

**New York State Downtown Revitalization
Initiative Strategic Investment Plan**

Village of Haverstraw

Mid-Hudson REDC | July 2022



Haverstraw
Downtown
Revitalization
Initiative



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New York State Downtown Revitalization Initiative Strategic Investment Plan

Village of Haverstraw

Mid-Hudson Regional Economic Development Council | July 2022

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This document was developed by the Village of Haverstraw Local Planning Committee as part of the Downtown Revitalization Initiative and was supported by the NYS Department of State, NYS Homes and Community Renewal, Empire State Development, and New York State Energy and Research Development Authority. The document was prepared by the following Consulting Team:



All photos in document were taken by the consultant team or the Village of Haverstraw, unless otherwise identified.

Foreword

Downtowns define our cities and regions with their energy and diversity, as well as their artistic, cultural, and historical assets. Vibrant downtowns serve as anchors and catalysts for local and regional growth, and they epitomize what we refer to as a ‘sense of place.’ These enduring qualities attract businesses, jobs, residents, and visitors and provide the critical infrastructure and diverse tax base necessary to foster broader and more inclusive growth.



People and businesses are once again recognizing the tremendous value downtowns offer to residents, communities and regions.

Despite their tremendous value to our society and economy, downtowns suffered decades of disinvestment, economic decline, and community despair with the advent of sprawl and de-industrialization. But people and businesses are once again recognizing the tremendous value downtowns offer to residents, communities, and regions. With that renewed appreciation, many downtowns are beginning to revamp and reinvent themselves. With Governor Kathy Hochul's leadership, there is a new era of rebirth, revitalization and redevelopment occurring throughout New York State. Communities are creatively leveraging their proud heritage, not as a whimsical look backward to a bygone era, but as a catalyst for a brighter future. And yet, obstacles remain, as does the need to accelerate and ensure equitable revitalization and build communities that are more climate resilient. This is where the DRI comes into play.

Recognizing both the potential and the challenges of our urban centers, the State launched a major new initiative in 2016: the Downtown Revitalization Initiative (DRI). The DRI effectively accelerated and expanded the revitalization of downtowns and neighborhood centers to serve as centers of activity and catalysts for investment in all ten regions of the state. The DRI represents an unprecedented and innovative “plan-then-act” strategy that couples strategic planning with immediate project implementation.

In the first five rounds of the DRI, the State committed \$600 million to invest in downtowns that are ripe for revitalization and have the potential to become magnets for redevelopment, business development, job creation, greater economic and housing diversity, and opportunity. Each year, the Regional Economic Development Councils (REDC) select ten downtowns to receive \$10 million each. For DRI 5, each region received \$20 million, with the REDCs selecting either

two \$10 million awardees or one \$20 million awardee to refine a vision and strategy for revitalization and to implement projects that show the greatest potential to improve the economic and social vitality of their downtown areas. The projects realized through DRI grant funds in turn catalyze multifold additional investments and projects, creating the momentum and progress necessary to sustain a long-term successful revitalization effort. The excitement and community pride generated by the DRI are clear and palpable.

The nineteen communities selected in DRI 5¹ will continue to address the impacts of COVID-19, building on recent recovery and adding resiliency to absorb future shocks. They demonstrated a clear readiness to undertake DRI as a whole community, pursue a vision and recommend project selections to make DRI investments in their communities impactful and sustainable.

The DRI also presents an opportunity to address another looming, omnipresent and global crisis: climate change. Downtowns are inherently climate friendly. Their compact, mixed-use, and pedestrian/bike/transit-friendly design reduces car use and dependence, thus reducing automobile greenhouse gas emissions. Due to high demand from the concentration of population and industry, downtowns provide fertile ground for the proliferation of renewable energy resources, energy efficiency and mass electrification of both buildings and vehicles—all to “de-carbonize” our communities and the State. These climate benefits are helping achieve the nation-leading climate goals contained in the landmark Climate Leadership and Community Protection Act of 2019 (CLCPA).

In furtherance of these goals, certain DRI projects will now be required to achieve a higher level of energy efficiency and renewable energy use. DOS has forged mutually

1 DRI communities selected in Round Five include: Troy, Tannersville (Capital Region); Gloversville, Little Falls (Mohawk Valley Region); Syracuse, Oneida (Central New York Region); Chinatown (New York City Region); Amityville, Riverhead (Long Island Region); North Tonawanda, Buffalo (Western New York Region); Haverstraw, Ossining (Mid-Hudson Region); Endicott, Norwich (Southern Tier Region); Rochester, Newark (Finger Lakes Region); and Tupper Lake, Massena (North Country Region).

There is no cookie-cutter formula for our urban centers. Each one is unique—a different vibe, heritage, culture; a whole different story to tell if we listen carefully enough.

supportive partnerships with both the New York State Energy Research and Development Authority (NYSERDA) and the New York Power Authority (NYPA) to support carbon-neutral projects and the siting of electric vehicle charging stations in downtowns, respectively. To advance the over-arching emphasis in the CLCPA on equity and climate justice, certain DRI projects will need to address housing affordability.

Downtowns are complex, multi-dimensional systems that require a highly collaborative, partnership-based form of governance. Recognizing this challenge, the DRI process integrates a combination of community-based strategic planning, inter-agency project support, inter-governmental collaboration and public/private leveraging of outside investments.

The DRI strategic planning process is led by Secretary of State Robert J. Rodriguez and facilitated by staff from the Department of State's Office of Planning, Development and Community Infrastructure, NYS Homes and Community Renewal and Empire State Development. This highly collaborative, multi-agency effort mobilizes the full complement of resources available from state agencies, tapping into their expertise, technical assistance, and project management skills as necessary. Through each DRI planning effort, a Strategic Investment Plan is developed, which sets forth a clear vision for the downtown, as well as goals and strategies to accomplish the vision and catalytic projects.

A Local Planning Committee identifies the slate of viable, transformative, and catalytic projects that show the greatest potential to contribute to overall revitalization. The most catalytic projects that are collectively transformative receive DRI funding, while the State works with the community to attract and leverage funds from other sources, both public and private, for the remaining projects.

The DRI is much more than a one-off grant. First, the projects are not selected in a vacuum;

rather, they are synergistic and catalytic, working in concert with one another and contributing exponentially, not just additively, to the upward cycle of vibrancy and revitalization that the DRI sets in motion. Second, the positive momentum created by the DRI continues well after the Plan is done and projects are awarded. The DRI process is designed to generate exponential effects that assist the community with leveraging additional public and private investments that, in turn, create a self-perpetuating cycle of revitalization. That's what sets the DRI apart from all other urban revitalization initiatives.

Downtowns are a place to connect, eat, shop, drink, learn, absorb, innovate, observe, and interact—a cultivator of human ingenuity and entrepreneurial spirit. They offer public gathering spaces that allow people of all ages, incomes, backgrounds, and abilities to interact safely and comfortably while appreciating the diversity of city life.

There is no cookie-cutter formula for our urban centers. Each one is unique—a different vibe, heritage, culture; a whole different story to tell if we listen carefully enough. Through its focus on placemaking, the DRI treats and respects each downtown as its own special place.

The DRI represents the crown jewel of smart growth programs in NYS. Its emphasis on the "Four E's" of Smart Growth—Economy, Equity, Environment and Energy—ensures that multiple policy goals and priorities are achieved under one integrative umbrella. The DRI is accomplishing its overarching goal of supporting local and regional economic development and quality of life. The program has proven to be remarkably adaptable, pivoting to both new and ongoing challenges, such as the COVID-19 pandemic, climate change, housing affordability, and socio-economic equity. In this respect, the DRI is even more relevant and imperative now than it was when it began six years ago. And its past, present and future provide a bright beacon light for the State's communities and regions moving forward.

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Executive Summary





Executive Summary

In 2021, the Village of Haverstraw was selected to receive \$10 million in New York State funding through the fifth round of the Downtown Revitalization Initiative (DRI). The DRI program was first launched in 2016 to transform communities into places where people want to live, work, and raise families, by generating new opportunities for local development and investment. Now, in its fifth year, the DRI program will invest a total of \$200 million in 19 downtown neighborhoods, including the Village of Haverstraw. Throughout the DRI process, a Local Planning Committee (LPC), supported by a multi-agency New York State project team and the Village of Haverstraw, collaborated to identify, refine, and finalize a list of projects to recommend to the State for DRI funding. Input from the Haverstraw community was another critical part of the planning process. This Strategic Investment Plan (SIP) reflects that collaboration, providing an analysis of existing assets and opportunities in downtown Haverstraw and establishing the vision, goals, and strategies that will guide the implementation of the recommended projects. Once set in motion, these projects will generate economic opportunities, enhance the quality of life, improve mobility, and attract investment to downtown Haverstraw.



The Village of Haverstraw is a diverse and engaged community located in Rockland County, along the western shore of the Hudson River. The village, like other post-industrial communities, finds itself transitioning to a modern economy that encourages residents to live, work, and play within its historic downtown. The village's scenic location offers recreational and economic opportunities, while also providing access to New York City. The community within Haverstraw has long recognized these unique assets and envisions its downtown as a diverse place with a range of equitable housing options that contributes to the village's rich culture while also attracting economic development. Building upon its 2021 Comprehensive Plan Update, recent regulatory changes, and investments in its downtown, Haverstraw is well-positioned to jumpstart revitalization, support robust economic development, and enhance the quality of life for all residents through the implementation of the SIP.

The community was encouraged to submit potential projects and ideas through an open call for projects. This resulted in fielding a wide range of projects in both type and scale for the LPC to evaluate. The LPC evaluated projects for their alignment with the DRI Vision and Goals, the leverage of additional public and private investment, the catalytic and transformative potential, readiness, and the overall level of public support. Upon evaluation, the LPC recommended a total of 14 projects for DRI funding. Together, these projects represent a balanced slate of public, non-profit, and private projects totaling \$35,014,000 in investment in downtown Haverstraw, including \$12,573,000 in total DRI funding requests and \$22,441,000 in leveraged public, non-profit, and private investment. This does not include the approximately \$250 million investment that will be facilitated by one of the proposed public DRI projects.

Haverstraw Downtown Revitalization Initiative Area

The Haverstraw DRI Boundary was chosen to strengthen the village's downtown and waterfront while also improving connections between these assets.

The DRI Boundary is approximately 104 acres and covers a diverse mix of land uses, including the central business district, residential uses, open space, transportation hubs, institutional facilities, and vacant properties. This diversity within a small geographic area creates an opportunity for comprehensive revitalization across public, private, and non-profit sectors. This diversity of uses, combined with previous planning studies and investment helped guide selection of the DRI Area.

The DRI Area is bordered by Jefferson Street and Partition Street to the north, which marks the northern end of the Broadway commercial corridor and contains attractions such as the Haverstraw African American Memorial Park. The Hudson River to the east creates waterfront access unique to the region that has historically been underutilized. The vacant

Empire State Chair Factory site on Liberty Street is a 9.2-acre, waterfront property, which represents the underutilized waterfront and is the subject of further discussion in this SIP. The intersection of Maple Avenue and West Street and the ferry terminal site create the southern boundary of the DRI Area. Home to the Haverstraw-Ossining ferry, which provides access to New York City via the Metro-North train station in Ossining, this area is an important transportation hub and gateway to the community. Conklin Avenue and Clove Avenue to the west border a largely residential area within the village. Overall, the DRI Area encompasses major local assets while also being located in a regionally important setting due to its proximity to New York City and other metropolitan hubs.

DRI Boundary Map



Critical Issues and Key Takeaways

The following critical issues and key takeaways, including both opportunities and challenges in the DRI Area, helped inform the DRI goals and strategies, and the proposed DRI projects in the Village of Haverstraw.



The vacant Chair Factory site presents a significant opportunity for the village.



The village's diversity and history are key assets.

Opportunities

- 1 **The population of the DRI Analysis Area has been rising over the past decade**, reflecting the desirability of the area as a place of residence and its potential to attract real estate developers seeking to invest in growing communities.
- 2 With its long-established and diverse Hispanic and Latino communities, the village's locally owned businesses, houses of worship, and community events embody a **rich tapestry of cultural traditions and immigration histories**.
- 3 With its **high level of connectivity to the Hudson River**, the DRI Area offers residents scenic views, pedestrian access along the waterfront, and transportation opportunities to the Village of Ossining and other communities to the north and south.
- 4 The village's industrial heritage and its historically and architecturally significant building stock give residents **a unique sense of place and history**.
- 5 There are **numerous hiking trails, parks, and other ways to enjoy nature** within close proximity to downtown.
- 6 Although the Chair Factory site is currently vacant, this **sizeable tract of waterfront property** provides a key opportunity for the development of needed housing, greater connections between the downtown and the Hudson River, and public access to the waterfront.



Challenges

- 1 The DRI Area currently **lacks sufficient improved waterfront access**, despite large parcels of land on the Hudson River.
- 2 Even though the median income of DRI Area households has been rising over the past decade, **income levels and homeownership rates are significantly lower** for DRI Area residents than they are for Rockland County residents.
- 3 Although Haverstraw has retained a commercial center, there are **few large employers** located within the village, resulting in the overwhelming majority of residents traveling outside the village for work. Employment opportunities are further constrained by the lack of a direct rail connection to job centers on the east bank of the Hudson River.
- 4 Both renters and homeowners face **high levels of housing cost burden** as measured by the amount of their incomes they spend each month on housing costs. Although housing costs are high throughout the New York Metro Region, a greater share of residents in the DRI Analysis Area are cost burdened compared to those living in Rockland County. Over the last two years, the pandemic has further intensified housing challenges in the Village of Haverstraw as home sales prices have risen in response to the increased demand for single-family homes and limited inventory of high-quality housing throughout the New York Metro Region.
- 5 The **limited weekday operating hours of the Haverstraw-Ossining ferry** and the insufficient infrastructure for private boats and tour boats limits the availability of commuting, tourist, and other travel opportunities across the Hudson River.
- 6 Though the village is dense and walkable, the **lack of wayfinding and pedestrian and biking amenities** encourage more car trips than are necessary. Narrow streets present challenges in providing pedestrian and biking amenities.
- 7 The **lack of available office space** in conjunction with the lack of developable land limits potential entrepreneurs' ability to start and grow businesses in the village.
- 8 Low elevation at the waterfront and projections for sea-level rise result in flood-prone areas and **challenges for developing resilient waterfront properties**.
- 9 According to the community, there is a **lack of technology infrastructure**, including efficient broadband access.

The LPC held monthly meetings that were open to the public and hybrid in format.



Community Engagement

The insights and support of community members are critical to developing and advancing the Village of Haverstraw's DRI vision and goals.

Stakeholder engagement and community outreach efforts throughout the DRI planning process were aimed at ensuring that residents, businesses, and local organizations were informed about the process and had a voice in identifying issues and opportunities, developing the DRI vision and goals, and selecting projects to transform their downtown. Regular stakeholder outreach was conducted, and three community meetings were held. Additionally, the LPC hosted an open call for projects, which generated substantial interest in the community among residents, local cultural institutions, and current and prospective developers. Some of these projects became fully formed DRI projects, while others have strong potential to become dynamic projects in the future. Community outreach was done in-person and online in various formats, in English and Spanish. Attendance at the three public meetings ranged from approximately 45 to 100 participants.

The LPC, comprised of 13 local and regional stakeholders, advised the consultant team and was instrumental in facilitating public outreach. The LPC met in meetings open to the public six times and guided the development of the SIP, including selecting the slate of projects recommended for DRI funding.



All public meetings provided opportunities for feedback.



Project sponsors attended Public Meeting #2 to answer public questions.



Vision for Downtown

Haverstraw envisions its downtown as an inclusive, lively, 21st-century version of its heyday as a center of the regional brickmaking industry. Downtown Haverstraw has always been a vibrant, multiethnic center for industry, culture, and commerce, and has always been inextricably linked to the Hudson River waterfront. The Village seeks to re-energize its downtown by further integrating ethnicities and cultures, developing workforce and market-rate housing, inducing growth of existing and new businesses, connecting downtown to the waterfront, and fostering collaborative efforts between the private sector, government, and local non-profit organizations. The Vision for downtown Haverstraw is a walkable, sustainable, resilient, and economically robust urban center that allows residents and visitors to live, work, learn and play.



Goals and Strategies

Economic and Entrepreneurship



Improve the marketability and profitability of downtown businesses by enhancing their diversity and architectural character, improving connections to the community, and increasing their prominence within the Mid-Hudson region.

Strategies

- Improve the sense of place and create a more visually appealing downtown through building façade improvements, unified branding, marketing, and wayfinding, public art, and streetscaping improvements.
 - Create and enhance attractions to draw residents and visitors into the downtown to support local businesses.
 - Encourage the development of new businesses in vacant and underutilized locations to bring new job opportunities to the village.
-

Connectivity and Mobility



Strengthen all types of transportation connections, provide environmentally sustainable multimodal alternatives, increase pedestrian connections and access, revitalize gateways, and enhance physical public connections to the Hudson River.

Strategies

- Implement wayfinding and streetscape improvements to support pedestrian circulation, enhance walkability, and provide visual linkages to create a more unified and distinct downtown.
 - Expand multimodal connections in the village by increasing ferry service, building multimodal capacity, and extending the Henry Hudson Quadricentennial Promenade along the waterfront.
 - Support public and private waterfront improvements that provide public amenities and linkages to downtown.
-

Housing



Support public/private partnerships that result in the redevelopment of strategic sites with mixed-income housing, commercial uses, public benefits, and sustainable and resilient infrastructure.

Strategies

- Stimulate the development of private, mixed-income housing development by leveraging publicly-owned properties and resources.
- Promote public/private partnerships to ensure that new private development incorporates improvements that serve the public and strengthen the downtown.

Cultural



Nurture and protect the village's authenticity as a unique place that is a product of its history and people and that serves both the village and the region.

Strategies

- Assist non-profit organizations to enhance and expand the cultural, artistic, and historic assets of the community.
- Create and enhance spaces for local gathering, community events, social interaction, and recreational opportunities through the reuse of vacant and underutilized properties.
- Celebrate the village's history and culture through restoration of downtown buildings.

Implementation and Management

The Haverstraw DRI leverages established strategies, partnerships, and funding through a mix of public, private, and non-profit project sponsors that will be the responsible entities for implementation and management of Haverstraw's DRI-funded projects.

Public Projects

Village-sponsored projects will be implemented by the Village's Office of the Mayor, Building Department, Youth and Family Services Department, Parks and Recreation Department, Public Works Department, and Counsel. The Village already contracts with professional planning and engineering firms, and they will assist Village staff with project implementation and management. These firms have aided the Village in spearheading several revitalization efforts, including the comprehensive plan update in 2021, complex private waterfront and downtown developments, and public improvements, such as streetscapes and park improvements.

Private Development and Non-Profit Projects

Private development and non-profit projects will be managed by the project sponsors, all of whom have established relationships with the Village of Haverstraw. Private development project sponsors are Ginsburg Development Companies and Village Square at Haverstraw LLC. These sponsors have significant experience in developing and managing residential, commercial, and/or mixed-use projects. Non-profit sponsors include the Haverstraw African American Connection, Haverstraw Brick Museum, and Haverstraw River Arts Fund Inc. These organizations have deep roots and experience in providing educational and cultural programs in the community.

Projects Recommended for DRI Funding



1. Create Educational Opportunities Through Installation of Harriet Tubman Statue

DRI Funding Request

\$201,000

Install a permanent Harriet Tubman statue, improve accessibility, and enhance landscaping at the Haverstraw African American Memorial Park.

Total Project Cost

\$201,000



2. Extend Public Trail and Stabilize Shoreline to Support Reuse of the Chair Factory Site

DRI Funding Request

\$4,000,000

Construct a 3,000 linear foot walkway and stabilize shoreline with riprap and native plantings around the former Chair Factory site to support future mixed-use and mixed-income development.

Total Project Cost

\$8,960,000



3. Activate the Main Street Pocket Park

DRI Funding Request

\$250,000

Develop a plaza with outdoor seating, tables, and other amenities to create a more active community space and provide visual improvements to the existing park.

Total Project Cost

\$350,000



4. Extend Public Waterfront Sculpture Trail

DRI Funding Request

\$200,000

Purchase and install sculptures along the extended public waterfront park as part of the Admirals Cove development.

Total Project Cost

\$500,000



5. Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends

DRI Funding Request

\$100,000

Launch a pilot project jointly funded by the Villages of Haverstraw and Ossining to provide ferry service each weekend from April to October.

Total Project Cost

\$490,000



6. Improve Connectivity with Construction of a Multimodal Ferry Station

DRI Funding Request

\$200,000

Construct an approximately 750sf shelter next to the NY Waterway Ferry Dock with multimodal transit options, including bike share and a ride share pickup location.

Total Project Cost

\$713,000



7. Establish Brewpub in Historic Stone Building

DRI Funding Request

\$665,000

Repurpose ground floor of Stone Building as brewery and restaurant for the Stoneyard Brewing Company.

Total Project Cost

\$3,057,000



8. Revitalize 49 West Broad Street with New Mixed-Use Development

DRI Funding Request

\$1,677,000

Redevelop blighted site with a 5-story mixed-use building with 55 residential units, café, and community space.

Total Project Cost

\$11,265,000



9. Enhance the Village’s Outdoor Recreation Area

DRI Funding Request

\$400,000

Construct two new public full-court basketball courts next to the Haverstraw Center to integrate into the surrounding park and outdoor recreation area.

Total Project Cost

\$562,000



10. Expand and Diversify Uses at the Haverstraw Center

DRI Funding Request

\$2,350,000

Construct a two-story addition to the Haverstraw Center to provide state-of-the-art spaces with a video conference center, kitchen facilities, meeting rooms, and youth spaces for community activities and non-profit use.

Total Project Cost

\$5,310,000



11. Restore and Expand the Haverstraw Brick Museum

DRI Funding Request

\$1,500,000

Renovate and expand the Haverstraw Brick Museum, including restoring an 1880’s basement, and adding two new floors focusing on education, innovation, and research, with a new rooftop garden.

Total Project Cost

\$2,340,000



12. Enhance Main Street Through Installation of Four Murals

DRI Funding Request

\$180,000

Create four murals in downtown Haverstraw at 2, 21, and 45 Main Street and 10 Rockland Street.

Total Project Cost

\$180,000



13. Establish a Downtown Façade Restoration Fund

DRI Funding Request

\$550,000

Establish a downtown façade restoration fund to preserve and restore commercial and mixed-use buildings in the downtown.

Total Project Cost

\$736,000



14. Establish and Implement a Branding, Marketing, and Wayfinding Initiative

DRI Funding Request

\$300,000

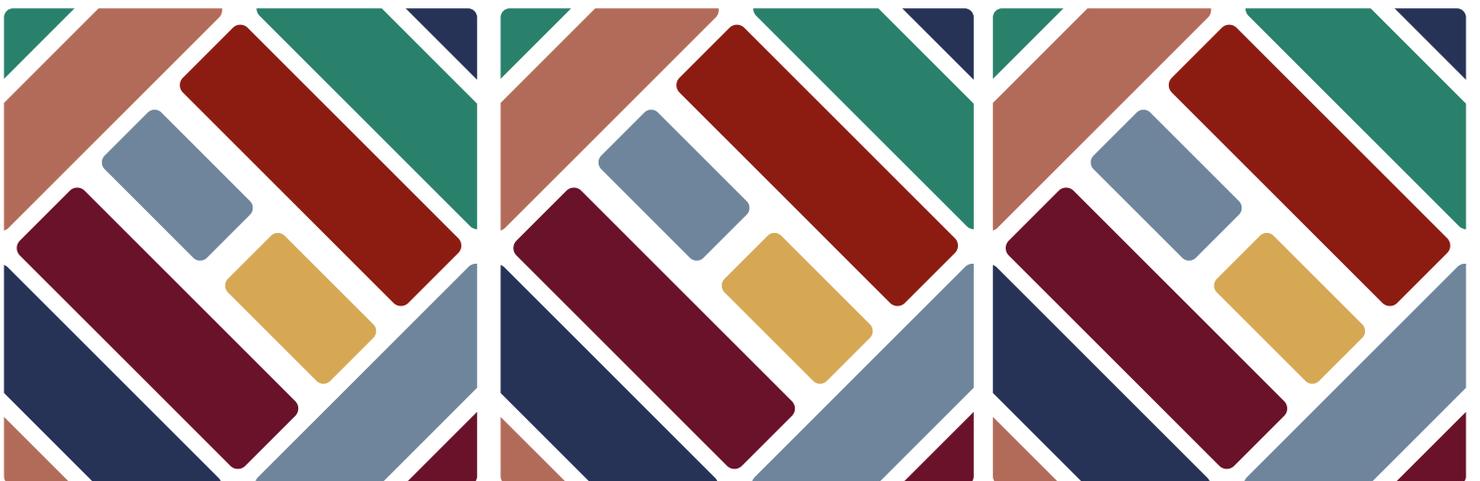
Establish and implement a branding and marketing initiative with wayfinding signage to help support locally owned businesses, boost tourism, enhance placemaking, and encourage walkability.

Total Project Cost

\$350,000

Section I

Downtown Profile and Assessment



Downtown Profile and Assessment

The Downtown Profile and Assessment provides a snapshot of existing conditions, as well as key constraints and opportunities, in the Village of Haverstraw's DRI Area. The Village has laid the groundwork for this analysis through a recent update of its Comprehensive Plan, the implementation of strategic zoning amendments, investment in public infrastructure, and the development of other economic development and land use initiatives. This document builds on this existing work, providing insight into the conditions of the DRI Area today and an understanding of Haverstraw's aspirations for its future. The Downtown Profile and Assessment will allow Haverstraw to assess and prioritize the investment opportunities explored in detail in future sections of the Strategic Investment Plan.

DRI Area

The DRI Area is located within the Village of Haverstraw in Rockland County, New York. The DRI Area is generally bordered by Jefferson Street and Partition Street to the north, the Hudson River to the east, the intersection of Maple Avenue and West Street, and the ferry terminal site, to the south, and Conklin Avenue and Clove Avenue to the west. This boundary was chosen because it includes the village's central business district, dense blocks of housing and corner stores, waterfront parks and trails, the ferry terminal, institutional facilities, and former industrial parcels available for redevelopment. This area encompasses the heart of the village and presents opportunities for growth, connections, celebrations, and improvements through DRI projects.

Regionally, the DRI Area is within a 30± minute drive of the Bear Mountain Bridge, the Governor Mario M. Cuomo Bridge, and the City of White Plains. The Village of Ossining is located across the Hudson River to the south and can be accessed via a 20-minute ferry

ride. Located north of the DRI Area is the City of Newburgh, which contains the New York Stewart International Airport with connections throughout the United States. The DRI Area is also located 35± miles from midtown Manhattan in New York City and can be accessed by a 1.5± hour drive. Alternatively, travelers can take a 30± minute ferry ride and a 1± hour train ride via the Metro-North Railroad located in Ossining to Grand Central Station in New York City. The DRI Area's proximity to metropolitan centers and natural landscapes is a key asset to the community and is an important factor when attracting new businesses and residents.

DOWNTOWN PROFILE AND ASSESSMENT

DRI Area



Regional Context Map



Related Planning Efforts and Projects



Comprehensive Plan “Haverstraw Forward/ Adelante”, 2021

Haverstraw Forward/Adelante, an update to the Village’s Comprehensive Plan, was adopted in 2021 and ushered in a host of zoning amendments and an update to the Village’s Local Waterfront Revitalization Plan, which is still a work in progress. Haverstraw Forward/Adelante introduced goals to expand ferry/train connections, create new public spaces and business opportunities, develop complete streets, and attract the green energy sector. These goals provided a framework for the formation of the Haverstraw DRI Vision, Goals and Strategies.

Zoning Updates, Ongoing

Zoning amendments that affect the DRI Area include density bonuses for inclusionary housing, a Certified Local Government landmarks law that will increase eligibility for historic preservation funding, removal of barriers to solar power, expansion of the area where upper floor apartments are allowed, and an incentive redevelopment floating zone that allows housing at higher densities in exchange for public benefits such as an incubator space, green infrastructure, structured public parking, public plazas, remediation of brownfields, and streetscape and infrastructure improvements.

Public Infrastructure Investment

The Village of Haverstraw has undertaken infrastructure improvements in recent years to bolster the downtown business district, including the installation of new ADA-compliant sidewalks and crosswalks, heritage-style streetlamps, and street furniture

throughout the business district. These improvements were installed in 2018 with federal Transportation Alternatives Program (TAP) and State Transportation Enhancement Program (TEP) grant funding on New Main/Main Street from First Street/Allison Avenue to Clove Avenue and on Broadway from New Main/Main Street to Edgar Street/Warren Avenue. Raised crosswalks and speed humps have been installed and have significantly reduced motorist speeding. After Superstorm Sandy, the Village made investments in its waterfront parks and boating access facilities to restore and improve public waterfront access and resiliency.

Residential Development

Over the last decade, approximately 587 new residential dwelling units have been constructed or approved within or directly adjacent to the DRI Area, including 20 residential units within mixed-use buildings in the Downtown Business District. New residential uses currently planned or under construction include:

- Admirals Cove—249 residential units under construction on the waterfront adjacent to the Haverstraw-Ossining ferry terminal
- 49 West Broad Street—52 units currently moving through the approval process
- Chair Factory Site—A recently selected development team proposes to develop 434 residential units, along with a hotel, commercial uses, and public open space on the 9.2-acre, Village-owned site
- West and Maple—143 residential units, including 13 live-work units, are proposed with small convenience commercial uses at the intersection of Maple Avenue and West Street.

