

# BUILDING PLACE GROWING THE ECONOMY



Cornerstone  
**ALLIANCE**

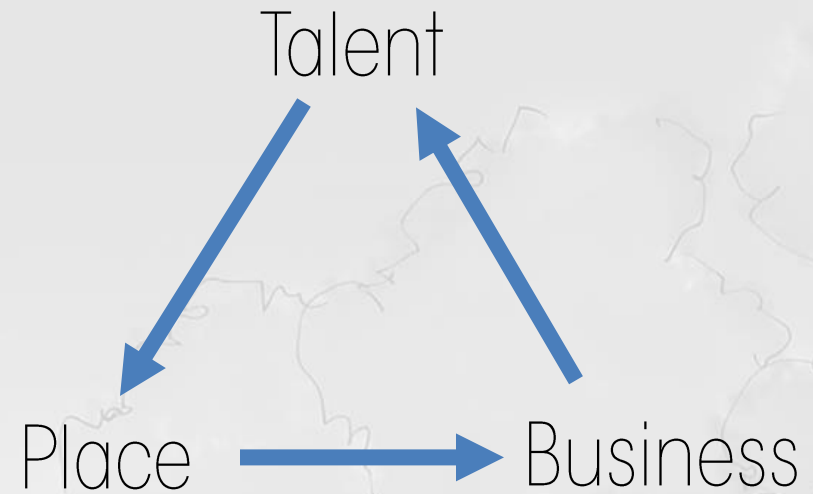
ECONOMIC DEVELOPMENT  BERRIEN COUNTY



Thursday, September 15, 2022

# Why Placemaking?

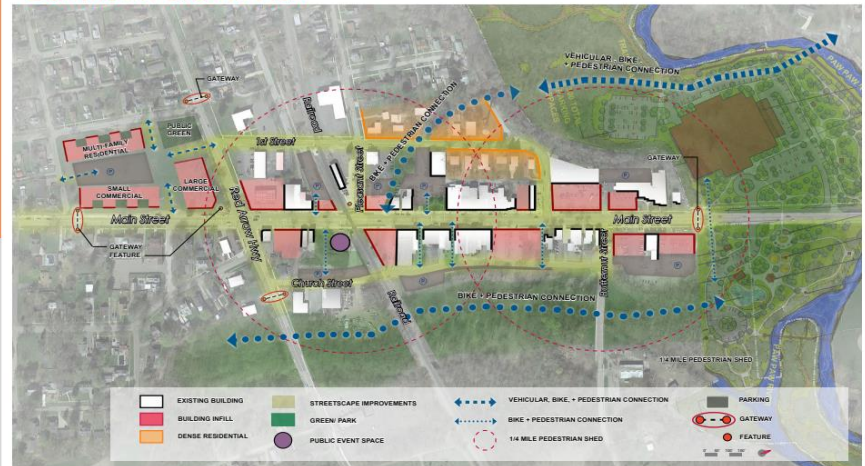
- Talent wants place
- Business needs talent
- Places need businesses

