DOWNTOWN REVITALIZATION INITIATIVE

2021 DRI Application

BASIC INFORMATION
Regional Economic Development Council (REDC) Region: Mid-Hudson
Municipality Name: Village of Ossining
Downtown Name: Downtown Waterfront District
County Name: Westchester
Applicant Contact(s): Karen D'Attore, Village Manager
Applicant Contact(s) Info: kdattore@villageofossining.org

VISION FOR DOWNTOWN

Ossining is where EVERYONE can live, work, and play. Preserving our community’s cultural and socio-economic diversity, while creating an even better tomorrow for the people who make up the Ossining community, is core to our approach to economic development.

This is evident in every aspect of growth and opportunity emerging along our Downtown Waterfront District. Restaurants featuring cuisines reflective of our community’s diversity now populate a Main Street that was nearly deserted a decade ago. Alongside them are shops featuring artisan home goods, educational toys, clothing and jewelry, and services specializing in haircare, beauty and body art.

Our longstanding weekly farmer’s market has been serving locals and visitors for nearly three decades and remains one of our community’s most beloved Main Street assets. Initiating at the Joseph G. Caputo Community Center, Ossining’s unique Sing Sing Kill Greenway winds alongside the Main Street Corridor, creating an astonishing greenspace in the Village center that vastly enhances walkability and connectivity between the downtown and the waterfront.

Ossining’s Downtown Waterfront District is completed by access to the Hudson River, where residents and visitors can dine alfresco at our riverfront restaurants, and access well-utilized public event spaces, a spray park, two playgrounds, and a picturesque Riverwalk.

We have long understood that Ossining’s unique assets form a solid foundation on which to build: a rich history and progressive social structure, abundant public amenities, engaged residents, a commitment to sustainable and inclusive development, an entrepreneurial and innovative business community, and a commitment to the arts.

Our work is not yet done! Ossining’s vision is to continue to build on our successes and strengthen our assets, particularly in areas where investment will have the greatest economic impact. Funding and technical support through the DRI will further this vision, transforming Ossining for tomorrow and beyond.

JUSTIFICATION

The Village, formerly known as Sing Sing, has a unique sense of place, which developed around one of the world’s most iconic prisons. The Downtown’s exceptional, intact historic streetscape of 19th-century Italianate style buildings -- spared from the wrecking ball that claimed the south side buildings in the 1970s -- placed it on the State and National Registers of Historic Places. The topography affords beautiful views of the Hudson River and Palisades, and scenic pedestrian trails traverse the Downtown. The neighborhood’s walkability is complemented by diverse restaurants and unique retail, and a growing local craft business focus.

The current restaurants and commercial businesses resulted from initiatives that started more than a decade ago, and which are now bearing fruit. Local focus then turned to the redevelopment of underutilized and vacant properties in the Downtown Waterfront District, along Main Street, Station Plaza and the riverfront. Over 350 dwelling units were developed within this area over the past decade, along with 400 dwelling units either approved or pending approvals. In addition, over 200 dwelling units were also developed in close proximity to this area. The infusion of new residents coupled with other Village initiatives assisted in the repopulation of our Downtown businesses and reactivation of the Waterfront. Ossining’s recent Comprehensive Plan update and its zoning amendments will only help further these initiatives.

The Main Street Corridor is also defined by its transit access, which includes:

- Metro-North train station that boasts express commuting times of 45 minutes to Grand Central Terminal
- N.Y. Waterway Ferry connects Ossining and Haverstraw
- Four Bee-Line Bus Service routes connect at the intersection of Spring Street and Waller Avenue with two continuing to the train station
- The Old Croton Aqueduct 25-mile trail bisects the Main Street Corridor, providing pedestrian and bicycle access
- Automobile access from neighboring towns is convenient via Route 9A, Route 9 and the Taconic State Parkway
- Amtrak Empire and Adirondack service include stops only 3 miles away at the Croton station for travelers from further afield
Distinct to Ossining is the Village’s commitment and actions to protect the racial and socio-economic diversity of this tight-knit community. Median Household Income for all Villagers is $72,569, or 78% of Westchester County median income ($91,687); renters occupy 47.6% of housing units, while 52.4% are owner-occupied. With more people choosing to live in diverse communities (Ossining Village’s population growth from the 2010 Census to the 2020 census was 9.94%, nearly double that of Westchester County’s 5.83%), our project is a near-term intentional, strategic investment with diversity protection as a priority (retrieved from U.S. Census 2015-2019 American Community Survey 5-Year Estimates and 2010 and 2020 Decennial Census of Population and Housing). The DRI Boundary Area and its immediate surrounding area contain approximately 1,800 residents (ESRI Business Analyst, 2021).

Ossining is a desirable place to live, as demonstrated not only by an increasing population, but by a consistently increasing assessment roll as well. Over the past 6 years, the Village-wide taxable value has increased $298,006,471 (15%) and with it, the community’s financial position. The Village is currently rated Aa2 by Moody’s, with a strong and improving financial position across a moderately sized tax base despite the COVID-19 pandemic. The DRI Boundary Area is home to approximately 70 local businesses and restaurants, with another 70 surrounding the boundary area, totaling over 850 employees in the office, manufacturing, retail, restaurant, and service industries (ESRI Business Analyst, 2021).

These past two history-making, life-altering years tested and galvanized our community. People came together without hesitation to rise to every challenge the pandemic threw our way. Shopping local became an ingrained way of life that appears to be here to stay, and virtually all of our Downtown Waterfront District businesses have survived the economic downturn as a result. COVID’s silver lining was to make us see our downtown in a new light with greater appreciation for all we have right here at home, and a renewed commitment to investing in our community’s future.

At the onset of the pandemic, our Comprehensive Planning Update, ‘Ossining Tomorrow’, adopted by the Board of Trustees in July 2021, was just beginning. We had also just selected Wilder Balter Partners as the preferred developer for the development of an affordable mixed-use/mixed-income property on our current organic waste site, located at 30 Water Street in the heart of our transit-oriented waterfront district, situated within our DRI boundary. Additionally, the Village had received grant funding in 2019 via the CFA for a downtown Mobility and Parking study, as well as a grant through the CFA Main Street program for the remediation of 200 Main Street, a Village-owned former bank building. Both of these projects were implemented during the pandemic: we completed the Mobility and Parking Study in July 2021, and our 200 Main Street remediation project will be completed in early 2022. Another project, critical to the revitalization of our downtown district and transformation of our community, is the Route 9 Road Diet Study. Completed in August 2021, the Road Diet Study was designed to help foster better economic development and pedestrian safety via a technical analysis of the current conditions along Route 9 in Ossining and, in concert with New York State DOT, determine how the road can be reimagined to break down the divide between the Main Street corridor and the east side of the Village and better connect the two neighborhoods, while making substantive improvements to safety and traffic flow.

Ensuring equity in terms of housing, economic development, job creation and environmental sustainability is the guiding principle for all of Ossining’s revitalization strategies. To this end, it is past time to turn the page on Urban Renewal, the unintended consequences of which divided our community racially and socio-economically and resulted in the Village owning 25% of the land in the Downtown Waterfront District. The Village has made strides in redeveloping underutilized or vacant properties. Over 350 dwelling units were developed within or directly adjacent to the DRI Boundary Area within the last decade with hundreds more in the pipeline. The DRI Boundary Area has additional redevelopment potential through Village-owned property that can be leveraged with private investment to transform the composition of downtown and the waterfront by addressing housing, commerce, recreational and transportation needs. Underutilized surface parking and vacant land are poised to become optimally designed, mixed-use developments with private investment dollars.

