

# US Route 9 Corridor Enhancement Study

**Town of Moreau**

Committee Meeting #2:  
July 22, 2026, 5:00 PM



# Agenda

- 01** Welcome & Project Schedule Update
- 02** Public Engagement Update
- 03** Existing Conditions and Future Trends
- 04** Draft Vision & Recommendations Discussion
- 05** Next Steps



# 01

## Welcome & Project Schedule Update



# Schedule Update

| Project Task                                 | Planning Process |         |          |          |        |         |         |        |          |
|----------------------------------------------|------------------|---------|----------|----------|--------|---------|---------|--------|----------|
|                                              | Jan. 26          | Feb. 26 | March 26 | April 26 | May 26 | June 26 | July 26 | Aug 26 | Sept. 26 |
| Task 1 - Project Coordination                | ◆                |         | ◆ ▲      | ◆        |        | ◆       | ◆ ▲     | ◆      | ◆ ▲      |
| Task 2 - Existing Conditions & Future Trends |                  |         |          |          |        |         |         |        |          |
| Task 3 - Public Engagement                   |                  |         |          | ★        |        | ○       |         |        | ★        |
| Task 4 - Draft & Final Corridor Study        |                  |         |          |          |        |         |         |        |          |

- ★ Public Workshops
- ▲ Committee Meetings (3 in-person)
- Stakeholder Group Meetings
- ◆ Monthly Core Team Coordination Meetings
- online survey

