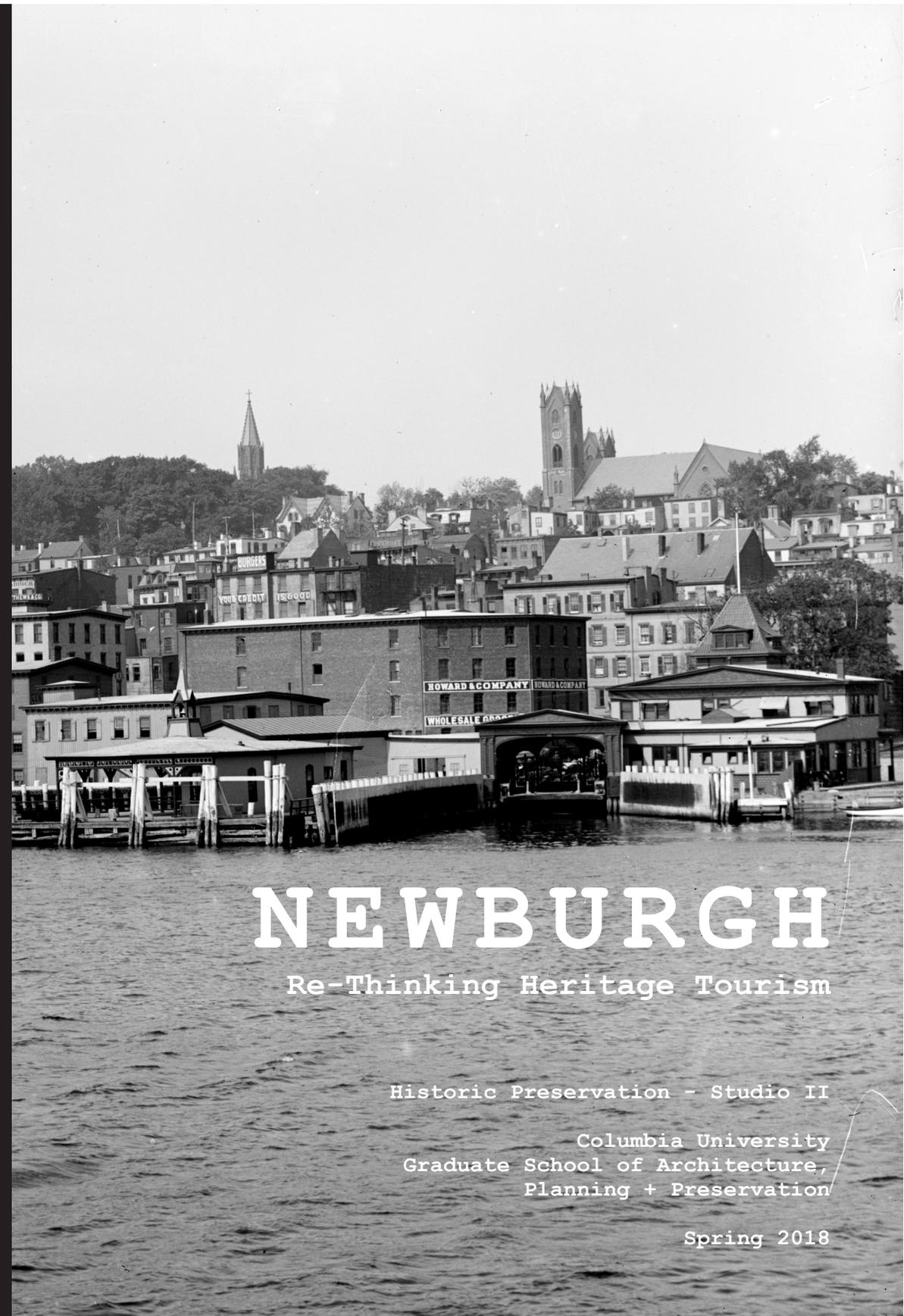




NEWBURGH

Re-Thinking Heritage Tourism

Spring 2018



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Re-Thinking Heritage Tourism

Historic Preservation - Studio II

Columbia University  
Graduate School of Architecture,  
Planning + Preservation

Spring 2018

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Re-Thinking Heritage Tourism

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**Cover photograph:** Dutch Reformed Church, Newburgh, NY, World Monuments Fund.

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*Greetings from*

**NEWBURGH**

*New York*





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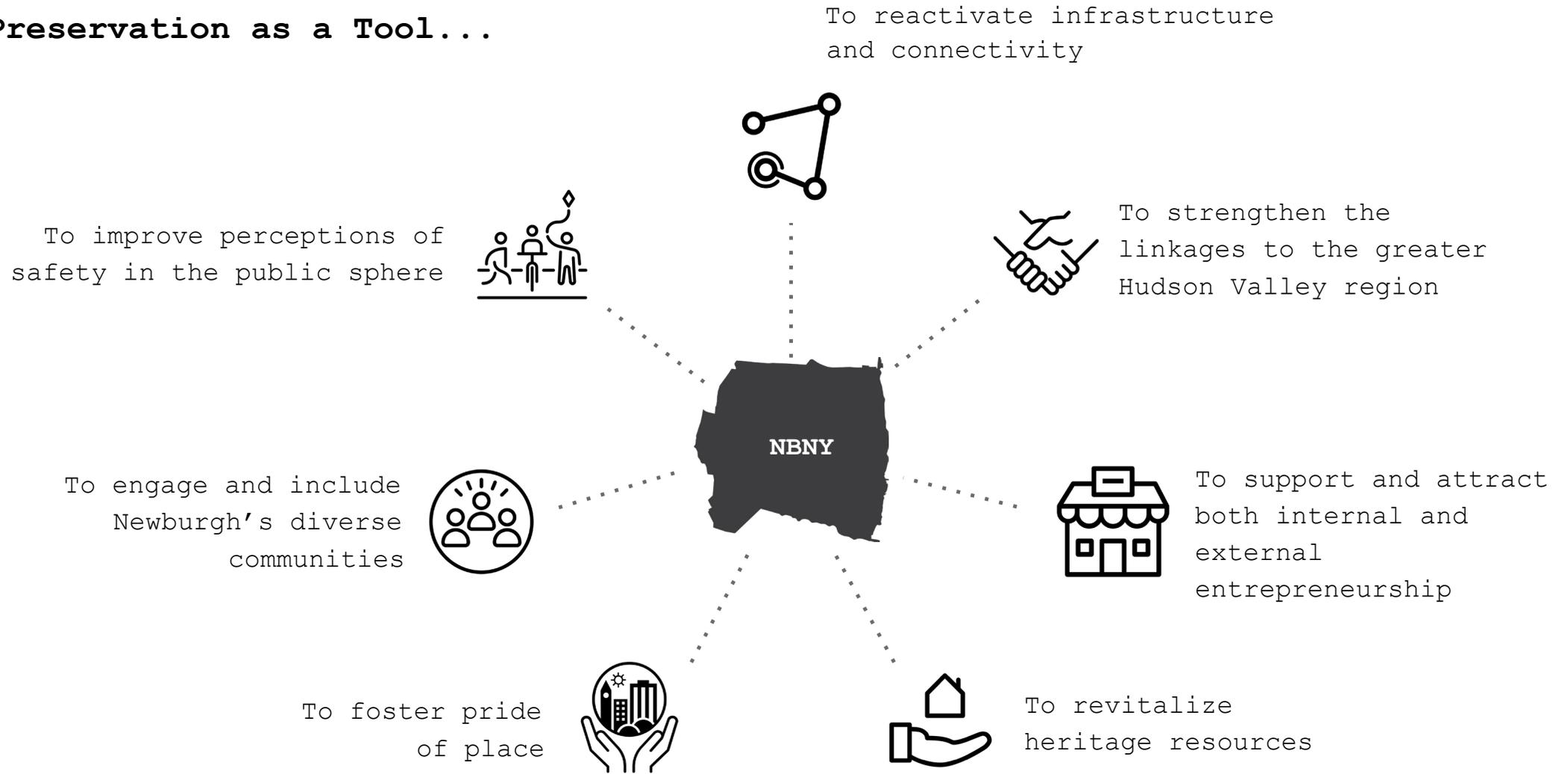


**Figure 1** Ferry, bus and Hudson River Day Line terminals in Downtown Newburgh, NY. (Newburgh Historical Society)

Our project proposes strategies to leverage and preserve Newburgh's varied built environment, including recognized and under-recognized heritage assets, to foster pride of place and encourage the development of Newburgh as an attractor, both internally and externally.

# **OBJECTIVES**

## Preservation as a Tool...



OBJECTIVES

OBJECTIVES

Through conversations with community members and observations during site visits, the studio established the following seven objectives to address through the final proposal. The objectives frame preservation as a tool to promote Newburgh's innumerable existing historical and cultural assets.

The studio proposes to use preservation as a tool...

1. To reactivate existing infrastructure in order to encourage movement of people to and within the city of Newburgh, making the city into a destination for visitors with a particular focus on connectivity across physical and psychological barriers between neighborhoods of Newburgh;

2. To strengthen the linkages to the ecology of the greater Hudson Valley in order to situate Newburgh as a major node within the region's larger economic, agricultural, scenic, and tourism networks;

3. To support and attract both internal and external entrepreneurship by identifying potential opportunities in the existing fabric suitable for diverse scales of business endeavors. Given Newburgh's history as a major industrial hub, the existing building stock is well positioned to again support innovative

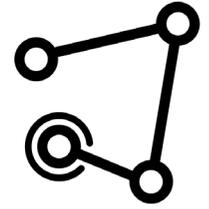
business practices;

4. To revitalize heritage resources and maximize their attributes in order to catalyze the transformation of Newburgh into a powerful attractor, and a place where people want to live and visit;

5. To foster pride of place through collective stewardship of the built environment to promote a sense of ownership over public spaces, with the benefit of attracting and retaining more people to come and stay in the city;

6. To engage and include Newburgh's diverse communities and ensure that undertold cultural narratives of the city are brought to light. Currently, we believe that the stories receiving most of the focus are predominantly centered around the Revolutionary War era, and feature white protagonists. This leaves out Hispanic and African American groups and their contributions to the city; and,

7. To improve the perception of safety in the public sphere by encouraging a greater public presence, making people feel more at ease in the city, and increase walkability in order for them to explore the many assets the city has to offer. To echo Jane Jacobs: to have "eyes on the street" and reduce the sense of anonymous urban space currently sensed in Newburgh.



## To Reactivate *Infrastructure* and *Connectivity*



**Figure 2** Broadway at Night, 1950s. (Hudson River Valley Heritage Digital Collections)

**In·fra·struc·ture:** *n.* The basic physical and organizational structures and facilities (e.g., buildings, roads, and power supplies) needed for the operation of Newburgh that serve both the local and tourist communities.

**Con·nec·tiv·i·ty:** *n.* the quality or capability of being connected between different sites.



To Strengthen  
Linkages to the  
Greater ***Hudson Valley  
Region***

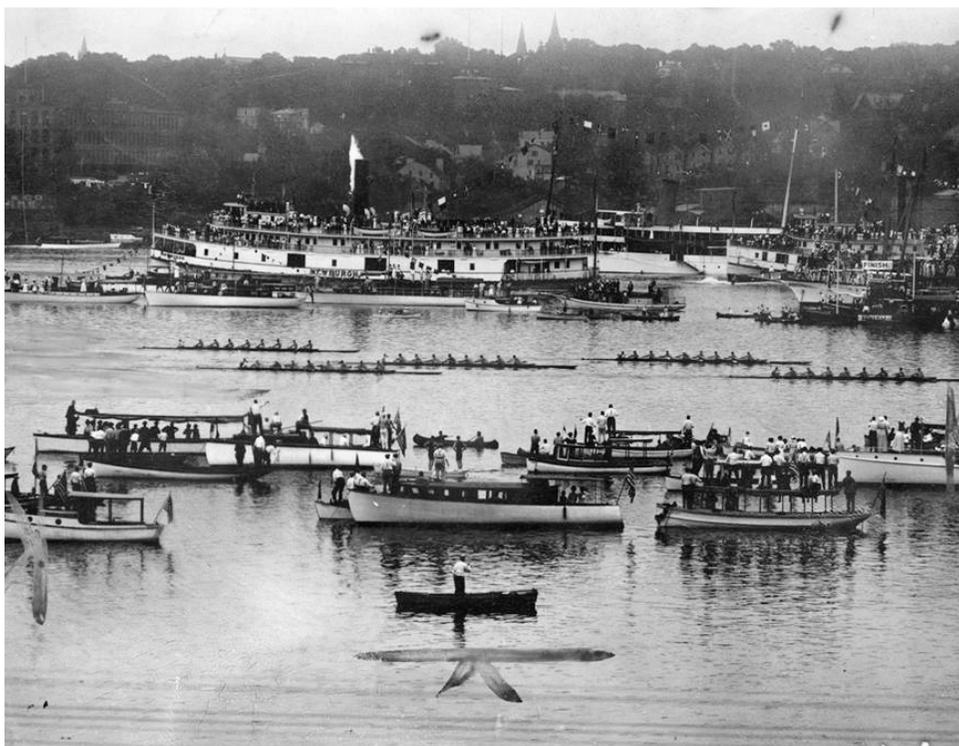


Figure 3 Regatta on the Hudson River in 1910.

**Hud·son Val·ley Re·gion:** *n.* Refers to the natural, historic, and artistic sites that compose a larger transportation, agricultural and tourism system.



To Support and  
Attract Both Internal  
and External  
***Entrepreneurship***



Figure 4 Newburgh Brewing Company.

**En·tre·pre·neur·ship:** *n.* Refers to creating an ethos of innovation, and opportunities for easy entry into small business ventures, and arousing people's willingness to develop, organize and manage a business in Newburgh.



## To Revitalize *Heritage* Resources

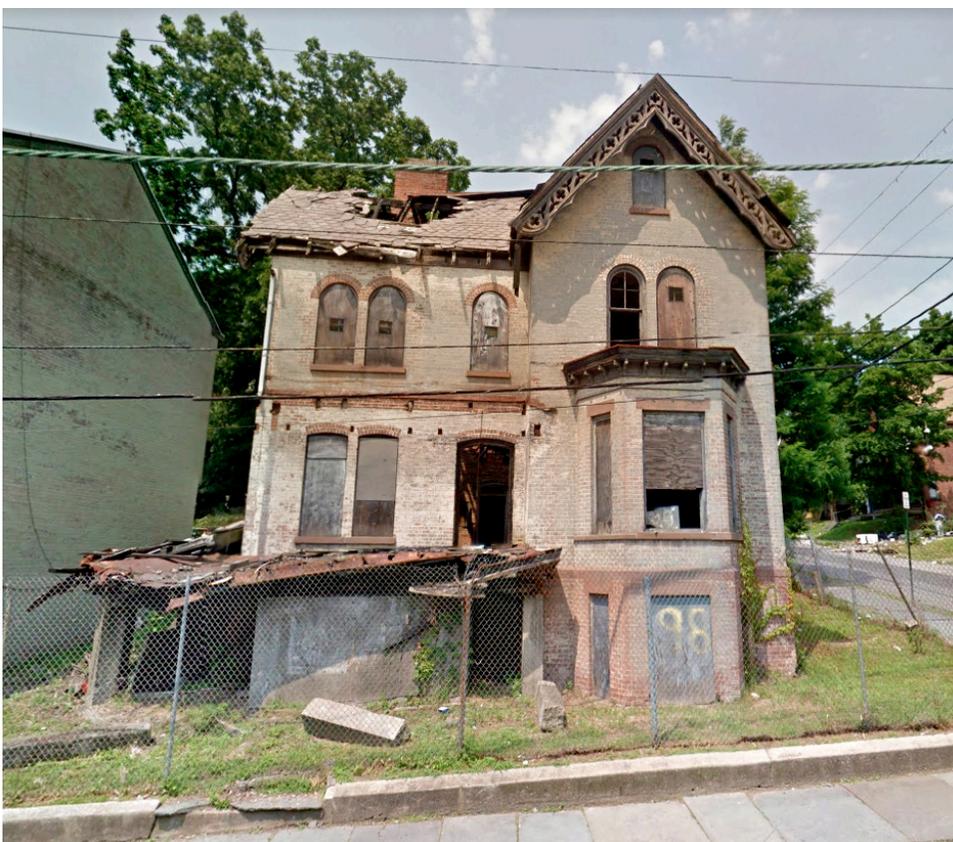


Figure 5 98 Lander Street (Google Earth)

**Heritage:** *n.* Refers to intangible traditions, untold narratives, as well as undervalued sites and structures representative of the history and cultural diversity of Newburgh.



## To Foster *Pride of Place*



Figure 6 Mural on Ritz Theater by artist Dasic Fernández, 2012 (Source)

**Pride of Place:** *n.* the individual efforts by all stakeholders which collectively lead to an improved sense of community, well-being and the outward improvement in the appearance of Newburgh.

Ex. Social behavior, territoriality and sense of ownership, participation in the community, respect for one's surroundings.



## To Engage and Include Newburgh's Diverse *Communities*



**Figure 7** AT&T presents a generous contribution to Wild Earth in support of transformative nature immersion experiences for Boys&Girls Club of Newburgh's teens (Source)

**Com·mu·ni·ty:** *n.* a body of people sharing a common history, cultural narratives, economic and/or political interests in a common location.



## To Improve Perceptions of **Safety** in the Public Sphere



**Figure 8** Children and parents participating in one of the many activities hosted by Newburgh Illuminated (Source)

**Safe · ty:** *n.* Individual sense of security, well-being and confidence in one's surrounding environment.

# **I. INTRODUCTION**



**Figure 9** Aerial view of the city of Newburgh and the Hudson River.  
(Google Earth)

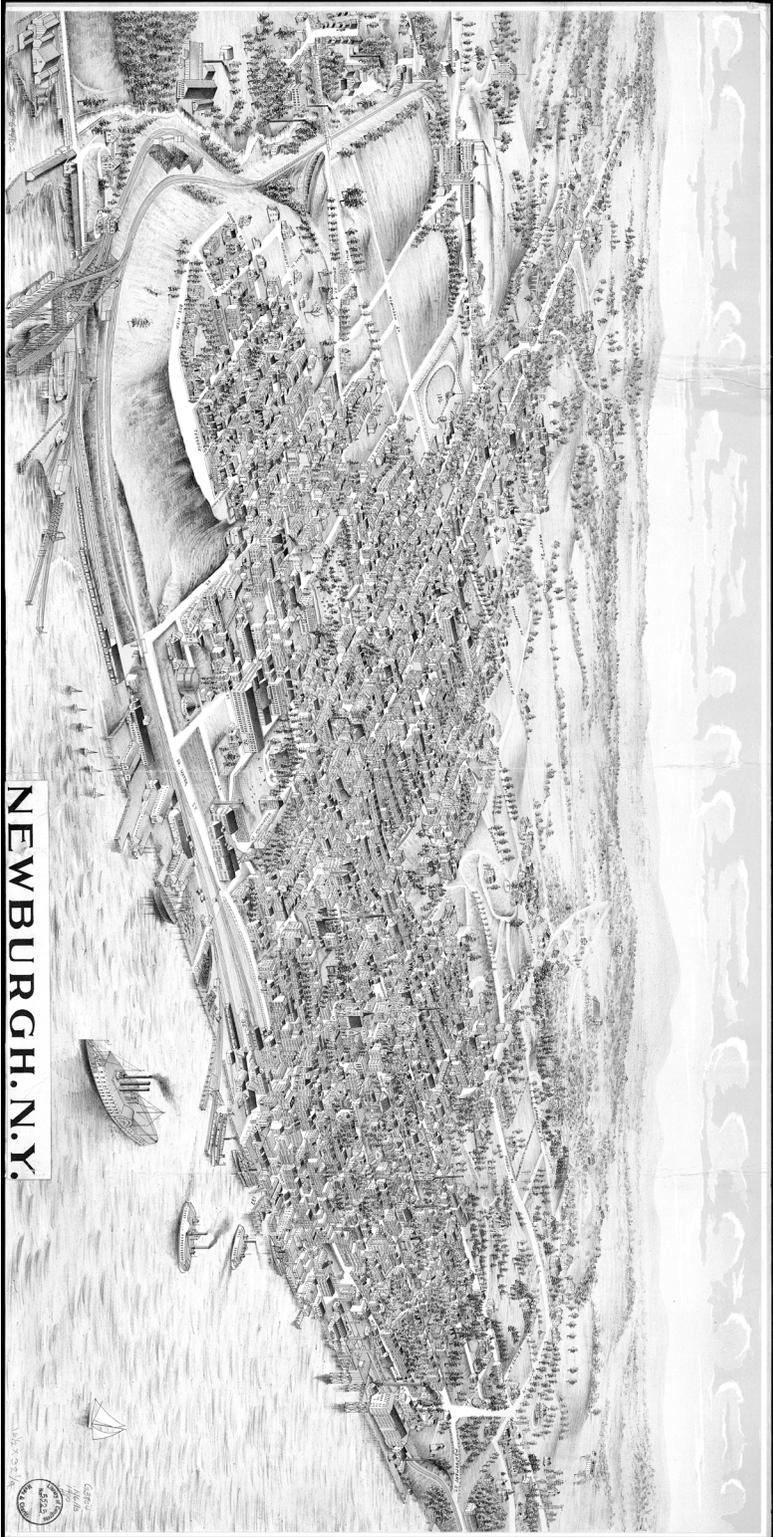
## BRIEF OVERVIEW

The statement of purpose set forth by the studio establishes the City of Newburgh as an attractor. In the context of the studio project, the term “attractor” refers to a place where people are proud to live and desire to visit, whether it be from nearby towns, the greater region, or internationally. An attractor does not have one focus, but rather is a destination for history, culture, food, and the arts - all facets of Newburgh’s diversity.

Enhancing the diversity of Newburgh through the lens of historic preservation is the foundation upon which the final proposal is ultimately based. The goal throughout the course of the project was to critically examine whether and how preservation could be used to bolster existing historic resources and catalyze revitalization in the city’s built environment as a whole.

Newburgh has a long relationship with historic preservation, positioning it as a perfect candidate for renewed preservation

interventions outlined in the studio proposal. Washington's Headquarters, located in the heart of Newburgh, is the first publicly-owned and preserved historic site in the United States, and outside of New York City, Newburgh is home to the largest contiguous National Register Historic District in New York State. While deferred maintenance and high rates of vacancy have grown as the city's economy has declined, Newburgh is rebuilding: restoring vacant properties and bringing its varied residential and commercial spaces back to life. This reinvestment in the city is shown through new events, and comes from a wide variety of communities, all sharing the common goal of progress for Newburgh.



**Figure 10** Newburgh, NY. T. J. Hughes, ca. 1900. (Library of Congress Geography and Map Division Washington, D.C.)



Figure 11



Figure 12



Figure 13



Figure 14

## CHALLENGES

Lack of capital investment

High tax burden

Low population density

Gang-related violence

Property vacancy

Lack of local industry

Negative reputation|perception

Racial + socio-economic segregation

High unemployment

Navigating local politics

**Figure 11** Newburgh teenagers on a break from school flash gang signs. (Photograph: Liz Cooke, The Guardian, 2015.)

**Figure 12** Vacant property on South Johnston and Ann Street. (Photograph: Aura Maria Jaramillo, 2018.)

**Figure 13** Drug Trafficking raids in Newburgh, NY. (Photograph: Allyse Pulliam, Time Herald-Record, 2016)

**Figure 14** Vacant property in Newburgh. (Photograph: Aura Maria Jaramillo, 2018.)



Figure 15



Figure 18



Figure 16



Figure 19



Figure 17



Figure 20

# OPPORTUNITIES

Proximity to New York City

Proximity to major cultural|natural sites

Proximity to major educational|military institutions

Central to multiple modes of transportation

Diverse immigrant population

Deep roots in American history

Scenic location on the Hudson river

Affordability of building stock

Valuable architectural heritage

Large quantity of underutilized industrial spaces

Historical tradition of craftsmanship

**Figure 15** Wavefield, Storm King Art Center, Maya Lin, 2007-8. (Maya Lin Studio, Pace Gallery)

**Figure 16** Photograph: Atlas Industries. [www.atlaseast.com](http://www.atlaseast.com).

**Figure 17** "Passenger aircraft at the gate at Stewart International Airport in New Windsor, New York, on Thursday, October 25, 2007." (Photograph: Chet Gordon, Times Herald-Record, 2007)

**Figure 18** View of New York City from Hudson River. (Photograph: Aura Maria Jaramillo, 2018)

**Figure 19** Warren House

**Figure 20** Thornwillow Press, Newburgh, NY. (<https://thornwillow.com>)

# HERITAGE TOURISM

Tourism has been a focus for our studio - specifically, the interplay between preservation and heritage tourism. But what exactly is heritage tourism?

Defining and redefining this term has been an iterative and complex process, mostly due to the differing connotations that people have of both "heritage" and "tourism". What connotations do these terms have within the City of Newburgh? Are they inclusive or exclusionary? Is heritage rooted in history, or in culture...or both? Does tourism necessarily entail a trip to a foreign place, or can it merely be a deviation from one's normal routine?

Our studio has taken the position that heritage tourism is, at its core, essentially the creation of place-based experiences, which then serve to make that place an attractor. We do not expect tourism to solve every issue, but by attracting an increasing number of visitors, more money will flow into the city - money which can then help sustain restoration and stabilization efforts.



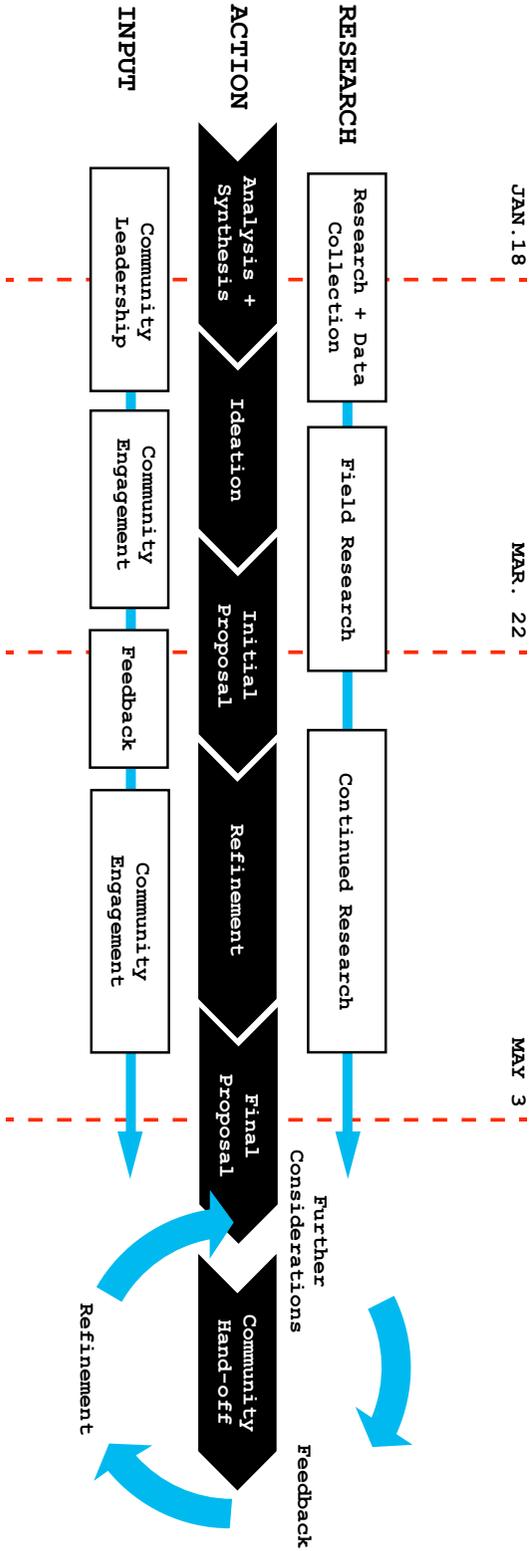
**Figure 21** Witmark's Picnic at Newburgh, Byron Co., 1897. (Museum of the City of New York)

# METHODOLOGY

In order to fulfill the objective of the studio, essentially, to consider how heritage tourism and preservation can be leveraged to effect positive change in Newburgh, the studio developed a methodology that centered on community input and engagement as paramount to reaching successful outcomes.

As seen in the flow chart on the left, research and community input run parallel to actions throughout the course of the studio, informing decisions throughout the process. Historical research was undertaken utilizing primary and secondary sources, demographic data was compiled from sources such as SocialExplorer.com, and GIS datasets provided by the city were analyzed and evaluated. Site visits and meetings with city and county officials early in the semester enabled the studio to identify several community needs from the perspective of the city.

The studio synthesized data and research into a historical narrative of Newburgh, created a map of historical and cultural assets within the city, identified potential areas for study based on those assets, and analyzed community needs by making a list of potential challenges and opportunities. The studio also evaluated stakeholders as they relate to preservation in Newburgh. Through brainstorming, case study investigation, and additional site visits, a set





**Figure 22** Studio II students with Chuck Thomas, Director of Newburgh's Free Library. (Photograph: Whitney Bayers)



**Figure 23** Working session for Studio II team. (Photograph: Liz McEnaney)

of initial proposals was prepared for midterm review as a jumping off point for community testing and refinement.

After mid-review feedback, students spoke with community members and presented the initial proposals to a group of business leaders and elected officials at the Armory Unity Center in Newburgh. From there, the studio began to formalize focal areas for study while refining ideas into a single, actionable proposal. The studio will hand off the final proposal to interested parties within the community, who can continue to adapt and refine the concept to meet their changing needs.

### Research + Community Leadership Input

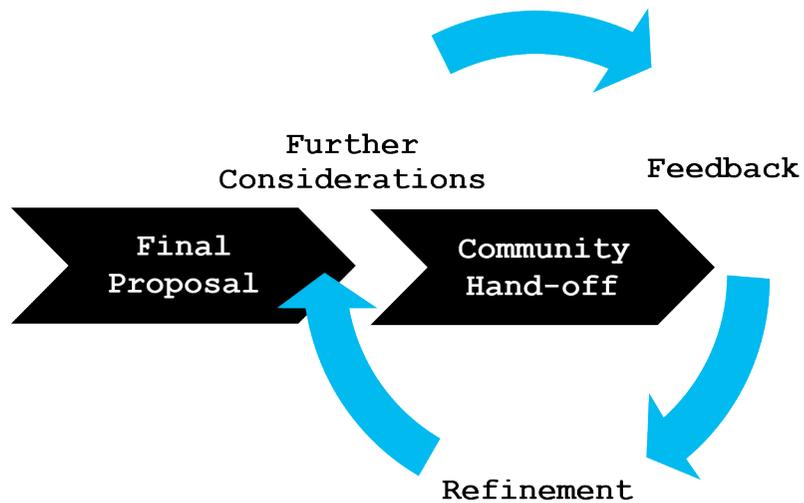
- > Data collection.
- > Historical research.
- > Photographic documentation.
- > Identifying stakeholders.
- > Field research and site visits.
- > Meetings with city and county officials.

### Analysis + Synthesis

- > Developing statement of significance.
- > Writing historical narrative.
- > Mapping potential areas for study.



**Figure 24** Community outreach presentation at Armory Unity Center.  
(Photograph: Liz McEnaney)



- > Identifying challenges and opportunities.
- > Evaluating stakeholder relationships.

### **Ideation, Initial Proposal + Feedback**

- > Brainstorming and group discussion.
- > Investigating case studies and precedence.
- > Additional site visits.
- > Constructing preliminary proposals.
- > Identifying opportunities for community engagement.
- > Mid-review proposal and critique from colleagues and community members.

### **Community Engagement + Refinement**

- > Present initial proposal to business leaders and investors.
- > Deploy community engagement strategies
- > Formalize focal areas for study.
- > Refine ideas into cohesive, actionable proposal.

### **Final Proposal + Community Hand-off**

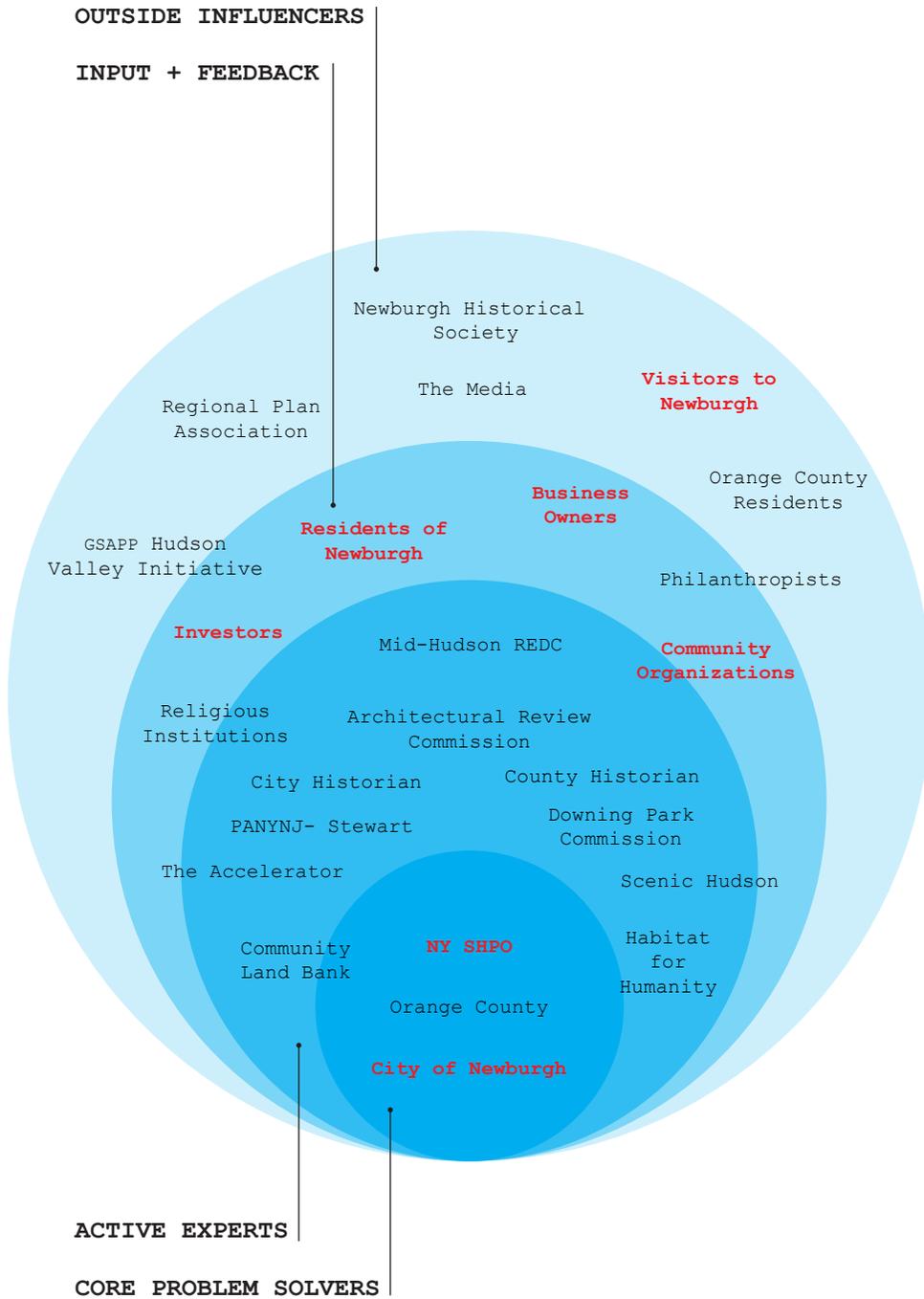
- > Present final proposal to colleagues and community members.
- > Distribute copies of proposal to interested community groups.
- > Community continues to refine proposal based on evolving needs.

# STAKEHOLDERS

The studio identified a number of parties with a stake in the future of Newburgh, especially those involved with historic preservation and heritage tourism. The stakeholders in red are those perceived as crucial to historic preservation and heritage tourism in the City of Newburgh.

At the core are the government agencies that hold much of the power and decision-making capabilities. Within the City of Newburgh, there is the Planning Department, the City Manager, the City Council, and the Mayor. County legislators and Orange County Tourism are included at this level as well.

Radiating outward, and sometimes overlapping, are a group of experts that support this core group. Farther out are the constituents, who exercise their opinions and feedback through the electoral process. Finally, there are outside influencers that can affect Newburgh, of which the studio is a part, along with visitors to Newburgh.





## II. HISTORY

Figure 25 Water Street ca. 1906. Photo: Newburgh Library of Congress.

To place Newburgh in its greater context, it is important to note its location in Orange County, on the west side of the Hudson River across from Beacon. Newburgh is about 60 miles north of New York City, and 90 miles south of Albany. The city's current population is just under 28,500 people.

The Town of Newburgh borders the City of Newburgh, roughly to the west and north of the city limits. Many transportation networks tie the area to the greater Hudson Valley Region, as represented in Figure X. These include Stewart International Airport, outlined in green; major highways, outlined in blue; commercial and passenger rail lines, outlined in red; and, the Newburgh-Beacon Ferry, outlined in pink. The ferry functions as a commuter link to Beacon's Metro-North station, running about 10 trips per weekday during peak commuting hours.

Newburgh's relationship with the river has long played a role in its development. In fact, Newburgh's prominent position above the river on the Hudson Highlands was highlighted as early as 1609, when Henry Hudson's navigator noted in his journal that the site appeared to be "a very pleasant place to build a town on." At the time of this observation, the area was already inhabited by Lenape groups.