Alignment with Regional Economic Development Council Priorities

In addition to local community-driven planning studies and other recent investments, the DRI Area revitalization effort is well-positioned to advance the strategic investment priorities identified by the Mid-Hudson Regional Economic Development Council's (MHREDC) Live, Work, and Play strategies in the 2021 Annual Report. The MHREDC Annual Report identified previously funded projects within the Village of Haverstraw which included:

- \$100,000 for the Village's Comprehensive Plan Update
- \$262,500 for Hudson River Shoreline Improvements

The Live, Work, and Play strategies that are being advanced as part of the Haverstraw DRI Strategic Investment Plan include:

- Support downtown revitalization and increased community and regional connectivity through planning and infrastructure initiatives, particularly in distressed communities
- Retain and attract residents to the region in a balanced and equitable manner

- Enhance the natural, historic, and cultural assets of the region, resulting in improved quality of life for residents and increasing tourism in the region
- Grow the tourism industry in a way that is balanced and sustainable
- Attract domestic and international companies to the Mid-Hudson region

The project profiles described in Section V of this plan contain a description of how each individual project relates to key regional strategies.

Planning Context

The demographics of the Village of Haverstraw — its residents, where they live and work, their income, and other socioeconomic factors influence the demand for housing, retail, and transit. This section analyzes demographic and economic trends in the village to demonstrate how proposed DRI investments can serve the needs of existing residents and attract new residents in the future.

Topics explored herein include socioeconomic characteristics, existing housing stock, land use and zoning, historic and cultural resources, transportation and infrastructure, anchor institutions, and economic and employment data within the village.

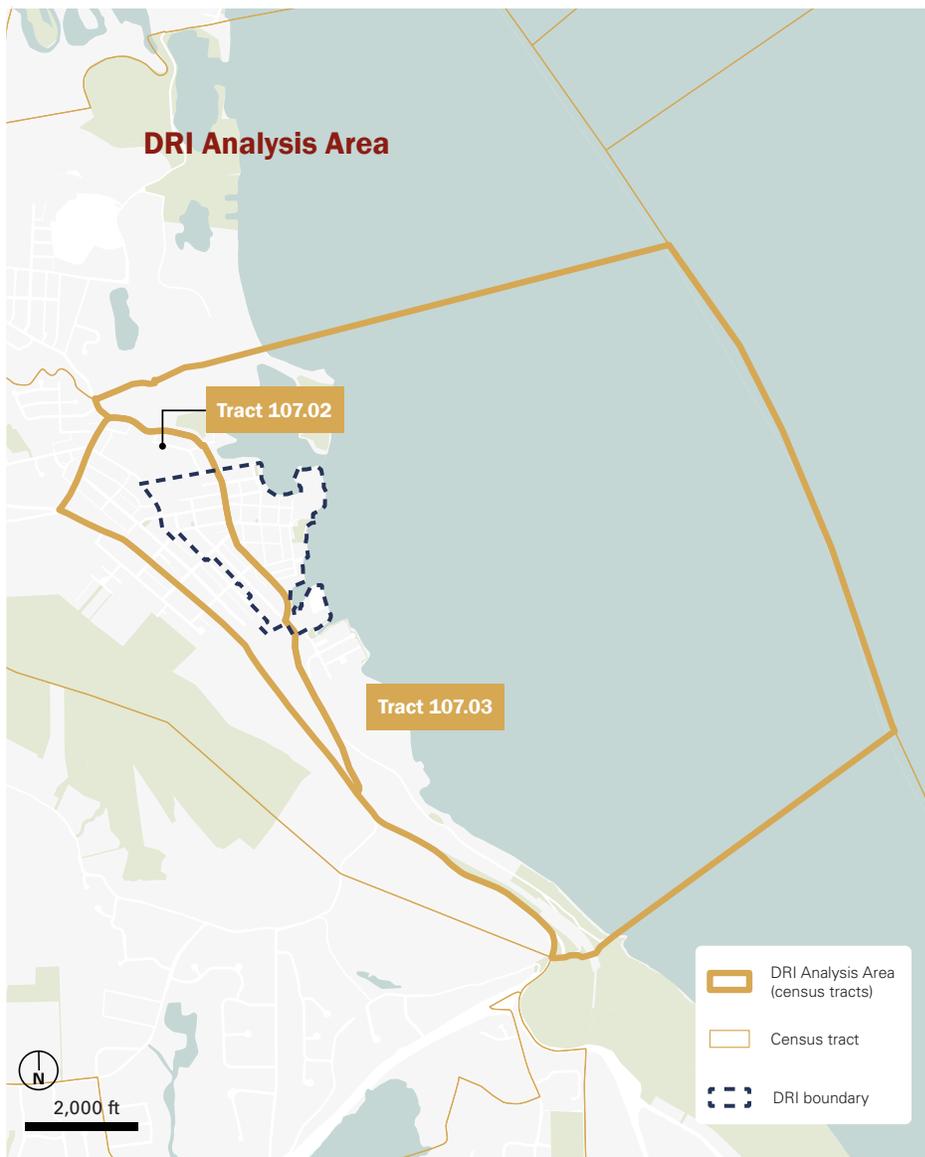
Data sources used to gather these metrics include the US Census, Bureau of Labor

Statistics, US Census Longitudinal Employer-Household Dynamics data, field surveys, real estate listing sites, land use databases, and targeted interviews with community stakeholders. The DRI Analysis Area, outlined in orange in the DRI Analysis Area figure, consists of the census tracts that fully or partially overlap with the DRI Area boundary. These tracts are used as the geographic area of analysis for these metrics.

Much of the data presented in the following sections is derived from the US Census American Community Survey (ACS). The DRI Analysis Area corresponds with Census Tracts 107.02 and 107.03. The combination of these two census tracts includes the entire DRI Area. Although these tracts include land outside of the DRI Area, their combined extent offers the greatest level of fit with the DRI Area. For many data attributes, the DRI Analysis Area is compared to the Village of Haverstraw as a whole as well as Rockland County.

The data for population estimates, as with all of the demographic data presented in this report, is derived from the 2015/19 ACS data set. This data set represents the average of five years of data from 2015 to 2019. In order to understand data trends over the last decade, the ACS 2015/2019 data was compared to ACS 2007/2011 data. It is important to note that the majority of the data presented in this profile and assessment does not account for the effects of the COVID-19 pandemic.

The US Census Bureau recently released 2020 decennial data for a limited number of data attributes. For the sake of consistency and breadth, the comparative analyses draw upon ACS data instead of the decennial data.

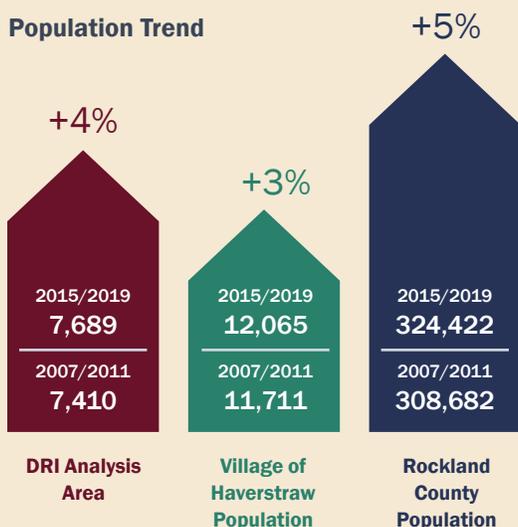


Demographic Composition

Population

A total of 7,689 residents, or 64% of the Village of Haverstraw’s total population, live within the Analysis Area. Since 2007/2011, the total population in the DRI Analysis Area has increased by 4%, whereas the village’s population rose by 3%, and Rockland County’s population increased by 5%¹.

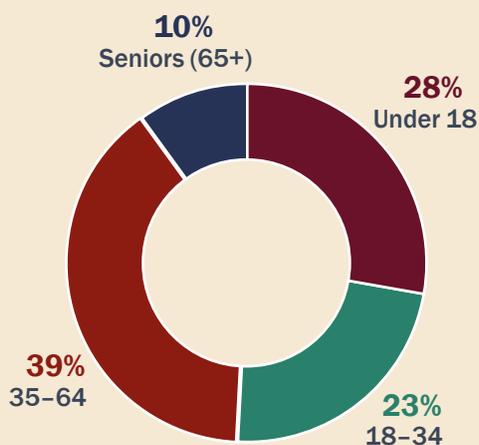
Population Trend



Age

The median age of residents in the DRI Analysis Area is around 33 years, slightly younger than the median age of village residents (35 years) and county residents (36 years). Over the last decade, there has not been a dramatic shift in the median age for residents of the DRI Analysis Area.

Age Distribution (DRI Analysis Area)



About 28% of the population in the DRI Analysis Area is comprised of children under the age of 18, a share that is comparable to the Village of Haverstraw (26%) and Rockland County (28%). Between 2007/2011 and 2015/2019, the number of children in the DRI Analysis Area grew by 8% from 1,975 children to 2,131 children in 2015/2019. During this same period, the number of seniors in the DRI Analysis Area grew by 14% from 654 seniors to 745 seniors.

¹ Compared with 2015/2019 ACS data, the recently released 2020 decennial data indicates higher population estimates for the Analysis Area (8,244); the Village (12,323); and the County (338,329).

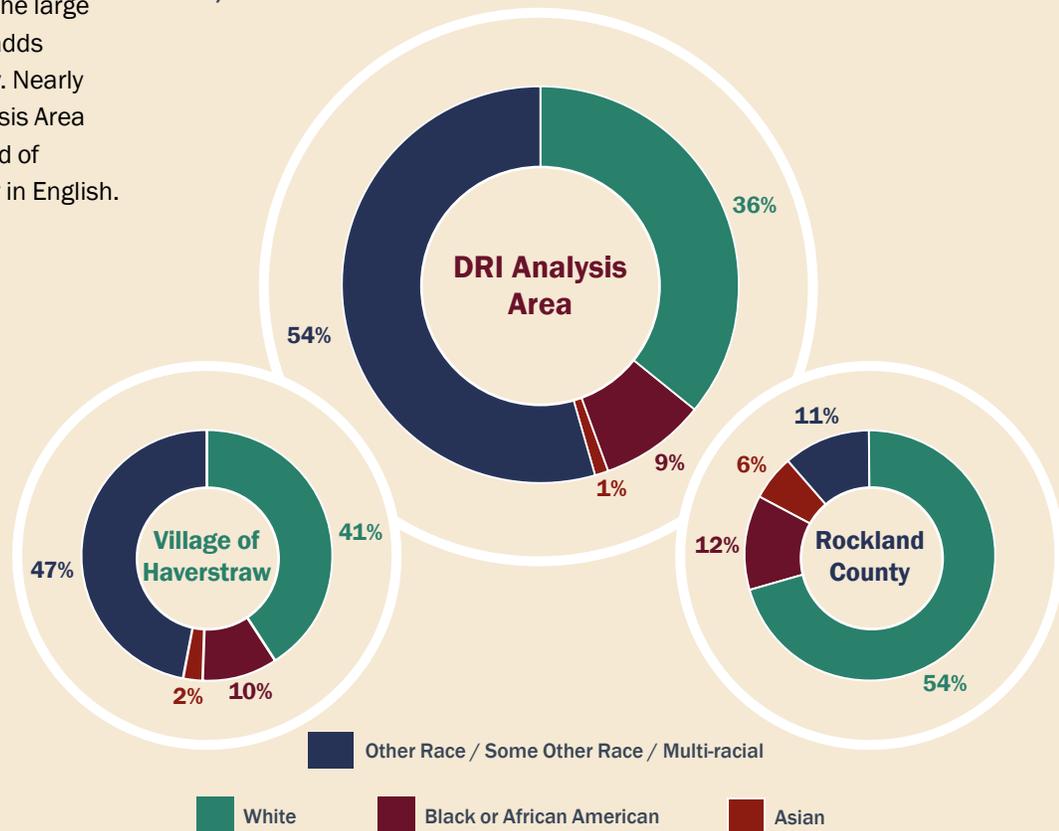
Race and Ethnicity

The DRI Analysis Area reflects the racial and ethnic diversity of the Village of Haverstraw. The large majority of residents in the DRI Analysis Area (79%) identify as Hispanic or Latino compared to only 18% of residents in Rockland County. A sizable percentage of Haverstraw’s population identifies as Other Race, Some Other Race, or Multi-racial. It is possible that many of Haverstraw’s Hispanic or Latino residents identify racially with these less defined categories as the Census separates estimates of Hispanic or Latino ethnicity from racial identification. The large Hispanic or Latino population also adds linguistic diversity to the community. Nearly 70% of households in the DRI Analysis Area speak Spanish, and almost one-third of households have limited proficiency in English.

Percentage of Total Population that Identifies as Hispanic or Latino (of any race)



Racial and Ethnic Composition by Percentage of Total Population in 2015/2019



The Haverstraw DRI Analysis Area contains a diverse population with growing numbers of children and seniors. The growing and diverse population are community strengths that the DRI can build upon to create an active and vibrant downtown. Recognizing the interests and contributions of these demographic groups is important to meeting the DRI goal of preserving and nurturing the village’s culture and continuing the momentum of downtown revitalization.

Households and Housing Conditions

Households

Some of the households in the DRI Analysis Area are larger in size than those in the Village of Haverstraw and Rockland County. The larger household sizes are likely attributable to the greater percentage of total households with children in the DRI Analysis Area (48%) compared to the Village of Haverstraw (42%) and Rockland County (37%).

Type of Housing

The Analysis Area has a greater share of multi-family housing than the Village of Haverstraw and Rockland County. About 72% of the 2,588 housing units in the DRI Analysis Area are buildings with 2 or more units compared to 57% of the units in the Village of Haverstraw and only 34% of the units in Rockland County.

Of the housing units in the DRI Analysis Area, 4% are studios; 24% are 1-bedroom units; 39% are 2-bedroom units; and 34% are 3 or more bedrooms.

Age of Housing Stock

Little new construction of residential development has occurred in the DRI Analysis Area since 2014, much less in the village or the county. Only a small share (2%) of the total number of housing units in the DRI Analysis Area was built after 2014. A slightly lower share of new housing units was built during this same time in the Village of Haverstraw (1%) and Rockland County (1%).

However, there is a much wider variation with regard to the share of older homes. The percentage of homes built before 1940 is 49% in the DRI Analysis Area, 38% in the village, and only 13% in Rockland County.

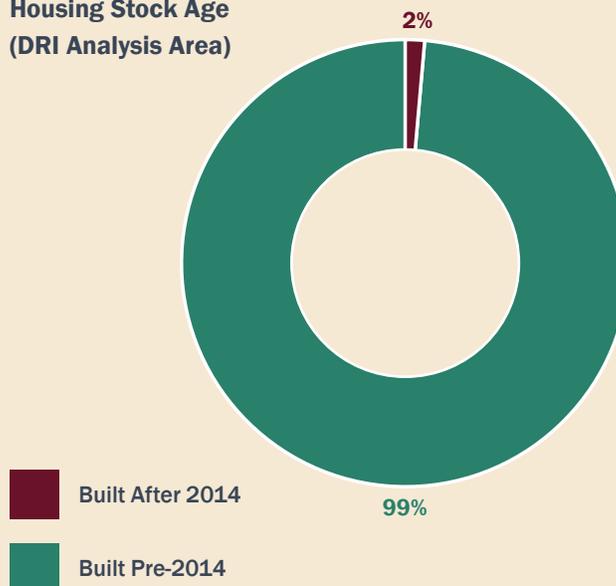
Household Characteristics

	DRI Analysis Area	Village of Haverstraw	Rockland County
Total households	2,390	3,733	100,438
Average household size	2.95 - 3.49	3.14	3.17
Households with one or more people under 18 years	48%	42%	37%
Householder living alone	17%	23%	21%

Housing Stock by Number of Units (DRI Analysis Area)



Housing Stock Age (DRI Analysis Area)



Housing Tenure

A much lower share of the housing units in the DRI Analysis Area (33%) are owner occupied, compared to the Village of Haverstraw (42%) and Rockland County (68%). Another variation exists with regard to levels of vacancy. About 8% of the housing units in the DRI Analysis Area were vacant in 2015/2019 compared to only 6% of units in Rockland County.

Percentage of Owner-Occupied Units



Housing Affordability

A household is frequently said to be cost-burdened when it pays more than 30% of its household income on housing costs. More than 63% of homeowners in the DRI Analysis Area pay more than 30% of their income for housing costs compared to 53% of village homeowners and 43% of homeowners in Rockland County.

Percentage of Homeowners Who Pay More Than 30% of Their Income for Housing Costs



Housing cost burdens are even higher for renters. The percentage of renters paying more than 30% of their income for housing is 60% for the DRI Analysis Area, 65% for the Village of Haverstraw and 61% for Rockland County.

Percentage of Renters Who Pay More Than 30% of Their Income for Housing Costs



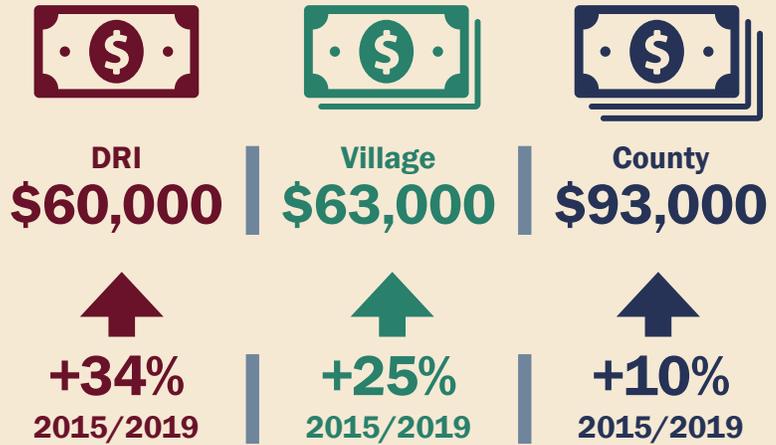
Housing conditions in the DRI Analysis Area show a dense downtown with more multifamily housing, fewer homeowners, an older housing stock, larger households, and a more substantial housing cost burden than either the Village of Haverstraw or Rockland County. The DRI aims to enhance and preserve the character of the downtown with the development of additional multifamily housing that serves a variety of household types and income levels. Residential development serves the existing community with new housing options, while acting as a catalyst in supporting and increasing demand for downtown businesses and services.

Socioeconomic Composition

Income

The median household income is around \$60,000 for the DRI Analysis Area, \$63,000 for the Village of Haverstraw, and \$93,000 for Rockland County. Since 2007/2011, the median household income has risen by about 34% for the DRI Analysis Area (not adjusted for inflation), a notably higher increase than that for the village (25%) and the county (10%).

Area Median Income



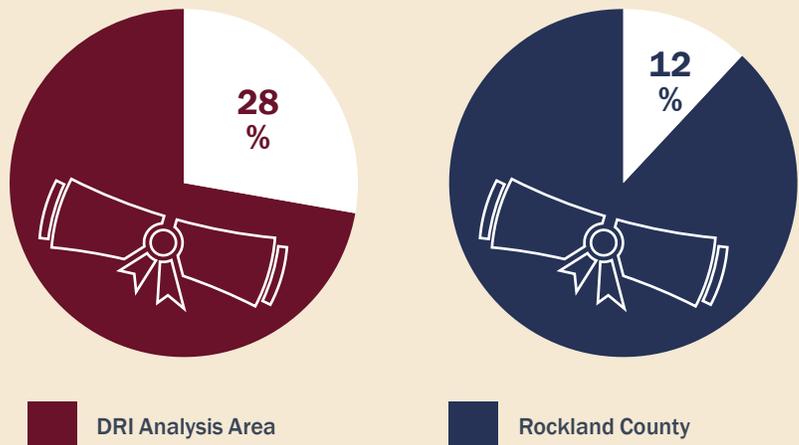
Educational Attainment

The highest level of educational attainment within the DRI Analysis Area is notably lower than that for Rockland County. Only 22% of the residents over the age of 25 in the Analysis Area hold a bachelor's degree or higher compared to 41% of the county population. Meanwhile, about 28% of the population over the age of 25 in both the DRI Analysis Area and the Village of Haverstraw lacks a high school degree compared to 12% of the county population.

Percentage of Residents with a Bachelor's Degree or Higher



Percentage of Residents without a High School Degree



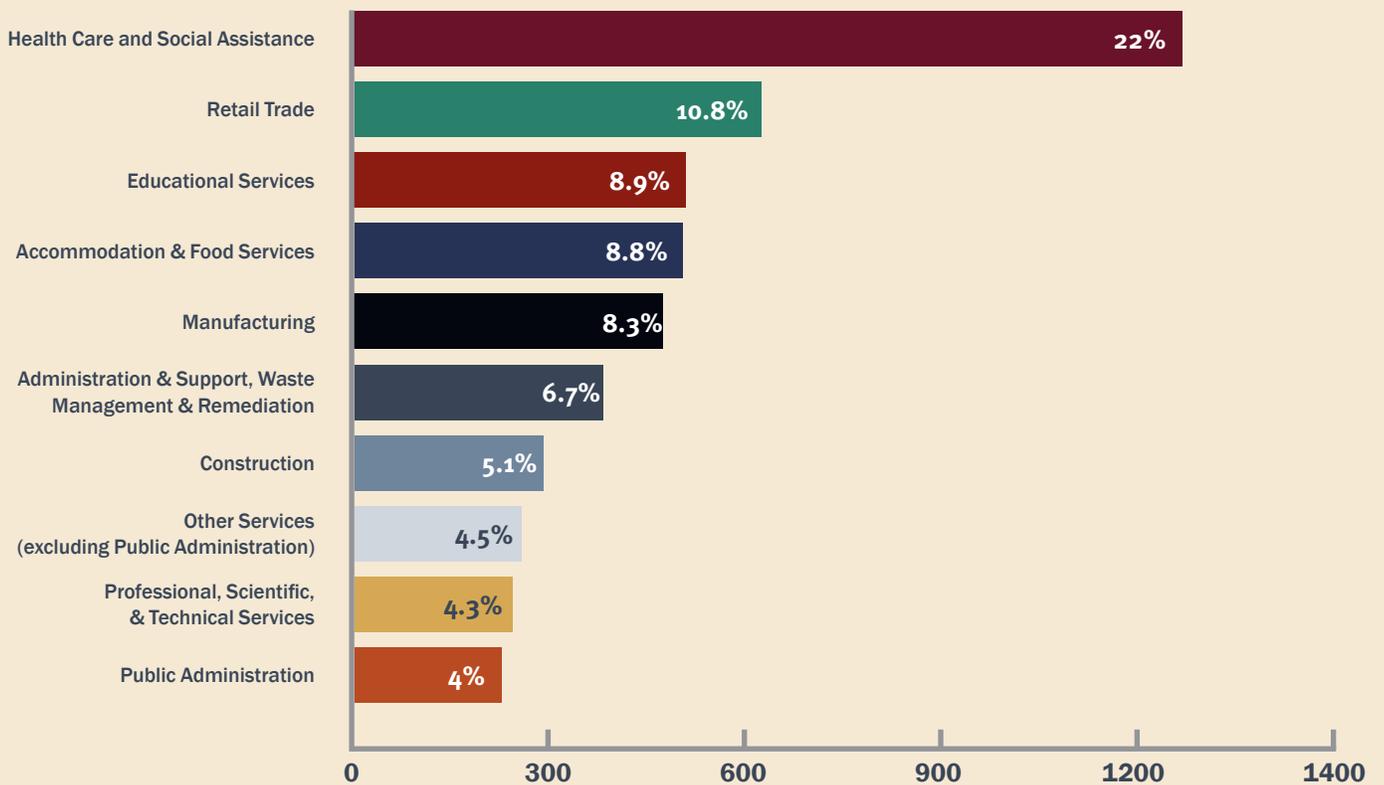
Employment

Presented below are the employment patterns for the Village of Haverstraw. All of the data in this section are derived from the United States Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) program. Given the small size of the Village of Haverstraw, employment data was gathered at the level of the Village of Haverstraw rather than the DRI Analysis Area.

Village of Haverstraw’s Local Workforce

A total of 5,770 Village of Haverstraw residents held jobs in 2019. The sectors employing the greatest share of village residents were Healthcare and Social Assistance (22%); Retail Trade (11%); Educational Services (9%); Accommodation and Food Services (9%) and Manufacturing (8%).

Sectors Employing Village of Haverstraw Residents (2019)



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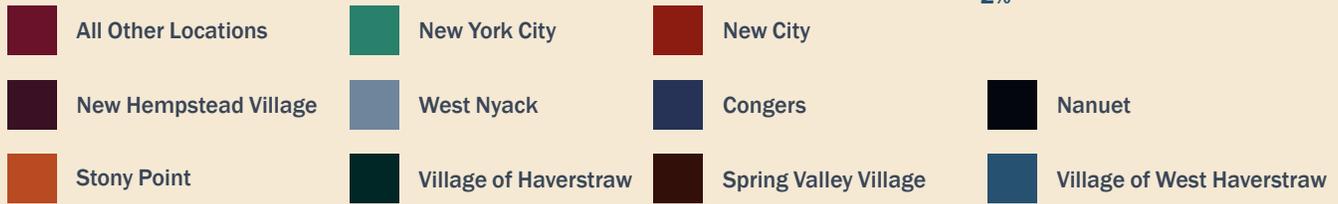
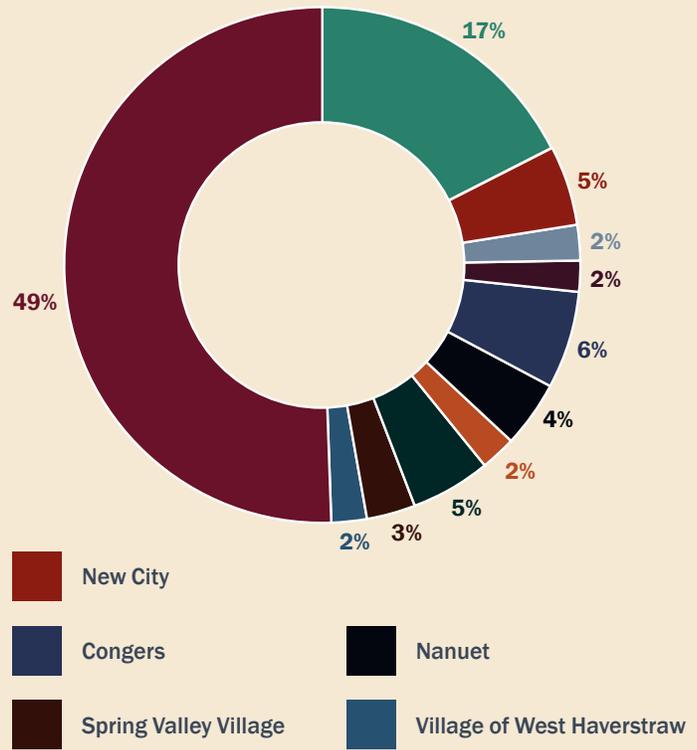
Location Where Haverstraw Residents Work

Just over 5% of the 5,770 jobs held by Village of Haverstraw residents in 2019 were located within the village while just over 17% worked in New York City. Half of the village's employed residents travelled more than 10 miles to reach their place of employment.

Unemployment

In 2019, the unemployment rate was around 10% for the DRI Analysis Area, 9% for the Village of Haverstraw, and 6% for Rockland County.

Locations Where Residents Work



DOWNTOWN PROFILE AND ASSESSMENT

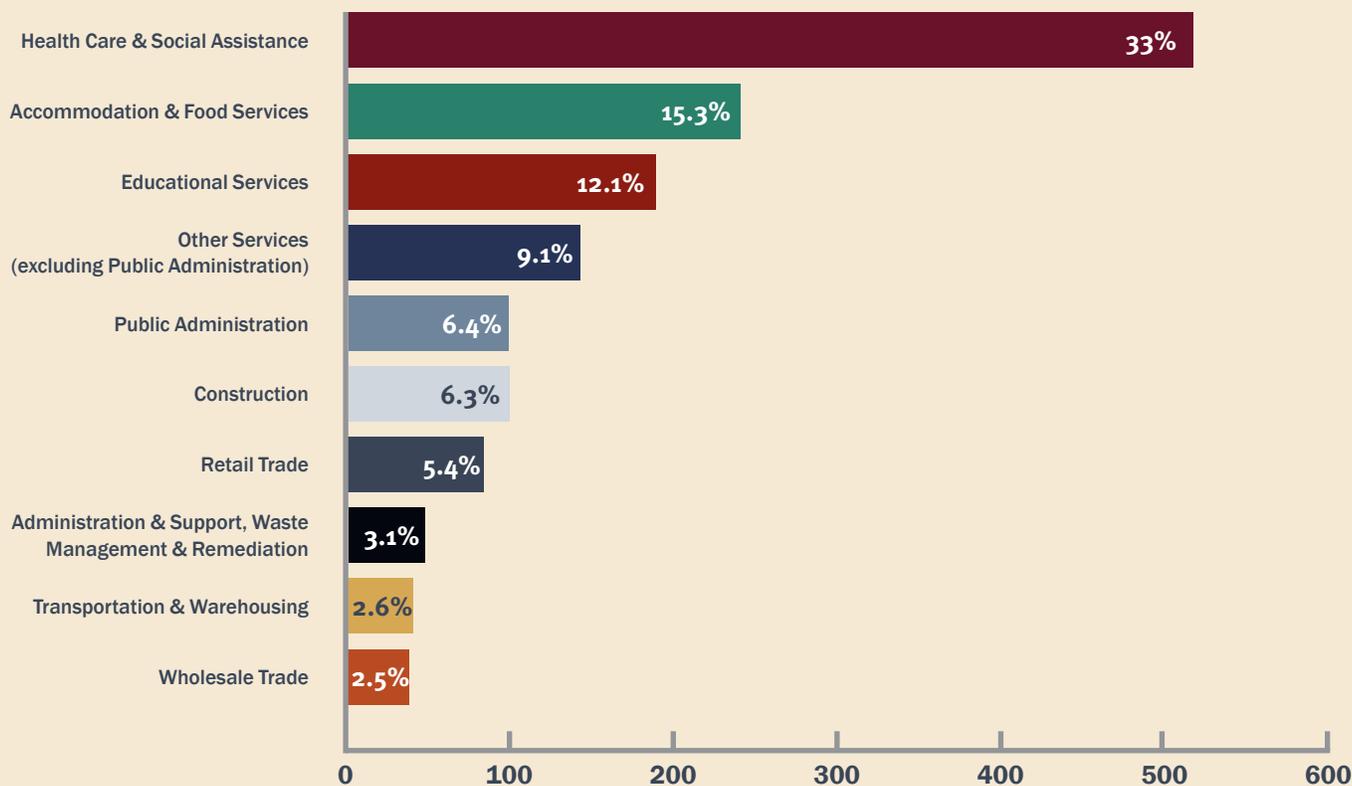
Jobs Located Within the Village of Haverstraw

A total of 1,571 jobs were located within the Village of Haverstraw in 2019. The largest employment sectors within the village were Health Care and Social Assistance (33%); Accommodation & Food Services (15%); and Educational Services (12%). Current key employers within the village include Haverstraw Transit, the North Rockland Central School District, Rockland County BOCES, and Northern Riverview Healthcare Center.

