



**Working together to build  
back better: Prattsville, NY**

**Planning Committee and  
Public Meeting**

**February 24, 2014**

<http://stormrecovery.ny.gov/nycrcr/community/town-prattsville>

# Goals for Today

- Approval of Minutes
- Update on Priority Project Evaluation
- Review Strategies
- Review Projects
- Update from Emergency Preparedness Planning Sub Committee
- Update from “Rising to the Top” Sub Committee
- Next Meeting Dates
- Next Steps



# STRATEGY ONE – Town Common

*STRATEGY ONE: Create a new Town Common with Health Center, Senior Center, Community Center and Senior Housing*

- 1.1 Acquire and infrastructure property necessary to build a complete new floodsafe traditional neighborhood and Town common.
- 1.2 Answer critical regional health care needs across the region by developing a health center with the capacity to respond to urgent medical needs.
- 1.3 Create a center point at the Town Common with a regional community/senior center and emergency shelter.
- 1.4 Anchor the Town Common with affordable senior housing in apartments and in a cottage community.



# County Route 10 Property



CR 10/Washington Street

# Senior Housing



Senior Housing  
= 32 units plus  
9,500 s.f. of  
"service" space  
on bottom floor

# Senior Cottage Community



20-40 Senior  
cottages: 800-  
900 s.f.  
bungalows

# Greenspaces



# Update on Project Research

## Senior Housing

Using 20 mile service area includes the Towns of:

- Prattsville
- Ashland
- Durham
- Halcott
- Hunter
- Jewett
- Windham
- Blenheim
- Broome
- Conesville
- Gilboa
- Jefferson
- Bovina
- Middletown
- Roxbury
- Stamford
- Rensselaerville
- Shandaken



# Update on Project Research

## Senior Housing

- 20 mile project market area: population of 28,467 (2012 census estimates)
- 12,076 households in the market area
- 3,229 (26.7%) have annual income under \$25,000
- Poverty rates range from 5.1% in Roxbury to 21.4% in Hunter.
- Median household income ranged from \$37,379 in Shandaken to \$66,442 in Gilboa
- Median gross rent ranged from \$432 in Prattsville to \$1,125 in Halcott.



# Update on Project Research

## Senior Housing

- Senior population increased in every community

Age Characteristics						
Project Market Area	Under 50	50-59	60-64	65+	70+	Total
2000	17,160 (60.5%)	4,318 (15.2%)	1,638 (5.8%)	5,257 (18.5%)	6,895 (24.3%)	28,373
2012	14,637 (51.4%)	5,075 (17.8%)	2,587 (9.1%)	6,168 (21.7%)	8,755 (30.8%)	28,467

Source: U.S. Census Bureau, 2008-2012 American Community Survey



# Update on Project Research

## Senior Housing

- 160 subsidized housing units in the project market area.
- 72 of the 160 units in the market area are occupied by seniors.
- Unit demand meets or exceeds standard 5:1 coverage ratio (five eligible tenants for each unit.)

**Market Demand By Income and Unit Size – 20 Mile Radius**

<b>Income</b>	<b>Current Market Area Need</b>	<b>Demand One Bedroom</b>	<b>Demand Two Bedroom</b>
Below 50% of Median Income	23 units	4 units	0 units
Between 51% and 80% of Median Income	401 units	26 units	26 units
Between 81% and 100% of Median Income	154 units	15 units	15 units
Between 100% and 120% of Median Income	120 units	12 units	12 units



# Update on Community Center Feasibility Analysis

- 25,000 +/- s.f. building with 7,000 s.f. for health center/urgent care center.
- Open from 6:00 AM to 9:00 PM during the week.
- Open 8:00 to 6:00 on Saturdays and noon to 6:00 on Sunday.
- “Everybody Pays” model: All organizations, groups, or individuals are pay at least a modest fee for the use.
- May create tiers for resident or non-resident status or offer a sliding scale based on income.
- Seniors living in the housing complex have free access in return for monthly support from the operator.



