

Delaware Avenue NY Forward

TOWN OF BETHLEHEM, NEW YORK
NY FORWARD APPLICATION | SEPTEMBER 23, 2022

Message from the Supervisor

At the heart of every thriving community is a vibrant business sector, whether bustling commercial centers or bedrock industries. This is certainly the case in Bethlehem, where our busy Delaware Avenue commercial district is our community's Main Street and downtown district. The district is characterized by a multitude of small, independent family-owned businesses that provide a wide array of services, from micro-brewed beer to family therapy, power tools to delicious meals, books to comfortable apartments.

Bethlehem's Delaware Avenue commercial district is also rich with opportunities for revitalization that will make businesses stronger and more accessible, enhance walkability and connection to hundreds of thousands of Albany County Helderberg-Hudson Rail Trail users, and transform the corridor into a greener, more sustainable downtown.

Working in close partnership with business owners, residents, and the Bethlehem Chamber of Commerce, we have identified a suite of projects that, collectively, will position the Delaware Avenue commercial district for success in the years to come. These projects include commercial and mixed use revitalization, creation of public spaces, and accessibility improvements that will build on the area's strong roots to create a walkable, sustainable, attractive, regionally important downtown. I am proud to submit this application for Round One of the NY Forward program and look forward to working together to strengthen Delaware Avenue, Bethlehem, and the Capital Region.

David VanLuven
Supervisor, Town of Bethlehem

REDC: **Capital Region**
Program: **NY Forward**
Applicant: **Town of Bethlehem**
Downtown: **Delaware Avenue**
County: **Albany**
Contact: **John Taylor, Senior Economic Developer, jtaylor@townofbethlehem.org**



Vision Statement

The Town engaged in an intentional, collaborative process with the public and [advisory committee](#) to articulate a shared vision of the future state of Delaware Avenue. More than 250 people from the Delaware Avenue corridor and elsewhere in Bethlehem—residents, business owners, employees, and visitors/customers—responded to a brief survey sharing their thoughts on strengths and weaknesses of the corridor, along with phrases they would like to use to describe Delaware Avenue in five years. Similar questions were the focus of a public meeting earlier this month, where more than 40 attendees shared their ideas. The advisory committee has also been instrumental in providing input and shaping the vision, both at a committee meeting held this month and workshopping the final vision statement included in this application.

As Bethlehem’s historic main street, Delaware Avenue builds on its greatest asset—a community of locally owned small businesses offering diverse goods and services—along a cohesive corridor that is walkable, sustainable, attractive, and accessible by all users. It is a regionally serving destination that leverages the strength of its small businesses and the popularity of the Albany County Helderberg-Hudson Rail Trail.

We believe that the resulting vision statement captures the existing vitality and future potential of Delaware Avenue, and is an essential ingredient not only for the NY Forward process, but in the Town’s ongoing efforts to strengthen this critical Bethlehem corridor.

Past Investment and Future Potential

Delaware Avenue has benefited from significant private and public investment in recent years. Other substantial investments throughout the Town in the past few years—and broader investments like the \$4M invested by Albany County and Scenic Hudson to develop the Rail Trail—are also noteworthy, as we expect these investments to generate spillover housing demand and induced consumer spending in several areas in Bethlehem, including the Delaware Avenue commercial district. Examples of such investments are outlined below.

Delaware Avenue, 2012-2022 (private investment): A review of data from the Bethlehem Building Department—aggregating the value of improvements stated on building permit applications for completed commercial projects—found that during the past decade, there was approximately \$11.6 million in private, commercial investment across 82 properties in the Delaware Avenue corridor. Significant projects included the redevelopment of 99 Delaware Avenue into a new Albany Medical Center facility; a new mixed-use building at 200 Delaware Avenue; a new medical office building at 250 Delaware Avenue; a new commercial building at 308 Delaware Avenue; and a range of large and small tenant fit-out projects throughout the corridor. Currently, there are 23 small open commercial projects totaling \$400,000 in value.

Plug Power, Vista Technology Campus (private investment): Plug Power, a leader in hydrogen fuel-cell development, is investing nearly \$100 million to develop a 350,000 sf manufacturing, logistics, and office facility at Vista Technology Campus in Slingerlands. The facility is just three miles from the Delaware Avenue study area.

Port of Albany Offshore Wind Tower Manufacturing Facility (private investment): The Port of Albany, in partnership with private partners Marmen Welcon, Equinor, and BP, is developing the first offshore wind tower manufacturing facility in the United States at the Beacon Island site in Glenmont. Capital investment at the 560,000 sf facility will total approximately \$350 million, and the site is approximately four miles from the Delaware Avenue study area.

Delaware Avenue Hamlet Streetscape Enhancement (public investment): The purpose of this project, completed in 2018, was to implement design improvements that would help strengthen Delaware Avenue’s Main Street character and provide for safe and convenient corridor travel and access for pedestrians, bicyclists and transit users. The project involved

the implementation of multi-modal and streetscape enhancements along Delaware Avenue, from Adams Street to Elsmere Avenue (approx. 0.75 miles of the project corridor), as well as portions of Kenwood Avenue and Adams Street. These enhancements consisted of new sidewalks, crosswalks, curbing, on-street parking, street trees and decorative lighting fixtures. The total project cost was \$3.1 million, with \$1.9 million provided by the Town and the remaining \$1.2 million secured through a grant from the New York State Department of Transportation.

Delaware Avenue Complete Streets (public investment): In 2019, the Town was awarded \$2.9M through a NYSDOT Transportation Alternatives Program grant (federal funds) to implement complete streets improvements along Delaware Avenue (Elsmere Avenue to Normans Kill Bridge – approx. 1.25 miles of the project corridor). While a full road-diet modification was not supported by the community, the NYSDOT funding remains to implement many other complete streets improvements that will have an impact on safety and accessibility of all users, such as crosswalks, sidewalks, traffic calming measures, and reduction in posted speed limit. The Town is currently coordinating these improvement options with NYSDOT and the community. The NYSDOT TAP grant is one example of leveraged funds that could work in tandem with a NY Forward grant to drive transformational impact throughout the Delaware Avenue corridor.

Recent and Impending Job Growth

During the past five years, Delaware Avenue has experienced an influx of new, diverse businesses adding to the vitality of the corridor. Consistent with the character of the commercial district, these are mostly small, locally-owned businesses. These businesses each have just a few employees, but collectively—with other small businesses in the corridor—create a range of job opportunities for Capital Region residents. Several of these businesses were supported by a Bethlehem Microenterprise Grant (see Supportive Local Policies for more detail.)

New Small Businesses, Delaware Avenue Corridor, 2017-2022

Art Stars! Studio	FoCo Taco
Bliss*	The Grove Bistro*
Bombshell Spa*	Inferno NY*
Bowled	Max Ross Insurance*
Brewtus Roasting*	The Real McCoy Beer Co
Dr. Milk Bubble Tea	Rooted + Rind*
Feather's Fitness	Sudy Thai
The Fifth Corner Goods & Gifts	The Warbler Brewery*

* Microenterprise Grant recipient
Note: Not an exhaustive list

A handful of larger employers in the corridor, notably the New York State Justice Center and Hannaford, anchor the Elsmere section of Delaware Avenue. This area of Delaware Avenue is now also home to the Albany Medical Center Bariatric and Nutrition Clinic, while Bethlehem Town Hall serves as an anchor near the Four Corners.

New businesses have also opened in other nearby commercial districts in Bethlehem. The Glenmont commercial corridor has attracted a range of locally-owned small businesses and national chain stores in recent years, providing new amenities to the local community. New restaurants and service providers have opened in Slingerlands in the emerging New Scotland Road hamlet district, and nearby at Vista Technology Campus. A recent NYSDOT TAP award of \$1.5M will provide a new multi-use path along Cherry Ave Ext., connecting to the Rail Trail and allowing pedestrians and bicyclists to travel between the Slingerlands commercial district and the Delaware Avenue corridor fully on the Rail Trail.

Finally, the two large economic development projects mentioned in the investment section—Plug Power's new facility at the Vista Technology Campus and Port of Albany offshore wind tower manufacturing facility in Glenmont—will create more than 2,100 well-paying, green jobs in Bethlehem. It is anticipated that at full build-out, the Plug Power facility will create 1,625 jobs, while the offshore wind tower manufacturing facility will create 550 jobs.

Quality of Life

Delaware Avenue is one of the few walkable suburban neighborhoods in the Capital Region, with a fine-grained diversity of land uses. Residential use is integrated throughout the corridor, with both rental housing and owner-occupied housing

mixed in with and adjacent to commercial space. Residents, visitors, and workers have access to public transportation and the Rail Trail in the heart of the corridor, with the new, nearby [Normans Kill Ravines Park \(150 acres\)](#) providing forthcoming walking and mountain biking trails, while the district provides access to an array of goods and services, schools, healthcare, healthy food, and employment opportunities. The projects outlined in this application demonstrate that there is ample opportunity to grow across all of these fronts, improving the community's attractiveness and livability.

Beyond the built environment, the Delaware Avenue corridor benefits from the time, energy, and commitment of volunteers, non-profits, and community-focused businesses that organize events and services that make Delaware Avenue a true community. Examples include: annual Memorial Day parade; ["Chalk the Walk" on the Rail Trail/Art on the Rail Trail](#); First Night Bethlehem; multiple restaurant Oktoberfests; Helderberg-Hudson Half Marathon on Rail Trail; churches that provide day care facilities; weekly Saturday Delmar Farmers Market and Tuesday Delmar Methodist Church Farmers Market; and the Thanksgiving Turkey Trot (5K) and Delmar Dash (5mile) runs.

Supportive Local Policies

The Town of Bethlehem has established many policies that guide sustainable development of the Delaware Avenue corridor to increase quality of life (outlined below.) There are also recent initiatives currently in the planning phase that will encourage a more livable main street environment along Delaware Avenue. They include recent application to NYSDOS Smart Growth Comprehensive Planning/Zoning Grant Program (#108657) to implement Comprehensive Plan Update smart growth policies, and Delaware Avenue Complete Streets transportation improvements funding from NYSDOT.

Comprehensive Plan Update: The Town adopted a [Comprehensive Plan Update on June 22, 2022](#). The Comprehensive Plan Update is based on six overarching smart growth principles; Interwoven Equity, Livable Built Environment, Harmony with Nature, Resilient Economy, Healthy Community, and Responsible Governance and Regionalism. In addition to numerous recommendations, the Plan adopted a series of value statements that serve as supportive local policies to increase the quality of life and advance the State's decarbonization goals. Key values include diversity, natural resource protection, sustainability and addressing climate change, diversity of land uses, variety of housing options across incomes and lifestyles, and transportation infrastructure accessible to all.

Open Space Plan: The Bethlehem Open Space Plan establishes conservation tools in partnership with willing landowners to conserve open space through conservation easement agreements, and a locally established [Farms and Forests Fund](#) to purchase development rights/conservation easements and/or land acquisition. The Town currently has an option agreement with a Glenmont landowner to purchase over 300 acres of land for agricultural purposes.

NYSERDA Clean Energy Community Designation: Bethlehem has implemented several high-impact actions to become a designated Clean Energy Community. Actions include: [adoption of community choice aggregation program](#), adoption of the unified solar permit, benchmarking of building energy use, energy code enforcement training, campaign to promote community solar, town solar field and electric vehicle charging stations, and purchase of electric vehicles.