  
**We are here!**



# 02

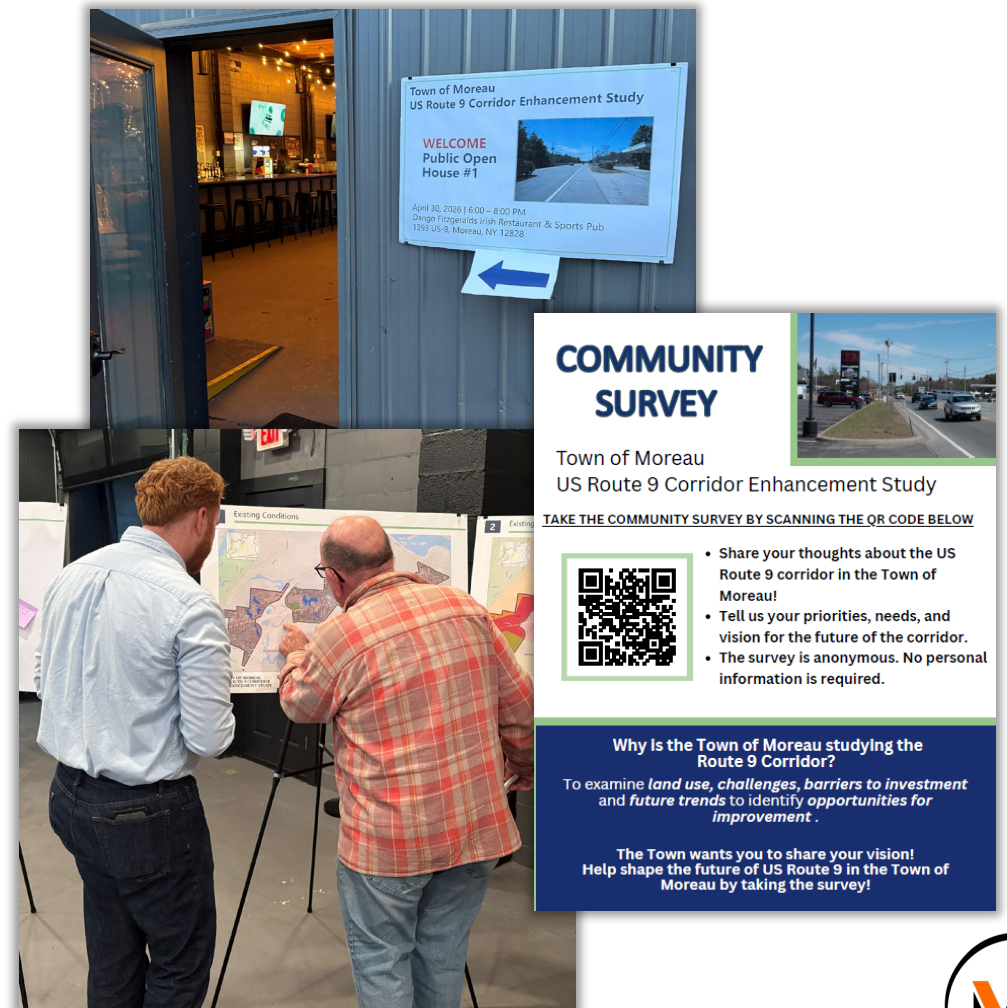
## Public Engagement Update



# Public Engagement Update

## Completed Engagement Activities

1. Public Workshop #1
2. Community Survey
3. Business Survey
4. Stakeholder Meetings
5. Project Website



# Public Engagement Update

## Public Workshop #1 Details

- Held on April 30, 2026
  - 6 – 8 PM at Dango Fitzgerald's Irish Restaurant
- Publicized via email, flyer, Town website, project website, social media
- Over 50 participants attended



# Public Engagement Update

## Public Open House #1: Key Takeaways

- **Walkability and pedestrian safety** are major priorities, with strong support for sidewalks, bike paths, multi-use trails, and safer crossings throughout the corridor.
- Residents want a **vibrant, mixed-use corridor** that **attracts people, businesses, and activity** while remaining family-friendly and community-oriented.
- A **range of housing choices** is desired, but participants emphasized high-quality design, varied architectural styles, and development that **respects neighborhood scale and character**.
- **Community character and development scale matters**, with many residents expressing a desire to avoid development patterns associated with larger suburban corridors.
- Corridor **aesthetics need significant improvement**, including redevelopment of vacant and dilapidated properties, enhanced landscaping, and creation of an attractive gateway at Exit 17.
- Additional **retail and dining options** are supported, including neighborhood-serving businesses and a grocery store near Exit 17.

# Public Engagement Update

## Community Survey Details

- Opened on April 30, 2026 and closed on July 6, 2026
- Online using survey monkey
- A total of **275 responses**
- Publicized via email, flyer, Town website, project website, social media

Please return paper copies of this survey to the Town of Moreau  
351 Reynolds Road, Moreau NY  
Attn: Elizabeth C. Bennett, Confidential Secretary

**Background Information**

1. Please enter your zip code.

2. Please indicate your age.

|                                    |                                    |
|------------------------------------|------------------------------------|
| <input type="radio"/> 17 and under | <input type="radio"/> 45-54        |
| <input type="radio"/> 18-24        | <input type="radio"/> 55-64        |
| <input type="radio"/> 25-34        | <input type="radio"/> 65-74        |
| <input type="radio"/> 35-44        | <input type="radio"/> 75 and older |

3. Please check all that apply to you:

- ☐ Town of Moreau resident
- ☐ Visitor/Shopper
- ☐ Business owner
- ☐ Property owner
- ☐ I travel through the corridor
- ☐ I work in the corridor
- ☐ Other (please specify) \_\_\_\_\_

**Use of Corridor**

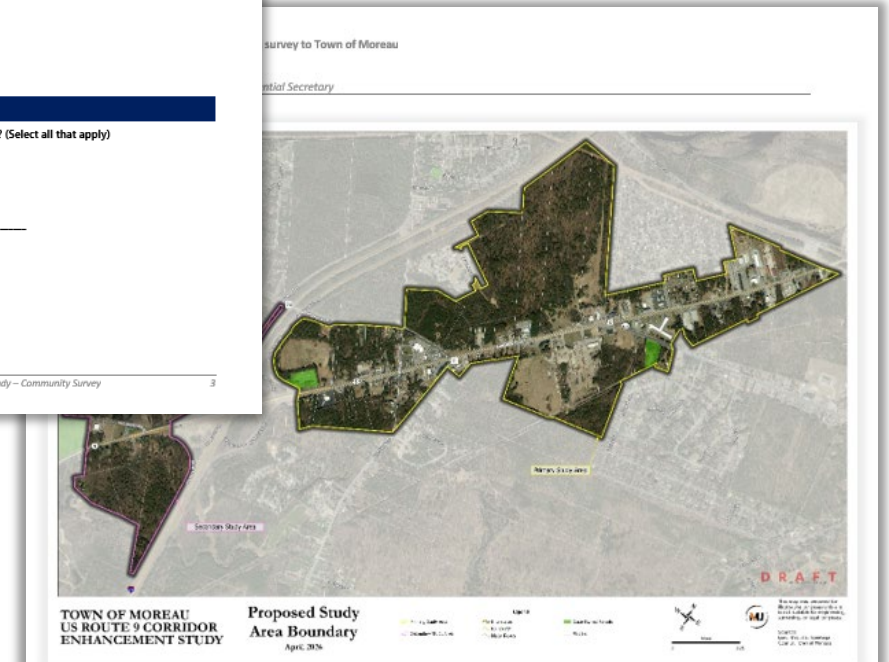
4. What typically brings you to the study area? (Select all that apply)