Visitors arriving by water or rail will be drawn to our waterfront and downtown business corridor, and its unique restaurant and retail offerings with new wayfinding signage and further enhanced streetscaping. The Joseph G. Caputo Community Center, located in the heart of Ossining’s downtown and currently undergoing a phased redesign, will accommodate nearly 11,000 square feet of newly renovated multifunctional space, and along with its existing gymnasium, Olympic-size indoor pool and children’s spray deck, will serve as model for multigenerational community programming, events and activities. The new Sing Sing Prison Museum, coupled with plans for a new dock extension on the riverfront, will further promote tourism and economic growth that is truly unique to Ossining.

Ossining’s network of well-established and well-integrated local non-profit organizations dedicated to public health, early childhood education, youth services, immigrant support, entrepreneurship, environmental sustainability, theater, art and music allow for collaboration that is not only integral to the Village’s operating style, but critical to advancing government efficacy. Many of our non-profits boast a long tenure in Ossining, and they are the mainstay in preserving a community where diversity thrives. Village government...
benefits from their contributions to policy development, planning, and the provision of historical context, as well as program-area expertise, and relationships of trust with residents in demographic groups with whom it is traditionally tricky for government to make connections. In the Downtown Waterfront District and adjoining area alone, non-profit agencies represent approximately 350 employees who spend time and money in our community.

The DRI funds will propel the Downtown Waterfront District projects towards completion. Ossining’s shovel-ready projects and its private investment, along with targeted capital spending on its public infrastructure, parks, and community spaces, ready the Village to capitalize on the DRI funding. These funds will transform Ossining for tomorrow and beyond, and with it, the Mid-Hudson region.

DOWNTOWN IDENTIFICATION

1) Boundaries of the proposed DRI area

Only a 0.5 mile walk, the Downtown’s Main Street corridor connects N.Y. Route 9/Highland Avenue to the waterfront neighborhood. The DRI area is bordered to the east by N.Y. Route 9/Highland Avenue, to the north by Sing Sing Kill Greenway, to the west by the Hudson River and ferry dock, and to the south by the proposed Sing Sing Prison Museum. The DRI area contains Ossining’s Downtown Main Street corridor and its public waterfront, which is populated by many residents who represent Ossining’s ethnic and economic diversity. See DRI Boundary Area map on page 4.

2) Past investment, future investment potential

Ossining’s DRI Boundary Area has become a hub for entrepreneurial retail business. Investment in the Downtown within the past several years includes an award-winning coffee shop, highly-rated Peruvian, vegan, Turkish and Jamaican restaurants along with a toy store, a clothing shop and a co-working space on Main Street that opened in 2019. Immediately adjacent to the Boundary Area, on Spring and State Streets, local residents have started two businesses, a brewery and a children’s theater. Many of these businesses have become popular refreshment stops for hikers and cyclists traveling the Aqueduct Trail from points north and south.

Past investment within the DRI boundary area

**Harbor Square: **Ginsburg Development Company’s (GDC) Harbor Square complex, comprised of 188 rental dwelling units, including 19 affordable units, opened in 2016 on a formerly Village-owned, riverfront, brownfield parcel. The project included infrastructure improvements such as a waterfront park, promenade, beach area, fishing pier, sidewalks, public parking, and shoreline stabilization with a total investment of $67.5M. In addition, the developer replaced and upgraded 2600 linear feet of water main and contributed $650,000 to the Village for downtown development. The development also includes 3 Westerly, an extremely popular restaurant on the waterfront, which was completed and opened for business in 2017. It draws diners from around the region and boasts spectacular river views.

**Hudson Crossings at Market Square:** In 2015, after a twenty year history as a vacant lot and surface parking along the Main Street crescent in the central business district, a new five story, mixed-use residential and commercial building was completed at a cost of $8M. The street level space includes 1,200 sq. ft. of retail use, 3,200 sq. ft. of restaurant space, and below-grade resident parking, and the upper floors include 31 market rate and affordable rental dwelling units.

**Open Door Family Medical Centers:** This county-wide community health center has recently invested $5.1M in a second building in the Downtown Waterfront District, with additional improvements pending. A public and private $20M investment will build out the 22,500 sq. ft. to alleviate their space constraints. The administration for all seven Open Door Medical Centers is headquartered in Ossining, as are their residency training programs for pediatrics, internal medicine, physician assistants, and midwife trainees. In Ossining alone, Open Door employees approximately 250 health care and administrative professionals.

**Sing Sing Kill Greenway:** Visionary leadership transformed a sanitary sewer upgrade into an impressive pedestrian greenway in the heart of Ossining’s Downtown. The transformative $5.3M Sing Sing Kill Greenway’s trail is the setting for scenes in the 2018 Spike Lee, Academy Award winning movie, BlacKkKlansman. With the development of the DPW site at 30 Water Street, the ADA-compliant trail will fully realize its intended purpose as a pedestrian connection between the waterfront and downtown unlike any other.
Village of Ossining
Downtown Revitalization Initiative Round 5
Proposed Boundary Area and Project List 2021

Proposed DRI-wide Projects
- Museum in the Streets Reboot
- Public Broadband
- Façade Improvements along Main Street, Spring Street and Station Plaza
- Wayfinding Signage for Downtown Parking and Amenities

Legend
- Proposed Project Locations
- Proposed DRI Boundary
- Trailways

250 125 0 250 Feet
Downtown Revitalization Initiative

**Streetscaping:** Main Street and the connecting Secor Road and Central Avenue benefit from ADA sidewalks, decorative lighting, tree well improvements, hanging flower baskets and LED street lighting. Over the past five years, the Village has invested $500,000 in these efforts.

**Metro-North Train Station Roof Restoration:** In summer 2019, the MTA initiated a $2.3M restoration of the train station’s historic clay tile roof.

**Ossining’s Double Arch Bridge:** This $2.8M upgrade, completed in 2020, restored the historic façade of the Old Croton Aqueduct Trail’s historic Double Arches while reconstructing the internal structure with the best of today’s engineering technology.

**2021 Comprehensive Plan Update ‘Ossining Tomorrow’ and Zoning Amendments:** The Village invested $300,000 to engage BFJ Planning to conduct an update of the 2009 Ossining Comprehensive Plan and craft amendments to the Zoning chapter of the Village Code. This included an $18,000 grant from Hudson Valley Greenway.

**Ossining Children’s Center (OCC):** In 2020, the Ossining Children’s Center opened a new, 27,000 sq. ft., state-of-the-art facility. This $18.5M public/private investment is adjacent to the DRI Boundary Area and has been an asset to the residents of the DRI Boundary Area and the Village. This impressive project increased enrollment capacity by 50% and added 10 new jobs for a total of 60. Removing access barriers to childcare for very low-income families, OCC offers tuition assistance and supports parents as they navigate the daunting application process for federal subsidies.