Complete Streets Resolution/ADA Transition Plan for Public Right-of-Way: Bethlehem's Complete Streets Resolution recognizes a transportation network that is accessible for all users. The ADA Transition Plan for the public right-of-way ensures that the Town creates and maintains accessible paths of travel on sidewalks and curb ramps. Using a bi-annual sidewalk condition assessment, the Highway Department replaces sidewalks and curb ramps based on the needs identified in the Plan. Over the past two years the Town's sidewalk replacement budget has been \$150,000 annually.

Delaware Avenue Complete Streets Study – Elsmere Ave to Normans Kill: This study analyzed the feasibility of appropriate complete streets elements for Delaware Avenue between Elsmere Avenue and the Normans Kill bridge. Supported by the study, the Town was awarded \$2.9M through a NYSDOT TAP grant to implement complete streets improvements along this section of Delaware Avenue. While a full road-diet modification was not supported by the community, the NYSDOT funding remains to implement other complete streets improvements that will have an impact on safety and accessibility of all users. The Town is currently coordinating these options with NYSDOT and the community.

Street Tree Program/Management Plan: Funded by a NYSDEC Urban and Community Forestry Grant, Bethlehem is implementing a street tree management program. With recent support by the Albany County/National Grid 10,000 Trees program, the Town is installing close to 100 trees within parks and along streets.

Business Grants and Resources: Funded by NYS HCR grants, [Bethlehem's Microenterprise Grant program](#) has implemented 4 rounds of funding totaling \$800,000 in grant administration to support small business expansion, retention and attraction. These funds have supported more than 30 small businesses in creating jobs and purchasing machinery, fixtures, and equipment, including 22 businesses in the Delaware Ave district. Recently the Bethlehem IDA and Bethlehem Chamber of Commerce partnered to make available the [SizeUp business platform](#), a resource providing demographic and statistical data to complete a business plan, and support business needs and assessment.

Delaware Avenue Hamlet Overlay District and Design Guidelines: Design guidelines found in the Zoning Law's hamlet districts establish development regulations that achieve a walkable Delaware Avenue through buildings located up to the street, parking at the side or rear of buildings, entrances fronting on the street, shared parking, multiple floors, and mixed uses. A recent NYSDOS Smart Growth grant application was submitted (CFA #108657) for assistance in implementing zoning law modifications for the hamlet zoning districts, such as density, incentive zoning, and affordable housing.

Management Structure: Bethlehem's Chamber of Commerce actively engages with all businesses in the community including Delaware Ave business members. The Chamber President serves on the Delaware Avenue NY Forward Advisory Committee and will work in partnership with the Town's Senior Economic Developer to implement the NY Forward grant.

Non-Discrimination Laws and Protections: Bethlehem complies with all civil rights and equal opportunity laws and has prepared and adopted the [Standard Title VI/Non-Discrimination Assurances](#) and [Title VI & Civil Rights Compliance Plan](#). In 2020, the Town Board passed a [Resolution Supporting Black Lives](#), which resolves to advocate against racism, and seek solutions that foster a better future for all regardless of race, ethnicity, religion, disability, gender or sexual orientation.

Public Support

The Town of Bethlehem conducted a thorough public engagement process to help develop the NY Forward application, building on several recent public engagement efforts for other projects in Town including the Comprehensive Plan Update (a multi-year public engagement effort) and the Glenmont Roundabout Construction Communications Program (weekly communications with 500+ residents/businesses over six months.)

Project Website: In August, the Town launched a [Delaware Avenue NY Forward project website](#), hosted on the Town's website. The project site includes a summary of the project, map of the study area, advisory committee members, presentation from the public meeting, notes from the public meeting, a survey link, and project timeline.

Online Survey: An online survey, launched in August, was a critical tool in gathering input from the community at scale. The brief survey focused on gathering input to inform the vision statement and project opportunities. It asked respondents to identify the greatest strengths and weaknesses of the Delaware Avenue corridor; which words/phrases/statements they would like to be able to use five years from now when describing the corridor; and suggestions for types of projects that the Town should look to include in its application. The survey received 260 responses and was invaluable in shaping the vision, project focus, and language used throughout this application.

Advisory Committee (Local Planning Committee): One of the first efforts in early August for the Delaware Avenue NY Forward project was to engage business and community leaders interested in serving on an advisory committee, both to help guide the application development and, if awarded a grant, to help develop the Strategic Implementation Plan. We held a committee meeting on September 8th, at the Delmar-Bethlehem EMS building in the study area, at which we had a wide-ranging discussion to help shape the vision statement and project opportunities. Committee members span the Delaware Avenue corridor and represent a wide range of business, community, and resident stakeholders. Members

include: Gregg Biche, *Quality PM, Inc.*; Terri Egan, *Bethlehem Chamber of Commerce*; Judi Gabler, *Gabler Realty*; Jim Giacone, *My Place and Company*; Dave Gordon, *Resident*; Mark Kelly, *Resident*; Debbie Nolan Murray, *Delaware Plaza*; and Peter Tryon, *Blue House Companies*.

Public Meeting: The Town held a public meeting on September 13th at the American Legion hall in the heart of the Delaware Avenue corridor. More than 40 community residents, business owners, and property owners came together to learn more about the Delaware Avenue NY Forward project and share their ideas. After a brief presentation about the program, the group divided into four breakout groups, moderated by Town staff. For nearly 90 minutes, groups discussed the vision for Delaware Avenue and projects that could help strengthen the corridor.

Advertising & Outreach: The Town used a range of methods to advertise and promote all of these opportunities for public engagement, including: notice on the homepage of the Town website; multiple email alerts to all individuals subscribed to receive Town notifications; inclusion in the September monthly Town e-newsletter; inclusion in two weekly e-newsletters from the Bethlehem Chamber of Commerce; an email alert to the 300+ individuals who had engaged in the Town’s Comprehensive Plan Update process; and a mailer to 400+ addresses within and adjacent to the study area.

Administrative Capacity

Bethlehem’s Department of Economic Development and Planning (Planning) will oversee administration of the NY Forward planning process, with support from the Advisory Committee.

NY Forward Planning Process: Planning staff consist of a Director of Planning, Senior Economic Developer, Deputy Town Planner, Senior Planner, and two Planning Assistants. These Staff have successfully administered the following Town planning processes over the past 5 years: Comprehensive Plan Update, Local Waterfront Revitalization Program, Delaware Ave Complete Streets Study, Open Space Plan, and Street Tree Inventory and Management Plan. Each process included working closely with consultants to design a plan and develop public engagement activities to maximize public input, all of which included preparation of quarterly status reports and standard vouchers, grant budgeting, and record keeping.

NY Forward Project Implementation: Bethlehem’s ability to implement projects and oversee contracts is supported by the successful administration and completion of the following projects that involved funding from various State agencies. During capital projects such as transportation and public infrastructure improvements, Town Planning, Engineering, and Comptroller staff work closely to coordinate project implementation, contract oversight, and compliance with SEQR. Town DPW and Engineering Division have two professional engineers (PE) on staff that have successfully prepared construction bid documents, and oversee contracts. The implementation of the Microenterprise Grant program has established procedures with the Town Comptroller to implement grant reimbursement with awarded businesses.

Agency	Program Award	Amount	Description
NYS DOT	CMAQ/TAP (PIN 1760.80)	\$3.8M	Glenmont Roundabout and sidewalk improvements along Route 9W
NYS DOT	TEP (PIN 1759.68)	\$1.2M	Delaware Ave Hamlet Multi-modal and Streetscape Project
NYS DOT	Safe Routes to School	\$0.170M	Orchard Street sidewalk improvements
NYS DOT	Safe Routes to School	\$0.500M	Delmar Place/Fernbank Avenue sidewalk improvements
HRVG	Greenway Community	\$0.010M	Comprehensive Plan Update
DASNY	State and Municipal Facilities	\$0.280M	Elm Avenue Town Park playground/fitness equipment and community gardens; Henry Hudson Park canoe/kayak launch
DASNY	State and Municipal Facilities	\$0.150M	Mobile stage for special events around Town.
NYS HCR	Microenterprise	\$0.800M	4 rounds to support small business expansion, retention and attraction
NYS HCR	CDBG-Small Business Assistance	\$0.026M	Expansion of Garden Bistro 24 at Vista
NYS HCR	CDBG-Economic Development	\$0.500M	Expansion of Owens Corning manufacturing facility
DASNY/EFC	State and Municipal Facilities	\$3.0M	North Bethlehem Sewer and Force main Project
EFC	Clean Water Infrastructure	\$3.0M	Clapper Road Water Treatment Plant

Transformative Project Opportunities

The Town has worked with businesses, property owners, and residents to assemble a robust set of complementary potential NY Forward projects for the Delaware Avenue corridor. Each of these projects has involved discussion and review between Town staff and property owners/sponsors. These projects would be ready for implementation within the two-year NY Forward award period. NY Forward grant funds would leverage considerable additional investment—via private loans and equity for privately sponsored projects, as well as other public grants that the Town has received such as a \$2.9 million Complete Streets grant from NYS DOT.

The projects outlined in this section span the length of Delaware Avenue and would work together to help realize the vision described in this application. There is a balanced mix of projects that would strengthen the entire corridor—from a grant fund which any business or property owner could tap into, to public space improvements, to branding and design investments—as well as individual redevelopment projects that will create new space for businesses and needed rental housing in the district. Many of the projects have access to the Rail Trail and would work to make the Rail Trail an even greater asset of the future success of the Delaware Avenue corridor.

In total, the aggregate investment of these projects is \$9.1 million, which if fully realized would create new, prime commercial space; new rental housing units; new public space; new Rail Trail connections; and further investments to beautify the corridor and support businesses.

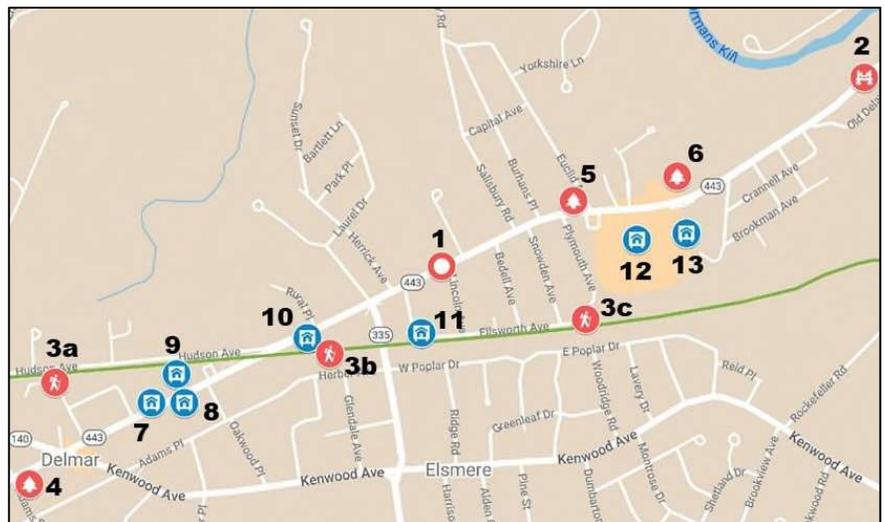
While the set of projects in this application demonstrate a critical mass of projects to drive transformative impacts in the Delaware Avenue corridor, these are by no means the only or final projects that could be funded with a NY Forward grant. If awarded a NY Forward grant, the Town would immediately initiate an open request for proposals for additional projects. The projects included in this application, along with any new projects identified later this fall, would all be reviewed and vetted by the [Advisory Committee](#) (Local Planning Committee) and the community (through public meetings and surveys) to determine a final set of projects that would have the greatest impact on strengthening the Delaware Avenue corridor.