Inflow and Outflow of Workers

Approximately 80% (or 1,260) of the 1,571 jobs located in the Village of Haverstraw in 2019 were held by non-residents. Similarly, 95% (or 5,459) of the 5,770 employed village residents did not hold jobs within the Village of Haverstraw. In 2019, only 311 residents both lived and worked in the village.

Sectors of Jobs Located within the Village of Haverstraw



The DRI Analysis Area has lower income, lower levels of educational attainment, and a higher unemployment rate than the Village of Haverstraw and Rockland County. The DRI offers the opportunity to attract new business and private investment, foster the creation of diverse employment opportunities, and enhance services that will further educational attainment in the DRI Area and the broader community, addressing some of the socioeconomic issues in the village.



The Downtown Business District contains commercial and mixed-use buildings.

Land Use

The DRI Area is made up of diverse land uses centered around the Downtown Business District. This district consists of the Broadway and Main Street corridors, which act as the commercial backbone for the village. The historic street grid has encouraged dense development and a mix of land uses within a small geographical area. As such, many parcels contain a mix of uses where commercial businesses occupy the ground floor of buildings and residential housing exists on the floors above. Further away from the Downtown Business District, uses operate in standalone structures where residential, commercial, office, industrial, institutional, and open space uses all exist. Very little land remains undeveloped in the DRI Area as shown at the end of the section.

The Downtown Business District accounts for the majority of commercial activity in the area. Commercial uses largely consist of restaurants, retail, convenience stores, and personal care shops. Few surface parking lots exist in this area, and businesses rely on metered, on-street parking. Beyond the

commercial corridors are some standalone local neighborhood commercial uses, such as restaurants, hospitality, and home services.

Several commercial businesses and services operate along the shoreline of the Hudson River. Two marinas operate east of West Street and service boats with 47 total slips. Don Coqui on the Hudson is a seasonal restaurant and the only waterfront restaurant in the DRI Area. The Haverstraw-Ossining ferry provides service across the Hudson River and operates out of a landing near the intersection of West Street and Maple Avenue.

Residential uses exist throughout the entire DRI Area in several forms. Within the Downtown Business District, residents primarily live on the upper floors of buildings where the ground floor is occupied by a commercial use. Beyond the Downtown Business District, residential blocks are mixed containing single-family homes, two- and three-family structures, and multi-family housing. Single-family homes account for the fewest residences in the area. Two- and three-

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Residential uses just outside the Downtown Business District.

family homes are largely found in the same areas as single-family housing. Multi-family structures also exist within the DRI Area in the form of townhouses and apartment buildings. Notable multi-family developments exist near the intersections of West Street and Maple Avenue, Fairmount Avenue and West Street, and Liberty Street and Broad Street.

Office space exists sporadically and largely consists of small buildings with professional offices or small businesses. Most office buildings are located either within the Downtown Business District or nearby.

Institutional land uses refer to organizations that serve the public, such as governmental, educational, major health care, religious, or cultural centers. These uses are spread throughout the DRI Area and provide important community services. The largest of these institutions is property owned by the North Rockland School District, which includes Haverstraw Elementary School, school administration offices, open space, and recreational uses. There are several community uses that serve the public, including Haverstraw Head Start, the Haverstraw Center, Haverstraw King's Daughters Public Library, and Head Start of Rockland. There are also a variety of places of worship throughout the DRI Area. Finally,

government institutions such as the Village of Haverstraw, Haverstraw Fire Department, the Haverstraw Department of Public Works, and the United States Postal Service operate within the DRI Area.

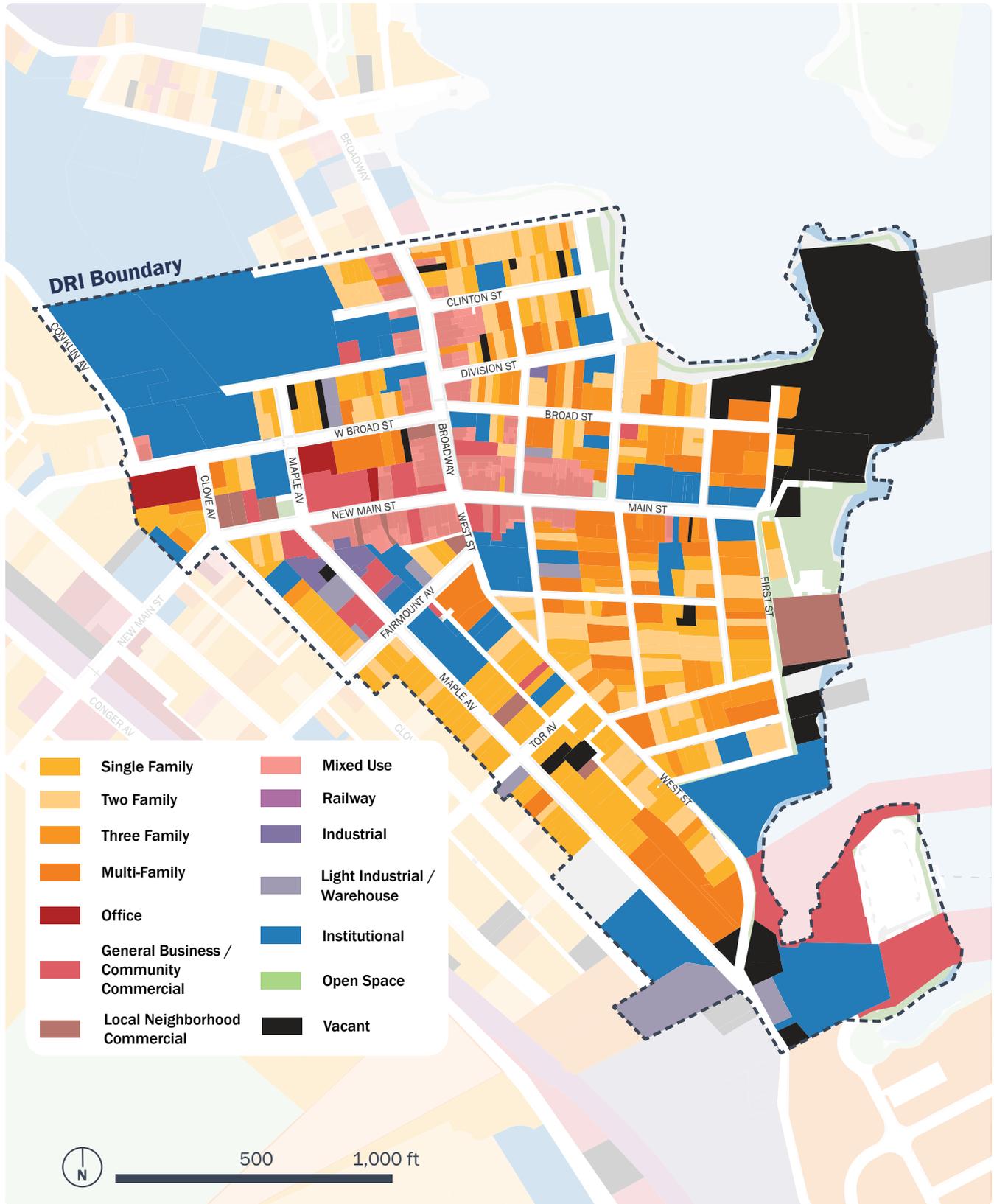
Like office space, industrial and light industrial uses are found sporadically throughout the DRI Area. The most common of these are small automotive service shops. The largest of these uses would be Slattery Moving and Storage found near the southern border of the DRI Boundary off Maple Avenue.

Much of the DRI Area is densely developed, with only a few large, vacant parcels available for new construction. The largest vacant parcel is the 9.2-acre former Empire State Chair Factory site, which is owned by the Village and has remained vacant since the 1990s. The site is located in the far northeast portion of the DRI Area. The Village is in the process of engaging in public-private partnership agreements to have the site redeveloped. Other vacant parcels consist of small lots, which have future redevelopment opportunities, and 49 West Broad Street, which is proposed to be redeveloped into a residential use. The Village maintains a catalog of developable land, including several public and private structures and lots.



Village Hall is located at the intersection of New Main Street and Maple Avenue.

Land Uses in DRI Area



Zoning

The DRI Area was selected to be centered around the Central Business District (CBD), which is a zoning designation that accounts for the majority of commercial activity. Surrounding the CBD are residential zoning districts (R-1C, R-1T, R-2, R-3), which regulate the density of units and the residential building type. The Special Purpose District (SP) and Waterfront Development District (WD) are also located within the DRI Boundary. The SP district is intended for public parks, playgrounds, and open space in addition to those included within other districts. The purpose of the WD district is to provide for the development of uses generally associated with waterfront activities, but it also includes special permit uses such as multiple dwellings, restaurants (excluding drive-in and fast food), and ferry service with related parking. Although not shown on the Village’s zoning map, the zoning text designates five tracts of land, known as sites

A-E for “Waterfront Planned Development District.” Site A has been built out as a residential development, the Harbors at Haverstraw. Site B includes the ferry parking area and terminal, a marina, and a planned residential development known as “Admirals Cove,” which is currently under construction. Site C corresponds with the vacant parcel that is the former Chair Factory site. Site D is located between Emeline Park and Site C, and Site E is located on Allison Avenue. The Village owns Sites C, D, and E and has recently selected a developer to redevelop the three sites as one cohesive development through a public/private partnership.

The zoning map on the following page depicts the locations of the various zoning districts that comprise the DRI Area. A list of permitted uses under each existing zoning district is provided in the table below.

DRI Area Zoning Districts and Generally Permitted Uses

Zoning	Generally Permitted Uses
Central Business District (CBD)	Office buildings; Banks; Retail shops; Restaurants; Professional services; Personal Services
First Residence Conversion (R-1C)	Single-family detached residences; Public recreation; Community services; Nursery schools
First Residence Townhouse (R-1T)	Single-family residences (attached, semi-attached, detached); Public recreation; Community services; Nursery schools
Second Residence District (R-2)	Two-family residences; Public recreation; Community services; Nursery schools
Third Residence District (R-3)	Single-family residences (detached, semi-attached); Two-family residences; Public recreation; Community services; Nursery schools
Waterfront Development District (WD)	Watercraft services; Public recreation; Water related businesses
Special Purpose District (SP)	Public parks and playgrounds; Cemeteries

Zoning in DRI Area



Resiliency

The Village of Haverstraw is among a few unique communities within the Hudson Valley where the topography gently slopes towards the water's edge. This waterfront access has shaped the history of the village through commercial, recreational, and tourism opportunities. However, climate change and rising sea levels have left the area vulnerable to natural disasters and other potential impacts. As such, the Village is working to decrease its overall contribution to climate change as well as mitigate existing impacts to the area.

High tides within the region have risen approximately one and a half feet since the mid-nineteenth century. This is accompanied by a higher annual average temperature of about 2.4 °F since 1970 and heavier precipitation events. Within the Village of Haverstraw's Comprehensive Plan, several models were used to evaluate vulnerable areas given these changes. The analysis found that several areas of the village, including the DRI Area, are susceptible to damage by flooding, with areas along the waterfront facing the greatest impact.

In 2016, the Village became a Climate Smart Community (CSC) with the goal of reducing the village's overall contribution to climate change. The Village achieved Climate Smart Community status via investments in LED lighting, on-site solar investments, and other sustainability measures. The Village currently has a proposed "Climate Smart Action Plan," which provides a

roadmap for the village to earn higher CSC certification levels. The Climate Smart Action Plan will aim to address overarching climate goals set by the New York State Department of Environmental Conservation. Some of these goals include decreasing energy use, increasing the use of renewable energy, implementing climate-smart land-use patterns, and supporting a green economy.

Recreational Resources and Gathering Spaces

Haverstraw residents come together at the community center, houses of worship, library, social clubs, and farmers' market. The Haverstraw Center, located at 50 West Broad Street, offers a full gymnasium for both children and adult sporting activities in addition to social services, including substance abuse support, tutoring programs, and food assistance. Places of worship are scattered throughout the DRI Area, and many of them are housed in residential or mixed-use buildings. Located at Main Street and Fowler Avenue, the Haverstraw King's Daughter Library Village Branch offers locals a vast collection of books, technology and digital resources, as well as a broad range of community services, including youth



The annual Flavors of Haverstraw Food Crawl

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social activities, crisis counseling, tutoring support, college counseling resources, literacy programs, and museum passes. The Haverstraw Elks Lodge No. 877, located on Elks Drive, is a fraternal organization that sponsors social events and support programs for children with disabilities and veterans.

Special festivals, including the Haverstraw Riverwide Arts & Music Festival and the Flavors of Haverstraw Food Crawl, have helped bring both locals and visitors to Haverstraw's waterfront and downtown. A seasonal farmers' market, held on Sundays in front of Village Hall, offers another opportunity for community gathering.

The largest park within the DRI Area is Emeline Park, a three-acre waterfront park that is situated on the banks of the Hudson River, offering sweeping views of Haverstraw Bay. The Park features a children's playground and serves as the site of Hudson Valley Watersports, a commercial boating and aquatic recreation venue. The Village is in the process of extending a waterfront trail known as the Henry Hudson Quadricentennial Promenade that will provide a continuous pedestrian connection along the village's shoreline extending from Warren Avenue, through Emeline Park, and further south along the ferry terminal and Waterfront at The Harbors housing development. Part of the promenade

and The Haverstraw Waterfront Promenade Park was completed in 2015 along a half mile stretch of shoreline adjacent to the Harbors-at-Haverstraw residential development.

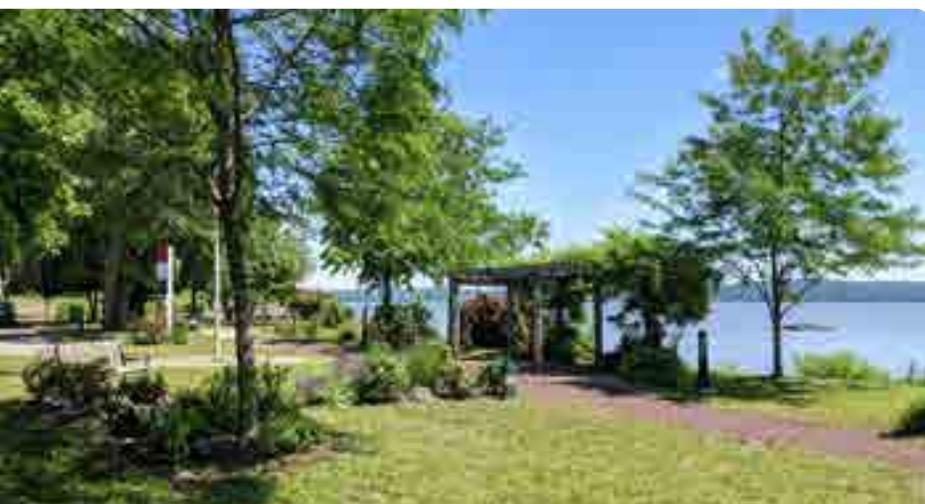
Other nearby parks include the African American Memorial Park on the northern end of the DRI Area and a small pocket park at the corner of Main and Rockland Streets. Two other recreational options that are further afield from downtown are the active recreation fields at Central Park and the picnic areas, swimming pool, and tennis courts at Bowline Point Park.

Aesthetic and Cultural Resources

The Village of Haverstraw boasts a large trove of two and three-story historic buildings representing a mix of 19th-century Neoclassical, Italianate, and Victorian styles. While a number of historic residential and mixed-use buildings line Main Street, Broadway, and Hudson Street, a historic district has not been designated within the village. Nearly two-thirds of the housing stock was built more than 50 years ago.

Lacking a comprehensive inventory of historic buildings, Haverstraw has only three buildings listed within the National Register of Historic Places:

- The Homestead (143 Hudson Avenue): Built in the early 19th century, the Homestead is a two-story single-family clapboard home that is one of the oldest buildings in the village.
- Haverstraw King's Daughter Library Village Branch (85 Main Street): Built in the late 1800s, the library, also known as the Fowler building, displays both Classical and Renaissance Revival architectural characteristics. With both its exterior and interior details intact, the library was restored and reopened in 2007 as an operating branch of the King's Daughter Library.



View of the Hudson River from Emeline Park

Recreational Resources and Gathering Spaces





United States Post Office (86 Main Street)

- **United States Post Office (86 Main Street):** Built in the mid-1930s as a New Deal project, the red brick post office was built in the Colonial Revival architectural style.

According to the Village’s Comprehensive Plan, other architecturally significant buildings in the DRI Area include the Stone Building (37 West Broad Street), Congregation Sons of Jacob Synagogue (37 Clove Avenue), and Casa Hudson (34 First Street).

While the Village of Haverstraw has a rich industrial heritage and a vibrant mix of ethnic traditions, there are few arts or cultural institutions within the DRI Area. One exception is the Haverstraw Brick Museum at 12 Main Street. The museum provides exhibitions, lectures, and walking tours aimed at preserving and celebrating Haverstraw’s history as a key center for brick building. Another cultural institution is the African American Memorial Park, which contains sculptures and a kiosk documenting the history of Haverstraw’s African American community.

Development Constraints

The predominant natural feature of the DRI Area is the Hudson River Estuary. The Hudson River is a 315-mile river that originates in the Adirondack Mountains and drains into the New York Harbor. The village and the DRI Area, which lie to the east of High Tor Mountain, are characterized by topography that slopes down towards the Hudson River. The eastern edge of the DRI Area has shallow bays and inlets, which are prone to flooding due to its low elevation. The section of the Hudson River on which Haverstraw is located experiences tidal fluctuations, which leaves portions of the DRI Area vulnerable during high tide and storm events. The Federal Emergency Management Agency (FEMA) has developed Advisory Base Flood Elevation (ABFE) maps to accurately reflect coastal flood hazards in the New Jersey/New York coastal region. The ABFEs show that within the DRI Area, the ferry landing, the former Chair Factory site, and the mostly undeveloped land directly adjacent to the Hudson River are within a 100-year floodplain and face the greatest potential for flood inundation. Hurricane Sandy impacted the DRI Area, village, and Hudson Valley region as a whole and illustrates the potential for future impacts as the result of extreme weather events. To lessen these risks, any development in flood-prone areas must conform with the Village of Haverstraw flood regulations,



Sections of the Haverstraw waterfront are within a 100-year floodplain.

Chapter 141 Flood Damage Prevention of the Village Code, and applicable state codes for construction within a floodplain.

Slopes within the developed area of the village average about 7.5%, with some areas of the DRI Area being up to 20%. Despite slopes of 20% or greater being difficult to develop upon, most of the DRI area has been developed to varying degrees of intensity. Generally, slopes up to 9% are ideal for many types of development without excessive disturbance to natural soils. Slopes between 10% and 19% can also be utilized but are better suited for low-density residential development and may require extensive ground disturbance to accommodate other development types. Soil conditions may also dictate future development.

Transportation Infrastructure and Mobility

Road Network

Accessibility is provided by road infrastructure outside the DRI Area, including two New York Interstate Highways (I-87 and I-287) and two U.S. Routes (9W and 202). Route 9W passes through the village, west of the DRI Boundary and serves as the main access road for travelers via automobile. Route 9W also serves as a connection to other major roadways in the area, including the New York State Thruway (I-87), I-287, and Route 202. Several local roads provide access from Route 9W and among these, New Main Street serves

as the primary gateway into the DRI Area from major regional roads. Within the DRI Area, there are no car-oriented highways; instead, a historic street grid serves residents and businesses with the backbone of the area being Broadway-West Street. The street grid within the DRI Area dates back to the 19th century and as such, there are a number of one-way streets. Some of these streets have been identified as lacking proper signage leading to confusion among travelers.

Public Transit

A goal both past and present within the Village of Haverstraw has been to support public transit service to better connect residents within the village and the surrounding region. Within the DRI Area, Transport of Rockland (T.O.R) and Rockland Coaches provide the primary bus service. T.O.R provides local service with hubs at the intersections of Maple and New Main as well as Broadway and Lincoln Street. T.O.R buses also connect to major regional transit services, such as the Clarkstown Mini-Trans, Hudson Link, New Jersey Transit Trains, and other charter companies. Rockland Coaches is a private company that provides multi-regional



T.O.R Bus on Main Street

connections, including to the New York City Port Authority Bus Terminal.

The Haverstraw-Ossining ferry offers a ferry-rail link to the regionally important Metro-North train station in Ossining. Ridership is approximately 500± daily, consisting of mostly commuters. Service currently only operates on weekdays during commuting hours (6-9 AM and 5-10 PM) with no weekend service, limiting the amount of tourist activity brought into the DRI Area. It is important to note that 500± daily riders is based on data before the COVID-19 pandemic. The ferry halted service starting in March of 2020 and returned to service on a limited basis in 2021. There has been a decline in commuter ferry use likely due to a regional drop in total Metro-North ridership as workers have not fully returned to offices. However, weekend ridership on Metro-North is recovering more quickly with summer 2022 ridership levels of at least 90% of pre-pandemic levels.

The Haverstraw ferry terminal is located off West Street, near the intersection of Maple Avenue, a 10±-minute walk from downtown and a 5±-minute walk from the nearest T.O.R bus stop. A parking lot for commuters takes up most of the land surrounding the ferry and offers few amenities. This is in stark contrast to the Ossining ferry terminal, which has a well-maintained waterfront park with seating and restrooms. Upgrading the Haverstraw ferry terminal and the land around it is a goal of the Village and has the potential to attract more people into the DRI Area.

Alternative Transportation

The DRI Area is dense and walkable, with most residences and businesses within walking distance of each other. The Village of Haverstraw has recently invested in streetscape improvements along New Main Street, Main Street, and the central portions of Broadway. Due to the age of the village, areas outside of the main commercial

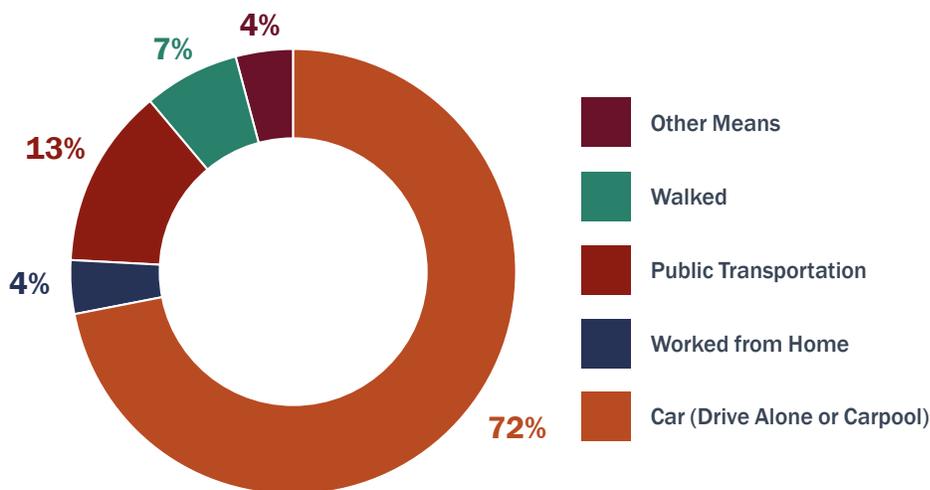
corridors of New Main/Main Street and Broadway north to Edgar Street/Warren Avenue need infrastructure repair to varying degrees. These include sidewalk repairs, lighting upgrades, or general improvements to the streetscape to make for a more enjoyable pedestrian experience. ADA-compliant sidewalks and crosswalks are present in the main commercial corridors and in some other areas of the DRI Area but are lacking in some parts. Access to the ferry terminal is suboptimal, with access largely focused on cars and parking, despite the close proximity to downtown. Pedestrian infrastructure, signage, and multi-modal improvements are needed to connect pedestrians to this important transportation hub.

Bicycle access is another important mode of alternative transportation that allows people to engage in car-free travel. There are no dedicated bicycle lanes or bicycle racks in the DRI Area. Biking is best suited for north-south travel due to few changes in street topography as compared to east-west, which can be challenging due to slopes. Wayfinding improvements are needed to assist cyclists, especially those using the ferry or accessing the village from the south.

Commuting Patterns

Approximately 50,000 people are within a 10- to 20-minute drive to the DRI Area, and an additional 50,000 people are within a ferry ride via the Haverstraw-Ossining ferry. The majority (73%) of workers living in the DRI Analysis Area commute to their place of employment via automobile. However, the percentage of workers commuting by public transportation is higher in the DRI Analysis Area (13%) than in the village (11%) and the county (8%). Moreover, vehicle ownership rates are much lower in the DRI Analysis Area than in the village and the county. More than 30% of the workers living in the DRI Analysis Area do not own an automobile compared to 23% of village workers and only 6% of county

Mode Of Transportation To Work For Analysis Area Workers (2015/2019)



workers. While the methods of commuting differ for residents in the DRI Analysis Area and the county, the mean commuting time for residents of both areas is both around a half hour. While access to downtown without an automobile is feasible for DRI Analysis Area residents, regional access is difficult and requires a greater reliance on public transportation or access to a vehicle.

Market Analysis

This section on market trends provides data on residential and commercial properties within the Village of Haverstraw. Data was obtained from real estate listing sites (Trulia and Zillow), RedFin brokerage reports, and LoopNet and Co-Star commercial property listings on February 8, 2022. Also, a range of real estate brokers representing the commercial, industrial, and residential sectors were contacted to share their insights on the current state of the village’s real estate market.

Rental Homes

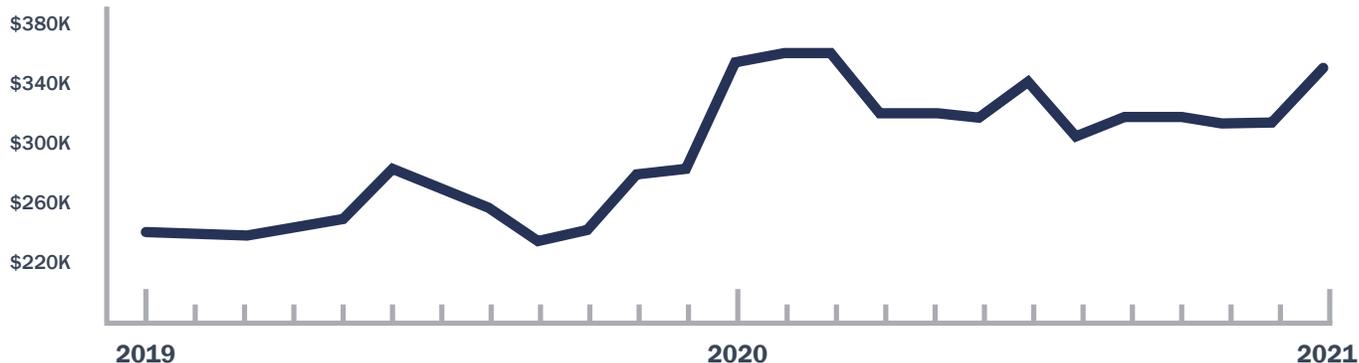
The rental inventory within the Village of Haverstraw is limited and sharply bifurcated between apartments in older apartment buildings and the newer amenity-rich buildings near the waterfront. As of February 2022, there were only five housing units available for rent in the DRI Area according to the most well-used listing sites. One-bedroom apartments varied in price from \$964 for a small sized unit in a mid-size apartment building on the village’s western edge to \$2,900 for a luxury unit in a modern building. There is a notable gap in the availability of mid-priced units.

For Sales Homes

Over the last couple years, the Village of Haverstraw’s housing market has experienced a steady rise in sale prices, increased number of sale transactions, and a reduction in the number of days that listed homes are on the market before they are sold. These market dynamics are likely attributable to limited housing inventories and the increased regional demand during the COVID-19 pandemic for larger homes in lower density neighborhoods.

DOWNTOWN PROFILE AND ASSESSMENT

Median Price of Homes in Village of Haverstraw (December 2019–December 2021)



Between December 2019 and December 2021, the median sale price of a home in the Village of Haverstraw increased by 46% from \$240,000 to \$350,000 (not adjusted for inflation).