**Current investment within the DRI boundary area**

**Repurpose and Redevelop DPW Organic Waste Site at 30 Water Street:** The Village is working with Wilder Balter Partners to develop a mixed-use development at 30 Water Street on a 3.4 acre Village-owned brownfield site currently used as a staging area for the Department of Public Works. Sited in the historically African American “Station Plaza” neighborhood, the $7.5M development includes remediation of the current brownfield site, 109 units of mixed-income affordable housing, the extension and completion of the Sing Sing Kill Greenway, the addition of a public linear park, and a parking structure for residents that also includes municipal parking.

**Sing Sing Prison Museum:** Construction on the Sing Sing Correctional Facility began in 1825, and conversations around social justice have continued ever since – hence the conception of the Sing Sing Prison Museum. This $50M project is under the direction of Brent Glass, Director Emeritus of the Smithsonian’s National Museum of American History. He and the SSPM board have been working with the New York State Department of Corrections and Community Services (DOCCS), the Village and Town of Ossining, and multiple stakeholders to develop the Sing Sing Prison Museum (SSPM). Multimedia exhibits and hands-on experiences will take visitors from the prison’s early days as the “House of Fear” through to the beautiful, historic and walkable downtown and proximity to the Hudson River has created a unique vibrancy that we are excited to be a part of.

**Bill Balter, Principal, Wilder Balter Partners**

As a former Ossining Resident, I am delighted to be developing a project that will enable others to enjoy the charm and beauty of this community. The diversity of those who live and work there as well as the beautiful, historic and walkable downtown and proximity to the Hudson River has created a unique vibrancy that we are excited to be a part of.

**200 Main Street Remediation:** In 2021, the Village implemented a CFA Main Street grant of $467,300 along with a match requirement of $168,115 for the remediation of a Village-owned Bank Building located at the entrance of the Main Street Corridor along Route 9. The remediation further readies this landmark gateway to Main Street to be sold and placed back on the tax rolls to spur economic development in Ossining’s downtown.

**Mobility and Parking Study:** Also in 2021, utilizing a CFA planning grant of $60,000 with a required match of $60,000, the Village engaged Nelson Nygaard to conduct a mobility and parking study that encompasses much of the DRI designated Main Street Corridor area, with a goal of propelling economic development by optimizing parking and associated revenue, while also fostering walkability and alternative modes of transportation.

**New Indian Brook Water Treatment Plant:** While outside the DRI Boundary Area, the Village will go out to bid this December on the construction of a new water treatment plant, estimated to cost approximately $53M, to ensure quality drinking water and in anticipation of future needs and development.

**Route 9 Road Diet:** In 2021, the Village invested $120,000 to engage Creighton Manning in conducting a Road Diet Study to identify traffic, safety and connectivity improvements via a narrowing of a one mile segment of State Road Route 9 that runs through the
center of the Village perpendicular to the Main Street Corridor. Anticipated to cost approximately $2.5M, the implementation of the Route 9 Road Diet will enable a safer and more walkable and bikeable connection between the Main Street Corridor and other areas of the Village. The availability of parking along Route 9 will encourage travelers to stop and discover Ossining’s hidden gems, such as the nearby Sing Sing Kill Greenway and direct access to some of the most interesting parts of the Croton Aqueduct trail. This will also facilitate development of 200 Main Street by increasing the value and viability of the property.

Future Investment Potential:

**Mixed-Use Development and Village Square for Market Square/Post Office Lots:** The Village of Ossining owns the two most centrally-located and desirable properties in the downtown, which are currently used as surface parking and have been the subject of past redevelopment studies and concept plans. The Village is anticipating soliciting a Request for Proposals on these properties within the next six months to develop a multi-site community-driven mixed-use development. As part of the redevelopment of these lots, a public plaza or Village Square will be incorporated into the site to allow for community events and to house the Village’s beloved farmers market. DRI funds will assist in the development and construction of this public space.

Directly related to the redevelopment of the Market Square and Post Office parking lots, the Village will need to relocate the parking capacity currently provided at these lots while also providing additional parking for the new residential dwelling units to be constructed as part of the redevelopment. The Village can relocate the spaces to its Brandreth Street parking lot through the development of a tiered parking structure to accommodate additional spaces.

**200 Main Street:** At the entrance to Ossining’s downtown, the marquee 200 Main Street building, which is owned by the Village of Ossining, was remediated in part by a grant from NYS Homes and Community Renewal’s NY Main Street program. Converting this classic example of Beaux Arts architecture into a privately-owned eatery and entertainment venue will re-brand 200 Main Street as a downtown anchor for the 21st century. Coupled with increased parking along Highland Avenue as part of the Route 9 Road Diet project, this will further enhance the Village’s ability to identify a partner to purchase the property and re-activate the space after decades of neglect.

**Adaptive Reuse of Historic Ossining Firehouses:** The Village and Town of Ossining have embarked on a study to plan for a consolidation of the Village’s seven firehouses, two of which are located across Central Avenue from one another in the heart of Downtown Ossining. Ossining Steamer Company, built in 1900, currently leases its upper floor to the Ossining Arts Council. The Monitor Hose building backs up to the Sing Sing Kill Greenway path. Both buildings are ideal for adaptive re-use into restaurants, office space, and other businesses. A volunteer fire department museum could also be developed in a portion of one of the Firehouses.

**14 Water Street:** A developer is proposing construction of a three dwelling unit mixed-use building with rentable commercial office suites on the bottom floor and half of the second floor. Approvals are pending.

**5-9 Water Street:** A developer is proposing the conversion of an existing two and a half story office building by adding a fourth floor and using the top three stories for residential (four units) and the bottom story for office space. All land use approvals have been granted for the project, which is now awaiting a building permit application.

**Secor Road Mixed-Use Development:** Talks are underway for a developer to build mixed-use housing and retail space, with parking, along the Main Street/Secor Road corridor. This road serves as the traffic connection between downtown and the waterfront/train station, and the parcels are currently underutilized.

**3) Recent or impending job growth**

The DRI Boundary Area is home to approximately 70 local businesses and restaurants, with another 70 surrounding the boundary area, totaling over 850 employees in the office, manufacturing, retail, restaurant, and service industries (ESRI Business Analyst, 2021). Ossining has a thriving Latino and African American business community within the DRI Boundary Area. These businesses are an asset to the local residents but also have become well-known outside of Ossining for their unique cuisine or services. Restaurants, bakeries, and shops within the DRI Boundary Area provide a diverse but cohesive cultural experience. As result, they have expanded and increased overall employment opportunities within the Main Street Corridor and its Waterfront area. The DRI Boundary Area is also home to the Ossining Farmers Market which is open year-round with 21 unique vendors.

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**As a former Mayor, Village Trustee and most importantly a long time resident of Ossining, I believe there is nothing that makes more of a difference both socially and economically than a downtown that works for the community. Growing up we walked up and down Main Street buying everything including clothes, shoes and books. I want my grandchildren to have the same experience and their children as well. I applaud the current administration for pushing us to do what is needed to bring Ossining to not only 2021 but beyond into the future.**

Marlene Cheatham
One of the largest employers within the DRI boundary is Open Door. Founded in Ossining and now with seven medical centers in Westchester, Putnam and Ulster counties, Open Door employs approximately 250 people at its Ossining headquarters. While the anticipation of transformative changes in healthcare delivery currently constrains accurate job growth projections, the addition of a second large facility in the Downtown portends significant healthcare growth, an industry that already employs 9.1% of Ossining workers.