Corridor-Wide Projects

1. *Grant Fund: Commercial & Multifamily Property Improvement Grant Fund* (p. 8)
2. *Branding: Delaware Avenue Gateway, Lighting & Banners* (p. 9)
3. *Branding/Public Space: Albany County Helderberg-Hudson Rail Trail - Access & Wayfinding* (p. 10)
4. *Public Space: 386 Delaware Avenue (Delmar Reformed Church)* (p. 11)
5. *Public Space: 197 Delaware Avenue (Community Bank)* (p. 12)
6. *Public Space: 151 Delaware Avenue (CDTA Park & Ride/Albany Water Board)* (p. 13)

Redevelopment Projects

7. *Existing Mixed-Use: 333 Delaware Avenue* (p. 14)
8. *Upper Floor Residential Conversion: 316-318 Delaware Avenue, Main Square* (p. 15)
9. *New Mixed-Use: 1-3 Howard Place* (p. 16)
10. *New Mixed-Use: 278 Delaware Avenue* (p. 17)
11. *New Mixed-Use: 20 Booth Road* (p. 18)
12. *Accessibility & Environmental Improvements: 180 Delaware Avenue, Delaware Plaza* (p. 19)
13. *New Mixed-Use: 156-160 Delaware Avenue* (p. 20)



1. CORRIDOR-WIDE: GRANT FUND

Commercial & Multifamily Property Improvement Grant Fund

Project Type: Grant Fund

Sponsor: Town of Bethlehem

Est. Completion: 2025

Site control: Commercial and multifamily property owners

Total Project Cost: \$1,000,000

While this application includes a range of individual redevelopment projects that can serve as critical anchor projects, the Town believes that a widely available and well-capitalized Commercial & Multifamily Property Improvement Grant Fund would be one of the most effective, efficient, and equitable ways to create transformational change on Delaware Avenue.

As identified through the visioning process, one of Delaware Avenue's greatest assets is its community of locally-owned, small businesses. However, unlike many national chain businesses that have resources to devote to building aesthetics and improvements, many of these smaller operators are often focused exclusively on the day-to-day challenges of running a business and may also have a more difficult time seeing a return on investment for building improvements that don't have a clear impact on the bottom line. A grant fund would not only provide support to help individual businesses and property owners make these investments, but the aggregate visual impact of improvements being made at dozens of properties can make the entire corridor more attractive and welcoming—which can in turn attract new customers to Delaware Avenue in a way that standalone projects may not.

The grant fund would be open to any commercial or multifamily property owner in the project focus area. At this concept stage, we envision five core categories of funding: a) signage b) façade improvements c) landscaping d) lighting and e) energy efficiency. The Town of Bethlehem Economic Development and Planning Department would manage the program. The Town would seek applications that demonstrate engagement with tenant businesses, and staff would work with any business leasing space to engage with the property owner about the benefits of the grant and property investments.

The Town is in the fortunate position of having the experience of successfully managing a business grant fund, the Bethlehem Microenterprise Grant Program, over four successive rounds since 2014 (see Supportive Local Policies section for more detail.) Not only does this give us the experience and template on which to model the property improvement grant fund, it also provides a sense of the potential demand for such a fund.

Since the Microenterprise Grant Program inception, nearly 50 businesses have applied for funding, with additional businesses expressing interest but not qualifying due to narrow program restrictions around the size of the business and job creation targets. Given that the Commercial & Multifamily Property Improvement Grant Fund Improvement would be more widely available, we estimate that the program could serve up to 50 property owners, with sufficient marketing and engagement with Bethlehem Chamber of Commerce and other partners. Assuming an average project cost of \$15,000 to \$20,000 would bring the total investment to \$750,000 to \$1,000,000. The actual amount of the grant fund would be smaller than that total investment figure, as the Town would require some match amount from the property owner (as it does for the Microenterprise Grant Program.)



2. CORRIDOR-WIDE: BRANDING

Delaware Avenue Gateway, Lighting & Banners

Project Type: Branding

Sponsor: Town of Bethlehem

Est. Completion: 2024

Site control: NYSDOT, National Grid

Total Project Cost: \$600,000

This project includes several streetscape improvements to better brand the Delaware Avenue corridor and improve cohesion between the Four Corners and Elsmere sections of the district.

The first element includes new gateway treatments at the east end of Delaware Avenue, providing a new welcoming entrance to the district for visitors crossing the Normanskill from Albany (see top photo.) We envision pillars or some other type of decorative treatment to upgrade the gateway, which currently has one small sign that is often hidden behind overgrown landscaping. The second element includes new decorative streetlamps extended through the Elsmere section of Delaware Avenue. The Town installed streetlamps in the Four Corners area several years ago, and continuing these features along Delaware Avenue through the Elsmere section would help unify and beautify the corridor.

The third element is several new wayfinding signs along Delaware Avenue, pointing visitors to different sections of the district, including those business clusters that are not visible from Delaware Avenue, at Hallwood Road, Hudson Avenue, Normanskill Blvd, and Booth Road, as well as to the Rail Trail. Finally, the Town would install decorative banners throughout the Delaware Avenue corridor, affixed either to existing utility poles or the new decorative streetlamps, to add further cohesion to the entire district (see middle and bottom photos for examples.)

Given that these projects may involve new elements in the Delaware Avenue right-of-way (state road), electricity connections and use of utility poles, Town staff engaged with Bob Rice, NYSDOT Planning & Program Manager and Michael DiAcetis, Manager at National Grid to discuss the potential of these projects. Both organizations are open to further discussion and refinement of these projects.



3. CORRIDOR-WIDE: BRANDING/PUBLIC SPACE

Albany County Helderberg-Hudson Rail Trail – Access & Wayfinding

Project Type: Branding/Public Space

Sponsor: Town of Bethlehem

Est. Completion: 2024

Site control: Albany County

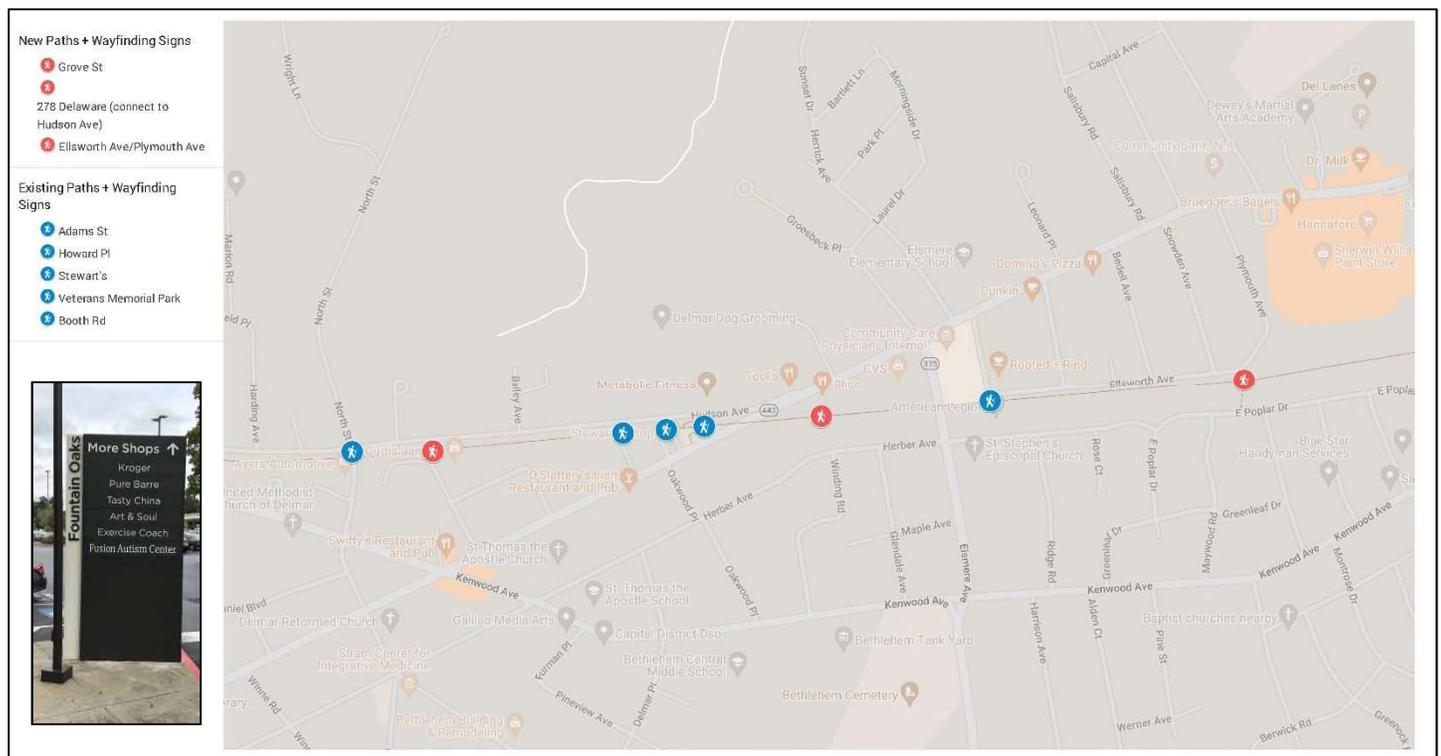
Total Project Cost: \$100,000

With an estimated 250,000 users annually, the Albany County Helderberg-Hudson Rail Trail has emerged as a destination for local residents and visitors throughout the region. Bethlehem’s Delaware Avenue corridor sits at the middle of the trail between Albany and Voorheesville, where bicyclists and pedestrians can pause to eat, shop, and enjoy all that Delaware Avenue has to offer.

The first part of this project would create additional formal pathways (trailheads) to more easily and safely allow Rail Trail users to connect to the Delaware Avenue corridor. There are five existing formal pathways connecting to various parts of the corridor. The Town would look to create three additional ADA accessible pathways/trailheads (potential locations below for illustrative purposes) connecting to key unserved parts of the corridor. We estimate a cost of \$90,000 for this first part.

The second part of this project would include installation of wayfinding signs at each of the existing and future pathways. These could include signs pointing generally to the sub-areas of the business district (Hallwood Road, Hudson Avenue, Delaware Plaza, etc.) or look to highlight businesses to make the Rail Trail more of a front door to businesses in the district. We estimate a cost of \$10,000 for this part of the project.

Town staff recently engaged with Albany County, which owns the Rail Trail, and the County is open to further discussion and refinement of a potential project. Further discussion and review would be needed regarding which types of wayfinding signs would be permitted, and exactly where new pathways could be created. Town staff also engaged with the Albany Water Board specifically about access across its property to Delaware Plaza. Key decisions would still need to be made about the project structure, particularly around developing an easement for public use for any pathways on private property and articulating a plan for maintenance.