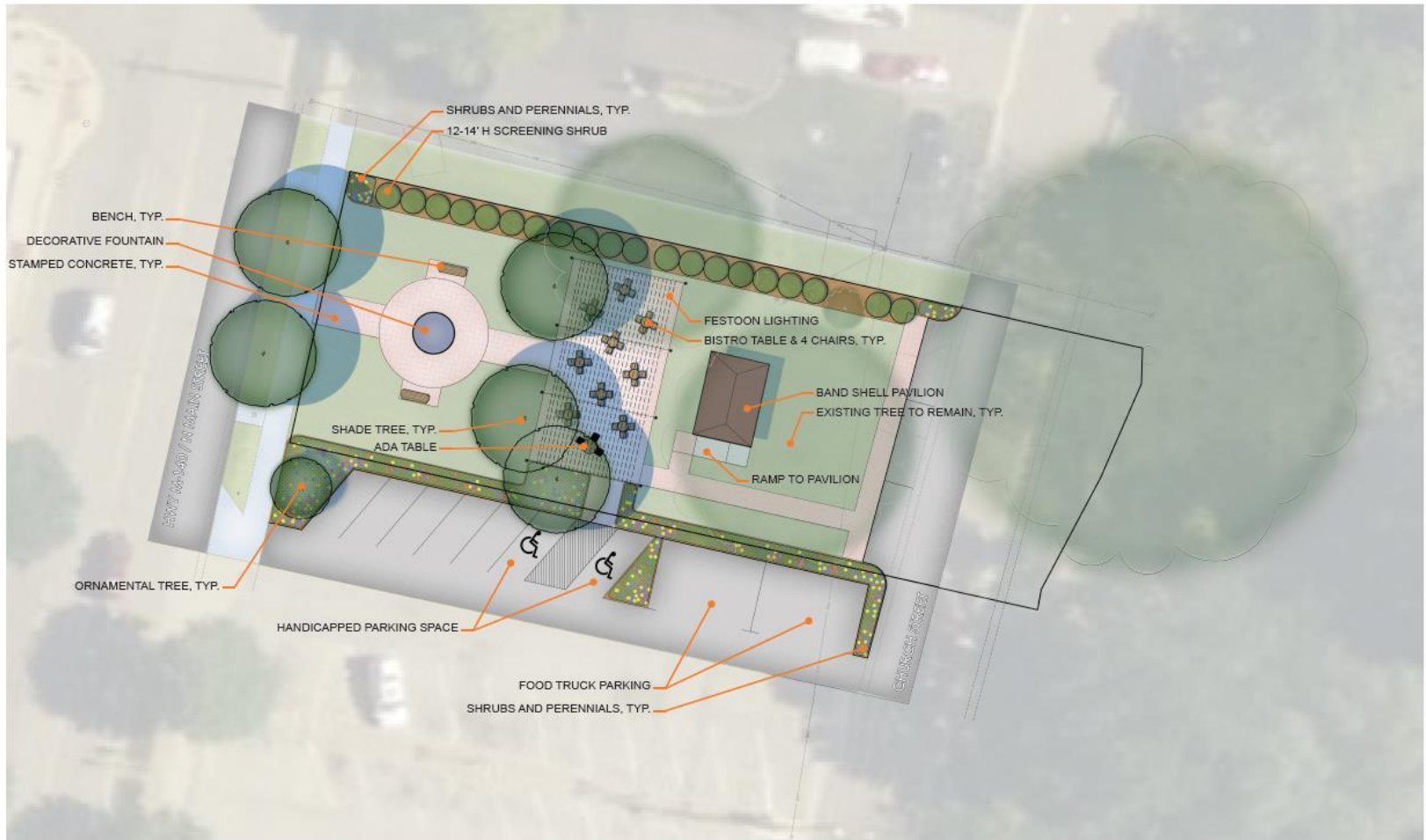


- 2015 Downtown Vision Plan  
“Amenities need positive, human scale spaces in which to happen. Identify opportunities for public spaces such as parks, plazas, or facilities that can host or support desired amenities.”

## Planning

### Downtown Growth Plan







**Conceptual Perspective Facing North-East**



DECORATIVE FOUNTAIN

BISTRO TABLE & 4 CHAIRS, TYP.

FESTOON LIGHTING

BAND SHELL PAVILION

### **Conceptual West-East Elevation Facing North**

# Programming opportunities



Music



Movies



Arts



Passive uses

# Project impact

- Increased downtown foot traffic
- Increased consumer spending
- Improved property values
- Additional opportunities to connect with friends and neighbors

“Public spaces have long been shown to enhance community well-being—producing positive health, environmental, economic, and social outcomes for residents”. – Brookings Institution

## Project funding

\$25,000 - Cornerstone Alliance Public Spaces Fund  
(committed)

\$10,000 – Watervliet Downtown Development Authority  
(Proposed)

\$15,000 – City of Watervliet (Proposed)

\$100,000 – Local donor (committed)

\$ 50,000 – MEDC Public Spaces, Community Places Program  
(eligible)

TBD – Community matching dollars

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Approximately \$200,000 – Total

DDA/City contribution – Maximum 12.5% of project costs



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