Downtown revitalization catalyzed by the DRI will grow the small-business economy of the Village by capturing the tourist market, anticipated to dramatically increase in the next five years, due primarily to the anticipating opening of the Sing Sing Prison Museum. This $50M project will open its Preview Center in 2022. The Museum is proposed to fully open in 2025, the 200th anniversary of Sing Sing Prison. The Museum will be an interpretive learning space, preserving artifacts and conveying individual stories, providing a forum for the examination of historical and contemporary issues in the criminal justice system, and their social, political and cultural impact. The REDC-funded Lord Cultural Resources Program Plan and Urbanomics Cultural Impacts reports project 130,000 Museum visitors per year, presenting Ossining with an unprecedented opportunity to capture visitor spending. For businesses to realize the full economic development impacts of the project, it is critical to enhance the connectivity of Ossining’s waterfront and downtown. The Sing Sing Prison Museum will create 257 construction jobs in Westchester (value of $20.8M in labor income) of which 255 workers are projected to live in Ossining. Indirect and induced impacts, given the economic ripple effect of construction, will create an additional 153 jobs. Economic models show that, once open, 27 people will be employed by the Museum which, with indirect and induced impacts added, is a benefit of 44 jobs and $2.8M in labor income to the area, and $5.9M in total economic activity annually.

Adjacent to the DRI Boundary Area, other major employers include the Ossining Union Free School District, Metallized Carbon, Ossining Children’s Center, Sing Sing Correctional Facility and Emigrant Direct Bank.

4) Quality of Life

Ossining’s picturesque Village is comprised of rolling hills and mature trees, providing shade and urban greening, with a topography that assures magnificent views of the Hudson River, the Palisades range and stunning sunsets from every neighborhood. The visual connection to the river reinforces Ossining’s strong Hudson River Town identity and creates a highly desirable setting to live and to work.

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**In recent years the Ossining local economy has been strengthened by an increased interest in development, engagement, and the recognition of a more diverse representation of an existing divergent culture. Further funding Ossining’s unique ecosystem will fortify a local workforce, attract more businesses, expand the arts and cultural opportunities, and foster a stronger tax base through continued strategic development and discretionary spending.**

Dr. Gayle Marchica, President, Greater Ossining Chamber of Commerce

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**Thirty years ago Miriam Haas, Founder of Down to Earth Markets, started the Ossining Farmers Market in a gravel parking lot, the remnants of ill-conceived urban renewal. She had a vision of good food and community. Much has transpired over the decades and while there was ebb and flow to the progress, the direction was always positive. Ossining is a unique place that promises to weave a singular tapestry from people of diverse cultures and ethos. It is this juxtaposition of differences that provides the energy moving us forward.**

Jon Zeltzman, Co-Founder, Down to Earth Markets
Socio-economic Diversity: The most frequently cited benefit of living in Ossining is the diversity of its residents, as Ossining’s growth has always been driven by immigration. Early European immigrants arrived in the 17th and 18th centuries and a new wave of immigrants from Eastern and Southern Europe arrived in the early part of the 20th century, around the same time that the Great Migration attracted African Americans North. This community of 27,000 people is more racially diverse than both Westchester County and the Town of Ossining. Notably, over the past several years, our Hispanic/Latino population increased to nearly 50%. As with all American cities, towns and villages, Ossining benefitted from immigrants who made their home here, as well as from its black community which is responsible for 190 years of economic, social, spiritual, political and education contributions to the Village. Today, Ossining continues to benefit. We have a sizable and growing number of Latino-owned businesses that are thriving. The DRI Boundary Area and its immediate surrounding area contain approximately 1,800 residents (ESRI Business Analyst, 2021), and is a microcosm of the Village, housing an ethnically diverse and culturally rich population.

The Hudson River: One of Ossining’s greatest assets is its picturesque location on the banks of the Hudson River. In its current post-industrial life, the waterfront is our most frequented recreational area for residents and visitors alike. Recent upgrades in the DRI Boundary Area to waterfront parks and trails, as well as new developments such as Harbor Square, have greatly enhanced and increased public access to the river. Henry Gourdine and Louis Engel Memorial Parks, within the DRI Boundary Area and owned by the Village and Town respectively, are open to the public all year long. During the summer months, the Ossining Recreation Department offers kayaking and paddle boarding programs, and residents and visitors can listen to live jazz on Monday nights at Henry Gourdine Park and enjoy concerts, food trucks and craft beer at Food Truck Fridays held in Louis Engel Park. Each year, in pre-pandemic days, approximately 10,000 people converge on the waterfront to watch the 4th of July Fireworks Celebration, and the area also hosts the Green Ossining Earth Day Festival, the largest of its kind in Westchester. The Ossining Boat and Canoe Club offers an affordable option, for those who are willing to work to maintain the club and its boats, as part of its membership requirement. Also, within the DRI Boundary Area, 3 Westerly, a waterfront restaurant, provides excellent dining experiences with spectacular views and serves as a perfect way to end a day on the Hudson. Adjacent to the DRI boundary area are two of Ossining’s private marinas, Westerly Marina and Shattemuc Yacht Club, both of which have witnessed a strong uptick in the number of boaters since the pandemic. Additionally, Freedom Boat Club, the Nation’s largest boat club, added Ossining to its international network of boating locations this year. Headquartered at Shattemuc, Freedom Boat Club offers its members the ability to rent boats by the day or afternoon as an alternative to costly boat ownership. Shattemuc is also planning to install several more floating docks to attract boaters to the waterfront restaurant on its property.

Variety of Housing Options: Ossining has a wide array of housing options at various levels of affordability, from suburban single-family homes to mixed-income, multi-family development in its downtown area near the Train Station. Families are attracted to Ossining by its quaint, village charm, demonstrated by increasing investment in the rehabilitation of older homes. Mixed-use (residential and commercial) and multi-family housing dominate the housing typology within the DRI Boundary Area, though Ossining has more diverse housing types available at more affordable prices than many Westchester communities. In Spring 2021, Westchester Magazine named Ossining one of the “Most Affordable Places to Live in Westchester County”, though Ossining’s recently adopted 2021 Comprehensive Plan, “Ossining Tomorrow”, creates a roadmap for the Village to continue to maintain its diversity of housing stock. It focuses on preserving quality and bolstering the condition of existing housing, especially affordable housing, as well as attracting new investment to the Village. The Village continues to support inclusionary affordable housing, and advocates for development at all economic levels.

Arts and Culture: Arts and culture thrive in Ossining with small-venue music and theater locations attracting top-flight artists. The Ossining DRI Boundary Area is home to several arts organizations including:

- Westchester Collaborative Theater (WCT) brings original plays to the community. One hundred twenty playwrights, actors, and directors from the Tri-state area participate in their Lab process to nurture new stage works.
The annual Waterfront Concert Series organized by the Town of Ossining provides free weekly, family-friendly entertainment throughout July and August.

Ossining Arts Project developed and popularized our annual Ossining Jazz Festival. The Village Board appoints this group to forge a cohesive link between the various artists and art groups, enabling them to work together more efficiently and effectively and to use this synergy to nurture the arts.

The Ossining Arts Council fosters arts in the community, promoting and showcasing the talents of artists.