The high demand for single-family homes in the village during the pandemic is also revealed by the number of days that homes remain on the market before their sale. In December 2019 it took an average of 71 days to sell a home, and by December 2021, it only took 34 days to sell a home.

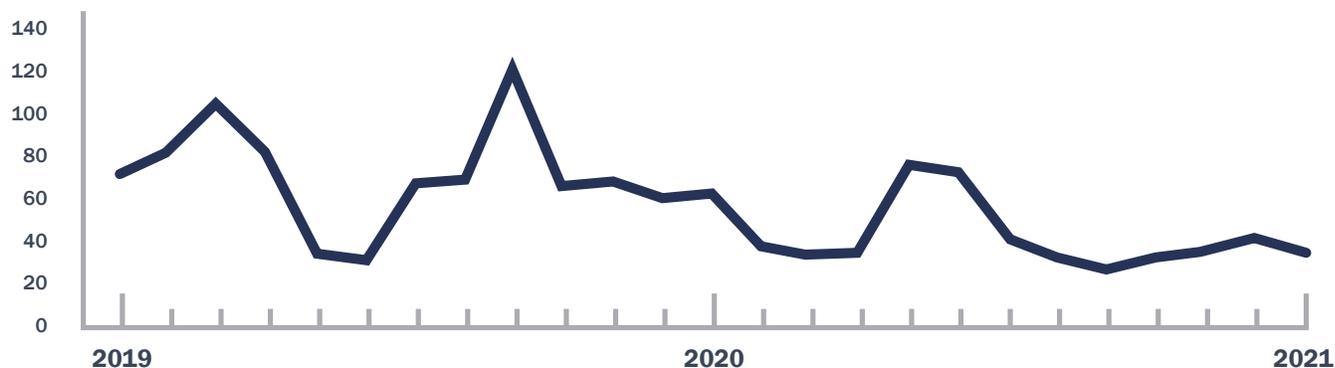
Consistent with housing sales data, brokers report a continuing upward trend in median sale prices for single-family homes as well as apartment rents. Also noted, however, is the rising activity of non-local investors who purchase single-family homes and

subdivide them into rental units, showing an increased demand for multi-family housing. Development of new housing options in the village will be essential to maintaining reasonable housing prices for village residents and providing housing options for new residents.

Commercial Properties

There is a demand for various commercial and light industrial spaces, specifically for the warehousing industry, healthcare entities, and educational organizations in the Village of Haverstraw. However, one of the challenges is the limited amount of office space available within the DRI Area. Commercial office space, when offered, is typically available in older mixed-use industrial buildings and is small in dimension (under 1,000 square feet).

Number of Days Village of Haverstraw Homes Are on the Market (December 2019–December 2021)



DOWNTOWN PROFILE AND ASSESSMENT

Current leasing ranges in price from \$15 per square foot for industrial spaces to \$28 per square foot for office space. While large companies rarely seek office space within the village, there is a demand for smaller and more flexible office space by non-profit organizations, social service providers, and locally based professional service providers. Yet, office space is difficult to find as demonstrated by the fact that there were only two commercial properties for lease and no commercial properties for sale in the DRI Area as of February 2022.

Unlike office space, there is currently limited interest from retail businesses or food/beverage entrepreneurs seeking storefront space in the village, with the exception of personal care businesses like salons or barbers. The limited supply of commercial spaces will likely be an issue as Haverstraw's population continues to grow and there becomes greater demand for an array of retail and services.

There are issues beyond limited inventory of commercial and industrial spaces that constrain the local development market, including the poor physical condition of some buildings and streetscapes, high leasing rates, traffic congestion, and limited access for commercial trucks. Redevelopment of undeveloped, vacant, and blighted spaces is an opportunity to address some of these challenges and build up the inventory of commercial space that will be needed for a growing community. The limited commercial and office space also limits job growth in the village; additional commercial real estate can allow for greater entrepreneurship and business expansion in the village. Additionally, investments made in the public realm can also help address these and other challenges. Improving streetscapes can enhance non-vehicular transportation, ease congestion, and make the area more attractive to investors.

Critical Issues and Key Takeaways

The following critical issues and key takeaways, both opportunities and challenges in the DRI Area, were identified through a community assessment and LPC and public feedback. These issues and takeaways helped inform the DRI goals and strategies, and the proposed DRI projects in the Village of Haverstraw.

Strengths and Opportunities

1

The population of the DRI Analysis Area has been rising over the past decade, reflecting the desirability of the area as a place of residence as well as its potential to attract real estate developers seeking to invest in growing communities.

2

With its long-established and diverse Hispanic and Latino communities, the village's locally owned businesses, houses of worship, and community events embody a rich tapestry of cultural traditions and immigration histories.

3

With its high level of connectivity to the Hudson River, the DRI Area offers residents scenic views, increasing pedestrian access along the waterfront, and transportation opportunities to the Village of Ossining and other communities to the north and south.

4

The village's industrial heritage as well as its historically and architecturally significant building stock give residents a unique sense of place and history.

5

There are numerous hiking trails, parks, and other ways to nature within close proximity to the downtown.

6

The sizeable Chair Factory site along the waterfront provides a key opportunity for needed housing development, enhanced connections between downtown and the Hudson River, and public access to the waterfront.

Challenges and Weaknesses

- 1 The DRI Area currently lacks sufficient and improved waterfront access, despite large parcels of land on the Hudson River.
- 2 Even though the median income of DRI Area households has been rising over the past decade, income levels as well as homeownership rates are significantly lower for DRI Area residents than they are for Rockland County residents.
- 3 Although Haverstraw has retained a commercial center, there are few large employers located within the village, resulting in the overwhelming majority of residents having to travel outside the village for work. Employment opportunities are further constrained by the lack of a direct rail connection to job centers on the east bank of the Hudson River.
- 4 Both renters and homeowners face high levels of housing cost burden as measured by the amount of their incomes they spend each month on housing costs. Although housing costs are high throughout the New York Metro Region, a greater share of residents in the DRI Analysis Area are cost burdened than those living in Rockland County. Over the last two years, the pandemic has further intensified housing challenges in the Village of Haverstraw as home sales prices have risen in response to the increased demand for single-family homes and limited inventory of high-quality housing throughout the New York Metro Region.
- 5 The limited weekday operating hours of the Haverstraw-Ossining ferry and the insufficient infrastructure for private boats and tour boats limits the availability of commuting, tourist, and other travel opportunities across the Hudson River.
- 6 Though the village is dense and walkable, the lack of wayfinding and pedestrian and biking amenities encourages more car trips than is necessary. Narrow streets present challenges in providing pedestrian and biking amenities.
- 7 The lack of available office space in conjunction with the lack of developable land limits potential entrepreneurs' ability to start and grow businesses in the village.
- 8 Low elevation at the waterfront and projections for sea level rise result in flood prone areas and challenges for developing resilient waterfront properties.
- 9 According to the community, there is a lack of technology infrastructure, including efficient broadband access.

Section II

**Downtown Vision,
Goals and Strategies**



Haverstraw's Vision, Goals, & Strategies

Informed by community input, the Local Planning Committee developed a vision for the downtown, a broad declaration of the community's hopes and aspirations for the Village of Haverstraw's DRI Area. In support of the vision, the LPC further developed goals and specific strategies to guide revitalization efforts and the implementation of the SIP.





Vision for Downtown

Haverstraw envisions its downtown as an **inclusive, lively, 21st-century** version of its heyday as a center of the regional brickmaking industry. Downtown Haverstraw has always been a **vibrant, multiethnic center** for industry, culture, and commerce, and has always been inextricably linked to the Hudson River waterfront. The village seeks to **re-energize its downtown** by further integrating ethnicities and cultures, developing workforce and market-rate housing, inducing growth of existing and new businesses, connecting the downtown to the waterfront, and fostering collaborative efforts between the private sector, government, and local non-profit organizations. The Vision for downtown Haverstraw is a **walkable, sustainable, resilient, and economically robust** urban center that allows residents and visitors to live, work, learn and play.



Goals & Strategies



Economic & Entrepreneurship

IMPROVE the marketability and profitability of downtown businesses by enhancing their diversity and architectural character, improving connections to the community, and increasing their prominence within the Mid-Hudson region.

Strategies

Improve the sense of place, and create a more visually appealing downtown through building façade improvements, unified branding, marketing, and wayfinding, public art, and streetscape improvements.

Create and enhance attractions to draw residents and visitors into the downtown to support local businesses.

Encourage the development of new businesses in vacant and underutilized locations to bring new job opportunities to the village.

Projects that Align

- Create Educational Opportunities Through Installation of Harriet Tubman Statue
- Extend Public Trail and Stabilize Shoreline to Support Reuse of Chair Factory Site
- Activate the Main Street Pocket Park
- Extend Public Waterfront Sculpture Trail
- Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends
- Improve Connectivity with Construction of Multimodal Ferry Station
- Establish Brewpub in Historic Stone Building
- Revitalize 49 West Broad Street with New Mixed-Use Development
- Restore and Expand Haverstraw Brick Museum
- Enhance Main Street Through Installation of Four Murals
- Establish a Downtown Façade Restoration Fund
- Establish and Implement a Branding, Marketing and Wayfinding Initiative



Connectivity & Mobility

STRENGTHEN all types of transportation connections, provide environmentally sustainable multimodal alternatives, increase pedestrian connections and access, revitalize gateways, and enhance physical public connections to the Hudson River

Strategies

Implement wayfinding and streetscape improvements to support pedestrian circulation, enhance walkability, and provide visual linkages to create a more unified and distinct downtown experience.

Expand multimodal connections in the village by increasing ferry service, building multimodal capacity, and extending the Henry Hudson Quadricentennial Promenade along the waterfront.

Support public and private waterfront improvements that provide public amenities and linkages to downtown.

Projects that Align

- Extend Public Trail and Stabilize Shoreline to Support Reuse of Chair Factory Site
- Extend Public Waterfront Sculpture Trail
- Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends
- Improve Connectivity with Construction of Multimodal Ferry Station
- Establish and Implement a Branding, Marketing, and Wayfinding Initiative

Goals & Strategies



Housing

SUPPORT public/private partnerships that result in the redevelopment of strategic sites with mixed-income housing, commercial uses, public benefits, and sustainable and resilient infrastructure.

Strategies

Stimulate the development of private, mixed-income housing development by leveraging publicly-owned properties and resources.

Promote public/private partnerships to ensure that new private development incorporates improvements that serve the public and strengthen the downtown.

Projects that Align

- Extend Public Trail and Stabilize Shoreline to Support Reuse of Chair Factory Site
- Revitalize 49 West Broad Street with New Mixed-Use Development



Cultural

NURTURE AND PROTECT the village's authenticity as a unique place that is a product of its history and people and that serves both the village and the region.

Strategies

Assist non-profit organizations to enhance and expand the cultural, artistic, and historic assets of the community.

Create and enhance spaces for local gathering, community events, social interaction, and recreational opportunities through the reuse of vacant and underutilized properties.

Celebrate the village's history and culture through restoration of downtown buildings.

Projects that Align

- Create Educational Opportunities Through Installation of Harriet Tubman Statue
- Extend Public Trail and Stabilize Shoreline to Support Reuse of Chair Factory Site
- Activate the Main Street Pocket Park
- Extend Public Waterfront Sculpture Trail
- Establish Brewpub in Historic Stone Building
- Enhance Village's Outdoor Recreation Area
- Expand and Diversify Uses at The Haverstraw Center
- Restore and Expand Haverstraw Brick Museum
- Enhance Main Street Through Installation of Four Murals
- Establish a Downtown Facade Restoration Fund
- Establish and Implement a Branding, Marketing, and Wayfinding Initiative

Section III

**Downtown
Management and
Implementation
Strategy**



Downtown Management and Implementation Strategy

This section describes how the implementation of the DRI projects will be managed and sustained moving forward. The Village of Haverstraw has a proven capacity for project management and organization that has led to the successful implementation of state and federal grants and the development of partnerships with non-profit organizations and private developers to assist in revitalizing downtown.

The Village of Haverstraw, led by Mayor Michael Kohut since 2007, prepared an update to its Comprehensive Plan in 2021 following a thorough public engagement process. Since then, the Village has implemented several of the recommendations provided in the plan, including the adoption of new zoning districts, an update to the Village's Local Waterfront Revitalization Program, and the completion of a Request For Proposals (RFP) process for the development of the vacant Chair Factory site. These efforts have helped build an organizational and management network with the capacity to successfully carry out the Village's plan for revitalization projects and investments.

The DRI projects put forth by the LPC strike a balanced approach to the revitalization of Haverstraw, using a combination of public, private, and non-profit investment to achieve the Haverstraw DRI vision and goals. As a small village, Haverstraw has a long history of working closely and partnering with private and non-profit organizations on revitalization projects. As described below, many of the DRI projects contain partnerships with other DRI project sponsors, strengthening the Village's network for implementation. The following project sponsors will be the responsible entities for the implementation and administration of Haverstraw's DRI projects.

Public Projects

The Village of Haverstraw will oversee the implementation and maintenance of the public DRI projects:

- **Extend Public Trail and Stabilize Shoreline to Support Reuse of Chair Factory Site**
- **Activate the Main Street Pocket Park**
- **Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends**
- **Improve Connectivity with Construction of a Multimodal Ferry Station**
- **Enhance Village's Outdoor Recreation Area**
- **Expand and Diversify Uses at the Haverstraw Center**
- **Establish a Downtown Façade Restoration Fund**
- **Establish and Implement a Branding, Marketing, and Wayfinding Initiative**

The Office of the Mayor, the Building Department, the Youth and Family Services Department, the Parks and Recreation Department, the Public Works Department, and Village Counsel will work together to implement the identified public projects in the village. The Village already contracts with professional planning and engineering firms, and they will assist Village staff with project

implementation and management. These firms have aided the Village in spearheading several revitalization efforts, including the comprehensive plan update in 2021, complex private waterfront and downtown developments, and public improvements, such as streetscape and park improvements.

The Village has substantial experience administering various grants, including state and federal grants. The Village has managed 14 years of CDBG grants (averaging above \$100,000 yearly); a \$5 million New York State (NYS) Department of Transportation Streetscapes grant (with an almost \$1 million match); numerous member items ranging from approximately \$25,000 to \$200,000; NYS Department of Environmental Conservation grants, NYS Department of State grants, NYS Courts grants, and a federal SAFER grant. The Village has been able to successfully provide the required match for the grant or cover the difference between project costs and grant amounts.

Several of the proposed public DRI projects include project partners who will also assist in implementation and management. The project “Extend Public Trail and Stabilize Shoreline to Support Reuse of Chair Factory Site” will be partly funded and implemented by MPact Collective and its development team that is planning to redevelop the site. The project “Improve Connectivity with Construction of a Multimodal Ferry Station” will be implemented and partly funded by Ginsburg Development Companies (GDC) as part of the Admirals Cove development. The “Enhance Village’s Outdoor Recreation Area” project will be partially funded by the private developer Village Square at Haverstraw LLC as part of the DRI project “Revitalize 49 West Broad Street with New Mixed-Use Development.” And, the project “Expand and Diversify Uses at the Haverstraw Center” will be carried out with the assistance of multiple partners with funding from additional state and federal sources.

Some of these projects will require an RFP process and the selection of a consultant and/or project contractor to implement the project. The Office of the Mayor, aided by its contracted professional planning and engineering firms, will oversee these processes in coordination with appropriate Village departments and staff. The procurement process will occur in coordination with the State agency responsible for project management.

Private Development Projects

The following DRI projects will be implemented and managed by private entities:

- **Extend Public Waterfront Sculpture Trail (GDC)**
- **Establish Brewpub in Historic Stone Building (GDC)**
- **Revitalize 49 West Broad Street with New Mixed-Use Development (Village Square at Haverstraw LLC)**

State agencies will contract directly with these project sponsors, and the Village will assist sponsors through the process, as needed. The Village is a project partner for the projects “Extend Public Waterfront Sculpture Trail” (the Village will own or have an easement on the public trail) and “Revitalize 49 West Broad Street with New Mixed-Use Development” (the Village will work with the sponsor on the implementation of the public benefits associated with this project).

GDC is a development firm with more than 50 years of experience in developing and managing properties in the Hudson Valley, including several waterfront properties with public amenities. GDC is currently constructing the Admirals Cove development on the Haverstraw waterfront. GDC has experience with managing state grants, including a NYS Office of Parks, Recreation,

and Historic Preservation Environmental Protection Fund grant, which paid for a portion of the waterfront sculpture trail constructed as part of Waterfront at the Harbors development, which is also located in the Village of Haverstraw. GDC also developed Harbor Square along the waterfront in the Village of Ossining, which consists of a public park space and trail with art sculptures.

Avrohom Schwartz, manager of Village Square at Haverstraw LLC, has demonstrated experience developing and managing similar sized projects as 49 West Broad Street, including 294/312 Webster Ave, Brooklyn, NY (76 units) and 784 4th Ave, Brooklyn, NY (33 residential and two commercial units). Village Square at Haverstraw LLC has assembled a development team, including land use counsel, engineering and architecture firms, a lender, and general contractor, that have been actively working to advance this project.

Non-Profit Projects

The following DRI projects will be implemented and managed by non-profit entities, all of whom have deep roots providing educational and cultural programs in the community:

- **Create Educational Opportunities Through Installation of Harriet Tubman Statue (Haverstraw African American Connection)**
- **Restore and Expand the Haverstraw Brick Museum (Haverstraw Brick Museum)**
- **Enhance Main Street Through Installation of Four Murals (Haverstraw River Arts Fund Inc)**

The Haverstraw African American Connection (HAAC) created the Haverstraw African American Memorial Park and neighboring playground in partnership with the Village in 2016. A nationally traveling statue entitled The Journey to Freedom by sculptor Wesley Wofford was temporarily located in the park

in 2021, drawing approximately 14,000 visitors to the site. HAAC oversaw, managed, and maintained this temporary statue and has since managed the installation of other temporary and permanent sculptures in the park. HAAC also carries out ongoing community service projects and has a partnership with the Holocaust Museum Center for Tolerance and Education, which includes hosting shared events and maintaining an African American exhibit at the Holocaust Museum at Rockland Community College. HAAC will partner with the Village, which owns the park, on implementing the project “Create Educational Opportunities Through Installation of Harriet Tubman Statue.”

The Haverstraw Brick Museum has been in operation since 1995 and over that period has developed experience in raising funds through grants, fundraising, and other efforts. The museum has significantly increased visitors and programming over the past few years, and has experience managing grants from Documentary Heritage and Preservation Services for New York, Arts-Westchester, and Rockland County. The museum will partner with the Village, which owns the museum property, on implementing the project “Restore and Expand the Haverstraw Brick Museum.”

Haverstraw River Arts Fund Inc was founded in 2014 and has created, led, and managed the installation of a mural in downtown in partnership with the North Rockland High School Art Department. The organization has also directed the creation of public art installations and live art events in the village and promoted economic development. Haverstraw River Arts Fund Inc also organizes the annual Flavors of Haverstraw Food Crawl, the largest annual event in the village, with grant funding from Rockland County. Haverstraw River Arts Fund Inc will partner with private property owners on implementing the project “Enhance Main Street Through Installation of Four Murals.”

DOWNTOWN MANAGEMENT AND IMPLEMENTATION STRATEGY

#	Project Name	Project Sponsor	Sponsor Type	Proposed Start Date	Anticipated Completion Date
1	Create Educational Opportunities Through Installation of Harriet Tubman Statue	Haverstraw African American Connection	Non-Profit	Spring 2023	Spring 2024
2	Extend Public Trail and Stabilize Shoreline to Support Reuse of the Chair Factory Site	Village of Haverstraw	Public	Fall 2023	Summer 2026
3	Activate the Main Street Pocket Park	Village of Haverstraw	Public	Spring 2023	Fall 2024
4	Extend Public Waterfront Sculpture Trail	Ginsburg Development Companies LLC	Private	Summer 2023	Summer 2024
5	Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends	Village of Haverstraw	Public	Winter 2023/2024	Winter 2024/2025
6	Improve Connectivity with Construction of a Multimodal Ferry Station	Village of Haverstraw	Public	Spring 2023	Spring 2024
7	Establish Brewpub in Historic Stone Building	Ginsburg Development Companies LLC	Private	Spring 2023	Fall 2024
8	Revitalize 49 West Broad Street with New Mixed-Use Development	Village Square at Haverstraw LLC	Private	Summer 2024	Fall 2024
9	Enhance the Village's Outdoor Recreation Area	Village of Haverstraw	Public	Spring 2023	Summer 2024
10	Expand and Diversify Uses at the Haverstraw Center	Village of Haverstraw	Public	Fall 2023	Spring 2024
11	Restore and Expand the Haverstraw Brick Museum	Haverstraw Brick Museum	Non-Profit	Fall 2023	Fall 2024
12	Enhance Main Street Through Installation of Four Murals	Haverstraw River Arts Fund Inc	Non-Profit	Fall 2023	Spring 2024
13	Establish a Downtown Façade Restoration Fund	Village of Haverstraw	Public	Fall 2023	Fall 2024
14	Establish and Implement a Branding, Marketing, and Wayfinding Initiative	Village of Haverstraw	Public	Spring 2023	Spring 2025

Section IV

Public Involvement



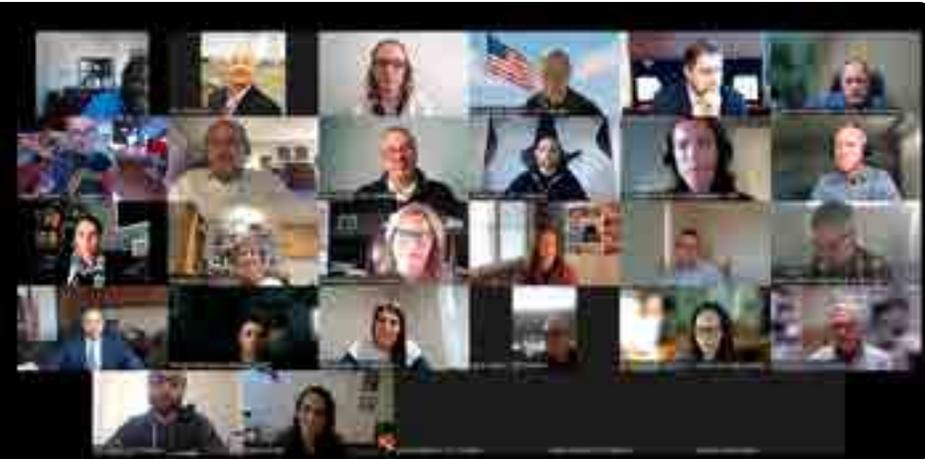
Public Involvement

The insights and support of community members are critical to advancing the Village of Haverstraw’s DRI vision. Guided by the Local Planning Committee, the consultant team engaged an array of stakeholders and community members throughout the process to ensure that residents, businesses, and local organizations had a voice in developing the vision and goals and selecting projects to transform their downtown. The consultant team conducted stakeholder outreach, facilitated three community meetings, maintained a consistent social media presence, created a virtual meeting room, and maintained a website specific to Haverstraw DRI. The outreach methods and activities are described below.

Public Meeting Facilitation

As part of the DRI process, the LPC was appointed to develop the Strategic Investment Plan, a plan that lays out a unique community vision and guides public and private investment within and around the village’s downtown. Given the intensive level of planning and engagement that had recently occurred in Haverstraw, the LPC was an important collaborator due to many members having been thoroughly involved in recent, previous planning and outreach efforts. The LPC included representatives from key public, private, nonprofit, and institutional stakeholders, with Village of Haverstraw Mayor Michael Kohut and President/CEO of Rockland Business Association Al Samuels serving as Co-Chairs.

The LPC’s purpose was to provide input on local issues, brainstorm ideas, provide direction to consultants at meetings, review draft documents, assist in the public outreach process, and assist in the review and identification of priority projects to be addressed in the SIP. The LPC held monthly meetings that were open to the public and hybrid in format to allow LPC members and the public to participate in-person or virtually. The LPC used these meetings to provide input at each stage of the development of the SIP, including issuing a call for projects within the DRI Area.



LPC Meeting #1



LPC Meeting #2

Local Planning Committee (LPC) Meetings

LPC Meeting #1 February 15, 2022

The first LPC meeting, held virtually on Zoom, mainly consisted of an introduction to the DRI and the planning process. The meeting opened with a welcome from the NY Department of State, followed by introductions of the LPC members and representatives from the New York State team, the Village of Haverstraw, and the consultant team.

An overview of DRI, including the DRI Code of Conduct, the key ingredients for a successful DRI process, a timeline, the types of projects that are eligible and ineligible for funding, and project requirements was provided. The group then reviewed the Village’s DRI application, including the potential DRI Boundary and projects.

The group also reviewed the draft goals and vision for downtown Haverstraw and the plan for public engagement. The consultant team reviewed important dates before opening the floor for questions and a period for public comment.

LPC Meeting #2 March 10, 2022

The second LPC meeting was held in person at the Haverstraw Village Hall and virtually on Zoom. After introductions and an update on public engagement and feedback from the first public meeting, the LPC refined and finalized the vision and goals for the DRI. The meeting also included an overview of the DRI Downtown Profile and Assessment with key trends and takeaways, the project evaluation criteria, the open call for projects, and projects from the Village’s DRI application. It closed with an opportunity for public comment.

LPC Meeting #3 April 7, 2022

The third LPC meeting was held in person at the Haverstraw Village Hall and via Zoom. The meeting began with a summary and overview of the open call for projects, which was held from March 3 to April 1. The consultant team summarized the results from the open call for projects, through which 23 project proposals were received from the Village and private and non-profit project sponsors. The LPC discussed the project evaluation criteria and defined what it meant for projects to be transformational, catalytic, and of public benefit, as well as to be implementation ready.

PUBLIC INVOLVEMENT

LPC meetings were recorded and posted on the Village of Haverstraw's DRI website.



The group then discussed each of the 21 eligible projects, provided feedback on which of the eligible projects were transformational, catalytic, and of public benefit, and identified the projects that would advance for community feedback to the public meeting. The consultant team discussed public engagement efforts and next steps before closing with an opportunity for public comment.

LPC Meeting #4 May 10, 2022

The fourth LPC meeting was held in-person at the Haverstraw Village Hall and virtually via Zoom. The LPC reviewed evaluation criteria briefly before non-Village project sponsors presented their projects. Village project sponsors then gave project updates. LPC members were then given an update on feedback gathered at the second public meeting, including a list of all comments received about each project.

After discussing all the projects and public feedback, the LPC completed a project evaluation survey, and the consultant team compiled the results. These results were used in final discussions to refine the proposed project list.

An LPC working group meeting was held virtually via Zoom on May 18, 2022 to review the results of the survey and to identify next steps for refining the project list.

LPC Meeting #5 June 2, 2022

The fifth LPC meeting was held virtually via Zoom. The consultant team reviewed important dates and the status of the projects. They then reviewed the budgets and funding requests for all projects, updates to projects being considered, the evaluation results from the previous LPC meeting for each project, and the approximate level of public support based on community meeting feedback. The group also discussed supporting projects to be included in the SIP, which would not be eligible



Flyer for LPC Meeting #5

PUBLIC INVOLVEMENT

for DRI funding but would highlight them as important projects that support the DRI goals. Finally, the group discussed the specific strategies for the four goals (Economic and Entrepreneurship, Connectivity and Mobility, Housing, and Cultural) before opening the discussion up for public comment.

LPC Meeting #6 June 23, 2022

The sixth LPC meeting was held in person at the Haverstraw Village Hall and virtually via Zoom. The consultant team provided an update on the third public meeting and then provided an update on the projects. The LPC then discussed each proposed project in detail and determined the final slate of projects, as well as the supporting projects to put forth in the SIP. LPC members completed the DRI ballot, with the LPC unanimously submitting a slate of projects to the State. Public comment closed the meeting.



Community Meeting #1 began with a presentation.



Attendees were able to post their comments directly on boards.

Public Meetings

In addition to regular LPC meetings, the consultant team facilitated three public meetings throughout the DRI planning process. The meetings were open to the public and included opportunities for public comment, question and answer sessions, and interactive exercises. The meeting dates were listed on the Haverstraw DRI project website, Haverstraw’s website, Haverstraw’s social media, and the NYS DRI website. Other methods used to inform the public about the DRI and the public meetings include mailed notices, community notification system calls, and targeted calls and emails to community groups and stakeholders.

Public Meeting #1 March 3, 2022

The first public meeting was held in person at the Haverstraw Center. The meeting began with opening remarks and an introduction led by Mayor Kohut and the consultant team, followed by a brief presentation about the DRI planning process. The presentation was in English and Spanish.

The meeting then transitioned to an “idea station gallery walk,” during which participants walked to stations set up around the room. Stations focused on the DRI planning process, the call for projects, and the four DRI goals.

Each station featured one board with content specific to its theme and a second board for participants to place post-its with comments. Members of the consultant team staffed the

PUBLIC INVOLVEMENT



The virtual meeting room reflected what attendees of the in-person meeting experienced.



Stations lined the room and could be clicked on for more information.

stations to help solicit feedback and answer questions from participants. Spanish translation was provided as needed. Approximately 100 people attended the public meeting in person.

The consultant team collected feedback from community members on each of the village's four goals and received approximately 50 written comments. Generally, comments showed a need for improved pedestrian safety and accessibility, bicycle facilities, additional ferry service, recreation facilities, connections between the downtown and the waterfront, affordable housing, upgraded storefronts, downtown attractions, and events and village information disseminated in Spanish.