# Update on Community Center

## Feasibility Analysis

- Pool
- Basketball court/multi-purpose room for recreational activities, banquets, dances - Includes a stage with audio-visual controls
- Gym with machines & weights
- Locker rooms – showers
- Workout/dance room – hardwood floors for dancers
- Two activity rooms for presentations, senior activities, arts and crafts, and company meetings/retreats
- Full kitchen – commercial grade equipment and meeting all Board of Health requirements
- Management/staff offices
- Lobby, elevator, support space (toilets, janitor closet, electrical room, mechanical room, storage)



# Update on Community Center

Community Center - <b>PRELIMINARY REVENUE PROJECTIONS</b>		
Activity	Description	\$ Per Year
Lease of Health Center	7,000 sf At \$10.00 per sf	\$70,000.00
Gym membership		
Resident membership (monthly) \$25.00	Assume 100 members for 12 months	\$30,000.00
Non-resident membership (monthly) \$40.00	Assume 200 members for 12 months	\$96,000.00
After School Program (Use Activity Room from 3:00 to 6:30)	\$20 per day, 5 days per week, 20 children - Four weeks per month for eight months - 200 cards	\$64,000.00



# Update on Community Center

Prattsville Community Center - <b>PRELIMINARY REVENUE PROJECTIONS</b>		
Activity	Description	\$ Per Year
Senior Activity Program Based upon Purchase of Activity Card	Resident Activity Card - \$50.00 Annual - 200 Cards	\$10,000.00
	Non-resident Activity Card - \$75.00 annual - 200 cards	\$15,000.00
Youth League Basketball/Volleyball	Assume 4-6 week season & 3 seasons per year = \$25.00 per team for six teams	\$450.00
Adult League Basketball/Volleyball	Assume 4-6 week season & 3 seasons per year - \$200 per team for six teams	\$3,600.00
Rentals	Classes (ballet, yoga), events, catered parties...	<u>\$97,240.00</u>
		<u>\$386,290.00</u>



# Update on Community Center

Community Center - <b>PRELIMINARY EXPENSE PROJECTIONS</b>		
Expense	Monthly Cost	Yearly Cost
<b>Staff</b>		
Director	\$3,750.00	\$45,000.00
Front Desk	\$2,400.00	\$28,800.00
Part Time Assistant	\$1,200.00	\$14,400.00
Custodian	\$2,200.00	\$26,400.00
Part Time Gym Instructor	\$1,500.00	\$18,000.00
Benefits (@33%)	\$3,700.00	\$44,000.00
<b>Utilities</b>	\$2,000.00	\$24,000.00
<b>Maintenance</b>	\$500.00	\$6,000.00
<b>Maintenance fund</b>	\$100.00	\$1,200.00
<b>Insurance</b>	\$500.00	\$6,000.00
<b>Marketing</b>	\$500.00	\$6,000.00
	\$18,350.00	\$219,800.00



# Update on Health Center

- Goal is a fully staffed health center capable of providing:
  - Urgent care
  - Primary care
  - Pediatrics
  - Dental
  - Mental health
  - Prescription dispensary
- Evaluating Alternatives:
  - Partner with existing physicians
  - Partner with Bassett Hospital
  - Partner with Federally Qualified Health Center Provider (Whitney Young)
- Application for Federally Qualified Health Centers opens soon



# STRATEGY TWO – Prattsville Works!

***STRATEGY TWO: Expand the commercial and industrial base with focus on green industry and restore historic Main Street through “Prattsville Works”***

- 2.1 Create local jobs by helping new companies to locate in Town through targeted business recruitment and marketing
- 2.2 Expand the commercial and industrial base eroded by the storms by creating an Eco-Commerce Park focused on green industry and green energy
- 2.3 Complete Main Street enhancements that repair damage, support regional economic development and tourism, and create a walkable, attractive, hamlet



# Update on Industrial Park

- Preliminary design is Park of 10-12 acres with 8 pads.
- Could build out as one large operator or multiple smaller companies.
- Preliminary estimate of overall development cost is approximately \$1,200,000 (including federal prevailing wages.)
- Includes site development, stormwater management, infrastructure extension and other pre-development costs.
- Additional issues being evaluated by Greene County IDA.