Early waves of European migration to this

**60**  
miles North of New York City

**90**  
miles South of Albany

**28,495**  
Total Population (2015)



prime spot on the Hudson included the original group of German Palatines, who settled along the Quassaick Creek in 1709; later, they would be joined by French Huguenots and Scotch-English in the 1730s and 1740s. For most of Newburgh's early development, its residents would largely be of European descent.

Near the end of the Revolutionary War, Newburgh would play an important role; its lofty location on the Hudson offered a vantage point over British-held Manhattan downriver. Accordingly, George Washington established his headquarters here from 1782 to 1783.

Newburgh's position on the Hudson also led to its incorporation in many vital transportation networks, before and after the war. Ferries connected Newburgh with Beacon and the eastern side of the Hudson as early as 1743, and a turnpike passed through Newburgh as early as 1801.

Newburgh's connectivity would advance with the times. Due to its position on the Hudson, Newburgh was incorporated into the Erie Canal's route after the canal opened in 1825. Then, in 1850, a branch line of the Erie Railroad connected Newburgh to the expanding rail network. With these ties, Newburgh's economic importance in the area steadily grew.

These transportation connections, along

with water power provided by the Quassaick Creek at Newburgh's southern border, led to the establishment of various types of industry in Newburgh during the early half of the 19th century. Such industry included milling, brewing, iron foundries, ship building, and the manufacturing of bricks, soap and candles, and furniture and home goods, among others.

This growth in industry coincided with New York State's final manumission of slaves in 1827. With the demand for workers in river ports like Newburgh, African Americans left rural areas and settled in Newburgh.

Demand for Newburgh's iron and textile products increased during the Civil War; these goods were easily shipped in all directions via the Newburgh's many rail connections. By the war's end in April 1865, Newburgh was incorporated as a city. Of the approximately 15,000 people living in Newburgh in 1860, the U.S. census reported that about 536 residents, about 3.5%, were African-American.

The Panic of 1873 slowed expansion, but by the 1880s Newburgh had recovered. Cheap coal from Pennsylvania came in along Newburgh's multiple rail lines, and finished goods and products were shipped out. Important industry around this time included overalls and work garment production such as Sweet, Orr & Co., iron shipbuilding and

engineering, brickmaking and builders' supply manufacturing, and even a lawn mower factory.

While the boom in industry created a steady demand for workers, conditions were not ideal, as was the case throughout industrial areas in the U.S. at this time; common issues included long work hours and child labor violations. Such statistics were recorded in New York State reports. For example, beginning in 1886 the New York State Factory Inspectors visited a sampling of factories throughout the state to record conditions. Their 1892 report noted that a sampling of 27 factories were visited in Newburgh, and that these factories employed 2,944 people. Of this number, a little under half of the workers were women. Another resource, the First Annual Industrial Directory of New York State, which was compiled in 1912, reported that Newburgh had 103 factories in total, employing 4,661 people. Of this total, about 30% were women.

During the 19th century, white Protestants made up the majority of the city, with African Americans as a small minority. Today, however, the Hispanic/Latino community makes up 51% of the city's population. As discussed later, most of this growth has occurred in the recent past, but today's Hispanic groups have roots in Newburgh as early as 1884. It was then that Juan Jacinto Jova, a Cuban immigrant, founded the Jova Brick

Works in the Newburgh area.

Besides the Jova family, the U.S. Census reported other Hispanic/Latino families living in Newburgh during the early 20th century. In 1900, there were three families of Mexican origin and one of Cuban origin. The 1930 census reported four families of Mexican origin and two families of Cuban origin.

Also of note is Newburgh's long-standing position as a place of innovation. In 1883, the city awarded a franchise to the Edison Electric Illuminating Company. After New York City, Newburgh became the second city in the United States to incorporate electrification. The Edison light bulb, as a symbol for Newburgh, is an idea that will be addressed later during discussion of our proposal.

Newburgh can be considered a place of innovation for more than just its pioneering incorporation of electricity. The city also served as a test community for television in 1939. An article published in *Better Homes and Gardens* in 1946 noted that "Characteristic as windmills in Holland are television antennas on Newburgh roofs." For context, in 1948, by which time the television had been a presence in Newburgh just short of a decade, only about 0.4% of all U.S. households owned a television.



**Figure 26** Beacon Hills on the Hudson River, by Asher B. Durand, 1852.  
Photo: The New York Historical Society.

## BUILDING NEWBURGH

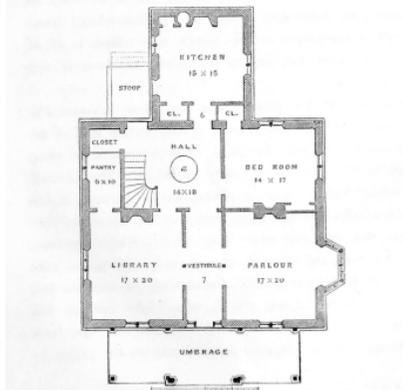
Newburgh's economic success throughout the 19th century led to an influx of capital, which combined with the city's position on the Hudson encouraged a substantial investment in architecture.

Newburgh's position on the Hudson tied it to the Hudson River School, an artistic movement founded by Thomas Cole around 1825. This movement, widely considered to be the first uniquely American style of painting, focused on idealized, picturesque scenes. In many cases, these hyper-natural images were far from the reality of industrializing America. However, Cole's works, along with the works of others like Asher B. Durand, encouraged people to visit these river valley locations. This was aided in part by new innovations such as the steam engine, which made it possible to easily travel up the Hudson by boat or along the river by train. This also coincided with a growing middle-class that had more time for leisure activities.

With more time and money came greater interest and investment in architecture. At the center of the booming architectural scene in Newburgh was native son Andrew Jackson Downing, a renowned landscape designer, as well as the architects Alexander Jackson Davis, Calvert Vaux, and Frederick Clarke Withers, among others. Downing's ideas of connecting moral values with architecture strongly influenced his



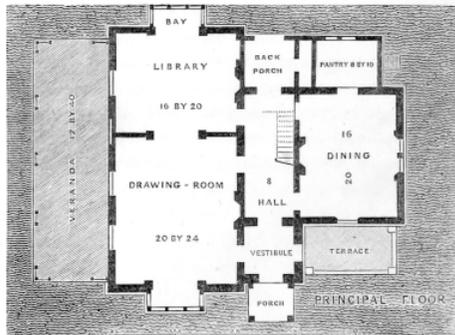
Fig. 6.



**Figure 27** Andrew Jackson Downing, A Cottage in the Rural Gothic Style. Wikipedia.



Fig. 49.

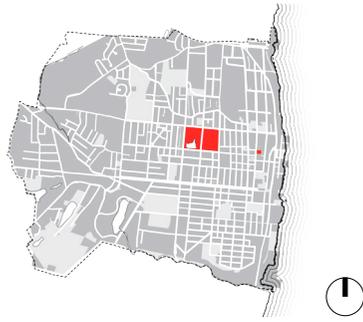


**Figure 28** Andrew Jackson Downing, A Cottage in the Italianate Style Villa. Wikipedia.

contemporaries. Downing believed that people's pride in their country was demonstrated by their homes, and a good home in turn would lead to better, more moral citizens. This concept is shown in the design of many structures throughout Newburgh, several of which are discussed below. (Fig. 27 + 28)

One such prominent building is the Dutch Reformed Church, designed in the Greek Revival style by one of Downing's contemporaries, A.J. Davis. (Fig. 29) Thirty-five years after Downing's death in 1852, Frederick Law Olmsted and Calvert Vaux designed Downing Park in honor of their former mentor. The park, notably the pair's last collaboration together, reflects Downing's naturalistic ideals. (Fig. 30)

Throughout the 19th century, buildings in Newburgh were designed in the architectural styles that were popular at the time. One such example is the 1841 courthouse, built in the Greek Revival style by Thornton M. Niven. Perhaps one of Newburgh's more well-known residences is the Gothic Revival Warren House, designed by Calvert Vaux in 1854 using Downing's ideals. (Fig. 31) Late 19th century architecture included high-style Richardsonian Romanesque and Queen Anne-style houses and institutional and commercial buildings. The Newburgh Savings Bank, designed by Frederick Clarke Withers, was praised by historians as having been one of the nation's



**Figure 29.a**  
Dutch Reformed Church (1835),  
designed by  
A.J. Davis. 134  
Grand Street.  
Photo: HABS.



**Figure 29.b**  
Dutch Reformed Church (1995)  
Photo: World  
Monuments Fund.



finest examples of Ruskinian Gothic architecture. (Fig. 33) While the first two structures survive to the present day, the Savings Bank, along with the rest of Smith Street, was lost to urban renewal.

By 1890, Newburgh had a population of around 23,000, most of which were white Protestants. However, as shown by some of the religious structures from this time, including the AME Zion Church and Temple Beth Jacob, there was some diversity in Newburgh near the end of the 19th century. (Fig. 38 + 39) Of note is the AME Zion congregation, which is the oldest African American congregation in the Hudson Valley, having been formed in 1827 by Reverend George Matthews. For over 185 years, the AME Zion congregation has served as a vital spiritual center for Newburgh's African American community. (Fig. 36 + 37)

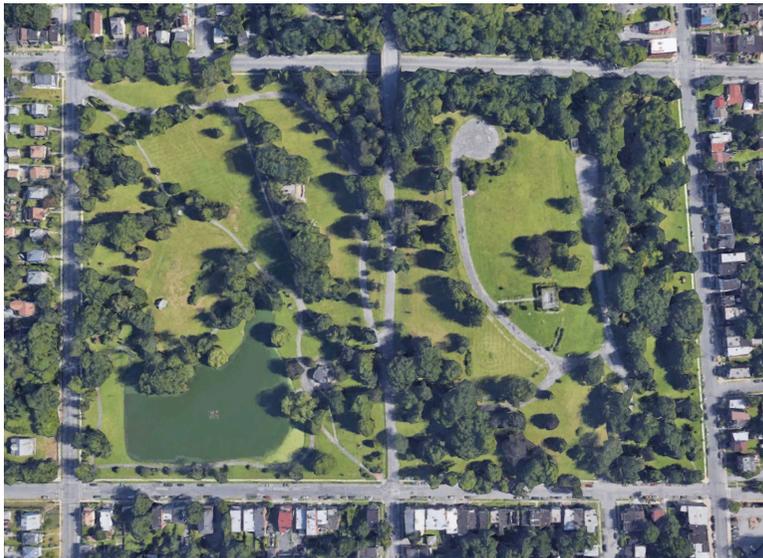
While not a majority of the population, African Americans have long had a presence in Newburgh. Of course, the inescapable, hard truth is that many early inhabitants were slaves, as was the case with William (Billy) Lee, George Washington's trusted manservant. Lee stayed with Washington at the Hasbrouck House during the army's encampment from April 1782 to August 1783.

The Alsdorf family figured prominently in Newburgh's development. George Alsdorf, granted his freedom in 1827, purchased a home on Washington Street in the 1840s. He and his family owned and

**Figure 30.a**  
A postcard depicting sceneries in Downing Park. Photo: Hudson River Valley Heritage Digital Library.



**Figure 30.b**  
Aerial view of Downing Park (2018). Google Maps



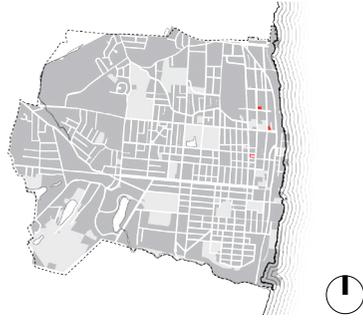
operated several businesses, including a men's clothing/tailoring shop, a hair salon, a bakery, and a catering business.

In 1849, George's son Dubois opened the Alsdorf School of Music and Dance, and formed the Alsdorf Orchestra. Dubois' sons, Charles, Ulysses, and Simon, would continue their father's musical tradition by opening Alsdorf Hall in 1915. The Hall served as a popular entertainment venue for the city until 1952.

Newburgh founded a separate school for African American children in 1849, but in 1873, Dubois Alsdorf petitioned the city's Board of Education to integrate the school system. This was approved, by a vote of six to two. Dubois' son, Ulysses, seen in the class photo here, was the first African American to graduate from Newburgh Academy in 1891.

Frederick Douglass, the influential abolitionist, visited Newburgh in August 1870, during the Jubilee Celebration for the passing of the 15th Amendment. Douglass spoke at Moore's Opera House, along with fellow abolitionist Henry Highland Garnet. Unfortunately, the opera house has been demolished.

Another loss for African American heritage is shown by the fate of the African American Burial Ground. The site is currently covered by



**Figure 31**  
Former Orange County  
Courthouse Historic Photo.  
Built 1841. Thorton M. Niven.  
123 Grand Street.  
Photo: HABS.



**Figure 32**  
Warren House Historic Photo.  
Built 1854. Calvert Vaux. 196  
Montgomery Street.  
Photo: Library of Congress.



**Figure 33**  
Newburgh Savings Bank  
Historic Photo. Built  
1868. Frederick. Clarke  
Withers. Smith and Second  
Streets. Demolished. Photo:  
Brownstoner: Views of  
Newburgh.

the parking lot for the Newburgh City Court, formerly the Broadway School. The site was allocated for African American use around 1832, when it was relatively on Newburgh's outskirts. By 1908, however, the location was chosen for the new Broadway School, and excavations disturbed many burials. At that time, exposed remains were relocated either to the Almshouse Burial Ground at Snake Hill or to the Woodlawn Cemetery in nearby New Windsor. In March 2008, new excavations uncovered over one hundred additional sets of remains. Due to funding issues, plans have yet to be finalized for re-interment and commemoration. The likely proposal is that instead of being re-interred at this site, the remains will be incorporated into a larger Martin Luther King, Jr. memorial site near the waterfront at a later date.

As noted above, industry flourished throughout the 19th century, leading to the construction of many large scale factory buildings. Some of these survive, including the three-story brick Newburgh Steam Boiler Works on Colden Street and the former mill on Johnes Street.

Water Street, parallel to the waterfront, historically functioned as the main commercial corridor, serving both wholesale and retail purposes. Most of the buildings were three- to four-story structures with ground-level storefronts. (Figs. 51 - 55) Unfortunately, many

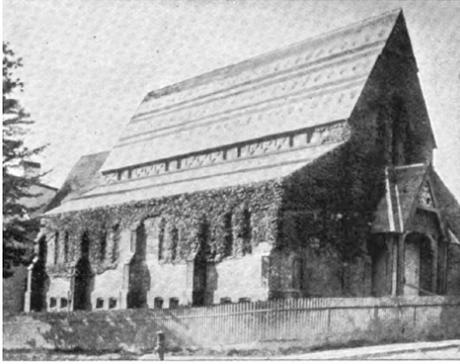


Figure 34



Figure 35



Figure 36



Figure 37

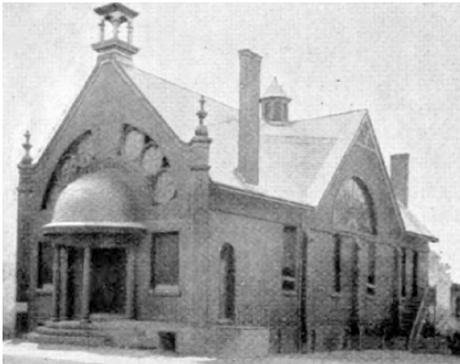
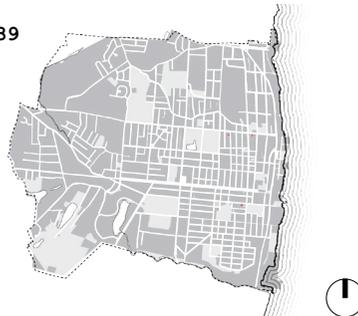


Figure 38



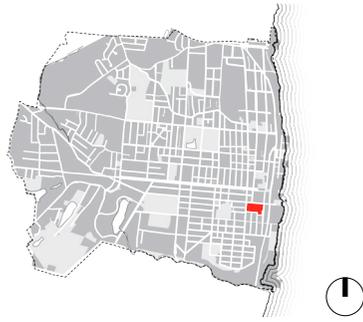
Figure 39



of these buildings were demolished during urban renewal. However, some structures of this mixed-use typology have survived to the present day. After the purely residential building stock, this mixed-use typology has the second highest number of surviving structures throughout the city.

To encourage circulation to and from the Water Street commercial district, trolley service was established in 1886, made possible by electricity from the Edison power plant. These transportation networks within and outside city limits would make Newburgh a relatively accessible city. People could arrive in Newburgh by steamboat. The advent of the automobile in the early 20th century, provided another option: visitors could drive the sixty miles from New York City. Newburgh's allure was such that it was not uncommon to visit for the day, and return after spending the night in Newburgh.

- Figure 34** Unitarian Church of Our Father, Historic Photo. Built 1870. 179 South Street. Photo: "Newburgh: Her Institutions, Industries and Leading Citizens." 1891.
- Figure 35** Holy Temple Church. Built ca. 1870. 179 South Street. Photo: Google Maps.
- Figure 36** AME Zion Church, Historic Photo. Original Building now demolished. Washington and Liberty Streets. Photo: "Newburgh: Her Institutions, Industries and Leading Citizens." 1891.
- Figure 37** Temple Beth Jacob, Historic Photo. Built 1854. 119 South Street. Photo: "Newburgh: Her Institutions, Industries and Leading Citizens." 1891.
- Figure 38** Living in Jesus Ministry Present Day. 119 South Street. Photo: Google Maps.
- Figure 39** Map showcasing the location of Unitarian Church of Our Father (Holy Temple Church), AME Zion Church, and Temple Beth Jacob (Living In Jesus Ministry). GIS Newburgh.



**Figure 40**  
Washington's  
Headquarters.  
Photo: New York  
Historical  
Society.

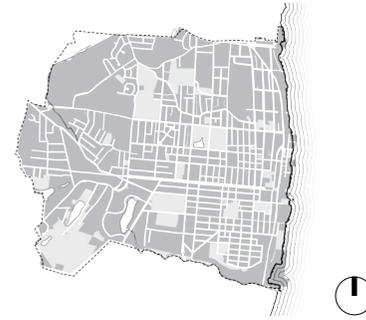
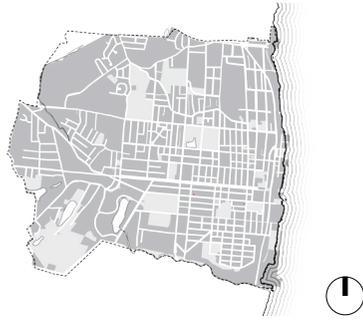


**Figure 41**  
Banner Outside  
of Washington's  
Headquarters.  
Photo: Whitney  
Bayers.

People came here because Newburgh was more than just a commercial hub. The city offered visitors and residents alike varied forms of entertainment, such as performances at the many music halls and theaters, as well as parades, festivals, and even the circus. For example, Barnum & Bailey's passed through Newburgh eleven times between 1882 and 1918. Such large-scale events were made possible by Newburgh's many rail connections.

With visitation on the rise, proper accommodations were necessary. Some of Newburgh's offerings included the Palatine Hotel, and later the Hotel Washington. The Palatine Hotel, featuring interiors designed by W.J. Sloane & Company, prominent New York City decorators of the time, attracted the likes of Thomas Edison, Governor Alfred E. Smith, and New York Mayor Fiorello La Guardia. Theodore Roosevelt also conducted political meetings at the Palatine.

The Hotel Washington, first opened in 1930, has been rehabilitated into the Hudson Pointe Apartments senior housing within the last several years. Located on Grand Street, the building was outside the swath of demolition cut during urban renewal.



**Figure 42**  
Postcard of George and Dubois Alsdorf. Postcard #37 of Newburgh Postcard Set. 2009. Photo: Sound and Story Project of the Hudson Valley; newburghny.org.



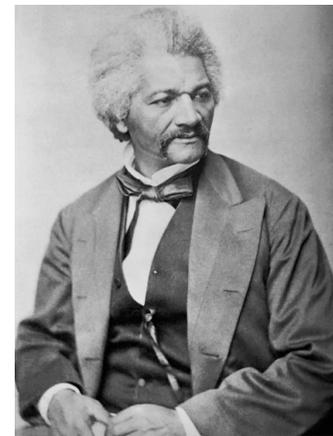
**Figure 43** Alsdorf Hall, the Alsdorf's music school from 1915-1952. 93 Liberty Street. Photo: Sound and Story Project of the Hudson Valley; newburghny.org.



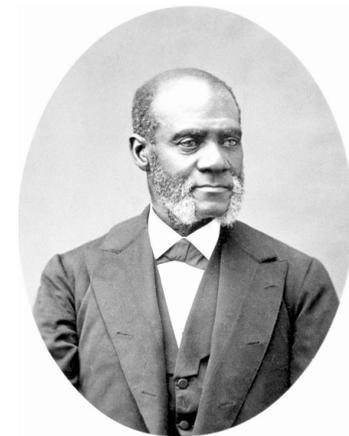
**Figure 44** Former Site of the Alsdorf family home. 260-262 Washington Street. Demolished. Photo: Sound and Story Project of the Hudson Valley; newburghny.org.



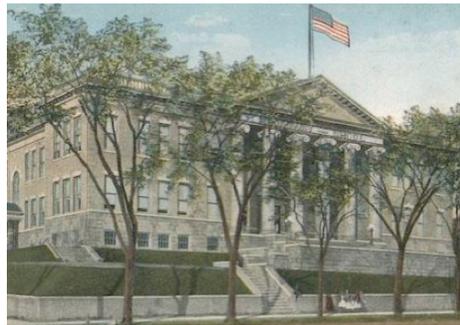
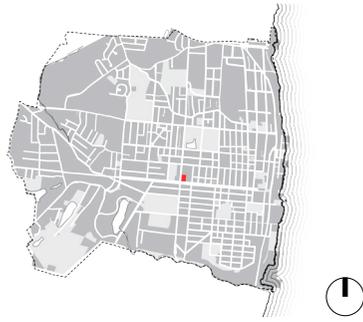
**Figure 45** Ulysses Alsdorf amidst his fellow classmates at the Newburgh Academy. Photo: "Newburgh: Her Institutions, Industries and Leading Citizens." 1891.



**Figure 46** Frederick Douglass Portrait ca. 1870. Photo: Picturing Frederick Douglass.



**Figure 47** H.H Garnet Portrait ca. 1871. Photo: National Portrait Gallery.



**Figure 48** Broadway School. Built 1908. Frank Estabrook. Photo: Cardcow.com



**Figure 49** Newburgh City Court. (Former Broadway School). Photo: Wikipedia.org.



**Figure 50** Workers uncovering remains in the old African Burial Ground. Broadway School Parking Area and portion of Robinson Avenue. Photo: Sound and Story Project of the Hudson Valley.



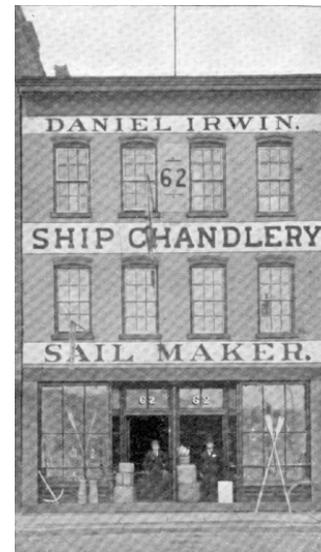
**Figure 51** New York Furniture Co. 102 Water Street. Demolished. Photo: "Newburgh: Her Institutions, Her Industries and Leading Citizens" 1891.



**Figure 52** Theodore Merritt's. 40 Water Street. Demolished. Photo: "Newburgh: Her Institutions, Her Industries and Leading Citizens" 1891.



**Figure 53** S.J. Owen's. 98-100 Water Street. Demolished. Photo: "Newburgh: Her Institutions, Her Industries and Leading Citizens" 1891.

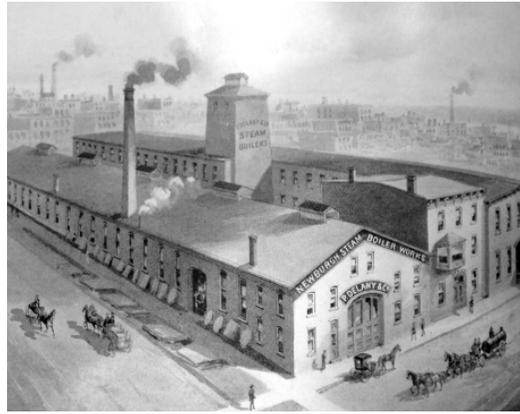


**Figure 54** Irwin's Sail Loft and Store. 62 Water Street. Demolished. Photo: "Newburgh: Her Institutions, Her Industries and Leading Citizens" 1891.



**Figure 55** Beggs and Moores. 135-137 Water Street. Demolished. Photo: "Newburgh: Her Institutions, Her Industries and Leading Citizens" 1891.

**Figure 56** Newburgh Steam Boiler Works, which produces steam engines and boilers. Historic image. 1-13 Colden Street. Photo: "Newburgh: Her Institutions, Industries and Leading Citizens" 1891.



**Figure 59** Newburgh Steam Boiler Works, which produces steam engines and boilers. Present Day. 1-13 Colden Street. Photo: Google Maps.

**Figure 57** Cleveland and Whitehill Co. which produced overalls. Chambers and Broadway. Demolished. Photo: "Newburgh: Her Institutions, Industries and Leading Citizens" 1891.

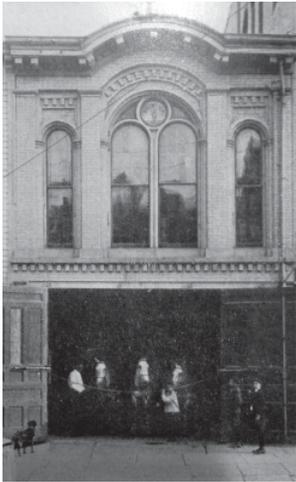


**Figure 60** Cleveland and Whitehill Co. which produced overalls. Chambers and Broadway. Demolished. Photo: "Newburgh: Her Institutions, Industries and Leading Citizens" 1891.

**Figure 58** Thomas Shaw's Sons, Molding and Planing Mill. 36 Johnes Street. Historic Photo. Photo: "Newburgh: Her Institutions, Industries and Leading Citizens" 1891.



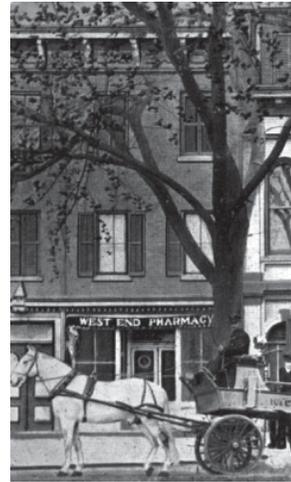
**Figure 61** Thomas Shaw's Sons, Molding and Planing Mill. 36 Johnes Street. Present Day. Photo: Google Maps.



**Figure 62** Newburgh Mercantile (former Fire Station). 75 Broadway. Historic Photo. Photo: "Newburgh: Her Institutions, Industries and Leading Citizens" 1891.



**Figure 63** Bayne and Walsh Painting. 134 South Street. Historic Photo. Photo: Hudson River Valley Heritage.



**Figure 64** Veteran Housing (former West End Pharmacy). 494 Broadway. Photo: Hudson Valley Sojourner.



**Figure 67** Newburgh Mercantile (former Fire Station). 75 Broadway. Present Day. Photo: Google Maps.



**Figure 68** Vacant Storefront (former Bayne and Walsh Painting). 134 South Street. Present Day. Photo: Google Maps.



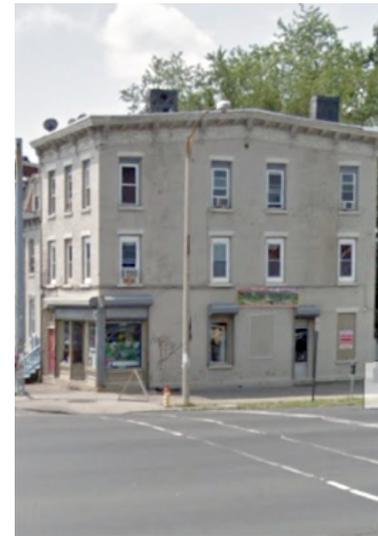
**Figure 69** Veteran Housing (former West End Pharmacy). 494 Broadway. Present Day. Photo: Google Maps.



**Figure 65** Andrea's C. Restaurant. (Former Drugstore). 2 Mill Street. Historic Photo: Newburgh Restoration.



**Figure 66** Key Bank. (Former Columbus Trust Bank.) 78 Broadway. Historic Photo. Photo: Hudson River Valley Heritage.



**Figure 70** Andrea's C. Restaurant. (Former Drugstore). 2 Mill Street. Present Day. Photo: Google Maps.



**Figure 71** Key Bank. (Former Columbus Trust Bank.) 78 Broadway. Present Day. Photo: Google Maps.



**Figure 72** Image of vacant urban renewal zone in the City of Newburgh.  
Photo: Newburgh Free Library.

## URBAN RENEWAL

Newburgh is not alone in its urban renewal experience. Urban renewal, as a planned demolition and rebuilding strategy, occurred in many towns and cities across the United States in the decades following World War II. While many towns and cities in the Hudson River Valley were similarly affected, Newburgh can be counted among the places where urban renewal's scars are still raw and exposed. In Newburgh, the urban renewal zone encompassed much of the waterfront commercial district, with much of it remaining empty today.

How did Newburgh go from a bustling, well-connected city to a target for urban renewal demolition? This was not something that happened overnight, but rather resulted from a combination of factors over many years. Federal legislation inadvertently played a role in guiding Newburgh down this path. A key bill that would affect Newburgh was the Federal Highway Act of 1956, which authorized and largely funded the construction of a network of interstate highways. Two projects resulting from this act include the New York State Thruway (I-87), completed in 1957, and the Newburgh-Beacon Bridge (I-84), completed in 1963. (Fig. 74)

The bridge, as an alternative to the ferry, carried people around the city rather than through it. Interstate highway networks encouraged the transport of goods via truck, rather than by rail

**Figure 73**  
Urban  
Renewal zone  
boundaries.



or water, again bypassing the city. Newburgh's waterfront, previously a well-connected commercial district, became increasingly isolated.

In addition, as seen countrywide after World War II, industry was relocating from urbanized Newburgh. The number of manufacturing jobs that drew so many people to Newburgh was dwindling, especially skilled positions. This left a larger supply of workers to compete for fewer well-paying jobs. Newburghers, mostly white, began to move out. This White Flight contributed to a loss of about one-third of the city's population between 1935 and 1980. Those that remained were increasingly without the means to earn a living wage.

This period in Newburgh was immortalized in the 1961 NBC White Paper, "The Battle of Newburgh", which covered city manager Joseph Mitchell's efforts to scale-back welfare benefits in the city. (Fig. 78) His controversial reforms, titled the "Thirteen Points," were his "declaration of war on the welfare state." The broadcast aimed to show both sides of the issue,



**Figure 74**  
Newburgh-Beacon  
Bridge under  
construction,  
product of 1956  
Federal Aid  
Highway Act.

but its investigative findings widely discredited Mitchell's claims of fraud, and interviews with affected families strongly resonated with many Americans. Mitchell eventually resigned in 1963 shortly after being accused of, and acquitted for, a bribery charge related to zoning.

Hardship did not remain merely at a social level, but was reflected in the physical fabric as well. The rich architecture that once served as an asset for Newburgh instead turned into a financial burden for those that remained in the city. With vacancies on the rise, whole city blocks were growing visibly deteriorated. The Housing Act of 1949 granted the federal government an expanded role in financing clearance programs and housing construction. This authority was the basis for urban renewal, which was promoted as the balm for a wounded Newburgh, and for many other cities in the Hudson Valley.

But how would this renewal be implemented? A number of plans were put forth, such as a proposal from 1964, prepared by David Rosen Associates. Notable about this early plan was the

**Figure 75**  
Water Street  
in the 1890s.  
Photo: Newburgh  
Restoration.



involvement of architect Frank O. Gehry.

Perhaps the most-wide reaching proposal was the East End Urban Renewal Project. In order to achieve the proposed amount of clearance, the city relocated over 300 families and cleared about 11 acres from 1965 to 1967. (Fig. 73) However, this only represented a fraction of the intended 78-acre renewal area. The New York State Urban Development Corporation, holding the power of eminent domain, took over this project in 1968 to proceed with the remaining demolition, amounting to an additional 39 acres. The areas targeted for demolition revealed the capricious nature of the project: a house of ill-repute was to be spared, but the Dutch Reformed Church, directly behind the brothel, was to be razed. Only through intensive lobbying were preservationists able to halt the crush of the bulldozer, and in 1973 the Montgomery-Grand-Liberty Streets Historic District was recognized.

Urban renewal in Newburgh was a multi-



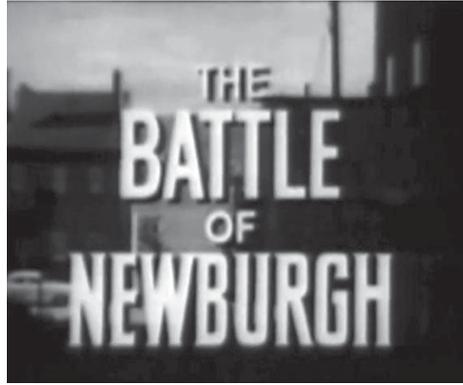
**Figure 76** Water  
Street in the  
1960s, after  
the abandonment  
of commercial  
districts in  
Newburgh.  
Photo: Newburgh  
Restoration.

phase, long, drawn-out project. By the time it was all over, approximately 1,300 buildings were demolished, including the entire waterfront commercial district. The full scope of what Newburgh lost cannot be truly summarized. An Evening News article from August 17, 1973 tried to put it into words: "The area looked like a shell-shattered town of some gigantic war. Now with all the buildings gone it has become an undulating wasteland of weeds."

While much has been proposed for the urban renewal area, no large-scale plans for the area have been realized. Many plans have been proposed, such as a 1971 plan by Frank Developers. (Fig. 83) Their vision included large changes to Broadway, massive scale buildings, above-street connections to link amenities, and two piers for cruise boats. The proposal also provided for a med-tech campus adjacent to the existing Mount Saint Mary College. Even as recently as 2007, large-scale projects have been proposed. That year saw



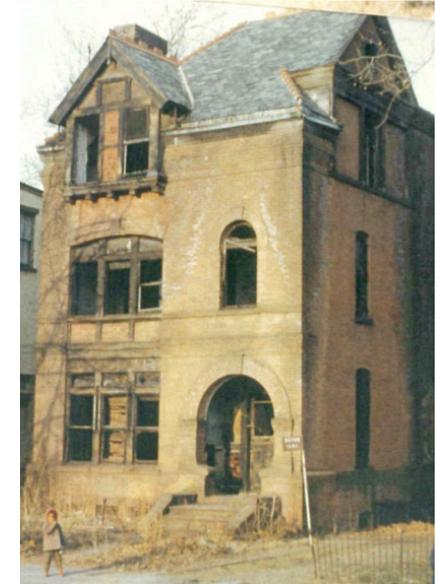
**Figure 77** Joseph Mitchell at a press briefing, 1961. Photo: Times Community Papers.



**Figure 78** NBC White Paper Screenshot, 1961. Photo: National Archives Video Collection.



**Figure 80** Building on Colden Street in the 1970s. Photo: Newburgh Restoration



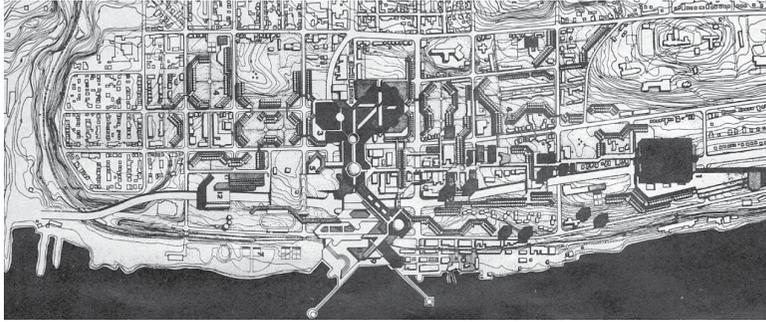
**Figure 81** Deteriorations seen on 162 Montgomery Street, 1970s. Photo: Newburgh Restoration.



**Figure 79** Young Americans for Freedom march up Colden Street, 1962. Photo: Times Community Papers.



**Figure 82** Colden Street in the 1970s. Photo: Newburgh Restoration.



**Figure 83** One of the unrealized concepts for urban renewal area, proposed by Frank Developers in 1971. Photo courtesy of city historian Mary McTamaney.

Duany Plater-Zyberk & Company put forth a popular plan, which was eventually thwarted by external factors, particularly the 2008 recession. (Fig. 84)

Urban renewal's lasting legacy is in the land itself. Where once the city's commercial center thrived, the land remains empty, leaving the waterfront disconnected from the rest of the city. While no large-scale plans have proceeded, several small-scale projects have been completed.



**Figure 84** One of the unrealized concepts for urban renewal area, proposed by Duany Plater-Zyberk and Company in 2007. Photo: the Newburgh Waterfront, Duany Plater-Zyberk and Company, 2007.



### III. PRESERVATION



**Figure 85**  
Montgomery  
Street. View  
Facing South  
East. Photo:  
Aura Maria  
Jaramillo

Despite the loss caused by Urban Renewal, Newburgh has a history of successful preservation efforts. It was urban renewal demolition that spurred the initial 1973 designation of the Montgomery-Grand-Liberty Streets National Register Historic District, and in 1985 the district was expanded to encompass much of east side of the city, creating the East End Historic District.