In addition to the in-person meeting, a Virtual Meeting Room (VMR) was created to provide additional opportunities for community members to provide feedback. The VMR mirrored the format of the in-person meeting, with stations providing information about the DRI overview and timeline, the village's DRI vision and goals, proposed DRI projects to date, and an open call for projects. Visitors to the VMR were encouraged to provide feedback by completing a survey at each station. The VMR was available in both English and Spanish.

Public Meeting #2 April 27, 2022

The second public meeting took place at the Haverstraw Center and was attended by approximately 50 people. The meeting was an "open house" style, in which participants were able to view each proposed project in detail, ask questions to the project sponsors, and leave feedback on each project. Upon entering the meeting, participants were given an introduction about the meeting's format and instructed on how to navigate the six stations spaced around the gymnasium. The first station provided background information on the DRI process, and the other five stations provided information about each of the 20 proposed eligible projects that had been advanced by the LPC.

At the stations, each project had a board in English and Spanish that described the project identified, which goals the project will help achieve, and what DRI funding will be used for. Project sponsors were in attendance to answer questions about their proposals. Attendees were invited to leave feedback about the projects using post-it notes. Facilitators were available at each station to encourage attendees to provide feedback on post-its. A Spanish interpreter was also available at each station.

Approximately 200 comments were left across the 20 projects and an additional 10 general comments were provided. Post-its included questions about the project, suggestions for how to

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Project sponsors were available to answer questions.



Attendees used sticky notes to add comments and feedback.

make the project better, concerns about the project, support for the project, and whether the project was considered appropriate for DRI funding,

The Virtual Meeting Room was also made available in English and Spanish to provide opportunities for community members to provide feedback online for this meeting. The VMR mirrored the format of the in-person meeting, with stations providing information about the DRI process and information about the proposed projects. Visitors to the VMR were encouraged to provide feedback by completing a survey at each station.

Public Meeting #3 June 15, 2022

The third public meeting took place at the Haverstraw Center and was attended by approximately 45 people. The meeting consisted of a presentation on the final slate of proposed projects and a public comment period.

The presentation included a description of the DRI planning process, the village's vision and goals, and community engagement efforts. The consultant team then described the 20 proposed projects, including information on the sponsors, project cost, DRI funding request, and project goals.

At the end of the presentation, attendees were able to share comments or questions using a public comment card provided at the beginning of the meeting. Approximately 15 comments and



Consultant staff presented the slate of proposed projects.



Attendees were provided with the presentation in Spanish or English, as well as a postcard and pen for comments and questions.

PUBLIC INVOLVEMENT

questions were read aloud and translated during the public comment period. The comments generally reflected additional needs in the community such as parking and more recreation and programming for children.

The Virtual Meeting Room was also set up to accompany this public meeting. Like the other public meetings, the VMR included the information from the in-person meeting, with stations providing an overview of the DRI planning process, the DRI vision and goals, and the proposed projects. The VMR also allowed for an opportunity to give feedback.



Haverstraw DRI Website (www.haverstraw-dri.com)



Haverstraw DRI Virtual Meeting Room Welcome Page

Virtual Engagement

Providing materials and input opportunities online was a critical way to increase the opportunities for community members to join the DRI planning process. Throughout the planning process, the information was available on the village's DRI website, and a Virtual Meeting Room was created to provide access to all materials presented at the public meetings. Virtual engagement tools helped ensure that the planning process was transparent and that community members interested in participating could learn more and weigh in at times convenient to them.

Website

Throughout the process, a DRI website, available in English and Spanish, was available and provided background information on the DRI, contact information, and announcements. The page also housed all meeting materials. These included:

- Agendas & Recordings
- Background Materials
- Community Meeting Materials
- Local Planning Committee Materials

Virtual Meeting Room

Community members who were unable to attend the public meetings were able to participate online via a Virtual Meeting Room. The VMR allowed visitors to learn about the DRI proposed projects and provide written feedback. It was available in both English and Spanish before and after all three community meetings.

Additional Community Engagement Efforts

To create as many opportunities as possible for community members to provide feedback, outreach for the DRI meetings included the following:

Targeted Stakeholder Outreach

The consultant team conducted outreach to over 35 key organizations, businesses, and community groups to help inform stakeholders about DRI and seek feedback from the stakeholders and their networks.

Online Activities

The website, www.haverstraw-dri.com, was created for the village’s DRI and hosted background information on the DRI process, meeting information, and LPC and public meeting presentations, recordings, and meeting minutes. Information about DRI and the LPC and community meetings were also posted on the Village’s Facebook and Instagram in addition to local Facebook group pages.

Open Call for Projects

The LPC sponsored an open call for projects, which was developed to solicit projects for inclusion in the SIP . Twenty-three projects, including the projects that the Village selected to submit from their original application, were received. Proposal submissions ranged from art sculptures along a waterfront trail to new mixed-use buildings in the heart of downtown. To support project proposals, the consultant team held two sessions of office hours to answer questions about the application and the DRI process in general. The open call for projects opened at the first community meeting on March 3, 2022 and ended on April 1, 2022.



Other Methods

Other engagement methods used to inform and involve the public in the DRI process include flyer distribution to downtown businesses by the Village, advertisements published in the local newspaper, and notifications via the community’s mass notification system.

Section V

**Projects Proposed
for DRI Funding**



Projects Proposed for DRI Funding

Throughout the DRI process, the Local Planning Committee worked to identify, refine, and select a slate of projects to recommend for DRI funding. These projects work in synergy to further the Haverstraw DRI vision and goals and provide a balanced approach of investing in economic development, mobility, housing, and cultural projects through a variety of public, private, and non-profit partnerships.

The LPC met six times with an additional working session over the course of the DRI process. During these meetings, the LPC reviewed input from the community meetings, heard from project sponsors, reviewed documents, asked thorough questions, and ultimately decided upon the slate of projects presented in this Strategic Investment Plan.

How Projects Were Selected

A list of projects for DRI funding was identified from a larger group of projects and project ideas submitted through the open call for projects. The LPC evaluated each project individually. Consideration was given to levels of public support, project readiness, catalytic potential, ability to leverage additional funds within the community, how the projects advanced Haverstraw’s vision and goals, and if they created co-benefits. The selection criteria included:

- **Alignment with DRI Vision and Goals**
- **Transformative Potential**
- **Catalytic Potential**
- **Public Benefit**
- **Public Support**
- **Project Readiness**

Summary of the Projects Selected by the LPC

Guided by the criteria above, the LPC selected a diverse range of public, private, and non-profit projects to be considered for selection. The projects focus on strengthening connectivity and mobility, supporting the cultural assets of Haverstraw, increasing housing supply, and creating an economic environment that supports current and prospective businesses. These projects will help advance downtown Haverstraw as a place that is both equitable and attractive to current residents and businesses, future residents and businesses, and tourism. In total, 14 projects were recommended with a total DRI funding request of \$12,573,000, which leverages \$22,441,000 in additional funds, creating a total investment of \$35,014,000 in downtown Haverstraw.

Projects Proposed for DRI Funding

Project	DRI Request	Total Project Costs	Page #
1 Create Educational Opportunities Through Installation of Harriet Tubman Statue	\$201,000	\$201,000	V-70
2 Extend Public Trail and Stabilize Shoreline to Support Reuse of the Chair Factory Site	\$4,000,000	\$8,960,000	V-77
3 Activate the Main Street Pocket Park	\$250,000	\$350,000	V-89
4 Extend Public Waterfront Sculpture Trail	\$200,000	\$500,000	V-96
5 Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends	\$100,000	\$490,000	V-104
6 Improve Connectivity with Construction of a Multimodal Ferry Station	\$200,000	\$713,000	V-113
7 Establish Brewpub in Historic Stone Building	\$665,000	\$3,057,000	V-120
8 Revitalize 49 West Broad Street with New Mixed-Use Development	\$1,677,000	\$11,265,000	V-127
9 Enhance the Village’s Outdoor Recreation Area	\$400,000	\$562,000	V-135
10 Expand and Diversify Uses at the Haverstraw Center	\$2,350,000	\$5,310,000	V-142
11 Restore and Expand the Haverstraw Brick Museum	\$1,500,000	\$2,340,000	V-151
12 Enhance Main Street Through Installation of Four Murals	\$180,000	\$180,000	V-159
13 Establish a Downtown Façade Restoration Fund	\$550,000	\$736,000	V-167
14 Establish and Implement a Branding, Marketing, and Wayfinding Initiative	\$300,000	\$350,000	V-174

PROJECTS PROPOSED FOR DRI FUNDING

Project Map



1. Create Educational Opportunities Through Installation of Harriet Tubman Statue
2. Extend Public trail and Stabilize Shoreline to Support Reuse of the Chair Factory Site
3. Activate the Main Street Pocket Park
4. Extend Public Waterfront Sculpture Trail
5. Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends
6. Improve Connectivity with Construction of a Multimodal Ferry Station
7. Establish Brewpub in Historic Stone Building
8. Revitalize 49 West Broad Street with New Mixed-Use Development
9. Enhance the Village's Outdoor Recreation Area
10. Expand and Diversity Uses at the Haverstraw Center
11. Restore and Expand the Haverstraw Brick Museum
12. Enhance Main Street Through Installation of Four Murals
13. Establish a Downtown Façade Restoration Fund (not mapped)
14. Establish and Implement a Branding, Marketing, and Wayfinding Initiative (not mapped)

PROJECTS PROPOSED FOR DRI FUNDING

#	Project Name	Project Description	Project Sponsor	Estimated Total Project Costs	DRI Funding Request	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
1	Create Educational Opportunities Through Installation of Harriet Tubman Statue	Install a permanent Harriet Tubman statue, improve accessibility, and enhance landscaping at the Haverstraw African American Memorial Park.	Haverstraw African American Connection	\$201,000	\$201,000	<ul style="list-style-type: none"> DRI Funding 	Spring 2023	Spring 2024	0
2	Extend Public Trail and Stabilize Shoreline to Support Reuse of the Chair Factory Site	Construct a 3,000 linear foot walkway and stabilize shoreline with riprap and native plantings around the former Chair Factory site to support future mixed-use and mixed-income development.	Village of Haverstraw	\$8,960,000	\$4,000,000	<ul style="list-style-type: none"> DRI Funding Private Financing CFA 	Fall 2023	Summer 2026	0
3	Activate the Main Street Pocket Park	Develop a plaza with outdoor seating, tables, and public gathering space to create a more active community space and provide visual improvements to existing park.	Village of Haverstraw	\$350,000	\$250,000	<ul style="list-style-type: none"> DRI Funding Village Funding 	Spring 2023	Fall 2024	0
4	Extend Public Waterfront Sculpture Trail	Purchase and install sculptures along the extended waterfront park as part of Admirals Cove development.	Ginsburg Development Companies LLC	\$500,000	\$200,000	<ul style="list-style-type: none"> DRI Funding Private Financing 	Summer 2023	Summer 2024	0
5	Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends	Launch a pilot project jointly funded between the Villages of Haverstraw and Ossining to provide weekend ferry service each weekend from April to October.	Village of Haverstraw	\$490,000	\$100,000	<ul style="list-style-type: none"> DRI Funding Village Funding Village of Ossining Contribution 	Winter 2023/2024	Winter 2024/2025	0
6	Improve Connectivity with Construction of a Multimodal Ferry Station	Construct an approximately 750 sf shelter at the base of the NY Waterways Ferry Dock with multimodal transit options.	Village of Haverstraw	\$713,000	\$200,000	<ul style="list-style-type: none"> DRI Funding Private Financing Grants 	Spring 2023	Spring 2024	0
7	Establish Brewpub in Historic Stone Building	Repurpose ground floor of Stone Building as brewery and restaurant for the Stoneyard Brewing Company.	Ginsburg Development Companies LLC	\$3,057,000	\$665,000	<ul style="list-style-type: none"> DRI Funding Private Financing 	Spring 2023	Fall 2024	37
8	Revitalize 49 West Broad Street with New Mixed-Use Development	Redevelop of blighted site with a 5-story mixed-use building with 55 residential units, café and community space.	Village Square at Haverstraw LLC	\$11,265,000	\$1,677,000	<ul style="list-style-type: none"> DRI Funding Private Financing 	Summer 2024	Fall 2024	5-11
9	Enhance the Village's Outdoor Recreation Area	Construct two new public full-court basketball courts next to the Haverstraw Center to integrate into the surrounding park and outdoor recreation area.	Village of Haverstraw	\$562,000	\$400,000	<ul style="list-style-type: none"> DRI Funding 49 West Broad Recreation Fee Village Funding 	Spring 2023	Summer 2024	0
10	Expand and Diversify Uses at the Haverstraw Center	Construct two-story addition to the Haverstraw Center to provide state-of-the-art spaces with a video conference center, kitchen facilities, meeting rooms, and youth spaces for community activities and non-profit use.	Village of Haverstraw	\$5,310,000	\$2,350,000	<ul style="list-style-type: none"> DRI Funding CDBG ARPA 	Fall 2023	Spring 2024	0
11	Restore and Expand the Haverstraw Brick Museum	Renovate and expand the Haverstraw Brick Museum, including restoring an 1880's basement, and adding two new floors focusing on education, innovation, and research, with a new rooftop garden.	Haverstraw Brick Museum	\$2,340,000	\$1,500,000	<ul style="list-style-type: none"> DRI Funding Private Foundations Private Financing 	Fall 2023	Fall 2024	10
12	Enhance Main Street Through Installation of Four Murals	Create four murals in downtown Haverstraw at 2, 21, and 45 Main Street and 10 Rockland Street.	Haverstraw River Arts Fund Inc	\$180,000	\$180,000	<ul style="list-style-type: none"> DRI Funding 	Fall 2023	Spring 2024	0
13	Establish a Downtown Façade Restoration Fund	Establish a downtown façade restoration fund to preserve and restore commercial and mixed-use buildings the downtown.	Village of Haverstraw	\$736,000	\$550,000	<ul style="list-style-type: none"> DRI Funding Village Funding 	Fall 2023	Fall 2024	0
14	Establish and Implement a Branding, Marketing, and Wayfinding Initiative	Establish and implement a branding and marketing initiative with wayfinding signage to help support local owned businesses, boost tourism, enhance placemaking, and encourage walkability.	Village of Haverstraw	\$350,000	\$300,000	<ul style="list-style-type: none"> DRI Funding Village Funding 	Spring 2023	Spring 2025	0



Create Educational Opportunities Through Installation of Harriet Tubman Statue

The installation of a permanent Harriet Tubman statue in the Haverstraw African American Memorial Park will showcase the rich culture and contributions of African American people in the Village of Haverstraw and the region. The statue will be a regional attraction, encouraging visitors and residents to learn more about this important history while generating more economic activity in downtown.

DRI Funding Request

\$201,000

Total Project Cost

\$201,000

Project Description

The Haverstraw African American Connection (HAAC) proposes to install a permanent statue of Harriet Tubman called *Beacon of Hope* in the Haverstraw African American Memorial Park. The park has hosted temporary statues, including the nationally traveling *The Journey to Freedom* sculpture, and HAAC now proposes to install a permanent statue. The artist is Wesley Wofford, the same sculptor who created *The Journey to Freedom*. That project also includes upgrades to the park, such as lighting, accessible pathways around the statues, security cameras, fence improvements, landscaping, and seating.

PROJECTS PROPOSED FOR DRI FUNDING

The *Journey to Freedom* statue was displayed in Haverstraw for nearly two months in 2021 and attracted more than 14,000 visitors. It provided an opportunity for the local community and visitors to engage with the history of Harriet Tubman and her role in freeing enslaved people. It also helped the local community engage with the history of the African-American community in Haverstraw and the surrounding region. A permanent statue, *Beacon of Hope*, will continue to encourage more conversation and education about the history and present-day importance of the African-American community in the village and the region.

A statement about the sculpture from the artist:

Harriet Tubman has been the “Beacon of Hope” for over 200 years for generations of Americans. While Harriet used the North Star to navigate out of bondage, she then became the compass rose to the thousands of enslaved who followed her guiding light to freedom. The sculpture depicts Harriet reaching down through time to the future offering a “generational key” of inner strength for others to forge their own destiny as she did.

Project Location

The Haverstraw African American Memorial Park is located at the corner Jefferson Street and Clinton Street in the Village of Haverstraw.



Project Sponsor and Property Owner

The project sponsor is the Haverstraw African American Connection. The park is owned by the Village of Haverstraw and maintained by HAAC. The Village agrees to let HAAC install the statue, lighting, security equipment, landscaping, hardscaping, and other improvements as needed to improve the park. HAAC will continue to maintain the site. HAAC will own the statue and will place it in the park per an MOU or lease agreement with the Village.

Capacity

HAAC, a non-profit 501c3 organization, will oversee the installation, management, and maintenance of the Harriet Tubman statue. HAAC created the Haverstraw African American Memorial Park and neighboring playground in 2016, transforming a vacant site into a playground and a memorial park with seating, decorative pavement, a fountain, landscaping, sculptures, signage, and views of the Hudson River. The park also contains a kiosk with displays about local history, the birth of Haverstraw's African-American churches, and the African diaspora. A nationally traveling statue entitled *The Journey to Freedom* by sculptor Wesley Wofford was temporarily located in the Haverstraw African American Memorial Park from April 20, 2021 to June 7, 2021, drawing approximately 14,000 visitors to the site. HAAC oversaw, managed, and maintained this temporary statue. HAAC has since managed the installation of other temporary and permanent sculptures in the park. HAAC also carries out ongoing community service projects, such as hosting school groups visiting the Haverstraw African American Memorial Park, mask distribution events, backpack giveaways, and Juneteenth events. HAAC has an ongoing partnership with the Holocaust Museum Center for Tolerance and Education, including hosting shared events and an African American exhibit at the Holocaust Museum at Rockland Community College.

Project Partners

As the owner of the park, the Village of Haverstraw is a partner for this project.

Strategies

DRI Strategies

- Assist non-profit organizations to enhance and expand the cultural, artistic and historic assets of the community.
- Improve the sense of place and create a more visually appealing downtown through building façade improvements, unified branding, marketing, and wayfinding, public art, and streetscaping improvements.
- Create and enhance attractions to draw residents and visitors into the downtown to support local businesses.

REDC Strategies

- Enhance the natural, historic, and cultural assets of the region, resulting in improved quality of life for residents and increasing tourism in the region.

Decarbonization Strategies and Benefits

Decarbonization strategies are not required for this project.

Anticipated Revitalization Benefits

Short-Term Benefits

Installation of the Harriet Tubman statue and surrounding landscaping, lighting, pathway, and other amenities will improve the Haverstraw African American Memorial Park.

Long-Term Benefits

In the long-term, the statue will likely draw local and regional visitors to the park and the village. The hosting of the temporary Harriet Tubman statue was a significant event for the village, attracting approximately 14,000 visitors over a two-month period. Increased visitation to the park will broaden the education and cultural efforts of HAAC and will draw tourists and residents to the downtown, who may then patronize local businesses.

Project Synergies

The *Beacon of Hope* statue adds another rich cultural attraction to the village. Continued investment in downtown resulting from this project and the following proposed DRI projects will create or enhance cultural attractions that could spur additional investment, draw tourists, and foster a sense of pride and community in the Village of Haverstraw:

- Enhance Main Street Through Installation of Four Murals
- Restore and Expand Haverstraw Brick Museum
- Extend Public Waterfront Sculpture Trail

The DRI project “Establish and Implement a Branding, Marketing and Wayfinding Initiative” will also promote these cultural assets and link them together. Together, these projects work toward common goals of celebrating Haverstraw, improving conditions for residents, supporting and growing local businesses, boosting tourism, and encouraging walkability.

Public Support

Feedback from the public during community outreach efforts and LPC meetings expressed support for this project throughout the DRI planning process. The temporary *The Journey to Freedom* sculpture received an overwhelming positive public response and generated an increase in tourists who intentionally traveled to Haverstraw to learn about previously untold local and county history. The sculpture drew over 14,000 people, including local and international visitors, as well as students from Rockland, Westchester, and Bergen County schools.

“It will expose and educate residents about rich history from African Americans.”

“Important for the community.”

PROJECTS PROPOSED FOR DRI FUNDING

Jobs Created

No jobs will be created by this project.

Project Budget and Funding Sources

Activity	Amount	Funding Source	Status of Funds
Acquisition of Sculpture	\$150,000	DRI Funds	Requested
Packaging/Transportation	\$7,000	DRI Funds	Requested
Sculpture Installation	\$14,000	DRI Funds	Requested
Security Cameras	\$5,000	DRI Funds	Requested
Park Improvements	\$25,000	DRI Funds	Requested
Total Project Cost			\$201,000
Total DRI Funding Request			\$201,000
Total Other Sources of Funding			\$0
% Requested of Total Project Costs			100%

Feasibility and Cost Justification

The project sponsor obtained the cost of the statue from the sculptor and has previously worked with the sculptor when bringing the temporary Harriet Tubman sculpture to the park. Other costs were estimated based on the experience of bringing temporary and permanent sculptures to the park and estimates from various vendors.

Installing the Harriet Tubman statue in the Haverstraw African American Memorial Park will beautify and improve the park while providing educational opportunities for residents and visitors. It is expected that the statue will draw additional visitors to the park and to the village who may patronize downtown businesses and other cultural attractions.

Regulatory Requirements

This project does not require any municipal approvals other than approval to make improvements to the park, which has been obtained from the Village.

PROJECTS PROPOSED FOR DRI FUNDING

Images of Current and Proposed Conditions

Existing conditions



Proposed conditions



PROJECTS PROPOSED FOR DRI FUNDING

Temporary *The Journey to Freedom* sculpture at Haverstraw African American Memorial Park



Timeframe for Implementation and Project Readiness

Project Stage	Timeframe
Procure and Transport Statue	9 Months
Park Preparation and Landscaping	2 Months
Statue Installation	1 Month
Total Timeframe	12 Months



Extend Public Trail and Stabilize Shoreline to Support Reuse of Chair Factory Site

Extension of the Henry Hudson Quadricentennial Promenade (HHQP) and shoreline stabilization at the former Chair Factory site will open the site for public access and allow for transformational, mixed-use redevelopment of a prominent, vacant waterfront parcel.

DRI Funding Request

\$4,000,000

Total Project Cost

\$8,960,000

Project Description

The Village proposes to extend the Henry Hudson Quadricentennial Promenade (HHQP) and stabilize the shoreline on the Hudson River waterfront at the former Chair Factory site, located at the eastern end of Main Street. The HHQP is a pedestrian trail, mostly along the waterfront, currently under development by the Village of Haverstraw. Upon completion, the trail will connect with the rest of the village waterfront trail and contribute to the New York State effort to create a continuous linear pedestrian pathway from New York Harbor to Albany on both shores of the Hudson River. The Village received a New York State Department of State grant of \$1 million in 2010 to begin the creation of the trail, which has been designed and is partially constructed. The proposed extension of the HHQP will extend the trail from where it currently ends at the northern terminus of Liberty Street to Emeline Park. The Chair Factory portion of the trail will consist of approximately 2,000 linear feet of concrete pavers and 1,000 linear feet of boardwalk along the waterfront, with a portion of boardwalk proposed over Bowline Pond. The expansion of the HHQP

PROJECTS PROPOSED FOR DRI FUNDING

waterfront path on the Chair Factory site is materially challenged with drastic topographic changes whereby accommodation of handicapped accessibility requires extending the path over the water to maintain reasonable grading.

Shoreline stabilization around the Chair Factory site will stabilize the shoreline, prevent erosion, improve local water quality, and absorb wave energy from the Hudson River. This activity is essential to allow for private development and the creation of public amenities, including the HHQP on this site. Shoreline stabilization will consist of rip-rap treatment along the Hudson River and native, non-invasive wetlands plantings along Bowline Pond. This work will protect the HHQP, allowing pedestrian access to the waterfront and the rest of the former Chair Factory site, priming the site for private development with public amenities, including the HHQP, open space, and waterfront recreation.

Development of the former Chair Factory site is a critical component of the Village's Comprehensive Plan 2021 Update and the Village's efforts to add vitality to the downtown and its waterfront. The Village purchased the nine-acre vacant site in 2007 and over the past two years has held Request for Qualification and Proposal processes that resulted in the recent selection of a development team led by MPact Collective to redevelop the site. Through its partnership with the Village, the development team is proposing a mixed-use, mixed-income, walkable development of approximately 600,000 square feet, including 434 units, approximately 40% of which will be mixed-income affordable housing, 10,800 square feet of event and museum space, 14,500 square feet of retail space, and 70,200 square feet of hotel space. This development will bring Haverstraw residents to the waterfront, provide housing opportunities at a variety of prices, provide critical public open space and waterfront amenities, and assist in revitalizing Haverstraw with new commercial and cultural uses, along with a hotel.

Shoreline stabilization and extending the HHQP will also enable the future development on the site to include waterfront recreation. As part of the redevelopment of the site, MPact Collective has proposed recreational waterfront activities such as kayaking, canoeing, and fishing. While the exact location has not been determined, the Bowline Pond section of the waterfront is likely the best area to achieve water entry because there is less tidal action, and it is safer for water recreation than the Hudson River. These activities will be supported by this proposed project.

Project Location

The former Chair Factory site is located on a peninsula at the eastern terminus of Main Street to the south and the terminus of Liberty Street to the north.



Project Sponsor and Property Owner

The project sponsor and site owner is the Village of Haverstraw. The proposed extension of the HHQP and shoreline stabilization will be implemented collaboratively with MPact Collective and their development team. The Village will retain ownership of the shoreline and HHQP after the development of the remainder of the former Chair Factory site by MPact Collective. MPact Collective will acquire the remainder of the Chair Factory site from the Village.

Capacity

The project will be managed by the Village of Haverstraw. The Village contracts with professional planning and engineering firms who will assist Village staff with project implementation and management. With the assistance of these firms, the Village has spearheaded several revitalization efforts including a comprehensive plan update in 2021, complex private waterfront and downtown development, and public improvements, such as streetscapes and park improvements. The Village has managed 14 years of CDBG grants (averaging above \$100,000 yearly); a \$5 million NYSDOT Streetscapes grant (with an almost \$1 million match); numerous member items ranging from approximately \$25,000 to \$200,000; DEC grants, DOS grants, NYS Courts grants, and a Federal SAFER grant. Most of grants either had a match or the cost exceeded the grant amount, and the Village covered the difference.

Construction, operation, and maintenance of the entire Chair Factory site, including this portion of the HHQP and the shoreline, will be performed by MPact, a development entity with an extensive mixed-use and public-private partnership portfolio. The Village and MPact are currently drafting a Memorandum of Understanding (MOU) regarding final ownership, and construction and maintenance responsibilities on the site. Should the arrangement with MPact not move forward, the Village is committed to constructing, operating, and maintaining the shoreline and HHQP extension to open the long-vacant site to the public and to incentivize redevelopment of the entire site.

Project Partners

The Village of Haverstraw will work in partnership with MPact Collective and their development team to implement the proposed project.

Strategies

DRI Strategies

- Create and enhance attractions to draw residents and visitors into the downtown to support local businesses.
- Encourage the development of new businesses in vacant and underutilized locations to bring new job opportunities to the village.
- Expand multimodal connections in the village by increasing ferry service, building multimodal capacity, and extending the Henry Hudson Quadracentennial Promenade along the waterfront.
- Support public and private waterfront improvements that provide public amenities and linkages to downtown.
- Stimulate the development of private, mixed-income housing development by leveraging publicly-owned properties and resources.
- Promote public/private partnerships to ensure that new private development incorporates improvements that serve the public and strengthen the downtown.
- Create and enhance spaces for local gathering, community events, social interaction, and recreational opportunities through the reuse of vacant and underutilized properties.

REDC Strategies

- Support downtown revitalization and increased community and regional connectivity through planning and infrastructure initiatives, particularly in distressed communities.

Decarbonization Strategies and Benefits

Decarbonization strategies are not required for this project. However, a principal goal of the mixed-use development project is to develop a bike and pedestrian-friendly campus with connections to the downtown to reduce vehicle trips. The project will include a modified living shorelines approach to restoration which will result in additional wetlands. Wetlands store carbon and buffer shoreline communities from climate-related extreme weather.

Further, the developer, MPact, is committed to developing a campus that complies with the NYStretch Energy Code. MPact is also considering an Enterprise Green Communities certification, which will serve as the framework for the construction of high-performing buildings. The project’s design will rely on a holistic energy approach that begins with

passive energy reduction strategies such as building massing, solar orientation to views, and natural light, and then continues with high-efficiency mechanical systems and a tight high-performance building envelope design. While decarbonization strategies are not required for the proposed DRI project of shoreline stabilization and the extension of the HHQP, MPact is committed to energy efficiency and constructing a campus that will help New York State meet its decarbonization goals.

**Anticipated
Revitalization
Benefits**

Short-Term Benefits

The construction of a pedestrian walkway and associated shoreline stabilization around the peninsula will immediately improve public access to the Hudson River and activate the village’s waterfront. The path will link two existing sections of the Henry Hudson Quadricentennial Promenade, which are currently west of the proposed Chair Factory development site and south of the site beginning at Emeline Park. With the completion of this path and the privately-funded path around the Admirals Cove development, the village will have dramatically increased public access to the Hudson River.

The benefits of the shoreline stabilization component are that it helps maintain the structural integrity of shore, slowing erosion. The living shoreline segment will offer these same structural benefits while also providing a habitat for fish and wildlife, filtering stormwater runoff before it enters the Hudson River, and acting as a natural retention basin for storage of floodwaters. Without shoreline stabilization, private development of this site and the construction of the waterfront promenade are less feasible.

