High
	Lutz Insurance	Medium	High	High
	Moore’s Homes	Medium	High	High
	O’Hara’s Trading Post	Medium	Extreme	High
	Prattsville Laundry	Medium	High	High
	Randy’s Transmission	Medium	N/A	Residual
	Red’s Auto Supply	Medium	High	High
Rion Construction	Medium	High	High	
Health and Social Services	Greene County Sheriff Substation	High	High	High
	HCTC/Church	High	N/A	Residual
	Prattsville Fire Station / EMS	High	High	High
	Prattsville Highway Garage	High	N/A	Residual
	Prattsville Town Hall	High	High	High
	US Post Office	Medium	High	High
Housing	Moore’s Manufactured Home Park	High	High	High
Infrastructure Systems	Wastewater Treatment Plant	High	High	Moderate
	Prattsville Water Tower	High	N/A	Residual
	Rt. 23 Bridge/Huntersfield Creek	High	High	Moderate
	Rt. 23 Bridge/Johnson Hollow	High	N/A	Residual
	St. Rt. 23 Bridge / Schoharie Creek	High	High	Moderate
	St. Rt. 23A Bridge over Batavia Kill	High	High	Moderate
	Verizon Telecommunications	High	N/A	Residual
Natural and Cultural Resources	Prattsville Community Church	Medium	High	High
	Reformed Church of Prattsville	Medium	High	High



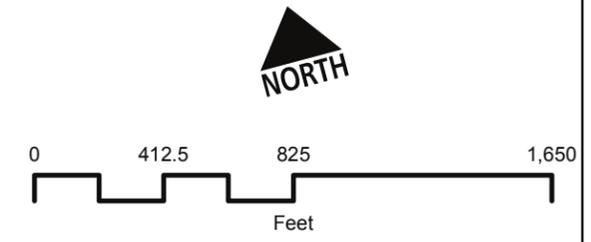
Brigg’s Dimensional Hardwoods, the Town’s largest manufacturer, remains closed post-flood.

Figure 2.1: Risk Areas



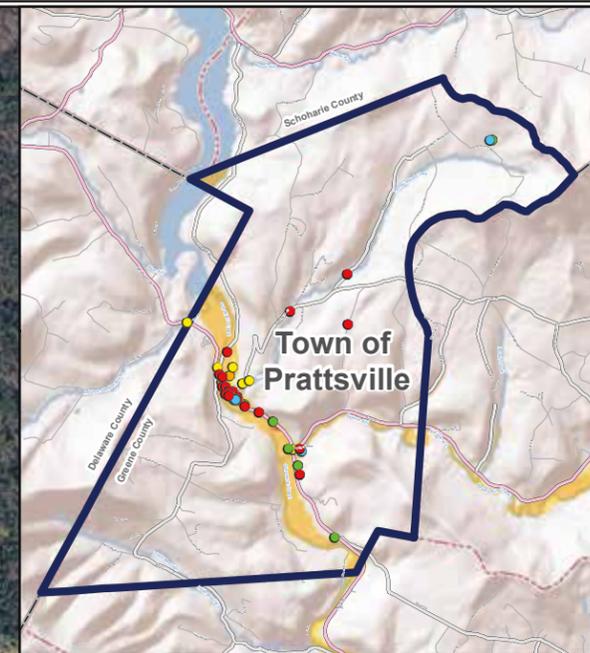
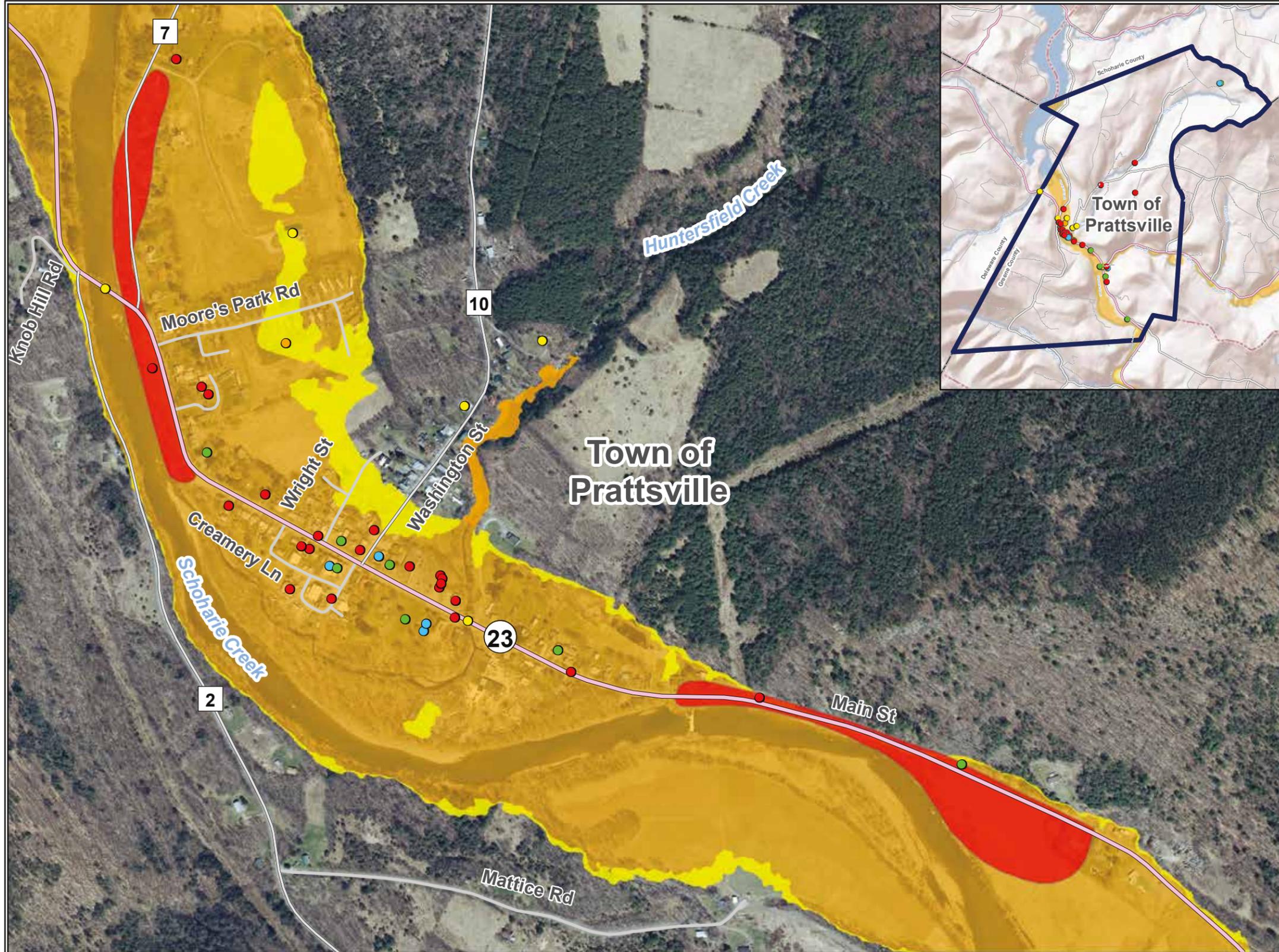
- Legend**
- Extreme Risk Area
 - High Risk Area
 - Moderate Risk Area
 - Planning Area Boundary
 - Municipal Boundary
 - County Boundary

Data Sources:
Base Imagery – ESRI ArcGIS Online Server; Greene County.
Planimetric Features – CIRIS.
Risk Areas - FEMA; NYRCR Committee.



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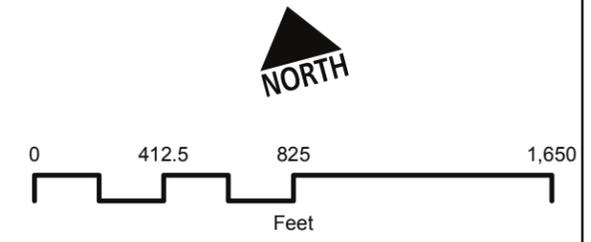
Figure 2.2: Assets and Risk Areas



Legend

- Economic
- Health and Social Service
- Housing
- Infrastructure
- Natural and Cultural Resource
- Extreme Risk Area
- High Risk Area
- Moderate Risk Area
- Planning Area Boundary
- Municipal Boundary
- County Boundary

Data Sources:
 Base Imagery – ESRI ArcGIS Online Server; Greene County.
 Planimetric Features – CIRIS.
 Risk Areas - FEMA; NYRCR Committee.
 Assets: CIRIS; Parsons.



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RECOVERY SUPPORT FUNCTIONS

The strategies are organized by the six Recovery Support Functions (RSF) established by President Barack Obama in 2011 through the National Disaster Recovery Framework. The six RSFs are community planning and capacity building, economic development, health and social services, housing, infrastructure, and natural and cultural resources. The following bullets summarize the core recovery capability of each RSF as they apply to Prattsville:

- **Community Planning & Capacity Building** - Considers the need to staff the PDC and maintain strategic partnerships.
- **Economic Development** - Considers the need for a commerce park, Main Street enhancements, and small business support.
- **Health & Social Services** - Considers the needs of vulnerable seniors for housing and community needs for health care and a community center.
- **Housing** - Considers the scarcity of land for diverse new housing and need to rebuild flood damaged homes.
- **Infrastructure** - Considers green infrastructure and energy, and an array of hazard mitigation measures, including new bridges.
- **Natural & Cultural Resources** - Considers park restoration, development of a creek-side trail, and support for cultural institutions, including the Prattsville Art Center and Pratt Museum.

C. Assessment of Needs and Opportunities

Some recovery opportunities, such as restoring Main Street businesses, regional partnerships and advancing tourism, are obvious prospects for action. Other transformational opportunities such as developing accessible health care, building safe housing for seniors, and advancing green industry have seemed to some as “pie in the sky” for a small place like Prattsville, but they are being advanced by the pure will and dedication of local residents and are becoming reality.

When FEMA updated the National Disaster Recovery Framework (NDRF) it identified six Recovery Support Functions (RSFs) that represent the central capabilities necessary to address recovery needs that “help facilitate local stakeholder participation and promote intergovernmental and public-private partnerships [thereby] accelerating the process of recovery, redevelopment and revitalization.”¹⁰

Extensive profiling of the Town’s capacity, demographics, economy, housing market, tourism potential, infrastructure needs, flood mitigation options, and recreation resources have been completed as part of the NYRCR Program, the FEMA Rebuild Prattsville process, and the *NYC DEP Local Flood Hazard Mitigation Analysis*¹¹ (2013). A summary of the resulting needs and opportunities identified by the Committee are presented by recovery function.

i. Community Planning and Capacity Building

Prattsville began planning before the muck was dry. The Town leveraged millions of dollars for public works, recreation, main street restoration, art and cultural facilities, housing, and business restoration. Their planned catalyst projects, including senior housing, health and urgent care, and a community center, are moving forward as the Town Common initiative. Prattsville also sees the need to celebrate recovery and the community it is rebuilding. Five months following Hurricane Irene and Tropical Storm

Lee, the community began planning “MudFest,” which has been held for the last 2 years. The two-day event offers competitions like mud volleyball and tug of war, food, music, and entertainment for people of all ages. Organizers estimate attendance at over 1,500 people each year. However, the Committee noted that volunteers driving all these projects were stretched thin and paid staff support was becoming necessary.

The Prattsville Local Development Corporation (PDC) was formed to build capacity, administer grants, and lead economic and community development. It is implementing the 2012 Community Development Block Grant (CDBG) Small Business Recovery Program. In 2013, a full time AmeriCorps volunteer provided

“boots on the ground” to push projects forward every day while staffing the PDC. With new focus on the complex NYRCR initiatives, staff resources are needed as soon as possible.

The Town has built strong partnerships with Greene County Department of Economic Development, Tourism and Planning, and Soil and Water Conservation District (GC SWCD) to get technical assistance and support staff for some local initiatives. NYC DEP commissioned a local flood hazard analysis that provides a scientific basis to evaluate and choose the most strategic and cost effective hazard mitigation measures. In cooperation with NYC DEP, the town is identifying suitable sites for development that can link to conserved land for parks and trails. Cooperating with neighboring communities, coordinating events, and building a regional experience that is complementary rather than competitive are making all partners more resilient.

The need for improved preparedness, access to emergency information through multiple media sources, alert systems, emergency shelter, and prepositioned supplies have been identified by the Planning Committee. Though the Town does not have a zoning law, it is covered by NYC DEP standards and may consider adoption of smart growth, building standards, and resiliency measures. Plans to develop the Town Common using Leadership in Energy and Environmental Design - Neighborhood Development (LEED-ND) standards are a public expression of this commitment. An effort to update the *Greene County Multi-Jurisdictional All Hazard Mitigation Plan*¹² (2009) to reflect post Hurricane Irene and Tropical Storm Lee reality is expected to get underway shortly.



Prattsville celebrates flood recovery at its annual MudFest.



Local youth playing at MudFest.

ii. Economic Development

In the early 19th century, Prattsville was a thriving community and home to the largest tannery in the world. By 1845 the hemlock bark had been extracted from the local forests and the tannery was forced to close. Over the next 100 years, the Town lost its



AJ Young and Son's Prattsville Agway rebuilding in 2012.

economic niche. The storms accelerated pre-existing hardships, and the need for jobs, commercial tax base, new and rehabilitated housing, and the Committee concluded the need for community services is now greater than before the flood.

Today, successful companies in the area include manufactured home sales, hardware, restaurants, auto parts, lawn and garden equipment and supplies, grocery stores, general merchandise stores, and drinking establishments that are realizing an estimated \$6 million in retail surplus. The contracting sector is growing due to a large amount of flood recovery and second-home-related work in nearby towns. Prattsville enjoys a high rate of self-employment, increasing networking opportunities for entrepreneurs.

New opportunities for job growth, including green energy businesses, can put Prattsville back on the map if appropriate space can be made available for a commerce Park in Town. The Greene County Industrial Development Agency (GC IDA) is evaluating sites that may be able to accommodate the Town's remaining manufacturer, Dimensional Hardwoods, which so far has failed to re-open post flood. At the crossroads between Oneonta, Catskill, and Kingston,

Prattsville is perfectly situated to capitalize on this situation.

The losses suffered made it evident to the Committee that the Town needs an identifiable brand to encourage businesses to rebuild, attract new companies, and differentiate it from other communities by conveying the message that it is a premier place for people to live, work, and play in the region and the State. Part of establishing a unique identity for the Town is improving the hamlet as a creative and walkable community.

Prattsville has many distinctive assets that can attract visitors and boost tourism spending. The Pratt Museum, Gilboa Museum, Pratt Rock, and Prattsville Art Center are cultural and heritage tourism assets. Natural attractions such as Red Falls, hiking trails on State lands, and the peaks of the Catskill Park are appealing to outdoor enthusiasts. Unique opportunities for fishing, hiking, and hunting have not been actively promoted. The Town is located within 150 miles of the New York metropolitan area and is minutes from major seasonal tourist attractions such as Windham and Hunter Mountain Ski resorts. To date, Prattsville is not capturing much of the significant spending by visitors to these areas.

Greene County Department of Economic Development, Tourism and Planning (GC DEDTP) is the regional economic development planning organization. It is active in recovery planning and supporting local companies to rebuild resiliently and/or relocate to safe locations out of the floodplain. New incentives programs for businesses are expected in the next year from NYC DEP. A \$500,000 CDBG-funded business restoration grant program is almost exhausted. The Town is advancing efforts to expand the program to target flood damaged properties for new business development. Small businesses are also evaluating the NY Rising Small Business Assistance Programs.

iii. Health and Social Services

The 2010 census shows that half of Prattsville's residents are low and moderate income. Nearly 30% of households are low income, and over 14% live in poverty. The Committee notes that census data used throughout this plan may be somewhat misleading since Prattsville shares a single census tract with nearby Windham, widely considered to be a wealthier community with more resources. The Town believes the income profile is actually grimmer, and that many residents slipped into poverty as a result of the flooding.

Almost half of households have a family member over the age of 60, and Prattsville is aging rapidly: an incredible 9.6 years increase in the average age of residents in 10 years' time. The high number of vulnerable residents demands that Prattsville develop a safety net to meet needs and deliver services locally – without dependence on outside organizations during immediate relief and recovery phases.

Prattsville has learned to live with very limited services. It is common for residents to drive an hour or more to go shopping or to a doctor's appointment. The one school that serves residents is located in nearby Gilboa. No social services are delivered in Prattsville. Residents must drive down the mountain to Cairo or Catskill or into Schoharie or Delaware

Counties for social services, support for seniors or the disabled, mental health counseling, or addiction support. Since the flood, Prattsville no longer sees amenities like emergency medical attention or safe gathering places as luxuries—they have proven to be necessities that save lives and catalyze the transformational investments the Town needs.

Greene County was designated a MUA by the Health Resources and Service Administration of the U.S. Department of Health and Human Services.¹³ This designation is based on evaluation of income, percentage of residents over the age of 65, physician availability in a 30-mile radius, and infant mortality rate. In addition, The New York State Education Department (NYS ED) named Greene County as a Designated Physician Shortage Area.¹⁴ Prattsville's response to the lack of health care in Town and across the Mountaintop area is to develop an integrated primary and urgent care center serving a 20-mile radius and over 28,000 people.

Although the Huntersfield Christian Training Center stepped up to serve as an emergency shelter after Hurricane Irene, the Town has no permanent emergency shelter facility, no indoor recreation, and no gathering space other than the Prattsville Community Church hall, which holds about 70 people. There were no places large enough to house the many residents looking for safe haven or to provide critical relief updates and information. That experience led residents to prioritize development of a flood-safe community center and shelter for the Town and region.

Prattsville's firehouse was badly damaged and FEMA awarded the Hose Company \$2.3 million to build a new station; however, a gap in funding to extend municipal infrastructure to the new facility still exists. Like many rural fire companies, attracting and training volunteers is challenging, especially during relief and recovery when volunteers may have lost homes or businesses.

iv. Housing

According to local assessment records, 84% of the hamlet's residences (102 of the 121 residential units) were devastated and over 40 homes were demolished. Unfortunately, U.S. census data are not available for the hamlet alone. Town-wide, the 2010 census reports Prattsville has 506 housing units, of which 59.5% are occupied, due in part to a large number of second homeowners. The Committee

In 2012 census estimates, just over 57% of homeowners with a mortgage and just over 46% of renters are cost burdened, reporting housing costs in excess of 30% of income¹⁴. In 2009, the estimated median value of an owner-occupied home in the Town was \$168,600. After adjusting the 2000 median value for inflation to 2010 dollars, a median value of \$101,911 for owner-occupied units reflects an increase in median value by 65.4% before the floods hit.



The rebuilding in Prattsville continues.



The O'Hara home is fully restored.

notes that the high number of units compared to the 2010 census population count of 355 people, and the high vacancy rate underscores that over 50% of land in the Town is owned by a person with an out-of-area address, usually second homeowners. Of the 301 occupied units, 82.1% are owner occupied and 17.9% are renter occupied. Of the 205 vacant units, 76.6% are seasonal. Approximately 85% of housing in the Town is in single-family structures, 11.4% of the units are in mobile homes or trailers, and only 7% are rental units.¹⁵ Reflecting the historic nature of the Town, almost a third of the housing units were built prior to 1939, and over half were built prior to 1960; all the National Register-listed structures, and many of the eligible properties, were damaged. There have been virtually no new housing units built in the hamlet in decades. Deferred maintenance for older units worsened the impact of flood damage.

According to Trulia, a reliable source of local real estate data, there are currently 19 resale and new homes in Prattsville, including four homes in the pre-foreclosure, auction, or bank-owned stages of the foreclosure process. The average listing price for homes for sale in Prattsville was approximately \$179,000 for the week ending February 12, 2014. Two homes listed for sale are in the 100-year floodplain.¹⁶ Even with declining prices, affordability remains an issue. Some of the Town's most affordable housing, including Moore's Manufactured Home Park, is located in the 100-year floodplain. Using the rule of thumb that a house should cost no more than 2-1/2 times one's income, a family earning the median income for Prattsville (\$42,891) could afford a house worth approximately \$107,000, leaving a gap of \$71,682 to acquire the average priced home on the market today. Given the shared census tract

with affluent Windham, median income in Prattsville is likely considerably lower and the affordability gap larger.

Low incomes left residents with limited resources to rebuild and a dozen or more properties remain vacant after 2-1/2 years. Many residents did not have flood insurance while others had coverage that simply paid off their mortgage, leaving them with no option but to sell or refinance their flood damaged home, many in their sixties or seventies, after they had retired.



Prattsville needs a diverse housing supply.

Since that time, housing programs have brought Prattsville's residents over \$1.0 million in support including nearly \$500,000 in CDBG funds under New York State Homes and Community Renewal (NYS HCR) for housing rehabilitation and elevation. The NYS HCR Rural Area Revitalization Program (RARP) provided \$200,000 for homeownership assistance, which was layered with rehabilitation help. Established days after Hurricane Irene hit, the Prattsville Relief Fund provided direct support to families needing to replace belongings or purchase supplies or materials. Overall the fund assisted nearly 100 families with over \$360,000 in support.