# Industrial Park

## Industrial Park Site:

- 8 parcels (approx. 1 acre each)
- Phase I
  - 3 parcels
  - 905 Lf of road
- Phase 2
  - 5 parcels
  - 695 Lf of road



# STRATEGY THREE– Choose Prattsville

*STRATEGY THREE: Help residents to “Choose Prattsville” by supporting homeowners to rebuild and new families to build homes in Town.*

- 3.1 Bring neighbors home by rehabilitating and restoring every residence that was directly affected by the storms and create opportunities for new residents to rehabilitate flood damaged property.
- 3.2 Make Prattsville a residential community of choice by creating new safe housing options and providing homeownership assistance.



# STRATEGY FOUR – Creative Prattsville

*STRATEGY FOUR: Be a creative community that meets the social needs of local residents by supporting the Pratt Museum, the art center, and cultural events.*

- 4.1 Develop a marketing program that promotes Prattsville as a creative community and a desirable place to live, work and play.
- 4.2 Continue to address flood damage and enhance the Town Green as the civic anchor.
- 4.3 Support the Prattsville Art Center to rehabilitate and rebuild.
- 4.4 Support the Pratt Museum to repair flood damaged facilities, restore historic structures, market the Town's cultural resources.



# STRATEGY FIVE – Green in Greene

*STRATEGY FIVE: Think “Green in Greene” about new ideas for facilities to generate affordable energy for homes, businesses, and community facilities.*

- 5.1 Explore feasibility of developing a district heating plant to generate affordable clean energy.
- 5.2 Determine the feasibility of alternate energy production from wastewater geothermal or biogas conversion.



# STRATEGY SIX: Real Nature Recreation

*STRATEGY SIX: Capitalize on “real nature” by enhancing existing facilities, and bringing people back to the water’s edge with recreation, trails, and entertainment.*

- 6.1 Enhance existing facilities including the Pratt Rock Historic Site and other natural wonders of the area.
- 6.2 Repair flood damage and expand amenities available at Conine Field recreation area.
- 6.3 Bring people safely to the water’s edge by creating a passive recreation trail system.
- 6.4 Create a motorized trail system for ATV and snowmobile use that links to other regional multi-purpose trail networks .



# STRATEGY SEVEN – Prepare Prattsville

***STRATEGY SEVEN: “Prepare Prattsville” by providing community services that educate and protect the public from extreme weather.***

- 7.1 Support the Prattsville Local Development Corporation as it guides implementation of the LTCR and NYRCR Plans.
- 7.2 Partner with NYCDEP to co-purchase property suitable for priority projects identified in the LTCR and NYRCR Plan.
- 7.3 Develop a Town website with disaster preparation and recovery education.
- 7.4 Develop an Emergency Preparedness Plan.
- 7.5 Create a fund to enable the Town to complete resilient public works projects.



# STRATEGY SEVEN – Prepare Prattsville

*STRATEGY SEVEN: “Prepare Prattsville” by providing community services that educate and protect the public from extreme weather.*

- 7.6 Lead partnerships to speed recovery and implement hazard mitigation measures identified in the NYCDEP Local Flood Mitigation Study .
- 7.7 Support the development of a floodsafe new fire station.
- 7.8 Implement an audible alert flood warning system in the event of emergencies, extreme weather and repeat flooding.



# Upcoming NYRCR Tasks

- Rising to the Top Awards
- Value Added Task Completion/Cost Estimating
- Complete Cost/Benefit Evaluation
- Finalize Needs and Opportunities Analysis
- Finalize Asset Inventory and Risk Assessment
- Prepare Project Profiles
- NYRCR Draft Report
- Implementation Matrix
- Draft and Final NYRCR Plan Submission



# Rising To The Top

1. Best Regional Collaboration
2. Best Use of Technology in the Planning Process
3. Best Community Involvement in the Planning Process
4. Best Inclusion of Vulnerable Populations
5. Best Use of Green Infrastructure to Bolster Resilience
6. Best Innovative and Cost-Effective Financing of Critical Projects
7. Best Infrastructure Investments with Multiple Co-Benefits
8. Best Approach to Resilient Economic Growth



# Next Steps

Date	Task
February 24, 2014	Public Meeting #3
March 1, 2014	Rising To The Top Access Request
March 12, 2014	Final Project Selection
March 14, 2014	CDBG Project Pre Applications
March 31, 2014	Final Plan Due
May 4, 2014	Public Meeting #4 before 5/4/14



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