Long-Term Benefits

A stabilized shoreline and connected waterfront promenade dramatically enhance the private development opportunities for the former Chair Factory site and unlock substantial economic and social benefits. This public improvement project will leverage approximately \$250 million in the direct construction of a 600,000 square foot mixed-use development. This development will include an estimated 434 residential units, approximately 40% of which are mixed-income affordable housing units. The development also includes 11,000 square feet of event and museum space, 14,500 square feet of retail space, and 70,200 square feet of hotel space. It is estimated that this project will create over 3,000 jobs over 20 years, produce approximately \$20 million in new tax revenues over 20 years, and increase the local purchasing power by an estimated \$250 million over 20 years. This development, supported by the shoreline stabilization and waterfront promenade public improvements, will contribute to Haverstraw’s goal of becoming a destination in the region, which will bring increased activity and spending in the economy from visitors and residents.

Another long-term benefit of shoreline stabilization is that the proposed wetlands expansion will support a larger tidal marsh ecosystem, which extends into the Towns of Haverstraw and Stony Point, creating additional shoreline protection in the region.

Project Synergies

A public waterfront walkway supported by shoreline stabilization will make the Chair Factory redevelopment more feasible, and it will work with other proposed DRI projects to enhance downtown Haverstraw.

- Extend Public Waterfront Sculpture Trail
- Improve Connectivity with Construction of a Multimodal Ferry Station
- Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends
- Establish and Implement a Branding, Marketing, and Wayfinding Initiative

Each of these projects will be synergistic with any of the other proposed waterfront DRI projects as they all enhance the Haverstraw waterfront as a community asset and attraction. The Haverstraw waterfront has long been underutilized, and each of these projects will help activate the waterfront and revitalize downtown Haverstraw. Pedestrian access to the Chair Factory site will be provided at the eastern terminus of Main Street, further drawing residents and visitors through downtown Haverstraw and ensuring additional benefits to downtown DRI projects such as:

- Activate the Main Street Pocket Park
- Restore and Expand Haverstraw Brick Museum
- Enhance Main Street Through Installation of Four Murals
- Establish a Downtown Façade Restoration Fund

Public Support

Feedback from the public during community outreach efforts and LPC meetings expressed support for this project throughout the DRI planning process and during the Village’s 2021 Comprehensive Plan Update planning process, which included extensive public outreach.

“ Big plus to develop Chair Factory site. ”

“ Like the design. ”

Jobs Created

Full-time jobs will not be created by this project; however, the project will allow for the development of the former Chair Factory site with a mixed-use development that will provide approximately 3,000 jobs managing the residential properties and working in the proposed commercial, museum, and hotel uses.

PROJECTS PROPOSED FOR DRI FUNDING

Project Budget and Funding Sources

The remaining costs will be paid by MPact Collective, complying with an MOU to be established between the Village and MPact Collective. MPact is also planning to apply for CFA funding for portions of this project. If redevelopment of the site by MPact Collective does not come to fruition, the Village will accept all responsibilities regarding this project, including contribution of Village funding to pay remaining amounts. Although not included in the budget below, the Village will use a grant of \$262,500 previously obtained from DOS for planning activities for this project.

Activity	Amount	Funding Source	Status of Funds
Riprap Shoreline Protection (1,500 lf)	\$3,659,000	MPact Collective Equity/ Loan	Secured
Living Shoreline (850lf)	\$656,000	DRI Funds	Requested
Boardwalk (1,000 lf)	\$3,073,000	DRI Funds: \$1,772,000 MPact Collective Equity/ Loan: \$1,301,000	Requested Secured
Pedestrian Walkway (2,000 lf)	\$1,572,000	DRI Funds	Requested
Total Project Cost			\$8,960,000
Total DRI Funding Request			\$4,000,000
Total Other Sources of Funding			\$4,960,000
% Requested of Total Project Costs			45%

While the public project of constructing portions of the HHQP and restoring the shoreline will cost approximately \$8,960,000, this work is part of a larger project to redevelop the Chair Factory site. The below budget is for the entire project, including the Village’s component (extension of the HHQP and shoreline restoration), and construction of 434 residential units, 10,800 square feet of event and museum space, 14,500 square feet of retail space, 70,200 square feet of hotel space, additional open space and public amenities, and access improvements to the site. Any costs not covered by DRI will be paid by MPact Collective through equity, loans, and other grants that MPact Collective may apply for.

PROJECTS PROPOSED FOR DRI FUNDING

Activity	Amount	Funding Source	Status of Funds
Riprap shoreline, living shoreline, boardwalk, and pedestrian walkway	\$8,960,000	DRI Funds: \$4,000,000 MPact Collective Equity/ Loan: \$4,960,000	Requested Secured
Other sitework, utilities, Liberty Street extension	\$9,302,000	MPact Collective Equity/Loan	To be funded
Phase 1 (market rate units) hard costs, acquisitions, soft costs, financing costs	\$105,763,000	MPact Collective Equity/Loan	To be funded
Phase 2 (affordable units) hard costs, acquisitions, soft costs, financing costs	\$82,129,000	MPact Collective Equity/Loan	To be funded
Phase 3 (hotel) hard costs, acquisitions, soft costs, financing costs	\$47,512,000	MPact Collective Equity/Loan	To be funded
Total Project Cost			\$253,666,000
Total DRI Funding Request			\$4,000,000
Total Other Sources of Funding			\$249,666,000
% Requested of Total Project Costs			2%

Regulatory Requirements

The improvements will be pursued through a public/private partnership between the Village of Haverstraw and the Chair Factory development team, led by MPact Collective with the expectation that the efficiencies of both public and private industry approaches and reach will materially expedite implementation. The project will conform with State floodplain management regulations. The following permits will be needed for the proposed extension of the HHQP and shoreline stabilization:

- NYSDEC—Water Quality Certification and Excavation and Fill in Navigable Waters
- USACE—The shoreline stabilization work can be covered under NWP #13 and extension of the boardwalk over the water will likely require an Individual Section 10 permit for a new structure
- NYSDOS—Coastal Consistency Review
- Local Site Civil and SEQRA approvals (possible short form EAF), which will be prepared separately from the approvals required for full redevelopment of the site but in a manner which would be considered project segmentation.

Images of Current and Proposed Conditions

Existing conditions



PROJECTS PROPOSED FOR DRI FUNDING

Rendering of site, including shoreline and HHQP extension, at full build-out of the redevelopment project



Timeframe for Implementation and Project Readiness

Project Stage	Timeframe
Survey and civil engineering work	4 months
Permits and DEC/State coordination	22 months
Construction bidding/selection	4 months
Construction	21 months
Total Timeframe	32 months*

* The number of months in the Timeframe column only add to 32 months because most of the permitting and DEC/State coordination will take place concurrently with other project stages.



Activate the Main Street Pocket Park

Renovations to the existing park will increase opportunities for community socialization and passive recreation within downtown Haverstraw, while improving the visual appearance of Main Street.

DRI Funding Request

\$250,000

Total Project Cost

\$350,000

Project Description

The Village of Haverstraw proposes to renovate an existing public park at the corner of Rockland and Main Streets. This pocket park is an important part of downtown Haverstraw, offering respite and a place for community gathering in a dense downtown. However, the park lacks the amenities or design to serve the community in a meaningful way. The existing park consists of a single, diagonal path connecting the two entrances, a single bench, and light landscaping (lawn, young trees, and shrubs). Per the Village, the park is not well used and is primarily used for dog walking. Overall, the park is small in size at 2,400 square feet, giving it the designation of a “pocket park.”

The Village proposes to activate the park by redesigning it to include a hardscape plaza with built-in and movable seating, tables for games and dining, improved landscaping, a small stage, and a pavilion or light shade structure to add a focal point. The proposed improvements are designed to allow the community to safely gather in the space for passive recreation, special events and regular activities, and provide a space for outdoor dining given the limited opportunities to do so in the downtown, while improving the appearance and encouraging pedestrian traffic on Main Street.

PROJECTS PROPOSED FOR DRI FUNDING

Project Location

The proposed project will occur at the existing pocket park located at the corner of Main and Rockland Streets.



Project Sponsor and Property Owner

The project sponsor and owner is the Village of Haverstraw, which will oversee the design selection, planning, execution, and maintenance of the pocket park. The Village already owns and maintains the existing park, so no real property acquisition is required.

Capacity

The Village of Haverstraw will be overseeing the implementation and maintenance of the proposed project. The Village contracts with professional planning and engineering firms that will assist Village staff with project implementation and management. In recent years, the Village has completed several public improvement projects, including new streetscaping and park improvements, such as the newly installed fitness court next to the Haverstraw Center. The Village has extensive grant management experience, having managed 14 years of CDBG grants (averaging above \$100,000 yearly); a \$5 million NYSDOT Streetscapes grant (with an almost \$1 million match); numerous member items ranging from approximately \$25,000 to \$200,000; DEC grants, DOS grants, NYS Courts grants, and a Federal SAFER grant. The Village has successfully met the match requirement on all of these grants and been able to cover additional costs beyond grant amounts if needed. The Village of Haverstraw Department of Parks and Recreation will operate and maintain the park.

Project Partners

No project partners have been identified for this project.

Strategies

DRI Strategies

- Improve the sense of place and create a more visually appealing downtown through building façade improvements, unified branding, marketing, and wayfinding, public art, and streetscaping improvements.
- Create and enhance attractions to draw residents and visitors into the downtown to support local businesses.
- Create and enhance spaces for local gathering, community events, social interaction, and recreational opportunities through the reuse of vacant and underutilized properties.

REDC Strategies

- Support downtown revitalization and increased community and regional connectivity through planning and infrastructure initiatives, particularly in distressed communities.
- Enhance the natural, historic, and cultural assets of the region, resulting in improved quality of life for residents and increasing tourism for the region.

Decarbonization Strategies and Benefits

Decarbonization strategies are not required for this project. The pocket park will encourage pedestrian traffic in the downtown, assisting in reducing automobile travel. All landscaping in the park will contain native plants to ensure sustainability and lower maintenance requirements.

**Anticipated
Revitalization
Benefits**

Short-Term Benefits

Once renovations to the pocket park are complete, there will be an immediate aesthetic improvement to the downtown. People living in the immediate area will use the space as soon as it is constructed. Additional visitors to the park may increase patronage at nearby businesses, and the outdoor seating and tables may provide outdoor dining opportunities that can aid local eateries that do not have their own outdoor seating.

Long-Term Benefits

Given time, the pocket park will become a gathering point for residents. Whether socialization occurs through passive recreation or community events, the park can provide a long-term social benefit to the downtown community. The park is also envisioned as a tool for the downtown economy by providing an outdoor space for dining. As such, long-term economic benefits are anticipated for downtown Haverstraw as a result of the project.

Project Synergies

A reconfigured pocket park will benefit the downtown economy by providing an improved aesthetic experience and offering a place for gathering, recreation, and dining. Other DRI projects that will contribute to this effort include:

- Establish a Downtown Façade Restoration Fund
- Restore and Expand Haverstraw Brick Museum
- Establish and Implements a Branding, Marketing and Wayfinding Initiative
- Enhance Main Street Through Installation of Four Murals

“Enhance Main Street Through Installation of Four Murals” will be particularly synergistic because the building wall that abuts the park is one of the proposed mural locations. These projects will work together to beautify and create increased interest in the area.

**Public
Support**

Feedback from the public during community outreach efforts and LPC meetings expressed support for this project throughout the DRI planning process . The Village will seek additional community input while designing the pocket park.

“No brainer, need to develop a universal space.”

“I like it to lighten up the community, put an artistic touch to it.”

PROJECTS PROPOSED FOR DRI FUNDING

Images of Current and Proposed Conditions

Existing conditions



Proposed conditions



PROJECTS PROPOSED FOR DRI FUNDING

Jobs Created

No new jobs will be created by this project.

Project Budget and Funding Sources

Activity	Amount	Funding Source	Status of Funds
Site prep	\$18,000	DRI Funds	Requested
Paver system	\$91,000	DRI Funds	Requested
Planting bed and plantings	\$24,000	DRI Funds	Requested
Pavilion/Shade Structure	\$84,000	DRI Funds	Requested
Stage raised platform	\$24,000	DRI Funds	Secured
Bench and built-in seating and built-in tables	\$61,000	Village of Haverstraw	Secured
Lighting and outlets	\$30,000	Village of Haverstraw	Secured
Drainage	\$18,000	DRI Funds: \$9,000	Requested
		Village of Haverstraw: \$9,000	Secured
Total Project Cost			\$350,000
Total DRI Funding Request			\$250,000
Total Funding from Other Sources			\$100,000
% Requested of Total Project Costs			71%

Feasibility and Cost Justification

Cost estimates were prepared by a professional construction cost estimating firm based on industry experience. Cost estimate includes contingency and cost escalation factors.

Improvements to the pocket park will transform a rarely used park into a welcoming and relaxing park space with tables for games and dining as well as attractive landscaping. The new, inviting space will bring people to the park, increasing foot traffic on Main Street and Broadway and increasing patronage at local businesses. Local food establishments that offer takeout food and beverages will increase sales due to the new opportunities for outdoor dining, which the village currently lacks.

PROJECTS PROPOSED FOR DRI FUNDING

Regulatory Requirements

This project involves the renovation of an existing pocket park owned by the Village of Haverstraw. No approvals or permits will be needed for this project.

Timeframe for Implementation and Project Readiness

Project Stage	Timeframe
RFP development and bid process	3 Months
Design Selection and Community Engagement	3 Months
Construction	6 Months
Total Timeframe	12 Months



Extend Public Waterfront Sculpture Trail

The installation of sculptures along a public waterfront promenade will create a scenic attraction for residents and tourists and enhance the area around the Haverstraw ferry station.

DRI Funding Request

\$200,000

Total Project Cost

\$500,000

Project Description

The proposed waterfront sculpture trail will be an extension to an existing public sculpture trail built as part of the Waterfront at Harbors community. The trail extension will be built as part of the Admirals Cove development, which is currently under construction through Ginsburg Development Companies (GDC), the property owner and project sponsor. Upon completion, ownership or a public easement of the trail will be transferred to the Village of Haverstraw so that the trail remains permanently open to the public. DRI funds will be used to purchase and install sculptures to create an artistic trail unique to the region. The curation process will include engaging an art curator and community representatives and obtaining community input. The sponsor intends to purchase sculptures from local artists to the extent feasible. The trail will increase the public's access to Haverstraw's shoreline, increase local connectivity, and encourage regional tourism.

Project Location

The proposed sculptures will be placed along a trail that will be located along the shoreline surrounding the ferry landing. It will begin at the southern edge of the cove generally near the intersection of West Street and Maple Avenue and connect to the existing trail at Round Pointe Drive.

PROJECTS PROPOSED FOR DRI FUNDING



Project Sponsor and Property Owner

The project sponsor is Ginsburg Development Companies (GDC), LLC. The site owner is Admirals Cove Holdings LLC, a subsidiary of GDC. Upon completion of construction, GDC will either transfer ownership of the trail to the Village or grant the Village an easement, ensuring public access. The sculptures will be owned by the project sponsor. Maintenance of the trail and sculptures will be determined by GDC and the Village.

Capacity

GDC is a development firm with more than 50 years of experience in developing and managing properties, including several waterfront properties, in the Hudson Valley. GDC previously developed a waterfront park, with sculptures, in Ossining and the adjacent sculpture trail at the Waterfront at Harbors that will connect to the proposed project. GDC has experience managing State grants, such as an NYS Office of Parks, Recreation, and Historic Preservation, Environmental Protection Fund grant, which paid for 50% of the first phase of the waterfront sculpture trail that was constructed as part of Waterfront at the Harbors.

Project Partners

GDC will work with the Village of Haverstraw, an art curator, and a selection committee comprised of community members to select the sculptures. GDC will also coordinate with Village staff on the method by which the sculpture trail will be made permanently open to the public either by acquisition or easement.

Strategies

DRI Strategies

- Improve the sense of place and create a more visually appealing downtown through building façade improvements, unified branding, marketing, and wayfinding, public art, and streetscaping improvements.
- Create and enhance attractions to draw residents and visitors into the downtown to support local businesses.
- Expand multimodal connections in the village by increasing ferry service, building multimodal capacity, and extending the Henry Hudson Quadricentennial Promenade along the waterfront.
- Support public and private waterfront improvements that provide public amenities and linkages to downtown.
- Promote public/private partnerships to ensure that new private development incorporates improvements that serve the public and strengthen the downtown.

REDC Strategies

- Support downtown revitalization and increased community and regional connectivity through planning and infrastructure initiatives, particularly in distressed communities.
- Enhance the natural, historic, and cultural assets of the region, resulting in improved quality of life for residents and increasing tourism in the region.

Decarbonization Strategies and Benefits

This project does not require decarbonization strategies.

**Anticipated
Revitalization
Benefits**

Short-Term Benefits

An extension of the waterfront sculpture trail will immediately beautify the waterfront area around the ferry station and public realm by cultivating a sense of place. Placing sculptures on the to-be-constructed waterfront promenade extension at the Admirals Cove site, a project separate from DRI, will create a more inviting and pedestrian-friendly waterfront. This centrally located extended sculpture trail will also serve as a visual connection between the existing, but less visible Haverstraw Waterfront Promenade Park. This park, which is located along the waterfront at the adjacent Waterfront at Harbors development, already has sculptures. Because this new segment of the trail at the Admirals Cove site will have higher visibility, be located adjacent to the ferry terminal, and be more accessible to the general public, the entire promenade will likely experience increased use by residents and visitors.

Long-Term Benefits

In the future, the extended waterfront sculpture trail will play a key role in the redevelopment of Haverstraw’s waterfront and ferry landing. When arriving by ferry to Haverstraw, residents and tourists are currently greeted by an uninviting parking lot. The sculpture trail will improve this gateway for residents and encourage visitation by tourists. A sculpture trail will help transform the waterfront into a destination for residents and visitors, similar to many other Hudson River communities that have used public art to enhance their waterfronts and make them into destinations. Unique sculptures will be a key component to Haverstraw by creating a destination waterfront that will bring more people to the community who will also patronize local businesses and appreciate Haverstraw’s unique history. This extended trail could also encourage support for artistic and cultural resources throughout the community. Additionally, because adding sculptures along this trail makes the area more pedestrian-friendly, this project will help support healthy lifestyles.

Project Synergies

Extending the waterfront sculpture trail has the potential to be synergistic with several other proposed DRI projects, many of which will energize the waterfront and the historic downtown center:

- Extend Public Trail and Stabilize Shoreline to Support Reuse of Chair Factory Site
- Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends
- Improve Connectivity with Construction of Multimodal Ferry Station
- Enhance Main Street through Installation of Four Murals

In addition to the beautification and pedestrian benefits of the waterfront sculpture trail, this project will complement these other DRI projects by transforming the Haverstraw waterfront into a dynamic and vibrant area. The extended sculpture trail will change an underutilized waterfront into a destination, with this project specifically beautifying the

PROJECTS PROPOSED FOR DRI FUNDING

waterfront and providing places of interest along the waterfront. It will contribute to the existing and proposed artistic and cultural resources in downtown including the proposed murals, the Harriet Tubman statue at the Haverstraw African American Park, and the Haverstraw Brick Museum.

Public Support

Feedback from the public during community outreach efforts and LPC meetings expressed support for this project throughout the DRI planning process.

“Sculpture adds to appeal of area—classy.”

Jobs Created

No new jobs will be created by this project.

Project Budget and Funding Sources

Activity	Amount	Funding Source	Status of Funds
Purchase of Sculptures	\$380,000	DRI Funds: \$200,000	Requested
		GDC: \$180,000	Secured
Sculpture Installation	\$120,000	GDC	Secured
Total Project Cost			\$500,000
Total DRI Funding Request			\$200,000
Total Other Sources of Funding			\$300,000
% of Total Project Cost			40%

Feasibility and Cost Justification

The cost of sculptures depends on the sculptor, size, and design. The costs provided are an estimate based on GDC’s prior experience with purchasing sculptures for similar parks. GGDC provided a current catalog of sculptures that will be similar to the sculptures proposed for the waterfront trail. The catalog includes six sculptures ranging in price from \$15,660 to \$104,000, for an average sculpture price of approximately \$62,000. Assuming installation costs of approximately \$20,000 per sculpture and an average price of \$62,000, approximately six sculptures could be purchased and installed, though the final number of sculptures will be determined after the sculptures are selected and priced.

PROJECTS PROPOSED FOR DRI FUNDING

GDC will construct the public trail/promenade, regardless of DRI funding, as part of the Admirals Cove development. The purchase and installation of sculptures on the trail will enhance the trail and area surrounding the ferry terminal, create a waterfront destination, and extend an already started sculpture trail to the south of the site. Additionally, the sculpture trail will work in tandem with the potential expansion of ferry service to the weekends and the proposed ferry station to transform the area into a tourist and resident destination.

Regulatory Requirements

GDC has already begun the construction of the Admirals Cove apartment community which included the trail in the municipal approval process. As such, no approvals or permits will be needed for this project. GDC will establish a selection committee for the sculptures, comprised of members of the community.

Images of Current and Proposed Conditions

Existing conditions



PROJECTS PROPOSED FOR DRI FUNDING

Proposed sculpture locations



Existing Sculptures on the sculpture trail at Waterfront at the Harbors



PROJECTS PROPOSED FOR DRI FUNDING

Existing Sculpture on the sculpture trail at Waterfront at the Harbors



Timeframe for Implementation and Project Readiness

Project Stage	Timeframe
Construction of trail	6 Months
Selection and purchase of sculptures	4 Months
Installation of sculptures	2 Months
Total Timeframe	12 Months



Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends

Launching a pilot project to expand the Haverstraw-Ossining ferry service to the weekends will allow the Villages of Haverstraw and Ossining to determine the overall demand and viability of weekend ferry service. The ferry currently only operates during the weekdays to serve commuters. Expanding service to the weekends will serve tourists and residents, benefiting both villages by creating an additional tourist attraction and the opportunity for tourists to visit local businesses and cultural attractions.

DRI Funding Request

\$100,000

Total Project Cost

\$490,000

Project Description

The Villages of Haverstraw and Ossining are currently connected by a weekday ferry service operated by New York Waterway. Given the proximity of the Village of Ossining’s ferry stop to the Ossining Metro-North Railroad Station, the weekday service is especially valuable for Haverstraw-based residents seeking access to New York City via Grand Central Station. However, the current service only operates on weekdays during peak commuting hours.

In order to make their downtowns more accessible to each other as well as the larger regional population, the Villages of Haverstraw and Ossining seek to expand the existing

PROJECTS PROPOSED FOR DRI FUNDING

NY Waterway service to include weekends. DRI funding will be used to support a weekend pilot program that will begin in mid-April 2024 and continue to October 2024. Hourly service will be provided on Saturdays and Sundays for an estimated 50 weekend days over a period of 25 weeks.

The program is aimed at increasing the patronage of both villages' commercial establishments as well as increasing visitation by tourists to their downtowns and waterfronts. Although the program is only a pilot program, the program will be closely evaluated to determine the feasibility of making the service permanent.

As will be defined in a Memorandum of Understanding between the Villages, the program will be jointly managed by the Villages, while the service will be operated under contract with NY Waterway with support from MTA Metro-North Railroad. Key implementation steps for the project include: completion of a contract with NY Waterway; production of a marketing strategy for promoting the service and maximizing patronage of upland attractions; and commencement and ongoing operation of service, which will include ongoing performance evaluation of the service.

Both Villages will coordinate and set events that coincide with the weekend ferry services. These events will be identified and scheduled prior to the commencement of the pilot program. The Villages propose developing a marketing campaign with Rockland and Westchester County tourism as well as Metro-North and New York Waterway to circulate notice of the weekend ferry service and event dates. Both Villages will undertake coordinated local marketing of this program and events.

As part of the performance evaluation, a survey will be developed to distribute to riders to obtain feedback. Example survey topic areas include:

- Information on the service—How did the rider hear about the weekend services?
- Interest in the ferry—Why did the choose to take the ferry? (i.e. interest in a ferry ride, attendance at an event, transportation alternative, etc.)
- Feedback on pricing and potential pricing ranges—What are the rider's thoughts about the pricing and how much would they be willing to pay?
- Frequency of ridership—How often does the rider anticipate riding the ferry?
- Hours of operation—Are the hours of operation appropriate for the riders' needs and special events?

This program will be considered a success if one of the following scenarios comes to pass:

- At the end of the program, ticket purchases did not require any subsidy or very little subsidy. This will require 700 riders per day, as opposed to the 400 proposed in the pilot program budget. This scenario clearly demonstrates that the weekend service is viable long-term.
- On days when events were taking place, ticket purchases did not require any subsidy or very little subsidy. The scenario will demonstrate that this program could turn into weekend ferry service coinciding with events.

PROJECTS PROPOSED FOR DRI FUNDING

- On days when there were no events taking place, the weekend ferry service met the average daily weekday ridership, and on days when there were events, the weekend ferry service exceeded the average daily weekday ridership. This scenario will demonstrate interest in the weekend ferry service, but the Villages will need to determine how to make the program financially viable with the ridership it received.

Project Location

The project will link the ferry stations in the Villages of Ossining and Haverstraw through extended ferry service across the Hudson River. Both ferry stations are located within the DRI areas of their respective localities.



**Project Sponsor
and Property Owner**

The Village of Haverstraw is the sponsor for this project. The Village of Ossining is the sponsor of the same project in its DRI Strategic Investment Plan. This project will be a joint project and will be managed by both the Villages of Ossining and Haverstraw. The ferry is owned and operated by NY Waterway; however, the service will be operated under contract with both Villages.

Both ferry stations are located on public land owned by the respective locality.

Capacity

The Village Manager of Ossining and the Mayor of Haverstraw will jointly manage the project.

The Village of Haverstraw contracts with professional planning and engineering firms that will assist Village staff with project implementation and management. With the assistance of these firms, the Village has conducted several revitalization efforts including a comprehensive plan update in 2021, complex private waterfront and downtown development, and public improvements, such as streetscapes and park improvements. The Village also has experience managing small state grants, such as annual CDBG grants to larger multi-million-dollar projects such as the Village's NYSDOT Streetscapes grant.

The Village of Ossining has an extensive track record of soliciting and managing consultants for a range of planning and evaluative tasks, including for its 2021 Comprehensive Plan.

The project to expand Haverstraw-Ossining ferry service to weekends will require both Villages to draw upon many years of successful partnership with each other and with the MTA and NY Waterway to operate the existing weekday ferry service. The Villages have already begun preliminary discussions with MTA and NY Waterway about the potential establishment of a weekend ferry service. The Villages will also retain the services of a consultant to help create a promotional strategy for the expanded service and track its performance.

**Project
Partners**

The Villages of Ossining and Haverstraw will contract with NY Waterway to operate the pilot program. The MTA will also provide some assistance to the project in the form of marketing the ferry connection to the Ossining Metro-North Railroad Station. In addition, the Villages will develop a marketing strategy to ensure that the pilot project is appropriately promoted and also evaluated with regard to its potential for becoming a permanent service. The marketing campaign will be designed to include information on events and promotion of the weekend service. Both Villages will coordinate with MTA and NY Waterway on various advertising media available and identify target audiences.

Strategies

DRI Strategies

- Create and enhance attractions to draw residents and visitors into the downtown to support local businesses.
- Expand multimodal connections in the Village by increasing ferry service, building multimodal capacity, and extending the Henry Hudson Quadricentennial Promenade along the waterfront.
- Support public and private waterfront improvements that provide public amenities and linkages to downtown..

REDC Strategies

- Support downtown revitalization and increased community and regional connectivity through planning and infrastructure initiatives, particularly in distressed communities.
- Enhance the natural, historic, and cultural assets of the region, resulting in improved quality of life for residents and increasing tourism in the region.
- Grow the tourism industry in a way that is balanced and sustainable.

Decarbonization Strategies and Benefits

Decarbonization strategies are not required for this project. The service will help bring new visitors to the villages through a mass transit service rather than the automobile, helping to reduce vehicle emissions..

Anticipated Revitalization Benefits

The expansion of this service will benefit the communities on both sides of the Hudson River. The expansion of the ferry service will create an additional tourist attraction, a ferry ride across the river, and the opportunity to visit local shops and restaurants, all of which are less than a 15-minute walk from the ferry station on both sides of the river. In addition, the Village of Ossining has a restaurant located by its ferry station and a new restaurant is proposed by the Haverstraw ferry station. This will create opportunities for increased jobs and tourism in both villages.

Short-Term Benefits

Short-term benefits may include increased visitor access to the villages' waterfronts, historic downtowns, cultural attractions, and special events. The infusion of new visitors may also help increase the profitability of local businesses. Weekend ferry service will also allow residents of Haverstraw to take advantage of Metro-North services on the weekend, potentially reducing vehicle trips and encouraging regional tourism.

Long-Term Benefits

Longer-term benefits include a greater number of businesses seeking to locate in the villages and activation of underutilized buildings. Regional advertising of the additional ferry service will also result in promotion of the village itself. The availability of ferry service also carries environmental benefits by reducing the number of automobile trips generated by increased visitation, and assisting the Village of Haverstraw in its goal of promoting various modes of transportation.