Prattsville has been rebuilding with the assistance of volunteers and donated labor and materials organized and managed through the Huntersfield Christian Training Center and home restoration

grants and homeownership assistance supported by NYS HCR. Assistance with purchase, down payment, and closing costs through a grant from NYS HCR Rural Area Revitalization Program (RARP) has been entirely committed. Residents are now exploring the various NY Storm Recovery Housing Recovery programs.

After extensive study by NYC DEP, the Town acknowledges that a reduction in base flood elevation for properties in the hamlet can only be gained by major investments in large-scale hazard mitigation measures such as channel widening or new bridge design and replacement (see infrastructure discussion.) Although Prattsville has few homes in buyout programs, every buyout represents a tax loss the Town must restore. There are only a handful of rental properties in the hamlet and few were restored, due to lack of resources for investor-owned rehabilitation in available recovery programs.

New, safe, life-cycle housing options with affordable apartments, starter homes, family residences, and especially senior cottages, senior rentals, and assisted living are needed. A housing supply that meets life cycle needs offers affordable renter and starter homes, the option to move up into a family residences when the time comes, access to empty-nester cottages, and various types of independent and supportive housing so seniors can age in place.

A recent senior housing market analysis, completed as part of the NYRCR process, reveals considerable local and regional demand for affordable senior rental housing and for a mixed income cottage community.¹⁷ The 20-mile market area around Prattsville includes approximately 28,500 people. Between 2000 and 2012, the population increased in all census brackets over age 50. Recent population estimates from Nielsen Data Services shows that nearly half of the market area population is over the age of 50.¹⁸ There are only 160 subsidized housing units in the area and an identified unmet need of over 300 units, a strong market for the senior housing programs the Town and the Committee is envisioning. Due to a shortage



Larry Gambon

Improvements to Huntersfield Creek along State Route 23 in Prattsville.

of developable land, any location for senior housing close to the hamlet would require assembly of small flood-safe properties and very careful design at a high density with shared amenities.

v. Infrastructure

Damage to roads, sidewalks, utility infrastructure, and critical resources like Town Hall, left the community both economically and physically vulnerable. Undersized infrastructure and accumulated debris from spring rain events caused bottlenecks that increased flood levels and both public and private property damage. While the destruction was profound, it has also created an opportunity to revitalize the streetscape and infrastructure using green practices. The first two phases of streetscape improvements funded by New York State Department of State Division of Coastal Resources (NYS DOS) under the Environmental Protection Fund's (EPF) Local Waterfront Revitalization Program (LWRP) are underway.

Most of the Town's critical facilities are in the flood zone, including the Town Hall, Sheriff's substation, fire department, post office, and most retail or service outlets. The wastewater treatment plant, just outside of the 100-year floodplain, did not flood in 2011. Other utilities, including a drinking water well,

electric substation, and a number of pump stations, were flooded. The Town developed a list of public works projects that need to be addressed, including road and culvert repairs/resizing; stormwater management improvements; stream and habitat restoration; water and sewer enhancements; wellhead protection; establishment of auxiliary power supplies; and relocation of the Town Hall and highway garage. Development of an emergency preparedness plan with a web-based public education component and audible alert system is also being pursued.

In September 2011 Prattsville requested assistance from the NYC DEP to analyze the *FEMA Flood Insurance Study*¹⁹ (December 2013) hydraulic model to characterize the flood and assess the Schoharie Creek, and its floodplain. Malone & MacBroom, Inc. (MMI) used U.S. Army Corps of Engineers (USACE) Hydrologic Engineering Center River Analysis System (HEC-RAS) software to analyze the model and better understand what contributes to or exacerbates flooding in Prattsville. Effective mitigation strategies the study identified include removing encroachments into the stream corridor, widening and smoothing the creek bed, creating overflow channels, changing the flow of tributaries, and modifying existing berms. The preliminary report suggested a significant reduction in base flood elevation might be



Nancy Barton

Clean up of an 1840s building badly damaged in the flood.

accomplished by replacing the NYS DOT Bridge across Schoharie Creek on State Route 23 in combination with a channel widening initiative. Prattsville formed a working group with local and state officials to evaluate bridge replacement.

vi. Natural and Cultural Resources

Zadock Pratt, the Town's founder, called Prattsville the "Gem of the Catskills."²⁰ A "real nature" tourism could complement the heritage tourism niche anchored by the Pratt Museum and Pratt Rock. Nature tourism takes advantage of the significant amount of State forest preserve land and publicly accessible property owned by the NYC. Nature tourism creates opportunities for year-round outdoor activities on land and water, including bicycling, camping, fishing, hunting, paddling, snowshoeing, cross-country skiing, snowmobiling, and sports, trail, and wildlife viewing.

These nature tourism activities can be supported by the Town's efforts to restore and enhance recreation, fitness, and athletic facilities. Grants from NYS Office of Parks, Recreation, and Historic Preservation (OPRHP) and the NYS DOS would add a full sized soccer field, full court basketball, and playground at



Nancy Barton

Haunted Halloween forest at the Arts Center.

Conine Field and a new playground and half-court basketball court at the Town Green. The first phase of the Schoharie Creekside Trail integrates green infrastructure to protect the floodplain and stream corridor. The first phase was funded by NYS DOS. This trail would connect the new NYC DEP Devasago Park on Maple Lane to the intersection of Main Street and Washington Street. NYC DEP is also expanding other parks and helping to complete trail linkages in the region.

The new Prattsville Art Center and Residency is restoring a badly damaged 1840s building and constructing a state-of-the-art resilient building known as the "tree house" on Main Street - a design studio and public stage/screening/entertainment center. The Art Center received \$200,000 in initial funding from prestigious ARTPlace America for its creative place-making program focused on flood recovery. The Town's primary cultural assets, the Zadock Pratt Museum and Pratt Rock, continue to recover and promote the community's history and culture. The Pratt Homestead, the Pratt Commercial Building, and the Arnold House require rehabilitation, and preparation of historic structure reports are the necessary next step in that process.



Nancy Barton

"Into the Clove" exhibit at the Prattville Arts Center in 2013.



Nancy Barton

Audience for dance performance at the Town Green.



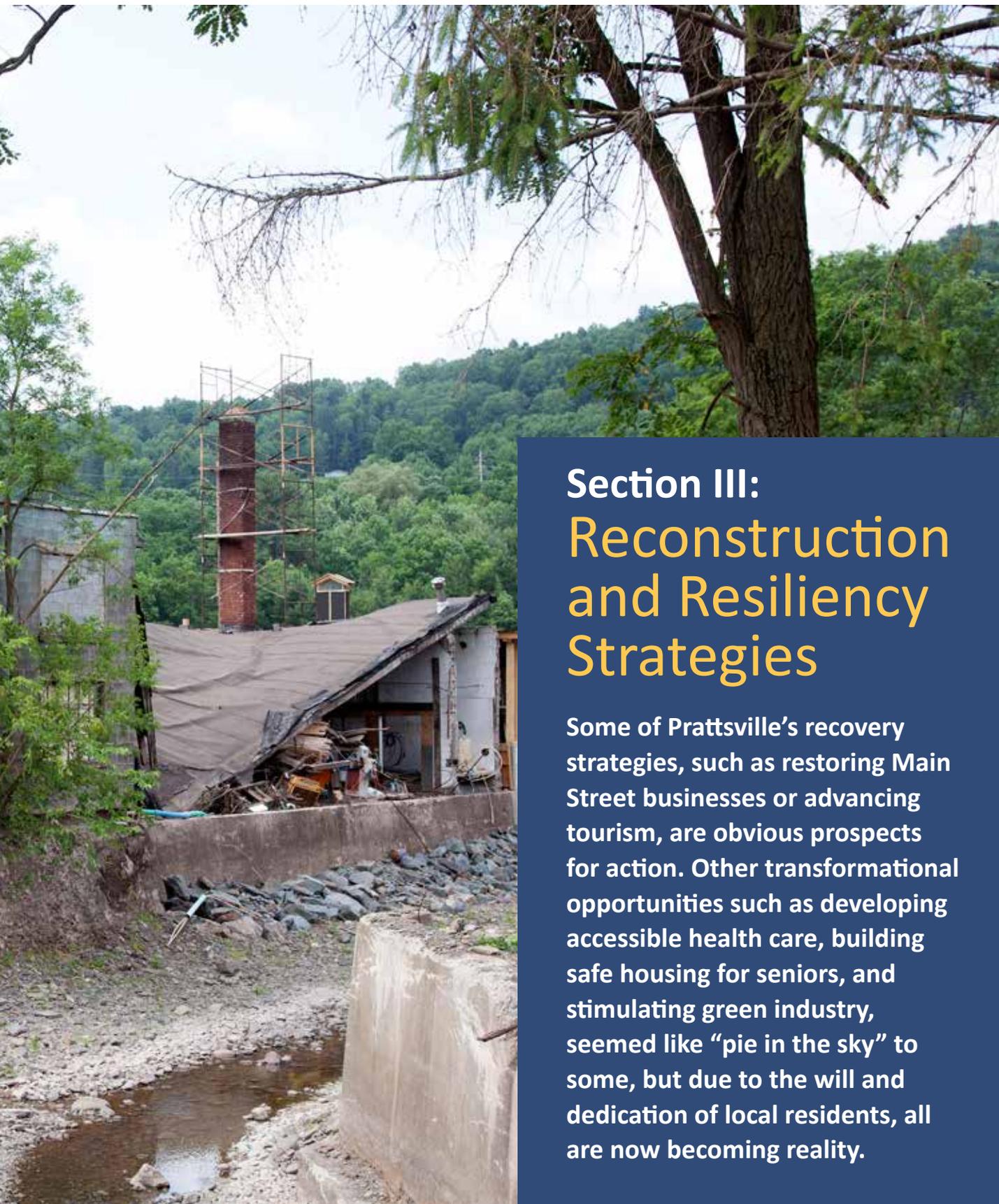
Larry Gambon

Pratt Museum celebrates its restoration.



Larry Gambon

Briggs Manufacturing tries to rebuild post Hurricane Irene.



Section III: Reconstruction and Resiliency Strategies

Some of Prattsville’s recovery strategies, such as restoring Main Street businesses or advancing tourism, are obvious prospects for action. Other transformational opportunities such as developing accessible health care, building safe housing for seniors, and stimulating green industry, seemed like “pie in the sky” to some, but due to the will and dedication of local residents, all are now becoming reality.

A. Introduction

Prattsville’s strategies, and the projects they encompass, emerged from the NYRCR process and have been tested at committee meetings, public meetings, and by other public, private, and nonprofit partners. They are a synthesis of the preceding components: they reflect what the Committee members and the Town learned in the actual floods, consider critical issues, address risks and needs and opportunities, block out the best use of resources and direct attention at protecting Prattsville’s most

vulnerable populations. They shape an ambitious framework of actions that would make the Town a more resilient place. The strategies harken back to Prattsville’s beginnings as one of New York’s first master planned communities, focusing less on the nuts and bolts of replacing culverts or buying generators to ride out the next flood, which they will do as a matter of course, and more on the projects that can transform the community, taking the Town, as their vision statement says “from the middle of nowhere, to the center of everything.”

1 **Ensure that all residents have access to an exceptional quality of life and that vulnerable seniors are safe.**

The floods were a wake-up call for Prattsville, establishing that “doing without” in the proud and stoic rural tradition can be dangerous. The Town’s seniors are vulnerable. Critical facilities are at risk. The Town’s majestic rural character isolates residents from services and amenities that most people consider part of a “good life.” Their mixed use, mixed age, and mixed income initiatives address the central challenges to move vulnerable seniors out of the floodplain and offer health and urgent care to respond to emergencies. Prattsville is trying to establish a new regional model for integrated senior, health, recreation, and social services in an existing built community using LEED Neighborhood Development

(LEED-ND) strategies with green building and green infrastructure practices. The planned Town Common, a multi-generational complex brings seniors and children together, strengthening the family ties that make Prattsville a close and resilient hometown and improve quality of life. This complete neighborhood would be attractive to residents in the larger region, generating new revenue necessary to support the facilities. These initiatives address housing, health and social services, and infrastructure to meet the needs of residents of all ages and abilities. Table 3.1 provides more detailed information about the specific actions and estimated costs associated with this strategy.

“Don’t forget the seniors. Keep taxes low and housing affordable so that they can continue to live here.”

“Prattsville can build new housing in a park like setting for families and older folks.”

- Post-flood survey comments



Mrs. O'Hara reminisces.

Times Union

Table 3.1 Projects to Ensure Quality of Life and Safety of Vulnerable Seniors

Project Name	Description	Estimated Cost	Proposed or Featured	Regional
Acquire and extend infrastructure necessary to build a complete new flood-safe neighborhood.	This initial phase includes site acquisition, preparation, and infrastructure extension.	\$1.25 million	Proposed	Yes
Answer critical regional needs, by developing a health center with the capacity to respond to urgent needs.	After being isolated from the outside world for nearly a week, Prattsville has prioritized development of a health and urgent care medical center that can provide care to residents of the Town and the region.	\$1.75 million	Proposed	Yes
Anchor the Town Common with affordable senior housing in apartments and in a cottage community.	Many of the hamlet residents are seniors. Development of 24-40 new independent apartments, and a 24 unit senior cottage community for active seniors has been identified as a priority project.	\$10.4 million	Featured	Yes
Create a focal point at the Town Common with a regional community/ senior center and emergency shelter.	This project provides a multi-functional gathering place and emergency shelter for residents and organizations with a focus on cultural, technological, and community events for all residents.	\$7.4 million	Featured	Yes

2 Create work and wealth for local residents and strengthen the Town's commercial foundation, with a focus on green industry and green energy.

Restoring the tax base and business diversity lost after the floods in a sustainable way for both existing and new small businesses, as well as larger industrial companies is a central focus for Prattsville. The Town's goal is a self-sufficient and sustainable community where residents have the financial resources to care for themselves, and for each other. The Town would continue to offer grants to local companies to rebuild and extend that program to new owners who restore a flood damaged property in compliance with federal standards to elevate or flood proof new commercial buildings. Prattsville would focus on attracting new businesses and encouraging home-based businesses to expand. Together with other community and tourism marketing efforts, it would help businesses to promote their services in a unified way to current residents, regional shoppers, and visitors from all locations.

Prattsville plans to develop an Eco-Commerce Park using green infrastructure to attract development

including a wide array of small, medium and larger light manufacturing industry and support agricultural enterprises, attracting investment and creating jobs. The park would offer a new home to the Town's existing manufacturers who are located in high-risk areas. Building on the Eco-Commerce Park, Prattsville plans to evaluate the feasibility of two different approaches to offering affordable resilient power to residents and businesses, creating a unique advantage in the region for residents and businesses. The Eco-Commerce Park would also provide a site for value-added economic activity that would complement the emergence of a bio-fuels crop industry and support sustainable agriculture across the Greene County mountaintop and the Schoharie Valley. This strategy builds on the Recovery Support Functions related to economic development, infrastructure, natural resources, and housing by offering an affordable energy source. Table 3.2 provides more detailed information about the specific actions and estimated costs associated with this initiative.

Table 3.2 Projects to Create Work and Wealth, with a Focus on Green Industry and Green Energy

Project Name	Description	Estimated Cost	Proposed or Featured	Regional
Create Green in Greene Grant Fund to help new companies to locate in Town through targeted business recruitment and marketing.	Offer financing options for new businesses interested in opening operations in the Town, either through rehabilitation of a flood damaged building or through demolition and new construction with flood proofing or elevation if in the floodplain.	\$2.8 million	Proposed	No
Expand the commercial and industrial base eroded by the storms by creating the Prattsville Eco-Commerce Park focused on green industry and green energy.	Work with Greene County IDA to develop a shovel-ready business park with an emphasis on ecologically sustainable green businesses, particularly green energy.	\$4.7 million	Featured	Yes

3 Help residents to “Choose Prattsville” by supporting homeowners to rebuild existing homes and families who wish to build new homes in Town.

Prattsville wants to remain a family oriented, well-designed community that is safe and full of life. The Town would establish programs to retain current homeowners, attract new ones, and offer opportunities for young families to stay in the Town. It would create the appropriate mix of housing including single-family homes, rental units, and living options for seniors and individuals with special needs. As part of the Town Common initiative, Prattsville is creating a new mixed use and flood-safe neighborhood incorporating best practices for sustainable growth, energy conservation, and green infrastructure. The initial emphasis is on moving seniors out of the

floodplain to affordable and safe housing in senior apartments and a cottage community. The Town has made considerable progress helping existing residents rehabilitate their homes to pre-flood condition or better. The focus is shifting to attracting new residents who would rehabilitate vacant buildings or build homes in new areas designated for residential development. This strategy addresses the housing recovery function with emphasis on meeting the needs of low- and moderate-income families and seniors. Table 3.3 provides more detailed information about the specific actions and estimated costs associated with this initiative.



It takes a community...

Larry Gambon

Table 3.3 Projects to Help Residents Rebuild Existing Homes and to Attract New Homeowners

Project Name	Description	Estimated Cost	Proposed or Featured	Regional
Be a residential community of choice by creating Choose Prattsville Housing Program to bring neighbors home and encourage new flood-safe residential development.	Assist in the completion of home renovation in Prattsville by the end of 2014. Expand to address rental properties and assist with demolition. Encourage new residential development to rebuild the tax base and draw new full-time residents to Town.	\$800,000	Featured	No

4 *Be a creative community that preserves its past while seizing a future that supports both the economy and the culture that makes Prattsville unique.*

Prattsville’s creative placemaking strategy focuses on leveraging art, culture, history, and community planning to create a livable and sustainable Town with an excellent quality of life, creative vitality, and a distinct sense of place that can meet resident’s needs and boost the local economy by attracting visitors. The new Prattsville Art Center is transforming a flood damaged building into a high-profile artists’ residency, teaching, and exhibition center. The Pratt Museum is restoring facilities and developing plans to rehabilitate three historic buildings while remaining the steward of Pratt Rock. While Prattsville’s assets are known locally, few resources have been available to market it more widely. An essential component of creative placemaking is the availability of public gathering spaces, including a renewed Town Green with green infrastructure and natural streambank protection, in the center of the hamlet. The Town Green is a center point of annual celebrations, including Mud Fest, which attracts over 1,500 visitors to celebrate Prattsville’s recovery.

Though much of the Main Street corridor lies in the 100-year floodplain, many business owners have decided to try to remain and improve conditions, and leverage the investment of many small businesses that struggled to retrofit their buildings. This initiative focuses on multiple strategies essential to economic development, including business retention, expansion, recruitment, and tourism industry development. Taken as an integrated series of actions, including Main Street revitalization, the potential for job creation and tax base enhancement is high. The community has identified the Main Street State Route 23 corridor as important civic space, the historical heart of the Town, a place of commerce, and a residential neighborhood. This strategy addresses the Recovery Support Functions related to economic development and infrastructure, health and social services and cultural recovery functions. Table 3.4 provides more detailed information about the specific actions and estimated costs associated with this initiative.



Table 3.4 Projects to Promote a Creative Community that Supports the Local Economy and Unique Local Culture

Project Name	Description	Estimated Cost	Proposed or Featured	Regional
Complete the Prattville Green Main Street Initiative with street enhancements to repair damage, attract businesses and tourism, and create a walkable, attractive, hamlet. Bring people safely to the water's edge by creating a passive recreation trail system.	Restore and improve the streetscape reflecting Town character. Phase I and Phase II of the project, which were funded by the NYS DOS Local Waterfront Revitalization Program using NYS Environmental Protection Funds, are underway, and will be completed in 2014. Reestablish a civic anchor, provide a public open space for gatherings that highlights the Town's history and unique culture, and restore the existing amenities, building on NYS OPRHP grant. Implement Town-wide trail system with natural hazard mitigation measures, especially in the Schoharie Creekside Trail where stream corridor restoration could remove encroachments. Phase One of the Trail has been funded by NYS DOS LWRP for \$192,000.	\$5.7 million	Featured	Yes
Protect and support arts, culture, and historic assets through the Prattville Cultural Resources Support Program.	Support the ongoing rehabilitation, expansion, and programming at the Prattville Art Center, an internationally recognized model for resilient reconstruction and creative placemaking in a rural community, using the arts to bring diverse groups of people together and enhance quality of life. Support the Pratt Museum to repair flood damaged museum facilities, restore historic structures, and market the Town's cultural resources. Assist the Pratt Museum to continue restoration of the Pratt Museum and other structures, including the Pratt Commercial Building and the Arnold House. The Pratt Museum is also in need of a new HVAC system.	\$3.3 million	Featured	Yes



Pratt Museum porch rockers.



Pratt Rock historic site.

5 Capitalize on nature and heritage tourism by enhancing existing facilities and bringing people back to the water's edge with recreation, trails, and entertainment.