Outside of Manhattan, the **East End Historic District** is the largest contiguous historic district in the State of New York. It contains over 2,400 contributing historic structures, and covers approximately 445 acres. Architecture in the district represents significant contributions from several prominent architects and designers,

# HISTORIC DISTRICTS



**Figure 86**  
Montgomery  
Street. View  
Facing North  
East. Photo:  
Courtesy of  
Whitney Bayers.



including Thornton M. Niven, A.J. Downing, Calvert Vaux, Frederick Clarke Withers, and Frank E. Estabrook, among others. Significant structures in the district date as early as 1750, and represent a full spectrum of rich architectural styles, including Federal, Greek Revival, Italianate, Gothic Revival, Beaux-Arts, and Neoclassical.

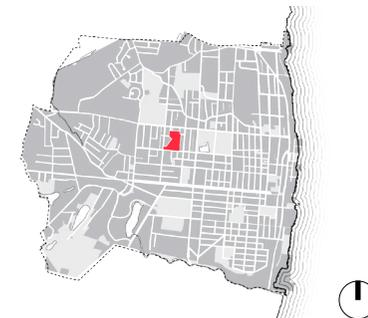


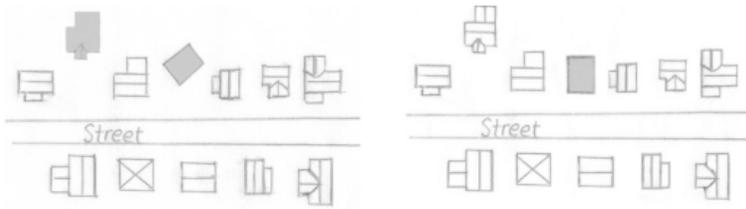
**Figure 87** View of the Colonial Terraces Neighborhood. Photo: Newburgh Restoration.

In addition to the East End Historic District, an architectural survey was undertaken in 1981 in the **Colonial Terraces** neighborhood, a historic planned community that was deemed eligible for listing on the National Register. The community was built during World War I as housing for workers involved with shipbuilding for the war effort.



**Figure 88** View of the Colonial Terraces Neighborhood. Photo: Newburgh Restoration.





**DON'T** set infill construction farther back on lot nor rotate the orientation of the front and side facades differently than neighboring houses

**DO** match the orientation and setback of the majority of adjacent houses



**DON'T** construct a building with a height much lower or taller than the surrounding buildings.



**DON'T** construct a building with a height much lower or taller than the surrounding buildings.



**DON'T** simply replace original railings with taller balustrades and higher railings, which destroys original proportions

**DO** repair rather than replace railings to maintain their original architectural proportions

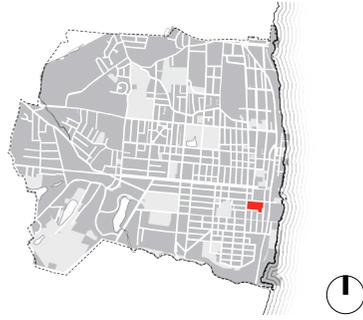
**DO** use alternative means of meeting code requirements when replacing railings, such as using cables or pipe above traditionally scaled railings

# CERTIFIED LOCAL GOVERNMENT PROGRAM

**Figure 89**  
ARC Guidelines applied to the East End Historic District and the Colonial Terraces.  
Image: Guidelines for Newburgh's East End Historic District.

The City of Newburgh also participates in the Federal Certified Local Government (CLG) Program, which makes it eligible to apply for matching grant funds for small preservation projects. As a CLG, the city maintains design guidelines for changes to properties and parcels within the district. The design guidelines are enforced by the Architectural Review Commission of the City, and determine how the buildings in the historic district are to be protected, including regulating infill construction.

The city also adopted a new form-based zoning code in July 2015, which strives to increase density by offering property owners more options for mixed-use construction and rehabilitation of existing structures. Historic District Design Guidelines are applied to the East End Historic District as well as Colonial Terraces.



## WASHINGTON'S HEADQUARTERS + THE TOWER OF VICTORY



**Figure 90**  
Washington's  
Headquarters.  
Photo: New York  
Historical  
Society.

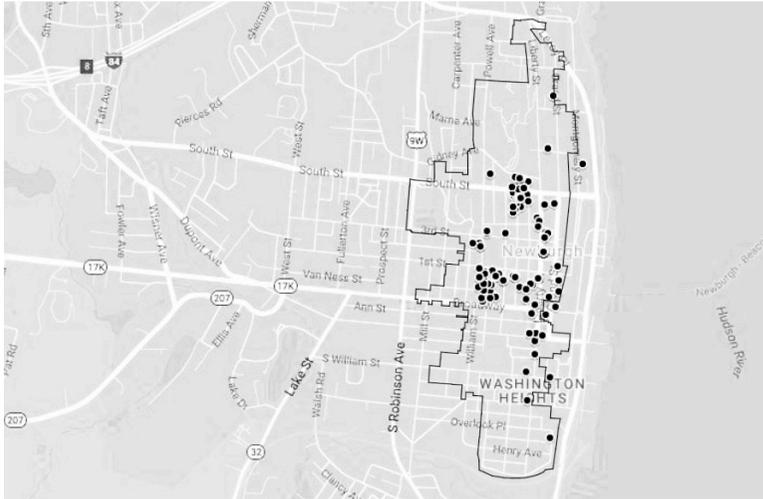
The Hasbrouck House, where George Washington based his headquarters near the end of the Revolutionary War is likely the most well-known historic site in the City of Newburgh. The house is the United States' first publicly-owned historic site set aside for permanent preservation. It was acquired by the State of New York in 1850, and opened on July 4th of that year. As a National Historic Landmark, it is a significant stop among Revolutionary War sites in the Hudson River Valley, and is recognized as a site in the National Park Service's Hudson River Valley National Heritage Area.



**Figure 91**  
The Tower of  
Victory. Photo:  
Library of  
Congress.

Sharing the site is the Tower of Victory, built in 1887 to commemorate the centennial of the end of the Revolutionary War. The Tower was damaged in a storm in 1950 and its roof was removed in 1953. A major capital campaign of \$1.65 million was led by the Palisades Parks Conservancy and completed in 2015, to fund the restoration of the Tower of Victory.

**Figure 92** Map showcasing Federal Historic Tax Credit Projects that have been completed. Google Maps and NY SHPO.



Targeted capital campaigns like the one undertaken for the restoration of the Tower of Victory are instrumental for preserving publicly-owned cultural properties, but private investment in historic properties can make an overarching impact on a city's urban fabric. In the last 20 years, Newburgh has seen nearly 150 properties utilize the Federal Historic Tax Credit, with costs that average approximately \$700,000 (for residential projects) and range in size from \$100,000 to nearly \$20,000,000 (for commercial and residential projects). Of those projects, about one-third have been initiated in the last 5 years.

As an exercise, the studio used cost data from the State Historic Preservation Office for Qualified Rehabilitation Expenses, or QRE, to calculate the potential dollar amount that

# HISTORIC TAX CREDITS

"Newburgh has definitely seen a resurgence lately in the use of the commercial tax credit, and is a good example of how smaller projects can use the credit when building values are down."

Weston Davey, NY

SHPO

a selection of projects would be eligible to receive if they took advantage of both the 20% Federal and 20% State credit. Every project in Newburgh that has qualified for the federal tax credit since 2007 qualified for the state credit as well.

Commercial projects are positioned to be particularly successful as tax credit projects. One recent example is the Hotel Newburgh and former Ritz Theater on Broadway, which was purchased by non-profit Safe Harbors of the Hudson and awarded \$21 million in county, state, and federal funds to rehabilitate it into affordable, supportive housing. The Foundry was a project undertaken for condominiums, and the Hotel Washington was rehabilitated into market rate senior housing. These projects make a positive impact on the city by successfully putting properties back on the tax roll.



**Figure 93**  
 20 Dubois, 2016  
 Est. QRE: \$138,103  
 Est. HTC: \$55,241

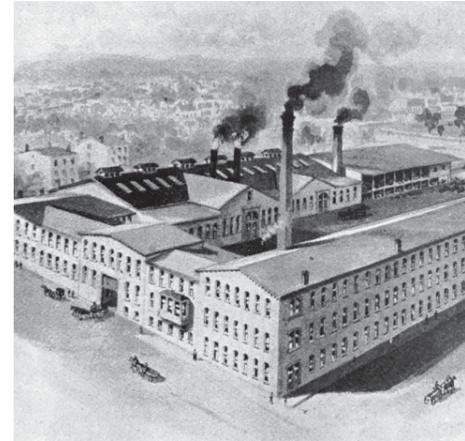


**Figure 96**  
 Hotel Newburgh + Ritz Theater  
 Est. QRE \$19,773,014  
 Est. HTC: \$7,909,206

Address  
 Est. QRE \$XXX,XXX  
 (qualified rehab. expenses)  
 Est. HTC \$XXX,XXX  
 (historic tax credit)



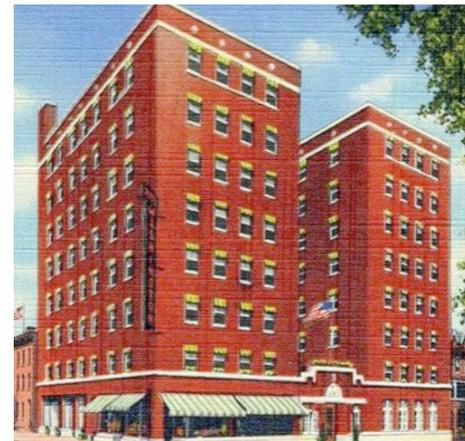
**Figure 94**  
 87-89 Broadway, 2009  
 Est. QRE: \$485,000  
 Est. HTC: \$194,000



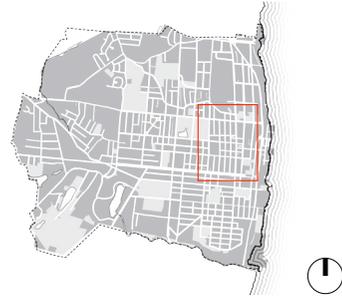
**Figure 97**  
 The Foundry  
 Est. QRE \$15,800,800  
 Est. HTC: \$6,320,320



**Figure 95**  
 97 Liberty Street, 2005  
 Est. QRE: \$730,139  
 Est. HTC: \$292,056



**Figure 98**  
 Hotel Washington  
 Est. QRE \$4,588,885  
 Est. HTC: \$1,835,554



# NEWBURGH COMMUNITY LAND BANK

The Newburgh Community Land Bank is also making an impact on Newburgh's vacant structures through the acquisition, redevelopment, and transfer of ownership back to the community. Begun in 2012, the not-for-profit has acquired more than 100 vacant structures within its target area, and has successfully sold more than 60 to date. With vacancies in Newburgh numbering at around 600 structures, the Land Bank is making a significant impact.

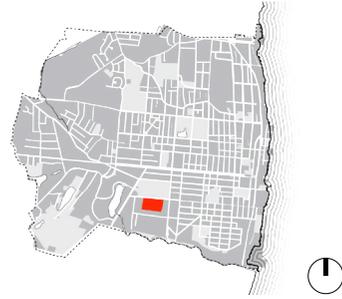
The Land Bank encourages first-time homebuyers through its House to Home program, has partnered with Habitat for Humanity on several restorations, and has generated interest in future development through its unique "Artist In Vacancy" Initiative, which uses art installations to activate properties that have been difficult to sell, as well as engage the community and promote arts and cultural production in the City of Newburgh.

**Figure 99**  
123-125 William Street. Photo: Newburgh Restoration.



**Figure 100**  
22-30 Miller Street. Photo: Newburgh Community Land Bank.





# PHILANTROPY

PRESERVATION



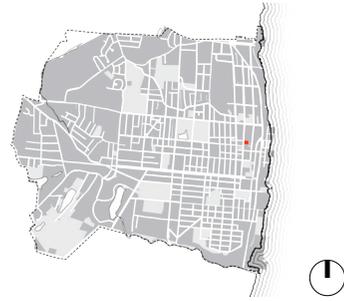
**Figure 101**  
Exterior of the  
Newburgh Armory  
Unity Center.  
Present Day.  
Photo: Courtesy  
of Whitney  
Bayers.



**Figure 102**  
Interior of the  
Newburgh Armory  
Unity Center.  
Present Day.  
Photo: Courtesy  
of Whitney  
Bayers.

PRESERVATION

The Armory Unity Center exemplifies the power of philanthropy to shape the future of Newburgh. The 86th Artillery of the New York Reserve was designed by New York State Architect William Haugaard in 1931, and decommissioned in 2010. A long-time Newburgher and philanthropist with a passion for youth education restored the building and turned it into a successful and vibrant community center. Each Saturday the Armory provides free educational programming to 500 children on average, ranging in age from pre-k to sixth grade.



**Figure 103**  
The Dutch  
Reformed Church  
ca. 1933.  
Photo: HABS.



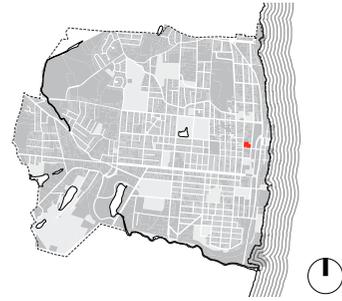
**Figure 104**  
The Dutch  
Reformed Church  
ca. 2018.  
Photo: Courtesy  
of Aura Maria  
Jaramillo.

## CITY EFFORTS

Despite the investment in protecting historic properties, not all preservation projects have gotten off the ground. The Dutch Reformed Church is a preservation story in progress. The landmark A.J. Davis building has been vacant since 1967, when its congregation relocated to the suburbs amidst socio-economic decline and White Flight.

In 1998, Hillary Clinton visited Newburgh to bestow a Save America's Treasures grant upon the church. The grant, however, only provided for the repainting of the columns and the structural integrity of the building is severely compromised. Despite additional support and a restoration field school program piloted by World Monuments Fund, the roof collapsed in 2012, effectively halting further progress. The Preservation League of New York State nominated it to its 2016-2017 "Seven to Save" list, and it continues to be the target of city efforts to restore it to its former glory.

The City Club is another preservation effort on hold. Originally built in the mid-1850s as the Dr. William Culbert House, in 1906 this structure became the headquarters of the Newburgh City Club, a social club for businessmen and politicians. It was restored in 1975, only to be reduced to a shell by a fire in 1981. To date, the building



**Figure 105**  
The City Club  
ca. 1933.  
Photo: HABS,  
Library of  
Congress.



**Figure 106**  
The City Club  
ca. 2018.  
Photo: Newburgh  
Restoration.

has remained in a ruined state, and is another targeted focus of city redevelopment efforts. The restoration of both the Dutch Reformed Church and the City Club are currently bundled in a proposal for the redevelopment of a parcel of urban renewal land.

Another initiative put forth by the city is the issuance of requests for proposals (RFPs) for the economic development and rehabilitation of vacant, city-owned, historic properties. This effort results in successful projects such as the 2017 proposal for the purchase and rehabilitation of a vacant, city-owned building at 109 South William Street. The building will be fully restored and rehabilitated into an eatery, office space, and market-rate apartments, which will all contribute to the city's tax rolls.

However, not all vacant buildings end in success stories. The City Council approved borrowing \$500,000 to demolish structurally unsound buildings in April 2016, and at least \$663,000 in demolition contracts have been approved in the last two years. The places where preservation money is being spent and the myriad ways preservation is taking place in the City of Newburgh were factors considered throughout the course of the project.

**Figure 107**  
Former Staples  
and Hanford  
Spring Factory.  
109 South  
William Street.  
Photo: Record  
Online.



**Figure 108**  
109 South  
William Street.  
Proposed  
Eatery, Offices  
and Apartments.  
Photo: Newburgh  
Restoration.



**Figure 109**  
215 First Street, ca 2018.  
Photo: Times-Herald  
Record Online. **\$112,238**



**Figure 110**  
68 Campbell Street ca 2017.  
Photo: Times-Herald  
Record Online. Industries  
and Leading Citizens."  
1891. **\$162,000**



**Figure 111**  
139 Johnson Street ca 2017.  
Photo: Times-Herald  
Record Online.  
**\$52,200**

**IV. NEWBURGH TODAY**

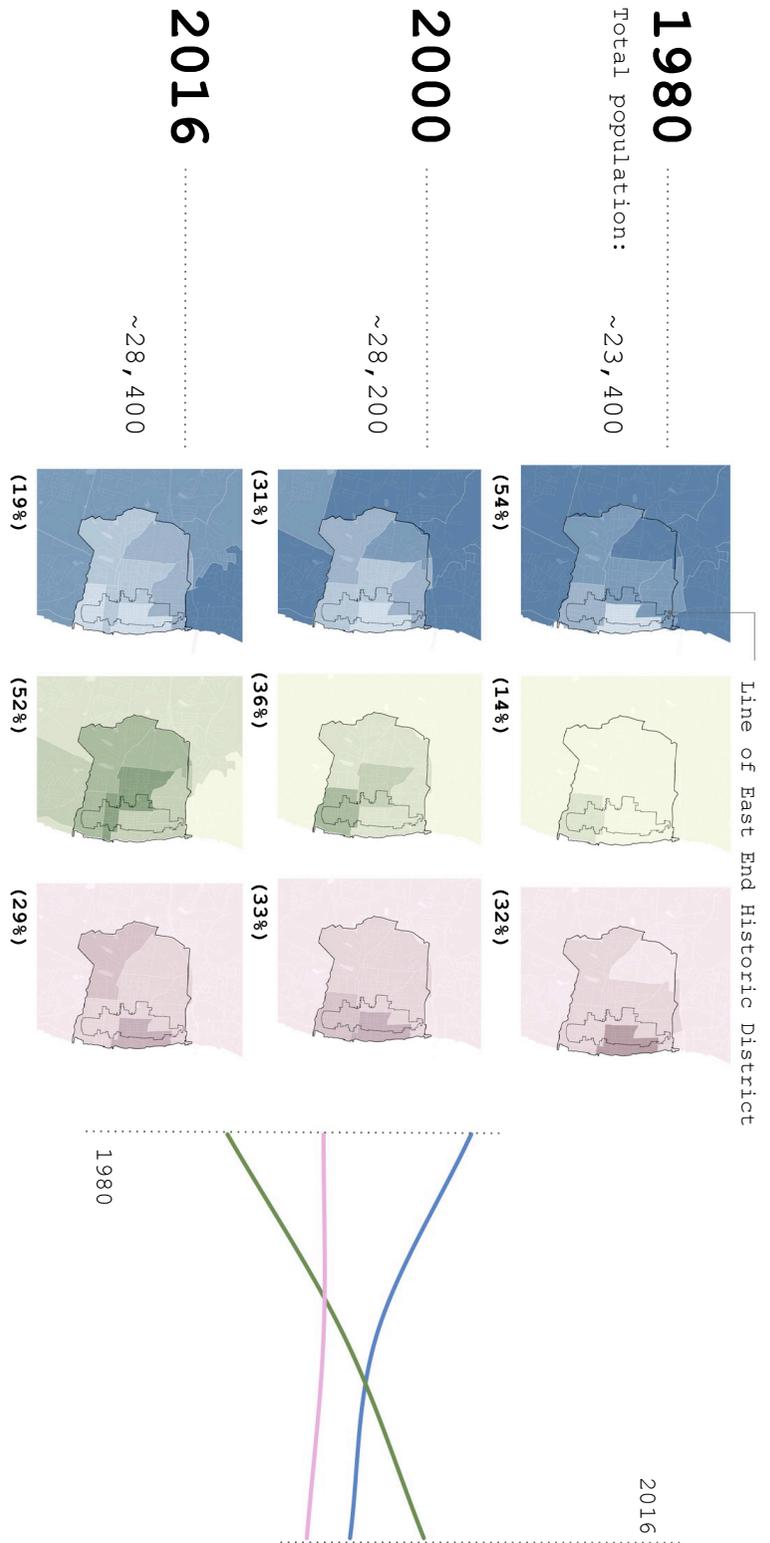
The legacy of urban renewal, population decline, and increased crime in the intervening decades have left Newburgh with a significant perception problem.

Before discussing Newburgh's current demographics, it is important to first note how the city has transitioned over time from the 1980s. The darker colors on on Figure 112 indicate increasing population density, with blue, green, and pink representing the white, Hispanic/Latino, and African American populations, respectively.

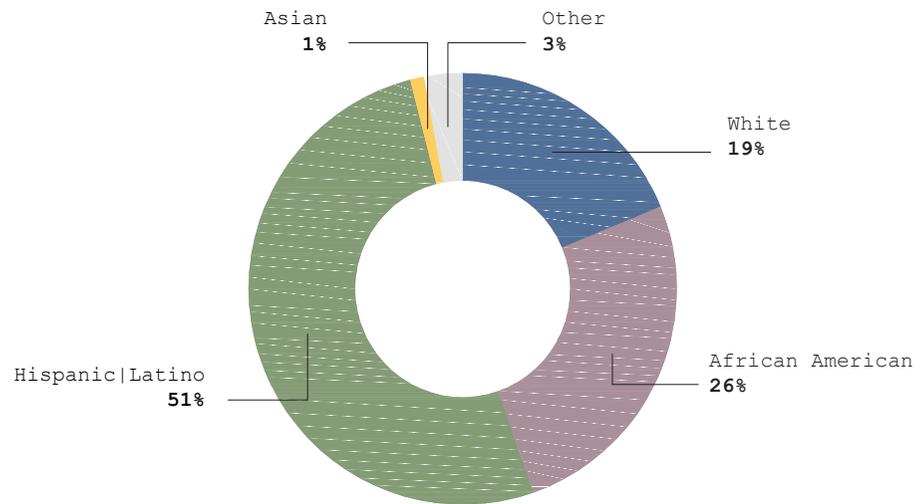
In 1980, we can see that white residents (shown by blue) made up the largest percentage of the city's population, followed by African Americans and Hispanic/Latino groups. The concentrated color distributions also serve to indicate ethnic enclaves.

By 2000, the white population decreased by almost half. Looking at Hispanic/Latino population at this time (shown by green), we see that the population has increased, and the community has spread out, beginning to form another dense neighborhood near the middle of the city. The African American population stayed relatively constant.

Comparing 1980 and 2016, we see that the white and Hispanic/Latino population have largely changed places: the white population decreased



**Figure 112**  
Demographic change in the City of Newburgh (1980-2016).  
Source: Social Explorer

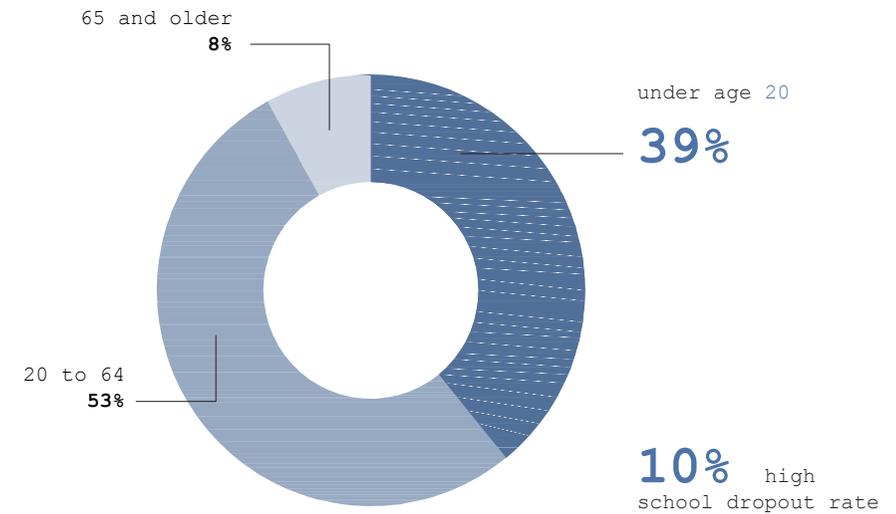


**Figure 113**  
 Demographic in the City of Newburgh (2018).  
 Source: Hudson Valley Pattern for Progress, Jan 2018

from 54% of the city’s total population to only 19%, and Hispanic/Latino residents increased from 14% to 52%. On the other hand, the African American population has remained relatively stable, with only 3% fluctuation over the past three decades.

In 2018, Newburgh remains a diverse city. Over half of its current 28,000 population is Hispanic/Latino, followed by African Americans. The white population, whose history is largely well-interpreted and represented within Newburgh, only makes up 19% of the total population. (Fig. 113)

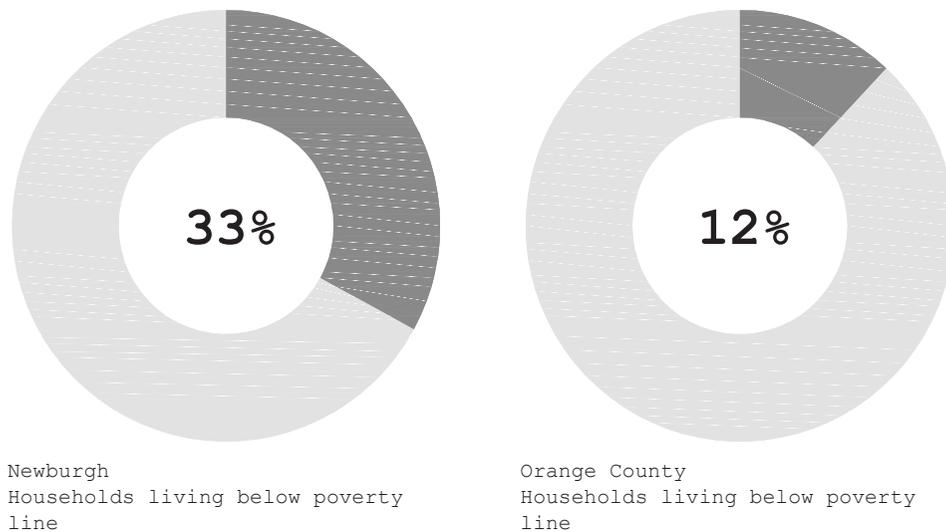
Almost 40% of the city’s residents are



**Figure 114**  
 Current Demographics: Age  
 Source: Hudson Valley Pattern for Progress, Jan 2018

under the age of 20. That is a significant amount when compared to the 13% in Beacon and the 27% in New York City. This figure implies that young people can possibly have a great impact on the city’s future, as they will be the ones most influenced by any changes implemented today and will increasingly have more say in any such potential changes. (Fig. 114)

Education is one of the most important factors shaping the next generation. Newburgh has an enlarged city school district that serves not only the city but also surrounding towns. Currently there is a 10% dropout rate in the city of Newburgh.

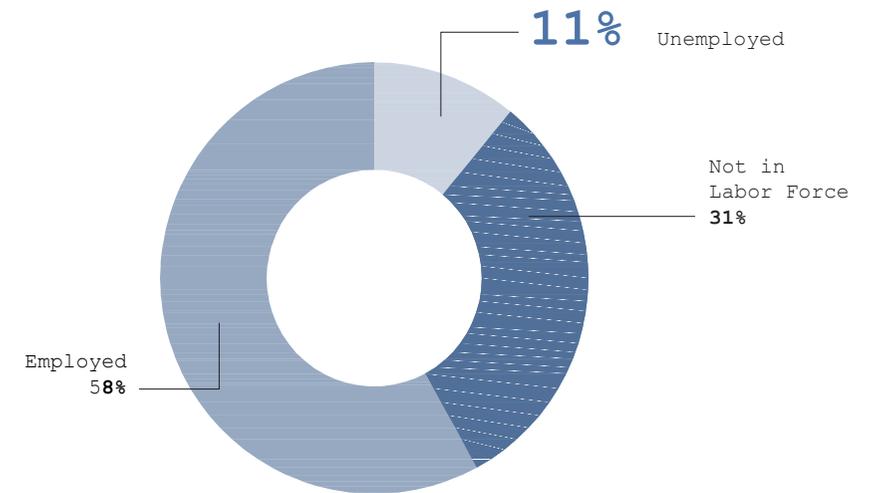


**Figure 115**  
Current Demographics: Poverty  
Source: Hudson Valley Pattern for Progress, Jan 2018

About 33% of households in Newburgh are currently living below the poverty line, almost triple the figure of Orange County as a whole; (Fig. 115) about 11% of Newburgh's total population is unemployed. (Fig. 116)

Dropout rates, poverty, and unemployment can be seen as contributing factors to crime in Newburgh. Crime in the city is decreasing, with property crimes rate down by nearly 50% in the last three decades. Violent crime has dropped and remained somewhat constant after 1990. (Fig. 117)

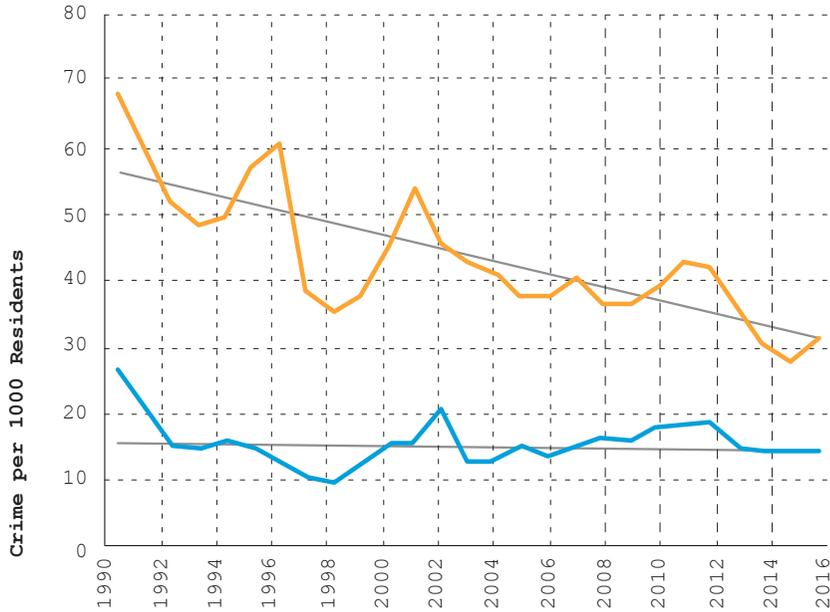
Although there are improvements, these are nullified by people's continuing negative perceptions of Newburgh. With visitors and locals alike concerned about walking or driving



**Figure 116**  
Current Demographics: Employment  
Source: Hudson Valley Pattern for Progress, Jan 2018

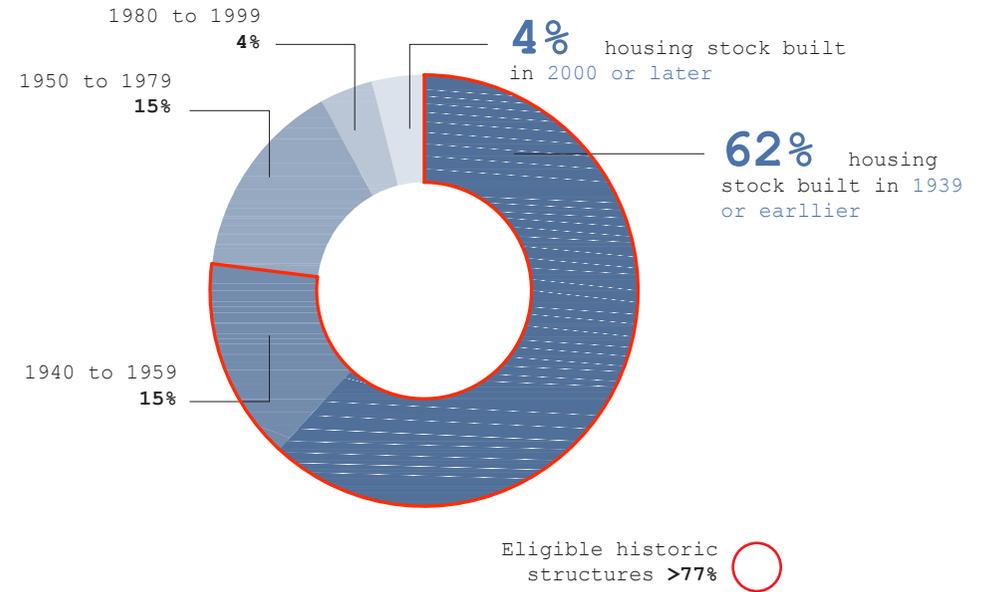
through the city, Newburgh's perception issue is potentially more detrimental than its crime rate at any given time in history. In many cases, perception is more powerful than reality, so there will be no significant improvements to the city's reputation if only one part of this issue is addressed.

As discussed above, Newburgh's rich history contributed to the wealth of old homes found in the city. In line with this, we see that 62% of housing units were built prior to 1940, with only 4% having been built since 2000. Based on the age of this housing stock, preservation could indeed be an effective tool in improving properties. Based on this data, at least 77% of structures could be considered historic, meeting



**Figure 117**  
 Crime Statistics (1990-2016)  
 Source: Hudson Valley Pattern for Progress, Jan 2018

Property crimes rates have fallen  
 by nearly **50%**  
 Violent crime rate dropped and  
 remained constant after **1990**

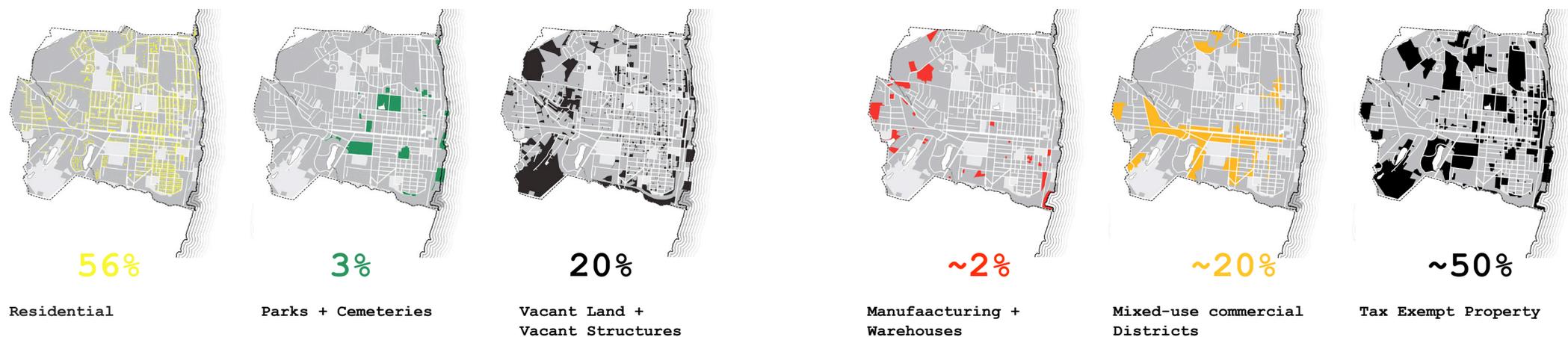


**Figure 118**  
 Age of Housing Stock  
 Source: Hudson Valley Pattern for Progress, Jan 2018

the criterion of being fifty years or older. (Fig. 118)

Currently, various organizations are working to renovate and preserve Newburgh’s built fabric, incorporating elements of community engagement along the way. Once again, the built fabric and the attention it currently generates exemplifies the great potential of preservation in terms of the city’s future developments.

With regard to land use, currently more than half of the built environment is dedicated to residential use. Park and recreational space, including three cemeteries of different faiths, constitute only about 3% of the total land. A



**Figure 119**  
Current Land Use  
Source: City of Newburgh, GIS, 2016.

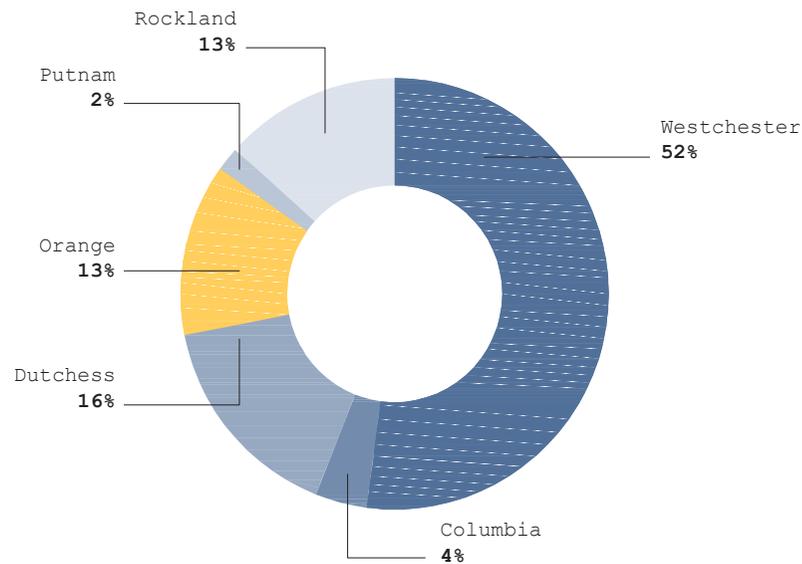
significant amount of land in the city - about 20% - is either a vacant lot or an abandoned building. Vacancies and abandonment leave city streets empty, incomplete, and generate perceptions of insecurity. With about one-fifth of the city's land underutilized, preservation could potentially be an effective tool in improving the city's situation. About 2% of the city land, scattered around the outskirts, is used for manufacturing and/or as a site for warehouses. About 20% of the land serves as commercial districts with residential developments. This land is mostly concentrated in the city center, but there is some scattered around the city.