- ☐ Business
- ☐ Dining
- ☐ Shopping
- ☐ Employment
- ☐ Residence
- ☐ Other (please specify) \_\_\_\_\_

5. How often do you stop in the study area?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely
- ☐ I don't stop, I just pass through

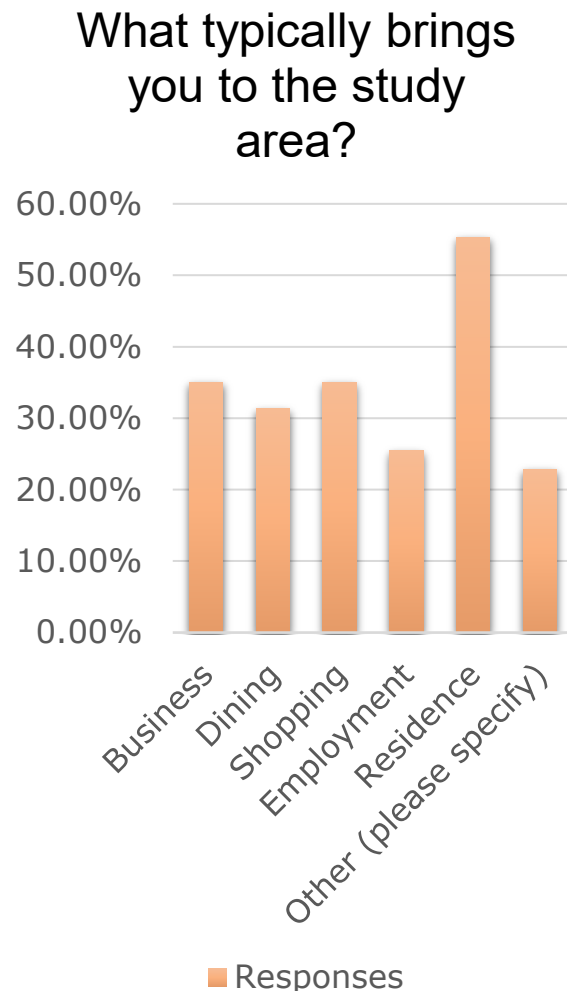
Town of Moreau US Route 9 Corridor Enhancement Study – Community Survey 3



# Public Engagement Update

## Community Survey Key Takeaways

- 70% are traveling through the corridor daily and about 98% of respondents are driving
- 70% are stopping in the study area daily or weekly



- Respondents are nearly split (45% / 55%) on encouraging /discouraging only Multi-family developments and town homes
- About 60% of respondents strongly agree or agree with attracting a mix of commercial and housing together is important

### The community wants:

- Sidewalks
- Street lighting
- Improved landscaping and aesthetics
- A variety of housing choices
- Small to mid size commercial/retail
- A gateway into Town

# Public Engagement Update

## Business Survey Details

- A door-to-door business survey was conducted on June 18, 2026
- A digital Business Survey was available via project website
- Seven (7) businesses along the corridor opted to participate