Tourism has largely passed Prattsville by, but the Catskill Park and the enormous amount of publicly accessible land owned by the New York City Department of Environmental Protection (NYC DEP) creates an incredible opportunity for the Town to accommodate various types of year-round outdoor activities on land and water. The “real nature” tourism strategy can help the Town to improve and retain the beauty of its natural resources, while creating jobs and increasing local revenues. Prattsville’s approach is to offer the simply authentic interaction with nature through hiking, biking, fishing, hunting or other pursuits. A passive recreation trail system would connect the Town’s only recreation complex, Conine Field, to other historic areas in Prattsville, including the hamlet

and Pratt Rock, would create a healthier community. It would also feature a historic walking trail with the potential for kayaking, tubing, snowshoeing, cross-country skiing, and other recreation-oriented rental businesses that are attractive to day-trippers. The unprogrammed parts of Conine Field would be a passive open space recreation area that would serve a dual role for natural flood storage, green infrastructure, and pocket wetlands. This strategy advances the health and social services, economic development, natural and cultural resources, and infrastructure recovery functions. Table 3.5 provides more detailed information about the specific actions and estimated costs associated with this initiative.

Table 3.5 Projects to Capitalize on Nature and Heritage Tourism by Enhancing and Promoting Existing Resources

Project Name	Description	Estimated Cost	Proposed or Featured	Regional
Promote Prattsville as destination for authentic nature and heritage tourism experience and as a creative community to live, work and play.	Integrate the Town into County and regional tourism marketing promoting its core strengths in real nature, scenic beauty, and art and cultural sites and events.	\$100,000	Featured	Yes
Repair flood damage and expand amenities available at Conine Field.	Complete restoration of Conine Field and add pavilions, soccer fields, canoe and kayak launch among other enhancements. Green infrastructure would be integrated to improve flood hazard mitigation.	\$320,000	Featured	Yes

6 *Build awareness, provide services, and model sustainable measures that protect the community from extreme weather.*

Prattville was not ready for Hurricane Irene and Tropical Storm Lee, and this strategy seeks to inform all community members about the changing climate and help them to make ready for its consequences. The Town lacks an emergency preparedness plan that would guide both relief and recovery. The Prepare Prattville project addresses critical issues related to readiness for extreme weather and development of facilities that are fully accessible to vulnerable populations with a new emergency shelter at the planned community/senior center. The Town would develop programs and vehicles to educate the community about rebuilding resiliently and increase emergency awareness through traditional approaches, including an early warning alert system as well as modern web-based approaches. A subcommittee of the NYRCR Planning Committee

was formed and is already drafting the first phase of a comprehensive preparedness plan for presentation to the Town Board in the spring of 2014. Municipal infrastructure also needs to be more resilient, and this effort should include replacement of two State-owned bridges to improve the flow of floodwaters during storm events and maintain safe evacuation routes. Repairs and upgrades to the stormwater system are needed to improve drainage consistent with recent studies by NYC DEP. This strategy addresses Recovery Support Functions related to community planning and capacity building and health and social services, particularly for vulnerable residents. Table 3.6 provides more detailed information about the specific actions and estimated costs associated with this initiative.



NYC DEP and Town residents celebrate the opening of the new Devasago Park.

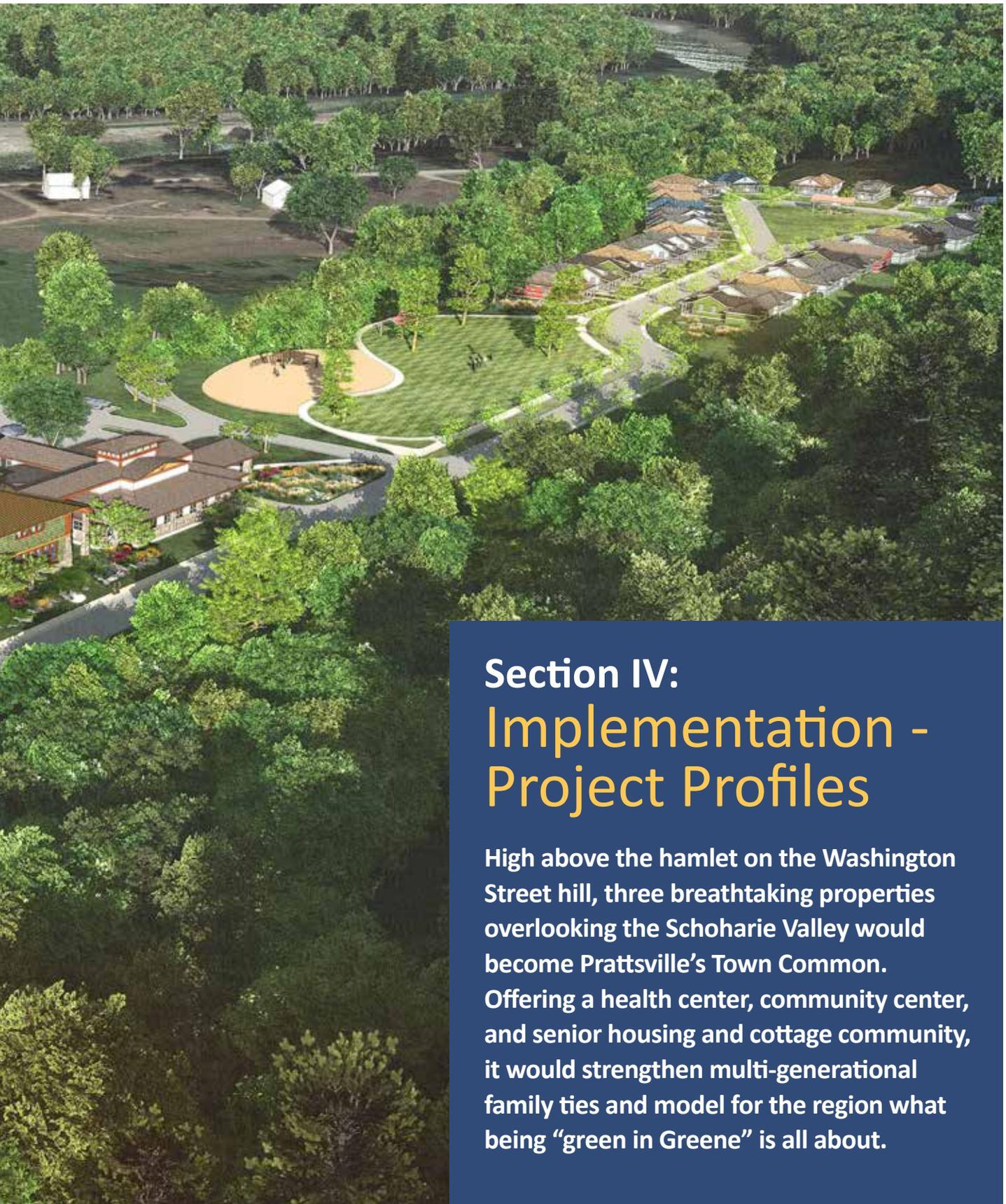
Watershed Post

Table 3.6 Projects to Protect the Community from Extreme Weather

Project Name	Description	Estimated Cost	Proposed or Featured	Regional
Support the Prattsville Local Development Corporation as it guides implementation of the FEMA Rebuild Prattsville and NYRCR Plans. Lead partnerships to speed recovery and implement hazard mitigation measures. Partner with NYC DEP to co-purchase property suitable for priority projects.	The PDC empowers the community to take ownership of its recovery in a sustainable, collaborative, and locally driven manner. The PDC assists the Town to administer grants in support of recovery. Continue to work with NYC DEP to explore opportunities to jointly purchase property suitable for development consistent with NYC DEP's conservation priorities and lead roundtable with NYS DOT and other partners to advance implementation of major hazard mitigation measures.	\$15,000	Proposed	No
Develop an Emergency Preparedness and Notification Strategy, with an Emergency Preparedness Plan and companion website to provide disaster preparation and recovery education. Implement an audible alert flood warning system in the event of emergencies.	Complete the emergency preparedness plan begun by NYRCR Planning Committee. The Committee will provide an overarching plan focusing on high-level administrative structure. Technical components would require professional assistance. In order to give broad access to the Plan, develop a Town web site to inform the public about extreme weather, resilient construction, and the use of in site green infrastructure practices. As part of emergency preparedness and as a complement to the County's reverse 911 system, install an audible alert system in the Town.	\$80,000	Proposed	No
Support the development of a flood-safe new fire station.	Assist the Prattsville Hose Company in building a flood-safe fire station to replace the current flood damaged station by closing gaps from FEMA for \$2.30 million for the construction of the facility. There is a need to extend municipal infrastructure to the new facility.	\$250,000	Proposed	No
Establish a fund to implement hazard mitigation projects both State and local.	Advance a range of hazard mitigation projects identified locally by the Town and from the NYC DEP study.	\$5 million	Featured	No



NYRCR Prattsville's proposed Town Common.



Section IV: **Implementation - Project Profiles**

High above the hamlet on the Washington Street hill, three breathtaking properties overlooking the Schoharie Valley would become Prattsville’s Town Common. Offering a health center, community center, and senior housing and cottage community, it would strengthen multi-generational family ties and model for the region what being “green in Greene” is all about.

Introduction

In the days following Hurricane Irene and Tropical Storm Lee, Governor Cuomo described Prattsville as “the worst hit community” of all the affected towns, hamlets, and cities in the State of New York. Over two and one-half years, Prattsville has battled back from that knockout punch, taking advantage of the opportunities it has been given, inspiring others, and staying the course.

During the NYRCR process, the Committee identified and ranked economic, health and social services, housing, infrastructure, and natural and cultural assets. They evaluated and scored each asset based upon the level of hazard, exposure, and vulnerability each faces in extreme weather. Many were found to be at high risk.

The Committee then identified six overarching strategies to guide them in developing projects that would address the risks to their assets. Fifteen projects, including eight with regional impact were identified and classified as Proposed, Featured, or Additional Resiliency Recommendations. Proposed Projects are projects proposed for funding through a NYRCR Community’s allocation of CDBG-DR funding. Featured Projects are projects and actions that the Planning Committee has identified as important resiliency recommendations and has analyzed in depth, but has not proposed for funding through the NYRCR Program. Additional Resiliency Recommendations are projects and actions that the Planning Committee would like to highlight and that are not categorized as Proposed Projects or Featured Projects. Once the Proposed and Featured Projects were identified, the Committee used the scores, cost estimates, market analyses, and identified community benefits to evaluate how feasible the projects are and how effectively they reduce risks.

Many of Prattsville’s initiatives are programs rather than capital projects, requiring staff capacity instead of traditional operation and maintenance budgets. Detailed site selection, conceptual design, market

assessment, program planning, and advanced graphic renderings were prepared for the Town Common and Prattsville Works Green in Greene projects.

Prattsville Town Common

The Town Common Overview

High above the hamlet on the Washington Street hill, three breathtaking properties overlooking the Schoharie Valley could be home to Prattsville’s proposed Town Common. The initiative would transform and complete Prattsville; reduce risks; and promise superior quality senior living, health, recreation, and community services in a smart and green rural neighborhood - a model for the region. Emphasizing Prattsville’s vision of being “Green



Open fields at County Route 10 Town Common site.



The Town Common site offers views of the Schoharie Valley.

in Greene,” it offers a mix of uses and choice in housing, bringing seniors and children together and strengthening the multi-generational family ties that make Prattsville the desirable and determined community that it has always been. The Town Common initiative includes four component projects:

- Acquire land to build a complete new flood-safe traditional neighborhood and Town Common and extend infrastructure to serve both the new neighborhood and Town Common.
- Respond to critical regional health care needs by developing a health center with the capacity to respond to urgent medical needs.
- Anchor the Town Common with affordable senior housing in apartments and in a cottage community.
- Create a center point at the Town Common with a regional community/senior center and emergency shelter.

A. Acquisition and Infrastructure Expansion - Proposed Project

Project Description

The damage caused by Hurricane Irene left seniors homeless and the Town isolated from medical care and other support services. The Town scrambled to find emergency shelter for dozens of community members. A year later many vulnerable residents remained displaced. Following Hurricane Irene, Prattsville committed to relocate seniors from the flood hazard areas, provide health care and urgent care to keep people healthy year round and safe in an emergency. They resolved to develop a community and senior center that can draw residents from Town and nearby communities who would support merchants and rebuild the tax base. That center would also serve as an emergency shelter.

The 25-acre site for the Common (two properties on Washington Street under option by the Town and an adjacent 15-acre Town-owned parcel) offers an environmentally sound location removed from the floodplain that is still walkable to the hamlet. An existing water line on County Route 10 would be extended, and since the site is uphill but adjacent to the Town’s Wastewater Treatment Facility, an efficient gravity-fed system is planned. Safe access is available



The proposed Town Common site would offer a flood-safe neighborhood; its proposed Town Park, above, could serve as a helicopter landing zone.

from the site to County Route 7 and State Route 23 in the event of an emergency. The Common's character and density would respect Prattsville's historic resources, stretching the existing community fabric to a new flood-safe neighborhood, offering open green spaces, a community playground, and new dog park - all small things that appeal to people and bring them together, very simply, as part of everyday life.

- **Cost Estimate** – Property acquisition is approximately \$250,000. The Town has executed options to purchase with two property owners totaling \$220,000. The remaining costs relate to appraisal, legal services, and other closing and pre development activities. Estimated infrastructure and site development cost is \$1 million.

- **Community Benefits** – The project would have a net positive benefit on life safety, health and wellness, and the environment.

- **Flood Safety** – Acquisition and extension of infrastructure to the site would enable relocation of senior housing, development of a community health center, and community center with the Town's first emergency shelter to be constructed in a flood-safe location.

- **Environmental** – The use of extensive green infrastructure in the site design would work with nature to address all stormwater on site and would not contribute to hamlet flooding. The use of green infrastructure like rain gardens would be constructed with local volunteers, building community understanding of stormwater management, which residents would practice on their own properties on a smaller scale. Green building standards would reduce operating costs for each component and increase sustainability, modeling Prattsville's "green in Greene" ethic to the region.

- **Economic** – The uses planned for the site represent a financially sound regional model of care for vulnerable populations and would create a significant number of permanent and construction period jobs.

- **Public Support** – The Town Common project's components have received high support from residents in community surveys undertaken in October 2011 and under the NYRCR process in November of 2013.

- **Cost Benefit Analysis** – The Town Common project would have a net positive benefit by safeguarding vulnerable residents; improving community livability, health, and wellness; and expanding the residential tax base as new people are exposed to Prattsville, spend money locally, and may choose to make it their home. The acquisition costs are reasonable (at \$250,000 acquisition is less than 1.3% of the total \$20 million development cost and approximately \$10,000 per acre) and the Town can contribute more than half of the required acreage.

Risk Reduction – The site is high on a hill overlooking the hamlet and is completely flood-safe. Its development plan provides for an emergency access road that can be used as another evacuation route for hamlet residents and for emergency service providers who became isolated in their building and unable to respond during storm events. Thoughtful site planning that works with nature would address varied terrain. All components would use green building techniques and potentially solar green energy, reducing operating costs and long-term maintenance expenses. Mixing uses in a compact neighborhood that encourages walking and bicycling makes the Town Common a candidate for Leadership in Energy and Environment Neighborhood Development (LEED ND) certification, and designation by the American Association of Retired Persons (AARP) as an Age-Friendly Community. The Common would use green infrastructure to manage stormwater runoff on-site to address both stormwater quantity and quality, while also creating a beautiful landscape with a system of interconnected bio-swales and small bio-retention areas planted with native species.

- **Regulatory Reviews** – A Generic Environmental Impact Statement (GEIS) would be prepared for



Regional Health and Urgent Care Center adjacent to open space and helicopter landing site.

the entire project encompassing all components and addressing regulatory and permitting requirements of all involved agencies (to be determined through the environmental impact assessment process). The property would require New York State Department of Environmental Conservation (NYS DEC) stormwater/SPDES permitting, Phase 1 and/or 2 archaeology, environmental site assessment under National Environmental Policy Act (NEPA), and coordination with New York's State Historic Preservation Office (NYS SHPO).

- **Implementation Timeframe** – The acquisition could be completed within approximately one month of funds becoming available. Completion of infrastructure extension can be designed in three months and constructed in six months.
- **Jurisdiction** – Town of Prattsville.

B. Regional Health and Urgent Care Center - Proposed Project

Project Description

In the aftermath of Hurricane Irene, when residents were isolated from surrounding communities and services, Prattsville resolved to pursue development of a health and urgent care center in the hamlet. Prattsville has been designated as a Medically Underserved Area by the United States Department of Health and Human Services (U.S. HHS) and Physician Shortage Area by the NYS Education Department. Residents routinely drive long distances for basic care and farther for specialty and hospital care. The regional health and urgent care center would provide primary care, pediatrics, dental, and mental health care, with a pharmacy service, telemedicine, and the ability to deliver state-of-the-art urgent care in extreme weather and other emergencies, reducing risk to all residents. Some existing local providers are interested in providing specialty care from the center, either in addition to their current practice or potentially moving their practice to Prattsville. Two different project sponsors are interested in working with the Town using different models to deliver care. One involves partnering with a nonprofit health provider from New York's Capital Region to create a

Federally Qualified Health Center. The other model strikes a partnership with a local health care network, to offer clinic care as part of their distributed rural health care network. The Town is evaluating these options.

- **Cost Estimate** – The cost estimate for construction of the health center is \$1.75 million or \$250.00 per square foot for a 7,000 square foot building. The per square foot estimates were confirmed by a local health care network based on its recent experience developing numerous community based health care centers and clinics in the Schoharie Valley and throughout New York State. The Prattsville Development Corporation (PDC) would construct the center and lease it to the provider, for an initial ten-year term.
- **Community Benefits** – Multiple benefits are provided by addressing urgent care needs in emergencies, supporting the efforts of first responders with enhanced care for Prattsville and the surrounding Greene County mountaintop region. It would help to fill identified gaps in medical care for the region and safeguard vulnerable residents.
 - **Flood Safety** – The health center would provide year round access to all basic health and dental services and serve as an emergency medical provider in disaster relief and recovery. It would serve as an important back up service to first responders. The adjacent community center would be designed to function as an emergency shelter with a helicopter landing-site on the park at the senior cottage community.
 - **Environmental** –The health center would be a green building, ideally LEED certified, which would reduce operating costs and increase sustainability. It would be the first phase of the community center development, linking to an extensive range of walking and biking trails and

improving health and wellness services for all residents.

- **Economic** – The overall Town Common is a unique regional model uniting health care, senior housing, and community recreation and wellness in one development. The health center would be staffed by a primary care physician, nurse practitioner, x-ray and laboratory technician, secretary, and support staff for 12 hours each day. Having a local health care provider would make Prattsville more attractive to new homebuyers and prospective businesses, helping to grow the Town and restore the tax base.
- **Public Support** – The health center received strong support from municipal officials and the public in numerous public meetings, in community surveys undertaken in October 2011, and under the NYRCR process in November of 2013.
- **Cost Benefit Analysis** – The health center would have a net positive benefit by ensuring access to reliable primary and emergency care for all residents in a medically underserved area, meeting the emergency needs of resident’s post-disaster, and promoting improvements in health for residents of all ages and abilities. It would create between five and six full time equivalent positions for professional and clerical workers. Assuming 50% of the construction cost is labor (\$875,000 for the health center) and an estimated average salary of \$40,000 for the range of workers, the full-time equivalent employee (FTE) construction period job generation would be 22 jobs. Indirect job creation is likely the same or higher as general contractors form supplier relationships with local companies.

The project has regional benefits, serving a 20-mile market area around Prattsville, including over 20 small communities in Greene, Delaware, Ulster, Albany, and Schoharie Counties with a total year-round population of 28,000 people

Figure 4.1: Conceptual Plan for Prattsville Town Common



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Figure 4.2: Aerial Perspective of Proposed Prattsville Town Common



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Figure 4.3: Perspective of Proposed Prattsville Community Center



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who earn mostly moderate to low incomes. When second homeowners and seasonal residents are considered, the population likely doubles and wealth increases significantly ensuring a large enough patient base to guarantee success.²¹ Drawn to the Town by the health center, regional residents would shop locally and provide new revenue to local businesses, helping to restore the tax base and retain or expand jobs. The presence of a health center may help the Town to meet its long-term goal of recruiting a pharmacy, further leveraging the reasonable upfront \$1.75 million in construction costs for the center. Both potential professional health care networks interested in developing the center confirm the accuracy and reasonableness of costs.

- **Risk Reduction** – The site is high on a hill looking over the hamlet and is completely flood-safe. The Town Common’s emergency access road can be used in extreme weather or other disasters for residents and first responders to reach the health center. It would be closely integrated into the Town Emergency Preparedness Plan (EPP) and would help Prattsville to respond more efficiently during high hazard events.
- **Regulatory Reviews** – A GEIS would be prepared for the entire site that would cover all required permitting for the health center. A Certificate of Need would be requested from the New York State Department of Health, Division of Health Facility Planning (DHFP). The Town, working with the PDC, would build the health center as the first component of the Town Common. The selected health care sponsor would secure all required State and Federal operating permits and certifications to operate the center. Should the Town decide to pursue establishment of a Federally Qualified Health Center, then ongoing assessment of Greene County’s status as a Medically Underserved Area would be completed in preparation for the Federal Department of Health funding application in 2014.
- **Implementation Timeframe** – Implementation steps include development of a memorandum of understanding and lease agreement (1 month), design and permitting (6 months), and construction (12 months).
- **Jurisdiction** – Town of Prattsville.