Finally, separate from land use but worth

noting is that about half of the properties in Newburgh are owned by non-profit groups or the government, and are therefore tax-exempt. (Fig. 119)

Many plans, on the municipal, county, and state level, have been prepared in an attempt to better shape Newburgh's future development. These plans largely focus on zoning and land use strategies that encourage economic development on key corridors, increase pedestrian and bike access throughout the city, and utilize natural and green spaces. While these are important, our project seeks to focus on preservation strategies as a means to effect positive changes in the physical environment.

# TOURISM TODAY



**Figure 120**  
 Traveler spending in 2016 (Hudson Valley County Distribution by Percentage).  
 Source: City of Newburgh, GIS, 2016.

Tourism represents a significant source of income for the Hudson Valley Region, with Orange County taking in about 13% of the 3.5 billion dollars generated in 2016. (Fig. 120) With the city's perception issues, and the fact that many of its historic, arts, and cultural sites are relatively unknown, Newburgh is underperforming as an attractor and is missing out on its share of tourism dollars.

Many of the tourists coming to the Hudson Valley can be defined as heritage, or cultural, tourists. According to various studies, heritage and cultural tourists often stay longer and spend more money in general than other tourists. In fact, one study showed that a heritage/cultural tourist spent as much as 38% more per day, and stayed 22% longer overall compared to other kinds of tourists.

Newburgh's transportation linkages, discussed above, serve as routes to and from the greater Hudson Valley Region. The region is experiencing an increase in travelers, due in part to the number of international and domestic visitors using Stewart Airport, which is about a fifteen minute drive from Newburgh's waterfront. The airport is a hub for Norwegian Airlines, which offers low cost flights for international travel to and from European destinations like the British Isles and Norway.

**\$3.5 billion** industry

Supporting **56,346 jobs**

Traveler spending in the region

increased by **3.4%** in 2016

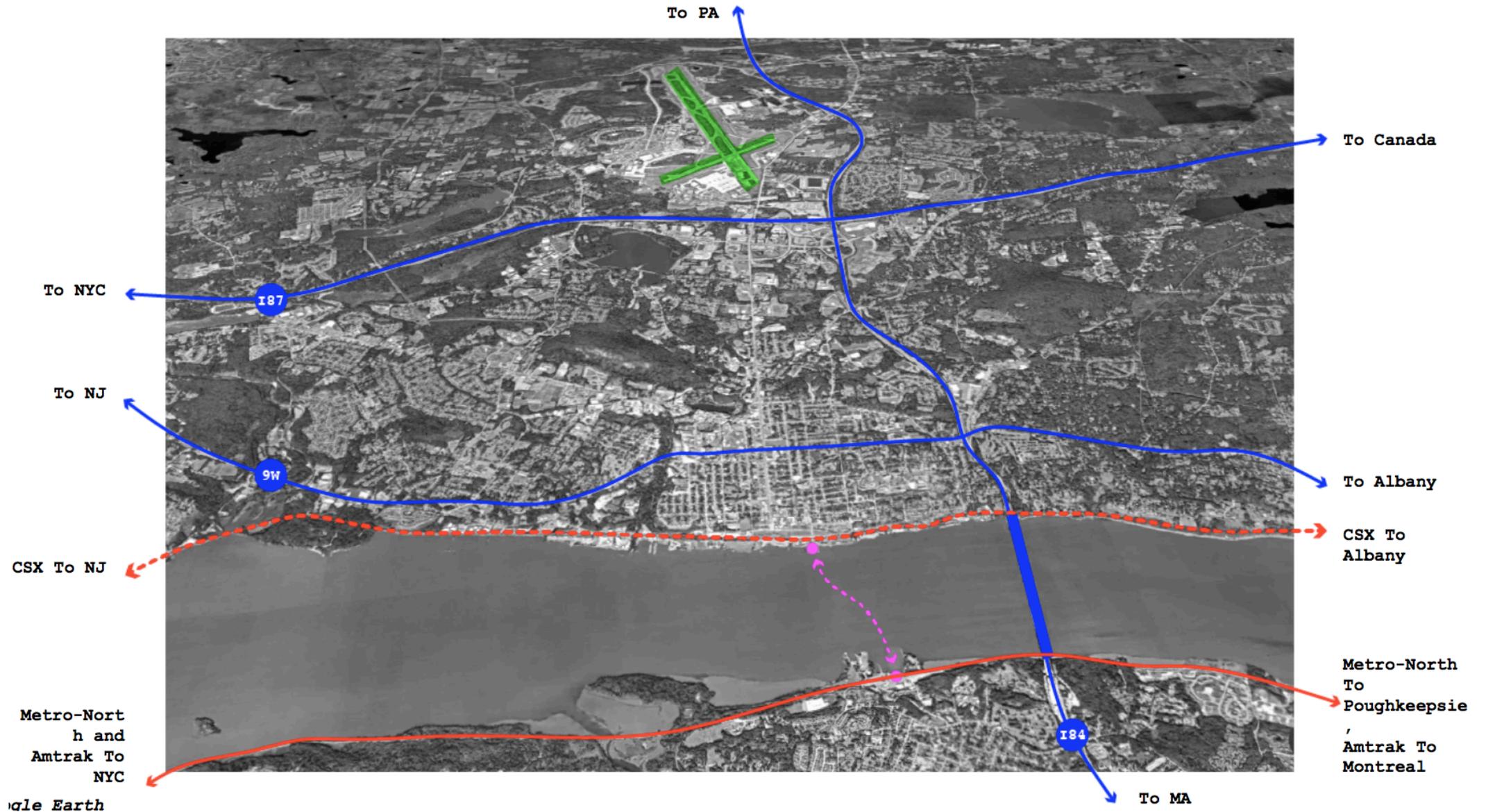


Figure 121  
 Map showcasing different travel routes to  
 and from Newburgh. Google Maps.



**Figure 122**  
Bird's eye view, Stewart  
International Airport.  
Photo: Wikipedia.



**Figure 123**  
Stewart International Airport.  
Photo: The New York Times.



**Figure 124**  
Archie + Mary Stewart. Photo:  
"Newburgh."  
Kevin Barrett.

These flights, and Stewart's role as a major hub for cargo and animal transport, are positioning Stewart as a striking alternative to other New York City airports like John F. Kennedy International Airport and LaGuardia Airport. Stewart served more than 275,000 passengers in 2016, more than 448,000 in 2017, and is projected to serve over 700,000 in 2018. In February 2018, The Port Authority of New York and New Jersey authorized a name change to New York Stewart International along with a \$30 million expansion. While the name change ties Stewart more closely to New York City than to Newburgh, the significant investment of money could help further boost the growing number of passengers. This growth is an opportunity that Newburgh could capitalize on, due to its proximity to the airport.

There are many destinations in the Hudson Valley that draw hundreds of thousands of visitors each year, including historic homes, art museums and cultural sites, and popular outdoor sites. However, the number one attraction in Newburgh, Washington's Headquarters, draws only a quarter of the visitors that these other attractions draw. (Fig. 125)

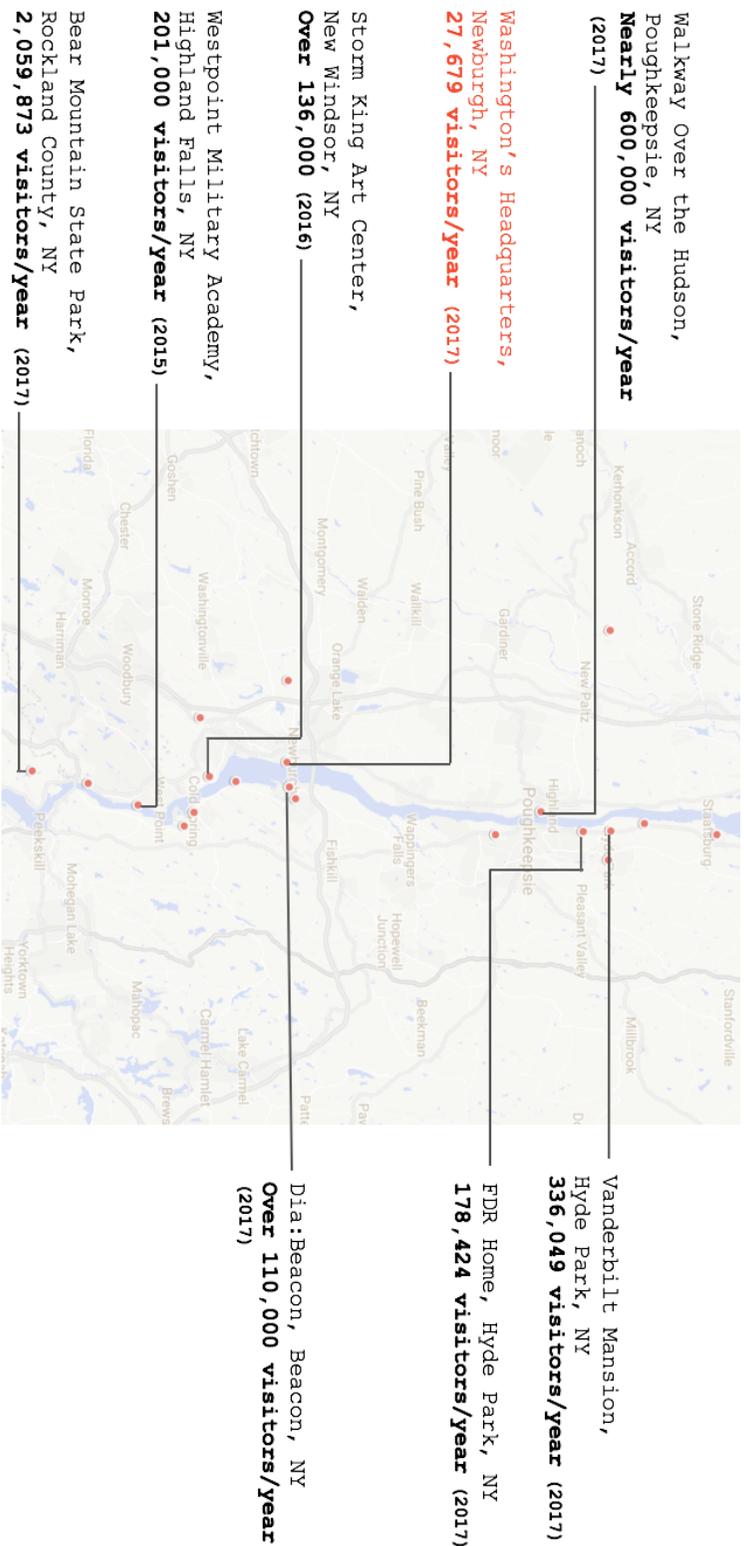
In addition to arts and heritage, there is a big push for food and beverage tourism in the Hudson Valley. New York State, through its Empire State Development grants and Taste of New York program, aims to market locally made food and drink. Lodging and restaurants, as well as retail, have had the most traveler-generated sales in New York State for the past years. Breweries, vineyards, and farm-to-table

experiences are currently the more established and better marketed industries in the region. (Fig. 126)

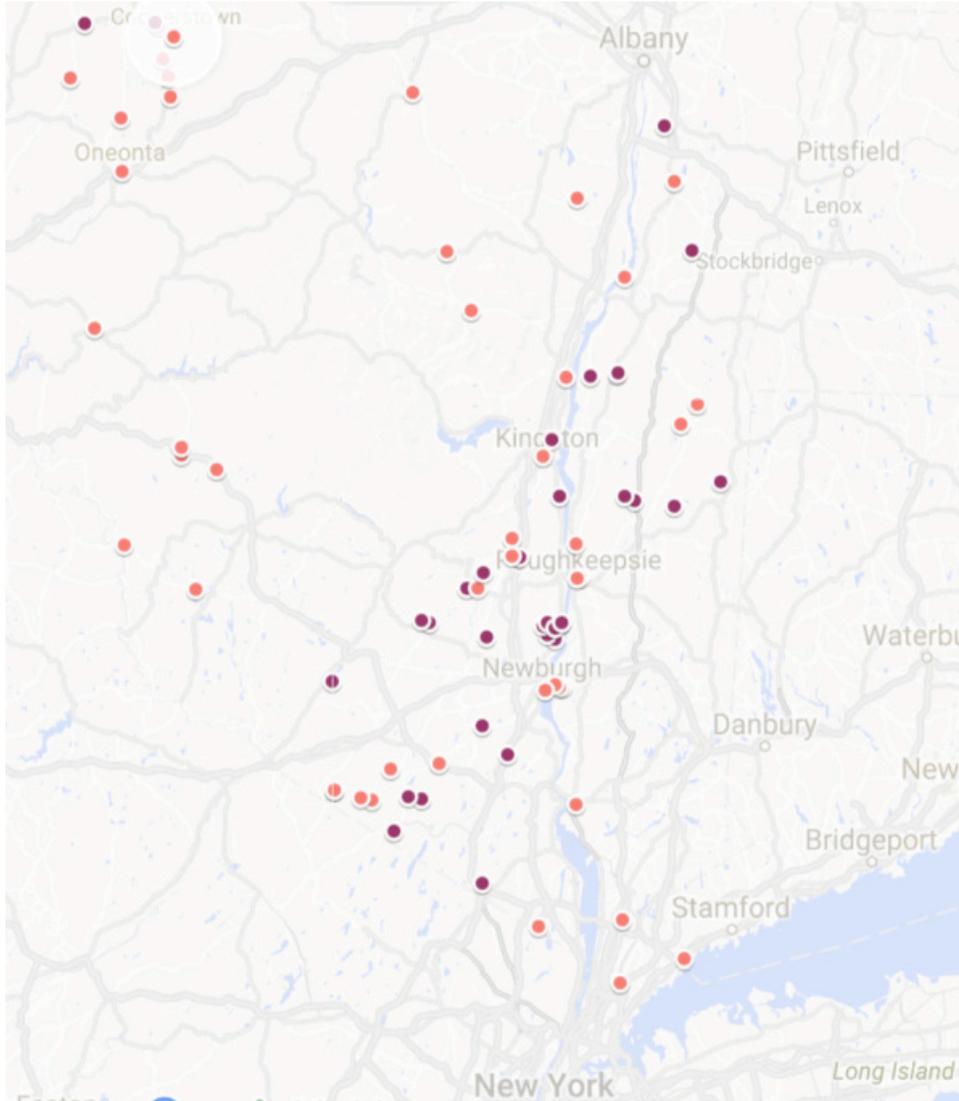
From our research, we found that Newburgh has the potential for this type of tourism. Newburgh already has one brewery, the Newburgh Brewing Company. It recently increased in size and is becoming a regional attraction. Newburgh has the potential for additional breweries and distilleries given its proximity to raw materials and the availability of large, flexible building stock within the city for production. Furthermore, according to the Cultural Heritage and Traveler Study, cultural and heritage travelers are more likely to participate in culinary activities.

Comparing the location and types of cuisine in Newburgh and nearby Beacon, one notes that there are about seventy-four restaurants in Newburgh, as compared to about thirty-six in Beacon. Additionally, there are a wider array of cultures represented in Newburgh, with the majority of restaurants in Beacon only serving American cuisine. (Fig. 129) The Cultural Heritage and Traveler Study notes that most heritage tourists seek out authentic experiences, so such travelers would be more likely to favor the diverse offerings in Newburgh as opposed to the limited cultural selection in Beacon.

Unfortunately, there are currently very limited lodging options in the City of Newburgh. Most hotels are clustered around the major interchange of I-84 and the Thruway, near the airport. Additional accommodations are provided



**Figure 125**  
Major tourist attractions in the Hudson Valley Region and annual visitation numbers. Google maps.



**Figure 126** Breweries, Distilleries + Wineries



**Figure 127** View from the Piazza of the Palatine Hotel. Photo: Newburgh Restoration



**Figure 128** Palatine Hotel Advertisement. Photo: "Newburgh." Kevin Barrett.

by two bed and breakfasts in the East End Historic District. Several AirBnBs are also in the area, but overall, the city has the capacity for more lodging options. (Fig. 130)

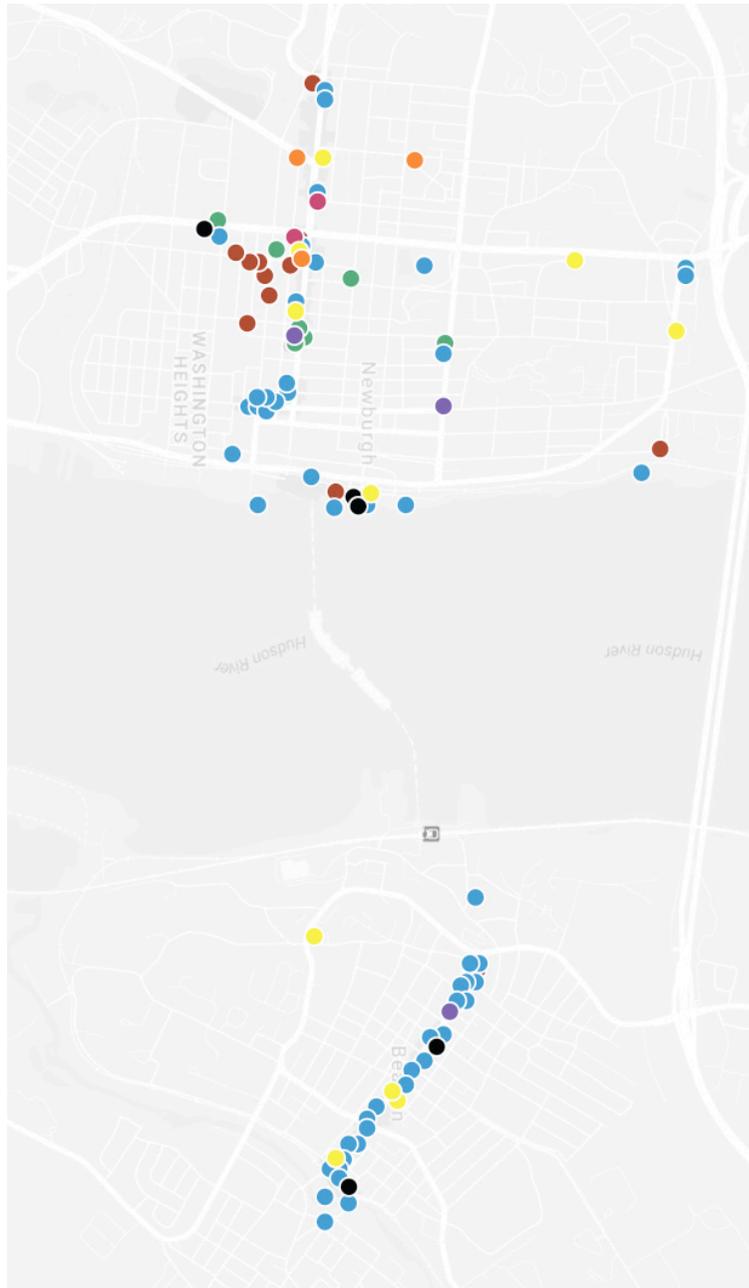
Based on our community engagement feedback, and also conversations with Newburgh's Department of Planning and Development, we noted a need for increased lodging in Newburgh. As discussed above, a wider array of accommodations existed in Newburgh at its height of popularity. For example, the Palatine Hotel was promoted as a destination for visitors who cherished fine hotel service and amenities, as exemplified in period marketing. The city supported such establishments before, and has the potential to do so again. (Figs. 127 + 128)

One main hindrance to research on tourism is that the City of Newburgh, and many institutions within the city, do not keep statistics on visitorship, or have only very limited data. To counter this lack of information, our studio distributed a survey to AirBnB hosts throughout the city. Currently, Newburgh has about forty Airbnbs, and we received responses from twelve.

Thanks to their feedback, we gathered valuable data about Newburgh's tourism industry.

From this sampling, we found that there are about 2,000-2,500 visitors to Newburgh every year that stay in Airbnbs, mostly during the summer and fall. These visitors are largely from the New York City area, although hosts have seen an increase in international visitors due to the airport. We also found that visitors generally come to stay in Newburgh as a means to visit other places, such as Storm King or Dia: Beacon. Interestingly, several hosts reported that some visitors came back and purchased homes in Newburgh. This shows that negative perception can be counteracted by experience: when people experience the city for themselves, they find Newburgh an attractive place to live.

As discussed above, many of the potential economic benefits of heritage tourism include the following: injecting money into the economy; job creation; support of small business; encouraging development and maintenance of new or existing community amenities; promoting the preservation and protection of important local resources; and building relationships within local communities. Without a doubt, all of these could be of benefit to Newburgh.



- American: 35
- Mexican: 15
- Soul Food: 3
- Caribbean: 6
- Asian: 3
- Italian: 6
- Peruvian: 4
- Spanish: 3

Figure 129 Restaurant Location and Type



## NEWBURGH'S ASSETS

Newburgh is ripe with opportunity for new business and economic development, which means increased quality of life for its 28,000 residents, and an attractive, diverse destination for new visitors from the region, New York City, and abroad. Such new development would complement Newburgh's extensive inventory of existing assets.

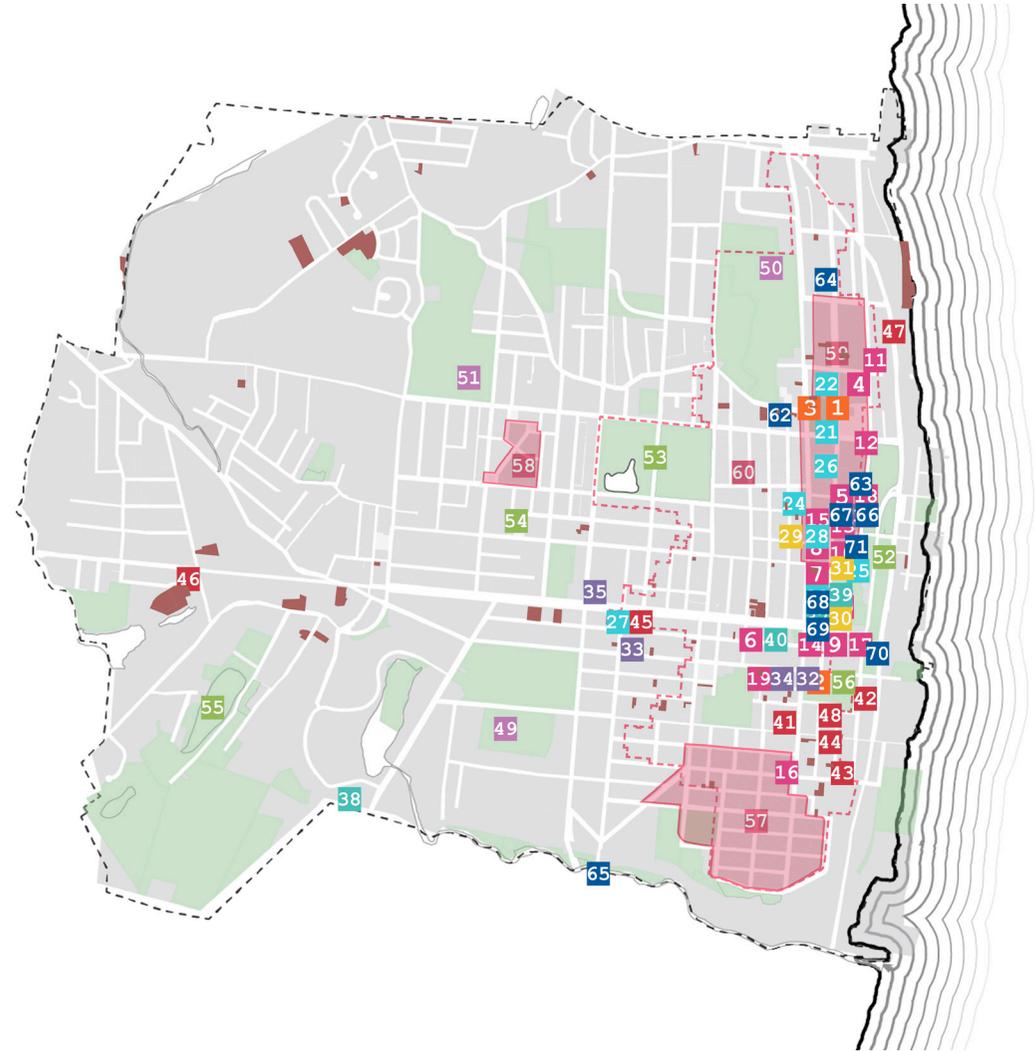
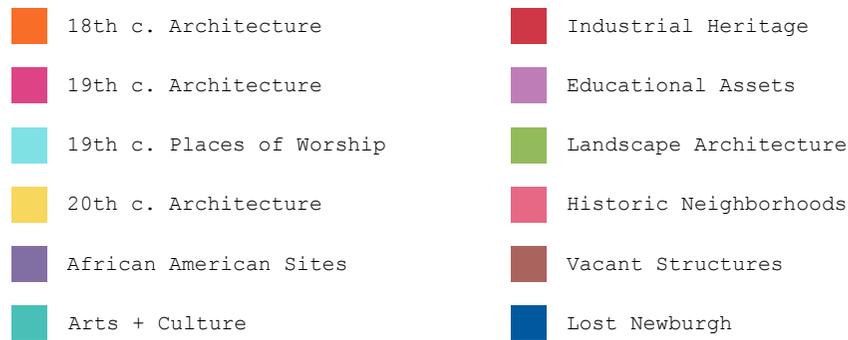
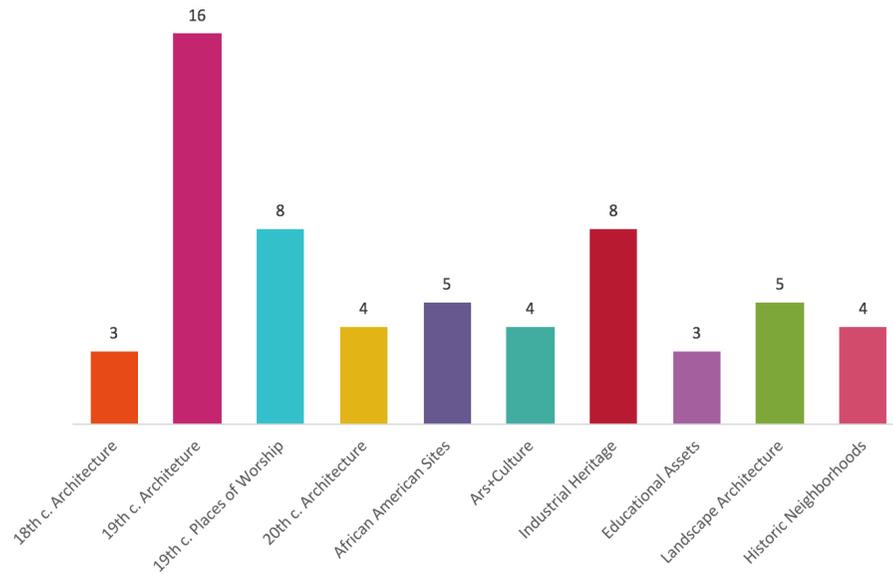
Taking stock of Newburgh's existing assets was an important aspect of our proposal. By developing a map of Newburgh's assets, we were able to identify where current visitors would likely spend their time, as well as a few key locations for new preservation and tourism initiatives. In a short period of time, we compiled an inventory representing an array of Newburgh's diverse heritage stories, which by no means is a comprehensive list. What we found surprised us, and might also come as a surprise to many Newburghers.

Within Newburgh, there are sites representing 18th century architecture, as well as 19th century architecture. There are also diverse places of worship, and 20th century architecture. In addition, there are sites representing Newburgh's African American heritage, community centers and

cultural institutions, remnants of Newburgh's industrial past, educational institutions, and sites of scenic beauty. There are also dense historic neighborhoods, and sites with unrealized potential. A final category was sites that have already been lost, an important category that shows aspects of the city that have been lost either to urban renewal or other cultural factors. And while they may be gone, including "Lost Newburgh" ensures that these places are remembered.

All these sites, along with the many more not listed, come together to paint an extraordinary picture of the City of Newburgh. These varied and numerous assets prove that Newburgh has the bones to support growth and tourism. Development can spring from the many mixed-use buildings on street corners, which could become integral commercial cores within neighborhoods. Additionally, former warehouses could be reactivated for purposes such as manufacturing and food production. Identifying these existing and new attractions with wayfinding signage could connect Newburghers to each other, and connect the greater Hudson Valley Region back to Newburgh. These concepts are addressed in our proposal for the city.

