

# BROADWAY COMMERCIAL CORRIDOR DEVELOPMENT STRATEGY



A redevelopment opportunity at the corner of Broadway and Wolfert in the Village of Menands, New York.

**Total Study Cost:** \$24,000 (\$20,000 consultant effort plus \$4,000 in local in-kind services)

**Description:** The Broadway Commercial District includes over four miles of Broadway from Livingston Avenue in the City of Albany to 1<sup>st</sup> Street in the City of Watervliet. The primary goal of this market study is to create a framework for revitalization activities. Four specific objectives were identified including:

- Encouraging the expansion of community serving retail in the corridor to meet the needs of neighborhood residents.
- Promoting and expanding outlet retailing operations in the Broadway corridor.
- Supporting the historic Capital District Regional Market in Menands as a potential economic development anchor.
- Enhancing the aesthetic quality of the Broadway Corridor to create an attractive setting in which to live, work and shop.

Recommendations to meet the objectives of the study range from streetscape enhancements and traffic calming improvements to recruiting a national drug store and creating a Home/Office Outlet Association. The findings of this market study were used to support the Menands *Broadway Corridor Study* produced in March 2002.

This study was completed in February 2001.

To request a copy of the final report, contact CDTC at (518) 458-2161.

**Sponsors:** CDTC, City of Albany and Albany Housing Authority

**Consultant:** Urban Partners