Public Domain

Senior housing would be adjacent to walking trails and parks.

C. Senior Cottages and Apartments - Featured Project

Project Description

Prattsville is aging rapidly, with over half of all families having a member over the age of 60. Many seniors suffered terrible losses to homes that their families had lived in for generations, and many remain in high risk areas. Senior cottages and senior apartments reduce risks for Prattsville’s seniors in harm’s way and the many seniors in the wider region in the same circumstance. Two options are planned: a 24-40 unit affordable senior apartment complex and a 24 unit senior cottage community. The senior apartment component would offer comfortable and accessible one- and two-bedroom apartments with a community room, 24 hour security, emergency call buttons, outdoor patios, access to support services, and organized transportation to events, activities, and

appointments. The 24 unit senior cottage community would offer accessible, architect-designed modular cottages of between 700 and 1,000 square feet, with porches fronting a central green, shared patio areas, and connections to walking trails and all the Town Common amenities. Seniors in both programs would have access to the community center for social gatherings and targeted programming, including wellness programming: for example, physical therapy can be arranged at the health center and delivered through the fitness facility or pool. The ownership structure for the cottage community is under consideration and may use a land trust approach to ensure that programs remain affordable in the long term where owners agree to transfer the unit to the land trust if they move.

- **Cost Estimate** – The cost estimate for construction of the senior housing components is \$10.4 million.
- **Community Benefits** – Multiple benefits are provided including health and social service with 100% flood-safe housing for seniors, allowing them to age-in-place as part of Prattsville’s life cycle approach to housing. This approach offers apartments and starter homes, larger single family homes, senior cottages and access to a range of assisted living ensuring that families can live comfortably in Prattsville for a lifetime.

With the community center it would offer inter-generational programming that enhances the lives of all residents, young and old.

- **Flood Safety** – The senior housing would be completely flood-safe. After relocation of senior residents, some hamlet properties that they occupied can be purchased and combined to offer more green space for creation of pocket wetlands, rain gardens, and other green infrastructure that would manage stormwater more efficiently, further reducing risk for the hamlet as a whole.
- **Environmental** – The senior apartment buildings would be green buildings, ideally LEED certified, which would reduce operating costs and increase sustainability. The senior cottages would be highly energy-efficient modular homes, specially designed to complement Prattsville’s character and manufactured in upstate New York.
- **Economic** – The senior apartments and cottages would be staffed by six or seven professional staff, clerical assistants, and janitorial employees. The building would be staffed 24 hours per day and a range of services would be available to make sure that seniors without cars remain integrated into



Rendering of senior cottage community.



Rendering of senior apartments with a range of amenities.

Town life. The housing offers Prattsville seniors and newcomers access to Prattsville’s local businesses, helping to restore the tax base and retain jobs.

- **Public Support** – The desire to create completely flood-safe living options for the growing number of seniors in town and other flood-vulnerable communities received high support in all planning workshops since Hurricane Irene and in a community survey completed in November 2013 as part of the NYRCR process.
- **Cost Benefit Analysis** - The senior apartments and cottage community would have a net positive benefit by ensuring completely safe living options for Prattsville’s seniors with immediately walkable access to the community center, parks, trails, and health care. Market analysis prepared for the NYRCR Program shows a strong 5:1 coverage ratio for affordable senior housing, serving a 20 mile market area with 28,000 year-round residents. With only 70 units of subsidized senior housing in the market area, and most designed to reach seniors who are very low income or living in poverty, a significant unmet need exists. In Prattsville there is strong demand for one- and two-bedroom units affordable for low- to moderate-income seniors (earning 51% to 80% of median income) and for all unit types for seniors earning moderate incomes (over 80% of median income). Most market-rate senior facilities in the region report waiting lists indicating additional unmet demand if a mixed income community is available. The senior apartment program would create six to seven FTE jobs for janitorial, clerical, and professional staff. Assuming a \$5,200,000 construction cost for overall development and an average salary of \$40,000 for the range of workers, the FTE job generation would be 130 jobs, matched by a similar level of indirect job creation, benefitting local companies.
- **Risk Reduction** – Risk reduction is high, though indirect. While the senior housing construction itself does not directly reduce risks in the flood-prone hamlet, it offers completely safe new housing choices to the most vulnerable residents. The Town Common’s emergency access road and heliport can be used in extreme weather or other disasters to evacuate elderly residents if necessary.
- **Regulatory Reviews** – The GEIS prepared for the entire site would cover all required permitting for the senior housing apartments and cottage community.
- **Implementation Timeframe** – Feasibility analysis, market study, and operating and development proforma evaluation is expected to be completed for the senior housing program in April 2014. Implementation steps include design and permitting (6 months) and construction (18 months).
- **Jurisdiction** – Town of Prattsville.



Proposed Community Center at the Town Common.

D. Regional Community Center - Featured Project

Project Description

In a day, Hurricane Irene obliterated Prattsville's identity as a livable small center of commerce and left it a "flood town" - unsafe for living or operating a business. Now Prattsville must try harder to market itself as a desirable place to live and work, which requires offering a wide array of community services and excellent emergency response. A regional community center with recreation amenities would be the center point of the Town Common, providing large multi-functional gathering places for community events, a recreation and fitness center, and abundant opportunities for enrichment activities and classes with a focus on cultural, technological, and community services for all ages. The two-story, fully accessible 25,000 square foot building, connected to the health center, would operate 7 days a week

for 15 hours a day on weekdays and 8 to 10 hours a day on weekends. It would provide a basketball court/multi-purpose room for recreational activities, banquets, and dances; a stage with an audio-visual control room; a gym with exercise machines and free weights; a pool, including locker rooms with showers; a workout/dance room with hardwood floors; two activity rooms for presentations, senior activities, arts and crafts, and company meetings/retreats; a full commercial grade kitchen; library and multi-media technical center; and required general operation space. The commercial kitchen would be available to local caterers and specialty food producers. Nearby schools, youth groups, and clubs would use the center and introduce their families from across the region to Prattsville's assets. Partnerships are being explored with Columbia/Greene Community College for job training through distance learning at the center.

- **Cost Estimate** – The cost estimate for construction of the community center is \$7.4 million.



The proposed Prattsville Community Center would provide a range of recreational amenities for residents and the region.

- **Community Benefits** – Multiple benefits are provided including: health and safety, economic enhancement, and promoting Prattsville as a livable community and offering a state-of-the-art emergency shelter.
 - **Flood Safety** – The center itself would be completely flood-safe. It would also be designed to serve as an evacuation site, helicopter landing-site, and emergency shelter in times of extreme weather, providing “near-absolute” life-safety protection to approximately 200 occupants in both flooding and extreme wind events and during early relief and recovery.
 - **Environmental** – The community center would be a green building, ideally LEED certified, which would reduce operating costs and increase sustainability. It would showcase the value of sustainable low impact development, bring seniors and young people together to learn about and maintain natural infrastructure, and serve as a living symbol of the Town’s commitment to a resilient future.
 - **Public Support** – The desire to develop a community center emerged in the early days following the flooding in 2011 and has been confirmed in multiple meetings and two surveys.
 - **Economic** – Prattsville is driven to create a quality and desirable community so existing families can remain and thrive and newcomers looking for a superior place to live would choose Prattsville. The community center is an amenity that would attract members who would support local businesses and the health center and consider senior housing for their family members when the time comes. Though the center would require that “everybody pays,” a sliding scale could be established to ensure that all local families can be full members.
- The community center and the Town Common as a whole can be linked to a growing system of trails on New York City Department of Environmental Protection (NYC DEP) and New York State lands without sacrificing high value land conservation targets.



Lori Ehlis

The community center would offer a range of amenities.

■ **Cost Benefit Analysis** – The Town could own and operate the community center. Preliminary operating budgets, based upon market profiling and interviews of operators across the northeast, show that the community center can operate at a small profit, including a maintenance fund. This revenue stream would assist the Town to cover maintenance of enhanced trails and linkages to the hamlet core and potentially allow the facility to carry some private debt, requiring less public investment through grants. The community center would create six to seven FTE jobs for janitorial,

clerical, and professional staff and opportunities for youth employment as counselors in after school programs and summer camps. Assuming a \$5,200,000 construction cost for overall development and an average salary of \$40,000 for the range of workers, the FTE job generation would be 130 jobs, matched by a similar level of indirect job creation with local companies.

- **Risk Reduction** – Risk reduction is high, though indirect. While the community center itself does not directly reduce risks in the flood-prone hamlet, it offers completely safe new emergency shelter for the entire hamlet population. Ensuring multiple means of access makes it safer for first responders to evacuate residents.
- **Regulatory Reviews** – The GEIS prepared for the entire site would cover all required permitting for the community center.
- **Implementation Timeframe** – Feasibility analysis, market study, and operating and development proforma evaluation is nearly complete for the community center. Implementation steps include design and permitting (6 months) and construction (18 months).
- **Jurisdiction** – Town of Prattsville.



New York State GIS Clearinghouse

Aerial photo showing location of the Town Common site above the hamlet in Prattsville, NY.



Larry Gambon

Rustic to Exotic Furniture reopens, but Dimensional Hardwoods, the Town's main manufacturer, remains closed.

Prattville Works Green In Greene

Overview

In the hours after Hurricane Irene hit, an Economic Development Committee formed and began developing the blueprint for rebuilding the Town's economy. Prattville Works Green in Greene, the Town's nearly \$7.6 million economic development project, is a result of that effort, focusing on rebuilding the Town's tax base, creating safe sites for existing and new businesses, offering incentives for green design and construction, and expanding living-wage jobs. In addition to Town initiatives, Prattville should work closely with Greene County Department of Economic Development, Tourism, and Planning to attract new businesses and encourage existing businesses to expand. Together with other community and tourism marketing efforts, it would help businesses to promote their services in a unified

way to current residents, regional shoppers, and visitors from all locations. Alternate energy feasibility studies are planned to evaluate wastewater geothermal or biogas conversion to power the wastewater treatment plant, which may also assist the Town's utilities to stay online longer and recover more quickly during emergencies; these are included as Additional Resiliency Recommendations.

This component includes two projects:

- Create local jobs by helping new companies to locate in Town through grants and loans.
- Expand the commercial and industrial base eroded by the storms by creating an Eco-Commerce Park focused on green industry and green energy.

A. Green in Greene Grant Fund - Featured Project

Project Description

The Green in Greene Fund would support small businesses that are still recovering and assist new businesses that rehabilitate, flood proof, or elevate damaged structures that can be safely reused, or build new flood-safe buildings. Eight vacant structures in the hamlet are currently good candidates for reuse and vacant sites are available for future development. Local entrepreneurs have developed the new Prattsville Plaza, a 4,800 square foot elevated shopping center and the home of Lutz Insurance, whose building was demolished after the floods. New businesses include the Basics and Then Some (a small department store), the Plaza Laundry, and Catskill Wine and Liquor. There are other business ventures considering sites that may need assistance, including a pharmacy that would reinforce the Town Common's health center. The program would provide direct assistance through grants, loans or forgivable loans for equipment, working capital, rehabilitation, and construction.

- **Cost Estimate** – The cost estimate for the Green in Greene Grant Fund is \$2.8 million and is expected to assist over 20 businesses including targeted relocation of existing manufacturers from high-risk locations.

- **Community Benefits** – Multiple benefits are provided including tax base enhancement, promotion of the town as a viable economic center, job retention, and job creation.

- **Flood Safety** – The program would assist existing and future businesses to reconstruct using flood proofing techniques or elevation or through new construction of flood-safe buildings.

- **Environmental** – The Town could prioritize assistance to businesses that integrate green design and infrastructure.

- **Economic** – The program is focused on job retention and creation and would benefit residents and existing businesses desiring to create scalable opportunities for growth. It would improve the business climate and restore Prattsville's identity as a center of commerce. The assistance would potentially enable relocation of the Town's largest manufacturer, Dimensional Hardwoods, still closed 2 years after Hurricane Irene struck. It's estimated that the investment could create as many as 120 new jobs.

- **Public Support** – The economic losses from Hurricane Irene were devastating to individuals



FEMIA/Mary Willholland

Beth's Cafe reopened within days after the flood.



Times Union/Philip Kamrass

Prattsville Tavern was back in business by the end of 2011.

displaced from jobs for months and businesses shuttered, many for years. The impetus for initial recovery planning in Prattsville came from the business community. The need for direct assistance featured prominently in the Town's FEMA Rebuild Prattsville Plan, reflecting the devastating scale of damage that closed every one of Prattsville's 21 hamlet businesses, some for over two years.

- **Cost Benefit Analysis** – Prattsville Works Green in Greene and the fund would have a net positive benefit by generating jobs, restoring tax base, creating new supplier relationships, and reestablishing Prattsville's reputation as a regional center of commerce. The local tax base was hard hit after Hurricane Irene and Tropical Storm Lee, with Prattsville losing over 40% of its hamlet structures to demolition, sustaining damage to nearly 75% of all properties, and suffering the closure of 21 businesses, many for more than a year. The Town has helped businesses recover, learning a great deal about their needs. The Green in Greene Fund builds on the Town's experience with the Community Development Block Grant (CDBG) funded small business restoration program, which to date has assisted 11 small businesses (2 more are in the works) with total awards of \$504,550. The projects created eight new FTE and retained 14 FTE at a cost per job of \$23,000 (well under the typical Federal CDBG standard of \$35,000 per job.)
- **Risk Reduction** – Risk reduction is high and direct. It includes relocation of existing businesses, including potentially Dimensional Hardwoods (Briggs Manufacturing), the Town's remaining manufacturer, from a high-risk site to a flood-safe location. New businesses attracted to Town can access funds to reduce the expense of additional flood proofing. The program would encourage adaptive reuse of existing structures, speeding implementation and protecting the hamlet's character.

- **Regulatory Reviews** – Each project assisted would need to meet all Federal requirements and any local permitting requirements dependent upon its location. The company assisted would be responsible for all regulatory reviews.
- **Implementation Timeframe** – The Prattsville Local Development Corporation (PDC) would administer the Green in Greene Fund beginning immediately, using the systems it has established while operating other successful loan and grant programs for the State and County. Existing program guidelines would be modified to allow assistance for new business creation, focusing first on resilient reuse of flood-damaged properties or demolition of an impacted structure with rebuild for commercial use. Implementation steps include advertising and outreach (1 month) and application processing (12 months or until the resources have been allocated.)
- **Jurisdiction** – N/A.

B. Prattsville Eco-Commerce Park - Featured Project

Project Description

A possible joint venture with the GC IDA, the Prattsville Eco-Commerce Park offers a site to relocate existing manufacturers from extreme risk areas and to attract new companies. Prattsville is focused on attracting sustainable businesses that can readily employ local workers. One sector, the grass biofuels industry, has expressed interest in Prattsville. This industry processes locally harvested specialty grass crops into fuel pellets and value added products, while returning revenue to local farmers. The park would model the best in green infrastructure, green building, green streets, and other smart growth benefits. Initial site design allows for subdivision of smaller lots as user needs are identified. The site has municipal wastewater, but not municipal water. Site planning and construction related to a



The Prattsville Eco-Commerce Park would focus on attracting sustainable, green businesses.

redesigned State Route 23 Schoharie Creek New York State Department of Transportation (NYS DOT) bridge presents an opportunity to extend water service.

- **Cost Estimate** – The cost estimate for construction of the Eco-Commerce Park is \$4.7 million.
- **Community Benefits** – Multiple benefits are provided including tax base enhancement, promotion of the town as a viable economic center, job retention, and job creation and potentially a stable power generation system during relief and recovery following extreme weather.
 - **Flood Safety** – The location is not in the floodplain. If alternate energy can be created it would create a more stable and resilient source of power to protect critical facilities in relief and recovery stages.
 - **Environmental** – If a biofuels manufacturing facility can be located in the Eco-Commerce Park its production process would generate a significant amount of waste product that could be used to fuel an alternate energy generating facility. That facility could power

the Eco Commerce Park and be an attraction to tenants desiring to locate in an eco-friendly environment. It is possible that the facility could also power an area-wide heating district to provide low-cost renewable power and heating for both residential areas and the commercial core. Clean sustainable energy would shrink the Town’s carbon footprint, reduce emissions, and make Prattsville cleaner and greener. The park would be developer-ready with infrastructure, internal roads, curbs, sidewalks, and stormwater treatment using advanced green infrastructure techniques. Through the Green in Greene Fund to support new construction, the Town would prioritize assistance to businesses that integrate green design and infrastructure.

- **Economic** – The Eco-Commerce Park would rebuild tax base lost following Hurricane Irene. The opportunity to generate green energy that could fuel the Eco-Commerce Park as well as the community could significantly reduce energy costs for the mostly low- and moderate-income residents residing in the hamlet. Relocating the

Town's major manufacturer from a high risk location would restore 6-10 jobs.

- **Public Support** – The development of a major job generator with a green focus was one of the first recommendations made in the FEMA Rebuild Prattsville process immediately after the flooding and it has remained a strongly supported project in the NYRCR process.
- **Cost Benefit Analysis** – The Eco-Commerce Park project would have a net positive benefit by generating jobs, restoring tax base, creating new supplier relationships, and reestablishing

businesses over a 10-year period. That pattern yields approximately 72,500 square feet of new commercial development, which at \$125.00 per square foot represents a construction value of just over 9 million and total project value of over \$13 million. Using a standard regional multiplier of 1 job per 600 square feet, the park would build out at 120 permanent full time job equivalents (FTEs), which would come close to doubling the number of jobs in the hamlet today. Assuming an average wage of \$40,000 per year, the net value of annual wages at full build out would be approximately \$4,800,000. Using the CDBG standard of \$35,000



Aloterra Energy

Grass biomass production helps local farmers and creates new jobs.

Prattsville's reputation as a regional center of commerce. As the owner of the property is proposing to partner with the Town and Greene County Industrial Development Agency (GC IDA) there would be no acquisition costs. Water service needs to be extended to the site, but significant efficiencies are possible if this project is coordinated with replacement of the State Route 23 Schoharie Creek Bridge. The preliminary site plan assumes an initial 12-acre build out with between 6-8 new or relocated

per job for small business programs and an overall development cost of \$4.7 million, 120 jobs would have an average cost per job created of \$35,800. It is estimated that the project would impact 225 construction period jobs.

- **Risk Reduction** – Risk reduction is high and direct. It includes relocation of existing businesses, including potentially the Town's remaining manufacturer, from a high-risk site to a flood-safe location.

■ **Regulatory Reviews** – A Generic Environmental Impact Statement (GEIS) would be prepared for the entire park, speeding and facilitating buildout by each company. The planned development site would require NYC DEP permitting and NYS DEC stormwater/SPDES permitting. Depending upon initial NYS SHPO review the site may require Phase 1 and/or 2 archaeology. The property may be a summer roosting area for the endangered Indiana Bat, so the Town should adopt a specific development approach including predevelopment and construction activities at the appropriate

time of the year and dedicating the balance of the property to habitat conservation. As each new business is located in the park, the sponsor would be responsible for all regulatory reviews.

■ **Implementation Timeframe** – Implementation steps include negotiating a memorandum of agreement between the property owner and other partners (3 months), design and permitting (12 months), extension of infrastructure (6 months), and construction (12 months).

■ **Jurisdiction** – Town of Prattsville.



Public Domain

Biogas storage tank.



New York State GIS Clearinghouse

Aerial photo showing location of the Eco-Commerce Park site in Prattsville, NY.



Historic O'Hara family home under restoration.



Home replaced and elevated.

Choose Prattsville Housing Initiative - Featured Project

Project Description

Prattsville suffered severe damage to 84% of its residential structures (102 of 121 homes and apartments were directly impacted). In addition to senior rental and cottage housing being developed at the Town Common, Prattsville's housing initiative, Choose Prattsville, continues to focus on making the Town a residential community of choice that is family-oriented, well designed, safe, and full of life. The project offers housing options and homeownership assistance, incorporating best practices in sustainable growth and energy conservation, to meet the needs of current and future residents and rebuild the community and the tax base. Other initiatives complement this Prattsville housing program, such as providing power from alternate energy production and the development of additional green spaces.

The Choose Prattsville Program continues the work Prattsville has done over the past two years to bring neighbors home by rehabilitating and restoring every residence that was directly affected by the storms to pre-flood condition or better, to the greatest degree possible. Many primary residences have been rehabilitated or elevated but investor owners of

rental property and second homeowners of trailers and modest properties in the hamlet have struggled to recover. The next stage of housing rehabilitation would address rental properties and create incentives for new residents to redevelop flood-damaged properties.