4. CORRIDOR-WIDE: PUBLIC SPACE

386 Delaware Avenue (Delmar Reformed Church)

Project Type: Public Space

Sponsor: Town of Bethlehem

Est. Completion: 2024

Site control: Delmar Reformed Church

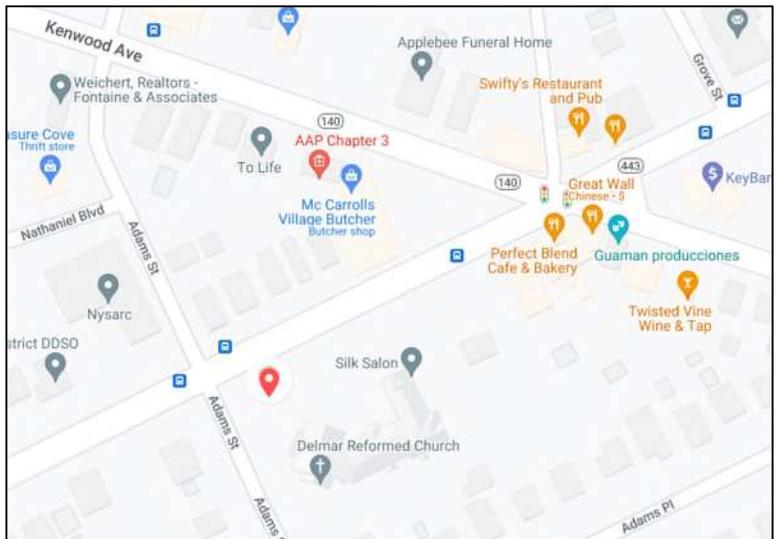
Total Project Cost: \$30,000

This project involves creating a new passive public space in the Four Corners area of Delaware Avenue, on the northwest corner of the property owned by Delmar Reformed Church, providing a new space for neighborhood residents, local employees, and visitors to sit, have lunch, and enjoy a tree-lined setting. The space, approximately 7,500 sf, would include benches, tables, and other minor hardscape improvements, integrated into the existing tree-lined, well-maintained landscape.

There is little public space along Delaware Avenue, including in the pedestrian-friendly Four Corners. The park would be in close proximity to residential neighborhoods, and would be a draw for employees at nearby businesses and visitors to these local businesses.

Town staff recently engaged with the pastor at Delmar Reformed Church to discuss the potential of such a project. The church would be open to further discussion and refinement of a potential project. Key decisions would still need to be made about the project structure, particularly around developing an easement for public use and articulating a plan for maintenance.

Delmar Reformed Church is a valued institution in the community and has a history of opening its doors and property to the community, with a small playground at the back of its property and several existing benches on its front lawn, as well as serving as the host for fireworks and festivities for annual First Night Bethlehem celebration.



5. CORRIDOR-WIDE: PUBLIC SPACE

197 Delaware Avenue (Community Bank)

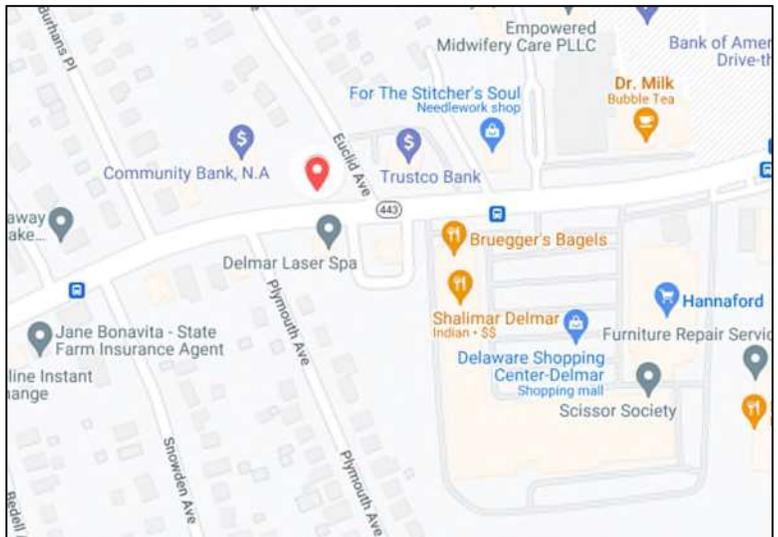
Project Type: Public Space
Sponsor: Town of Bethlehem
Est. Completion: 2024
Site control: Community Bank
Total Project Cost: \$30,000

This project involves creating a new passive public space in the Elsmere section of Delaware Avenue, on the southeast corner of the property owned by Community Bank, providing a new space for neighborhood residents, local employees, and visitors to sit, have lunch, and enjoy a tree-lined setting. The space, approximately 5,000 to 7,000 sf, would include benches, tables, and other minor hardscape improvements, but would also involve additional landscaping and conversion of some of the existing asphalt parking lot into green space.

There is little public space along Delaware Avenue, especially in Elsmere. The park would be in close proximity to residential neighborhoods north of Delaware Avenue, as well as employees at nearby businesses in Delaware Plaza and the New York State Justice Center.

Town staff recently engaged with Community Bank management to discuss the potential of such a project. Local management indicated that it would be open to further discussion and refinement of a potential project, and that the loss of several parking spaces would not negatively impact its business. They also received authorization from corporate management to include this project in the Delaware Avenue NY Forward application and continue conversations about how to move the project forward. Key decisions would still need to be made about the project structure (whether the Town would acquire the site, secure an easement for public use, or some other structure.)

Community Bank is a valued business and engaged civic partner in Bethlehem, with branch management serving on the Town’s Microenterprise Grant Review Committee and the bank sponsoring several local events and activities.



6. CORRIDOR-WIDE: PUBLIC SPACE

151 Delaware Avenue (CDTA Park & Ride/Albany Water Board)

Project Type: Public Space

Sponsor: Town of Bethlehem

Est. Completion: 2024

Site control: Albany Water Board

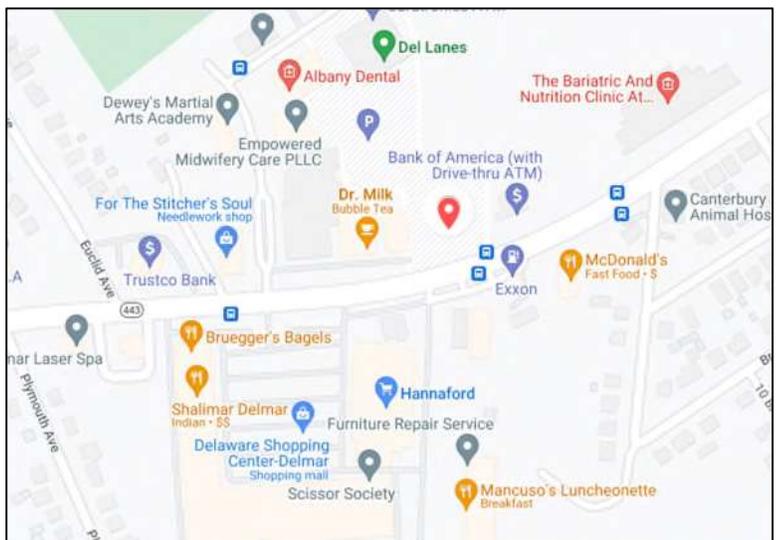
Total Project Cost: \$40,000

This project involves creating a new passive public space in the Elsmere section of Delaware Avenue, on the northeast corner of the property owned by Albany Water Board and currently used as a CDTA Park & Ride. It would provide a new space for neighborhood residents, local employees, and visitors to sit, have lunch, and enjoy a newly landscaped setting. The space, approximately 8,000 sf, would include benches, tables, and other minor hardscape improvements, but would also involve additional landscaping throughout the lot and conversion of some of the existing asphalt parking lot into green space.

There is little public space along Delaware Avenue, especially in Elsmere. The park would be in close proximity to residential neighborhood south of Delaware Avenue (between Grant St. and Mason Rd.), as well as employees at nearby businesses in Delaware Plaza, the New York State Justice Center, and the Albany Medical Center facility.

Town staff recently engaged with the Albany Water Board to discuss the potential of such a project. The Albany Water Board reviewed a memo prepared by Town staff at its most recent meeting. The Board issued a resolution that it would be open to further discussion and refinement of a potential project and authorized inclusion of this project in the Delaware Avenue NY Forward application.

Key considerations of the Board is the protection of its water transmission main running underneath the parcel and allowing for future repairs in this vicinity. The Town would also engage with CDTA to ensure adequate parking for its riders. Key decisions would still need to be made about the project structure (whether the Town would acquire the site, secure an easement for public use, or some other structure.)



7. REDEVELOPMENT: EXISTING MIXED-USE

333 Delaware Avenue

Project Type: Existing Mixed-Use

Sponsor: Blue House Companies

Est. Completion: 2024

Site control: Sponsor-owned

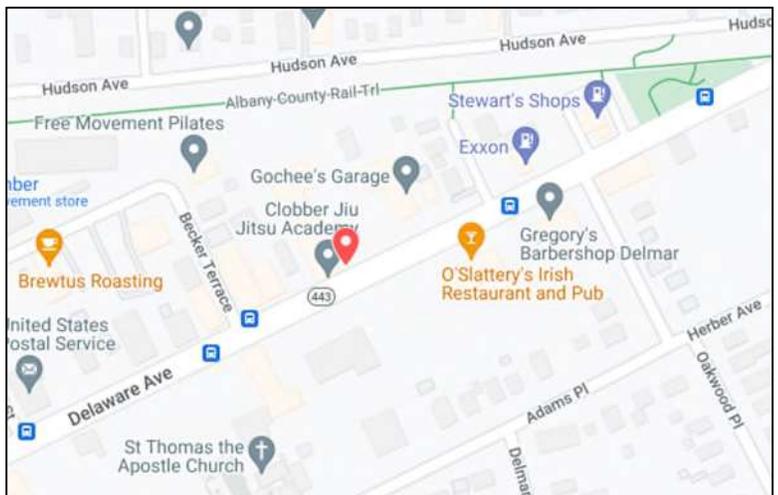
Total Project Cost: \$1,100,000

Blue House Companies (Blue House) is seeking to make major enhancements to this 22,000 sf building, which sits on 1.6 acres and consists of retail suites on the first floor and rental housing above.

The project is multifaceted. Phase one includes the rehabilitation of an 1,800 sf restaurant, converting it into a gastro-style bar/restaurant and converting the upstairs 1,600 sf apartment into a locally-sourced cocktail and dessert lounge. Phase two includes exterior and structural enhancements, including brick rehabilitation and painting, signage and lighting enhancement, window replacements and new sidewalks along the front and side of the building. Phase three involves construction of a two-story steel and wood deck attached to the front eastern portion of the building, offering outdoor seating and gathering space for patrons. Phase four includes energy efficiency enhancements, with new HVAC systems throughout. Finally, the project includes rehabilitation of a smaller commercial space, allowing Blue House to move its headquarters to this space and bringing nine full-time employees to the area.

The sponsor would like to attract additional retail tenants to make 333 Delaware Ave a one-stop building where customers could meet a variety of needs. They have engaged and retained an architect/design firm, and civil engineering firm. The project is utilizing bank financing and equity; NY Forward support would help the project realize full build-out.

The sponsor met with Town staff to discuss the project and authorized the inclusion of this project in the Delaware Avenue NY Forward application. Blue House has a proven track record developing similar projects in the region, including 534-560 Madison Avenue, Albany (18 residential units, two commercial suites) and 191 North Pearl St, Albany (new four-story, 18-unit residential building), with several projects in construction and planning.