## Business Survey Key Takeaways

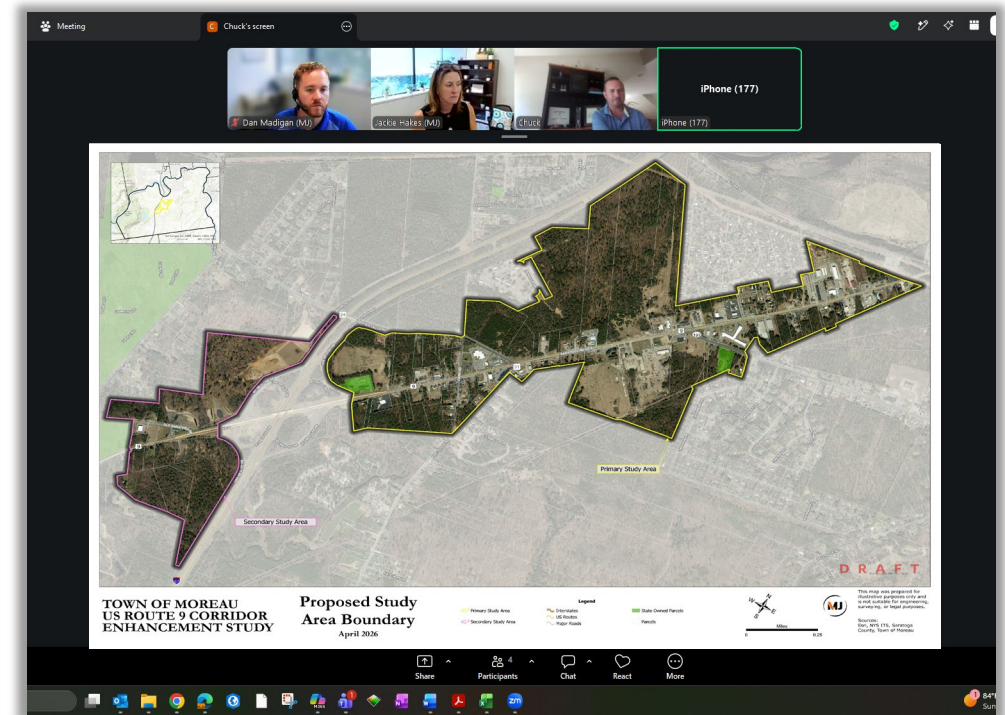
- Most businesses who participated in the survey have operated in the corridor for over 35 years
- They remain in the study area because of the proximity to the Adirondack Northway (I-87)
- Business owners noted that the aesthetics and design of the corridor should be improved
- Mixed use buildings, restaurants, and small-to-mid size stores/retail would invite more travelers to stop and spend time in the corridor



# Public Engagement Update

## Stakeholder Meeting Details

- Four (4) virtual stakeholder meetings were held with:
  - Local and Regional Partners – June 23, 2026
  - Local Developers and Landowners (2 meetings) – June 25, 2026 & July 13, 2026
  - Department of Transportation – July 22, 2026
- Met with 14 of stakeholders across all meetings