PROJECTS PROPOSED FOR DRI FUNDING

Project Synergies

Two Village of Haverstraw DRI projects are proposed to improve the village’s waterfront, especially the area surrounding the existing ferry station, which will work together to provide enhanced ferry service and drive demand for weekend ferry service. These projects are:

- Improve Connectivity with Construction of a Multimodal Ferry Station
- Extend Public Waterfront Sculpture Trail

Expansion of the ferry service will also increase opportunities for visitors to explore the village’s cultural offerings, including DRI projects:

- Create Educational Opportunities Through Installation of Harriet Tubman Statue
- Enhance Main Street Through Installation of Four Murals
- Restore and Expand Haverstraw Brick Museum
- Activate the Main Street Pocket Park
- Extend Public Trail and Stabilize Shoreline to Support Reuse of Chair Factory Site

Finally, the DRI project “Establish a Branding, Marketing, and Wayfinding Initiative” will both entice visitors to take the ferry to Haverstraw and help visitors find their way to Haverstraw’s various attractions.

Public Support

During the summer of 2019, the Village of Haverstraw operated a special ferry service to help bring visitors to a special food festival it hosted on its waterfront. Ferry ridership was estimated to be as high as 3,000 visitors. Also, the public and the LPC expressed support for this project throughout the DRI planning process and during the Village’s 2021 Comprehensive Plan Update planning process, which included extensive public outreach.

“Excellent idea—people are always asking for more ferry service.”

“Very important for tourism.”

Jobs Created

The project will not generate direct jobs over the long term; however, the success of the ferry service in raising the profile of the two villages’ downtowns could lead to greater commercial investment, including job-generating local businesses.

Project Budget and Funding Sources

The total cost of the project is \$490,000 and will be paid for through a combination of DRI funding, passenger revenue, and contributions from the Village of Haverstraw and Village of Ossining.

PROJECTS PROPOSED FOR DRI FUNDING

Activity	Amount	Funding Source	Status of Funds
Operational Costs	\$410,000	Estimated Farebox Revenues: \$240,000	To be collected during operation
		Ossining DRI Funds: \$85,000	Requested
		Haverstraw DRI Funds: \$85,000	Requested
Performance Evaluation	\$50,000	Ossining DRI Funds: \$15,000	Requested
		Haverstraw DRI Funds: \$15,000	Requested
		Ossining Local Contribution: \$10,000	Secured
		Haverstraw Local Contribution: \$10,000	Secured
Marketing Campaign	\$30,000	Ossining Local Contribution: \$15,000	Secured
		Haverstraw Local Contribution: \$15,000	Secured
Total Project Cost			\$490,000
Total DRI Funding Request			\$100,000
Total Other Sources of Funding			\$390,000
% of Total Project Cost			20%

Feasibility and Cost Justification

NY Waterway provided the Villages with a cost estimate of \$410,500 for running service on weekend days for 25 weekends, a total of 50 days. Approximately 42 percent of this cost estimate will be paid through the DRI request for \$100,000 from each Village (a total DRI request of \$200,000). Approximately 400 passengers are estimated to use the service each weekend day, but this number could be significantly higher, especially during weekends when there is special event programming occurring in either village. Passengers will pay \$6 per trip or \$12 per round trip. Based upon this ridership estimate, farebox revenues will fund the remainder of the operating costs (\$240,000) that are not covered by DRI funding. Based on public feedback during the Village’s comprehensive plan update process and through the DRI process, the Village estimates that there is sufficient demand for weekend service. Commuter ferry ridership during the week has decreased since 2020, likely due to the regional decline in Metro-North weekday ridership as workers have not fully returned to offices. However, weekend ridership on Metro-North is recovering more quickly with summer 2022 ridership levels of at least 90% of pre-pandemic levels.

Each Village will contribute \$25,000 to a “Joint Ferry Fund.” This fund will be used to pay for performance evaluation and operational costs.

Regulatory Requirements

The project will require the execution of a formal Memorandum of Understanding between the Villages of Haverstraw and Ossining. This memorandum will need to be approved by the legislative bodies of each Village. The MTA has already authorized the Villages to contract with NY Waterway to provide a connecting service to its station in the Village of Ossining. Regulatory requirements include:

- Inform and consult with:
 - NY Metropolitan Transportation Council
 - Hudson River Navigation and Safety Committee
 - Rockland County Sherriff’s Department Marine Unit/Westchester County Department of Public Safety Marine Unit
 - Local law enforcement for search and rescue
- Ensure all required U.S. Coast Guard approvals are received prior to the initiation of additional ferry service
- Ensure compliance with SEQRA requirements, if applicable

Images of Current and Proposed Conditions

Ferry docked in Haverstraw



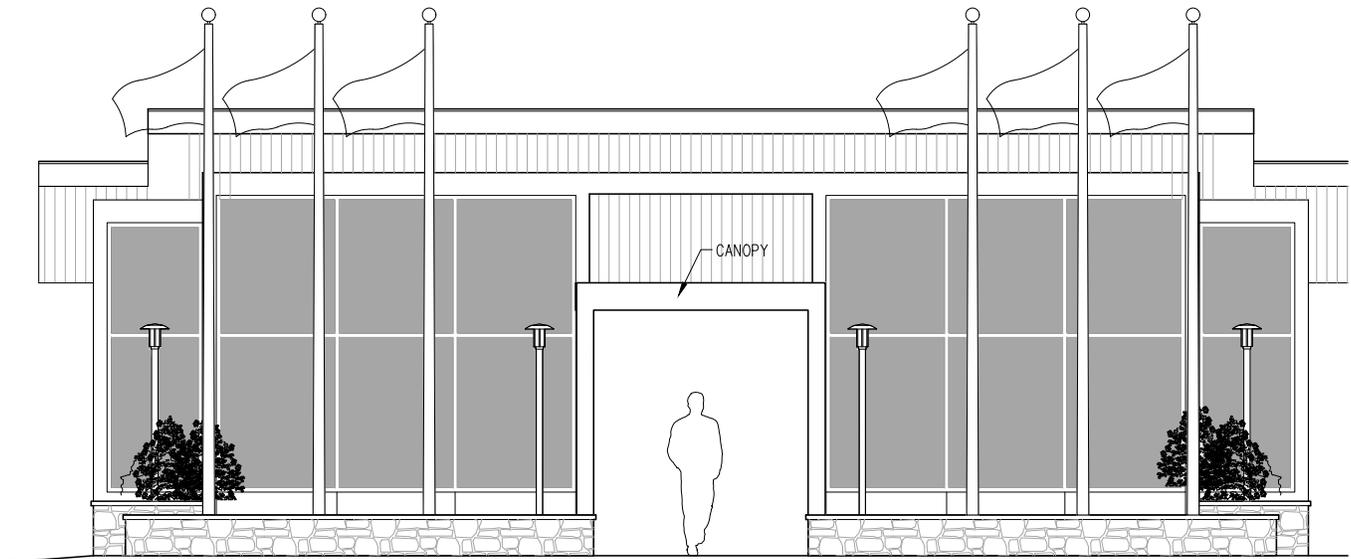
PROJECTS PROPOSED FOR DRI FUNDING

Haverstraw-Ossining ferry route



Timeframe for Implementation and Project Readiness

Project Stage	Timeframe
Completion of Memorandum of Understanding Between Villages of Haverstraw and Ossining	1 Month
Compliance with regulatory requirements	2 Months
Solicitation and Engagement of Marketing and Service Evaluation Specialist	2 Months
Operation of Service	5 Months
Evaluation of Service	2 Months
Total Timeframe	12 Months



6 EAST ELEVATION
1/4"=1'-0"



Improve Connectivity with Construction of a Multimodal Ferry Station

Building a multimodal ferry station will greatly enhance the entrance to the Haverstraw ferry landing, encouraging ridership, providing shelter in inclement weather, creating a source of marketing for the village, and promoting the use of various modes of transportation, such as bike shares.

DRI Funding Request

\$200,000

Total Project Cost

\$713,000

Project Description

Aimed at enhancing mobility within Haverstraw and its connectivity to the surrounding region, the Village proposes to construct a multimodal ferry station at the base of the NY Waterway ferry dock. The 750 square foot, partially enclosed multimodal station will provide passengers transportation connections to other parts of the village through bike rentals, a rideshare pickup location, a shuttle stop for special event jitney services, and possible bus connections via Transport of Rockland. The new facility will also improve the ferry rider experience by providing shelter with indoor and outdoor waiting areas, vending machines, and kiosks with information about village events and directions to key commercial, cultural, and recreational destinations. Because the proposed structure is located on a property owned by Ginsburg Development Companies (GDC), the Village of Haverstraw will need to secure an easement on the site prior to project commencement. It is expected that GDC will provide the design and construction of the ferry station. The station is expected to be self-operating.

Project Location

The multimodal station will be located within the park to be built by GDC as part of the Admirals Cove Development in close proximity to the NY Waterway ferry landing on Haverstraw’s waterfront.



Project Sponsor and Property Owner

The project sponsor is the Village of Haverstraw with design and construction services provided by GDC.

The station will be located on property owned by GDC; however, the Village of Haverstraw will obtain an easement for the site, ensuring it will be permanently open to the public. The station is anticipated to be self-operating and the Village and GDC will establish an agreement regarding long-term operations and maintenance of the site.

Capacity

The project will be managed by the Village of Haverstraw Mayor and planning staff. Construction of the site will be performed by GDC, a development entity with extensive experience in the design and building of waterfront parks and provision of public services, including the Haverstraw-Ossining ferry service on special occasions.

The Village contracts with professional planning and engineering firms who will assist Village staff with project implementation and management. With the assistance of these firms, the Village has spearheaded several revitalization efforts including a comprehensive plan update in 2021, complex private waterfront and downtown development, and public improvements, such as streetscapes and park improvements. The Village has managed 14 years of CDBG grants (averaging above \$100,000 yearly); a \$5 million NYSDOT Streetscapes grant (with an almost \$1 million match); numerous member items ranging from approximately \$25,000 to \$200,000; DEC grants, DOS grants, NYS Courts grants, and a Federal SAFER grant. Most of grants either had a match or the cost exceeded the grant amount and the Village covered the difference.

Project Partners

Project partners include GDC, Transport of Rockland, and a private bike share company to be determined by the Village.

Strategies

DRI Strategies

- Expand multimodal connections in the village by increasing ferry service, building multimodal capacity, and extending the Henry Hudson Quadracentennial Promenade along the waterfront.
- Support public and private waterfront improvements that provide public amenities and linkages to downtown.

REDC Strategies

- Support downtown revitalization and increased community and regional connectivity through planning and infrastructure initiatives, particularly in distressed communities.

Decarbonization Strategies and Benefits

Decarbonization strategies are not required for this project. The multimodal project provides alternative means of transportation throughout the village without the use of a car.

**Anticipated
Revitalization
Benefits**

Short-Term Benefits

Short-term benefits include the provision of an inviting and welcoming entrance to the village, shelter, and beautification of the area around the ferry dock. The station will be a central hub in Haverstraw with multiple transportation options, while also providing essential wayfinding and information services. The project will be valuable not only to the existing commuting passengers on the Haverstraw-Ossining ferry but will also serve weekend visitors that use the weekend ferry service proposed for the summer of 2024 as a DRI-funded pilot program.

Long-Term Benefits

Longer-term benefits include increased patronage and visitation to Haverstraw’s commercial center as a result of the enhanced transportation accessibility to the village’s upland destinations. The project will also have positive environmental impacts by reducing carbon emissions by providing multimodal alternatives to automobile use. This project will connect the newer waterfront development and ferry landing to downtown, bridging the disconnect between Haverstraw residents and downtown businesses, through the provision of multiple transportation options and wayfinding and information services.

Project Synergies

This project will assist in improving the peninsula that is currently part of the Admirals Cove development that will include residential uses, ferry parking, a restaurant, a marina, and a public promenade. As such, the construction of a multimodal ferry station will complement nearby DRI projects:

- Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends
- Extend Public Waterfront Sculpture Trail

The multimodal ferry station is synergistic with several other of the DRI projects by providing additional means of transportation to reach these destinations. Further, this project will assist the “Establish and Implement a Branding, Marketing, and Wayfinding Initiative” with wayfinding and by advertising attractions, events, and businesses in the village.

**Public
Support**

Feedback from the public during community outreach efforts and LPC meetings expressed support for this project throughout the DRI planning process. Constructing a multimodal hub also furthers the Village’s goals in its 2021 Comprehensive Plan Update, a process that included extensive public engagement.

“Clever idea—do it!”

“Reduces car emissions, protects environment.”

PROJECTS PROPOSED FOR DRI FUNDING

Jobs Created

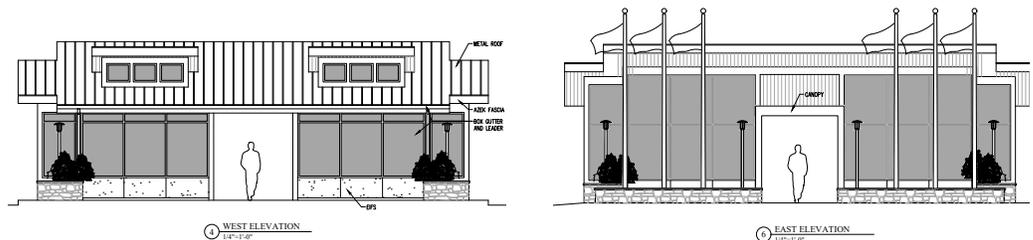
The project will not yield permanent jobs.

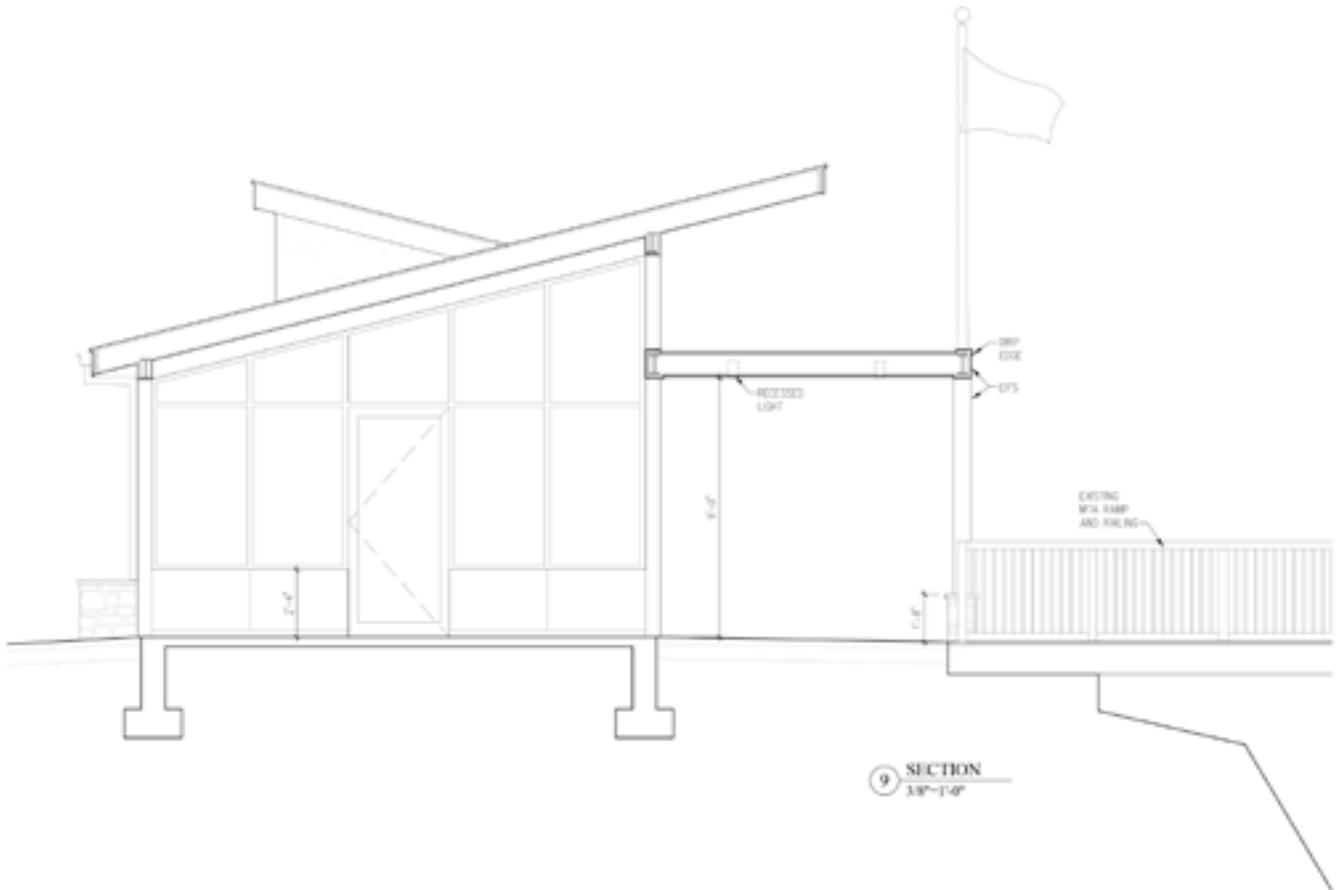
Project Budget and Funding Sources

Activity	Amount	Funding Source	Status of Funds
Site Work	\$59,000	GDC	Secured
Landscaping and Site Improvements	\$112,000	GDC	Secured
Building Construction	\$327,000	DRI Funds: \$200,000 GDC: \$127,000	Secured
Security and Lights	\$59,000	GDC	Secured
Benches	\$35,000	GDC	Secured
Bike Racks	\$11,000	GDC	Secured
Signage and Decorative Elements	\$46,000	GDC	Secured
Design and Engineering	\$64,000	GDC	Secured
Total Project Cost			\$713,000
Total DRI Funding Request			\$200,000
Total Other Sources of Funding			\$513,000
% Requested of Total Project Costs			28%

Feasibility and Cost Justification

Project costs were prepared by GDC based on a preliminary concept plan also prepared by GDC. GDC is a professional development firm, with in-house architect and construction managers who have experience developing budget estimates. The budget includes contingency costs.





This project will work with the DRI project “Launch Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends” by enhancing the ridership experience and facilitating learning about and traveling around Haverstraw. At the multimodal center, visitors will have easy access to local information that can draw them into the historic downtown as well as the opportunity to use bicycles to travel from the waterfront to downtown. The multimodal structure also further activates this area, which has already been enhanced with private investment in housing, parking improvements, and the not-yet-completed waterfront promenade. Residents in these new waterfront developments will benefit from multimodal options as they can more easily travel to downtown Haverstraw amenities without having to drive and find parking.

Regulatory Requirements

Once finalized, this design will require a simple site plan amendment from the Planning Board for the accessory building. The Village has already approved the Admirals Cove development, of which the multimodal center will be a part. In addition, the project will require a building permit from the Village of Haverstraw’s Building Department.

PROJECTS PROPOSED FOR DRI FUNDING

Images of Current and Proposed Conditions

Existing conditions



Proposed conditions



Timeframe for Implementation and Project Readiness

Project Stage	Timeframe
Conveyance of Easement	2 Months
Design of Station	3 Months
Approvals (Planning Board & Building Permit)	2 Months
Construction	6 Months
Total Timeframe	13 Months



Establish Brewpub in Historic Stone Building

Establishing a brewery and restaurant on the ground floor of the historic Stone Building will activate a vacant space in a prominent section of downtown, assist in preserving and repurposing a historic building, and bring a new business and jobs to the village.

DRI Funding Request

\$665,000

Total Project Cost

\$3,057,000

Project Description

Ginsburg Development Corporation (GDC) seeks to activate the ground floor of the historic Stone Building on West Broad Street with a new brewery and restaurant. The ground floor of the three-story Stone Building is currently vacant, with the second and third floors occupied by Rockland Community College and the Hudson Valley Health Center, respectively.

Through a partnership with Stoneyard Brewing Company, GDC will convert half of the 9,500 square foot ground floor into a brewery specializing in high-end barrel-aged beers, barrel-fermented sours, and beers with fruit and other additions. While GDC will oversee the design and construction process for building out the ground floor space, Stoneyard Brewing Company will operate the brewery and restaurant. Stoneyard Brewing Company currently operates a successful brewery and restaurant in Brockport, NY and is looking to expand. The project is aimed at capitalizing on the continued growth, popularity, and tourism of craft breweries throughout the region and state. It will add a unique amenity to downtown Haverstraw, drawing tourists and area residents into the heart of downtown. In

PROJECTS PROPOSED FOR DRI FUNDING

turn, this will increase the commercial vitality of Haverstraw's downtown through greater street traffic and patronage of other nearby businesses.

Project Location

The proposed brewpub will be built in the Stone Building located on 31 West Broad Street in the village's downtown core.



Project Sponsor and Property Owner

GDC will manage and construct the project. GDC has experience in the restaurant and hospitality sectors, having built 3 Westerly on the Hudson in Ossining, The Abbey Inn, Spa & Restaurant in Peekskill, and currently Medi at 50 Main Street in White Plains. The Stone Building is owned by HNH Renovations LLC, an affiliate of GDC.

Capacity

As a development firm, GDC has an in-house team of architects and development professionals who have the experience and capacity to undertake the design of the ground floor space and manage the construction process. Prior GDC construction projects in the hospitality sector include 3 Westerly on the Hudson in Ossining, The Abbey Inn, Spa & Restaurant in Peekskill, and Medi in White Plains. GDC has also developed the Waterfront at Harbors in Haverstraw, and is currently constructing Admirals Cove, a mixed-use project in Haverstraw. The selected operator for the project, Stoneyard Brewery LLC, has been managing a similar brewery and restaurant operation in Brockport, New York.

Project Partners

This project will be a collaboration between Ginsburg Development Companies and Stoneyard Brewery LLC, with GDC managing the design and construction and Stoneyard managing operation of the brewery and restaurant.



Strategies

DRI Strategies

- Create and enhance attractions to draw residents and visitors into the downtown to support local businesses.
- Encourage the development of new businesses in vacant and underutilized locations to bring new job opportunities to the Village.

REDC Strategies

- Attract domestic and international companies to the Mid-Hudson region.
- Enhance the natural, historic, and cultural assets of the region, resulting in improved quality of life for residents and increasing tourism in the region.

Decarbonization Strategies and Benefits

Decarbonization is not required for this project, as the building size does not meet the 10,000 square foot standard for substantial rehabilitation projects.

**Anticipated
Revitalization
Benefits**

Short-Term Benefits

The short-term benefits of the project include the activation of a ground floor space in a historic building and the provision of new gathering place in the heart of the village's commercial core. The brewery will also create new jobs for the area.

Long-Term Benefits

In the long-term, the brewery and restaurant will attract new people and current residents to downtown and increase the flow of pedestrians on West Broad Street. These pedestrians may patronize not only the proposed brewery but other commercial establishments in the village's downtown.

Project Synergies

A brewery and restaurant, particularly in the unique setting of the historic Stone Building, will create a commercial attraction downtown that will complement the following public DRI projects that are also aimed at stimulating activity in this section of the downtown:

- Revitalize 49 West Broad Street with New Mixed-Use Development
- Enhance Village's Outdoor Recreation Area
- Expand and Diversify Uses at the Haverstraw Center

The DRI project "Revitalize 49 West Broad Street with New Mixed-Use Development" will be one block away from the Stone Building. The projects will work together to activate this portion of the downtown with new patrons, new residents, and new street life.

**Public
Support**

Feedback from the public during community outreach efforts and LPC meetings expressed support for this project throughout the DRI planning process.

“ Fantastic idea—let’s make this happen. ”

“ Will bring additional revenue. ”

**Jobs
Created**

The brewery will employ 2 full-time brewers/cellarmen. The restaurant will employ 5 full-time employees and an additional 30 part-time employees.

**Project Budget and
Funding Sources**

GDC is seeking DRI funding for the general interior buildout of the space and mechanical equipment. GDC will use its own funds to pay for the costs associated with the design and engineering of the space, fixtures, appliances, equipment, and furniture required for the kitchen, brewery, and bar.

PROJECTS PROPOSED FOR DRI FUNDING

Activity	Amount	Funding Source	Status of Funds
Construction/Renovation Costs	\$1,920,000	DRI Funds: \$665,000	Requested
		GDC Funding: \$1,255,000	Secured
Brewery Buildout	\$416,000	GDC/Stoneyard Brewing Company	Secured
Restaurant Buildout	\$495,000	GDC/Stoneyard Brewing Company	Secured
Soft Costs (Architecture, Engineering, Legal)	\$226,000	GDC	Secured
Total Project Cost			\$3,057,000
Total DRI Funding Request			\$665,000
Total Other Sources of Funding			\$2,392,000
% of Total Project Cost			22%

Feasibility and Cost Justification

GDC worked with Stoneyard Brewery LLC to develop the proposed program and estimated project costs based on industry-standard estimates and experience. Contingency costs are included in the total project costs.

The project will assist in revitalizing this area of the downtown and will provide a new business and a new unique attraction to the village. The project will generate new jobs and increase pedestrian traffic in downtown which may increase patronage of other downtown businesses.

Regulatory Requirements

The project will not require a zoning change but will require building permits from the Village’s Department of Buildings. Also, the operator of the brewery and restaurant will need to receive an on-premises liquor license from the New York State Liquor Authority.

PROJECTS PROPOSED FOR DRI FUNDING

Images of Current and Proposed Conditions

Existing conditions

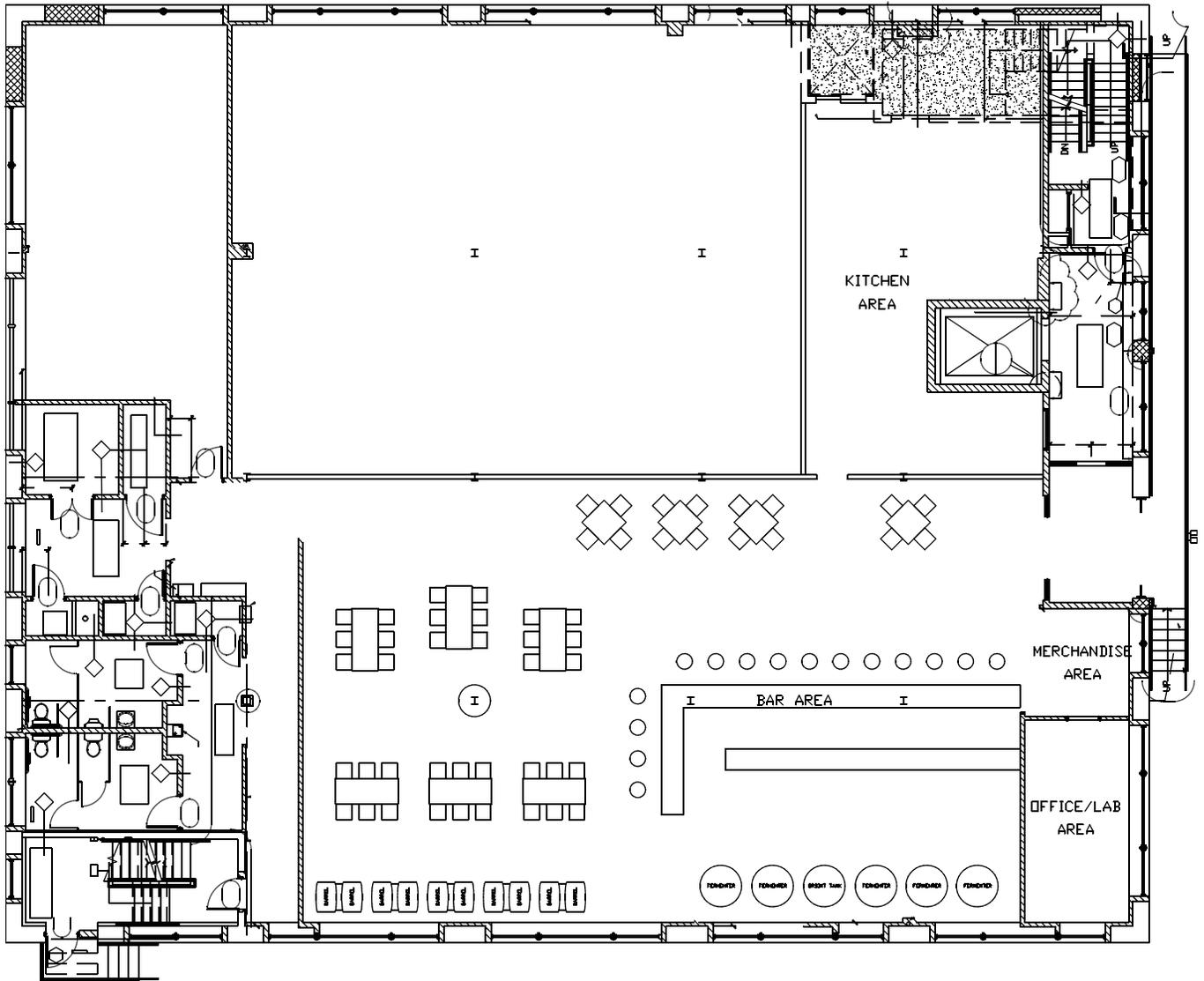


Proposed conditions



PROJECTS PROPOSED FOR DRI FUNDING

Proposed conditions



Timeframe for Implementation and Project Readiness

Project Stage	Timeframe
Design	2 Months
Financing	2 Months
Construction	11 Months
Total Timeframe	15 Months



Revitalize 49 West Broad Street with New Mixed-Use Development

The redevelopment of 49 West Broad Street will revitalize a blighted site, activate a critical area of downtown, and provide mixed-income housing units and community benefits while bringing new patrons to the downtown.

DRI Funding Request

\$1,677,000

Total Project Cost

\$11,265,000

Project Description

The “Village Square at Haverstraw” is a new five-story mixed-use development project that will rise at 49 West Broad Street in place of a distressed commercial building that has been vacant for 20 years. The project will provide 55 residential units including six affordably priced units with an additional unit reserved for a live-in superintendent. The building will also include a ground-level coffee shop, a community space, and rooftop solar panels. The project has already received site plan approval and secured bank financing. However, the project sponsor requires an additional source of funds in order to fill the gap between available bank financing and the total cost of the project. DRI funding will be used for construction costs and is estimated to fund the construction of approximately nine of the 55 residential units.