# NEWBURGH'S ASSETS

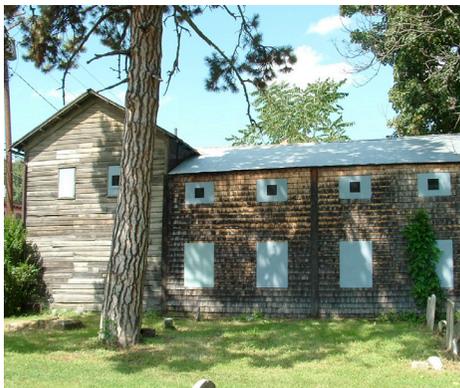




1 Old Town Cemetery  
Palatine Church Site

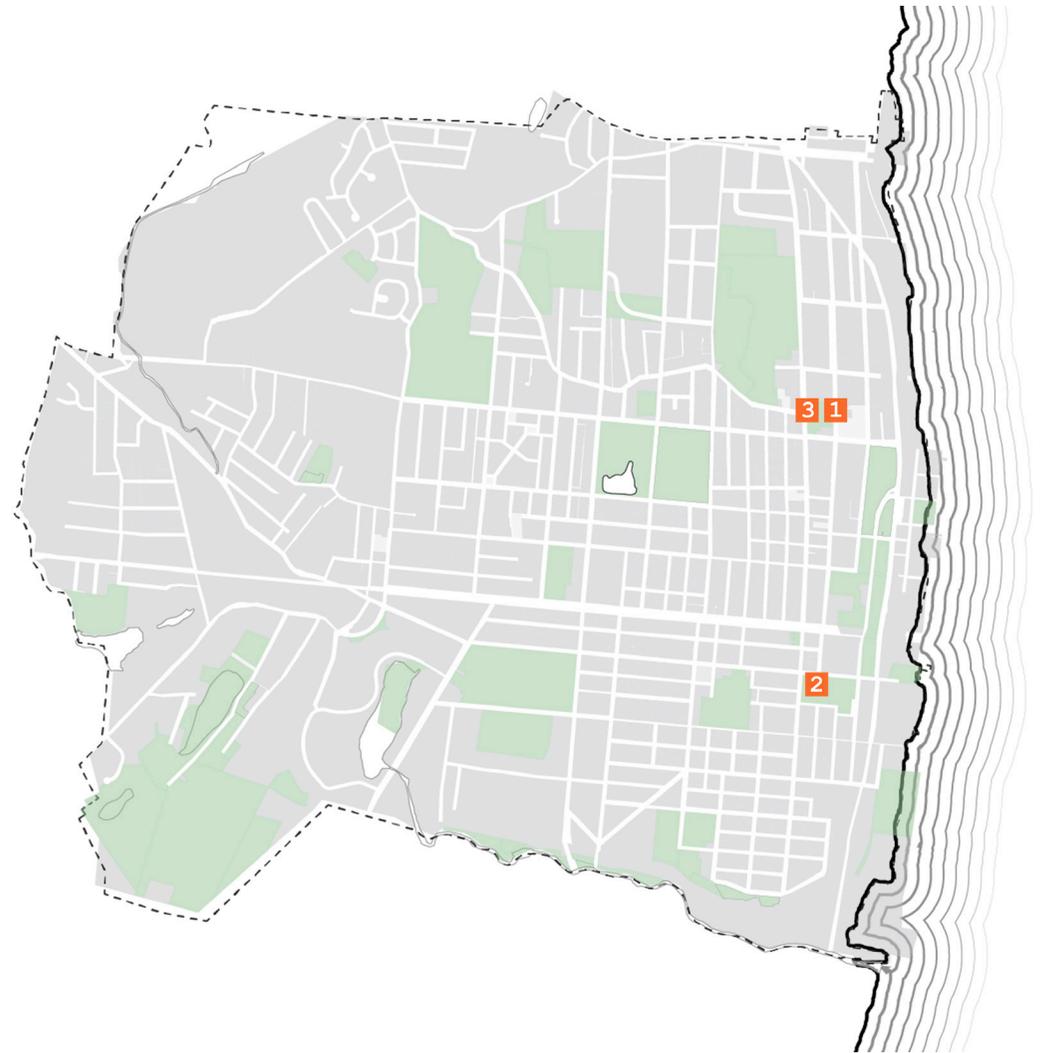


2 Washington's Headquarters



3 Martin Weigand Tavern

# 18<sup>TH</sup> CENTURY ARCHITECTURE



18th c. Architecture



4 David Crawford House



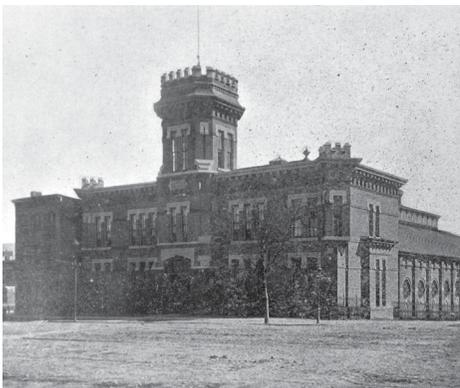
7 Quality Row



5 Dutch reformed Church



8 Grammar School No. 2

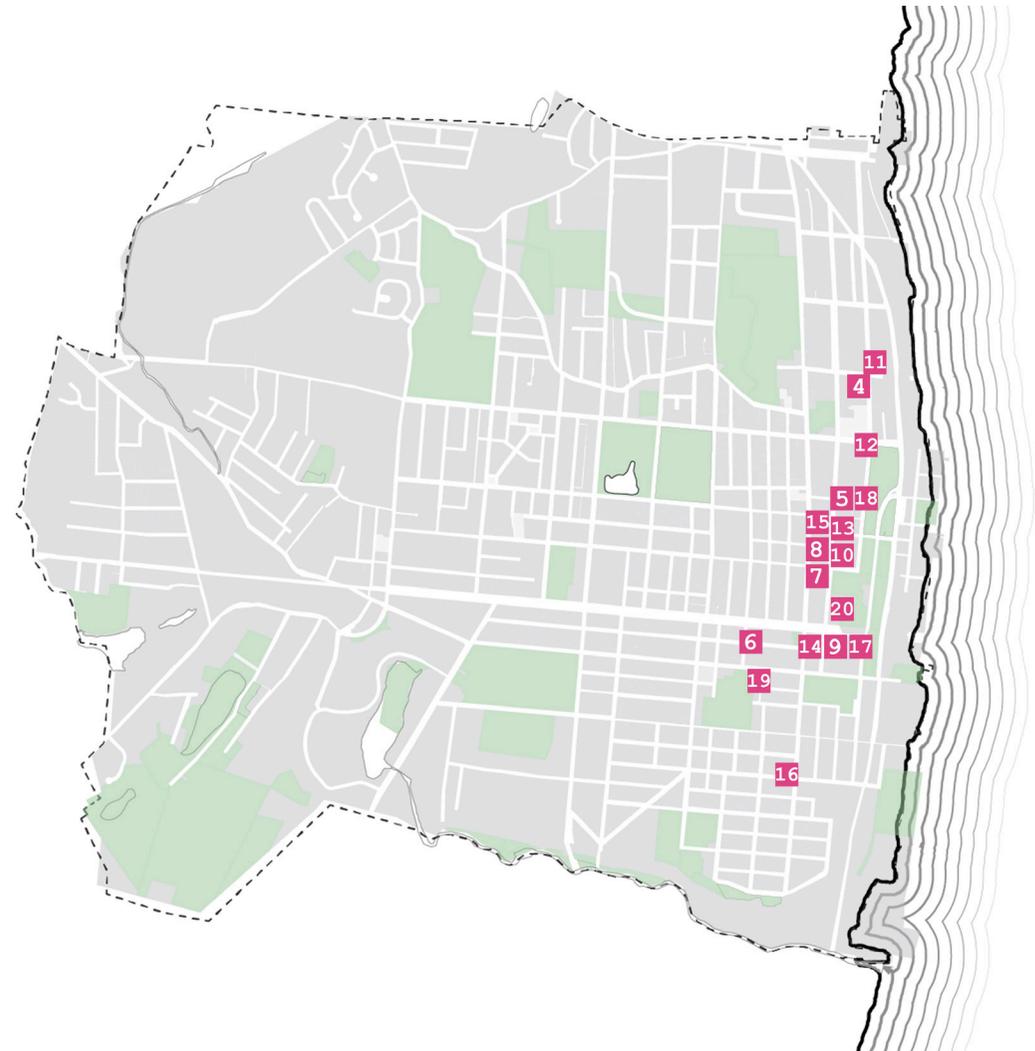


6 State Armory



9 Van Clef Building

# 19<sup>TH</sup> CENTURY ARCHITECTURE



19th c. Architecture



10 Former City Library



13 City Club



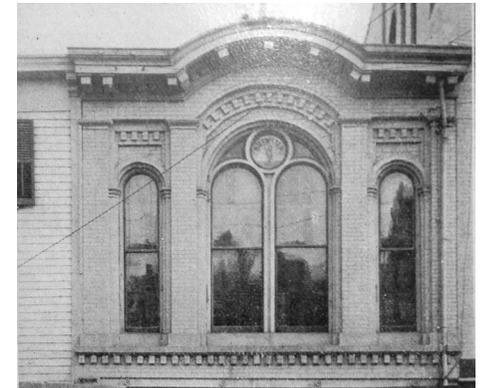
11 Warren House



14 City Hall



16 Grammar School No. 6



17 Brewster Hook + Ladder



12 Selah Reeve House



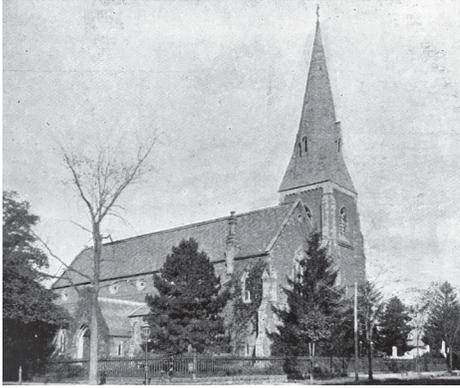
15 Old Orange County Courthouse



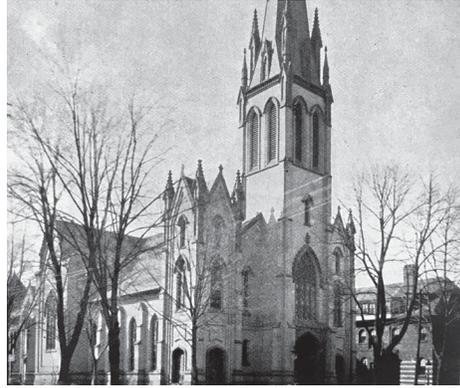
18 Edison Generating Plant



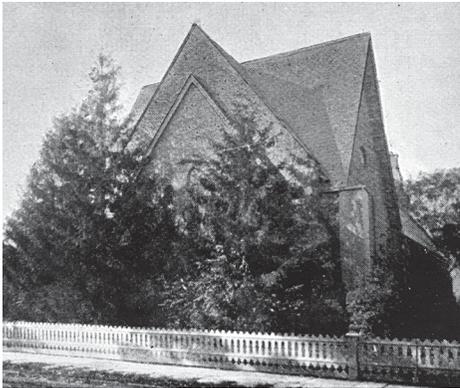
19 Parmenter House



20 First Presbyterian Church



23 Trinity Methodist Episcopal Church



21 St. Paul's Episcopal Church



24 Ebenezer Baptist Church

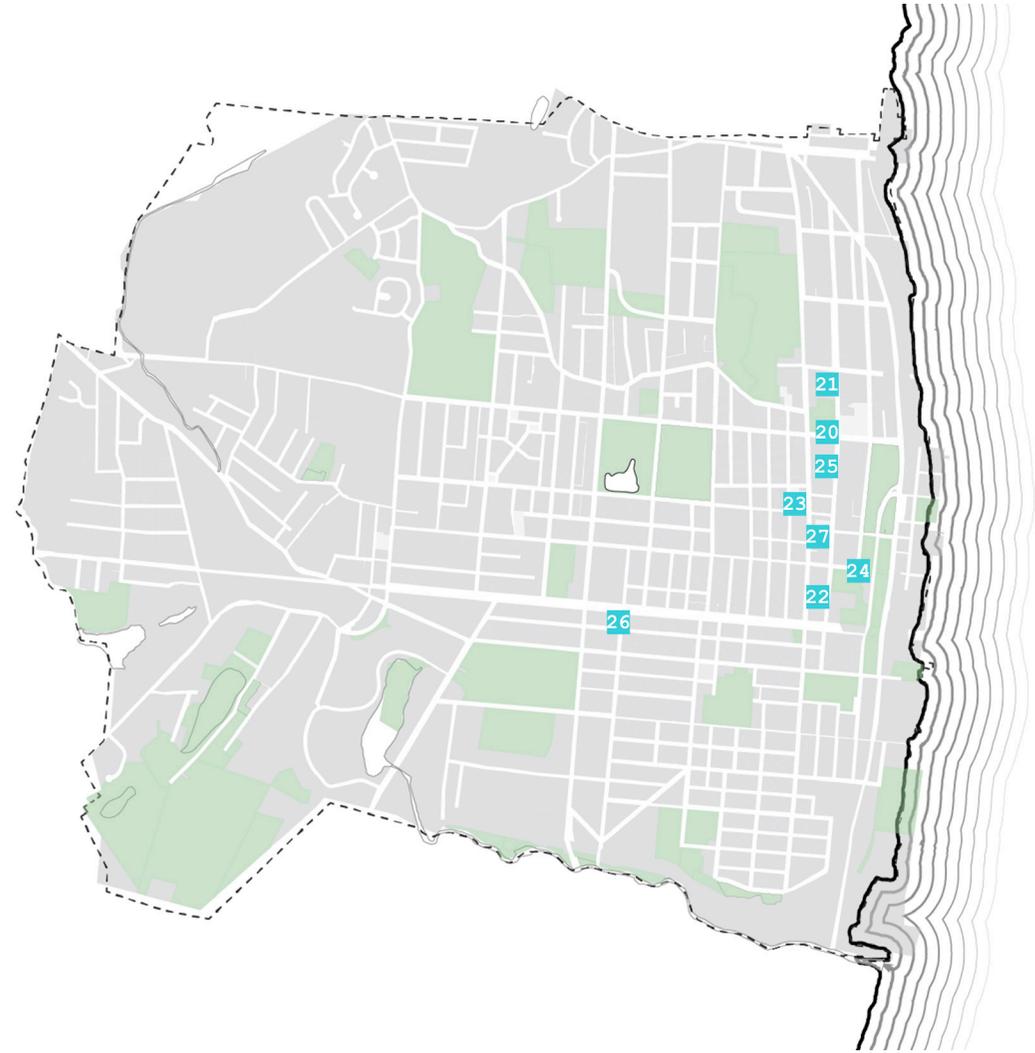


22 St. Patrick's Catholic Church



25 Westminster Reformed Presbyterian Church

# PLACES OF WORSHIP



19th c. Places of Worship

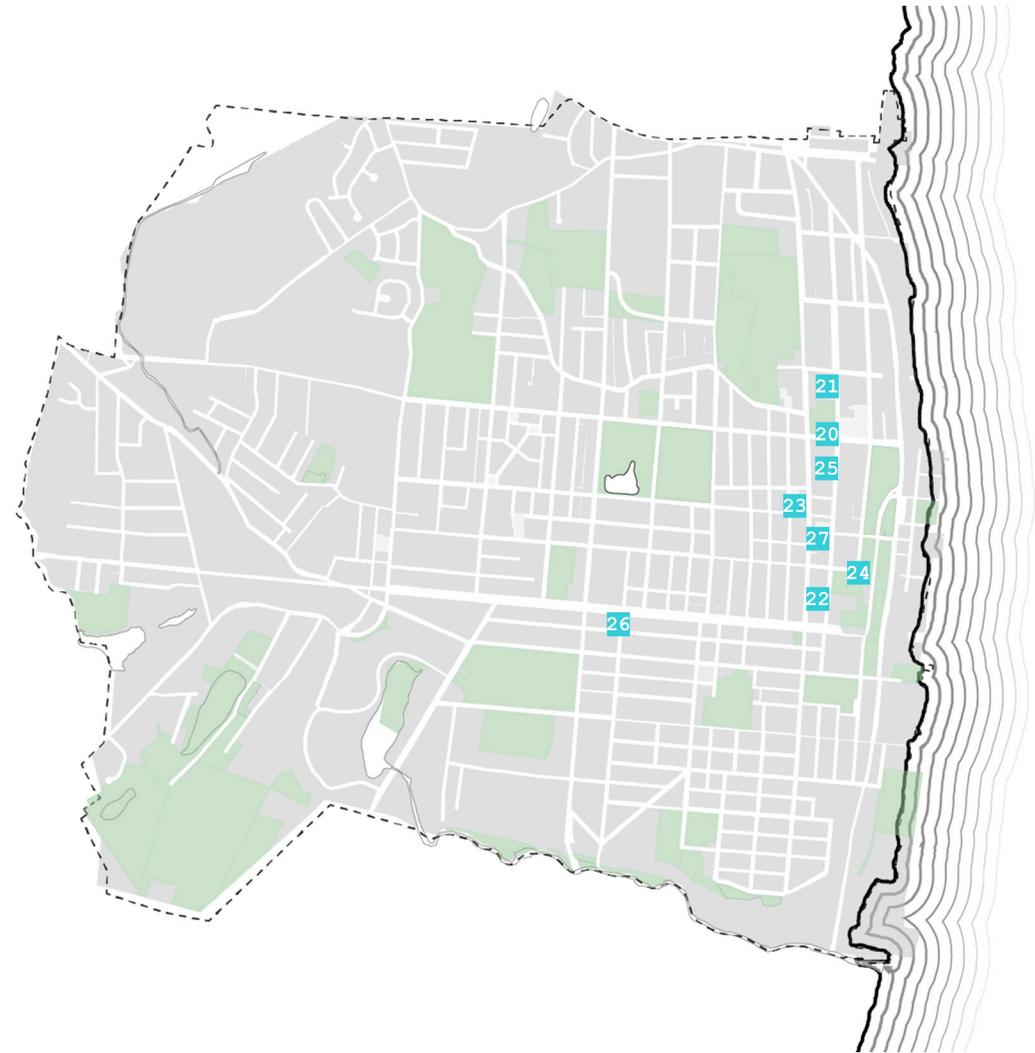
# PLACES OF WORSHIP



26 Church of the Good Shepherd



27 St. George's Episcopal Church



19th c. Places of Worship

# 20<sup>TH</sup> CENTURY ARCHITECTURE



28 U.S. Post Office



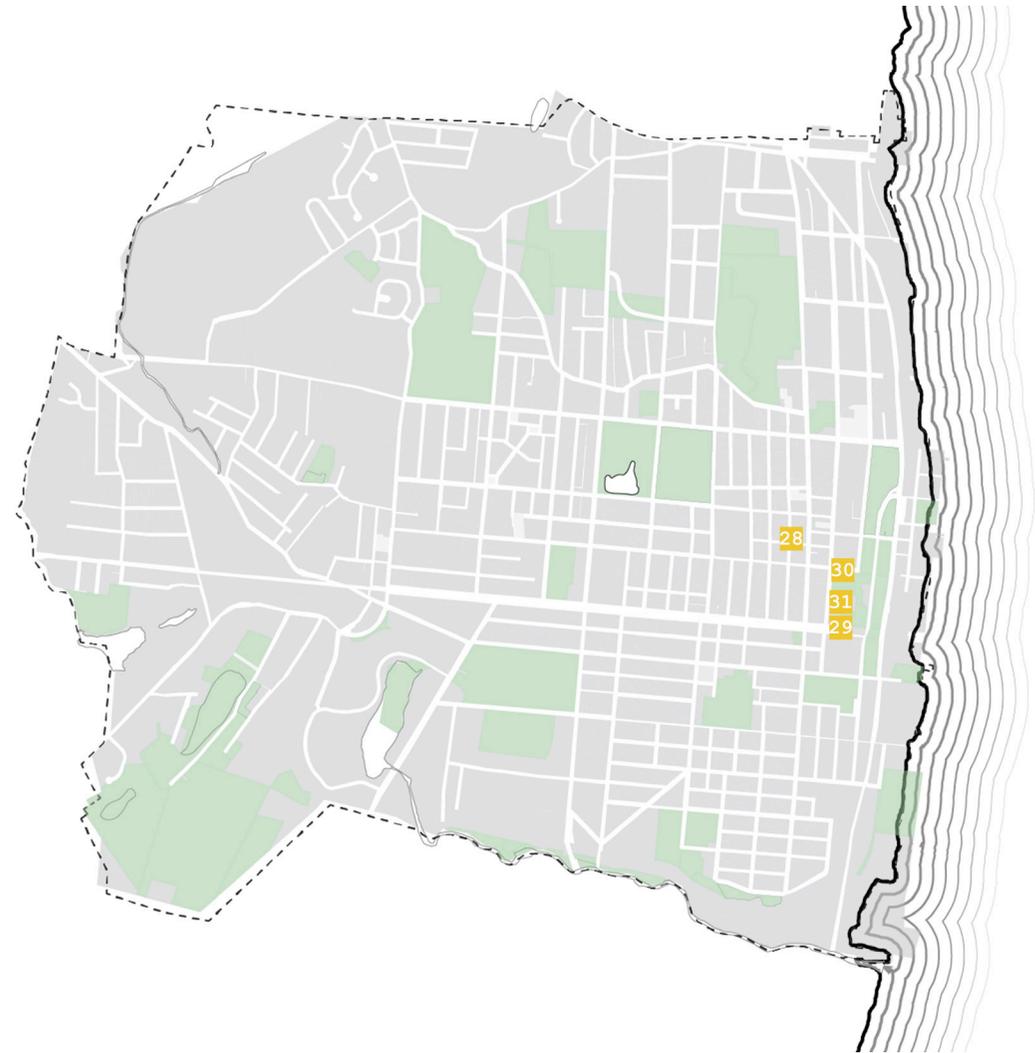
29 Columbus Trust Company



30 Old Hotel Washington



31 Masonic Temple



20th c. Architecture



32 Alsdorf Hall



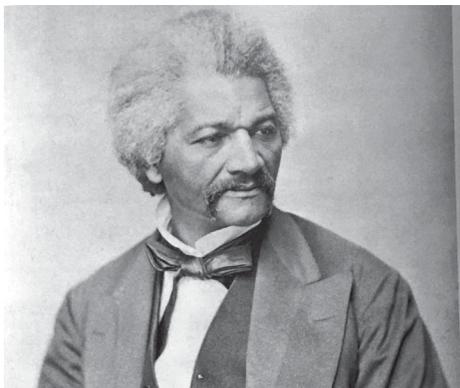
34 AME Zion Church



35 African American Burial Ground

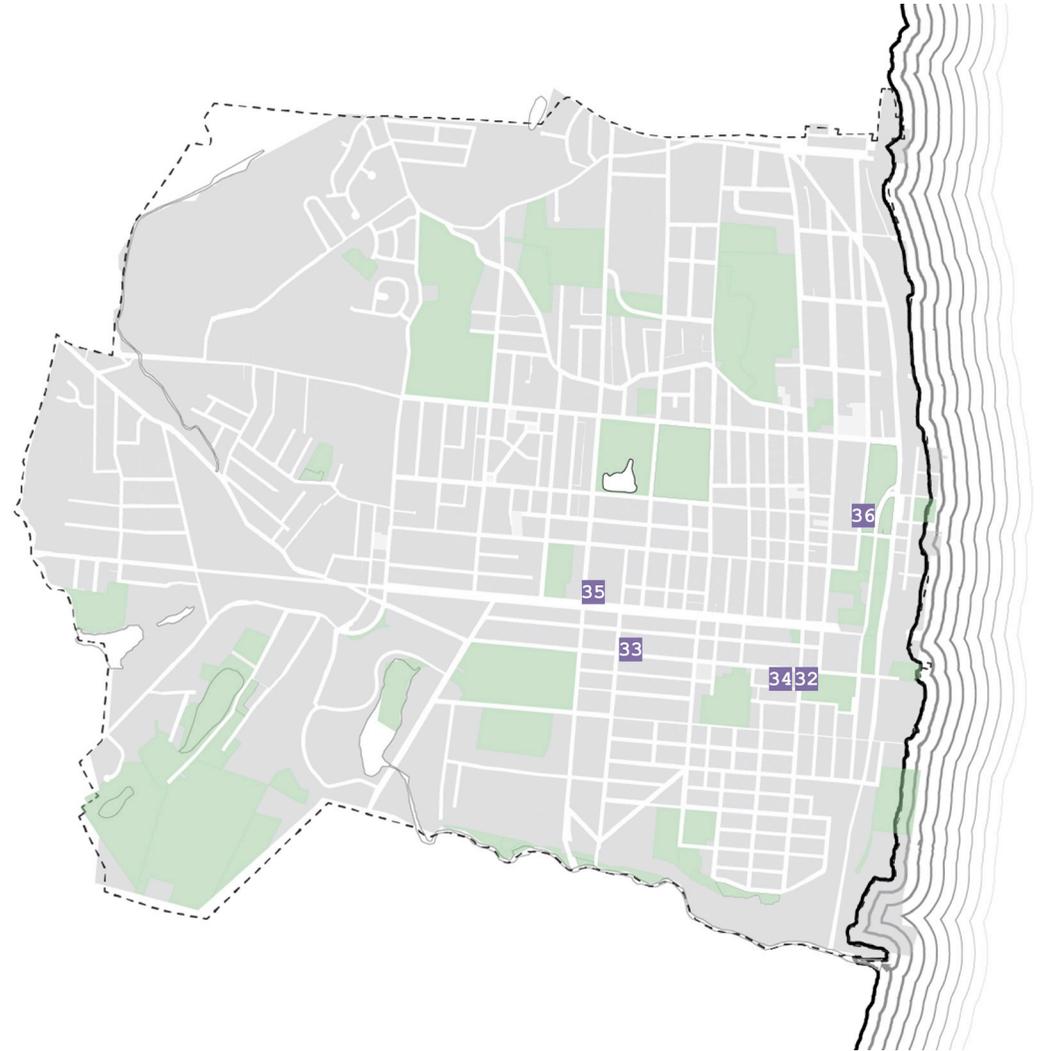


33 Site of Former Alsdorf Residence



36 Frederick Douglass Speech at Moore's Opera House

## African American Sites



African American Sites

# ARTS + CULTURE



37 Karpeles Museum



38 Motorcyclepedia Museum



39 YMCA



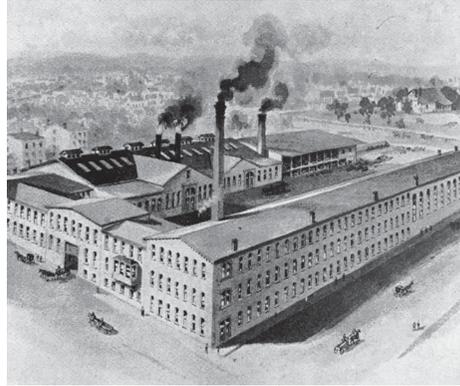
40 Ritz Theater



Arts + Culture



41 Atlas Industries



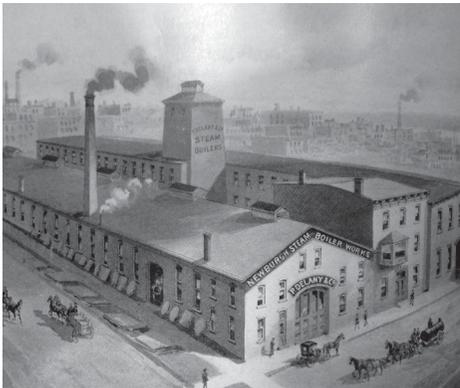
44 Whitehill Engine and Pictet Ice Machine Company Factory