Homeownership assistance would attract new residents and address long-term housing needs for residents of all ages and abilities. Prattsville would advance a life cycle approach in which young people can find an affordable apartment, move into a starter home, build up to a larger residence when raising a family, and find a range of senior housing to allow them to age in place. The Choose Prattsville Program would be structured to offer up to \$50,000 through direct grants and forgivable loans for housing rehabilitation and purchase price buydowns on new housing or assistance with down payment and closing costs. The Town should reach out to local financial institutions to create mortgage-matching programs where savings by low- and moderate-income homeowners are matched by the banks and credit unions up to a set amount, helping buyers to raise down payments and banks to meet their obligations under the Community Reinvestment Act (CRA).

- **Cost Estimate** – The cost estimate for the Choose Prattsville Program is \$800,000.

- **Community Benefits** – Multiple benefits are provided including relocation of residents to flood-safe housing, tax base expansion due to rehabilitation and new housing construction, and ancillary business development to support a growing population.
 - **Flood Safety** – The support for rehabilitation and homeownership assistance would enable low- and moderate-income people to construct new single family homes in flood-safe locations, including on sites being identified for potential co-purchase with New York City Department of Environmental Protection (NYC DEP) that would advance clustered development with the balance of each property used for conservation and water quality protection.
 - **Environmental** – The program would also offer incentives for the use of green building

design and green materials so homeowners and businesses can reduce their energy costs and reinforce the Town’s identity as a smart and sustainable place. Protecting the Town’s walkable and compact hamlet core by supporting rehabilitation or new construction within the community on vacant land in a resilient way expands housing choices and helps stem population loss.

- **Economic** – According to local assessment records, 84% of the hamlet’s residences (102 of the 121 residential units) were devastated and over 40 homes were demolished. The need to restore what is left and to add new housing is critical and affects the jobs/housing balance; workers prefer a community where they can live, and rural residents would like shorter travel distances to work if development



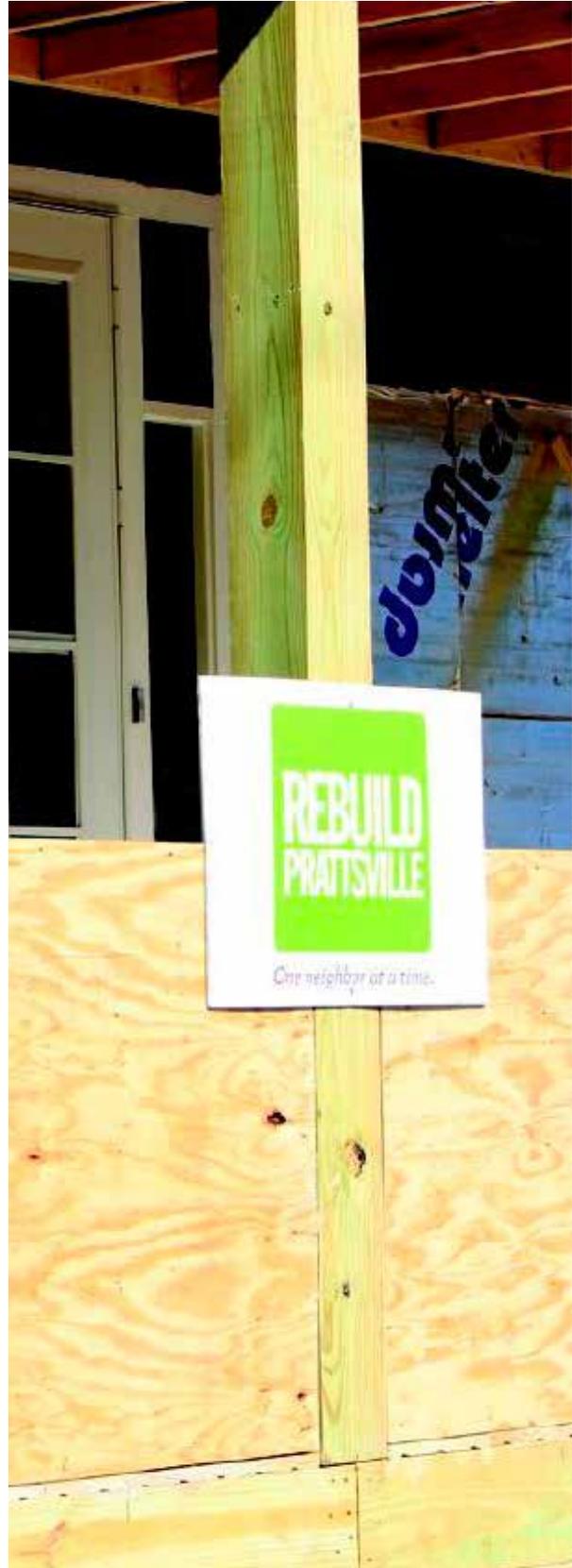
Jaime Larson

Over 84% of Prattsville residences were damaged.

can occur in a sustainable fashion that is compatible with community character.

- **Public Support** – The need to help neighbors rebuild is the core value of the overall Rebuild Prattsville Initiative. Public support for Choose Prattsville is high and community members have stressed the need to attract young families who add vitality to the community in NYRCR public meetings and community surveys.
- **Cost Benefit Analysis** – The Choose Prattsville Program would have a positive net benefit on the community by restoring the residential tax base; helping community members to rebuild equity in their homes; making buildings flood safe through elevations; and attracting new residents to the community, especially young families. Prattsville has worked very hard to secure and commit housing rehabilitation funds to families who were impacted or displaced by Hurricane Irene and Tropical Storm Lee through partnerships with Huntersfield Christian Training Center, who literally coordinated thousands of hours of donated labor, and with Catskill Mountain Housing Development Corporation (CMHDC), a nonprofit State-designated Neighborhood Preservation Company (NPC) serving Greene County. Working with volunteers and nonprofits has kept the cost for rehabilitation low.

To date the Town has leveraged over \$750,000 to support housing restoration. Administrators of the CDBG-funded Housing Rehabilitation Program report that the average cost to rehabilitate a home is \$120,000 with all forms of assistance including FEMA Individual Assistance (IA) payments. This has returned an average assessed value of \$155,000 for assisted properties, which is significantly higher than before the floods as reported by the Town. Under the program, housing awards ranged from \$34,000 to \$90,000 or an average cost per unit of \$62,000. In some cases an additional \$40,000 in assistance was provided by the New York State Homes and Community Renewal (HCR) Rural Area



One neighbor at a time.

FEMA

Revitalization Program (RARP) grant. Considering an overall budget in the NYRCR Rebuild Prattsville Grant Program of \$300,000 it is estimated that five to six additional residences can be rehabilitated. In addition, Moore's Homes Manufactured Home Park has lots available since FEMA trailers were removed, which could be filled under this program, reestablishing pre-flood occupancy levels and stability for one of the Town's most taxable properties. Under the Catskill Mountain Housing Development Corporation (CMHDC) homebuyer assistance program the maximum award was set at \$40,000 per household assisted and approved as reasonable by NYS HCR. Using that standard as a benchmark, the NYRCR Choose Prattsville component funded at \$500,000 could assist over a dozen homebuyers, establishing that the benefits outweigh the costs.

- **Risk Reduction** – Risk reduction would be 100% for residents who relocate to new flood-safe residential areas. For those who remain in the floodplain, programs are available to rehabilitate, flood proof, and elevate structures, which would reduce risk. The future viability of housing in the hamlet would be greatly influenced by the implementation of major hazard mitigation projects that could potentially eliminate risk to the many hamlet residences by reducing base flood elevation between 4 and 7 feet (see full description in Project 6 - Prepare Prattsville). If this project to replace the State Route 23 Schoharie Creek Bridge and widen the channel is effective it would protect over 70 properties and may position

the Town to request a floodplain boundary change, reducing or eliminating the need for flood insurance in a large part of the hamlet. Though this alternative appears promising and the Town is working closely with New York State Department of Transportation (NYS DOT), the project may take considerable time and would impact existing properties, including some historic structures predating the Town's formal establishment, requiring close coordination with the New York State Office of Parks, Recreation, and Historic Preservation (NYS OPRHP) to maintain the Town's character and heritage.

- **Regulatory Reviews** – Each residential property assisted with Federal funds would need to meet all Federal requirements, including lead based paint clearance and accessibility standards and any local permitting requirements dependent upon its location. Most development in the hamlet requires NYC DEP permitting and NYS DEC stormwater/SPDES permitting. As each new rehabilitation or new housing construction project is funded, the sponsor would be responsible for all regulatory reviews.
- **Implementation Timeframe** – Implementation steps include advertising and outreach (1 month) and application processing (until the resources have been exhausted, which is estimated to be 12 months), and construction (18 months).
- **Jurisdiction** – N/A.



An early rendering of the Main Street streetscape, focusing on the State Route 23 and Washington Street intersection.

Prattsville Creative Main Street

Overview

Prattsville's Creative Main Street links to what the National Endowment for the Arts (NEA) calls "creative placemaking" that leverages the arts to "create livable, sustainable neighborhoods, affordable housing with enhanced quality of life, increased creative activity, distinct identities, a sense of place, and vibrant local economies that capitalize on existing local assets."²² Residents are asking for a hamlet that enhances the environment for those living along the street, for those using the street for walking or bicycling, for those patronizing retail establishments, and for those traveling through the area. Prattsville green Main Street enhancements are already repairing damage and enhancing the hamlet's historic character. This initiative includes two projects:

- Complete Prattsville Green Main Street Initiative.
- Complete Prattsville Cultural Resources Support Program to restore and expand the Town's flood-damaged cultural facilities.

A. Prattsville Green Main Street Initiative -Featured Project

Project Description

The Town's Main Street (State Route 23) was torn apart by Hurricane Irene. Roads, trees, sidewalks, gathering spaces, and power lines were devastated. At the center of Main Street, floodwaters washed away the lawn and damaged playground equipment and the memorials at the entranceway of the Prattsville Town Green. Massive boulders were used to stabilize the creekside immediately following the flood. After Hurricane Irene, residents and business people felt that fixing the appearance of the Town was critically important to rebuild community pride and restore the Town's image. A Main Street initiative was developed to restore all infrastructure and better integrate the hamlet with the waterfront while stabilizing and restoring the creek itself.

Phase one of the streetscape is underway (focusing on the State Route 23 and Washington Street intersection) and phase two (continuing the streetscape to Pratt Rock) would be designed and constructed in 2014. The Town should request funding from New York State Department of State (NYS DOS) to complete the final phase of the streetscape, traveling north from the intersection to Maple Lane (CR 7) and Devasago Park. Opportunities may exist



FEMA

View from the top of Pratt Rock. The Main Street trail system would provide connections from the hamlet to Pratt Rock.

to coordinate the final streetscape improvements with planned replacement of the State Route 23 Schoharie Creek Bridge. The streetscape improves walkability and general safety within the hamlet. The elements include street furnishings like benches and receptacles, landscaping, stormwater improvements, granite curbs, enhanced pavement, sidewalks and crosswalks, decorative street lighting with banners and hanging baskets, and wayfinding signs.

The Main Street Town Green is the primary gathering place in the hamlet and one of a few remaining original land uses, once the site of ornamental gardens and fountains called “Love Gardens” where couples strolled on weekend afternoons when Prattsville was new. The Green is a significant piece of the Town’s heritage, a historic resource, and one of the features that can be utilized in the effort to promote the area for heritage tourism. Restoration of the Town Green would restore to the hamlet an important stop along the planned hiking and biking trails and the site for sponsored events such as the annual MudFest celebration, farmers’ markets, craft fairs, and festivals, which would encourage and support individuals and businesses to sell goods and services. The Town has selected a designer to help restore the Green, integrate new amenities like a natural play area and basketball court, building on restoration of the lawns, landscaping, memorials, and gazebo that FEMA funds supported.

The Main Street Schoharie Creekside Trail incorporates design and construction of a gravel or permeable asphalt trail that would follow the Schoharie Creek from Conine Field all the way through the hamlet to NYC DEP Devasago Park, located on the north end of the hamlet on Maple Lane near the State Route 23 Schoharie Creek Bridge. The first phase of that trail, from Devasago Park to the focal point of the streetscape enhancements at the intersection of Main Street and Washington Streets has been funded. A future phase of the Main Street Trail system includes a 1.1-mile trail beginning at the Huntersfield Creek Bridge on Main Street and a 0.7-mile trail that would follow Main Street to Pratt Rock with benches and historic interest plaques or markers. The cost for the later phases of the Schoharie Creek Trail and the other segments is estimated at \$3 million. These trails are planned to integrate into the *Greene County Rails to Trails and Greene-way Plan*²³ (2013).

Cost Estimate - The cost estimate for the Green Main Street Program is \$5.7 million. Of that \$3 million would be spent on the Main Street Creekside Trail System, \$2.3 million would be spent on the Main Street Green Streetscape and \$400,000 would complete restoration of the historic Town Green. This builds upon nearly \$1.5 million in Environmental Protection Fund’s (EPF) through NYS DOS Local Waterfront Revitalization Program (LWRP) and New York State Office of Parks Recreation and Historic Preservation (NYS OPRHP) under the Park Improvement Program.



Peter Loyola

The restored Town Green would integrate memorials, a natural play area, green infrastructure, and outdoor performance space.

- **Community Benefits** – Multiple benefits are provided including improvement in quality of life and health for all residents, restoration of the business district, and restoration of important historic places.

- **Flood Safety** – The next phase of green streetscape initiative integrates green infrastructure, streambank restoration (removal of heavy rip rap and replacement with natural planting), and habitat enhancement to handle extreme weather more efficiently.
- **Environmental** – Implementation of the Main Street trail system would be undertaken with natural hazard mitigation measures, especially in the Schoharie Creekside Trail where stream corridor restoration, especially removal of heavy rip rap and replacement with natural planting, would remove encroachments. It integrates green infrastructure to reduce stormwater runoff, and enhances habitat for the American bald eagles that nest nearby.
- **Economic** – Prattsville’s approach to streetscape enhancement, restoration of the Town Green, and trail development is an economic development tool, an expression of local history, a display of locally produced materials, and an element of great community pride. Completion of the \$215,000 Prattsville New York Main Street Program (NY MS) funded by New York State Homes and Community Renewal (NYS HCR) in late 2011 rehabilitated seven businesses and facades including the Prattsville Hotel, the Prattsville Art Center, the Pratt Museum, Moore’s Motel, Moore’s Homes, Beth’s Café, and O’Hara’s Service Station. Taken together the improvements redefine Prattsville, restore its relationship to the creek, and set a framework for creative placemaking.

- **Public Support** – The program has wide public support as reported in two community surveys

and comments at public workshops. The designs for the Main Street program emerged from a highly participatory day-long community design workshop. Private property owners are donating easements, constructing compatible improvements, and coordinating landscaping that enhances the designs.

- **Cost Benefit Analysis** - The Green Main Street Project would have a positive net benefit on the community by reestablishing its community character and public spaces, improving the business environment, reconnecting Main Street to the Schoharie Creek, integrating green infrastructure enhancements and improving overall quality of life for all residents. New York State Department of Transportation (NYS DOT) reports that 2,300 cars travel Prattsville’s roads every day, representing a large pool of potential shoppers for an enhanced Main Street business district. The integration of a walkable hamlet is critical to supporting a healthy community for residents of all ages and abilities. Streetscape benefits merchants and leverages private sector reinvestment in flood-damaged properties. Together with creative placemaking investments, an improved streetscape attracts younger workers and families looking for a walkable and connected community. Focusing on developing formal and informal gathering spaces, like the Town Green, builds community cohesion to handle the good times and the bad, like disaster recovery. It is generally accepted that residences near parks can be worth as much as 20% more than other residences.

From a health perspective, the Outdoor Foundation (2010) reports that running, including jogging and trail running, is the most popular outdoor activity in the United States, followed by bicycling.²⁴ Further, long-distance trail systems like the Great Allegheny Passage, with trail users annually spending \$40 million dollars at businesses in towns along the trail, are increasingly becoming

economic drivers especially in rural communities. Prattsville’s trails would be part of the County Green-way Trail network, which would offer a similar experience locally.

- Risk Reduction – Enhancing the Town Green for community gatherings, integrating green infrastructure, and stream corridor restoration reduce risk onsite. These enhancements save local



Jim's great American is a center for rebuilding information.

Street streetscape. Permits have been secured for some components of the reconstruction. Until the scope of all elements is complete the regulatory review is unknown, though most development in the hamlet requires NYC DEP permitting and depending on the components may require NYS DEC stormwater permitting. Property adjacent to Schoharie Creek may require NYS DEC Article 15 Permit.



Beth's Cafe opens within a week to feed relief workers.

jobs by supporting existing businesses to recover and new companies to locate in Town through targeted business recruitment via grants and loans. The next phase of the green streetscape initiative integrates green infrastructure, streambank restoration (removal of heavy rip rap and replacement with natural planting), and habitat enhancement. Accomplishment of the major hazard mitigation project of the State Route 23 Schoharie Creek Bridge and channel widening would have enormous impact, eliminating or minimizing risk to an estimated 70 structures (See Project 6 - Prepare Prattsville for more information).

- **Regulatory Reviews** – Regulatory review has been completed under the State Environmental Quality Review Act (SEQRA) for the Main Street façade program and for the first phase of the Main

- **Implementation Timeframe** – The first phase of the Main Street façade program is nearly complete. The Committee expects that already funded improvements at the Town Green and phase one of the streetscape would be completed in 2014. Implementation steps for this project to further enhance the amenities includes design and permitting (6 months) and construction (18 months).
- **Jurisdiction** – Town of Prattsville.

B. Prattville Cultural Resources Support Program – Featured Project

Project Description

Every structure in Prattville listed on the National Register of Historic Places was devastated by Hurricane Irene. As the community began planning for its recovery it focused on restoration of the Pratt Museum. Its other cultural asset, the Prattville Art Center and Residency, emerged directly as a disaster recovery tool, giving residents, especially children and youth, a different way to process the devastation. It has become a national and international model of the role the arts can play in community recovery. These two cultural anchors require additional restoration and support for near term projects to rehabilitate and construct new amenities and broaden Prattville's cultural life and place in the regional tourism offerings.

Urbantimes recently said that the Prattville Art Center is “a recipe for post disaster.”²⁵ It described the center as “a positive attitude and vibrancy in the community and the Center’s mandate of putting rural residents on an equal footing with international avant-garde artists provides a model for inclusiveness and dialogue in rural American communities.” The Center uses cultural collaborations with initiatives such as Mainly Green and ArtPlace America to leverage resources and shine a national spotlight on Prattville as one of New York’s rural centers of influence in the arts. It forges local, regional, and national partnerships between underserved residents, second homeowners, business people, and avant-garde artists defining Prattville’s own “rural chic” brand. The Art Center offers young and old a chance to gather, learn, and be entertained by free or affordable cultural programming not available elsewhere in the region.

The Art Center is rehabilitating a historic 1840’s Main Street building near the Main Street/Washington Street intersection, and designing a modern new residence and performance space on the same



FEMA

The Zadock Pratt Museum is a cultural anchor in Prattville.

site, christened the “Tree House.” The Art Center has raised nearly \$500,000 from public and private sources, but faces a gap of \$570,000 to complete rehabilitation of the main building, construction of the new “Tree House,” and completion of the public art component of the streetscape program.

The Town’s other cultural anchor, the Zadock Pratt Museum is dedicated to exhibiting the history and culture of the Northern Catskill Region from the 17th century to the present, with particular interest in Zadock Pratt, the Town’s founder. The Pratt Museum, also located near the intersection of Main Street and Washington Street, was very badly damaged by Hurricane Irene, with the bulk of its collection sustaining heavy damage from water and mud. The Pratt Museum continues to recover and rebuild with central needs including a new energy efficient heating, ventilation, and air conditioning system; repair of damage to the Arnold House property; and restoration and conservation of the museum’s large paper collections, art, and furniture. The Pratt Museum would also complete historic structures reports for three key buildings including the 1828 Pratt Homestead (home of the Pratt Museum) and 1824 “commercial building,” both of which are listed on the National Register of Historic Places, and the

pre-1824 Arnold House. Other enhancements are needed at the nearby Pratt Rock, owned by the Town. Known also as the Mount Rushmore of the Northeast, Pratt Rock is a rock face overlooking State Route 23 and the Schoharie Valley with stone carvings originally designed as a monument for Pratt's son who was killed in the Civil War. It is considered the first memorial for the Civil War.

- **Cost Estimate** - The cost estimate for the Prattville Cultural Resources Support Program is nearly \$3.3 million, with approximately \$2.7 million allocated to the Pratt Museum and \$570,000 allocated to the Prattville Art Center.
- **Community Benefits** – Multiple benefits are provided. Completing the restoration of essential art and cultural destinations creates a hamlet where building design and public art combine to tell the story of local history and culture, while also integrating more contemporary design and more modern architecture, built above the flood plain.
 - **Flood Safety** – The new Art Center building, christened “the tree house,” is a high-performance, energy efficient modular structure raised on stilts, incorporating sustainable systems, materials, and technologies. It is being recognized around the world as a resilient prototype for new construction for rural, flood-prone areas, and as a laboratory for experimental design and the use of innovative building solutions.
 - **Environmental** – The Art Center is using locally sourced products in the restoration of its 1840's historic building. The new annex, the “Tree House,” would be a LEED certified green building.
 - **Economic** – The Art Center offers young and old a chance to gather, learn, and be entertained by free or affordable cultural programming not available elsewhere in the region. Sponsors



Nancy Barton

The new Prattville Art Center & Residency.