8. REDEVELOPMENT: UPPER FLOOR RESIDENTIAL CONVERSION 316-318 Delaware Avenue (Main Square)

Project Type: Upper Floor Residential Conversion

Sponsor: Gregg Biche

Est. Completion: 2024

Site control: Sponsor-owned

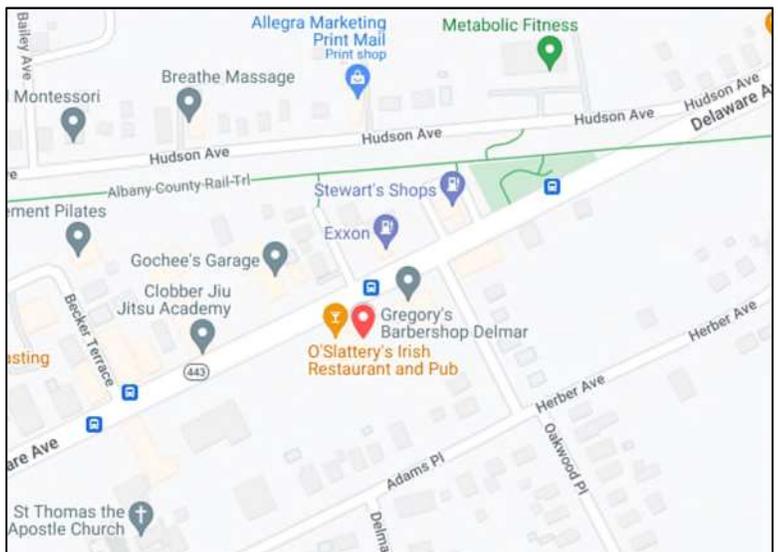
Total Project Cost: \$1,200,000

This project would take underutilized second floor commercial office space at Main Square and convert the space to one and two bedroom apartments, focusing on rental housing close to businesses along the Delaware Ave corridor and along the CDTA bus line. Each unit would be approximately 1,000 sf, with a maximum of 10 units converted from commercial to residential. The entire first floor and some second-floor units would remain commercial. The estimated cost per unit is expected to be between \$100,000 and \$120,000.

The property is a highly visible site in the Four Corners section of Delaware Avenue. The project would create needed rental housing in one of the most walkable parts of the corridor, and the conversion could help alleviate any traffic and parking issues on the site as tenant use and commercial parking use tends to happen at different times during the day/night.

Any funds required above NY Forward grant funds would be capital invested, and the sponsor estimates that each unit could be completed within four months of final approvals from the Building Department. The sponsor met with Town staff to discuss the project and authorized the inclusion of this project in the Delaware Avenue NY Forward application, and has held preliminary conversations with the Bethlehem Building and Planning Departments to understand the site plan approval process.

Gregg Biche and Quality PM, Inc. (sponsor's business) have invested in and improved several Delaware Ave properties. Current holdings along Delaware Avenue include 199, 223, 225, 224, 269, 308, 316, and 318 Delaware Avenue.



9. REDEVELOPMENT: NEW MIXED-USE

1-3 Howard Place

Project Type: New mixed-use development
Sponsor: Judith Gabler
Est. Completion: 2024
Site control: Sponsor-owned
Total Project Cost: \$1,000,000

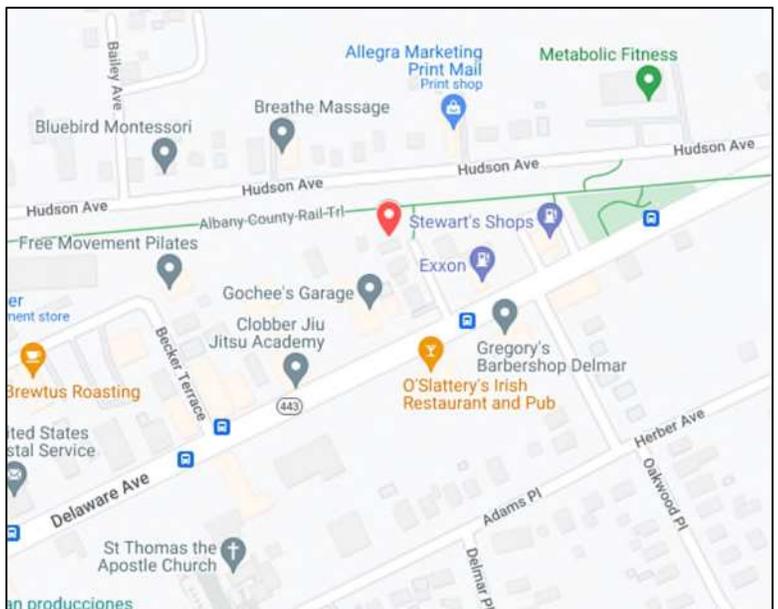
The owner of Gabler Realty has purchased two deteriorating single-family properties, adjacent to the firm’s current office, and in their place is planning to construct a new mixed-use building. The first floor will include 2,300 sf of new office space and the second floor will include three new housing units. The project would provide rental housing close to businesses along the Delaware Ave corridor and along the CDTA bus line. Gabler Realty would occupy the new commercial space to accommodate its rapid growth over the past five years, while making available its current 1,300 sf office space to new commercial tenants.

The location is steps away from restaurants and stores, farmers markets and bus stops. It is also adjacent to the Albany County Rail Trail for walking and biking. The facade would mimic the feel of a residential building, and would be aligned with the Town’s hamlet design guidelines.

The project has received initial bank financing, but the owner has found that the project is costing more than anticipated with asbestos abatement needed for demolition. The project was reviewed by the Bethlehem Development Planning Committee in spring 2022, but has not yet been submitted to the Planning Board for site plan approval. The owner continues to refine plans with the project engineer and builder to prepare for site plan application in late 2022 or early 2023.

The sponsor met with Town staff to discuss the project and authorized the inclusion of this project in the Delaware Avenue NY Forward application.

Past investments by the sponsor include extensive renovations to Gabler Realty’s current office space, creating a highly visible, turnkey office that will now be available for a new tenant. Gabler Realty was a recipient of a Bethlehem Microenterprise Grant in 2018.



10. REDEVELOPMENT: NEW MIXED-USE 278 Delaware Avenue

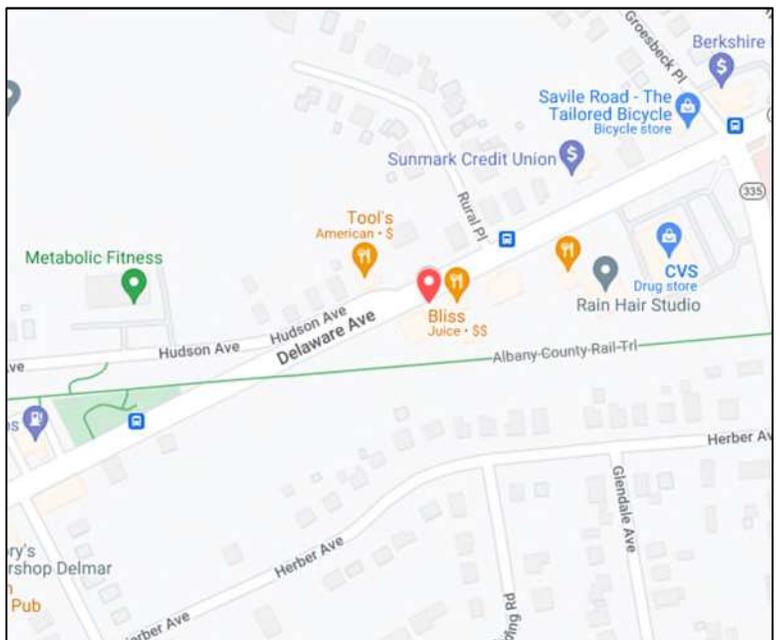
Project Type: New Mixed-Use Development
Sponsor: Expanco Holdings, LLC
Est. Completion: 2024
Site control: Sponsor-owned
Total Project Cost: \$250,000

Currently a commercial building, the property owner is planning to create a mixed-use property to better serve the community and commercial district. The project involves an addition and conversion of second-floor office spaces into residential. Building façade and signage improvements to enhance aesthetic appeal, along with new landscaping and outdoor use space for tenants are proposed. The gross floor area would total approximately 3,400 sf, with 1,700 sf of existing commercial space on the first floor and 2 residential units on the second floor, totaling 1,700 sf. The project would provide rental housing close to businesses along the Delaware Ave corridor and along the CDTA bus line.

278 Delaware Avenue is in a key location for the NY Forward project. It is directly east of the Rail Trail bridge that serves as a demarcation between the Four Corners and the Elsmere section of Delaware Avenue. Improvements at this property, in tandem with other projects, could help draw pedestrians further up Delaware Ave. from the Four Corners, an important goal of the Delaware Avenue NY Forward project. The property has direct access to the Rail Trail (see Albany County Rail Trail project description). The sponsor would also look to install electric vehicle charging stations on site.

The project is still in early concept phase, and the sponsor would plan to seek a commercial loan in addition to providing equity.

The sponsor met with Town staff to discuss the project and authorized the inclusion of this project in the Delaware Avenue NY Forward application. The sponsor acquired the property, along with 274, 276, and 282 Delaware Avenue, in 2020 and has made a series of investments at those properties, from landscaping to roof and HVAC upgrades. The sponsor also acquired 345 Delaware Avenue in early 2022, a property which has become a model in the corridor for landscaping and façade maintenance.



11. REDEVELOPMENT: NEW MIXED-USE

20 Booth Road

Project Type: New Mixed-Use Development

Sponsor: Upst8 Ventures, LLC

Est. Completion: 2024

Site control: Signed contract to purchase property

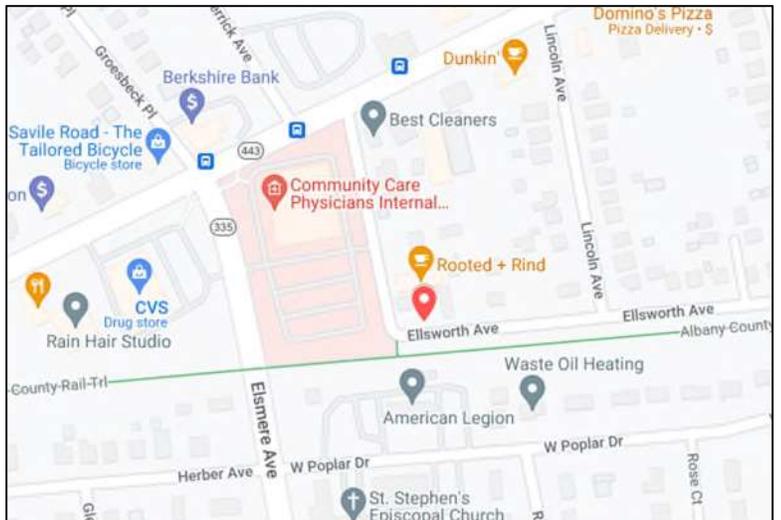
Total Project Cost: \$750,000

The project sponsor has a signed contract to acquire this site and plans to develop a new, mixed-use building totaling approximately 6,000 sf. It would include 3,000 sf of commercial space on the first floor, with two to four residential units on the second floor (also totaling 3,000 sf). The property is currently home to a deteriorating single family house and detached garage.