42 Newburgh Paper Box Plant



45 Columbian Hose Company

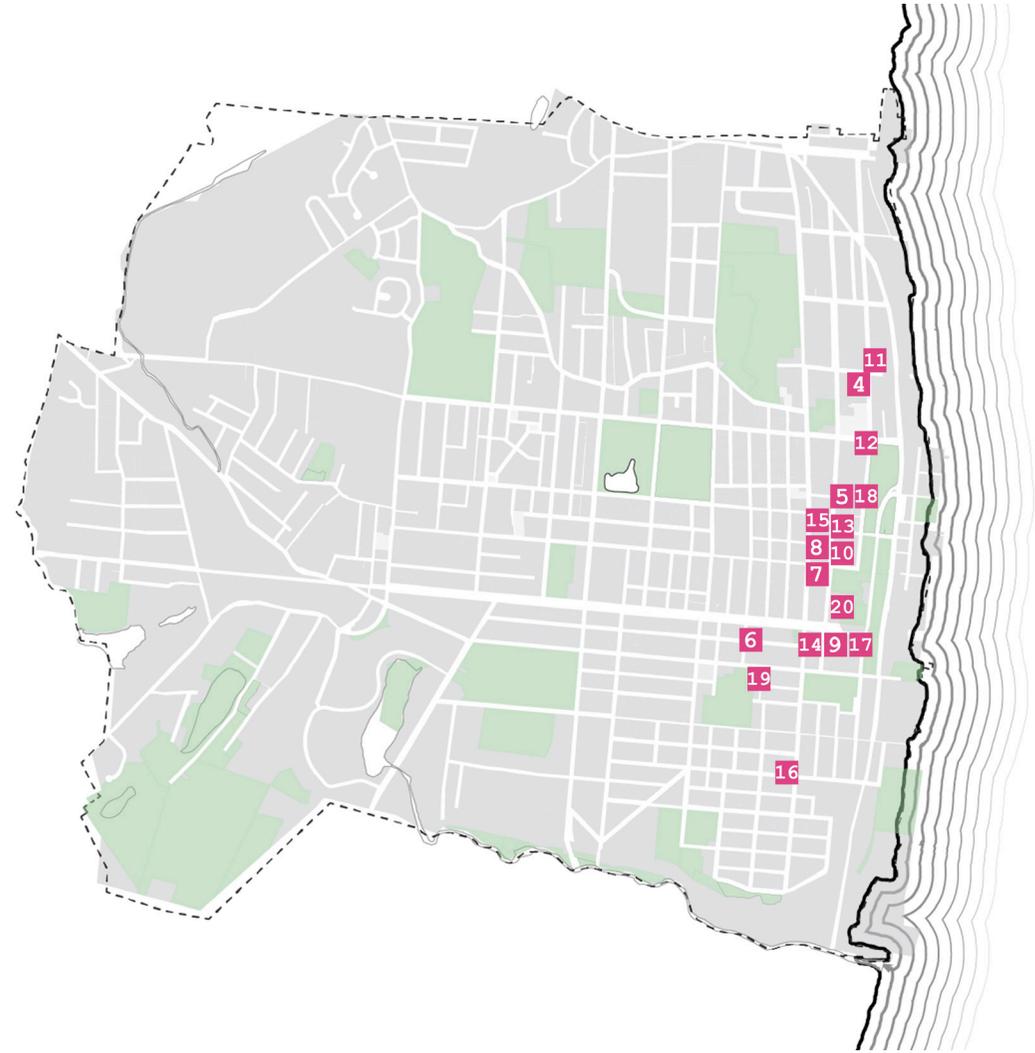


43 Newburgh Steam Boiler Works



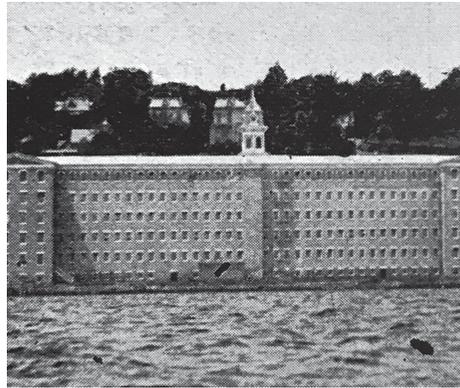
46 Stroock Factory

# INDUSTRIAL HERITAGE



Industrial Heritage

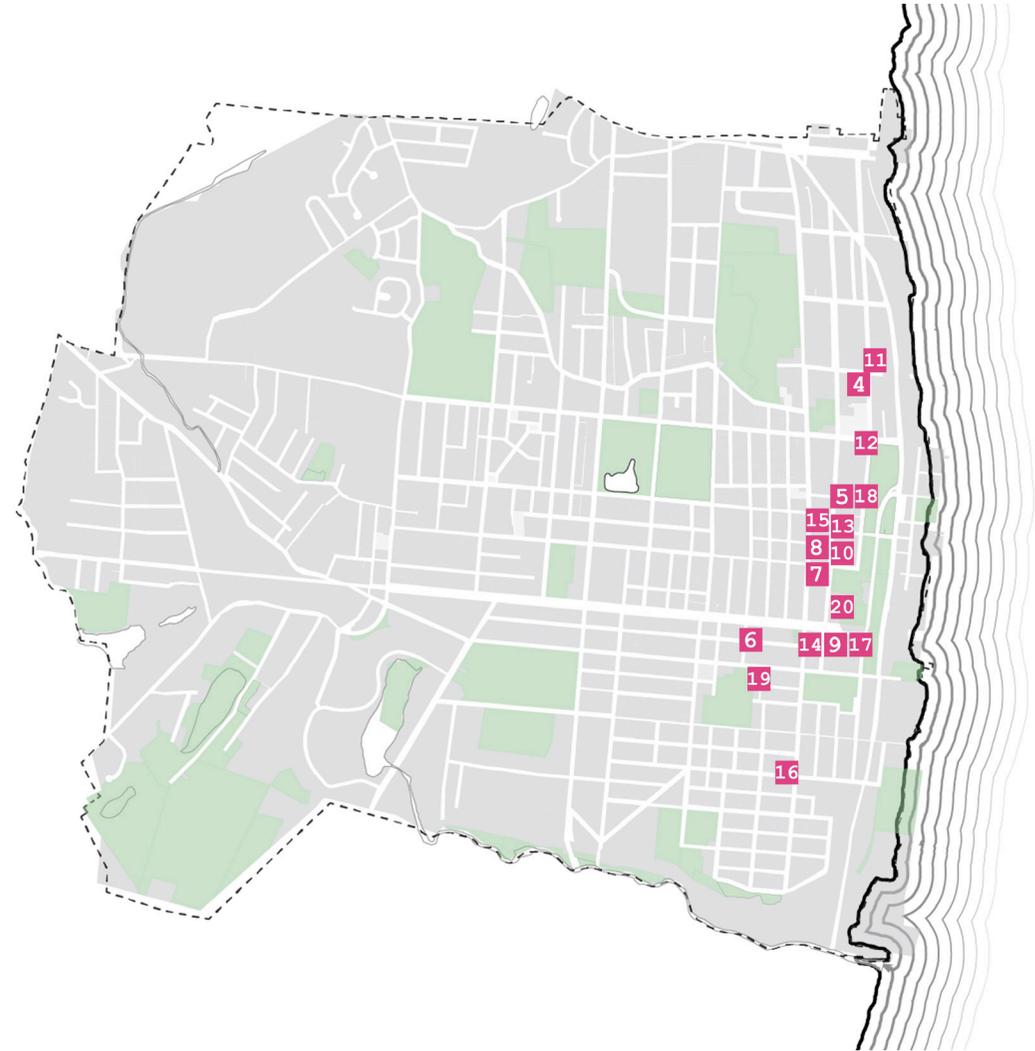
# INDUSTRIAL HERITAGE



47 Regal Bag Company



48 The Foundry



Industrial Heritage



49 Armory Unity Center

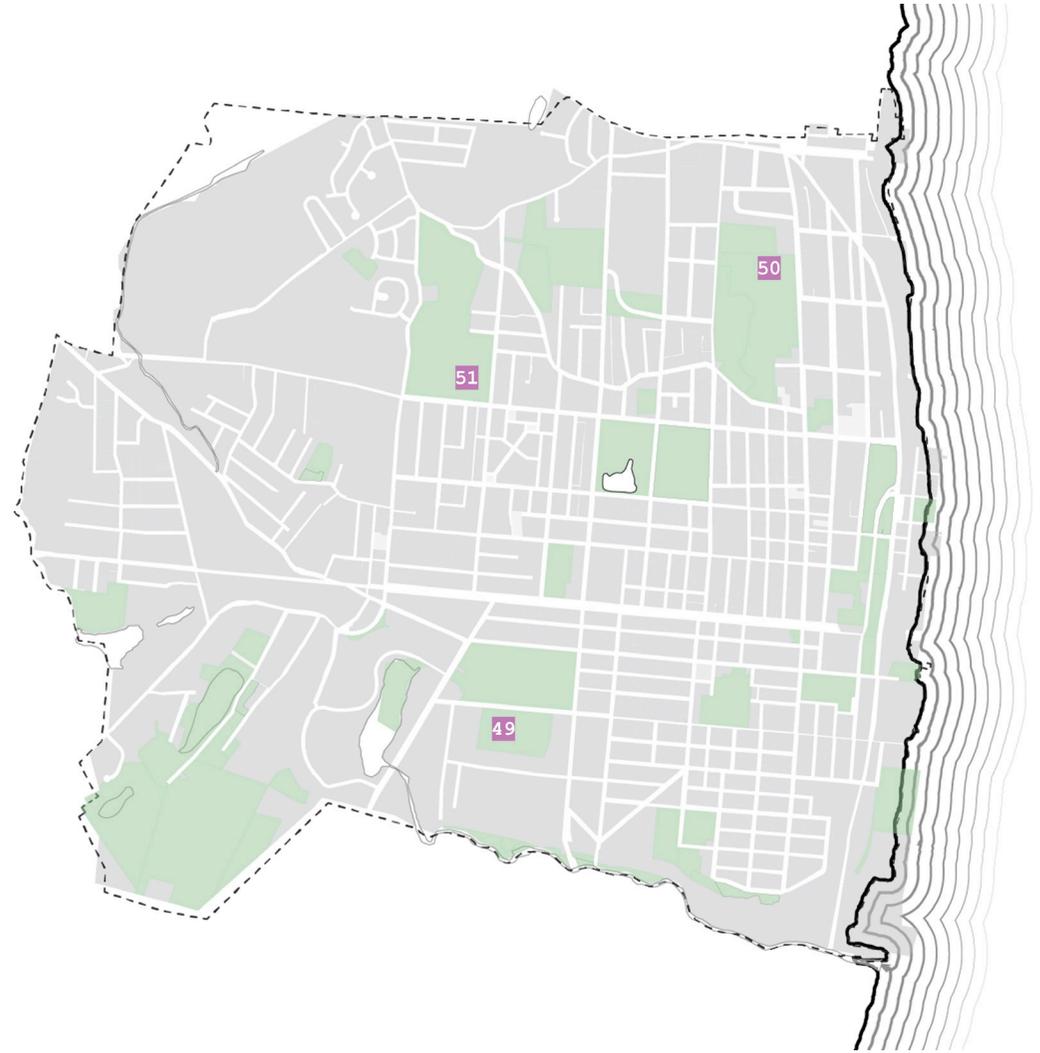


50 Mount Saint Mary College



51 Newburgh Free Academy

# EDUCATIONAL



■ Educational Assets



52 Newburgh Waterfront



53 Downing Park



55 Snake Hill Cemetery

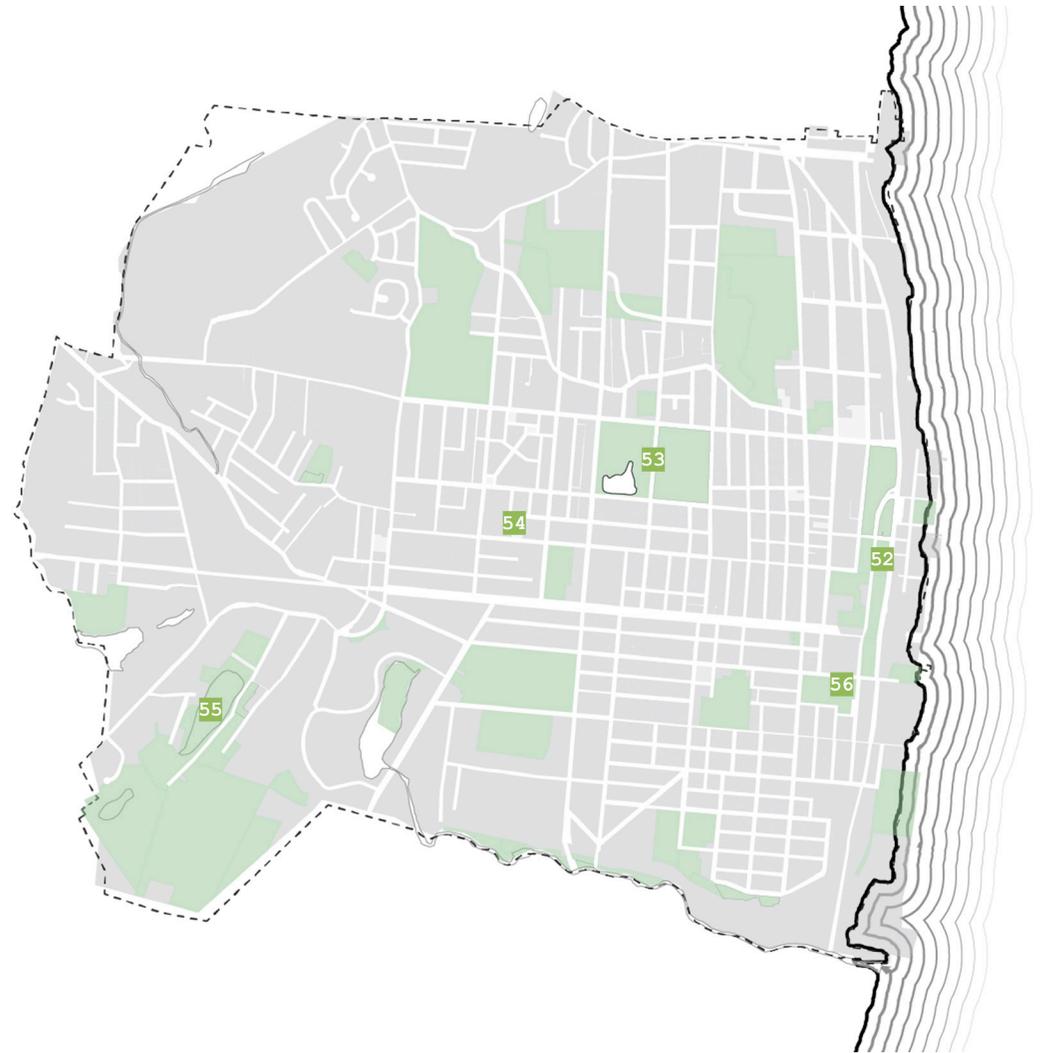


54 Big Rock Cemetery



56 Tower of Victory

# LANDSCAPE ARCHITECTURE



 Landscape Architecture



57 Washington Heights



58 Colonial Terraces

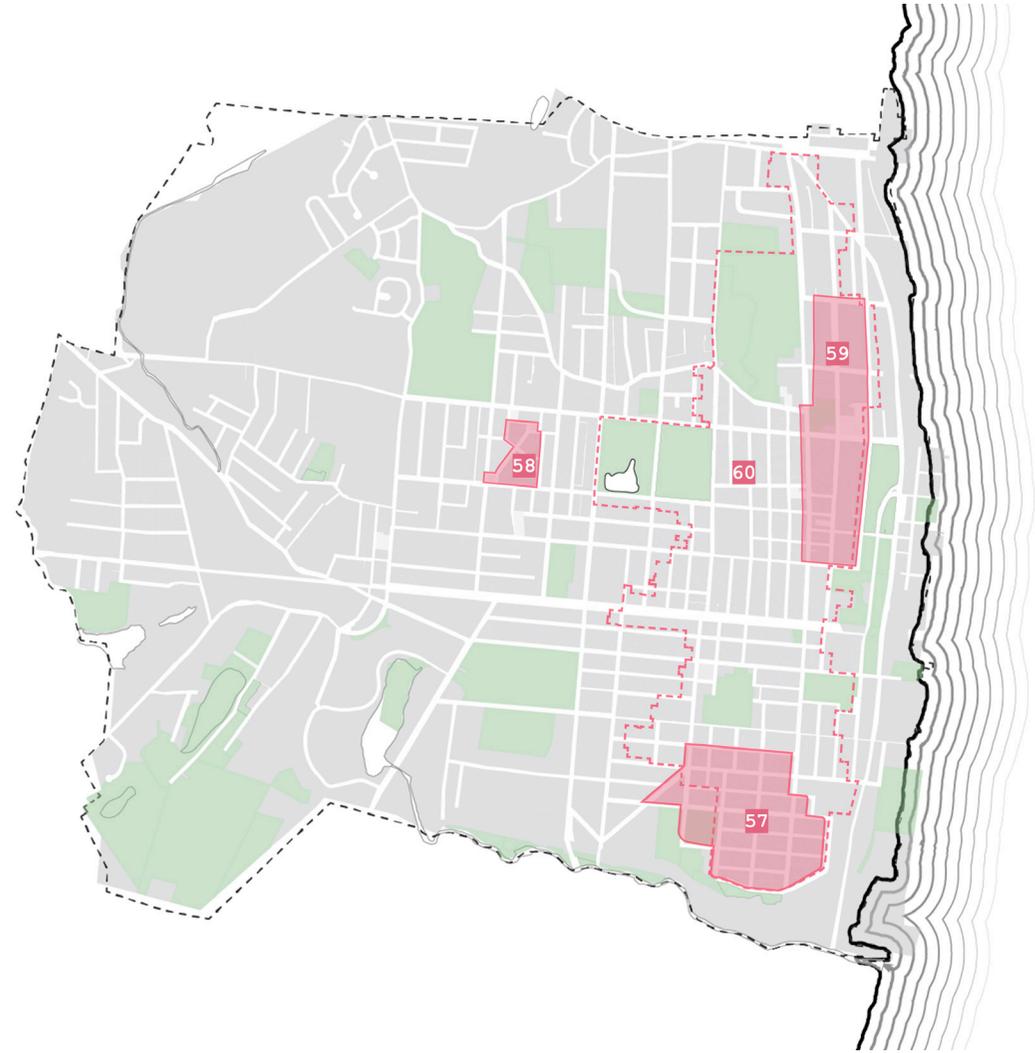


59 Montgomery-Grand-Liberty Historic District



60 East End Historic District

# HISTORIC NEIGHBORHOODS

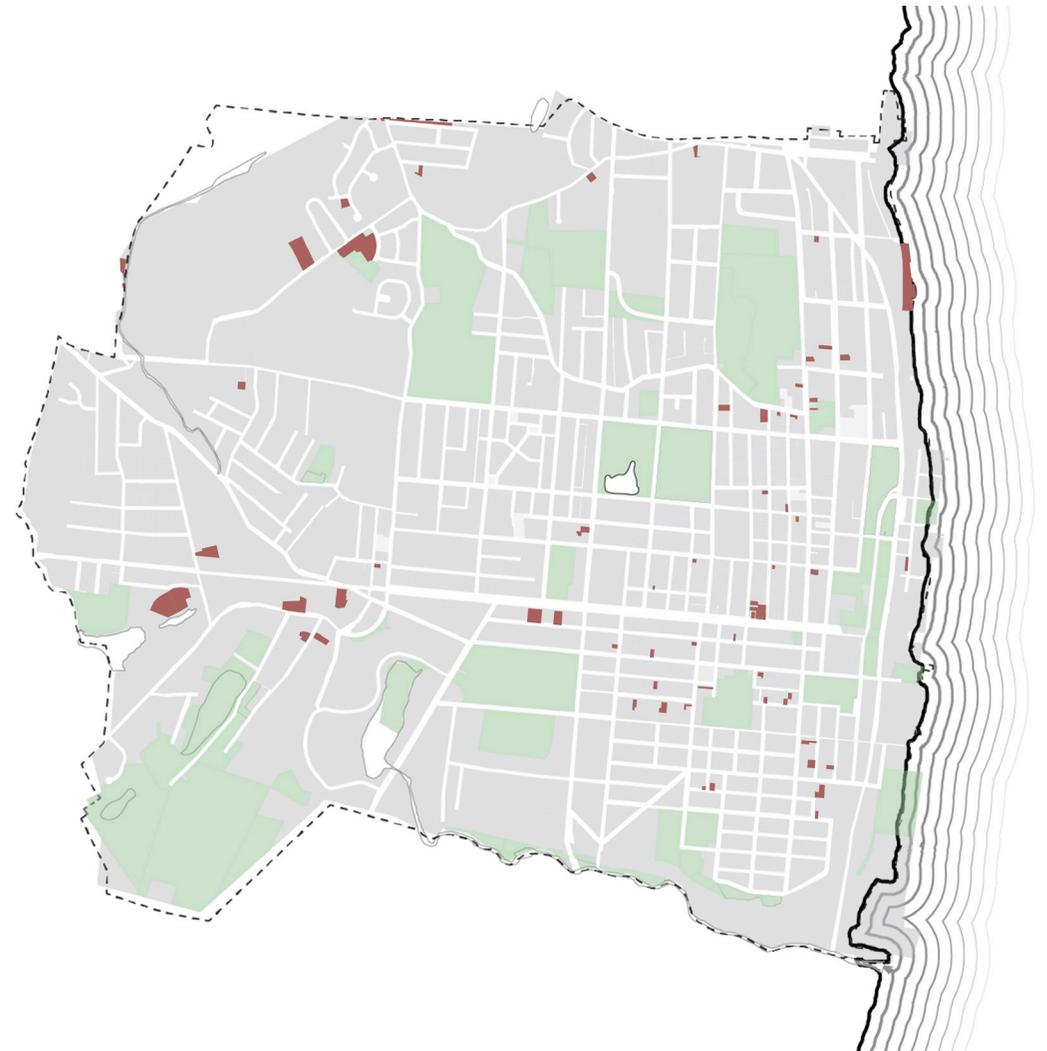


Historic Neighborhoods



61 Vacant Structures

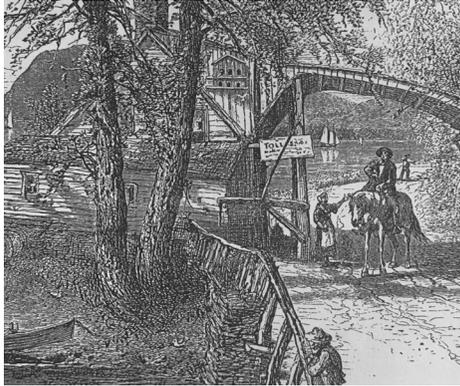
# POTENTIAL NEWBURGH



Vacant Structures

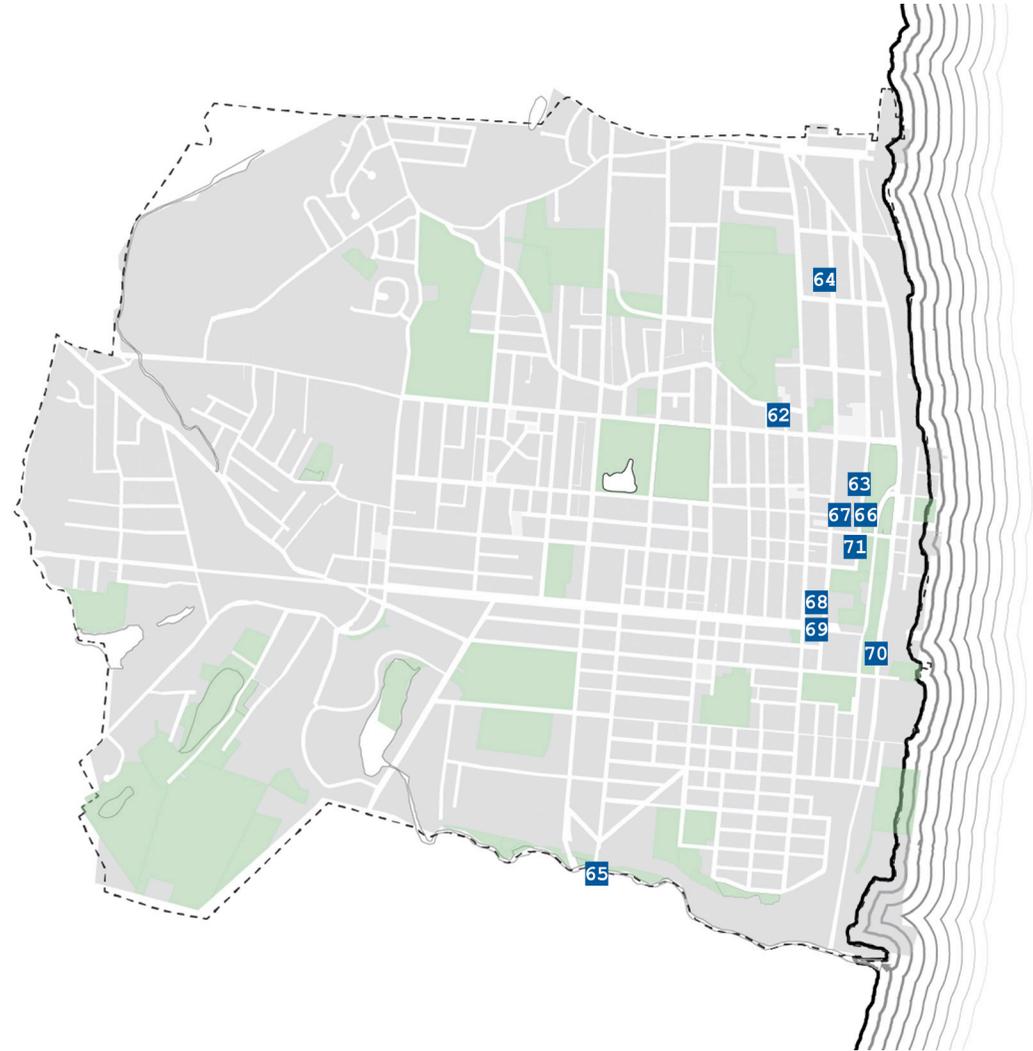


62 Andy's Drag Bar



65 Quassaick Creek Site

# LOST NEWBURGH



## Urban Plan Saves Brothel

NEWBURGH, N.Y. (UPD) — "to imagine" how Big Nell's, Newburgh's legendary brothel, is scheduled to be rehabilitated and preserved with urban renewal funds while its backdoor neighbor, historic Dutch Reformed Church, has been placed in the demolition area, according to a copyrighted story in the Middletown Times-Herald Record Wednesday morning.

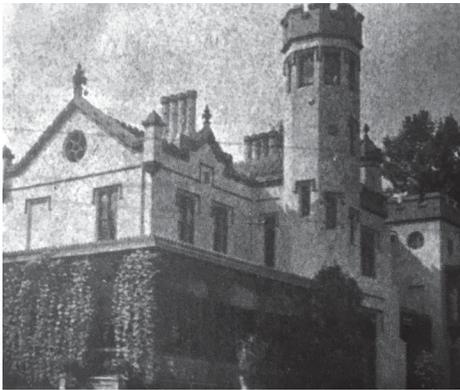
The establishment has been classified as a one-family residence with 16 occupants by the city building inspector, the news paper reported.

Denes Payoffs  
Cappelli denied Monday any knowledge of payoff

63 Big Nell's Brothel



66 Post Office

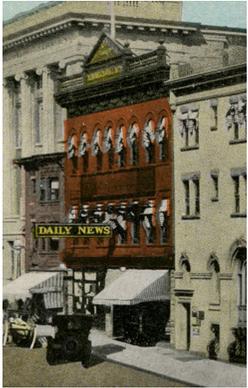


64 Highland Garden



67 Palatine Hotel

Lost Newburgh



68 Newburgh Daily News



69 Academy of Music

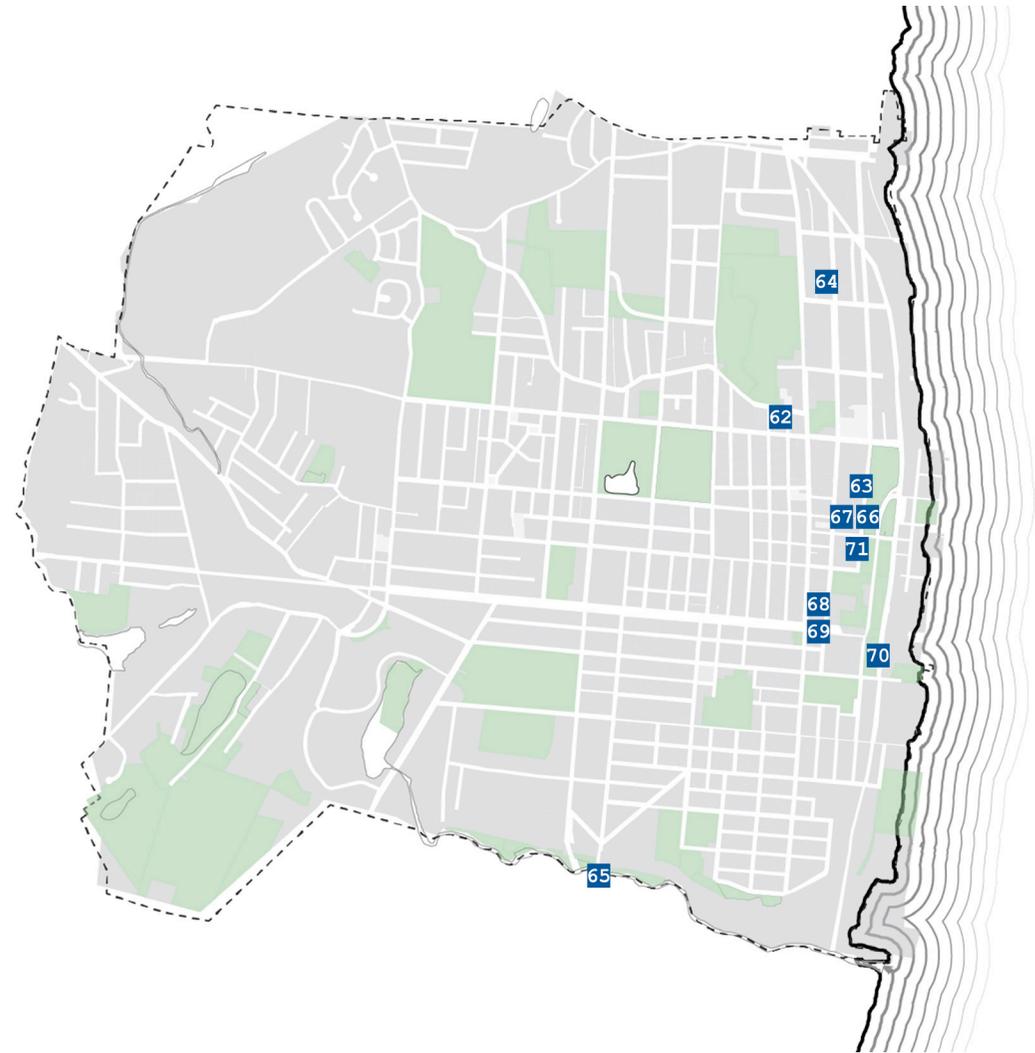


70 Schoonmaker's Shop



71 Newburgh Savings Bank

# LOST NEWBURGH



Lost Newburgh

**PART II      PROPOSAL**

# INTRODUCTION TO FOCAL POINTS

The final proposal takes into consideration Newburgh's rich and complex past, its unique set of challenges and opportunities, as well as current city initiatives and city-identified needs. The studio identified five focal points within the city to serve as the basis for preservation efforts and creative interventions.

These focal points contain a unique set of opportunities and possess the potential to become community cores and attractive destinations, while taking advantage of existing assets and infrastructure to highlight Newburgh's unique identity. These focal points are located both inside and outside the East End Historic District, and were each selected for their current conditions and potential for preservation interventions and revitalization. The extent of each focal point is based roughly on a five-minute walk radius from its center.



# 1 William + South William Streets

The first focal point is located at the intersection of William Street and South William Street, which is within the East End Historic District. The area was chosen for its mixed-use typologies and its proximity to nearby new development activity. It is four blocks west of Liberty Street, which has seen a number of rehabilitations of vacant properties in the last several years. (Fig. The intersection is three blocks west of 109 South William Street, which was the subject of a successful city Request for Proposal. Many of the buildings in this part of Newburgh are owned by the city, making it well-positioned for rehabilitation.



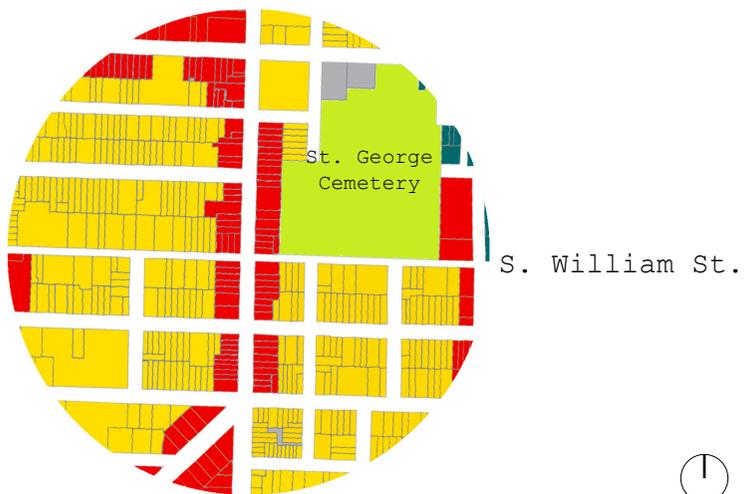


1 View looking North, up William Street. Google Maps.



2 View looking South, down William Street. Google Maps.





William Street is zoned as a commercial district, and contains a large number of mixed-use residential buildings with retail opportunities on the ground floor. South William Street, which runs east-west through the focal point, is more strictly residential and contains fewer storefronts. The structures in the immediate intersection are primarily mixed-use brick buildings dating to the late 19th century with ground floor storefronts. Most of the buildings are considered contributing structures to the historic district, and are therefore eligible for tax credits. The city has indicated that it is interested in concentrating new efforts in this area, and several of the buildings here are already under city ownership, having been seized for failure to pay property taxes.

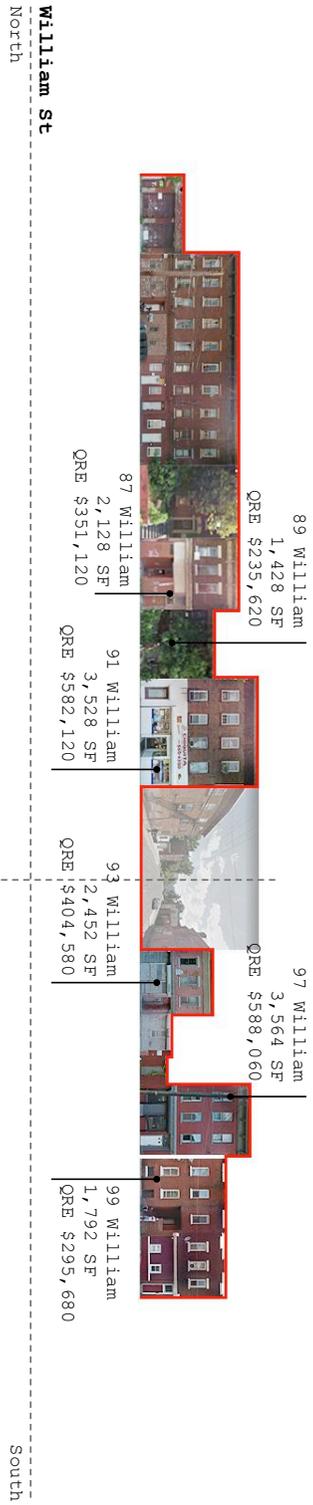
As an exercise, the studio took a visual inventory of structures near the intersection that appeared vacant or underutilized, and roughly calculated costs for rehabilitating them based on their square footage. The studio then calculated the potential dollar amount available in federal and state tax credits based on rehabilitation costs. (Figs. 131 + 132)

There are eight structures on William Street, and two on South William Street that appear to be eligible for tax credits. Based on average

- Downtown Neighborhood (DN)
- Residential
- Commercial District
- Open Space | Cemetery



**Figure 132**  
Existing North and South street elevations.  
Google Maps.



**Figure 131**  
Existing East and West street elevations.  
Google Maps.





**Figure 133** West side of Liberty Street between Broadway + Parmenter Street. Google Maps.



**Figure 134** West side of Liberty Street at Spring Street. Google Maps.



rehabilitation costs, the studio estimated that these ten projects alone represent \$1.84 million in potential tax credits. Total construction costs would be nearly \$4.9 million, which also translates to jobs for the local economy. The re-introduction of these structures on the tax rolls at an increased assessed value could generate as much as \$90,000 in much-needed tax revenue for the city.

Showing the potential dollar amount available for the reuse of these buildings could serve as an attractor for new, positive development. Several of these buildings would be great candidates for city-led economic development efforts, such as the recently successful RFP for 109 South William just east of the extent of our focal point. The city owns a number of structures

in the area, which could be offered to a developer for restoration and reuse.

Economic development on key corridors is the main concept for this area. As mentioned earlier, Liberty Street, in particular the stretch shown between Washington's Headquarters and Broadway, has seen its empty storefronts slowly restored and occupied by restaurants, coffee shops, shopping and services. If restoration efforts are placed strategically, a few small projects could catalyze the revitalization of an entire neighborhood. With a few city-led RFP's, the William and South William intersection could attract new businesses and services to the area, catering to the needs of the local residents and creating a walkable and lively commercial core.

## 2 South + North Miller Streets

The next focal point is the intersection of South Street and North Miller Street, which was chosen for its proximity to nearby Downing Park, and because new businesses are beginning to revive the area. Like the first focal point, this area is within the East End Historic District.

South Street is zoned for commercial use and the focal point is largely residential. There are quite a few vacant lots and structures in this area, but nearby Downing Park is a major asset. The buildings in this intersection are both residential and mixed-use, and they are contributing structures in the East End Historic District. Two corner buildings are vacant or boarded up. The other two corners, however, have been restored, one of which is local coffee shop and community hub, Blacc Vanilla.

Blacc Vanilla has had a positive impact on the block since it opened in the fall of 2017, and its owners have cultivated a community of local residents through numerous weekend events that support local artists and musicians. The business has quickly become a community gathering place, despite the area's reputation for being unsafe.

South Street has varied building stock, including two religious structures, several multi-family dwellings, as well as some vacant storefronts. In the immediate intersection, four vacant or nearly vacant structures were identified,



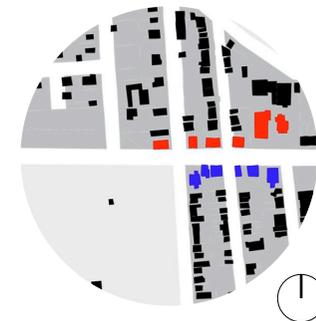


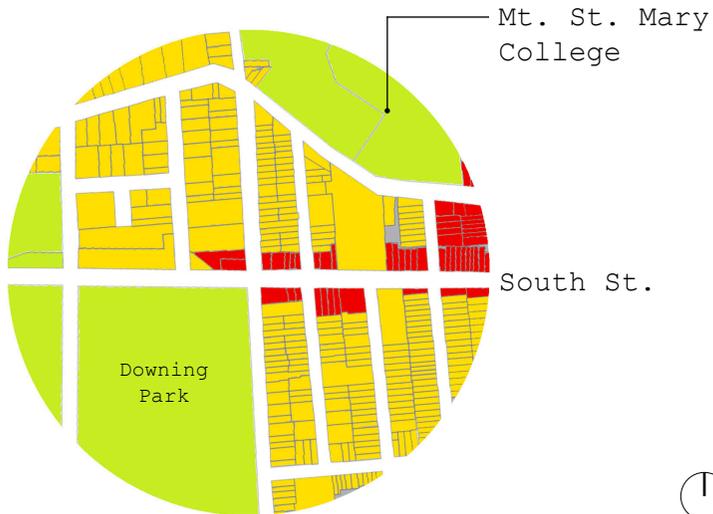
1 View looking North, up North Miller Street. Google Maps.



Blacc Vanilla

2 View looking South, down North Miller Street. Google Maps.





and seven more on the largely residential North Miller Street. Calculating potential tax credit dollars for this area showed that these eleven properties could result in as much as \$1.7 million in tax credits, and an additional \$85,000 in tax revenue for the City. (Fig. 135 + 136)

Nearby Downing Park, with its picturesque landscape and sweeping views, was historically a destination for leisure activities. Visitors climbed the path uphill to the east end of the park for magnificent views of the Hudson River, and would exit down the path beside the Chapman Steamer Central Firehouse, at the northeast corner of the park. This entrance, like all entrances to the park, was beautifully designed and welcoming. However, in 1960, in order to encourage traffic to move west to east, and connect Route 9W to the declining Water Street Business District, the New York Department of Transportation collaborated with the city to extend South Street all the way down to Water Street. (Fig. 137 a + b)

The park, as well as this popular path, was destructively altered, resulting in declining visitorship. The only entrance at the northeastern corner has become a disconnected and hard-to-find

- Residential
- Commercial District
- Open Space

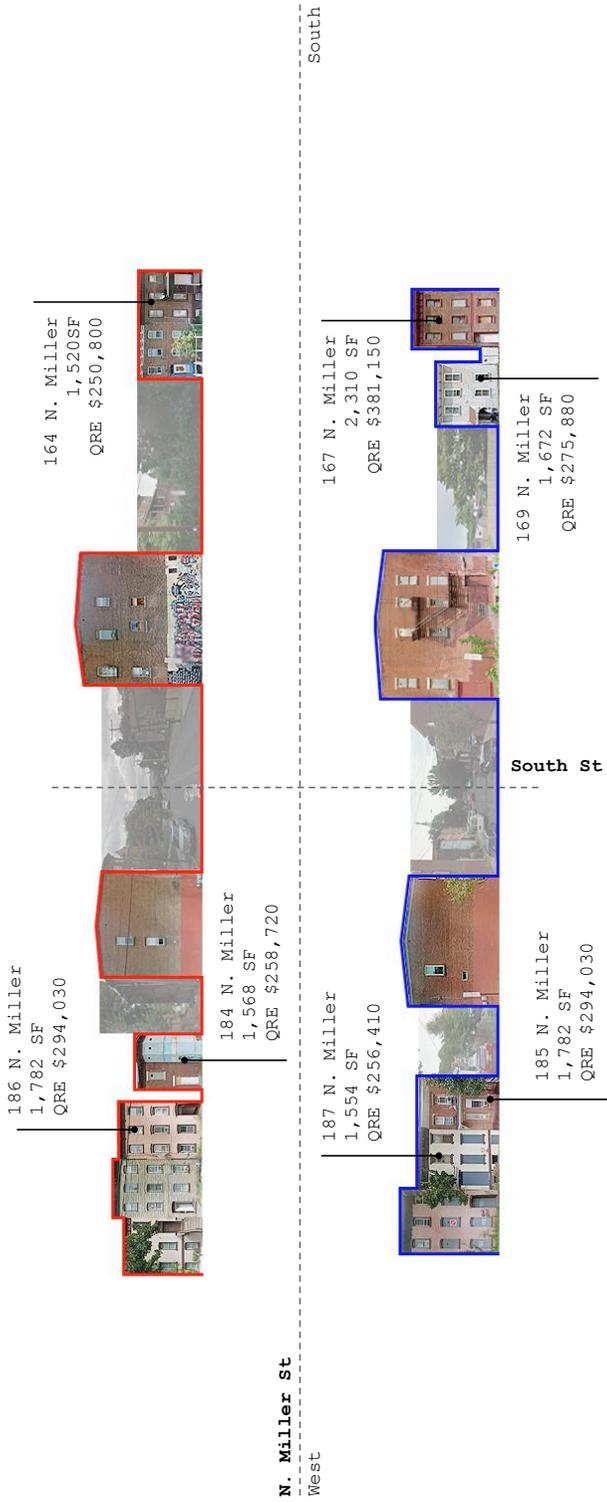
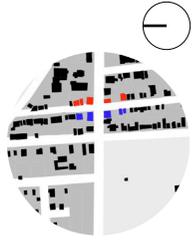


Figure 136 Existing East and West Street Elevations. Google Maps.

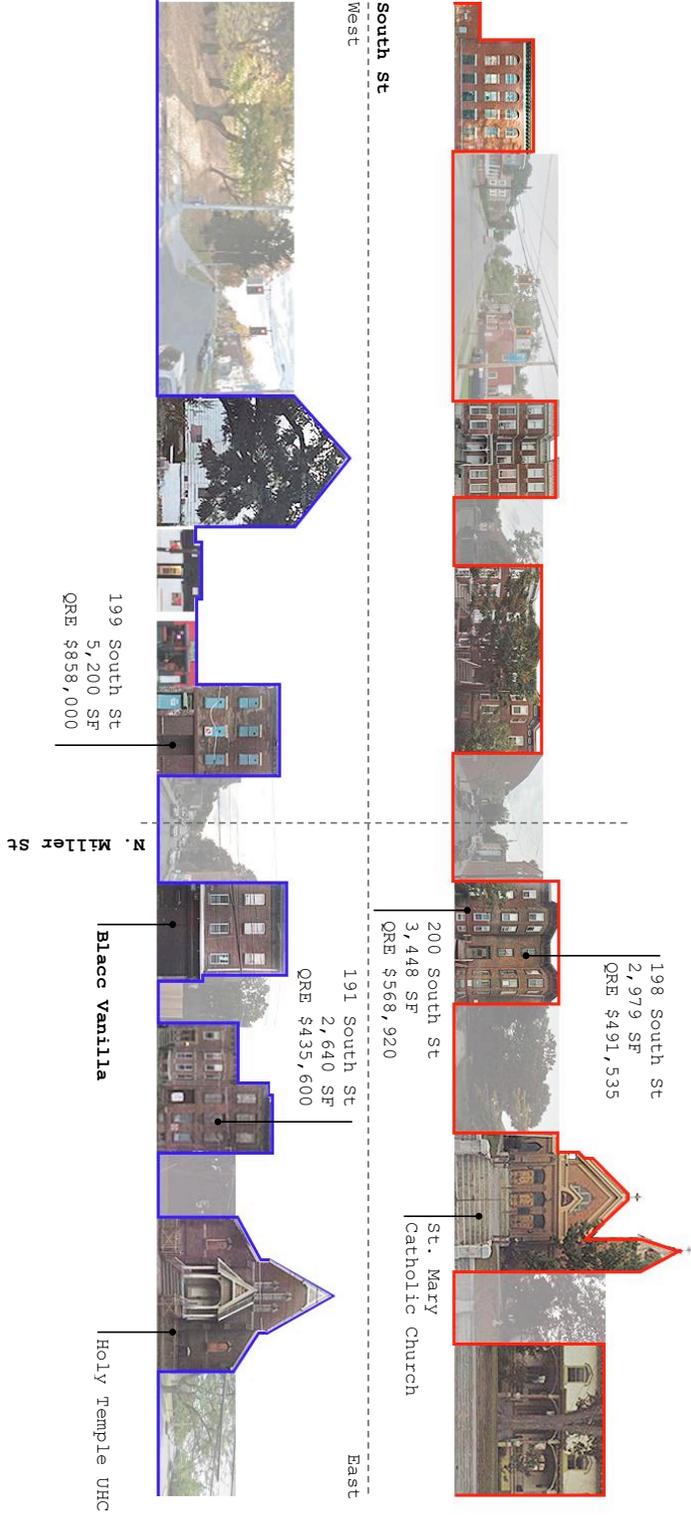
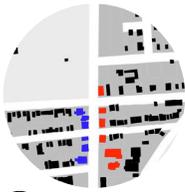
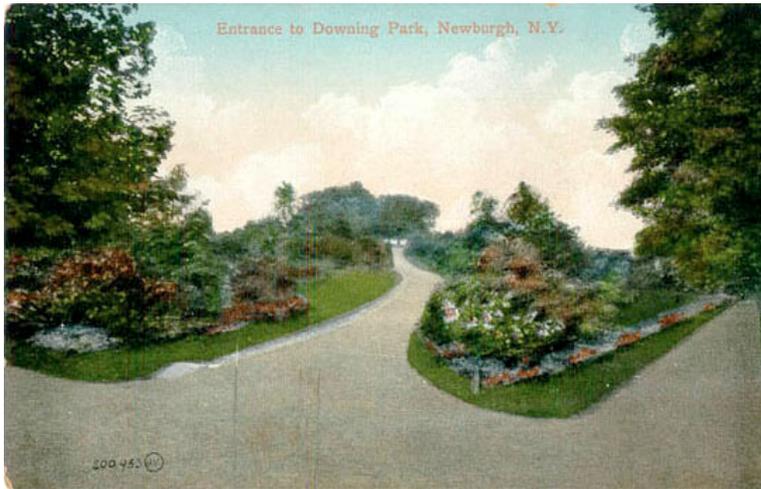


Figure 135 Existing North and South Street Elevations. Google Maps.

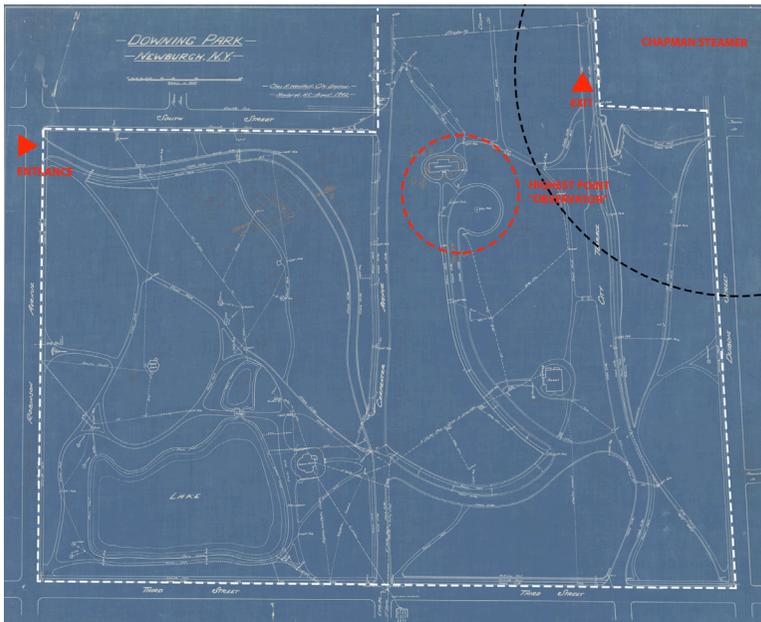




**Figure 137.a** Entrance to Downing Park, Newburgh, NY. Penny Postcards from New York.



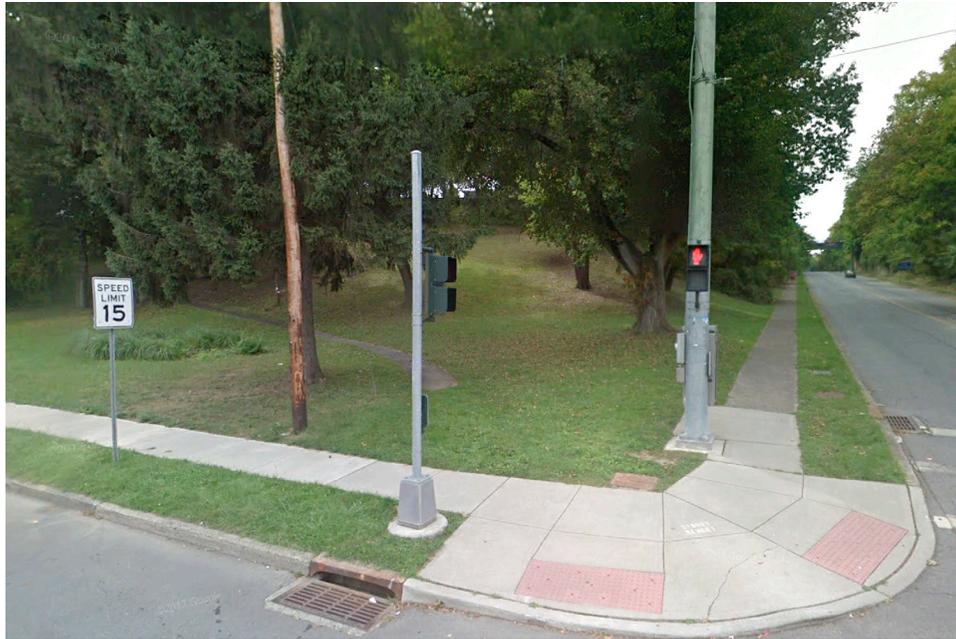
**Figure 137.b** Downing Park, Newburgh, NY. Penny Postcards from New York.



**Figure 138** Plan of Downing Park, Newburgh, NY. Chas. R. Woodhill, City Engineer, 1942.

path that prevents people from entering Downing Park. (Fig. 139) In combination with the steep change in topography, the northeast corner of Downing Park has created a barrier with its surroundings.

The historic northeast path is still the only connector within the focal point that allows residents from the surrounding neighborhood to enter the park. (Fig. 138) The studio proposes to expand and redesign this entrance based on the original design intent, with the addition of path lighting and wayfinding banners. The lighting will make the area feel safer, and the banners will attract more visitors. (Fig. 140)



**Figure 139** Existing Northeastern entrance to Downing Park.  
Google Maps.



**Figure 140** Proposed Northeastern entrance to Downing Park.

The Downing Park Planning Commission, a non-profit entity, has secured funding for the lighting from Central Hudson Gas & Electric, St. Luke's Hospital, and the Dormitory Authority of the State of New York. This entrance path would make an ideal pilot area for the new lighting. The banners on the lighting were designed to attract and welcome people into the park, functioning as advertisements that invite the public to enter.

### 3 Washington + Colden Streets

The third focal point is at the intersection of Washington and Colden. Washington Street leads east to the Hudson River, and forms the border between Washington's Headquarters and the great expanse of vacant urban renewal land. The focal point is within the East End Historic District, and near the waterfront. There is some new activity in the area, including the Newburgh Brewing Company on Colden Street, but there are substantial vacancies as well, ripe for opportunity and intervention. The typologies in this focal point vary from historic sites to warehouses to residential.





1 View looking East, down Washington Street. Google Maps.



2 View looking West, up Washington Street. Google Maps.



Colden St.



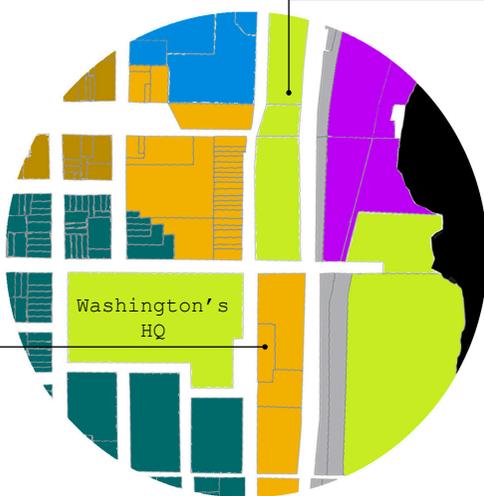
Washington St.



Washington St.

Washington's HQ

Zone of Urban Renewal



Washington St.

Newburgh Brewing Company

Washington's HQ



The elevation changes drastically on Washington Street moving from east to west. (Figs. 141 + 142) From the top of the street, there are expansive views of the Hudson River. An available warehouse, on Washington Street, has the potential to be a huge redevelopment project, resulting in a multi-million dollar tax credit, and generating over \$200,000 in tax revenues for the city. (Fig. 143 + 144) Warehouse buildings are typically well-suited for food-focused spaces. Using this warehouse as a template, the studio proposes a hybrid space combining an incubator, accelerator, and food hall. The project can begin with a mere 10,000 square feet, which leaves room to grow.