In addition, the broader Ossining community is home to Bethany Arts Community, offering artist residencies, studio spaces, galleries, and a performance venue; Theater O, which teaches 150 children a broad range of theater-arts; Logrea Dance Academy, training dancers in Ossining since 1986; and Mike Risko Music School, which attracts students from all over the County.

**Parks and Recreation:** Within the DRI Boundary Area, Ossining boasts an extensive parks system and a very active Joseph G. Caputo Community Center. This local gem provides outstanding programming with a gymnasium, aquatic center, and numerous full-range exercise classes and recreational programming. Nature and hiking trails are a distinguishing Downtown feature, intersecting the Main Street Corridor and providing healthy recreation and transportation alternatives.

The Old Croton Aqueduct is a 25-mile linear park that bisects the heart of Main Street, with decorative pedestrian lighting, benches, trees, and interpretive signage. The Aqueduct intersects with the new east-west Sing Sing Kill Greenway, an ADA accessible path in the Kill's rocky gorge, with the stream rushing beneath it and tree canopy shading above. Pedestrians can pass under the iconic Double Arch Bridge and enjoy nature while walking to Station Plaza and the Metro-North train station. The Sing Sing Kill Greenway originates at the Joseph G. Caputo Community Center; the development of an affordable, mixed-use building at 30 Water Street, which will include public community center space as well, includes an extension of the Sing Sing Kill Greenway that will create a unique and walkable loop that connects the property with the Community Center directly and creates a desirable, walkable attraction to the benefit all businesses within the Downtown Waterfront District.

**Community Resources:** The Village works closely with non-profits and community organizations whose work improves quality of life for the residents and community within the DRI Boundary Area, including but not limited to:

- IFCA, which provides safe, quality and affordable places to live
- The Ossining Public Library is a center for lifelong learning that offers programming for the community
- Green Ossining’s Earth Day celebration is Westchester County’s largest community-run Earth Day festival, drawing more than 4,000 visitors annually and featuring 100+ vendors
- Ossining Innovates! teaches entrepreneurial skills to drive economic activity
- Open Door Medical Center community health center provides high quality, affordable healthcare regardless of immigration and insurance status
- Hudson Link for Higher Education in Prison provides college education, life skills and reentry support to incarcerated men and women
- Ossining Children’s Center provides infant care, pre-school, pre-K, after-school programs
- Neighbors Link integrates immigrants with workforce development, English as a second language classes, parent-child together classes, and community law practice
- Ossining MATTERS fundraises to augment school district programs
- Greater Ossining Chamber of Commerce supports our local businesses and sponsors the annual Ossining Village Fair, which brings 5,000 people to Main Street each year

5) **Supportive local policies**

**Commitment to diverse and affordable housing:** The Village is committed to providing housing for people of all income levels to guard against the displacement of our residents and maintain the diversity of our population. In the vanguard of affordable housing, Ossining’s mandatory inclusionary housing policy has been in place since 2006, requiring new development to construct 10% of residential units affordable to households making less than 80% of AMI. As a component of the Comprehensive Plan update, the Village is exploring how to most effectively increase this set-aside.

In 2017, the Landlord-Tenant Relations Council (LTRC) was reestablished with new membership and has emerged as a vital resource benefiting landlords and tenants alike. Ossining maintains a Section 8 office in Village Hall—providing the issuance and oversight of 254 vouchers locally ensures greater access for residents with the greatest financial need.

IFCA, in partnership with the Village, has overseen the investment of almost $4.7M in CDBG, NYSCHR’s Small Rental Development, Dormitory Authority, and private funding, as well as private financing, to rehabilitate distressed buildings and residential units, including building sustainability improvements to lower operating costs. All 86 housing units are within half a mile of the Main Street Corridor.
The development of higher end housing extends the mix of options while adding to our affordable inventory: 10% of the luxury complex Avalon’s (2013) 169 units are affordable. Within the Downtown Waterfront District, 10% of the 188 units at Harbor Square (2016) are affordable. The development of the mixed-use, mixed-income project at 30 Water Street will add 109 affordable rental units, ranging in affordability from 30% Area Median Income (AMI) to 80% AMI.

**Transportation, Mobility and Parking:** The Village of Ossining is committed to addressing a range of transportation, mobility and parking policies and initiatives. Transportation is addressed in the 2021 Comprehensive Plan with an overarching goal of improving traffic conditions and roadway safety throughout the Village, increasing pedestrian and bicycling opportunities and supporting cost effective transit improvements. The Village’s recent Mobility and Parking Study conducted by Nelson Nygaard sought considerable public input to address parking and mobility concerns in the downtown district, resulting in actionable recommendations that address parking supply and demand management, improve the efficiency and effectiveness of basic parking operations and administration, and reduce parking demands by improving non-driving modes of access to downtown businesses. The Route 9 Road Diet study provides further remedies to calm traffic through the Village, improve safety for pedestrians and promote walkability and bikability.

Many Ossining residents do not own cars, and the walkability of the DRI Boundary Area has always been a priority. The post office, medical center, police station, public library, Joseph G. Caputo Community Center and other essential services are located either within or proximate to the DRI Boundary Area, as is the Ossining High School campus. To further aid connectivity and local transportation, studies indicate the desire for and viability of alternative modes of transportation such as e-bikes, trolleys and electric circuit shuttles. These would help residents with mobility issues, as well as increase connectivity between the Downtown Waterfront District and other attractions within the Village and Town of Ossining.

**The Greater Ossining Chamber of Commerce:** The Greater Ossining Chamber of Commerce is a 75 year old organization and a sustained stabilizing force within the business community and the community at large. The Chamber assists local businesses through mentoring, collaboration, funding, and connections to supporting organizations, such as the County Department of Economic Development, SBA, and neighboring Chambers. For 39 years, the Greater Ossining Chamber of Commerce has organized and sponsored the Ossining Village Fair, which brings over 5,000 visitors to Ossining’s Historic Main Street. The Chamber has also created and spearheaded SHOP LOCAL and the Ossining Bucks Program to stimulate local spending on Main Street during the Holiday season. In 2019, the Chamber launched the highly successful Food Truck Fridays to coincide with the Town of Ossining’s Summer Concert series that takes place at the Ossining waterfront during the summer months.

**Adoption of Comprehensive Plan and Form Based Zoning Codes:** In July 2021, the Village of Ossining Board of Trustees adopted our Comprehensive Plan update, “Ossining Tomorrow”, along with a local law to establish a form based code overlay zone in the Downtown and Croton Avenue districts to: encourage new traditional mixed-use downtown development and redevelopment to occur within the downtown area; encourage mixed-use real estate development that results in active sidewalks and civic spaces and economically sustainable development; promote well-integrated residential, commercial, office and civic development in close proximity to the primary retail district; support new development that includes diverse pedestrian-compatible, higher density designs and expands economic development opportunities; provide incentives for the creation of mixed uses in keeping with the character, scale and architecture of the downtown and surrounding neighborhoods; and to promote the livability and identity of the district and neighborhoods by providing dwellings, shops and workplaces in close proximity to each other.

**Ossining Youth Bureau:** In August 2021, the Village launched the Ossining Youth Bureau, the first Youth Bureau to be approved by Westchester County in nearly 30 years. Located in the Joseph G. Caputo Community Center, the Youth Bureau will enable youth leadership, mentoring and career training programs. New renovations planned for the Community Center will create learning spaces for technology, media and culinary arts that will be used in Youth Bureau programming.