For the commercial space, the sponsor would look to target small retailers and professional office tenants. The project would be another key investment on Booth Road, which in recent years saw the development of a new medical office building and a new commercial building that houses the plant-based restaurant and coffee shop Rooted + Rind (recipient of a 2018 Bethlehem Microenterprise Grant.) The site benefits from direct Rail Trail access and CDTA bus route. The sponsor would plan to install electric vehicle charging stations and solar covered parking onsite.

The project is still in early concept phase, and the sponsor would plan to seek a commercial loan in addition to providing equity.

The sponsor met with Town staff to discuss the project and authorized the inclusion of this project in the Delaware Avenue NY Forward application. The sponsor has a history of recent investment. The sponsor acquired 274, 276, 278, and 282 Delaware Avenue in 2020 and has made a series of investments, from landscaping to roof and HVAC upgrades. The sponsor also acquired 345 Delaware Avenue in early 2022, a property which has become a model in the corridor for landscaping and façade maintenance.



12. REDEVELOPMENT: ACCESSIBILITY & ENVIRONMENTAL IMPROVEMENTS

180 Delaware Avenue (Delaware Plaza)

Project Type: Accessibility & Environmental

Sponsor: Delaware Plaza LLC

Est. Completion: 2024

Site control: Sponsor-owned

Total Project Cost: \$700,000

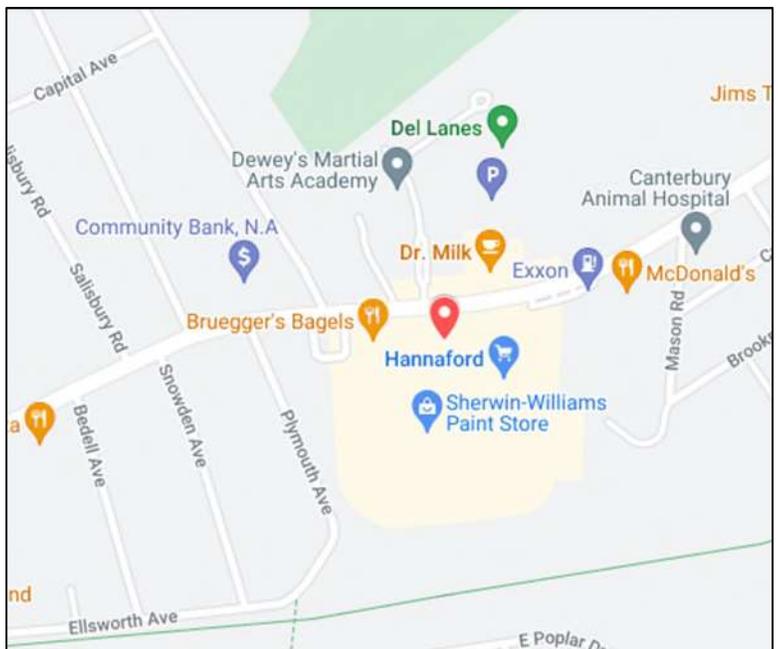
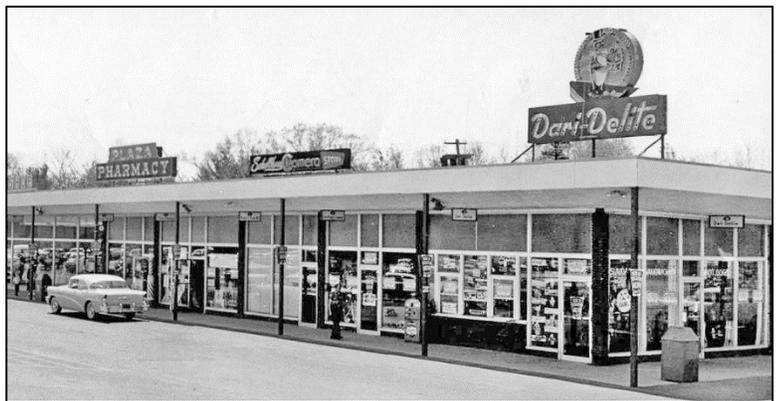
This project would involve several elements to improve accessibility, safety, circulation and stormwater management, while also enhancing the aesthetics of Delaware Plaza, which opened in 1955 as one of the first suburban shopping centers in the Capital Region. Delaware Plaza continues as a commercial anchor in the Elsmere section of the Delaware Avenue corridor, with more than 25 businesses serving local and regional residents. The plaza sees considerable vehicle traffic, but also pedestrian activity within the plaza and near the plaza, with a prominent CDTA bus stop located near the entrance.

The most significant and costly project would be a complete redesign and renovation of the parking lot and entrance. It would involve revised traffic circulation, and repaving with stormwater management to treat water quality and quantity consistent with NYSDEC standards. The rebuild would also provide an opportunity to add trees and landscaping throughout the plaza.

Other elements of this project would include new signage (for the plaza and individual businesses); new sidewalks in the plaza; and ADA accessibility upgrades at a standalone former bank building within the plaza.

The sponsor engaged an engineer in 2021 to begin preliminary design for the parking lot improvements, but was unable to move forward at that time.

The sponsor met with Town staff to discuss the project and authorized the inclusion of this project in the Delaware Avenue NY Forward application. The sponsor has a history of recent investment, completing a significant façade renovation to the entire plaza in 2018.



13. REDEVELOPMENT: NEW MIXED-USE 156-160 Delaware Avenue

Project Type: New Mixed-Use
Sponsor: Delmar Mall Properties LLC
Est. Completion: 2024-2025
Site control: Sponsor-owned
Total Project Cost: \$2,290,000

The site consists of almost two acres with one 8,500 sf mixed use building containing three residential units and a pet store (front of property); a 16,800 sf building that houses nine commercial and retail small businesses (rear of property); and a cell tower with a 2,500 sf land lease. The site previously had an additional 4,000 sf building (adjacent to existing building at front of property) used as a drycleaner, which was classified as a Superfund site (#401058) and for which the State has invested more than \$1,500,00 in remediation. The site owner is responsible for annual monitoring and reporting.

The sponsor plans to develop the property by adding another commercial building on the site of the former drycleaner (\$700,000) and the addition of 10 to 12 residential units as an addition above the 16,000 SF building (\$1,500,000). The project would also require a new water line at a cost of approximately \$90,000.

The project would serve as an important anchor in the Elsmere section of Delaware Avenue, providing new commercial space and rental housing in an attractive and inviting setting. It would complement adjacent potential projects at Delaware Plaza and the CDTA Park & Ride, improving the amenities and appearance in this area of Delaware Avenue.

The project is still in early concept phase, and would be funded by equity, partner investment and bank financing. The sponsor met with Town staff to discuss the project and authorized the inclusion of this project in the Delaware Avenue NY Forward application. The sponsor has a history of investment in the corridor, most notably the development of a mixed-use building at 48/50 Hudson Avenue that is home to a thriving massage therapy business.



**THE SENATE
STATE OF NEW YORK**



NEIL D. BRESLIN

SENATOR, 44TH DISTRICT

VICE PRESIDENT PRO TEMPORE

CHAIR

INSURANCE COMMITTEE

CO-CHAIR

LEGISLATIVE ETHICS COMMISSION

MEMBER

LEGISLATIVE COMMISSION ON RURAL
RESOURCES

COMMITTEES

BANKS

ETHICS AND INTERNAL GOVERNANCE

FINANCE

CITIES 2

JUDICIARY

RULES

September 21, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

RE: Town of Bethlehem-New York Forward Application

Dear Mr. Yevoli:

This letter is to express my support for the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

The Delaware Avenue commercial district, spanning approximately two miles from the Albany border in Elsmere to the Four Corners area in Delmar, is a key main street in the Town of Bethlehem. The district is home to many small, locally-owned businesses that offer a wide range of goods and services for residents and visitors alike, and enjoys unparalleled access to the Albany County Rail Trail throughout the corridor.

NY Forward grant funds would allow the Town and project partners to support a range of capital improvements in the corridor, including redevelopment projects to meet commercial and housing needs, façade and signage improvements, energy efficiency upgrades, and new public space, as well as branding and marketing investments for the corridor. These investments would help address key challenges in the Delaware Avenue corridor and position it for success in the years to come, supporting businesses, residents, and community needs.

I am proud to support this grant application and I feel strongly about the benefits that a NY Forward grant would confer not only to residents and businesses in Bethlehem, but to residents throughout the region who visit Delaware Avenue, building on the corridor's strengths and making it more welcoming, walkable, sustainable, and vibrant. I thank you for your consideration regarding this application, and for your efforts to assist businesses throughout the Capital Region and New York State. Please do not hesitate to contact me if I can be of further assistance.

Sincerely,

A handwritten signature in blue ink that reads "Neil D. Breslin".

Neil D. Breslin
Member of Senate





THE ASSEMBLY
STATE OF NEW YORK
ALBANY

PATRICIA A. FAHY
Assemblymember 109th District

CHAIR	Banks	Committee	COMMITTEES
	Children and Families	Codes	
CAUCUSES & TASK FORCES	Legislative Women's Caucus	Task Force on Women's Issues	Environmental Conservation
			Economic Development
			Higher Education
			Tourism, Parks, Arts & Sports Development
			Transportation

September 20, 2022

Michael Yevoli
Regional Director
Empire State Development
433 River Street, Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

Re: NY Forward Grant
Town of Bethlehem, New York

Dear Mr. Yevoli:

I am writing to convey my strong support for the Town of Bethlehem’s Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

The Delaware Avenue commercial district—spanning approximately two miles from the Albany border in Elsmere to the Four Corners area in Delmar—is a key main street in the Town of Bethlehem. The district is home to many small, locally-owned businesses that offer a wide range of goods and services for residents and visitors alike, and enjoys unparalleled access to the Albany County Rail Trail throughout the corridor.

NY Forward grant funds would allow the Town and project partners to support a range of capital improvements in the corridor, including redevelopment projects to meet commercial and housing needs, façade and signage improvements, energy efficiency upgrades, and new public space, as well as branding and marketing investments for the corridor. These investments would help address key challenges in the Delaware Avenue corridor and position it for success in the years to come, supporting businesses, residents, and community needs.

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I thank you for your consideration regarding this application, and for your efforts to assist businesses throughout the Capital Region and New York State. Please do not hesitate to contact me if I can be of further assistance.

Sincerely,

A handwritten signature in black ink, appearing to read "Patricia Fahy". The signature is fluid and cursive, with the first name "Patricia" and last name "Fahy" clearly distinguishable.

Patricia Fahy
NYS Assemblymember, District 109



DANIEL P. MCCOY
COUNTY EXECUTIVE

COUNTY OF ALBANY
OFFICE OF THE EXECUTIVE
112 STATE STREET, ROOM 1200
ALBANY, NEW YORK 12207-2021
(518) 447-7040 - FAX (518) 447-5589
WWW.ALBANYCOUNTY.COM

DANIEL C. LYNCH, ESQ.
DEPUTY COUNTY EXECUTIVE

September 20, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street, Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

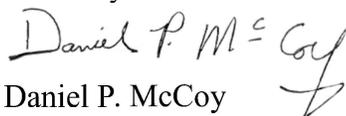
This letter is to express my support for the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

The Delaware Avenue commercial district—spanning approximately two miles from the Albany border in Elsmere to the Four Corners area in Delmar—is a key main street in the Town of Bethlehem. The district is home to many small, locally-owned businesses that offer a wide range of goods and services for residents and visitors alike, and enjoys unparalleled access to the Albany County Rail Trail throughout the corridor.