The studio researched case studies including the incubator La Cocina, whose mission is to cultivate low-income food entrepreneurs as they formalize and grow their businesses by providing affordable commercial kitchen space, industry-specific technical assistance, and access to market opportunities. La Cocina focuses primarily on

-  Waterfront Gateway (WG)
-  Downtown Neighborhood (DN)
-  Institutional
-  Planned Waterfront Development
-  Open Space

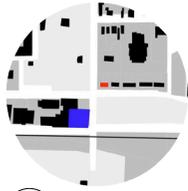


Figure 141 Existing North and South Street Elevations.  
Google Maps.

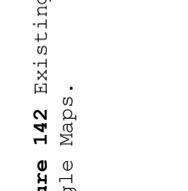
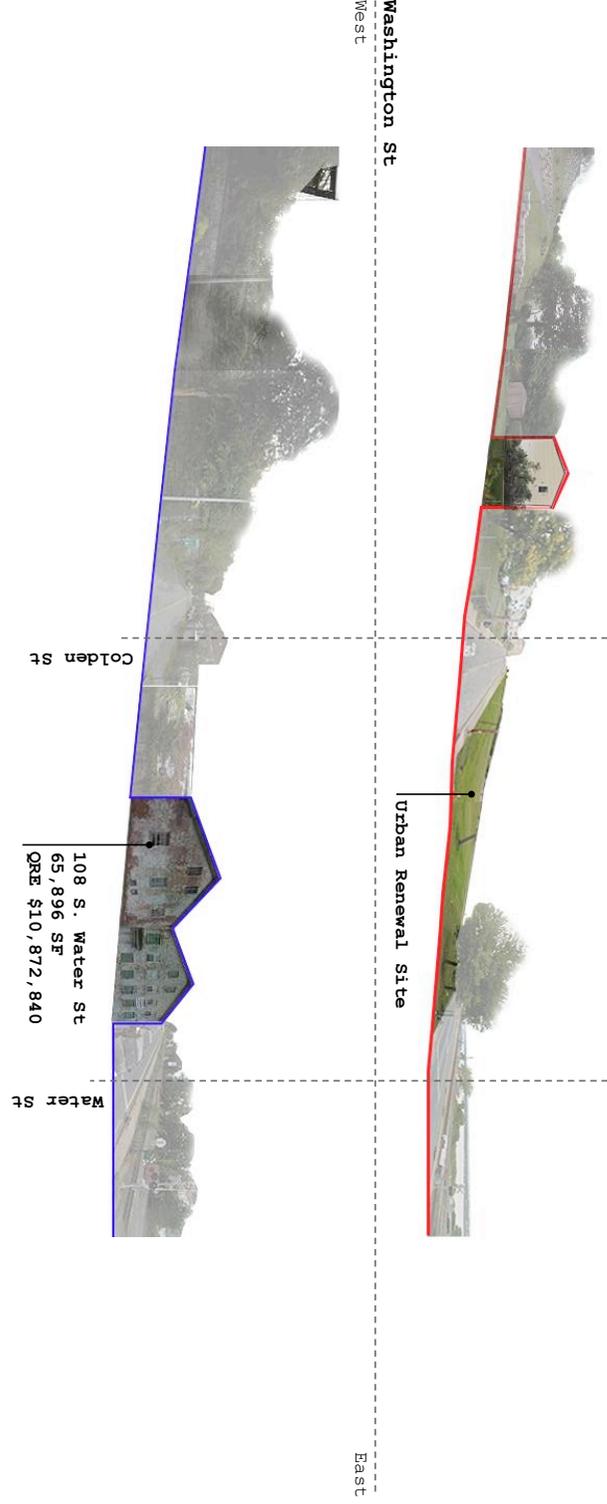
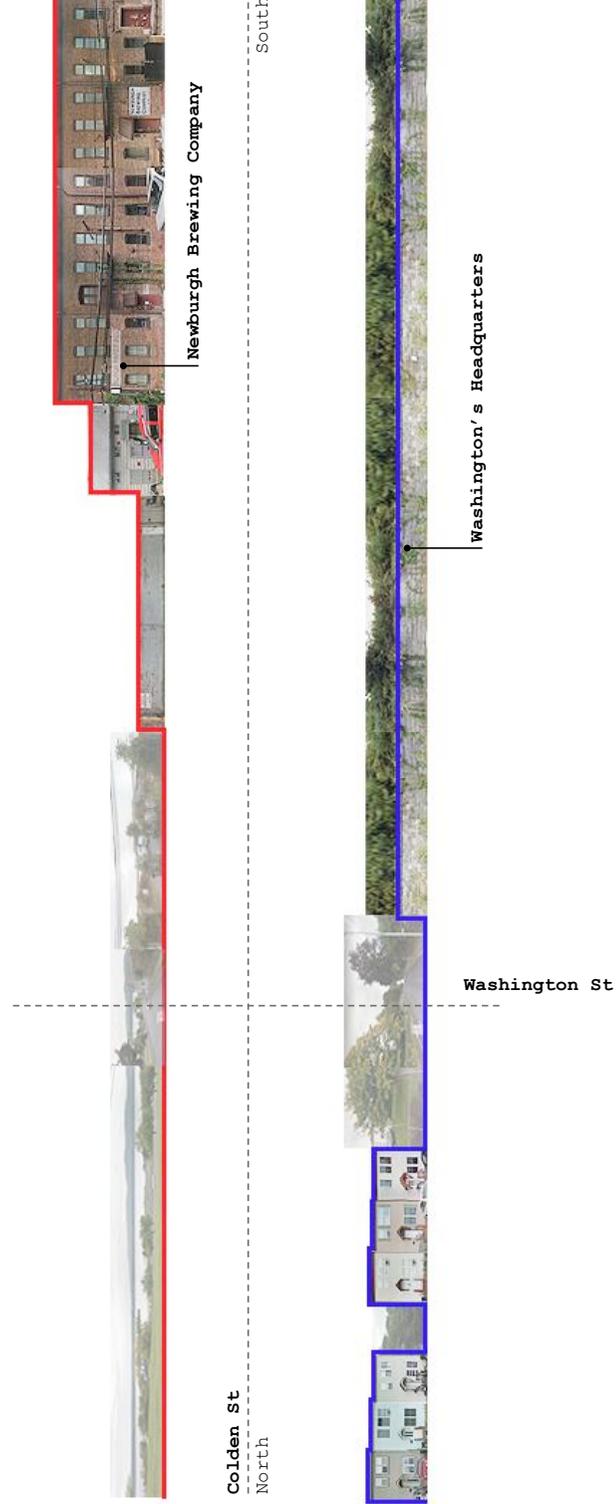


Figure 142 Existing East and West Street Elevations.  
Google Maps.

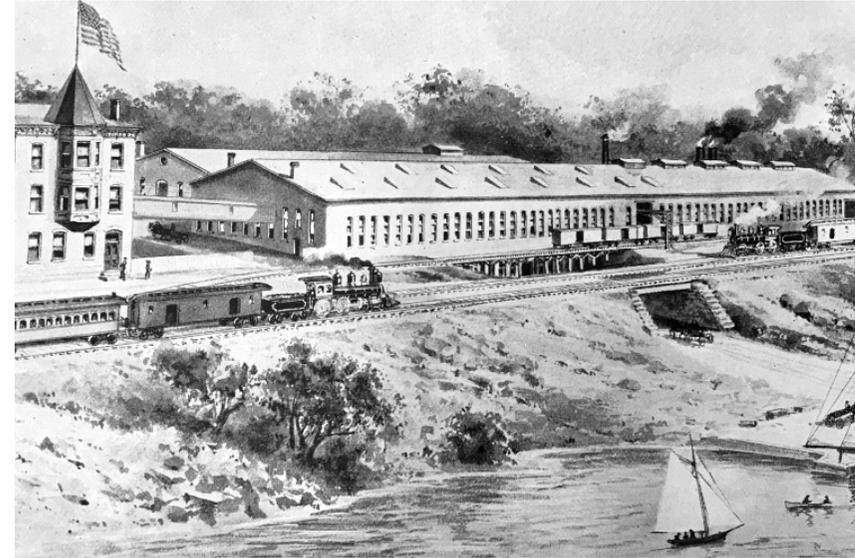




**Figure 143** 108 South Water Street. River of Opportunities Real Estate.

immigrant communities. (Fig. 145) Union Kitchen is an accelerator with a more formalized program for business development. (Fig. 146) It is a strict program that sets a specific timeline to produce new businesses. While the program has higher barriers to entry, there are also higher levels of success. Each kitchen space requires about 1,000 square feet. A building like the one at Washington and Colden offers 65,000 square feet, allowing an incubator or accelerator to be combined with a food hall.

Food halls have shown to be successful in generating revenue in historic warehouse buildings. Most food halls focus on attracting existing local businesses, however, many vendors



**Figure 144** 108 South Water Street. Newburgh: Her Institutions, Industries and Leading Citizens (1891).

struggle to make ends meet. Combining a food incubator or accelerator with a food hall could result in a higher rate of success. The food hall could attract tourists and locals alike, and create healthy competition among burgeoning start-ups and well-established neighborhood restaurants showcasing their food. Industry City in Brooklyn and Time Out Market in Lisbon are examples of successful food halls.

Studies show that the linkage of food and tourism has the potential to increase the number of visitors to a place, extend the length of a visitor's stay, and increase revenues. By linking regional food with tourism, there is a strong potential for local economic development.



**Figure 145** La Cocina Kitchen Incubator.  
San Francisco, California.

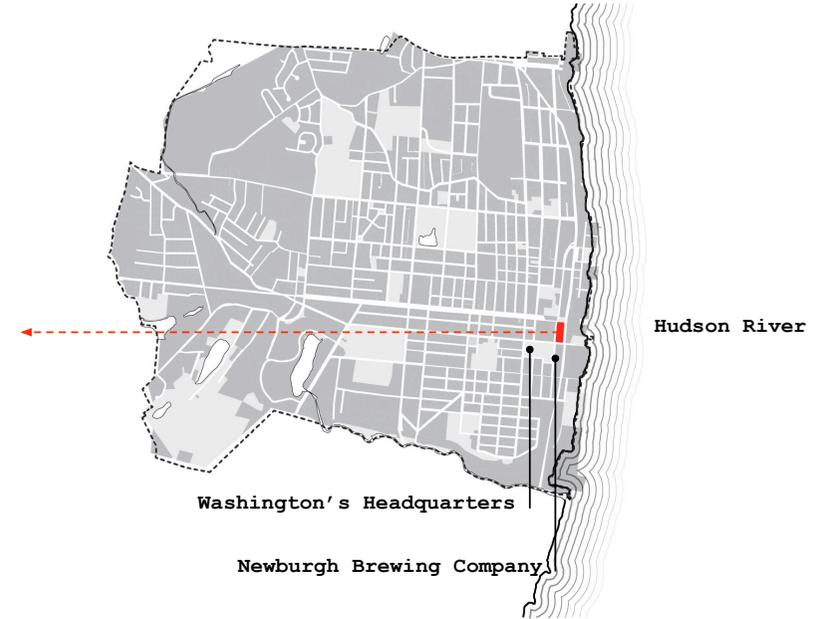
In fact, food initiatives have already proven successful in Newburgh. A recently established tortilla factory and a shrimp farm in the city have already expanded in size. The Newburgh Brewing Company is another example of a successful warehouse rehabilitation.

Many people love the Hudson Valley because of the farm-to-table experience that is offered at many locations in the region; however, Newburgh offers something unique. Many restaurants here are using local ingredients and produce, but giving



**Figure 146** Union Kitchen.  
Washington D.C.

the food an ethnic twist. Newburgh's burgeoning food scene could be supported by Taste of New York, as well as Empire State Development grants. Taste of New York is a statewide initiative created in 2011 by Governor Andrew Cuomo to increase sales of New York-produced items. More than two dozen Taste of New York shops and kiosks have popped up in airports and train stations, including a store inside Grand Central Terminal. Mentorship could potentially be provided by the Culinary Institute of America, in nearby Poughkeepsie.



The second major character-defining feature of the focal point is the former urban renewal site. To the southwest is Washington's Headquarters, and to the east are beautiful views of the Hudson River.

During urban renewal in Newburgh, over 1,300 historic buildings were demolished along the hillside, destroying entire sections of the city's dense street grid. However, the remnants of these buildings were not necessarily removed. Rather, the demolition contract only required that the site be leveled to grade. It is therefore likely that artifacts of the city's past lay just beneath the surface.

The potential for the site to yield archaeological information provides the opportunity for innovative temporary exhibitions on the site, using art installations to represent the forgotten history. The exhibitions will educate visitors about the history of the site. The studio investigated case studies that evoke memories lost materials and history. The BEST Indeterminate Facade is a particularly fitting case study because it quantifies how serious demolition can be, and how much material can be lost. (Figs. 147 - 150)

The proposed outdoor exhibition can be constructed with just a few pieces of wall. The creation of a crumbling structure will communicate



**Figure 147**  
Forest Building.  
Richmond, Virginia.



**Figure 149**  
Notch Building.  
Sacramento, California.



**Figure 148**  
Cutler Ridge Building.  
Miami, Florida.



**Figure 150**  
Notch Building.  
Sacramento, California.

the serious destruction caused by urban renewal. Materials used in the construction will display the various materials from the demolition, while also showcasing Newburgh's significant manufacturing history. (Figs. 151- 153)

The proposed exhibit is easy to be build, so the community could be called upon to participate in the construction. In addition, since the proposed exhibit is intended to be temporary, the design could be changed annually, encouraging collaboration with different local art studios for subsequent designs. The space could be reactivated for other purposes as well, such as food vending or a temporary stage for the annual Newburgh Illuminated Festival, which attracted 12,000 people in 2017, and is projected to grow.

This proposal would be first intervention on the urban renewal site that tells the history of urban renewal. The proposal could be model for other cities struggling to address their urban renewal sites, and could encourage Newburghers to reconsider their own history, remind them how the hillscape once looked, and help them reimagine their future.



**Figure 151**  
Proposal for  
Exhibition  
Space



**Figure 152**  
Proposal for  
outdoor area  
for Newburgh  
Brewing Co.



**Figure 153**  
Proposal for  
temporary stage  
for Newburgh  
Illuminate  
festival

## 4 Robinson Avenue + Broadway

The focal point of Broadway and Robinson Avenue is outside of the East End Historic District, but was chosen for its prominence on two major thoroughfares. The northwest corner of the intersection is the site of the African American Burial Ground and the Newburgh City Court. Focusing preservation efforts here can help tell more diverse stories of the history of Newburgh, and re-establish a connection to Lower Broadway.

Broadway and the portion of Robinson south of Broadway are zoned as commercial areas. Each side of Broadway has a large spectrum of building types and scales. The City Courthouse is the most prominent building on the north side of Broadway. Some parts of the south side of Broadway are historic commercial mixed-use buildings, like those found in denser parts of Newburgh.

With the exception of the Newburgh City Court, the north side of the street has fewer historic buildings, including gas stations and office buildings. On the south side of Broadway, there are three historic commercial properties that could be substantial tax credit projects for the area, including an 11,000 square foot former theater. State and federal tax credits could potentially yield \$1.9 million, and these structures could provide the city with \$95,000 in tax revenue. Robinson Avenue is characterized by single and multi-family residential buildings at

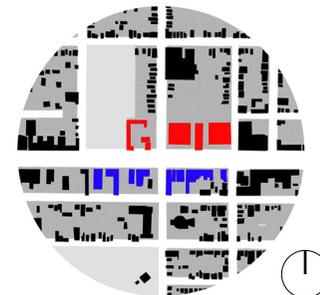




1 View looking North, up Robinson Avenue



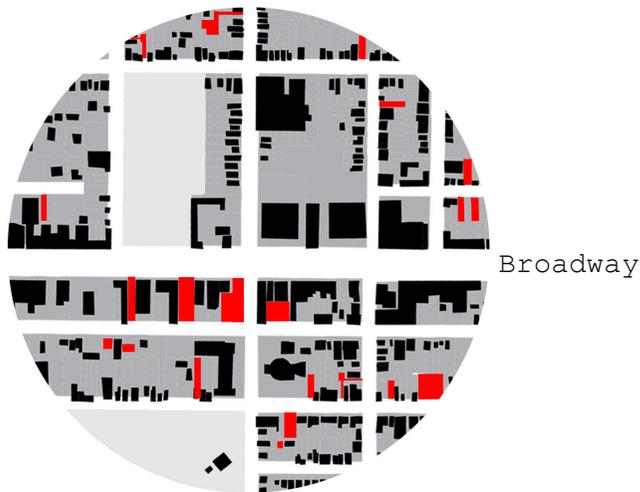
2 View looking South, down Robinson Avenue



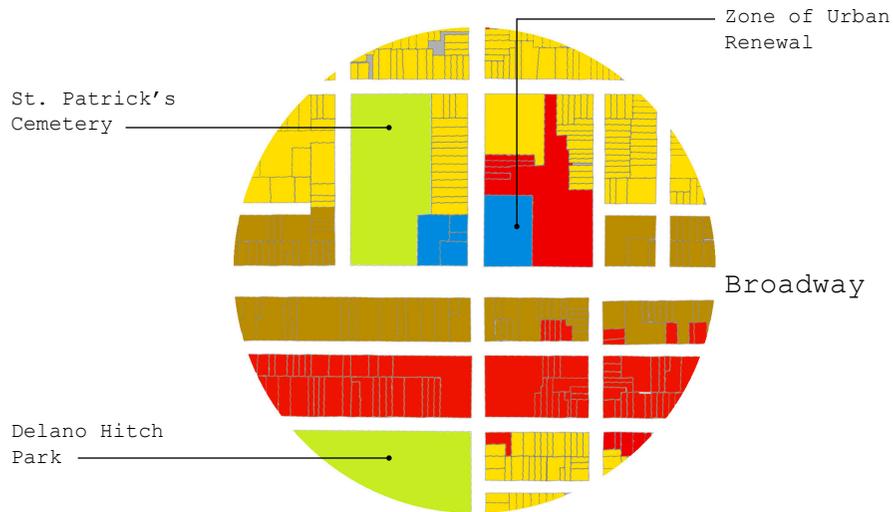


the north end, and commercial structures at the intersection as well as south of Broadway.

The principal site of focus in this focal point is the African American Burial Ground. The Broadway School, now the City Courthouse, was constructed in 1908 over this site. In 2008, additional remains were found, resulting in a renewed effort to study the site and re-inter the remains. The City has plans to build a monument to memorialize this history offsite, but acknowledgment of this history should also exist on the burial site itself.



The proposal for preservation intervention at this site is to transform the low retaining wall on the west side of the courthouse into a memorial wall. Not only is this site's story underrepresented, but so too is much of the city's African American heritage. Accordingly, this memorial wall could function as a storytelling tool, a place where people could write down what they know and how they understand this site and its history.



- Broadway Corridor
- Commercial District
- Institutional
- Residential
- Open Space | Cemetery



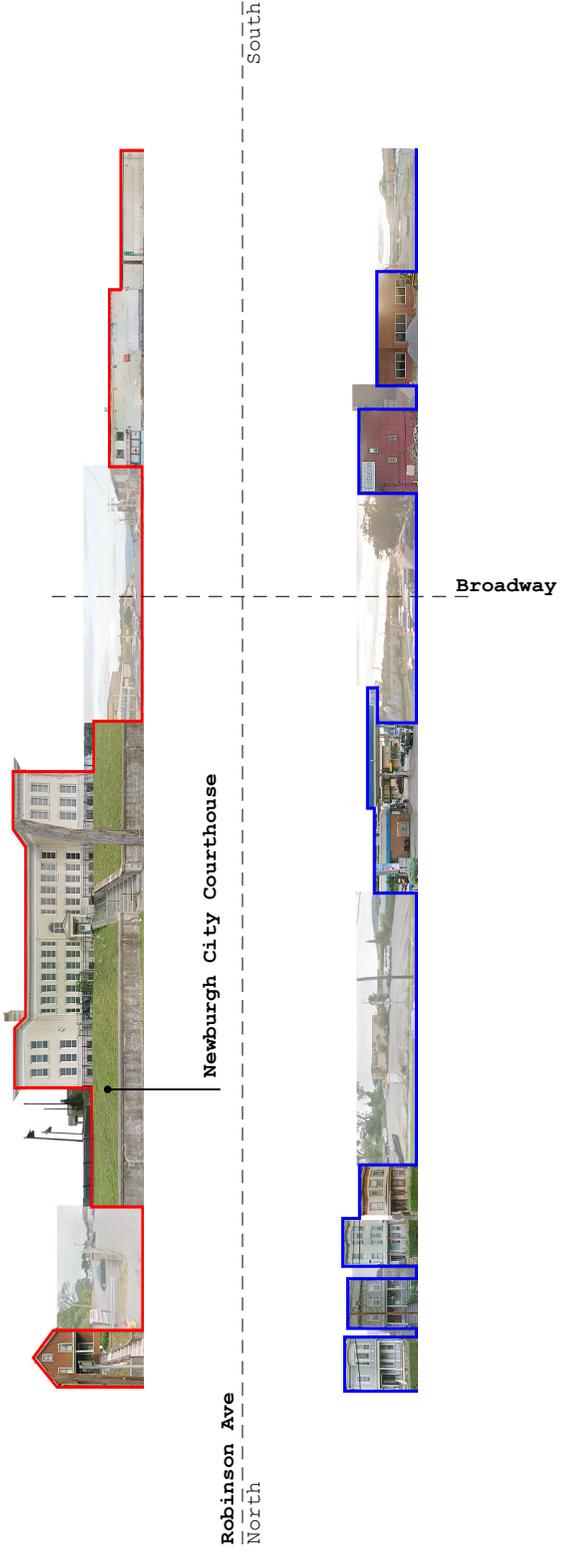
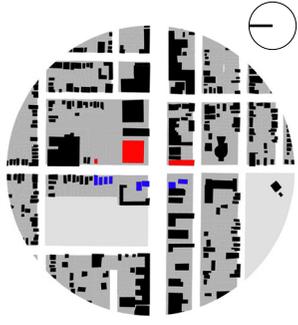


Figure 155  
 Figure 1 Existing East and West street elevations

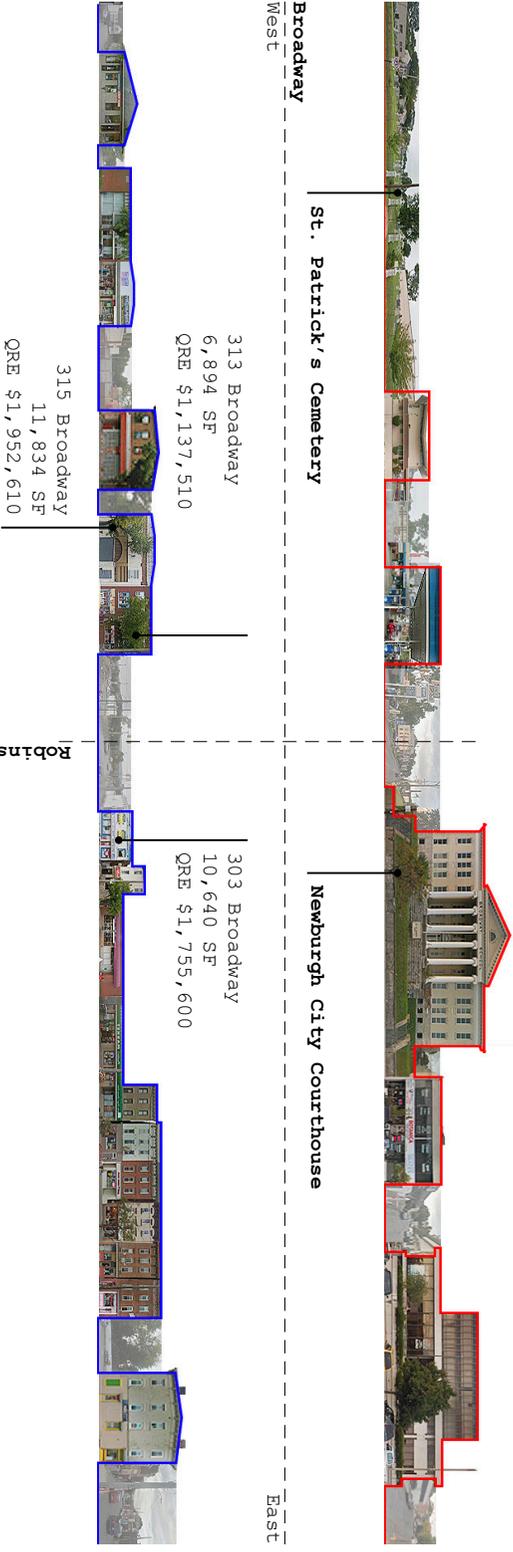
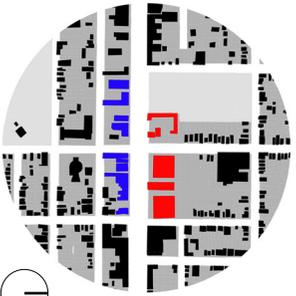


Figure 154  
 Existing North and South street elevations





**Figure 156** City Courthouse, former Broadway School, built on top of the African American Burial Ground. Photo: Zhang



**Figure 157** Martin Luther King Memorial, Portland, United States. Photo: Landezine



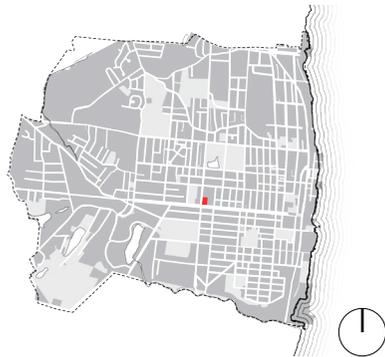
**Figure 158** Villers-la-Ville Abbey, Villers-la-Ville, Belgium. Photo: Le Pamphlet

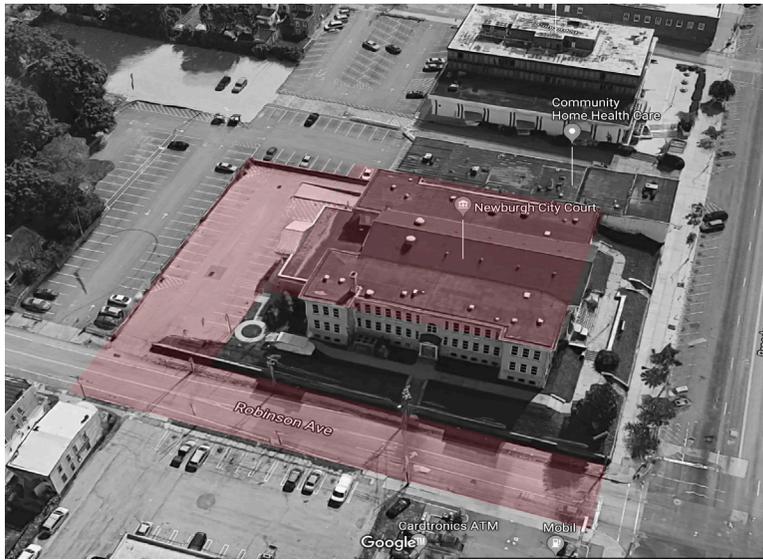


**Figure 159** Memorial of Victims of Violence, Mexico. Photo: Land8



**Figure 160** Boy participating by drawing on the given surface at the Memorial of Victims of Violence in Mexico. Photo: Land8

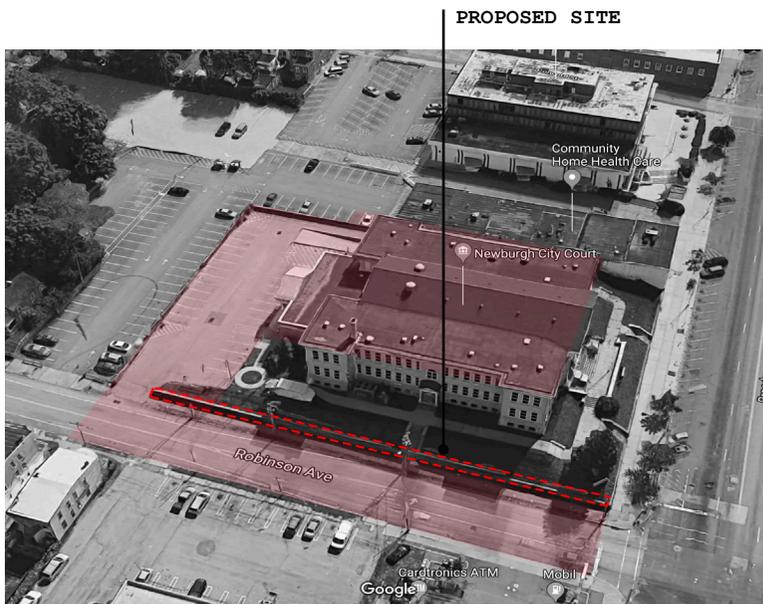




**Figure 161** Speculated boundary of the African American Burial Ground by historians and archaeologists, highlighted in red.  
Photo: Google Earth



**Figure 163** Dashed red lines showing existing condition of proposed site for intervention. Photo: Google Earth



**Figure 162** Proposed area of intervention, marked in dashed red lines. Photo: Google Earth



**Figure 164** City Courthouse, its parking lot, opening up to a partial view of Robinson Avenue. Photo: Google Earth

## 5 Deyo Place, Mill and Bridge Streets

The final focal point selected by the studio is at the junction of Deyo Place, Mill Street, and Bridge Street, near the old Quassaick Creek Bridge. Historically, it was an active industrial area, with mills and factories situated along the creek. There are several schools nearby, which provides an opportunity to tell the industrial history of Newburgh and engage children in educational experiences, while taking advantage of its former industrial landscape and natural resources.

Buildings in this areas are relatively large in scale on large lots with open space surrounding them. Currently a few of the structures are utilized for automobile businesses, such as tire service and taxis. The most prominent historic structure at the intersection is 8 Deyo Place. It is a vacant structure in poor condition, but if rehabilitated, it could generate an \$800,000 tax credit and nearly \$40,000 in additional tax revenue for the city.

Adjacent to 8 Deyo Place is the Mill Street Bridge, formerly known as the Quassaick Creek Bridge. It begins at the junction of the three streets, extends over the Quassaick Creek, and connects to Route 9W. It is a stone arch bridge constructed in 1883, and was once a crucial linkage between Newburgh and New Windsor to the south. Over the years, the bridge deteriorated and the city's Engineering Department took it out

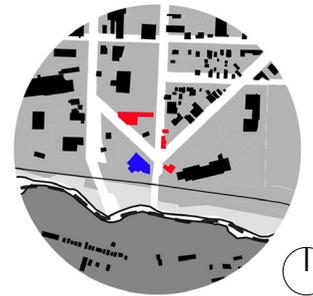


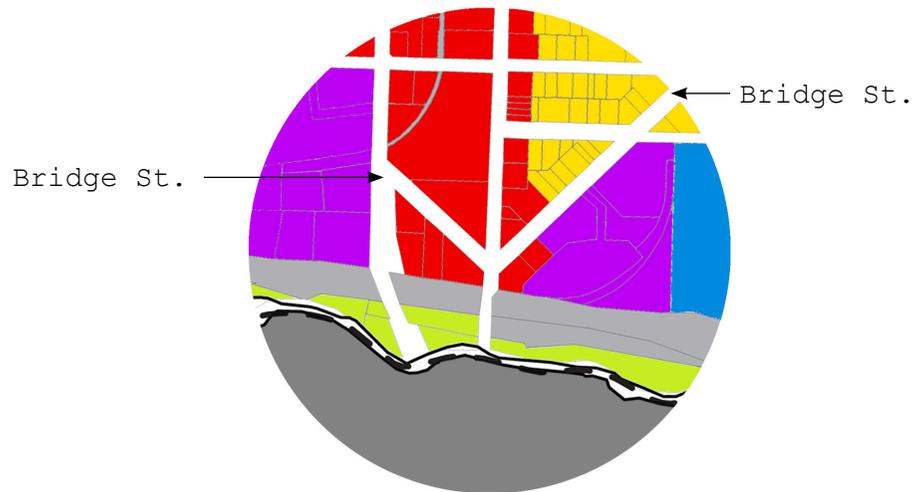
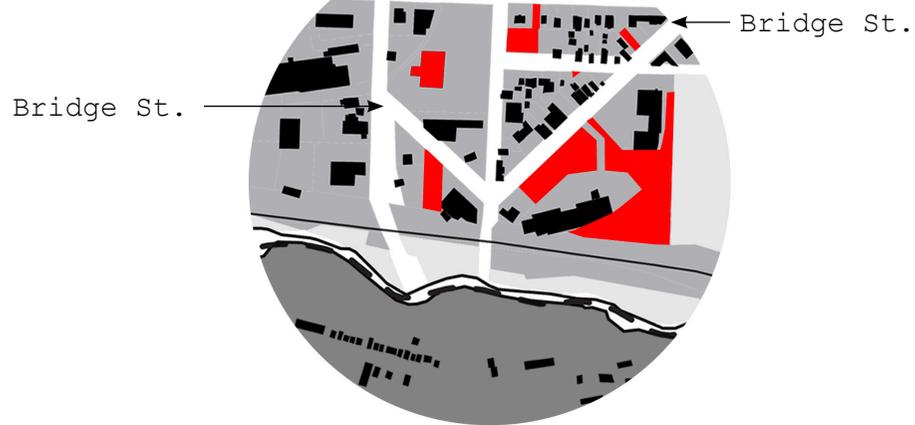
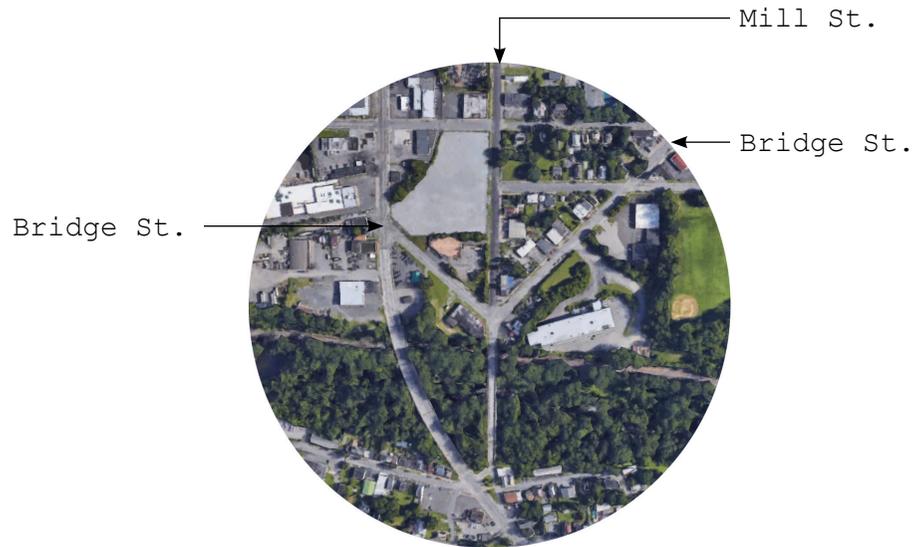


1 View looking North, up Mill + Bridge Streets



2 View looking South, down Deyo Place + Mill Streets



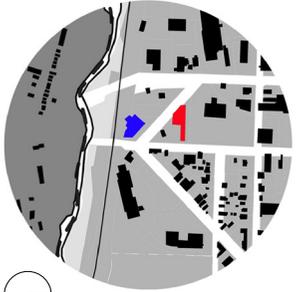


of service indefinitely to both automobiles and pedestrians until appropriate repairs are made.

The bridge's architecture and engineering make it eligible for the National Register. The bridge, and the views from the bridge can also tell the story of the development of Newburgh. Notable landscape features that can be seen from the bridge include a railroad spur, a walking trail, the creek, and a tall industrial smokestack. The smokestack is a remnant of the Diamond Candle Factory, which operated there for over 100 years and sent its goods as far as Vatican City. The factory was destroyed in a fire, but the smokestack remained.