Andrea Salvini

Artist's rendering of the Art Center's "Tree House" building.

report that “nearly every penny of grant funds raised to date has intentionally gone to a small business or craftsman - even the wood siding is from a local sawmill.”

- **Public Support** – Public support for enhancement of the Town's cultural organizations is high and viewed by the public and regional tourism organizations as a big part of Prattville's tourism niche.
- **Cost Benefit Analysis** - The Prattville Cultural Resources Support Program is estimated to have positive net benefits including enhanced tax base, restored main street character, increased exposure to the arts, and community health

through outdoor recreation. The arts are relatively low cost but high impact, as seen in the case of the Art Center creating an international buzz about the Town. The study Arts and Economic Prosperity IV. concludes that nationally the arts are a big business that Prattsville can take advantage of, generating \$135 billion in direct revenues and creating 4.3 million jobs.²⁶ The study evaluated a few upstate New York areas including Tompkins County, which appears closest to Greene County in scale (when considering year round and second homeowners). The study concluded that local nonprofit arts and cultural organizations in the County generate over \$20 million in annual revenue from programming and events and just over 1.5 million in local municipal revenues. They sustain nearly 790 jobs with an annual salary value of over \$14.5 million. Local visitors are reported as spending almost \$28.00 per activity not including cost of admission. Visitors generate more than twice that amount and are more likely to remain multiple nights in a community with arts and cultural attractions.

- **Risk Reduction** – The Prattsville Art Center “Tree House” would be an elevated structure designed to withstand extreme events and suitable of serving as a small interim evacuation center for residents who may be trapped in the hamlet during flash flooding.
- **Regulatory Reviews** – The Prattsville Art Center rehabilitation of the main building is underway and conceptual design is complete for the “Tree House.” A Local Building Permit has been secured. The “Tree House” project would require environmental review and may require standard DEP permits related to stormwater management. As work on the main Pratt Museum building and other structures not yet listed on the National Register of Historic Places are undertaken, close coordination with NYS SHPO would be required.
- **Implementation Timeframe** – The project could be completed within two years.
- **Jurisdiction** – The Prattsville Art Center and Residency and the Pratt Museum.



Aerial photo showing location of the components of the Prattsville Creative Main Street Program.

New York State GIS Clearinghouse



Prattsville's annual MudFest attracts over 1,500 visitors.

Prattsville Real Nature Recreation and Tourism

Overview

The nearly \$4 million Real Nature Recreation and Tourism Project uses the extensive supply of accessible State Park and NYC DEP property to enhance and promote outdoor recreation, create new amenities for the residents, and establish Prattsville as a place where active and passive interaction with nature is easy. Establishing this as Prattsville's brand sets the bar high for sustainable development and use of green infrastructure consistent with the focus on being a greener place to live, work, and visit. The creation of a motorized trail system for ATVs and snowmobiles that links to other regional multi-purpose trail networks is included as an Additional Resiliency Recommendation.

This project includes two components:

- Promote Prattsville as a destination for real nature and heritage tourism experiences and as a creative community in which to live, work, and play.
- Repair flood damage and expand amenities available at Conine Field.



A muddy game of volleyball at MudFest.

A. Promote Prattsville: Marketing Strategy - Featured Project

Project Description

Prattsville has a story worth telling. Promoting the Town through a well-planned marketing campaign can boost its public profile as a visitor destination and bolster its local reputation as a sustainable place to live and work. It would also help the Town to bounce back from flooding and move beyond its current identity as the worst hit flood community. A nature and heritage tourism strategy allows residents to share Prattsville's resources with visitors at a scale and pace that does not overwhelm the community. With an attractive hamlet and array of outdoor recreation assets including parks and trails, Prattsville can launch a marketing campaign as part of Greene County's successful efforts to enhance tourism focusing both on nature and heritage themes.

The goals of this program are to establish the services and amenities that would make Prattsville a successful tourist destination and ensure that the Town develops a consistent and highly visible tourism identity. A volunteer team would work with a consultant to be selected to create the Promote Prattsville marketing strategy. The group would begin by inventorying existing resources including available land, existing formal and informal trail system,

lodging and tourism amenities, heritage resources, and marketing opportunities. They would identify key recreation and trail development initiatives and trail segment construction projects. These would be built as focus projects in the future with linkages to Main Street trails already described, including recommendations for a local trail organization that would lead fundraising, maintenance, programming, expansion, and educational efforts for the trail system. The Town would integrate this information into a comprehensive tourism marketing strategy that takes advantage of county and regional tourism marketing themes and brands. A multi-year tourism budget would be developed identifying necessary research, economic impact information, specific construction and development projects, and marketing strategy. Finally the plan would outline a short and long-term event schedule to create small and large events for local residents and for larger annual events to attract visitors to the region. Ongoing needs would cover periodic reproduction of materials and advertising.

- **Cost Estimate** – The cost estimate for the Promote Prattsville Marketing Strategy is \$100,000, which includes the plan development and production of a printed promotional brochure.
- **Community Benefits** – Multiple benefits are provided including improving community amenities and creating economic opportunity as visitors are attracted to come to the Town and support local hotels, motels, restaurants, and other businesses.
 - **Environmental** – In the Catskill Watershed, local economies are inextricably linked to the environment. In their vision, Prattsville residents clearly express how much they value their scenic beauty, rural character, and historic surroundings. Marketing the Town as a creative community is a unique niche that integrates the Town’s Art Center, Pratt Museum, Pratt Rock, Red Falls, the Gilboa Museum, and other natural wonders of the area and enhances the ethic of historic preservation in the community.

- **Economic** – This outdoor recreation focus brings economic opportunity to local guides and provisioners who support outdoor activities like bicycling, camping, fishing, hunting, paddling, snowshoeing, cross-country skiing, ATV riding, snowmobiling, and sports, trail, and wildlife viewing. It attracts year round visitors with diverse needs who require specialized services and also consume general goods and services – benefiting a wide range of local businesses, new patrons, local residents, tourism partners, and nearby communities that can join with Prattsville for effective regional promotion and integration into County and State tourism marketing efforts.
- **Public Support** – Public support for the Promote Prattsville Marketing Strategy is high as evidenced by public comment and high rankings in two community surveys.
- **Cost Benefit Analysis** - The Promote Prattsville Marketing Strategy is estimated to have a net positive benefit by increasing health and wellness, attracting visitors, increasing local spending on provisions and outdoor recreation products, expanding jobs, and attracting visitors. According to the Outdoor Industry Association, outdoor recreation generates \$646 billion dollars annually, outpacing pharmaceuticals, motor vehicles and parts, and many others. Trends in the industry that are relevant to Prattsville include growing interest in historic preservation and heritage tourism, sustainability and eco-tourism/adventure tourism, and in agro-tourism and the local food movement. The recovery of New York State’s tourism economy continued to expand in 2012, according to the I Love NY Program growing 6.2% after an 8.3% expansion in 2011.²⁷ As a result, traveler spending reached a new high of \$57.3 billion. In the Catskills region tourism is a \$1 billion industry accounting for 15% of all employment. In Greene County over 3,100 people are employed in the industry. While there are no visitor projections for Prattsville at

this time, it is clear that capturing additional visitor spending has strong potential with both direct and indirect impacts for local businesses.

- **Risk Reduction** – Establishing nature or eco-tourism as the Town’s brand focuses on the quality of the environment and supports the development of green spaces, parks, trails, and natural areas that can be consciously designed and constructed to restore habitat and retain floodwater.
- **Regulatory Reviews** – The project involves development of a marketing strategy. No regulatory review is required.
- **Implementation Timeframe** – The Town would work closely with Greene County Economic

Development, Tourism and Planning Tourism (GC EDTP) to advance the marketing strategy. Implementation steps include consultant selection (3 months), strategy development (6 months), material development (3 months), and strategy launch (18 month duration).

- **Jurisdiction** – N/A.

B. Conine Field Recreation Complex – Featured Project

Project Description

Conine Field, a featured project at the gateway into Prattsville from the Towns of Windham, Hunter,



Huge pile of debris next to Conine Field post-flood.

Public Domain



Conine Field, the Town’s only organized recreational resource.

Kristin Tompkins



Conine Field suffered extensive damage from flooding.

Public Domain



Restored baseball/softball field at Conine Field in Prattsville.

Geamine Eisel

Tannersville, Ashland, Jewett, and Lexington, and the Town's only organized recreational resource, was literally washed away by Hurricane Irene. It was unavailable to the community for more than a year. It occupies 20 acres of public property at the confluence of Schoharie and Batavia Kill Creeks where State Route 23 and 23A meet. Before the flood, the facility had a baseball diamond, restroom, and a snack stand. The facility was used for softball events involving games between local and visiting teams from throughout the region. It was also the location of the annual children's fishing derby, little league, adult softball, and other events that enhanced Prattsville's social offerings for the community. After the flood, literally nothing was left. The creekside location of the field creates an opportunity for additional flood storage.

The Town is using just over \$800,000 in FEMA assistance to restore the amenities that existed before the flood including a pavilion, restrooms, and the baseball/softball field. Part of the \$300,000 New York State Office of Parks, Recreation and Historic Preservation (NYS OPRHP) grant that is improving the Town Green (described in the Creative Main Street project) is available to expand recreation resources at Conine Field by adding improved parking, landscaping, a full sized soccer field, and full size basketball court. In the next phase of improvements, the Town should integrate green infrastructure into the passive recreation components and unprogrammed areas at Conine Field to add upstream mitigation areas that could store and slowly release floodwater in future extreme weather. A canoe and kayak launch is also planned as well as developing a plan for habitat and stream corridor restoration, removing heavy riprap and restoring a natural corridor along the planned Creekside Trail.

- **Cost Estimate** - The cost estimate for the improvements at Conine Field is \$320,000.
- **Community Benefits** – The restoration of Conine Field is estimated to have a net positive benefit including risk and damage reduction, health

and wellness benefits, and social benefits from increasing overall quality of life and restoring community pride.

- **Flood Safety** – If the site can serve as upstream flood storage it can reduce the impact of flooding on immediately adjacent structures and potentially the downstream hamlet core. The junction of Routes 23 and 23A is the main gateway to the hamlet and the main connection to mountaintop towns from Delaware and Schoharie Counties. Preventing road wash outs helps maintain mobility and emergency response during relief and recovery.
- **Environmental** – The opportunity to reconnect the creek to its floodplain at Conine Field can improve the ability of the creek to move floodwater and enhance water quality.
- **Economic** – Conine Field would be a major location for planned events as part of the Promote Prattsville Marketing Strategy. It would also be a main trail head for the Town's planned Main Street trail system. Improvements in local recreation resources improve the quality of life and healthy lifestyle for Town residents and make Prattsville a desirable location for new homeowners.
- **Public Support** – One of the first decisions that residents made was to restore Conine Field. Leaders of the FEMA Rebuild Prattsville planning process felt that restoration would be a clear statement that recovery was underway. There has been and is wide public support to restore this asset in NYRCR meetings and community surveys.
- **Cost Benefit Analysis** - The Conine Field Recreation Complex project is estimated to have positive net benefits by addressing community health and safety, and improving access and mobility in relief and recovery following extreme weather. Improving Conine Field and linking it to the Main Street trails would create a new

destination recreation area with new amenities for basketball and soccer, expanding opportunities for league and tournament play, which generate economic spinoff and engage more residents in healthy activities. According to the Outdoor Industry Association, outdoor recreation generates \$646 billion dollars annually, outpacing pharmaceuticals, motor vehicles and parts, and many others.

- **Risk Reduction** – A number of risk reduction measures would expand opportunities for tourism and recreation, including use of green infrastructure, creation of pocket wetlands, and replacement of hardened infrastructure with natural shoreline stabilization and habitat protection. Reconnecting the creek to its floodplain and providing additional flood storage would protect nearby assets and reduce the scale and cost of flood damage. The passive trail system connections at Conine Field connects the asset to the Schoharie Creek, historic resources, Pratt Rock, and Conine Field to the larger County

and regional trail system and improves shoreline stabilization.

- **Regulatory Reviews** –Permits have been secured for some components of the reconstruction. Others would be required including standard NYC DEP permits, NYS DEC stormwater permitting, and Article 15 Permit. The Town expects that NYS OPRHP improvements to the field would be complete in 2014 and that hazard mitigation measures could be advanced along the same timeframe if funding is available. The Town is prepared to cover operations and maintenance of Conine Field.
- **Implementation Timeframe** – Repair of flood damage and expansion of amenities available at Conine Field is underway with funds from FEMA and NYS OPRHP. Integration of green infrastructure to assist with upstream mitigation includes design and permitting (6 months) and construction (12 months).
- **Jurisdiction** – Town of Prattville.



Aerial photo showing location of Conine Field Recreation Complex in Prattville, NY.

Prepare Prattsville

Overview

Prepare Prattsville’s projects focus on educating community members so that they are ready to handle extreme weather and establishing the local framework for response. It identifies the organizational capacities needed to implement plans over the long term, and identifies specific hazard mitigation projects that can significantly reduce risk to the community. This component includes four projects including:

- Support the Prattsville Local Development Corporation (PDC) as it guides implementation and builds partnerships to speed recovery and implement hazard mitigation measures.
- Develop an Emergency Preparedness and Notification Program.
- Support the development of a flood-safe new fire station.
- Create a fund to enable the Town to complete hazard mitigation projects.

A. Prattsville Local Development Corporation (PDC) Support – Featured Project

Project Description

Prattsville’s Local Development Corporation (PDC) was formed shortly after Hurricane Irene and Tropical Storm Lee to empower the community to take ownership of its recovery in a sustainable, collaborative, and locally driven manner. The volunteer, nonpartisan, and nonprofit PDC has been supporting the Town to implement adopted plans and administer awarded assistance in partnership with the Greene County Department of Economic Development and Tourism and other community-based partners. The Town of Prattsville is small with limited staff capacity and its partnership with the PDC is critical to effectively administer public funds and move projects to completion.

The PDC would continue to lead partnerships that pursue flood hazard mitigation and implementation of related NYRCR projects. From the early days of relief and recovery, NYC DEP has assisted the Town



The Prattsville Local Development Corporation is a volunteer, nonpartisan, nonprofit organization that supports the Town.

Kristin Tompkins

in completing the *Local Flood Hazard Mitigation Analysis*²⁸ (September 2013) (see detailed description in Section II, Assessment of Risks and Needs, paragraph B), which positions Prattsville to advance a number of local flood mitigation projects (these projects are included in Prattsville’s Resilient Public Works component). The Town and NYC DEP have also been working closely to identify properties that could be available for sale and meet two important goals: offering the Town flood-safe locations for relocating homes or businesses and enabling NYC DEP to protect and conserve lands critical to its mission of water quality protection across the Catskill Watershed. The other major partner who can influence the future of Prattsville is the New York State Department of Transportation (NYS DOT). Prattsville has established a working group that includes NYS DOT to focus on potential bridge replacement.

- **Cost Estimate** - The cost estimate for the PDC staff enhancement is \$15,000.
- **Community Benefits** – PDC’s mission encompasses recovery needs related to senior, affordable, and special needs housing, economic development, community revitalization, planning, health care, and other community development goals. Establishing staff capacity would provide the ability to maintain sustainable partnerships with other organizations and to plan, implement, and manage the capital needed for individual investments, which is essential for it to be effective. Maintaining partnerships, especially with NYC DEP and NYS DOT, would enable the Town to plan for, respond to, and implement projects directly related to flood recovery, reducing damage and costly repairs to public and private properties.
 - **Flood Safety** – The PDC promotes and facilitates projects that directly address flood safety. They have lead working groups with New York City Department of Environmental Protection (NYC DEP) and New York State Department

of Transportation to advance critical hazard mitigation projects described in the Resilient Public Works Fund.

- **Environmental** – The projects the PDC administers have a variety of direct positive impacts on the environment. By co-developing land with NYC DEP the Town can develop high density compact neighborhoods with sustainable infrastructure while DEP can conserve lands and create amenities like parks and trails that improve the livability of new neighborhoods without placing the development, operation, or maintenance costs for the open space or recreation resources on the Town.
- **Economic** – The PDC is designed to be a “one-stop-shop” for development and marketing needs. It also directs services, grants, loans and other financial incentives to assist existing businesses as they recover from storm damage, expand existing activities, and attract new establishments to the Town. The PDC administers the Town’s New York State Homes and Community Renewal’s (NYS HCR) Community Development Block Grant (CDBG) funded Business Recovery Assistance Program (BRAP), overseeing the making of over \$500,000 in direct assistance in loans and grants to flood damaged businesses. The PDC also administers the Town’s grant from New York State Office of Parks Recreation and Historic Preservation (NYS OPRHP) for improvements to the Town Green and Conine Field.
- **Public Support** – Public support for the PDC has been high and is reflected in the trust the Town leadership has shown in the organization and its successful track record of project administration.
- **Cost Benefit Analysis** – This project would enable key initiatives identified in the NYRCR Prattsville Plan to be effectively administered by providing

required staff capacity. The potential benefits of this project are considered to outweigh the investment of \$15,000 for staff augmentation.

- **Risk Reduction** – The PDC administers and facilitates numerous partnerships and programs that reduce risks as outlined throughout this plan and in the resilient public works element.
- **Regulatory Reviews** – N/A.
- **Implementation Timeframe** – Implementation steps include developing a Memorandum of Agreement between the Town and the PDC (1 month) and ongoing project management, which would continue for as long as there are projects to advance. The staff support is for a period of 12 months. Following that time period the PDC would donate its services if other funding cannot be identified. Staff enhancement may be available under the 2013 NYS DOS funded Local Waterfront Revitalization Grant (LWRP).
- **Jurisdiction** – N/A.

B. Emergency Preparedness and Notification Strategy – Proposed Project

Project Description

The Town was not prepared for Hurricane Irene and did not have a comprehensive approach to warn residents about potential storm risks. This project seeks to improve the Town’s ability to prepare and train residents to deal with natural hazards, distribute critical information about evacuations, provide audible alerts of dangerous conditions, and provide improved and efficient relief and recovery services.

The Town does not have an emergency preparedness plan (EPP) that municipal officials, residents, and businesses can use to prepare and guide the Town in planning for various stages of relief and recovery. A subcommittee of the NYRCR Planning Committee



An audible alert siren would complement the reverse 911 system.

(Committee) has taken on the role of drafting the first component of this plan, a general framework and “chain of command” structure, but the technical components require professional assistance to complete. The Town should use this project plan to identify preparedness tasks and identify equipment or supplies necessary to enhance its ability to properly respond to extreme weather.

The Town’s plan approach uses multiple and overlapping techniques to prepare and notify residents, which spreads the word quickly and helps to ensure that residents heed warnings (e.g., telephone, Reverse 911, text message, Facebook, and an Emergency Alert System broadcast.) The Town is working with Greene County Emergency Management Agency (GC EMA) to ensure that all residents are enrolled in the reverse 911 system. Prattsville would develop a companion web site to host emergency preparedness information, provide real time access to relief and recovery information, and offer an Internet based system using email, Facebook, and Twitter to update residents and businesses during a flood or extreme weather event. It would create a central place to assemble, organize, and disseminate emergency preparedness

information, emergency response and operations plans, keeping them available outside office hours and from remote locations. After a disaster, the website would inform citizens where to turn for help and how to navigate the maze of requirements for obtaining relief.

As part of emergency preparedness and as a complement to the County's reverse 911 system, the Town would establish an audible alert system. Given the significant percentage of seniors living in the Prattsville hamlet there is concern that reverse 911 should be augmented by an audible alert, especially if a dangerous flash flood or ice jam hits at night. The system Prattsville is considering has the ability to be used as a voice system for immediate public address to restore order or direct information to the public in a post-disaster situation and is capable of being heard at over 1 mile or the length of the hamlet core. The siren is solar powered with battery backup allowing it to operate if power is lost. Even if the power grid goes down before the actual emergency reaches Prattsville, the sirens are designed to operate

in stand-by mode for up to 30 days on battery power alone.

- **Cost Estimate** - The cost estimate for the Emergency Preparedness and Notification Strategy is \$80,000. This includes \$30,000 for a professional consultant to complete the full emergency preparedness plan and \$50,000 to purchase, install, test and educate residents about the new audible alert system.
- **Community Benefits** – The project is estimated to have a net positive benefit to health and safety, the efficient delivery of emergency services, and an orderly recovery. Developing an EPP, website, and audible alert system are the key components to keeping residents safe, minimizing threat to life and property. Having an emergency preparedness plan is critical to ensure that the Town can efficiently and effectively recover from a disaster. Since all levels of government and emergency service providers at the local, County, and multi-municipal level would contribute to Prattsville's emergency preparedness plan the process builds



An emergency preparedness plan and website would enhance the Town's ability to provide efficient relief and recovery services.

Glen Bellomy

partnerships and provides guidance to a variety of organizations. A well-designed and maintained preparedness website would increase government efficiency by ensuring all residents have access to clear information reducing time spent answering routine questions.