NY Forward grant funds would allow the Town and project partners to support a range of capital improvements in the corridor, including redevelopment projects to meet commercial and housing needs, façade and signage improvements, energy efficiency upgrades, and new public space, as well as branding and marketing investments for the corridor. These investments would help address key challenges in the Delaware Avenue corridor and position it for success in the years to come, supporting businesses, residents, and community needs.

I am proud to support this grant application and I feel strongly about the benefits that a NY Forward grant would confer not only to residents and businesses in Bethlehem, but to residents throughout the region who visit Delaware Avenue, building on the corridor's strengths and making it more welcoming, walkable, sustainable, and vibrant. I thank you for your consideration regarding this application, and for your efforts to assist businesses throughout the Capital Region and New York State. Please do not hesitate to contact me if I can be of further assistance.

Sincerely


Daniel P. McCoy
Albany County Executive

September 23, 2022

Mr. Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

I write to express my support for the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

The Delaware Avenue commercial district—spanning approximately two miles from the Albany border in Elsmere to the Four Corners area in Delmar—is a key main street in the Town of Bethlehem. The district is home to many small, locally-owned businesses that offer a wide range of goods and services for residents and visitors alike, and enjoys unparalleled access to the Albany County Rail Trail throughout the corridor.

NY Forward grant funds would allow the Town and project partners to support a range of capital improvements in the corridor, including redevelopment projects to meet commercial and housing needs, façade and signage improvements, energy efficiency upgrades, and new public space, as well as branding and marketing investments for the corridor. These investments would help address key challenges in the Delaware Avenue corridor and position it for success in the years to come, supporting businesses, residents, and community needs.

As an Albany County Legislator representing Central Delmar (District 34) and a long-time resident of Delmar, I am delighted to support this grant application. Thank you for your consideration regarding this application, and for your efforts to assist businesses throughout the Capital Region and New York State. Please do not hesitate to contact me if I can be of further assistance.

Sincerely,



Joanne E. Cunningham
Albany County Legislator, District 34



BETHLEHEM

Chamber of Commerce

September 16, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

This letter is to express our support for the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

The Delaware Avenue commercial district—spanning approximately two miles from the Albany border in Elsmere to the Four Corners area in Delmar—is a key main street in the Town of Bethlehem. The district is home to many small, locally-owned businesses that offer a wide range of goods and services for residents and visitors alike, and enjoys unparalleled access to the Albany County Rail Trail throughout the corridor.

NY Forward grant funds would allow the Town and project partners to support a range of capital improvements in the corridor, including redevelopment projects to meet commercial and housing needs, façade and signage improvements, energy efficiency upgrades, and new public space, as well as branding and marketing investments for the corridor. These investments would help address key challenges in the Delaware Avenue corridor and position it for success in the years to come, supporting businesses, residents, and community needs.

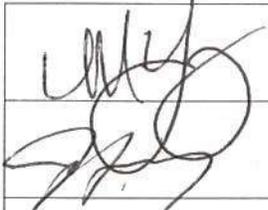
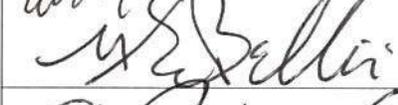
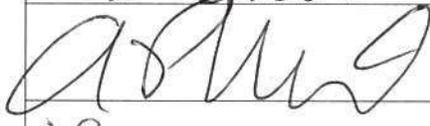
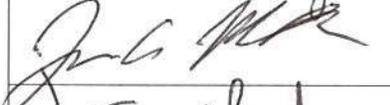
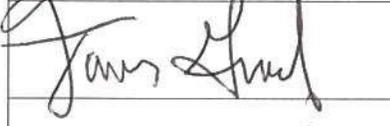
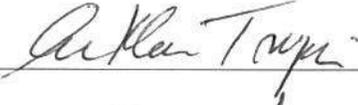
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Sincerely,

Terri Egan
President

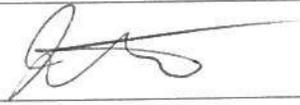
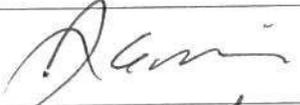
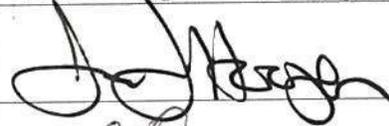
Businesses and/or landowners in support of the Town of Bethlehem's

Delaware Avenue NY Forward Application

<u>Signator</u>	<u>Business Name</u>	<u>Address</u>
	Expando Holdings, LLC	274 276 278 282 DELAWARE AVE.
	345 Delaware Ave LLC	345 Delaware Ave
Dj F. Visser	DELMAR BARBERSHOP	276 DELMAR AVE
	Bliss, Delmar	278 Delaware Ave.
	C&J Custom Builders	278 Delaware Ave
	PRIMERICA	274 DELAWARE AVE
	Prati Associates	275 Delaware Ave
	Real McCoy	20 Hallwood Ct
	Vincent Psychology	274 Delaware Ave
Lauren Corrigan	374 Delaware LLC. (great wall chinese building)	374 Delaware Ave
	McCarroll's	406 Kenwood Ave
	GRADY TREE MOVING	28 VABELE Lane Glenmont
	Ann Marie Trepp, PhD	274 Delaware Ave Delmar
	John Allegretti, DDS	274 Delaware Ave.
	Nelson Dental Healthcare, PC	274 Delaware Ave Delmar

Businesses and/or landowners in support of the Town of Bethlehem's

Delaware Avenue NY Forward Application

<u>Signator</u>	<u>Business Name</u>	<u>Address</u>
	Skylarks Services, Inc.	282 Delaware, Ave., Delmar
James W Roff	WILDBIRD JUNCTION	308 DELAWARE AVE DELMAR, NY
	Delmar Beverage	242 Delaware Ave Delmar, NY
	George D. Lewis, Jr.	230 Delaware Ave Delmar NY 12054
	Spotlight News	341 DELAWARE AVE DELMAR NY
Jayne Maloney	School's Out, Inc	239 Delaware Ave Delmar, NY
May Hill	Joyelles Jewelers	318 Delaware Delmar, N.Y. 12054
Amelia Clark Robbins	Policy Research Assoc.	345 Delaware Ave Delmar NY 12054
	JOHN & MARY'S ¹⁸³⁰ Delmar 12054	406 KEN WOOD AVE DELMAR NY 12054
	O'Leary's	318 Delaware Ave.
Nolan Wynn	Shear Simplicity	228 Delaware Ave Delmar, NY 12054

Victoria Storrs

Chair

Vacant

Vice Chair/ Assistant Secretary

Vacant

Secretary

Richard Kotlow

Treasurer

David Kidera

Member

Victor Franco

Member

Edward W. De

Barbieri

Member

TOWN OF BETHLEHEM

Albany County - New York

INDUSTRIAL DEVELOPMENT AGENCY

445 DELAWARE AVENUE
DELMAR, NEW YORK 12054

Telephone: (518) 439-4955

Email: info@bethlehemida.com

www.bethlehemida.com

Catherine M.

Hedgeman, Esq.

*Executive Director,
Assistant Secretary and
Agency Counsel
518-439-4955*

Allen F. Maikels

*Chief Financial Officer and
Contracting Officer
518-487-4679*

John Taylor

*Senior Economic Developer
518-439-4995Ext.*

September 22, 2022

Mike Yevoli

Regional Director

Empire State Development

433 River Street, Suite 1003, Suite 1003

Troy, NY 12180

Dear Mr. Yevoli:

The Bethlehem Industrial Development Agency supports the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

As you know, promoting economic vitality and jobs is a core mission of IDAs, and this requires well-planned community infrastructure to attract and retain needed workers. The Delaware Avenue commercial district—spanning approximately two miles from the Albany border in Elsmere to the Four Corners area in Delmar—is a key main street in the Town of Bethlehem. The district is home to many small, locally-owned businesses that offer a wide range of goods and services for residents and visitors alike, and enjoys unparalleled access to the Albany County Rail Trail throughout the corridor.

NY Forward grant funds would allow the Town and project partners to support a range of capital improvements in the corridor, including redevelopment projects to meet commercial and housing needs, façade and signage improvements, energy efficiency upgrades, and new public space, as well as branding and marketing investments for the corridor. These investments would help address key challenges in the Delaware Avenue corridor and position it for success in the years to come, supporting businesses, residents, and community needs.

On behalf of our members, I thank you for your consideration of this application, and for your efforts to assist businesses throughout the Capital Region and New York State.

Sincerely,



Victoria Storrs

Chair

Bethlehem Industrial Development Agency



September 20, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street, Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

This letter is to express my support for the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

The Delaware Avenue commercial district—spanning approximately two miles from the Albany border in Elsmere to the Four Corners area in Delmar—is a key main street in the Town of Bethlehem. The district is home to many small, locally-owned businesses that offer a wide range of goods and services for residents and visitors alike, and enjoys unparalleled access to the Albany County Rail Trail throughout the corridor.

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I am proud to support this grant application and I feel strongly about the benefits that a NY Forward grant would confer not only to residents and businesses in Bethlehem, but to residents throughout the region who visit Delaware Avenue, building on the corridor's strengths and making it more welcoming, walkable, sustainable, and vibrant. I thank you for your consideration regarding this application, and for your efforts to assist businesses throughout the Capital Region and New York State. Please do not hesitate to contact me if I can be of further assistance.

Sincerely,

A handwritten signature in black ink that reads 'Kevin O'Connor'. The signature is fluid and cursive, with a large loop at the end.

Kevin O'Connor
Chief Executive Officer

**BUSINESS SUPPORT
FOR ALL**

Advance Albany County Alliance LDC
Harold L. Joyce Albany County Office Building
112 State Street, Rm. 1200 / Albany, NY 12207

P 518.447.5602
AdvanceAlbanyCounty.com



Carm Basile
 Chief Executive Officer
 518-437-6840
 carmb@cdta.org

September 21, 2022

Mike Yevoli
 Regional Director
 Empire State Development
 433 River Street, Suite 1003
 Troy, NY 12180

Dear Mr. ^{Mike} Yevoli:

CDTA is pleased to express our support for the Town of Bethlehem’s Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

CDTA operates bus route #18 along Delaware Avenue that serves residents and businesses of the commercial district and nearby neighborhoods. The Town’s efforts to improve the Delaware Avenue commercial district through additional housing options, mixed use development projects and public space, and access to the Albany County Rail Trail will create an attractive and inviting environment that supports bus transit.

The Delaware Avenue commercial district—spanning approximately two miles from the Albany border in Elsmere to the Four Corners area in Delmar—is a key main street in the Town of Bethlehem. The district is home to many small, locally owned businesses that offer a wide range of goods and services for residents and visitors alike and enjoys unparalleled access to the Albany County Rail Trail throughout the corridor. These investments would help address key challenges in the Delaware Avenue corridor and position it for success in the years to come, supporting businesses, residents, and community needs.

We would be pleased to partner with the Town to advance the Delaware Avenue NY Forward initiative.