# Public Engagement Update

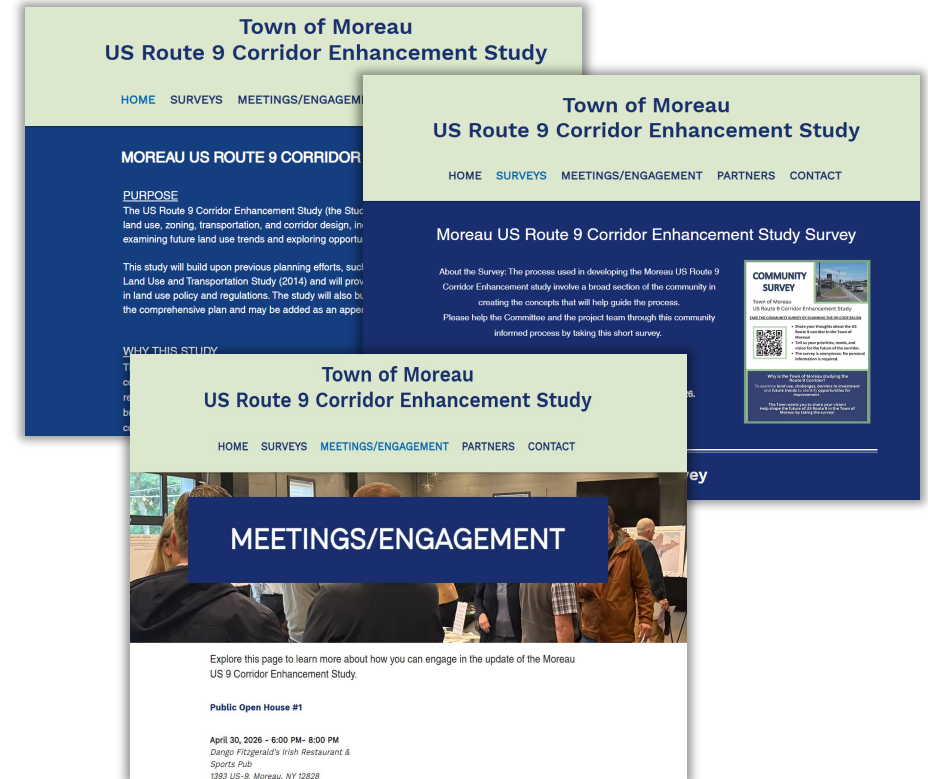
## Stakeholder Meetings Key Takeaways

- **Current zoning is viewed as a barrier to development**, particularly restrictions on mixed-use projects, building heights, and development flexibility.
- Additional **housing choices can help create the customer base** needed to support new retail and services, while also addressing regional housing demand.
- **Stakeholders support more flexible zoning** approaches that encourage mixed-use development, redevelopment, and infill while protecting existing businesses and surrounding neighborhoods
- Building **heights of up to approximately 40 feet** were generally viewed as economically viable, allowing additional density without creating an overwhelming streetscape.
- **Existing commercial uses should be supported** while allowing redevelopment over time, recognizing changing market conditions and opportunities for adaptive reuse and infill development.
- **Pedestrian and multimodal improvements are important long-term goals**, but implementation may be challenging in fully developed areas and will require strategic investment and property owner participation.

# Public Engagement Update

## Project Website Details

- Launched on June 25, 2026
- Provides project information, meeting materials, access to surveys, and a contact page
- Over 113 total site sessions and 50 unique visitors this month
- Most visitors are searching for the site directly or via QR codes
- <https://www.moreauroute9corridorstudy.com/>





# 03

## Existing Conditions & Future Trends



# Existing Conditions

## Corridor at a Crossroads

### Challenges:

- Current zoning limits development flexibility, with approximately 78% of the study area designated as C-1 General Commercial, restricting the range of development types that can be accommodated
- Fragmented corridor character and aesthetics
- Lack of a defined town center or destination
- Auto-oriented development pattern
- Improvements within the US Route 9 right-of-way require NYSDOT coordination

### Opportunities:

- Route 9 is a prime location for new development being located between Fort Edward, Glens Falls, Saratoga Springs and I-87 Adirondack Northway
- Significant redevelopment capacity exists, with vacant land accounting for more than 50% of the study area and existing commercial uses (30%) providing a strong foundation for future growth
- Limited environmental constraints. Few wetlands, minimal elevation changes
- Public support for a mix of uses

## What Are Other Communities in the Capital Region Doing?

Across the region, communities are adopting more flexible zoning approaches that move beyond traditional highway commercial development patterns and support:

- Walkable development patterns
- Redevelopment and infill development
- Stronger community identity and placemaking
- Mixed-use development (residential + commercial)
- More housing choices in commercial areas
- Flexible regulations that adapt to market demands

### Key Takeaway:

- Many communities are updating their corridor zoning to create destinations that match their community character and enhance tax revenue.

# Future Trends

## What Are Other Communities in the Region Doing?

| Community        | Zoning Approach                                    | Key Feature                                                                                            |
|------------------|----------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| Glens Falls      | Central Commercial District                        | Mixed-use buildings, housing above storefronts, restaurants, offices, entertainment, grocery uses      |
| Saratoga Springs | Neighborhood Center & Urban Neighborhood Districts | Residential and commercial integrated within walkable neighborhoods                                    |
| Wilton           | Hamlet One District (H-1)                          | Allows mixed use buildings with office and residential, restaurants, retail                            |
|                  | Commercial-Residential (CR-1) District             | Supports housing, retail, offices, restaurants, lodging, and community uses along Route 9              |
| Clifton Park     | Town Center Form-Based Code                        | Mixed-use districts, walkability, placemaking, building design standards, transitions to neighborhoods |

### Key Takeaway:

- Peer communities are following similar approaches to revitalization, but right-sizing the scale of development to align with community desires and needs.