- **Flood Safety** – Life and health are secured by helping to ensure that residents are prepared for extreme weather and alerted in real time, especially to the risk of flash flooding. When residents understand how and when to evacuate and when to shelter in place everyone is safer, especially vulnerable seniors and children.
- **Public Support** – Public support for the project is high as evidenced by public comment and receiving the highest ranking in a November 2013 survey conducted as part of the NYRCR process.
- **Cost Benefit Analysis** – The project would increase preparedness, improve the effectiveness of alerts and notifications, improve coordination between first responders and the public and improve efficiency during the relief and recovery phases. All these benefits increase the likelihood that residents would survive extreme weather events and recovery more quickly.
- **Risk Reduction** – The project would increase preparedness, improve the effectiveness of alerts and notifications, improve coordination between first responders and the public and improve efficiency during the relief and recovery phases. All these benefits increase the likelihood that residents would survive extreme weather events and recover more quickly.
- **Regulatory Reviews** – The reviews required with the audible alert system would depend upon the location of the system but may require an Article 15 Protection of Waters Permit or Stream Disturbance Permit from New York State Department of Environmental Conservation

(NYS DEC). The New York State Department of Transportation (NYS DOT) may be asked to provide a highway permit.

- **Implementation Timeframe** – The first phase of the emergency preparedness plan is complete and pending Prattsville Town Board approval. Implementation steps include hiring a consultant (3 months); drafting, reviewing and adopting full EPP (6 months), hiring a web designer (1 month), completing design of the web site (3 months), purchasing the audible alert system (1 month) and installing the alert system (3 months.)
- **Jurisdiction** – N/A.

C. Resilient Fire Station – Proposed Project

Project Description

The Prattsville Hose Company, located on Main Street adjacent to the Schoharie Creek, was substantially damaged by Hurricane Irene. Many volunteer firefighters were trapped on the second floor of the structure and unable to respond. Three fire trucks were damaged and the building sustained more than 51% damage. If the building were to be reoccupied it would need to be elevated 3 feet and meet a variety of new codes. The Prattsville Hose Company decided to relocate the firehouse and spent the next year negotiating with FEMA, eventually receiving a commitment for \$2.3 million. They are still in the process of negotiating acquisition of a flood-safe site, and have estimated the cost of extending infrastructure to that site, which is not covered by the FEMA award.

- **Cost Estimate** - The cost estimate for extension of water and sewer infrastructure is \$250,000.
- **Community Benefits** – The fire station and emergency medical services are the first line of defense in natural disasters. It is essential they be located outside the floodplain, but in a location



Prattsville Hose Company

The Prattsville Hose Company seeks to relocate to a new, flood-safe location while remaining accessible to the hamlet core.

accessible to the hamlet core in order to deliver excellent response times every day.

- **Flood Safety** – Prattsville learned in Hurricane Irene the extreme risk of having a fire and emergency service station located in a high risk location. Fire personnel were trapped in the building, equipment was damaged, and their inability to move through the hamlet meant that one manufactured home that caught fire in Moore’s Park had to be left to burn itself out. Ensuring excellent emergency service is perhaps the most important flood safety action.
- **Environmental** – The ability to respond quickly to emergency situations could reduce damage to property and the environment, protecting critical features and reducing the flow of contaminants into the creeks and streams.
- **Economic** – The businesses in the hamlet core depend upon excellent emergency response in disasters to help minimize property damage. As Prattsville grows as a tourist destination it would also be very important that visitors

are aware of emergency procedures and that emergency service providers are familiar with evacuation procedures at Town hotels and motels as well as other attractions.

- **Public Support** – Public support for the project has been expressed in multiple public meetings, both as part of the NYRCR process and as part of efforts to engage the public in planning for the firehouse.
- **Cost Benefit Analysis** – The project is funded by FEMA at \$2.3 million. The cost to repair the existing fire station so that it would be resilient, including raising the 100 plus year brick building more than three feet, meeting accessibility, seismic and other state and local codes is higher than the cost to build new in a flood-safe location and has passed all required cost benefit testing by FEMA. Improvements to public safety and first responder facilities increase community resilience in the face of future storms and flooding by ensuring command, control, and response and protecting critical and high-value communications equipment. The potential benefits of this project are considered to outweigh the \$1.5 million

investment required to plan, design and construct the joint fire station.

- **Risk Reduction** – Relocating the fire station to a flood-safe site would completely eliminate risk to this critical asset.
- **Regulatory Reviews** – The project would require site plan approval and local building permits. Since it is federally funded it would require compliance with the National Environmental Protection Act (NEPA) and Review under Section 106 of the Secretary of the Interior’s Standards related to site archeology. Depending upon project location the project may require NYS DEC stormwater/SPDES permitting.



The Sheriff’s water rescue boat capsized and sank.

Prattsville Hose Company

- **Implementation Timeframe** – Implementation steps include design (1 month) and construction (3 months.)
- **Jurisdiction** – Town of Prattsville.

D. Resilient Hazard Mitigation Fund – Featured Project

Project Description

Prattsville is seeking to establish a major fund to facilitate identified State, County, and local hazard mitigation projects. A number of public works projects (preliminary estimate over \$5 million) have been identified, which the Town would complete over time. Some may be eligible for partial FEMA reimbursement or candidates for funding under the Hazard Mitigation Grant Program. A list of the projects is being further developed but it includes resizing infrastructure, stabilizing streams, removing debris, enhancing municipal infrastructure, and hardening critical services like wells and pump stations.

The greatest opportunity for comprehensive risk reduction through hazard mitigation projects comes from the long-term investment in an array of planning and implementation measures identified in the *NYC DEP Local Flood Hazard Mitigation Analysis*²⁹ (September 2013) prepared by Milone & MacBroome (MMI). The recommendations include a new and wider State Route 23 Bridge over Schoharie Creek (\$20 million), channel widening, improvements to the Huntersfield Creek (\$2.2 million), removal of the fish weir dam, and reshaping of a berm below the bridge.

- **Cost Estimate** - The cost estimate for the Resilient Hazard Mitigation Fund is \$5 million.
- **Community Benefits** – Multiple benefits are provided by making critical infrastructure more resilient, lessening the period post storm when



Kristin Tompkins

Residents attend a flood hazard mitigation presentation.

municipal facilities are unavailable, and reducing the costs to property damage and risk to life.

- **Flood Safety** – The type of projects identified are expected to significantly lower the base flood elevation hamlet-wide, reducing the potential impacts from future disasters on lives, homes, and businesses. Though the costs of each individual hazard mitigation measure have not been estimated, the community would benefit from uninterrupted service in extreme weather, reducing the time during which residents cannot access their homes as well as disruptions in business that result in lost revenue and lost wages. The projects on the Town’s initial list for further evaluation address many important community needs. Improvements to roads and culverts reduce road damage and maintain mobility for first responders and residents. Water and sewer enhancements, including elevating control panels for four grinder pump stations and installing automatic transfer switches (ATS) and auxiliary power supply at the water treatment facility reduce disruption when services cease to function due to flood impacts. Wellhead protection, flood proofing well houses, and/or drilling new replacement well(s) to replace the Creamery Lane well that was badly damaged by the flood protect the Town’s water supply and distribution network. Installing stand-by power and ATS for pump stations, the water storage

tank, the Town Hall, and highway garage protect resources and emergency command locations. Though longer term projects, relocating Town Hall and the Town owned garage used for Sheriff vehicle storage would protect important equipment and critical records. Removing the fish weir dam would reduce the upstream base flood elevation between 2 and 4 feet. Lowering a berm downstream of the State Route 23 Bridge in combination with vegetation clearing could reduce water levels during both the 10-year and 100-year frequency floods by approximately 1 foot compared to existing conditions. This is a modest benefit, but could be locally significant to eight houses near the flood threshold.

- **Environmental** – Many of the projects and project ideas improve municipal infrastructure to minimize the impact of flooding on the built and natural environment. Potential stormwater improvement projects, including cleaning, repairing, and stabilizing Johnson Hollow Brook, Huntersfield Creek, and various road-side gutters along both sides of State Route 23 would enable the waterways to move floodwater more efficiently. Stream and habitat restoration on Huntersfield Creek and Batavia Kill would reconnect the streams to their floodplains and improve water quality.
- **Economic** – As projects are implemented, the community would benefit from uninterrupted service in extreme weather, reducing the time during which residents cannot access their homes, as well as disruptions in business that result in lost revenue and lost wages.
- **Public Support** – Public support for the advancement of constructed mitigation measures is high as evidenced by public comments, attendance at a meeting to present the bridge replacement projects, and high rankings in two community surveys.

- **Cost Benefit Analysis** – Improvements to the Town’s most important core infrastructure ensures that it can protect people and property. Indirect benefits accrue from improved land use plans that successfully direct development to flood-safe locations. Relocation of critical infrastructure and hardening of other assets like well heads would reduce the amount of time facilities and utilities are unavailable post-disaster.
- **Risk Reduction** – Reduction of risk resulting from hazard mitigation measures would be determined once the scope of each effort is known, but could be substantial, considering the cumulative benefit.
- **Regulatory Reviews** – A variety of regulatory reviews would be required to advance these initiatives and would be determined as projects are prioritized and advanced.
- **Implementation Timeframe** – Implementation steps include finalizing the list of projects (3 months), permitting and regulatory review (3 months), preparing funding applications (6 months), designing projects (12 months), and construction (24 months).
- **Jurisdiction** – N/A.



Prattsville is open for business.



Prattsville celebrates its recovery.



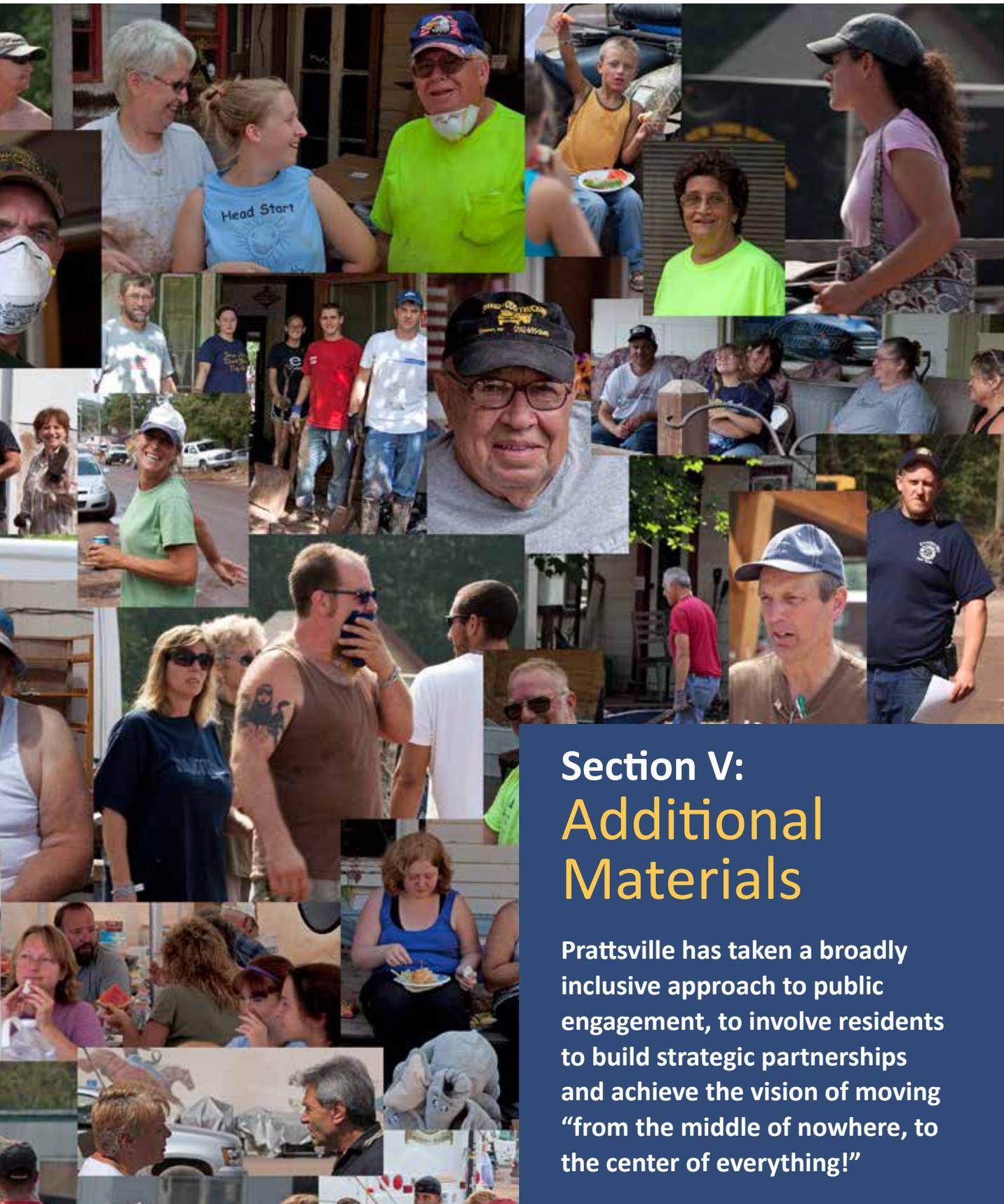
www.catskillsearch.com

Main Street Bridge over the Schoharie Creek on State Route 23.



Larry Gambon

It takes a community...



Section V: Additional Materials

Prattville has taken a broadly inclusive approach to public engagement, to involve residents to build strategic partnerships and achieve the vision of moving “from the middle of nowhere, to the center of everything!”



Watershed Post

Prattsville had hope from the start.

A. Additional Resiliency Recommendations

Table 5.1 presents a comprehensive list of Prattsville’s additional resiliency recommendations.

Table 5.1 Additional Resiliency Recommendations					
Project Name	Short Description	Estimated Cost	Regional	Strategy	
Alternate Energy Feasibility Studies	Alternate energy feasibility studies are planned for evaluating wastewater geothermal or biogas conversion to power at the wastewater treatment plant, which may also assist the Town’s utilities to stay online longer and recover more quickly during emergencies. At the wastewater treatment plant level, municipal wastewater digester gases might be used to power turbines or heat pumps to generate reliable electricity and heat for the plant itself, making it independent of the grid and able to perform through extreme weather events. At the community level, a modified approach to geothermal energy production using the heated wastewater generated by the treatment plant could be a cost-effective alternative energy source, since the treated water is 10 degrees higher than groundwater used in a traditional geothermal system. Though only feasibility analyses are proposed at this time these types of generating systems appear to be more stable during and immediately following a disaster. The cost of the studies is estimated at \$100,000.	\$100,000	No	2	
All Terrain Vehicle (ATV) Motorized Trail Network	When Hurricane Irene hit, ATV’s were the only means of transport through the Town and they remain a growing recreation sector in the community, the region, and the State. The development of an ATV-accessible motorized trail network would link Prattsville to a much larger network of Hudson Valley communities. In large part the trail network would be planned on local municipal and private lands since there are restrictions on access to NYC DEP and NYS Forest Preserve lands. The Prattsville ATV Trail would be environmentally sustainable, minimizing impact on the landscape including wildlife habitat, stream corridors, and wetlands. As it requires an extended trail network into an already existing trail system, the ATV project is not only an economic benefit to Prattsville, but could also benefit surrounding towns within Greene County and other townships in surrounding Delaware, Schoharie, and Ulster Counties. All these communities have been struggling with economic decline over the past several decades, and all were severely impacted by the flooding from Hurricane Irene. Development of a local motorized trail system for ATV and snowmobiles also links to regional multi-purpose trail networks. All the visitor amenities reinforce Main Street revitalization and the ability to capture new spending. ATV Riders group to assist with maintenance of future trail segments. The Town would facilitate any necessary permits or approvals and would begin discussion with Greene County Planning and with ATV user groups. The ATV trail system is a long term, incremental project that would require various permits and reviews depending on alignments selected. The cost of the planned trail connections is \$500,000.	\$500,000	Yes	5	

B. Master Table of Projects

Table 5.2 presents a comprehensive list of Prattsville’s proposed and featured projects.

Table 5.2 Master Table of Projects					
Strategy	Project Name	Short Description	Project Category	Estimated Cost	Regional
Strategy 1: Create a new Town Common with Health/Urgent Care Center, Senior Center, Community Center, and Senior Housing	Acquire and extend infrastructure necessary to build a complete new flood-safe traditional neighborhood.	This initial phase includes site acquisition, infrastructure extension.	Proposed	\$1.25 million	Yes
	Answer critical regional needs, by developing a health center with the capacity to respond to urgent needs.	After being isolated from the outside world for nearly a week, Prattsville has prioritized development of a health and urgent care medical center that can provide care to residents of the Town and the region.	Proposed	\$1.75 million	Yes
	Anchor the Town Common with affordable senior housing in apartments and in a cottage community.	Many of the hamlet residents are seniors. Development of 24-40 new independent apartments, and a 24 unit senior cottage community for active seniors has been identified as a priority project.	Featured	\$10.4 million	Yes
	Create a focal point at the Town Common with a regional community/ senior center and emergency shelter.	This project provides a multi-functional gathering place and emergency shelter for residents and organizations with a focus on cultural, technological, and community events for all residents.	Featured	\$7.4 million	Yes
Strategy 2: Expand the commercial and industrial base with focus on green industry and green energy.	Create Green in Greene Grant Fund to help new companies to locate in Town through targeted business recruitment and marketing.	Offer financing options for new businesses interested in opening operations in the Town, either through rehabilitation of a flood damaged building or through demolition and new construction with flood proofing or elevation if in the floodplain.	Proposed	\$2.8 million	No
	Expand the commercial and industrial base eroded by the storms by creating an Eco-Commerce Park focused on green industry and green energy.	Work with Greene County IDA to develop a shovel-ready business park by 2015 with an emphasis on ecologically sustainable green businesses, particularly green energy.	Featured	\$4.7 million	Yes

Table 5.2 Master Table of Projects

Strategy	Project Name	Short Description	Project Category	Estimated Cost	Regional
Strategy 3: Help residents to “Choose Prattville” by supporting homeowners to rebuild and new families to build homes in Town.	Be a residential community of choice by creating Choose Prattville Housing Program to bring neighbors home and encourage new flood-safe residential development.	Assist in the completion of home renovation in Prattville by the end of 2014. Expand to address rental properties and assist with demolition. Encourage new residential development to rebuild the tax base and draw new full time residents to Town.	Featured	\$800,000	No
Strategy 4: Be a creative community that meets the social needs of local residents and offers the arts, history, cultural, and lifelong recreation by supporting our museum, art center, and cultural events.	Complete the Prattville Green Main Street Initiative with street enhancements to repair damage, attract businesses and tourism, and create a walkable, attractive, hamlet. Bring people safely to the water’s edge by creating a passive recreation trail system.	Restore and improve the streetscape reflecting Town character. Phase One and Two of the project were funded by NYSDOS LWRP Program using EPF funding, are currently shovel-ready, and will be completed in 2014. Reestablish a civic anchor, provide a public open space for gatherings that highlights the Town’s history and unique culture, and restore the existing amenities, building on NYS OPRHP grant. Implement Town-wide trail system with natural hazard mitigation measures, especially in the Schoharie Creekside Trail where stream corridor restoration could remove encroachments. Phase one of the Trail has been funded by NYS DOS LWRP for \$192,000.	Featured	\$5.7 million	Yes
	Protect and support arts, cultural, and historic assets through the Prattville Cultural Resources Support Program.	Support the ongoing rehabilitation, expansion, and programming at the Prattville Art Center, an internationally recognized model for resilient reconstruction and creative placemaking in a rural community, using the arts to bring diverse groups of people together and enhance quality of life. Support the Pratt Museum to repair flood damaged museum facilities, restore historic structures, and market the Town’s cultural resources. Assist the Pratt Museum to continue restoration of the Pratt Museum and other structures, including the Pratt Commercial Building and the Arnold House. The Pratt Museum is also in need of a new HVAC system.	Featured	\$3.3 million	Yes
Strategy 5: Capitalize on “real nature by enhancing existing facilities and bringing people back to the water’s edge with recreation, trails, and entertainment.	Promote Prattville as destination for real nature and heritage tourism experience and as a creative community to live, work and play	Integrate the Town into County and regional tourism marketing promoting its core strengths in real nature, scenic beauty, and art and cultural sites and events.	Featured	\$100,000	Yes
	Repair flood damage and expand amenities available at Conine Field.	Complete restoration of Conine Field and add pavilions, soccer fields, canoe and kayak launch among other enhancements. Green infrastructure would be integrated to improve flood hazard mitigation.	Featured	\$320,000	Yes
Strategy 6: “Prepare Prattville” by providing community services that educate and protect the public from extreme weather.	Support the Prattville Local Development Corporation as it guides implementation of the FEMA REBUILD Prattville and NYRCR Plans. Lead partnerships to speed recovery and implement hazard mitigation measures. Partner with NYCDEP to co-purchase property suitable for priority projects.	The PDC empowers the community to take ownership of its recovery in a sustainable, collaborative, and locally driven manner. The PDC assists the Town to administer grants in support of recovery. Continue to work with NYC DEP to explore opportunities to jointly purchase property suitable for development consistent with NYC DEP’s conservation priorities and lead roundtable with NYS DOT and other partners to advance implementation of major hazard mitigation measures.	Proposed	\$15,000	No
	Develop an Emergency Preparedness and Notification Strategy, with an Emergency Preparedness Plan and companion website to provide disaster preparation and recovery education. Implement an audible alert flood warning system in the event of emergencies.	Complete the emergency preparedness plan begun by NYRCR Planning Committee. The committee would provide an overarching plan focusing on high-level administrative structure. Technical components would require professional assistance. In order to give broad access to the Plan, develop a Town web site to inform the public about extreme weather, resilient construction and the use of in site green infrastructure practices. As part of emergency preparedness and as a complement to the County’s reverse 911 system, install an audible alert system in the Town.	Proposed	\$80,000	No
	Support the development of a flood-safe new fire station.	Assist the Prattville Hose Company in building a flood-safe fire station to replace the current flood damaged station by closing gaps from FEMA for \$2.3 million for the construction of the facility.	Proposed	\$250,000	No
	Establish a fund to implement hazard mitigation projects both State and local.	Advance a range of hazard mitigation projects identified locally by the Town and from the NYC DEP.	Featured	\$5 million	No

C. Public Engagement Process

A NYRCR Planning Committee (Committee) is guiding Prattsville’s NYRCR process. The members of the Committee have served the community in many ways and many were active partners in previous or ongoing recovery efforts. These included the implementation of the early phases of the streetscape and Main Street initiatives, which included a day long design workshop and multiple public meetings; park enhancements; development of the Prattsville Local Development Corporation (PDC); and implementation of the housing and business recovery assistance programs the Town operates. Every member of the Committee also served as a devoted volunteer in developing the FEMA REBUILD Prattsville plan (FEMA RP). They are well prepared to lead.