**Greenest Village in the Country:** With our sights set on this ambitious goal, Ossining is taking its longstanding commitment to environmental sustainability to the next level. Having pledged to be a “Climate Smart Community”, the Village has invested in LED streetlights, growing our electric vehicle fleet and accompanying infrastructure, signing up for 100% renewable opt-out Community Choice Aggregation through Westchester Power, and participating in annual initiatives to reduce the community’s carbon footprint, such as Earth Day and Car Free Day through 511 NY Rideshare. The Village is championing environmental justice. In 2020, we were awarded a $38,000 DEC Urban Forestry grant to plant 80 native species trees, as part of a Tree Equity program. Trees were planted across Nelson Park and Nelson Sitting Park, within close walking distance to the Downtown Waterfront District, where they will provide much-needed shade, traffic noise dampening, and a reduction of the urban heat island effect in downtown Ossining.
Ossining. In 2021, the Village received our first 2800 Clean Energy Communities points, including two $5000 grants, and plans to pursue the NY Stretch Code before the end of 2021.

6) Public support

Starting with the initiation of the Comprehensive Plan Update in the summer of 2019, the Village designed a public engagement plan to reach members of the community as broadly as possible. Guided by a Steering Committee made up of a cross section of village representatives, the planning process ensured that the Comprehensive Plan Update was a truly collaborative product which reflects the vision and priorities of the community. This process included monthly Steering Committee meetings, Public Briefings with the Board of Trustees, and Subcommittee Meetings that included over 60 unique individuals focused on critical plan topics such as: Economic Development, Waterfront/Environment, Infrastructure, Housing, Culture and History and Community Services. A project website (www.ossining tomorrow.com) and online tools including an ideas wall, public survey and interactive map were available in both English and Spanish, and a robust, bilingual social media campaign drove awareness of the plan process and community engagement.

This recent and collective community feedback helped us validate and evolve the projects put forth in this submission. The Parking and Mobility Study, completed in July 2021, and focusing squarely in the heart of the Village’s DRI Boundary Area, also involved virtual, bilingual community focus groups and public community engagement. This information was extremely useful in helping to address issues that have stalled development in the past, such as the replacement of surface parking on Village-owned lots, should the lots be developed. It also further underscored the importance of walkability, bikability and alternative, sustainable local public transportation modalities to our community members. These studies, along with community engagement done around Police Reform and Reinvention, the Route 9 Road Diet Study and six virtual engagement sessions with Wilder Balter Associates focused on different aspects of the 30 Water Street, mixed-use, mixed-income development, have provided a clear understanding of a community-wide vision that encompasses economic development, housing, cultural and historical imperatives, infrastructure, community services and social equity. It has sharpened our vision not only for what we want to see in our community, but for what we want our community to stand for as well.

Public support is the proven lynchpin of any successful project. Specific to the DRI, we conducted two virtual community engagement sessions on August 12, 2021, one each in English and Spanish. On August 13, 2021, we pushed out a bilingual, online survey through September 1, which generated 290 responses. A public engagement session was held on August 28, 2021 from 9 -11AM at the Ossining Farmer’s Market where information was solicited from English and Spanish speaking residents, and a comprehensive summary of DRI community input was presented during a public meeting of the Board of Trustees on September 8, 2021. Information on our DRI community engagement efforts can be found at https://www.villageofossining.org/planning-department/pages/2021-downtown-revitalization-initiative-dri. This information, along with the extensive community visioning work we have conducted over the past two years, indicates overwhelming public support for the projects put forth herein.

7) Transformative opportunities

The proposed projects are targeted to open up the possibilities for private investment, helping us to leverage our assets for economic development. These are the catalytic projects which will incentivize both private and public investment in the Market Square properties, the former DPW site, the historic Station Plaza industrial-residential neighborhood, the Waterfront, and a broader mix of entrepreneurial retail establishments. The DRI investment is high-impact support for Ossining which will dramatically accelerate development and significantly enrich the return on investment, yielding positive financial and quality of life benefits for the Village and a boost to neighboring communities and throughout the region as well.

200 Main Street: The Bank for Savings, built in 1908, is prominent on the triangular point between Main Street, Church Street and Route 9. One of the best examples of Beaux Art architecture in the County, the bank’s location, and classic detailing provides a marquee gateway to the Downtown. No longer a bank, the Village acquired the building in 2004 and
Mixed-Use Development and Village Square for Market Square/Post Office Lots: The Village of Ossining owns the two most centrally located and desirable properties in the downtown, which are currently used as surface parking. The Village is anticipating soliciting a Request for Proposals on these properties within the next six months to develop a multi-site community-driven mixed-use development. As part of the redevelopment of these lots, a public plaza or Village Square that will allow for community events and house the Village’s farmers market will be incorporated into the site. Directly related to the redevelopment of the Market Square and Post Office parking lots, the Village will need to relocate the parking capacity currently provided at these lots, as well as provide additional parking for the new residential dwelling units that will be constructed as part of the redevelopment. The Village can relocate the spaces to its Brandreth Street parking lot by developing a tiered parking structure to accommodate those public spaces. DRI funds will assist in the development of the public plaza and Village Square and for the development of the tiered parking structure. This development will incorporate decarbonization elements, including solar and or green roof technology and electric car and bike charging. Preferred developer selection, subsequent to the Village-issued RFP, and a final site plan will determine the full cost of the project and indicate how public/private investment and DRI funding can be used to ensure highly desired community benefits, such a Village Square and municipal parking alternatives. The estimated cost of the development of these parcels and the associated parking structure will be at least $15M. DRI funding towards this project will ensure that essential public amenities, such as the Village Square and community gathering space, are accommodated for in the final design.

Enhancements to 30 Water Street Mixed Use, Mixed Income Development: The Village is working with Wilder Balter Partners to develop a mixed-use development at a Village-owned brownfield site. Sited in the historically African American “Station Plaza” neighborhood, the development includes 109 units of affordable housing, the extension and completion of the Sing Sing Kill Greenway, and the addition of municipal parking. This development will incorporate decarbonization elements, including energy efficiency technology, and electric car and bike charging. This project will secure affordability and inclusiveness in a waterfront neighborhood undergoing redevelopment. The Village will use DRI funds to expand public amenities at the development, including the introduction of flexible, multi-purpose community space designed for advanced technology resources, which will serve as an extension of the Ossining Community Center. Additionally, the Village will work with the community and developer to secure an anchor tenant and outfit the retail space in advance of project completion, providing added value to the neighborhood while creating local jobs.

The DRI will help fund an extension of Museum in the Streets and an art walk through the expanded Sing Sing Kill Greenway trail to enhance interest in the area and pay homage to the rich agricultural, industrial and familial history of the neighborhood, dating back more than two centuries. This $7.5M project, funded through the affordable tax credit program and funding from Westchester County, will be enhanced to promote tourism and economic development with the inclusion of DRI-funded art and cultural points of interest to create a year-round outdoor exhibit that will attract visitors and serve as a distinctive community asset. An additional $150,000 funded through the DRI will create a public art attraction along the Sing Sing Kill Greenway Trail that will attract visitors from far and wide, further establishing Ossining as a highly desirable and one-of-a-kind Hudson Valley destination.