# 04

## Draft Vision & Recommendations Discussion



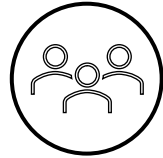
## What is a Vision?

- A vision statement serves as a bridge between the existing conditions analysis, public participation, and the recommendations
- Purpose of the Vision:
  - Establishes a clear and shared direction for the corridor's future.
  - Reflects community priorities identified throughout the planning process.
  - Defines the desired character, function, and development pattern of the corridor.
  - Creates consistency between community goals and implementation strategies.
- Each recommendation is intended to advance the corridor toward the vision established through the planning process.

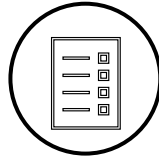
## How Were the Vision and Recommendations Developed?



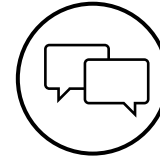
Committee  
Input



Public  
Workshop



Community &  
Business Surveys



Stakeholder  
Meetings

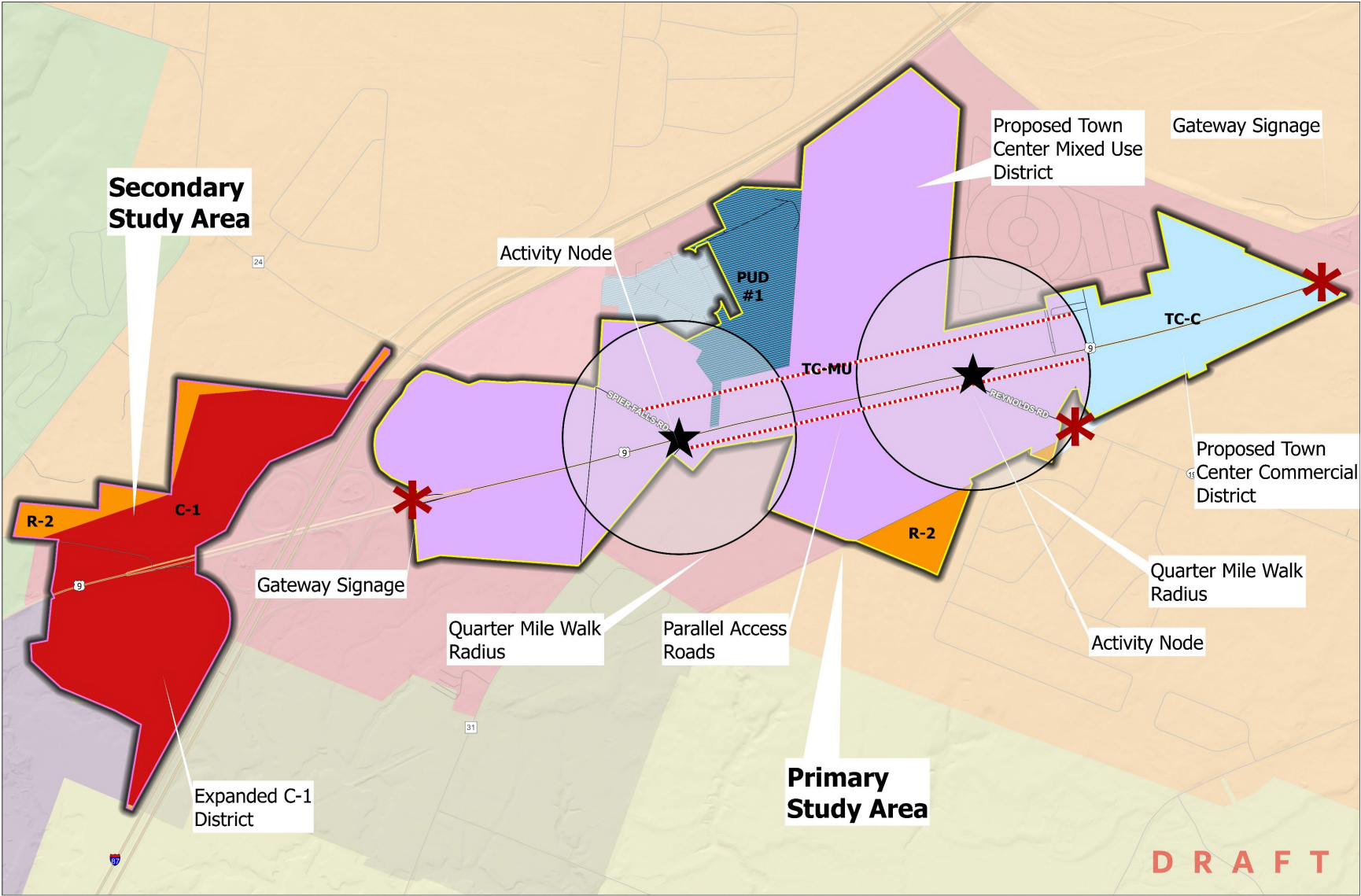


Existing  
Conditions &  
Future Trends

## Vision

The Moreau US Route 9 Corridor will evolve into a vibrant, connected mixed-use corridor that strengthens its role as a gateway to the community, supports a variety of businesses, services, and housing choices, and creates an inviting Town Center for residents and visitors. Consistent design aesthetics and a network of safe, walkable connections will foster an attractive corridor that reflects a welcoming community and long-term economic resilience.

# Draft Corridor Vision Concept



# Draft Recommendations

## Draft Recommendation Categories

Recommendations are categorized by topic areas that emerged from the committee, public engagement efforts, and existing conditions and future trends analysis:

- Land Use and Zoning (LUZ)
- Access Management (AM)
- Corridor Design (CD)



## Land Use and Zoning (LUZ) Recommendations:

**LUZ #1:** Update the current zoning code to establish a **Town Center Mixed Use District** within the primary study area that supports the corridor's role as a gateway to the Town, promotes walkability, and supports a broad mix of commercial, employment, entertainment, and residential uses.

### Key Items:

- Permit small-to-mid scale retail, restaurants, entertainment, offices, and housing options (town homes, duplex, or triplex)
- Continue to support existing businesses
- Limit building heights to three (3) stories

# Draft Recommendations

5

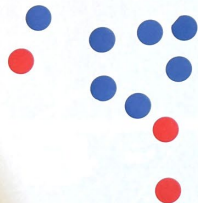
## Future Trends – Mixed Use

Corridors that mix businesses and housing tend to thrive, but not every housing type fits every community. There are several housing options to consider along the US Route 9 Corridor in Moreau.

Use blue stickers to show which types you support, and red stickers to indicate which you feel are not a good fit.



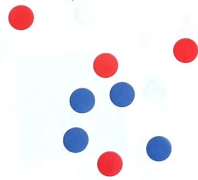
Multi-Family (Town Home, Duplex, Triplex)



We need affordable housing, especially for young families. Outdoor spaces for the kids would be a plus.



Apartment



We need housing for those who work in the area. There is a need for something in the area that is affordable and has a great location.



Horizontal Mixed-Use, single-story commercial along the street front with housing behind



Mixed-Use, first floor commercial with housing above

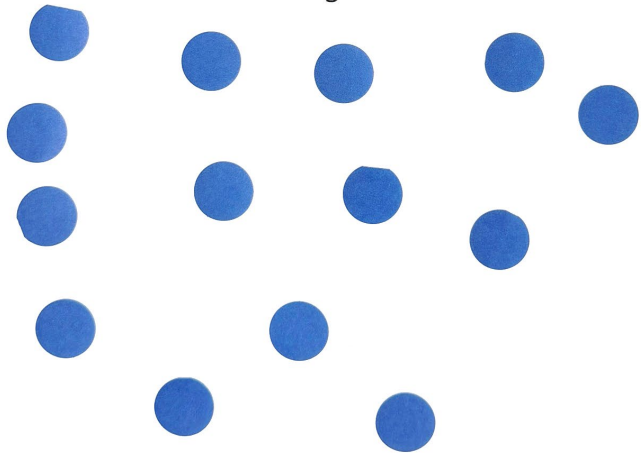


Don't know if this is a good fit for the area.