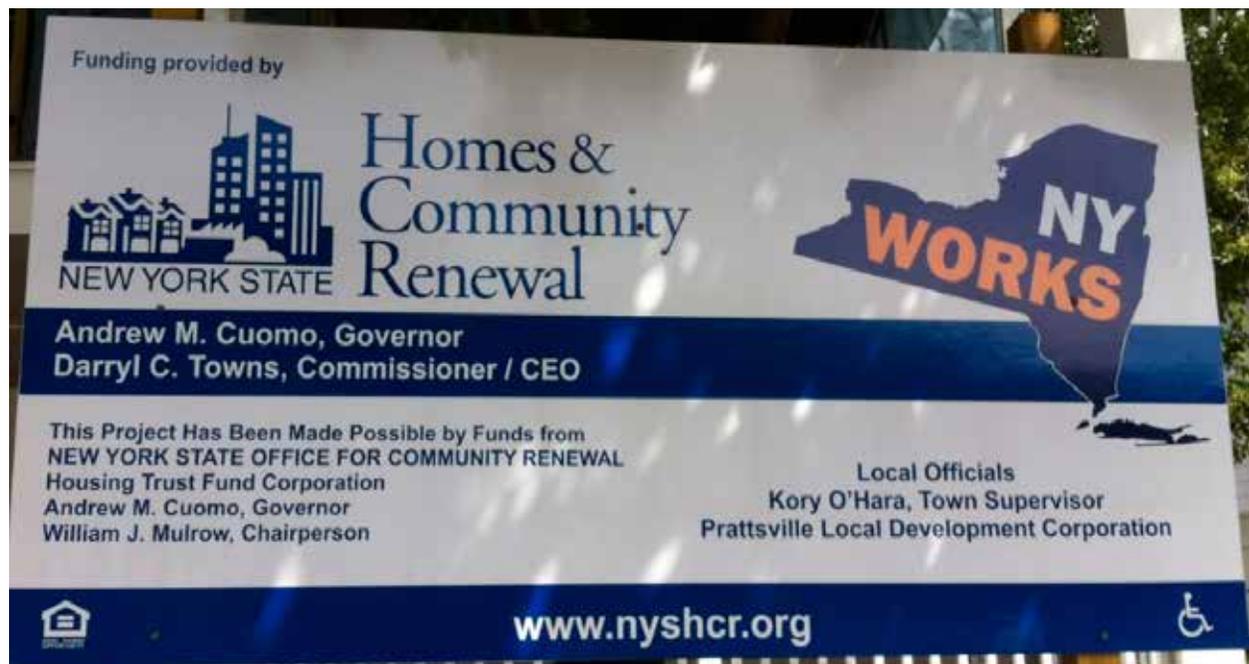
Initial Outreach

The community engagement approach includes multiple efforts and began by getting the word out that the NYRCR planning process had started. The Committee worked with the Storm Recovery Press Office to prepare and distribute press releases for events to local media. They formed a subcommittee

to assist with outreach. The members included Kristin Tompkins, Stephanie Braswell, and Darcy Jager-Brand. Their first effort was outreach at the annual Gilboa Conesville Open House. A booth educating the public about the NY Rising Community Reconstruction Program was staffed by the NYRCR Regional Lead during Mudfest 2013.

Community Newsletter

Using resources from its New York State Department of State Long Term Community Recovery grant, which Prattsville was awarded in 2011 by NYS DOS, a community newsletter was prepared by Committee member Kristin Tompkins and Co-Chair Kevin Piccoli and mailed to every resident (both year round and seasonal) and business owner updating them on Prattsville’s recovery progress. Paper copies were available in numerous locations across Town. The newsletter also introduced the NYRCR program, and asked for confirmation of the NYRCR Prattsville Plan’s geographic scope, vision statement, and priority projects. An online and paper community survey was distributed at the Gilboa-Conesville School’s Open House and in locations around Town to solicit broader public input.



New York State Homes and Community Renewal provided Prattsville with \$1.1 million to help flooded businesses and homeowners rebuild.

Kristin Tompkins

Prattsville Recovery Priorities Survey

The Town and the Committee, working together, prepared a paper and online survey to poll residents on recovery priorities. In the cover letter, NYRCR Co-Chair Kevin Piccoli wrote, “We are at an important crossroad with our NY Rising Community Reconstruction Program grant as we need to determine the key project(s). We are once again reaching out to you for your views and ideas. Your response to these questions will be used to set a clear priority for the Town and help us ensure that funds are being applied according to the Town’s wishes.”

Respondents offered strong support for the development of a health center/urgent care center, senior housing, a community center, and business recruitment and support programs. They endorsed development of an emergency preparedness plan. When asked how they would spend \$3 million dollars to help Prattsville the most common responses were the following (most of which are addressed in the NYRCR projects).

Housing

- Develop a senior housing complex.
- Create a housing development to attract young families.
- Build assisted living.
- Improve the look of the houses.
- Restore historical buildings and homes.
- Take down the houses that are vacant.
- Build housing for different income levels.

Community Services

- Build a health center/urgent care center.
- Build a community center.
- Build a library.
- Rebuild Reformed Church.
- Build new Fire and EMS station.

Recreation and Entertainment

- Create things for kids to do.
- Create a bicycle, walking path along the Schoharie Creek.
- Build a basketball court.
- Expand and furnish Town Green.
- Develop Pratt Rock with more trails and fix existing trails.
- Construct a nature center.

Business and Work

- Complete the Main Street makeover.
- Put in several restaurants.
- Attract a pharmacy.
- Lure in a bank.
- Build a gas station.
- Create clean industry to bring jobs.
- Draw tourists from surrounding areas.
- Add a sidewalk cafe and ice cream shop with outdoor seating along the river.

The Committee took an active role reviewing all materials, providing comments and following up with other stakeholders as necessary to advance review of the geographic scope, vision statement, community engagement plan, needs and opportunities, goals, strategies, priority projects, regional linkages and implementation partners for inclusion in the NYRCR Conceptual Plan. As the meetings unfolded the committee reviewed and revised the preliminary asset inventory, discussed the ranking of projects, and approved the classification of assets.

A subcommittee was formed to work on drafting an emergency preparedness plan (EPP). This plan was identified as an urgent project from the initial meeting of the Committee and the group felt that it did not have to wait for funding to begin advancing the project. A committee led by Glen

Bellomy and including John Young and Co-Chair Al Creazzo prepared a presentation that was shown at a planning committee meeting and public engagement event to educate everyone about the value of and the components in an emergency preparedness plan. The EPP was taken into review by the Prattsville Town Board on Monday, March 10th. The EPP establishes the definition of declaring a Town Crisis, the Incident management process (NIMS), Order of Secession, Emergency Operations Center (EOC), an EPP Committee, and Shelter Centers for the Town and includes Disaster Situation – Crisis Actions Checklist. Once this policy framework is accepted a series of operational chapters would be developed that outline the responsibility of various organizations including the Hose Company, Highway Department, Communications, Schools, etc.

NYRCR Fall Conference

Two members of the NYRCR Planning Committee were invited to present an update on Prattsville's progress at Governor Cuomo's fall NYRCR conference. Bonnie Chase and Kristin Tompkins focused on the community driven process they have followed since shortly after the flood and the value of strategic partnerships, like those with New York City Department of Environmental Protection (NYC DEP). The presentation was well received and shared with the full Committee and the community.

Presentation of the NYC DEP Local Flood Hazard Analysis

The Committee felt it was important to release the New York City Department of Environmental Protection's (NYC DEP) Local Flood Hazard Mitigation Analysis³⁰ (2013) since it could have significant effect on risk reduction in the hamlet. The Town agreed to coordinate with the Committee regarding public presentation of the report. The report was released to a full house and many residents had questions for representatives from Milone and MacBroome (MMI) and the NYC DEP staff. Residents were very interested in the highest impact project – the replacement of

the State Route 23 Bridge over the Schoharie Creek and Main Street Bridge over the Huntersfield Creek.

Community Meetings

The NYRCR Planning Committee organized four public engagement events to present information on all components to the public. The crowds built at each meeting and the February meeting was very well attended by the public and the press. A presentation was offered describing the community center, senior housing project, health center, and industrial park that included preliminary market evaluations and site plans. A 25-acre site on Washington Street was identified as the location for a 24- to 40-unit senior housing apartment complex; 7,000 square foot health center; 25,000 square foot community/senior center; and 24 cottage-style senior housing units. These projects were reviewed by the Committee and the public and were strongly endorsed, with many members of the public expressing appreciation for the Committee's effort and excitement at the opportunities the core projects represent for the community. Press coverage of the meeting was extensive and very positive.

A fifth and final public engagement event will be conducted in May 2014 to present the NYRCR Prattsville Plan.



Larry Gambon

Molly and Stella Young, who rode out the storm with their family on the roof of AJ Young and Son's Agway.

D. Community Asset Inventory

Table 5.3 Assets and Risk Assessment

Asset Information						Landscape Attributes							Risk Assessment (100-year event)				Risk Assessment (500-year event)			
Asset	Risk Area	Asset Class	Asset Subcategory	Critical Facility	Community Value	Defensive flood protection measures	Asset elevation below base flood elevation	Freeboard elevation less than two feet above BFE	Asset near point of confluence	Asset near stormwater system discharge	Asset within floodway fringe and without adequate vegetated buffers	Landscape Attribute Score (Yes= +0.5)	Hazard Score	Exposure Score	Vulnerability Score	Risk Score	Hazard Score	Exposure Score	Vulnerability Score	Risk Score
AJ Young and Sons Agway	High	A	Small Business	No, Locally Significant Facility: Identify source of classification: Committee	High	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Basics and Then Some	High	A	Small Business	No	Medium	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Green-Del Sanitation	High	A	Small Business	No	Medium	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Greene County Sheriff Substation	High	B	Emergency Operations / Response	Yes, FEMA	High	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Haskin Trucking / Hidden Valley Oil	High	A	Small Business	No	Medium	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Huntersfield Christian Training Center Emergency Shelter	N/A	B	Emergency Operations / Response	Yes, FEMA	High	0.5	0	0	0	0	0	0.5	3	N/A	3	0	4	N/A	3	0
Huntersfield Mountain Top Community Church	N/A	E	Cultural or Religious Establishments	No	Medium	0.5	0	0	0	0	0	0.5	3	N/A	3	0	4	N/A	3	0
Jim's Great American Supermarket	High	A	Grocery / Food Suppliers	No, Locally Significant Facility: Identify source of classification: Committee	High	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Lutz Insurance	High	A	Small Business	No	Medium	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Moore's Homes	High	A	Small Business	No	Medium	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Moore's Mobile Home Park	High	C	Affordable Housing	No, Locally Significant Facility: Identify source of classification: Committee	High	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
O'Hara's Trading Post	Extreme	A	Small Business	No	Medium	0.5	0.5	0.5	0	0	0.5	2	3	4.00	3	36	4	4.00	3	48
Prattville Community Church	High	E	Cultural or Religious Establishments	No	Medium	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Prattville Fire Station / EMS	High	B	Emergency Operations / Response	Yes, FEMA	High	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Prattville Highway Garage	N/A	B	Public Works Facility	Yes, FEMA	High	0.5	0	0	0	0	0	0.5	3	N/A	3	0	4	N/A	3	0
Prattville Laundry	High	A	Small Business	No	Medium	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36

Table 5.3 Assets and Risk Assessment

Asset Information						Landscape Attributes							Risk Assessment (100-year event)				Risk Assessment (500-year event)			
Asset	Risk Area	Asset Class	Asset Subcategory	Critical Facility	Community Value	Defensive flood protection measures	Asset elevation below base flood elevation	Freeboard elevation less than two feet above BFE	Asset near point of confluence	Asset near stormwater system discharge	Asset within floodway fringe and without adequate vegetated buffers	Landscape Attribute Score (Yes= +0.5)	Hazard Score	Exposure Score	Vulnerability Score	Risk Score	Hazard Score	Exposure Score	Vulnerability Score	Risk Score
Prattsville Town Hall	High	B	Government and Administrative Services	Yes, FEMA	High	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Prattsville Wastewater Treatment Plant	High	D	Wastewater	Yes, FEMA	High	0.5	0.5	0	0	0	0.5	1.5	3	2.50	3	23	4	2.50	3	30
Prattsville Water Tower	N/A	D	Water Supply	No, Locally Significant Facility: Identify source of classification: Committee	High	0.5	0	0	0	0	0	0.5	3	N/A	3	0	4	N/A	3	0
Randy's Transmission & Auto Repair	N/A	A	Small Business	No	Medium	0.5	0	0	0	0	0	0.5	3	N/A	3	0	4	N/A	3	0
Red's Auto Supply	High	A	Small Business	No	Medium	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Reformed Church of Prattsville	High	E	Cultural or Religious Establishments	No	Medium	0.5	0.5	0.5	0.5	0	0.5	2.5	3	3.50	3	32	4	3.50	3	42
Rion Construction	High	A	Small Business	No	Medium	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
St. Rt. 23 Bridge over Huntersfield Creek	High	D	Transportation	No, Locally Significant Facility: Identify source of classification: Committee	High	0.5	0.5	0	0	0	0.5	1.5	3	2.50	3	23	4	2.50	3	30
St. Rt. 23 Bridge over Johnson Hollow Brook	N/A	D	Transportation	No, Locally Significant Facility: Identify source of classification: Committee	High	0.5	0	0	0	0	0	0.5	3	N/A	3	0	4	N/A	3	0
St. Rt. 23 Bridge over Schoharie Creek	High	D	Transportation	No, Locally Significant Facility: Identify source of classification: Committee	High	0.5	0	0	0	0	0.5	1	3	2.00	3	18	4	2.00	3	24
St. Rt. 23A Bridge over Batavia Kill	High	D	Transportation	No, Locally Significant Facility: Identify source of classification: Committee	High	0.5	0	0	0.5	0	0.5	1.5	3	2.50	3	23	4	2.50	3	30
US Post Office	High	B	Government and Administrative Services	No, Locally Significant Facility: Identify source of classification: Committee	Medium	0.5	0.5	0.5	0	0	0.5	2	3	3.00	3	27	4	3.00	3	36
Verizon Telecommunications Building	N/A	D	Telecomm.	Yes, FEMA	High	0.5	0	0	0	0	0	0.5	3	N/A	3	0	4	N/A	3	0

E. End Notes

¹ Evers, Alf, *The Catskills, From Wilderness to Woodstock* (Overlook Press, n.d.). The Zadock Pratt Museum. Accessed 13 Mar. 2014. <<http://www.prattmuseum.com/history.html>>.

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⁴ United States Department of Health and Human Services, “Medically Underserved Areas/Populations: Guidelines for MUA and MUP Designations,” June 1995. Health Resources and Services Administration. Accessed 13 Mar. 2014. <<http://www.hrsa.gov/shortage/mua/index.html>>.

⁵ Milone & MacBroom, “Local Flood Hazard Mitigation Analysis,” New York City Department of Environmental Protection, September 2013.

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⁷ Tetra Tech EM, Inc., *Greene County Multi-Jurisdictional All-Hazard Mitigation Plan*, August 2009: 4-5,6,11,33,35,41,46,51,53,56.

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⁹ Federal Emergency Management Agency Floodplain Management Task Force, “Sharing the Challenge: Floodplain Management in the 21st Century, Report of the Interagency Floodplain Management Review Committee to the Carter Administration,” Washington DC, 1994.

¹⁰ Federal Emergency Management Agency (FEMA), U.S. Department of Homeland Security, “Recovery Support Functions,” June 2012. FEMA. Accessed 20 Mar. 2014. <<http://www.fema.gov/recovery-support-functions>>.

¹¹ Milone & MacBroom.

¹² Tetra Tech EM, Inc.

¹³ United States Department of Health and Human Services.

¹⁴ New York State Education Department, “Designated Physician Shortages in New York State,” January 2013: 7.

¹⁵ Housing data for this section is derived from the U.S. Census Bureau, 2010. Accessed 13 Mar. 2014. <<http://www.census.gov/2010census/data/>>.

¹⁶ Local real estate data for this section was derived from Trulia.com. Accessed 13 Mar. 2014. <<http://www.trulia.com/NY/Prattville/>>.

¹⁷ Data for this section is derived from Jabour, Leila, "Prattsville Senior Housing Market Study," January 2014.

¹⁸ Nielsen Segmentation and Local Market Solutions, "2012/2013 United States Census Estimates for Housing and Incomes," January 2014.

¹⁸ Federal Emergency Management Agency (FEMA), "Flood Insurance Study," December 2013.

²⁰ Evers.

²¹ Data for this section is derived from the U.S. Census Bureau, 2010. Web. 13 Mar. 2014. <<http://www.census.gov/2010census/data/>>.

²² Gadwa, Anne & Markusen, Ann, "Creative Placemaking," 2010 National Endowment for the Arts. Accessed 13 Mar. 2014. <<http://arts.gov/grants-organizations/our-town>>.

²³ Elan Planning & Design with Alta Planning, Rails to Trails Greene-way Plan, 2014.

²⁴ The Outdoor Foundation, "Outdoor Recreation Participation Report," 2013. The Outdoor Foundation. Accessed 20 Mar. 2014. <<http://www.outdoorfoundation.org/pdf/ResearchParticipation2013.pdf>>.

²⁵ Salvini, Andrea, "Prattsville. A New York Story and Recipe for Post-Disaster," July 2013. Urbantimes. Accessed 20 Mar. 2014. <<http://urbantimes.co/2013/07/prattsville-a-new-york-story-and-a-recipe-for-post-disaster/>>.

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²⁷ Tourism Economics, "The Economic Impact of Tourism in New York State," 2012. Accessed 20 Mar. 2014 <<http://www.governor.ny.gov/assets/documents/tourism/nys-tourism-impact-2012-v1.0.pdf>>.

²⁸ Milone & MacBroom.

²⁹ Milone & MacBroom.

³⁰ Milone & MacBroom.

F. Glossary

CDBG-DR	Community Development Block Grant - Disaster Recovery
CFA	Consolidated Funding Application
Committee	NYRCR Planning Committee
CRREDC	Capital Region Regional Economic Development Council
NYC DEP	New York City Department of Environmental Protection
NYS DOS	New York State Department of State
NYS DOT	New York State Department of Transportation
EMS	Emergency medical service
FEMA	Federal Emergency Management Agency
FEMA RP	FEMA REBUILD Prattsville Plan
FEMS	Fire and Emergency Management Services
GC	Greene County
GC EDTP	Green County Economic Development Tourism and Plan
GC SWCD	Greene County Soil and Water Conservation District
HCR	Homes and Community Renewal
HRSA	Health Resources and Service Administration
IDA	Industrial Development Authority
LEED-ND	LEED Neighborhood Development
LTCR	Long Term Community Recovery
MMI	Malone and McBroom, Inc.
MUA	Medical Underserved Area
NYS	New York State
NYRCR	NY Rising Community Reconstruction
NYS ED	New York State Education Department
OCR	Office of Community Renewal
OPRHP	Office of Parks, Recreation, and Historic Preservation
PDC	Prattsville Local Development Corporation
RARP	Rural Area Revitalization Program
SALT	Schoharie Area Long Term Recovery, Inc.
USACE	U.S. Army Corps of Engineers
USHHS	U.S. Department of Health and Human Services

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