Kickstart Funding for Sing Sing Prison Museum: Construction on the Sing Sing Correctional Facility began in 1825, and conversations around social justice have continued ever since. The prison has been the greatest deterrent to Ossining’s ability to leverage its waterfront and expand its tax base the way most other Mid-Hudson communities have done. The Sing Sing Prison Museum turns what has long been perceived as a liability into a local asset and establishes Ossining as a beacon for social
DOWNTOWN REVITALIZATION INITIATIVE

justice. Multimedia exhibits and hands-on experiences will take visitors from the prison’s early days as the “House of Fear” through to today’s progressive institution. The DRI will allow for funding to help with capital costs associated with the phased opening of the Sing Sing Prison Museum which will become a tourist destination, creating jobs and drawing visitors and leaders in social justice from all over the world. An investment of $250,000 facilitated through DRI funding is therefore a critical component of the transformational change needed in Ossining and throughout our nation.

Village Pier Expansion: Ossining’s Hudson River access is a reliable draw for the community, which can be readily enhanced. With design document preparation funded by a DEC grant, the construction of a shovel-ready pier extension project will be quickly implemented using DRI funds, enabling transient slips that boaters can use to access waterfront restaurants and downtown shops, less than a 10 minute walk from the pier. The pier extension will support boat usage for historic tourism such as the Clearwater and will accommodate larger ships like the Schooner Apollonia delivering hops, flour, and other supplies to local Ossining businesses. Ferry access to and from the Village of Haverstraw will continue with the pier extension, and the expansion will provide an opportunity to develop a transformative relationship with the Village of Haverstraw, transporting visitors to and from the two Villages, increasing tourism along the Hudson River and to historic Hudson River downtowns. The estimated cost of construction of the Ossining Pier Extension is $1.5M. DRI funding will allow this plan to become a reality that will promote tourism and economic development for not only Ossining, but for Haverstraw as well. Other funding sources will be a mix of public and private funds. This collaborative municipal initiative demonstrates an innovative approach to regional development that captures the Hudson Valley’s most valuable natural asset to amplify DRI investment.

Improvements to Joseph G. Caputo Community Center: Ossining’s community center provides recreation programming to children, teens, and adults at all income levels. In 2021, it became home to the first Youth Bureau to open in Westchester County in nearly three decades. Transforming the Caputo Center into a state-of-the-art facility for intergenerational recreation and learning will create opportunities for innovative programming rivaling private facilities throughout Westchester County, providing expanded and improved space for STEM and sports for children, adults and seniors. The enhanced facility will further enable the Youth Bureau to develop job-readiness programs and make the community center a career launch pad. DRI funds will make possible a retrofit of the interior space, which will include a teaching kitchen where students can make use of seasonal bounty from the Ossining Organic Community Garden (OOCG) and learn about careers in culinary arts. The DRI will also fund capital improvements that leverage the film industry’s growing interest in Ossining as a prime location for advertising, television and film through the creation of a media training center. This will allow students access to advanced technology in digital communications to prepare them for careers in media, film making, journalism and art. It is estimated that the complete renovations to the community center will cost approximately $3M. A combination of Village and DRI funding can ensure that the teaching kitchen, STEM and media centers are in place in the near future to advance equity and opportunity in our community. The Village is prepared to provide additional funds not covered by the DRI.

Improved Design for 5-Way Intersection: At the heart of the Village lies the historic 5 Point Intersection, which has for many years challenged planners and engineers, as well as pedestrians, as downtown traffic and pedestrian volumes have increased. At the convergence of Main Street, Spring Street, Brandreth Street and Central Avenue, the Village will implement pedestrian safety upgrades, ADA accessibility and signaling at the intersection, which will serve to increase visibility and pedestrian safety, and enhance the visual appeal of the neighborhood. The final design will capitalize on the Spring Street “two-way” conversion, which has served to improve traffic flow in the Downtown since its implementation in 2015. In past discussion’s regarding different strategies to upgrade this intersection, an overwhelming desire to maintain Ossining’s historic Five Corners was voiced by the community. The Village’s plan to upgrade this intersection is estimated to cost approximately $1M. DRI funding will enable Ossining to upgrade this intersection, in keeping with the community’s desired vision, facilitating the redevelopment of the Main Street and Post Office lots and contributing to improved streetscaping in the downtown waterfront district.

Streetscaping at Station Plaza: One of Ossining’s greatest assets is the waterfront, which has maintained its largely industrial character while other communities have rapidly developed. Ossining will beautify the Station Plaza neighborhood and its businesses (including lower Main Street, Water Street, South Water Street, Depot Square, and Quimby Street) through improved streets,
sidewalks, and placemaking. These improvements will complement the development at 30 Water Street while improving access to a Village-owned train station lot directly across the street. This site may also be a candidate for development depending on commuter trends in coming years. DRI funding will be used for the installation of new streetscaping along Station Plaza. Reuse of these buildings will incorporate decarbonization elements, including energy efficiency technology, and electric car and bike charging. We estimate that streetscaping throughout this area will cost approximately $1.2M.

**Museum in the Streets Reboot:** In recent years, the Village has undertaken efforts to encourage, and increase awareness of public art. In 2013 for the Village’s bicentennial, a “Museum in the Streets” drew dozens of artists to produce sculpture for display throughout the community, though many pieces were returned following the year-long celebration. This attracted many visitors to the community and the local businesses benefited from the additional customers. The Ossining Arts Project will curate a “reboot” for the 10-year anniversary using DRI funds to purchase pieces and create permanent public art installations. DRI funding will enable the creation and installation of exhibits that will provide continuity with proposed exhibits on the Sing Sing Kill and complement the Sing Sing Prison Museum in branding Ossining as a historic Mid-Hudson destination for tourism. This project would create a walkable, outdoor, public art and history installation throughout the Downtown Waterfront District. The estimated cost to undertake the purchase and installation of artwork and historic markers is $125,000.

**Public Broadband:** Throughout COVID, the digital divide became clearer than ever in Ossining. DRI funding will be used to close the technology gap throughout the downtown and waterfront neighborhoods and ensure that public gathering places such as the Village Square and the two waterfront parks (Henry Gourdin and Louis Engel) have consistent and reliable public Wi-Fi. We estimate that this will cost approximately $200,000.

**Façade Improvements along Main Street, Spring Street and Station Plaza:** Ossining’s downtown was crippled when, in the 1970s, several blocks of storefronts were torn down under the banner of urban renewal. While the redevelopment of the Market Square and Post Office lots will serve to restore the southern side of Main Street, the Village will use DRI funding to establish grant support for façade improvements of the buildings that remain, offering consistency and preserving the character of Historic Downtown Ossining. Once established the Village can replicate this project into other business corridors within the Village. A revolving fund of up to $600,000, implemented by a third party partner, will allow the Village to provide assistance and incentives to local landlords, businesses, and entrepreneurs currently working in Ossining, as well as those looking to make Ossining home.

**Wayfinding Signage for Downtown Parking and Amenities:** In mid-2021, the Village completed an ESD-supported Mobility and Parking study for downtown Ossining. This study recommended enhanced use of vibrant and consistent signage to incentivize walking and alternative mobility options. Ossining, via a soon-to-be-established Local Development Corporation, will invest in a comprehensive program to “re-brand” downtown, while also incorporating improved wayfinding to combat traffic and auto pollution and unlocking Ossining’s “hidden” assets, such as the Sing Sing Kill Greenway, the Old Croton Aqueduct Trail, and the Museum in the Streets. As with the Façade improvement program, once established, the Village can replicate this project into other business corridors within the Village. We estimate that wayfinding signage will cost approximately $150,000.