Sincerely,

Carm Basile
 Chief Executive Officer

- Jayne B. Lahut**
Chairman
Schenectady County
- Michael J. Criscione**
Vice Chairman
Albany County
- Georgeanna M. Nugent**
Treasurer
Saratoga County
- Joseph M. Spairana, Jr.**
Secretary
Rensselaer County
- Daniel C. Lynch, Esq.**
Albany County
- David M. Stackrow**
Rensselaer County
- Denise A. Figueroa**
Albany County
- Jaclyn Falotico**
Schenectady County
- Peter D. Wohl**
Saratoga County
- Patrick M. Lance**
Labor Representative
- Carm Basile**
Chief Executive Officer

CC: Christopher Desany, Vice President of Planning & Infrastructure
 Ross Farrell, Director of Planning

September 22, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

This letter is to express my highest support for the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

The Delaware Avenue commercial district which spans approximately two miles from the Albany border in Elsmere to the Four Corners area in Delmar—is an essential corridor in the Town of Bethlehem. The district is home to many small, locally-owned businesses that offer a vast range of goods and services for residents and visitors alike, and enjoys unparalleled access to the Albany County Rail Trail throughout the corridor.

NY Forward grant funds would allow the Town and project partners to support a range of capital improvements in the corridor, including redevelopment projects to meet immediate commercial and housing needs, façade and signage improvements, energy efficiency upgrades, and new public space, as well as branding and marketing investments for the corridor. These investments would help address key challenges in the Delaware Avenue corridor and position it for success in the years to come, supporting businesses, residents, and community needs alike.

I am proud to support this grant application and I feel strongly about the benefits that a NY Forward grant would confer not only to residents and businesses in Bethlehem, but to residents throughout the region who frequent the Delaware Avenue corridor. Building on the corridor's strengths and making it more welcoming, walkable, sustainable, and vibrant. I thank you for your consideration regarding this application, and for your efforts to assist businesses throughout the Capital Region and New York State. Please do not hesitate to contact me if I can be of further assistance.

Sincerely,

A handwritten signature in black ink, appearing to read 'Peter Tryon', with a long horizontal flourish extending to the right.

Peter Tryon
Blue House Companies
Owner
(518) 598-4000
Pete@BlueHouseCo.com



199 Delaware Avenue | Delmar, NY 12054 | Office: 518.459.7100 | Fax: 518.459.7200 | Cell: 518.365.5537 | gregg@qualitypm.com | www.qualitypm.com

September 19, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

This letter is to express my support for the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

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Sincerely,

Gregg Biche'



Delmar Mall Properties LLC
1 Rapp Rd.
Albany, N.Y. 12203

September 21, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

This letter is to express my support for the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

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Sincerely,


Anthony DeThomas

September 22, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

This letter is to express my support for the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

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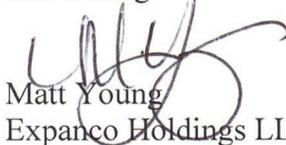
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Sincerely,



Jeff Young



Matt Young
Expanco Holdings LLC

September 16, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

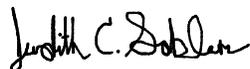
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Sincerely,



Judith Gabler
Broker/Owner of Gabler Realty
321 Delaware Avenue
Delmar, NY 12054

September 20, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

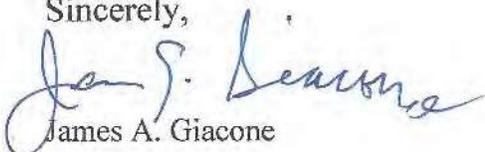
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Sincerely,


James A. Giaccone

September 16, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

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Sincerely,

Deborah Nolan Murray, Managing Director
Delaware Plaza, LLC
180 Delaware Avenue, Suite 200
Delmar, NY 12054
Phone: (518)439-9030; debbie@thedelawareplaza.com

September 20, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

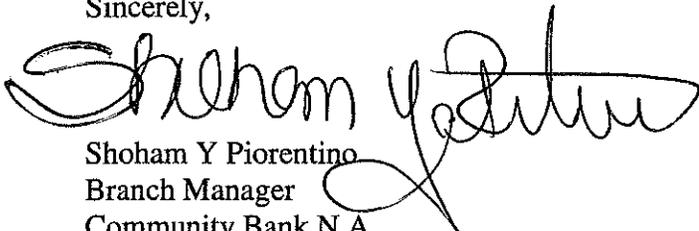
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Sincerely,



Shoham Y Piorentino
Branch Manager
Community Bank N.A
Delmar Branch

September 22, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

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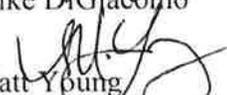
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Sincerely,


Jeff Young


Mike DiGiacomo


Matt Young
Upst8 Ventures LLC



"...take root downward, and bear fruit upward,"
Isaiah 37:34

Rev. Christopher Vande Bunte
Senior Pastor

Brian Axford
Minister of Music

Lisa Rakoczy
Family Ministry Coordinator

Kimberly Gallo
Church Administrator

Delmar Reformed Church

386 Delaware Avenue, Delmar, NY 12054

Phone: 518-439-9929

Fax: 518-439-0013

Email: info@drchurch.org

Web: www.drchurch.org

September 21, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

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Sincerely,

Rev. Chris Vande Bunte
Sr. Minister
Delmar Reformed Church
386 Delaware Avenue
Delmar, NY 12054

September 19, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

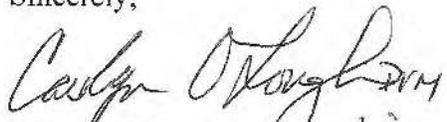
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Sincerely,


Carolyn O'Loughlin
Delmar Animal Hospital
910 Delaware Ave
Delmar NY 12054

September 16, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

This letter is to express my support for the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

The Delaware Avenue commercial district—spanning approximately two miles from the Albany border in Elsmere to the Four Corners area in Delmar—is a key main street in the Town of Bethlehem. The district is home to many small, locally-owned businesses that offer a wide range of goods and services for residents and visitors alike, and enjoys unparalleled access to the Albany County Rail Trail throughout the corridor.

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Sincerely,

Marie Bettis
Licensed Real
Estate Broker
Albany Realty Group

Sept 19, 2022
September XX, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

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Sincerely,

Michael P. Savin
518 4288148



VELLA, CARBONE & ASSOCIATES, LLP

Margaret A. Vella, Esq.
Aaron F. Carbone, Esq.
Jessica Hugabone Vinson, Esq.
Crystal A. Doolity-Mills, Esq.
Jessica Backer Brand, Esq.

198 Delaware Avenue
Delmar, New York 12054
T: (518) 257-7304
F: (518) 257-7305

OF COUNSEL:

Janet M. Thayer, Esq.

September 20, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street, Ste 1003
Troy, NY 122180

Re: Town of Bethlehem NY Forward Application

Dear Mr Yevoli:

Please accept this letter to express our support for the Town of Bethlehem's NY Forward application. The Town's proposed development and improvement to the Delaware Avenue corridor would greatly benefit the Town and surrounding communities. Approving the Town's application would be a boon for a significant portion of the Capital Region and in keeping with the purpose of the NY Forward Program.

The Delaware Avenue corridor from the border of Albany in Elsmere to the intersection with Kenwood Avenue is a unique commercial hamlet, populated predominantly by small locally owned businesses that offer a wide variety of goods and services. This draws residents of the Town and surrounding communities. With unparalleled access to the Albany County Rail Trail this corridor is often the stopover or destination for those enjoying the trail, supporting health and green initiatives for the region.

However, there are challenges to meet the needs for the Town residents and surrounding communities accessing this corridor that would be overcome with the support of the NY Forward program. Initiatives focusing on improving housing, signage and façades, energy efficiency, public spaces, and accessibility would all ensure the Delaware Avenue corridor continue to successfully meet the needs of the community for many years.

As a local small business owner and member of the community I am proud to support the Town of Bethlehem's application and look forward to partnering with NY Forward to bring these improvements to the region.

Very truly yours,
Vella, Carbone & Associates, LLP



Aaron F. Carbone

acarbone@vellacarbone.com

September 16, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

This letter is to express my support for the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

The Delaware Avenue commercial district—spanning approximately two miles from the Albany border in Elsmere to the Four Corners area in Delmar—is a key main street in the Town of Bethlehem. The district is home to many small, locally-owned businesses that offer a wide range of goods and services for residents and visitors alike, and enjoys unparalleled access to the Albany County Rail Trail throughout the corridor.

NY Forward grant funds would allow the Town and project partners to support a range of capital improvements in the corridor, including redevelopment projects to meet commercial and housing needs, façade and signage improvements, energy efficiency upgrades, and new public space, as well as branding and marketing investments for the corridor. These investments would help address key challenges in the Delaware Avenue corridor and position it for success in the years to come, supporting businesses, residents, and community needs.

I am proud to support this grant application and I feel strongly about the benefits that a NY Forward grant would confer not only to residents and businesses in Bethlehem, but to residents throughout the region who visit Delaware Avenue, building on the corridor's strengths and making it more welcoming, walkable, sustainable, and vibrant. I thank you for your consideration regarding this application, and for your efforts to assist businesses throughout the Capital Region and New York State. Please do not hesitate to contact me if I can be of further assistance.

Sincerely,


Susan Somerscales Eyer
Owner
The Closet Shop Delmar
337 Delaware Ave Ste. 1
Delmar, N.Y. 12054
518.439.5722
www.theclosetshopdelmar.com

John Taylor

From: dphoffman@nycap.rr.com
Sent: Monday, September 19, 2022 3:13 PM
To: John Taylor
Subject: letter of support - below

September 19, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

This letter is to express my support for the Town of Bethlehem's Delaware Avenue NY Forward application to Empire State Development (Capital Region Economic Development Council) and the New York State Department of State.

This area can best be described as "busy, with a lot of potential". The Delaware Avenue commercial district—spanning approximately two miles from the Albany border in Elsmere to the Four Corners area in Delmar—is a key main street in the Town of Bethlehem. The district is home to many small, locally-owned businesses that offer a wide range of goods and services for residents and visitors alike, and enjoys unparalleled access to the Albany County Rail Trail throughout the corridor.

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I am proud to support this grant application and I feel strongly about the benefits that a NY Forward grant would confer not only to residents and businesses in Bethlehem, but to residents throughout the region who visit Delaware Avenue, building on the corridor's strengths and making it more welcoming, walkable, sustainable, and vibrant. As a longtime resident nearby the Delaware Ave Corridor, I thank you for your consideration regarding this application, and for your efforts to assist businesses throughout the Capital Region and New York State. Please do not hesitate to contact me if I can be of further assistance. My family and neighbors are excited for all the potential this project holds, thank you again!

Sincerely,

David P Hoffman
66 East Poplar Dr
Delmar, New York 12054
dphoffman@nycap.rr.com

September 21, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

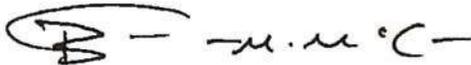
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Sincerely,



BRENDAN M. MCCANN
OWNER
PERFECT BLEND CAFE + BAKERY
376 DELAWARE AVB.
DELMAR, NY 12054

September 20, 2022

Mike Yevoli
Regional Director
Empire State Development
433 River Street
Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

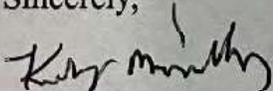
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Sincerely,



Karly Merrill
Owner, Free Movement Pilates, LLC
Cell: 518-275-2644 * Email: freemovementpilates@gmail.com
Located on 5 Becker Terrace, Delmar (Delaware commercial district)