The diversity of industry and transportation hub in Newburgh during the 19th century helped the city thrive, and the creek represents a small portion of the great natural scenery surrounding the city. The studio envisions the bridge as a location for a Newburgh-centric multi-educational program, that tells the story of Newburgh's industrial past and raises awareness for the

- Industrial District
- Commercial District
- Institutional
- Residential
- Open Space | Cemetery



**Figure 165**  
Existing North and South street elevations

8 Deyo place



South-east

Deyo Pl  
North-west

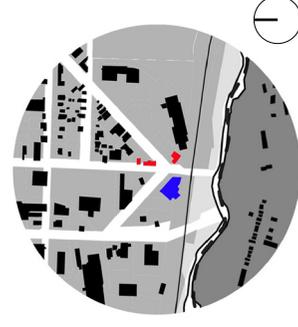


Mill St  
North

South



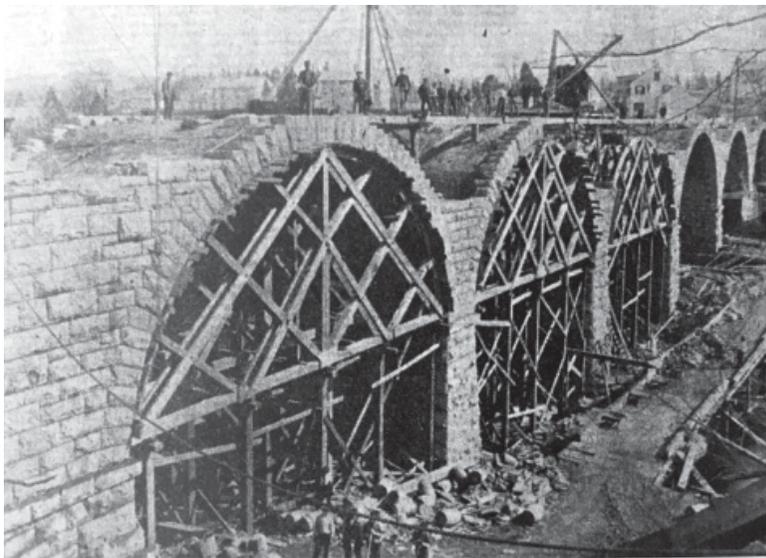
8 Deyo Place  
12,010 SF  
QRE \$1,981,650



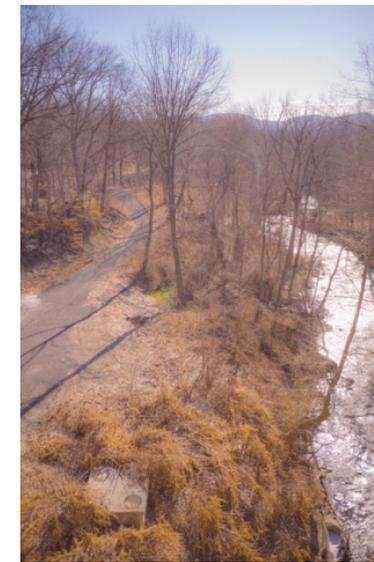
**Figure 166**  
Existing East and West street elevations



**Figure 167**  
 Mill Street  
 Bridge, formerly  
 known as  
 Quassaick  
 Creek Bridge,  
 under  
 construction ca.  
 1882/1883. Photo:  
 "Newburgh.  
 "Kevin Barrett.



**Figure 169** View of railway,  
 looking West from the  
 bridge. Photo: Zhang



**Figure 170** View of walking  
 trail (left), and Quassaick  
 Creek (right), looking East  
 from the bridge. Photo:  
 Zhang

**Figure 168**  
 Mill Street  
 Bridge in  
 2012, view  
 looking North.  
 Photo: Google  
 Earth



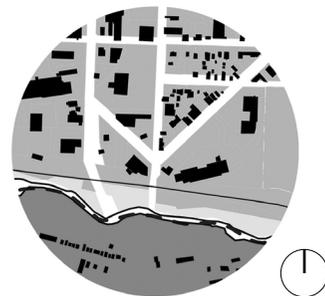
**Figure 171** Smokestack remains,  
 looking East from the bridge.  
 Photo: Bayers



**Figure 172** Education facilities near the Mill Street Bridge. Photo: Google Earth



**Figure 173** Mill Street Bridge (full line) and South Robinson Avenue/9W (dashed line) Photo: Google Earth



often underrepresented history of Newburgh, that uses the ideal setting for outdoor and nature engagements, and at the same time focuses on the preservation of the historic fabric.

There are two schools within a ten minute walk of the bridge, and the Armory Unity Center, an educational and community engagement facility, is nearby as well. These educational resources informed the studio's decision to turn this site into an educational facility. Although the bridge is still closed to pedestrian and vehicular traffic, a full restoration of the bridge for vehicular use would be redundant, as nearby South Robinson Avenue (Route 9W) serves this function. However, restoring the bridge to support pedestrian activities would complement educational programming.

There are many precedents for the adaptive reuse of bridges and transportation routes around the world. The Highline in New York and the Goods Line in Sydney are both railways-turned-urban greenspace incorporating leisure and commercial programs. The Seoul Station Overpass is modeled after the High Line, and was restored with the idea of adding green space and increasing walkability in the city. A proposal from the Solar Park South online competition promotes the idea of a bridge being turned into a space for green education. The bridge in the proposal is separated into three sections: the first section teaches about



**Figure 174** High Line in New York City, United States. Photo: [thehighline.org](http://thehighline.org)



**Figure 175** Seoul Station Overpass in Seoul, South Korea. Photo: Seoul Metropolitan Government, [washingtonpost.com](http://washingtonpost.com)



**Figure 176** The Goods Line in Sydney, Australia. Photo: [bestsydneywalks.com](http://bestsydneywalks.com)



**Figure 177** Seeding Green Education, contestant of the Solar Park South online competition. Photo: [treehugger.com](http://treehugger.com)

planting, the second section actually incorporates planting in the area, and the third section is for research purposes.

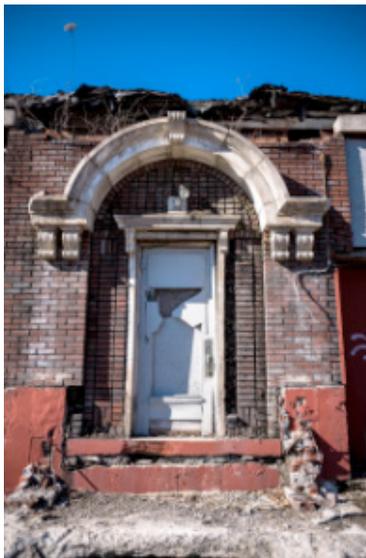
The studio's proposal will utilize the bridge and the structure at 8 Deyo Place to promote the city's history, as well as student engagement with nature. The focal point will act as a starting point for school- or community-organized activities, including outdoor nature explorations, history field trips, and preservation learning. Mount Saint Mary College has conducted a science excursion to monitor eel populations.

Students and the community can learn about the city's development through this unique area. They will be able to closely examine the existing railways and industrial remains, and learn about the importance of the city's history as well as the importance of preserving them. Preservation education can be promoted, and the Mill Street Bridge, as well as 8 Deyo Place could be utilized for hands-on projects, restoring them together with professionals. Ideally, the bridge would be opened to pedestrians after the restoration, with 8 Deyo Place becoming a preservation/outdoor education center, the first phase of city-organized, community-engaged preservation effort in Newburgh.

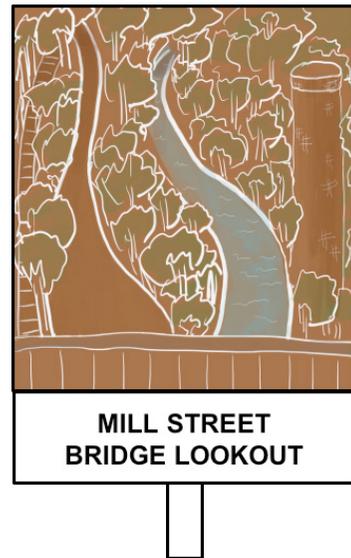
Relating this proposal to the greater Hudson Valley Region, there could be collaboration



**Figure 178** The heavily deteriorated 8 Deyo Place structure. Photo: Google Earth



**Figure 179** Deterioration on the entrance of 8 Deyo Place. Photo: Zhang



**Figure 180** Proposed tourism site signage for the bridge.



**Figure 181** Mt. St. Mary College filed trip to monitor eel activities at the Quassaick Creek. Photo: Stan Honda, Getty Images



**Figure 182** Students from Mt. St. Mary College catching eels at the Quassaick Creek. Photo: Stan Honda, Getty Images



**Figure 183** Eel caught at Quassaick Creek, during the Mt. St. Mary College field trip. Photo: Stan Honda, Getty Images

**Figure 184**  
Mill Street  
Bridge  
currently shut  
down by city  
engineers.  
Photo: Bayers



with schools, colleges, as well as established programs and organizations such as Scenic Hudson, a natural scenery and park preservation group. Orange County could potentially provide funding for an education and preservation program such as this. Also, funding assistance could come from The American Society of Civil Engineers (ASCE) or similar organizations.

**Figure 185**  
Students in  
class at the  
Armory Unity  
Center on  
a Saturday.  
Photo: Zhang



**Figure 187**  
Mt. St.  
Mary College  
campus. Photo:  
Mount Saint  
Mary College  
(Flickr)

**Figure 186**  
East façade  
of 8 Deyo  
Place. Photo:  
Jaramillo



**Figure 188**  
Scenic Hudson  
Volunteers  
during an  
organized  
activity in  
Hudson, NY.  
Photo: Scenic  
Hudson

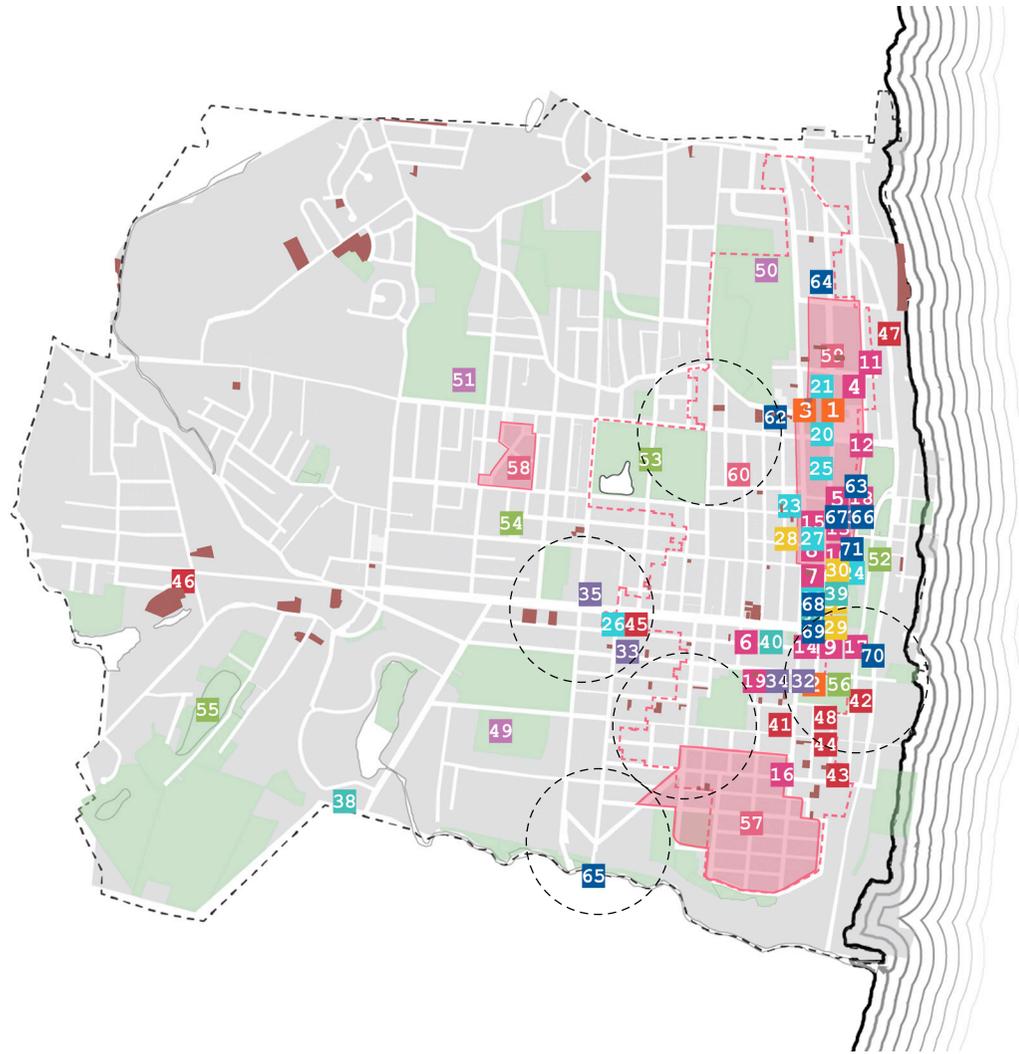
# INTERPRETIVE STRATEGIES

The studio's proposal seeks to establish these focal points as destinations, which will serve as attractors within the city, and encourage people to move between areas.

As demonstrated by our asset map, many of the sites currently identified are within walking distance of our focal points. This offers an opportunity to tie these assets to new areas of development, moving visitors between sites across Newburgh. By doing so, they will be exposed to more food, culture, and arts within the city.

And, given the number of cultural events in Newburgh year round, the studio identified several interpretive strategies in an effort to disseminate knowledge about Newburgh and its many assets in tandem with these events.

Given that a primary focus of our proposal is knowledge sharing, one aim was to understand the existing information available to visitors and the repositories that house this information. When the studio visited Newburgh, we found maps and information at the city's offices and Washington's Headquarters. However, the city offices may not be a logical destination for a casual visitor, and Washington's Headquarters is tailored to the Revolutionary War tourist. We quickly recognized a lack of signage and limited, or selective, information. If this were remedied, there would be a great potential to serve both residents and visitors of the city.



- |   |  |
|---|--|
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| <span style="display: inline-block; width: 15px; height: 15px; background-color: #d81b60; border: 1px solid black;"></span> 19th c. Architecture      | <span style="display: inline-block; width: 15px; height: 15px; background-color: #9c27b0; border: 1px solid black;"></span> Educational Assets     |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #00bcd4; border: 1px solid black;"></span> 19th c. Places of Worship | <span style="display: inline-block; width: 15px; height: 15px; background-color: #8bc34a; border: 1px solid black;"></span> Landscape Architecture |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #ffc107; border: 1px solid black;"></span> 20th c. Architecture      | <span style="display: inline-block; width: 15px; height: 15px; background-color: #e91e63; border: 1px solid black;"></span> Historic Neighborhoods |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #673ab7; border: 1px solid black;"></span> African American Sites    | <span style="display: inline-block; width: 15px; height: 15px; background-color: #795548; border: 1px solid black;"></span> Vacant Structures      |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #009688; border: 1px solid black;"></span> Arts + Culture            | <span style="display: inline-block; width: 15px; height: 15px; background-color: #0056b3; border: 1px solid black;"></span> Lost Newburgh          |

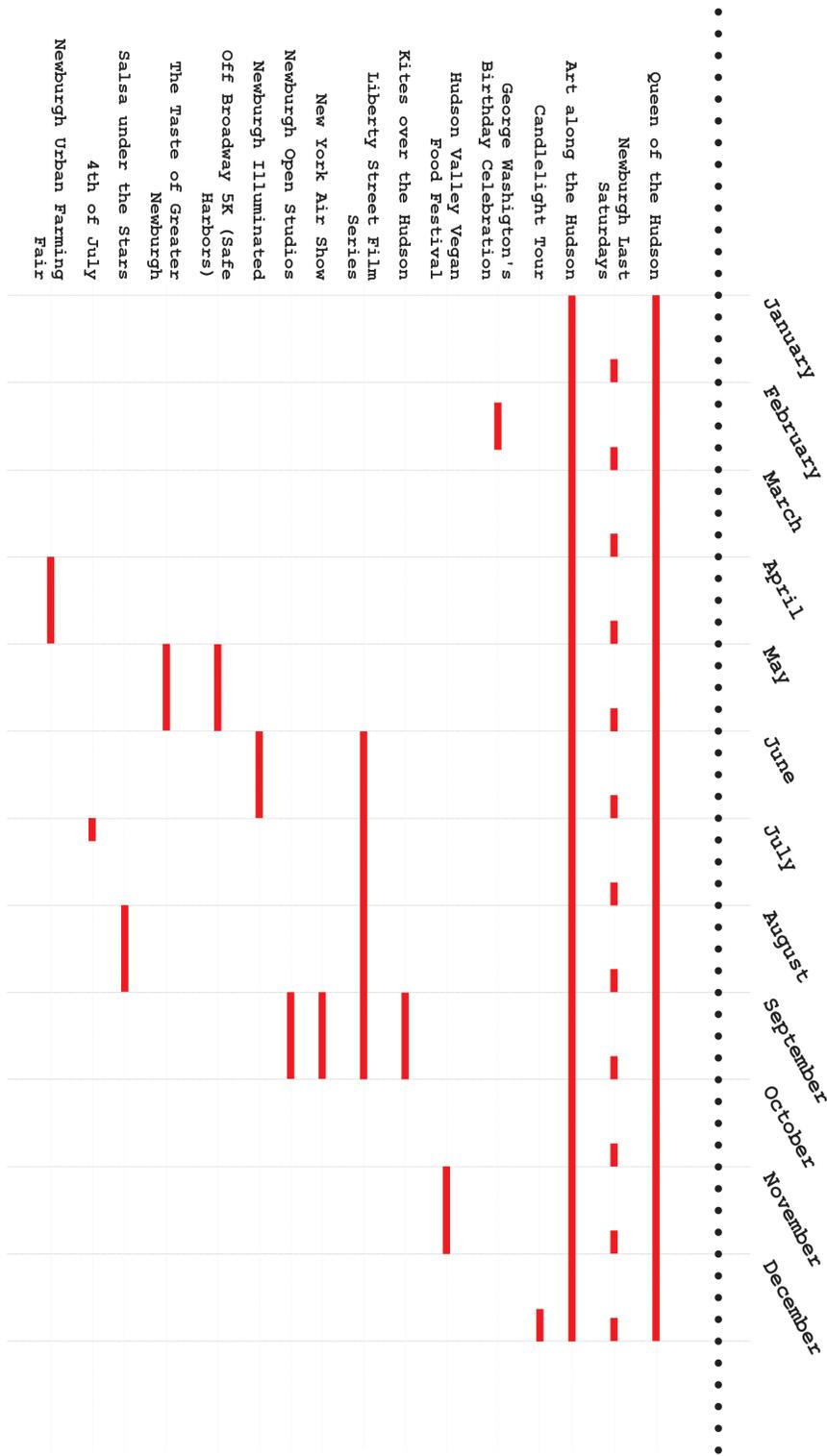


Figure 189 Newburgh City Hall. Photo: Google Earth



Figure 190 Washington's Headquarters. Photo: Hudson Valley Magazine.



**Figure 191** Existing highway signage on I-84, from West to East. Photo: Google Maps



**Figure 192** Existing highway signage on I-84, from West to East. Photo: Google Maps



**Figure 193** Existing highway signage on I-84, from West to East. Photo: Google Maps



**Figure 194** Existing highway signage on I-84, from West to East. Photo: Google Maps



**Figure 195** Existing highway signage on I-84, from West to East. Photo: Google Maps



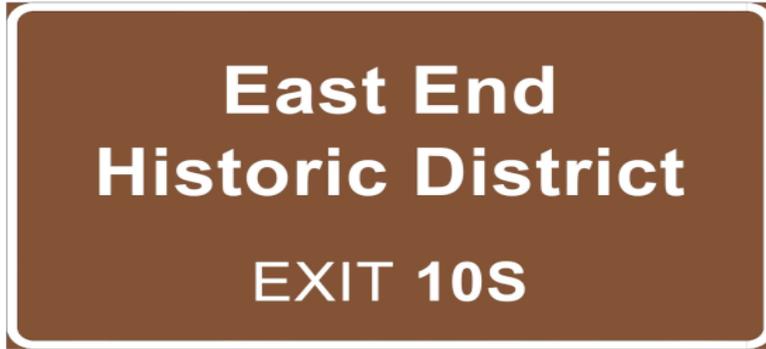
**Figure 196** Existing highway signage on I-84, from West to East. Photo: Google Maps

# 1 REGIONAL + MUNICIPAL SIGNAGE

A principal method of sharing information could be through increased road signage. The Newburgh-Beacon Bridge is the most travelled bridge in the region, with traffic surpassing all of the other bridges by wide margins. A lack of adequate signage could be limiting the number of visitors that stop by Newburgh.

After getting off the Beacon Bridge, there is no indication on the approach to Exit 10S to Newburgh that the city has historic districts, let alone the second largest contiguous historic district in New York State. New highway signs would perhaps draw more visitors from the busy highway into Newburgh. The sign could be like the standard brown sign with white lettering, used for recreational sites. For these, funding could possibly be provided by state agencies.

Within Newburgh, the signage to historic sites and attractions is also limited. The only signs are for Revolutionary War sites, two of which (the New Windsor Cantonment and Knox Headquarters) are not even in Newburgh. We propose that more sites could be listed on the signs such as Downing Park, the Dutch Reformed Church, the East End Historic District, or another site identified on our asset map. Additionally, the signs do not direct traffic in an adequate manner, and are clustered around the highway exit. After the exit, there is no further direction to Washington's Headquarters. Figure 201 shows



**Figure 197**  
Proposed highway signage on I-84.



**Figure 198**  
Proposed highway signage on I-84.



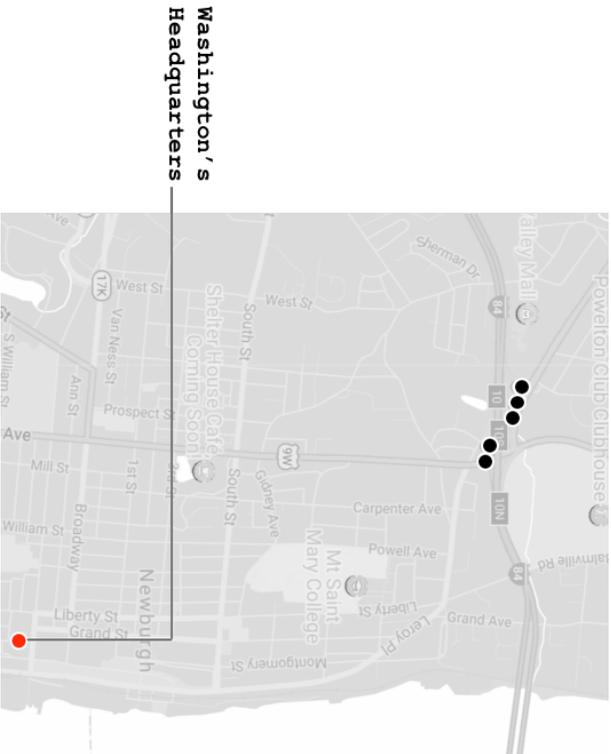
**Figure 199**  
Existing Signage off highway NY-32.  
Photo: Google Maps.

proposed new locations for signs to the historic center and waterfront. With the addition of signage at these locations, drivers would be less likely to get lost on the major intersections of South Street and Broadway, where currently there is no signage.

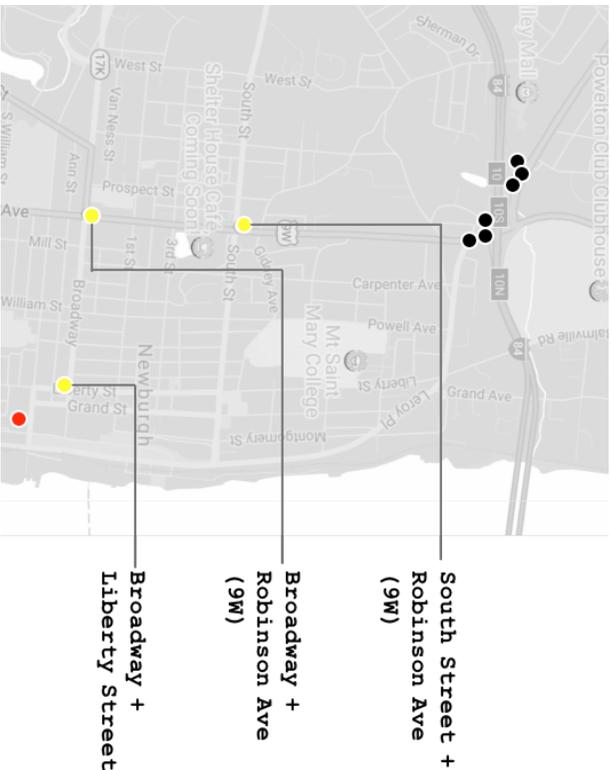
In addition to the lack of roadway signage, there is a lack of adequate signage on the waterfront, a popular destination for many, who never make it farther into the city. Currently, outdated banners flank Front Street, along the river. The banners are in poor condition, with some even falling off the lamp posts. Updating these banners to something more eye-catching to show what is just up the hill might draw tourists away from the waterfront and towards the center of Newburgh.

As noted above during discussion of Downing Park in the South Street and North Miller focal point, we propose a design for new wayfinding banners for the city. These could be placed along Front Street as well as at the entrance of Downing Park. We were inspired by the Lightbulb Project, a public art project where 104 artists painted dynamic 4-foot wooden light bulbs around the city. The light bulb against the black background symbolizes an energetic thinking of what Newburgh could be, and harkens back to Edison's Montgomery Street Power Plant and Newburgh's innovative role as the second city to incorporate electricity.

The studio proposed four different types of banners, each representing what we feel are some of Newburgh's greatest assets: Historic Architecture, Landscape, Food, and the Arts. Our design for the Landscape and Food banners, represented in Figure X, would be placed along the waterfront to encourage visitors to journey up the hill into Newburgh. A potential partner within Newburgh is ColorCube, a local design studio and print shop.



**Figure 200** Existing sign location at Washington's Headquarters.  
Photo: Google Maps



**Figure 201** Proposed Sign Locations within and around Newburgh.  
Photo: Google Maps

**Figure 202**  
Existing  
Banners at  
Newburgh  
Waterfront, on  
Front Street,  
view facing  
South. Photo:  
Google Maps



**Figure 203** Existing  
Banners near the  
waterfront.  
Photo: Google Maps.



**Figure 204** Existing  
Banners near the  
waterfront.  
Photo: Google Maps.



**Figure 205.a**  
Proposed scenic  
Front Street  
banner.



**Figure 206.a**  
Proposed food  
related Front  
street banner.



**Figure 205.b**  
Proposed Front  
Street banner  
on street  
light.



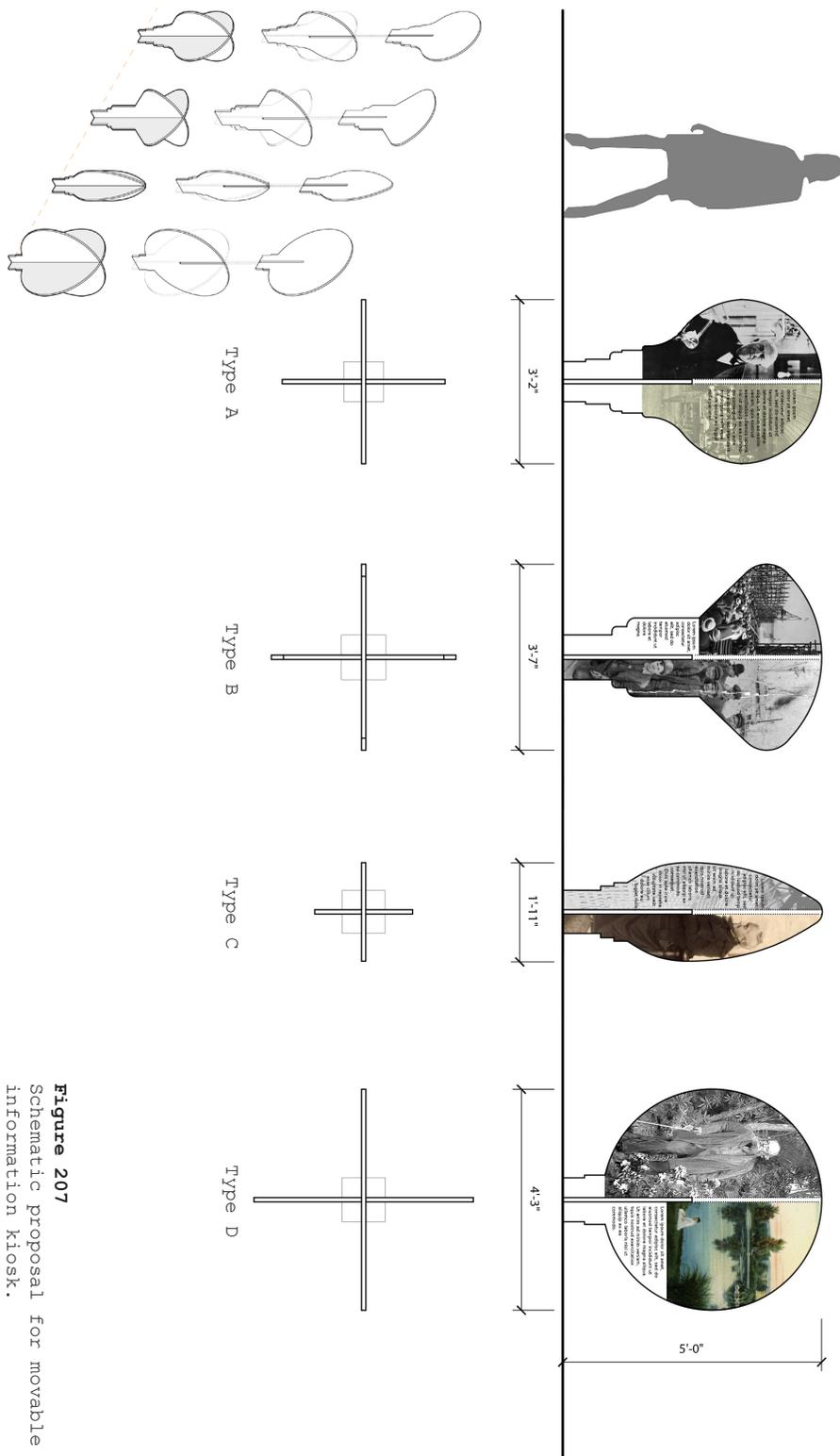
**Figure 206.b**  
Proposed Front  
Street banner  
on street  
light.

## 2 MOVABLE KIOSKS + STANDS

Building on the concept of the light bulb, we also propose to introduce an information stand to be set up at popular locations, serving as an information sharing point. The content of each stand can be specific to the siting of each structure, containing a thematic narrative relating to a different time of the year or a historic commemoration in Newburgh.

As noted above, people currently need to actively seek information at specific sites, such as the city's office or Washington's Headquarters. Establishing these stands at various points throughout the city would reverse this relationship, bringing the information to the people. This initiative could have a short- and a mid-term roll out. For the short-term, we propose that the first stand be set up near the Ritz Theater (which today is Safe Harbors), as part of the popular Newburgh Illuminated Festival. The stand would provide festival-goers with the opportunity to learn about other sites throughout the city, which may have been previously unknown. Based on the reception to this stand, additional units could be rolled out on a mid-term basis. These could be tied to other seasonal events, or placed in areas with multiple assets nearby.

Another interpretive strategy proposes the semi-permanent installation of information pavilions which could take a variety of forms, either free-standing or as infill of a vacant lot.



**Figure 207**  
Schematic proposal for movable information kiosk.



**Figure 208**  
Proposal for "Playhouse" pavilion during Exhibit Columbus.  
Starkitecture.



**Figure 209**  
Pavilion proposal for Onassis Cultural Center.  
Werner Maritsas.

By initially locating these pavilions within our focal points, we can emphasize connectivity between these areas of activity and encourage further movement within the city itself.

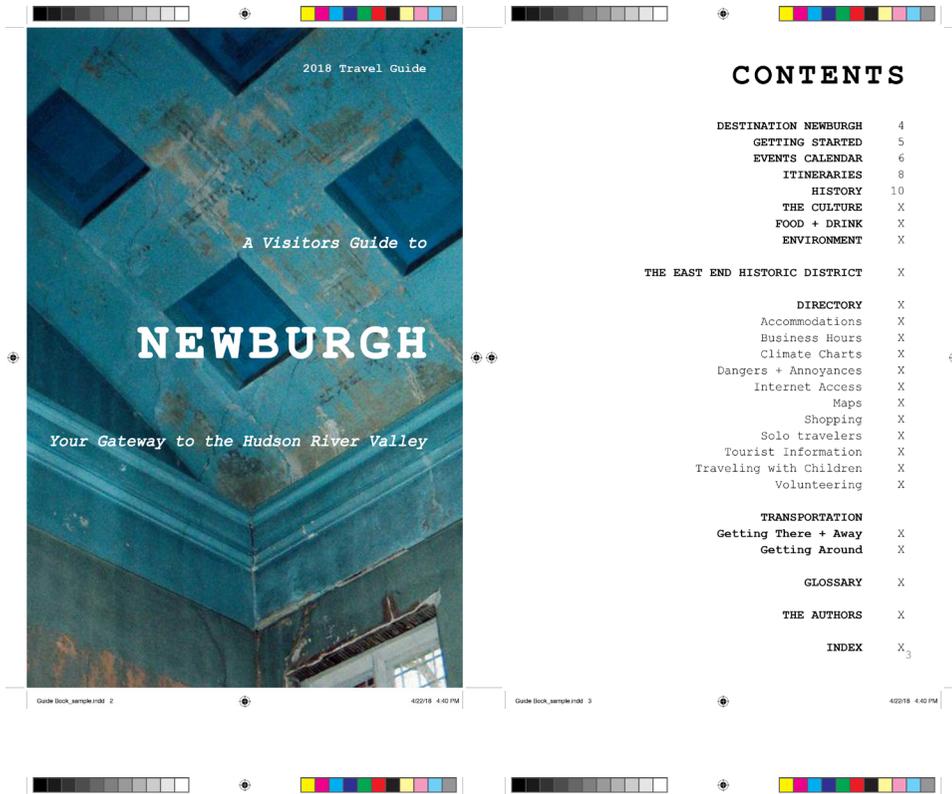
In considering case studies, we looked for proposals that took ease of fabrication and low material costs into consideration. We can possibly realize this concept by partnering with local fabricators, such as Atlas Industries, for the design and production of these structures. Possible funding for prototyping our idea could come from the Newburgh chapter of the Awesome Foundation.

Within these pavilions, visitors could find existing tourism pamphlets, new content such as our asset map, or other visitor information resources such as the multiple walking tours designed by local historians, among others. These pavilions have the potential to become orientation markers within the city, and could also serve as a departure point for tours. The pavilion would be a space for centralizing and gathering the diverse and already existing literature and visitor information resources that are generally difficult to obtain or locate.

# 3 CITY GUIDEBOOK

Our final interpretive strategy, which could become part of the pavilion's content, proposes the production of A Guide to Newburgh. Through the collection of photographs and archival research, presented either online or in a printed format, the guide would be an effort to catalog Newburgh's historic and cultural inventory.

A potential community partner for this project is The Newburgh Packet, founded by Ben Shulman. This guide could also function as a collaboration between Historic Preservation students and local students from the Newburgh Free Academy, wherein both will provide points of access to learn about the city's history.



## DESTINATION NEWBURGH

### FAST FACTS

Population: 28,495 (estimated)  
 Unemployment rate: 11%  
 Percentage of Hispanic/Latino population: 51%  
 Percentage of African American population: 26%  
 Percentage of White population: 19%  
 Percentage of population under 20 years of age: 39%  
 Percentage of households below poverty level: 33%

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## GETTING STARTED

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### WHEN TO GO

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### IS IT SAFE?

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**VISIT ORANGE COUNTY**  
IN NEW YORK'S BEAUTIFUL HUDSON VALLEY



**I ♥ NY**



## **WALK NEWBURGH**

LOCAL GUIDES, HISTORICAL CONTEXT & A BEAUTIFUL SETTING



**TASTE NY**

**Empire State  
Development**



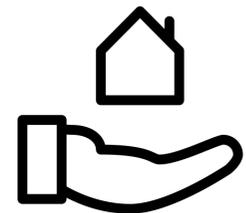
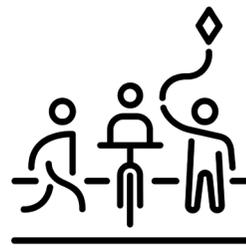
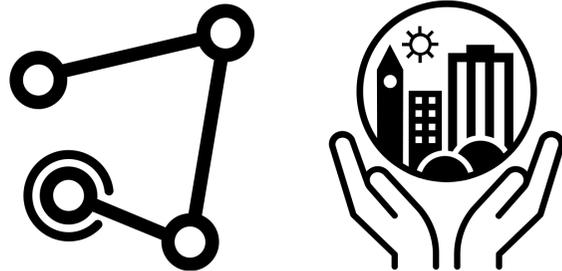
## **PARTNERSHIPS**

Joint partnerships are essential to strengthening connections between Newburgh and neighboring cities and towns; some other potential partners include New York State tourism, Orange County tourism, and the Orange County Chamber of Commerce, among others. Brochures and pamphlets highlighting the city's offerings could also be made available at nearby tourist destinations, such as Woodbury Commons or Storm King Art Center, and even across the river in Beacon to encourage interchange between these two destinations. Information could likewise be provided at Stewart International Airport to encourage international travelers to visit Newburgh during layovers.

Engagement on a digital platform such as Vamonde or Geotourist would be beneficial as well. The local historic walking tour site, Walk Newburgh, could be a potential partner for an initial launch, providing abbreviated versions of some of their tours. Alternately, our mapped assets could be used for an initial digital guide. The ultimate goal is to get people out and walking around the city, to increase public presence on the street, reduce perceptions that the city is unsafe, and bring people on routes that pass by local businesses. These routes could potentially be laid out in collaboration with the Orange County Chamber of Commerce.

## **VI. CONCLUSION**

*See you in  
Newburgh!*



In conclusion, we hope that encouraging preservation within each focal point will create a chain reaction of new economic growth and revitalization. By removing physical barriers, in the form of vacant and underutilized properties, we hope to also remove psychological barriers. Telling more diverse stories through art and food will reflect Newburgh's dynamic history and culture, and connect it to the greater Hudson Valley Region.

We envision Newburgh's streets becoming alive with activity, resulting in a safer, more connected, and more united Newburgh.

Great strides are already being made, not only by the city, but also its citizens... by local businesses, like Blacc Vanilla; by community partners, like the Land Bank; by educational organizations, like the Armory Unity Center; and, by those who are continually investing in Newburgh and rehabilitating its built assets.

These dedicated organizations and citizens already know that Newburgh is a dynamic city: ever-evolving, ever-improving. We hope that our project can spread this knowledge further, and that our proposal be implemented, in whole or in part, solidifying Newburgh's position as an attractor, where people are proud to live and excited to visit.

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