**Marketing Campaign:** With so much going on, our community outreach has shown widespread support for a marketing campaign that showcases Ossining’s unique assets, with the objective of attracting residents, visitors and businesses to Ossining. Based on experience, we anticipating an investment of $150,000 to support digital, video and printed materials.

8) **Administrative Capacity**

The Village is well poised to administer DRI implementation. It has a deep bench of experienced staff professionals and elected officers who have the will and the know-how to translate vision to reality, as demonstrated by the significant progress made in the Downtown Waterfront District over the past several years. The team that will lead DRI implementation includes:

**Rika Levin, Mayor,** began elected public service in Ossining in 2015 when she was appointed Village Trustee. She is expanding her horizons to look at best practices in her work with municipal elected officials throughout New York. Her motto is “do more, do better, take the leap and the net will appear”. She has spent more than 25 years in management, in Fortune 100 companies and later non-profits. Her professional experience includes positions in corporate startups, new product development, diversity and inclusion, crisis management (9/11 recovery), foundation and faith-based organizations funding, and eventually Chief Marketing Officer at MetLife in New York. She is currently Managing Director of the JCC of Mid-Westchester.

**Karen D’Attore, Village Manager,** will be the local lead. Since joining the Village in 2019, Karen has overseen the completion and adoption of the 2021 Comprehensive Plan and the selection of Wilder Balet as preferred developer for an all affordable, mixed-income, mixed-use project at 30 Water Street. She has secured over $3M in grant funding that is being used to fund the downtown Mobility and Parking Study, the remediation of 200 Main Street, and construction of the new Indian Brook Water Treatment Plant. Her prior experience encompasses strategic development, project management, and communications. Particularly relevant to the
DRI is her working on behalf of United Nations World Food Program and U.N. Women, as the head of U.S. Public Private Partnership Relations.

Maddi Zachacz, Assistant Village Manager, served as Budget Director for the Town of Ossining for eight years before joining the Village team in 2020. Born and raised in the Village of Ossining, her experience includes municipal finance and budgeting, labor relations, grant administration, economic development and affordable housing policy. She will be one of the primary contacts and managers of the DRI planning process and implementation projects.

Jaime Martinez, Director of Planning, has served in a number of planning, economic development and academic roles over a 14 year career in public service. Prior to joining the Village of Ossining in early 2020, Mr. Martinez’s prior roles included Executive Director of the Yonkers Downtown Business Improvement District and Acting Commissioner of Planning for the City of Mount Vernon. Additionally, he was an adjunct faculty member at New York University where he taught GIS mapping. His experience includes urban planning, economic development, environmental review, GIS mapping, grants administration and event planning. He will be the lead planner in the DRI planning process for the Village.

Paul Fraioli, P.E., Director of Public Works/Village Engineer, has overseen $80M in capital projects and $3M in annual infrastructure upgrades during his 18-year tenure. He brings valuable private sector experience, including eight years as Project Engineer for one of the largest area environmental consulting firms, and two years with a private developer as Construction Manager. Mr. Fraioli will assist in the oversight and management of the DRI implementation projects.

Jaimie Hoffman, Project Manager, brings robust project implementation, program planning, and transition management experience from 20 years in the financial, publishing, and conference industries. Since joining the Village in 2016, she has spearheaded the creation of the new website and implemented iCompass to streamline the Village’s communications and Board management. She will assist in the community outreach and organization of the DRI planning process.

9) Other

Ossining’s strength and potential stem from its challenges. Where other Hudson River towns and villages benefit from the intrinsic value and financial asset of waterfront property, Ossining hosts a maximum-security prison on what is perhaps its most valuable real estate. The award-winning Ossining Union Free School District is one of five New York State suburban school districts that, until recently, experienced increasing class sizes while receiving less than 50% of the Foundation Aid they were entitled to. The median household income in the Village of Ossining is $72,569 – 22% less than Westchester County median income of $92,758. Furthermore, Ossining’s once vibrant Main Street and waterfront suffered through years of disinvestment following Urban Renewal.

Despite these challenges the Village of Ossining continues to defy the odds. The infamous Sing Sing Prison has emerged as a beacon for social justice – with a goal of ‘delivering new ways of understanding for a fairer future’. The Ossining School district dispels any notion that lower income means lower education, and over the past ten years, local businesses have thrived, with more activity on Main Street than has been seen in decades.

Ossining’s leadership has done the hard work necessary to create a strategic plan of action to reactivate the Village’s vibrancy and vitality. The projects proposed herein for the Downtown Waterfront District represent the culmination of extensive comprehensive planning, housing and economic development studies, and community engagement. They speak directly to the vision that has been put forth by Ossining residents, business owners and other key stakeholders. Ossining is moving forward with confidence to create quality, affordable housing; address parking, transportation and intra-village connectivity; enhance recreational offerings; prioritize environmental sustainability, advance technology, establish youth leadership and foster entrepreneurism; while facilitating mixed use development in its Main Street district through the creation of a form based overlay zone.

These efforts set the stage to attract a successful anchor business to reclaim the historic Bank for Savings Building at 200 Main Street and to repopulate Main Street surface parking lots with attractive mixed-use development. A state-of-the-art Community Center and a Downtown Waterfront District infused with outdoor art and history installations will compliment businesses and residences alike. Enhanced access to the riverfront with a dock extension that accommodates boats and commercial vessels, along with the Metro-North Railroad, will provide numerous ways for visitors to discover Ossining and all it has to offer – including the new Sing Sing Prison Museum, which will work to heal the wounds of mass incarceration and pave a way for a system rooted in social justice.

An infusion of $10M would be transformative and catalytic. It would establish Ossining as national model of community excellence that ties equity and environmental sustainability with economic success -- paving the way for a future that provides opportunity for all people, and a quality of life that is only possible when all members of a community and its environment thrive.
Addendum: Opportunities for Electric Vehicle Charging Station

The Village looks forward to installing electric vehicle charging stations in strategic areas of the downtown, to capitalize on foot traffic from restaurants, shops, the farmer’s market and historic tourism. One spot in particular that has repeatedly been raised is the Community Center Parking Lot—not only can participants and swimmers charge their vehicles while enjoying Community Center programming, but the immediate proximity to the Sing Sing Kill Greenway and Old Croton Aqueduct Trail makes it an ideal charging spot for those looking to enjoy the great outdoors right in Downtown. The Village proposes (1) bank of (5) spots for this area (“Upper-bound”).

Another location where the Village is seeking to install EV charging stations is the Water Street side of the Ossining Train Station. Main Street and the 30 Water Street mixed-use, mixed-income project also offer ideal locations for Electric Charging Stations. The Village currently owns and operates 560 spots in the parking lots proper, with 70 more on adjacent side streets that are earmarked for station parking. As commuting trends continue to shift as a result of the pandemic, it helps us make a better case for shifting some of this dedicated parking into short-term municipal parking, which could be used by visitors to the Station Plaza neighborhood, the 30 Water Street development, and the expanded Sing Sing Kill Greenway. The Village proposes (3) banks of (5) spots for this area (“Upper-bound”).