Up-Zone H-2B. At the time of the study.



Horizontal Mixed-Use, single-story commercial along the street front with housing behind



# Draft Recommendations

## Land Use and Zoning (LUZ) Recommendations:

**LUZ #2:** Create a new **Town Center Commercial District** along the northern end of the study area north of Reynolds Road and between Butler Road to encourage a concentrated, commercial environment that serves residents, businesses, and visitors while reinforcing the corridor as a prominent gateway into the Town.

### Key Items:

- Continue to support existing businesses
- Encourage a concentration of commercial, retail, personal services, offices
- Limit building heights to two (2) stories
- Act as a transitional commercial district

# Draft Recommendations

## Land Use and Zoning (LUZ) Recommendations:

**LUZ #3:** Identify the Reynolds Road/Route 9 and Spier Falls Road/Route 9 intersections as activity nodes and focus future public and private investment within these areas to create walkable centers of activity along the corridor.

### Key Items:

- Encourage pedestrian scale design
- Prioritize pedestrian connections and sidewalks
- Support a concentration of commercial and residential uses
- Prioritize key intersections as a focal points for corridor activity

# Draft Recommendations

## Land Use and Zoning (LUZ) Recommendations:

**LUZ #4:** Prepare a Corridor Regulating Plan and Street Layout for the large undeveloped and underutilized parcels located along the center of the corridor to establish a coordinated vision for future growth and redevelopment.

### Key Items:

- Identify an interconnected street network and appropriate development pattern
- Prioritize a mix of residential, commercial, retail, dining, office
- Ensure cohesive community character
- Promote walkability and public spaces (i.e., small parks, plazas, greens)
- Provide a clear framework for the development of large parcels

# Draft Recommendations

## Land Use and Zoning (LUZ) Recommendations:

**LUZ #5:** Consider requiring parcels over one (1) acres within the TC-MU and TC-C districts to submit a preliminary concept to the Town for a concept plan review prior to a formal application for site plan development or building permits.

**LUZ #6:** Consider evaluating and updating zoning district boundaries where they currently bisect individual parcels.



# Draft Recommendations

## Land Use and Zoning (LUZ) Recommendations:

**LUZ #7:** Maintain the character of the existing residential neighborhoods adjacent to the study area through appropriate building design, buffering standards, and landscaping, like a 50-foot vegetated buffer and tree screening.

**LUZ #8:** Prepare a Generic Environmental Impact Statement (GEIS) to examine the impact of corridor growth and development on existing utilities and infrastructure to identify potential mitigation fees for improvements.

# Draft Recommendations

## Access Management (AM) Recommendation:

**AM #1:** Incorporate access management techniques that improve corridor mobility, reduce traffic conflicts, and support coordinated redevelopment.

### Key Items:

- Require shared curb cuts, cross-access, and interconnected parking areas between parcels
- Encourage parallel service roads or internal access drives to allow cross access without frequently reentering U.S. Route 9

# Draft Recommendations

## Corridor Design (CD) Recommendation:

**CD #1:** Create design guidelines to establish a cohesive corridor character, improve the pedestrian environment, and create a more attractive and unified development pattern.

### Key Items:

- Address both site and building design aesthetics
- Encourage consistent signage across businesses
- Allow for placemaking elements and attractive landscaping
- Require sidewalks to be installed out of the U.S. Route 9 right-of-way
- Create an attractive corridor

# Draft Recommendations

## Corridor Design (CD) Recommendation:

**CD #2:** Install gateway signage, landscaping, and placemaking improvements near the I-87 Northway Interchange, Reynolds Road and the Butler Road intersections to establish a strong sense of arrival and reinforce the corridor's identity as a gateway to the Town.

### Key Items:

- Welcome travelers to the Moreau Town Center
- Provide attractive landscaping and plantings
- Compliment surrounding development and businesses



# 05

## Next Steps



# Next Steps



**01**

**Public Open House #2 Scheduling**

**02**

**Revise Draft Recommendations**

**03**

**Prepare Draft Report**

# Thank you