Public benefits of the project include expanding and improving a nearby municipal parking lot, a portion of which will be reserved for the residents of the new building. The parking improvements will be funded by a payment in lieu of parking (PILOP) fee from the developer. Other public benefits include streetscaping improvements on West Broad

PROJECTS PROPOSED FOR DRI FUNDING

Street, provision of community space in the development, and funding for a proposed outdoor recreation area next to The Haverstraw Center.

The project sponsor will directly manage the 56,000 sf property and hire an on-site/live-in superintendent, as well as a landscaping company to maintain the site.

Project Location

Village Square at Haverstraw will be located at 49 West Broad Street within a short walking distance of Village Hall and the village's commercial center.



PROJECTS PROPOSED FOR DRI FUNDING

Project Sponsor and Property Owner

The project sponsor, Village Square at Haverstraw LLC is the development entity that will design, finance, and build the site. Village Square at Haverstraw LLC owns the site.

Capacity

The project sponsor has experience developing and managing similar sized projects, including 294/312 Webster Ave, Brooklyn, NY (76 units) and 784 4th Ave, Brooklyn, NY (33 residential and 2 commercial units). The sponsor also anticipates that there will be a live-in superintendent as well as a management firm charged with maintaining the site's landscaping, common areas, and tenant services.

Project Partners

Village Square at Haverstraw LLC will work with the Village of Haverstraw on public improvements required as part of the development, including streetscaping and improvements to the municipal parking lot on West Broad Street.

Strategies

DRI Strategies

- Improve the sense of place and create a more visually appealing downtown through building façade improvements, unified branding, marketing, and wayfinding, public art, and streetscaping improvements.
- Encourage the development of new businesses in vacant and underutilized locations to bring new job opportunities to the Village.
- Stimulate the development of private, mixed-income housing development by leveraging publicly-owned properties and resources.
- Promote public/private partnerships to ensure that new private development incorporates improvements that serve the public and strengthen the downtown.

REDC Strategies

- Support downtown revitalization and increased community and regional connectivity through planning and infrastructure initiatives, particularly in distressed communities.
- Retain and attract residents to the region in a balanced and equitable manner.

Decarbonization Strategies and Benefits

This project requires decarbonization measures, therefore, the sponsor has agreed to meet the required level of compliance set forth in the NY Stretch Energy Code. One way that the project will contribute to the reduction of greenhouse gas emissions will be through the installation of 3,600 sf of solar panels on the development's roof, which will generate 34 Kilowatts of energy.

PROJECTS PROPOSED FOR DRI FUNDING

The project is in the early stages of development, having completed conceptual drawings and a site plan. Full architectural and engineering plans are not yet complete; however, the project sponsor is planning to incorporate other green technologies and decarbonization strategies as deemed feasible, such as energy-efficient lighting and appliances, efficient plumbing fixtures, and insulated windows. The sponsor will also install outdoor planters, which when combined with the general redesign of the site, will reduce impervious surface and mitigate heat island effects. The project is located within steps of the downtown area and transit services, thereby reducing reliance on fuel-burning vehicles and supporting walkability.

The proposed project budget is inclusive of the costs to allow the project sponsor to comply with the NYStretch Energy Code. The project sponsor does not anticipate seeking any energy-efficiency programs or incentives given the rapid timeline for project development and construction.

Affordability

Even though this is a mixed-use project, the proposed development does include six affordable units as required by the Village of Haverstraw's affordable housing ordinance.

Anticipated Revitalization Benefits

Short-Term Benefits

Short term benefits include the elimination of a distressed building and the creation of temporary construction jobs.

Long-Term Benefits

Longer-term benefits include adding high-quality rental housing with six affordable housing units, and permanent employment opportunities from building operations and the on-site commercial space to the village. Also, new residents on West Broad Street will help increase patronage of stores and restaurants in the nearby commercial center. In addition to providing the Village with a boost in property tax revenue, the project might also serve as a model mixed-use development that encourages other real estate developers to take advantage of the Planned Redevelopment Incentive (PRI) Floating District, a new district that encourages the construction of multifamily housing downtown, and advance other mixed-use projects. The project will also assist in improving the nearby municipal parking lot, enhancing the streetscaping on West Broad Street, and will contribute to the Village's construction of an outdoor recreation area, including new basketball courts.

PROJECTS PROPOSED FOR DRI FUNDING

Project Synergies

The project will eliminate a blighted site near, and work in tandem with, the following projects to activate the area on and around West Broad Street, an area directly adjacent to the downtown:

- Enhance Village’s Outdoor Recreation Area
- Establish Brewpub in Historic Stone Building
- Expand and Diversify Uses at the Haverstraw Center

The redevelopment of 49 West Broad Street will result in a financial contribution to the DRI project, “Enhance Village’s Outdoor Recreation Area.”

Public Support

During the community outreach efforts and LPC meetings, the public expressed support for this project. The redevelopment of 49 West Broad Street is permitted because of the application of the PRI Floating District to the project site. The new PRI Floating District and the redevelopment of the project site with this new district was recommended in the Village’s 2021 Comprehensive Plan Update, which went through a substantial public engagement process.

“ Good plan for unused space.”

“ I’m a big fan of this project. ”

Jobs Created

Upon completion, the project, Village Square at Haverstraw, will generate between 3-6 permanent jobs. These jobs include a live-in superintendent and 2-5 part-time employees of the coffee shop. There will also likely be cleaning staff and landscapers required to maintain the property.

Project Budget and Funding Sources

The project sponsor has obtained a construction loan from Northeast Community Bank. In order to meet the total project cost of \$11,265,000, the project sponsor has requested \$1,677,000 in DRI funds.

PROJECTS PROPOSED FOR DRI FUNDING

Activity	Amount	Funding Source	Status of Funds
Legal/Architectural Fees	\$350,000	Village Square at Haverstraw LLC	Secured
Village Fees	\$150,000	Village Square at Haverstraw LLC	Secured
Building Construction	\$9,645,000	DRI Funds: \$1,677,000	Requested
		Village Square at Haverstraw LLC: \$7,968,000	Secured
Site Improvements	\$103,000	Village Square at Haverstraw LLC	Secured
Streetscaping on West Broad Street	\$375,000	Village Square at Haverstraw LLC	Secured
Sewer Connection Fee	\$193,000	Village Square at Haverstraw LLC	Secured
Payment in Lieu of Parking (PILOP)	\$366,000	Village Square at Haverstraw LLC	Secured
Recreation Fee	\$83,000	Village Square at Haverstraw LLC	Secured
Total Project Cost			\$11,265,000
Total DRI Funding Request			\$1,677,000
Total Other Sources of Funding			\$9,588,000
% of Total Project Cost			15%

Feasibility and Cost Justification

Village Square at Haverstraw LLC has obtained a construction loan and site plan approval for the proposed mixed-use development. The cost estimate was prepared by Village Square at Haverstraw LLC and their general contractor based on development concept plans and experience with previous development projects. The cost estimate includes an approximately 10% contingency.

PROJECTS PROPOSED FOR DRI FUNDING

The construction of a new mixed-use building at 49 West Broad Street will transform this area adjacent to the downtown by removing a blighted and vacant building, improving West Broad Street with streetscaping, updating and expanding a municipal parking lot, attracting residents at mixed income levels, and providing a café and community space. This project will contribute to the Village's goals of making Haverstraw a more walkable community and will implement a key development identified in the Village's 2021 Comprehensive Plan Update.

Regulatory Requirements

The project is consistent with provisions in the Village's Comprehensive Plan that identify the project location as a strategic redevelopment site. In March 2022, a Zoning Petition for the project was approved by the Village Board of Trustees to apply the Planned Redevelopment Incentive Floating Zone to the site. The project sponsor received Site Plan Approval from the Village Planning Board in June 2022. The project sponsor's engineer is now creating construction plans to be approved by the Village prior to issuance of a Building Permit.

Thereafter, the project sponsor will need to submit a Building Permit Application, which is expected to be obtained by August 2022.

PROJECTS PROPOSED FOR DRI FUNDING

Images of Current and Proposed Conditions

Existing conditions



Proposed conditions



Timeframe for Implementation and Project Readiness

Project Stage	Timeframe
Design, Engineering, Bid, and Permitting	6 Months
Construction	12 Months
Total Timeframe	18 Months



Enhance the Village’s Outdoor Recreation Area

Relocation of the basketball courts to an area next to the Haverstraw Center will create a large public outdoor recreation space while also providing parking support to downtown.

DRI Funding Request

\$400,000

Total Project Cost

\$562,000

Project Description

The Village of Haverstraw proposes to construct two new, full-size basketball courts next to the Haverstraw Center and the village’s new fitness court. New basketball courts combined with the fitness court will create an outdoor recreation area that is integrated into the park surrounding the Haverstraw Center.

The new basketball courts will be constructed in two phases. The first phase, which will be partially funded by DRI funds, will include construction of two full-court basketball courts with a rubberized court topping, a concrete retaining wall to accommodate the site topography, landscaping, fencing, site security lighting, storm detention basin, and paths to reach the court from the parking lot.

Phase two of the project will be funded by the Village and other grant sources in the future, and will include seating, court lighting, extension of pathways to Conklin Avenue, drinking fountains, and other amenities. The full cost of the project is estimated to be

PROJECTS PROPOSED FOR DRI FUNDING

approximately \$2.3 million, with the first phase estimated to be \$562,000. The courts will be available for use at the conclusion of the first phase.

Construction of the new basketball courts will allow the Village to reconfigure and expand the West Broad Street municipal parking lot onto two basketball courts that are in poor condition. In addition to providing more public parking, this will also provide parking needed to serve the DRI project “Revitalize 49 West Broad Street with New Mixed-Use Development”.

Project Location

The proposed project will occur on the empty field north of the Haverstraw Center between Partition Street and Conklin Avenue.



Project Sponsor and Property Owner

The project sponsor and property owner is the Village of Haverstraw. The constructed outdoor recreation area will remain in Village ownership and as such, no real property acquisition is needed.

Capacity

The Village of Haverstraw will be overseeing the implementation and maintenance of the proposed project with the assistance of contracted professional planning and engineering firms. With the assistance of these firms, the Village has implemented several public improvement projects, including streetscapes and park improvements, such as the recently added fitness center at the outdoor recreation area. The Village also has experience managing various grants and has managed 14 years of CDBG grants (averaging above \$100,000 yearly); a \$5 million NYSDOT Streetscapes grant (with an almost \$1 million match); numerous member items ranging from approximately \$25,000 to \$200,000; DEC grants, DOS grants, NYS Courts grants, and a Federal SAFER grant. Most grants either had a match or the cost exceeded the grant amount, and the Village covered the difference. The Village of Haverstraw Department of Parks and Recreation will operate and maintain the outdoor recreation area.

Project Partners

Village Square at Haverstraw LLC, the developer of 49 West Broad Street, will pay a recreation fee in accordance with §132-4 of Village Code. This recreation fee will constitute part of the Village’s contribution to project costs.

Strategies

DRI Strategies

- Create and enhance spaces for local gathering, community events, social interaction, and recreational opportunities through the reuse of vacant and underutilized properties.

REDC Strategies

- Enhance the natural, historic and cultural assets of the region, resulting in improved quality of life for residents and increasing tourism in the region.

Decarbonization Strategies and Benefits

The project does not require decarbonization strategies. For sustainability, the project includes a stormwater detention basin with native vegetation.

**Anticipated
Revitalization
Benefits**

Short-Term Benefits

Construction of new basketball courts will complete a dedicated outdoor recreation area available for community use. This will immediately expand recreational opportunities and provide improved facilities. The outdoor recreation area will be an aesthetic improvement over the existing dilapidated basketball courts and will provide opportunities for Haverstraw’s youth to stay engaged outside of school, which was a common concern throughout the public participation process.

Additionally, the demolition of the existing basketball courts will allow for an expansion of the existing public parking lot, which will increase the number of parking spaces in the area and permit the development of 49 West Broad Street to proceed.

Long-Term Benefits

The second phase of the project, which includes improved access, seating and facilities will allow the outdoor recreation area to have a higher capacity to serve the public over time, creating a community gathering space which encourages people to engage in active, recreational opportunities.

Project Synergies

By constructing an outdoor recreation area, the downtown benefits from an increase in public recreational and gathering space which helps strengthen community bonds. Other DRI projects that will contribute to this effort include:

- Activate the Main Street Pocket Park
- Extend Public Waterfront Sculpture Trail
- Restore and Expand Haverstraw Brick Museum
- Expand and Diversify Uses at The Haverstraw Center
- Create Educational Opportunities Through Installation of Harriet Tubman Statue
- Extend Public Trail and Stabilize Shoreline to Support Reuse of Chair Factory Site

This project also enables the project “Revitalize 49 West Broad Street with New Mixed-Use Development” to occur by allowing for the expansion of the municipal parking lot on West Broad Street. In turn, the development of a new outdoor recreation area will serve the new residents of the 49 West Broad Street development, along with the general public.

**Public
Support**

Feedback from the public during community outreach efforts and LPC meetings expressed support for this project throughout the DRI planning process. The Village will seek additional community input while designing the outdoor recreation area.

“ Very good project but for all kids and not just community center. ”

“ Love that whole family can participate in some fitness plus it will free up some parking space. ”

PROJECTS PROPOSED FOR DRI FUNDING

Jobs Created

No new jobs will be created by this project.

Project Budget and Funding Sources

The approximately \$83,000 recreation fee to be paid by Village Square at Haverstraw LLC as part of “Revitalize 49 West Broad Street with New Mixed-Use Development” will be applied to the construction of the new basketball courts and the Village will pay the remaining costs.

Activity	Amount	Funding Source	Status of Funds
Site Preparation	\$22,000	Village of Haverstraw	Secured
Concrete Retaining Wall and Footing	\$109,000	DRI Funds	Requested
Basketball Courts and Backstops	\$270,000	DRI Funds	Requested
Site Improvements (Landscaping, Paths, Fencing)	\$59,000	DRI Funds: \$21,000	Requested
		Village Square at Haverstraw Recreation Fee: \$38,000	Pending
Drainage (detention basin, drains)	\$77,000	Village Square at Haverstraw Recreation Fee: \$45,000	Pending
		Village of Haverstraw: \$32,000	Secured
Site Security Lighting	\$25,000	Village of Haverstraw	Secured
Total Project Cost			\$562,000
Total DRI Funding Request			\$400,000
Total Other Sources of Funding			\$162,000
% Requested of Total Project Costs			71%

Feasibility and Cost Justification

The cost estimate detailed above was prepared by Trophy Point Construction Services and Consulting. Cost estimates were generated using prevailing wage rates for Rockland County, anticipated cost escalation, standard unit prices, and other construction factors.

PROJECTS PROPOSED FOR DRI FUNDING

Construction of new basketball courts will benefit the residents of Haverstraw, enhance the newly constructed fitness court, and complement the planned expansion of the adjacent community center (the Haverstraw Center). The new courts will replace the two existing basketball courts, located adjacent to a municipal parking lot, which will be demolished to enable expansion of the parking lot. The expanded parking lot will accommodate additional parking for the public and for residents of the mixed-use development planned for 49 West Broad Street. As such, the recreation fee of approximately \$83,000 required for the development of 49 West Broad Street will be used directly for the construction of the new basketball courts.

Regulatory Requirements

The proposed project involves the construction of basketball courts to create an outdoor recreation area. All work will be completed on existing Village property and no special permits or approvals are anticipated

Images of Current and Proposed Conditions

Existing conditions



Rendering of Phase 1



PROJECTS PROPOSED FOR DRI FUNDING

Rendering of project at full build out



**Timeframe for
Implementation and
Project Readiness**

Project Stage	Timeframe
RFP and bid process	3 Months
Final design	6 Months
Construction	6 Months
Total Timeframe	15 Months



Expand and Diversify Uses at the Haverstraw Center

Expanding the existing community center will transform the Haverstraw Center into a state-of-the-art facility for intergenerational recreation and learning, creating opportunities for innovative programming, providing expanded and improved space for learning, collaboration, and interconnectivity for the youth, families, adults, and elders of Haverstraw.

DRI Funding Request

\$2,350,000

Total Project Cost

\$5,310,000

Project Description

The proposed project will expand the existing community center known as the Haverstraw Center with a two-story addition. This building houses the Village of Haverstraw's Department of Youth and Family Services which aims to support the community through an array of integrated services. This publicly-owned building currently serves approximately 1,000 children, teens, and adults with recreational, human service-related, and counseling services. Given the Center's importance to the community, a two-story addition of 8,988 square feet is proposed. This will bring the total size of the Haverstraw Center to 32,042 square feet.

The new addition will host a video conference center, kitchen facilities, meeting spaces, classrooms, youth-oriented rooms, and restrooms. These additions will allow for increased

PROJECTS PROPOSED FOR DRI FUNDING

programming by the Village and give other community organizations a space to lease/rent as needed. Further, the proposed addition will address three principal goals:

- Serve Haverstraw's increasing population and appropriately meet today's unique challenges and needs with spaces for varied programming.
- Physically separate the Center's two principal functions: (1) counseling and youth and adult services and (2) community recreation and activities.
- Enhance energy efficiency and reduce the carbon footprint of the Haverstraw Center with a state-of-the-art HVAC system utilizing all-electric heat pump technology augmented with geothermal and solar panel components.

Project Location

The Haverstraw Center is located at 50 West Broad Street. The addition will be located on the south side of the building, adjacent to the gymnasium.



Project Sponsor and Property Owner

The Village of Haverstraw is the project sponsor and will oversee the expansion and management of the Haverstraw Center. The Village of Haverstraw currently owns the Haverstraw Center and the land the expansion will occur upon. As such, no real property acquisition will be needed for this project.

Capacity

The Village of Haverstraw will oversee implementation and management of the proposed project. Oversight will be coordinated between the Village of Haverstraw’s Building Department and the Village engineer. Once constructed, the expanded center will be managed by Marion Breland who is the current Director of Youth and Family Services, a position she has held for approximately 40 years.

The Village contracts with professional planning and engineering firms who will assist Village staff with project implementation and management. These firms have helped the Village implement and manage a comprehensive plan update in 2021, complex private waterfront and downtown development, and various public improvements. The Village also has substantial experience managing various grants and other funding sources, having managed 14 years of CDBG grants (averaging above \$100,000 yearly): numerous member items ranging from approximately \$25,000 to \$200,000; NYS DOT grants, DEC grants, DOS grants, NYS Courts grants, and a Federal SAFER grant.

Project Partners

To secure additional funding, the Village of Haverstraw is applying to Rockland County to secure Community Development Block Grant (CDBG) and American Rescue Plan Act (ARPA) funds. Other project partners include the various social services and non-profit organizations that use the Haverstraw Center who may also benefit from the proposed project.

Strategies

DRI Strategies

- Create and enhance spaces for local gathering, community events, social interaction, and recreational opportunities through the reuse of vacant and underutilized properties.
- Partner with non-profit organizations to enhance and expand the cultural, artistic, and historic assets of the community.

REDC Strategies

- Enhance the natural, historic, and cultural assets of the region, resulting in improved quality of life for residents and increasing tourism in the region.

Decarbonization Strategies and Benefits

The proposed project requires decarbonization per DRI guidelines. The addition to the Haverstraw Center will be constructed in compliance with the NY Stretch Energy Code. The Village and the architectural team retained by the Village are committed to integrating the latest energy-efficiency and sustainable practices in the planning, design, material

specifications, and construction of the Haverstraw Center addition. A geothermal and air-source heat pump HVAC system and photovoltaic panels will allow for full electrification of the addition. Combined with a carefully designed and insulated building envelope, energy usage and maintenance costs will be dramatically reduced.

**Anticipated
Revitalization
Benefits**

Short-Term Benefits

Upon construction of the expansion, the Haverstraw Center’s space constraints will be immediately alleviated, as the Center will be able to better serve the nearly 1,000 members of the public that currently use the facility. Individuals and families who currently use the Haverstraw Center will also experience the benefit of additional space, programming, and amenities. Construction of the addition may also increase community awareness of the Center and increase interest by members of the public who do not currently take advantage of available services.

Long-Term Benefits

Over time, the expansion of the Haverstraw Center will allow for a higher level of community service. Additional space and new technology will allow for more programming, events, and services for the community. The population growth recently experienced in the village is expected to continue with new development on the horizon, and an expansion of this facility will be able to provide an array of services for a growing community. Additionally, the expanded center will provide amenities for the public in a post-pandemic world. For example, video conferencing technology will be provided in a conference center and smaller meeting rooms allowing for hybrid meetings and learning. Overall, an expanded Haverstraw Center will ensure future access to high-quality educational, recreational, and technological resources that may otherwise be unavailable.

Additionally, there will be several social and economic co-benefits resulting from the Haverstraw Center expansion. When visiting the Center, people are also visiting downtown. This increased activity creates opportunity for social interactions and economic activity for downtown businesses. Ultimately, a well-equipped Haverstraw Center contributes to an active and desirable downtown Haverstraw with a strong sense of place and connection for residents.

Project Synergies

The expansion of the Haverstraw Center will work in tandem with other DRI projects to enhance the educational, recreational, and technological resources available to residents. Other contributing DRI projects include:

- Restore and Expand Haverstraw Brick Museum
- Enhance Village’s Outdoor Recreation Area
- Create Educational Opportunities Through Installation of Harriet Tubman Statue
- Extend Public Waterfront Sculpture Trail
- Activate the Main Street Pocket Park

PROJECTS PROPOSED FOR DRI FUNDING

Public Support

Feedback from the public during community outreach efforts and LPC meetings expressed support for this project throughout the DRI planning process. Many of the comments received through public outreach included requests for more services and opportunities for Haverstraw’s youth.

“ I love it! ”

“ In favor for the children of Haverstraw! ”

Jobs Created

Expansion of the Haverstraw Center will lead to additional jobs for programs that will be implemented in the new space. Also, non-profit organizations who lease space at the expanded center may be able to increase staff.

Project Budget and Funding Sources

The Village is applying for Community Development Block Grant (CDBG) and American Rescue Plan Act (ARPA) funding through Rockland County and for State CFA funding to offset the costs of the Haverstraw Center expansion. The Village will pay any remaining costs.

Activity	Amount	Funding Source	Status of Funds
Mobilization	\$27,000	Village	To be bonded or secured by grants
Structural Changes	\$867,000	CDBG: \$100,000 ARPA: \$200,000 CFA ORPHP EPF: \$567,000	CDBG: Will apply next program year ARPA: Requested CFA ORPHP EPF: Submitted 2022 CFA application
Mechanical & Electrical	\$1,731,000	DRI Funds	Requested
Windows, Doors, Roof, & Siding	\$650,000	DRI Funds: \$619,000 CFA OPRHP EPF \$31,000	Requested
Interior Envelope	\$651,000	CFA ESD	Submitted 2022 CFA application
Interior Finishing	\$433,000	CFA ESD: \$329,000 CFA OPRHP EPF: \$104,000	Submitted 2022 CFA application

PROJECTS PROPOSED FOR DRI FUNDING

Activity	Amount	Funding Source	Status of Funds
Excavation, Retaining Wall, Stormwater Management, & Site Work	\$258,000	Village: \$210,000 CFA OPRHP EPF: \$48,000	Village: To be bonded or secured by grants CFA OPRHP EPF: Submitted 2022 CFA application
Architectural Design & Inspection	\$693,000	Village	To be bonded or secured by grants
Total Project Cost			\$5,310,000
Total DRI Funding Request			\$2,350,000
Total Other Sources of Funding			\$2,960,000
% Requested of Total Project Costs			44%

Feasibility and Cost Justification

The project budget was prepared by Brooker Engineering, PLLC, which acts as the Village of Haverstraw’s professional engineer. Anticipated costs were calculated using standard per unit costs multiplied by the quantity required for the expansion. Brooker Engineering is a reputable firm which has been recognized by the New York State Structural Masonry Coalition and New York State Society of Professional Engineers.

Expansion of the Haverstraw Center is an investment in youth and adult education, recreation, and social services, such as counseling.

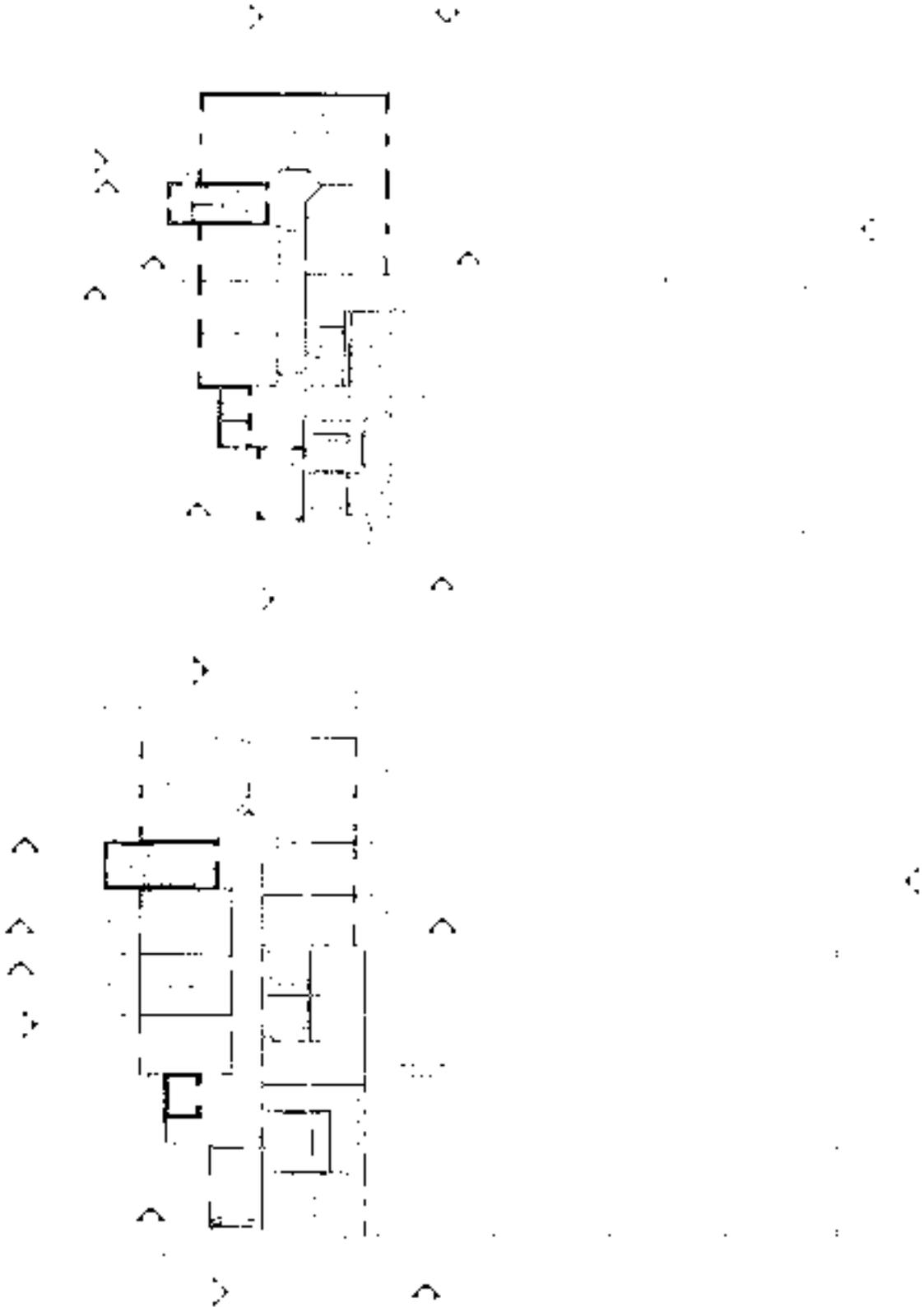
Regulatory Requirements

The expansion project for the Haverstraw Center will require a building permit application and approval, along with a certificate of occupancy upon completion of construction. Due to the project being submitted by the Village of Haverstraw, the required permits and approvals are expected to be granted.

PROJECTS PROPOSED FOR DRI FUNDING

Images of Current
and Proposed
Conditions

Existing first and second floor plans



Images of Current and Proposed Conditions

Proposed first and second floor plans



PROJECTS PROPOSED FOR DRI FUNDING

Timeframe for Implementation and Project Readiness

Project Stage	Timeframe
Design Phase	9 Months
Building Permit Review Approval	3 Months
Bidding Phase	3 Months
Construction Phase	18 Months
Total Timeframe	33 Months



Restore and Expand Haverstraw Brick Museum

Additions to the existing museum will increase capacity and museum offerings, drawing people from the surrounding region and within the community to participate in increased educational opportunities.

DRI Funding Request

\$1,500,000

Total Project Cost

\$2,340,000

Project Description

This proposed project will expand the existing Haverstraw Brick Museum with the addition of two floors, a roof garden, and the restoration of the original basement foundation. Each floor of the museum will have a different purpose as follows:

Roof Garden—The roof will be an opportunity for learning and discovery with native plants, a butterfly garden, and “living sculptures” from the museum collection.

3rd Floor—This floor will be research themed with dedicated space for quiet activities as well as museum archives and office space.

2nd Floor—This floor will focus on hands-on learning using STEAM (Science, Technology, Engineering, Art, and Math) principles with a 3D printing lab, an earth science classroom, and artist exhibition space.

Ground Floor—The ground floor will host museum exhibits and engagement activities designed around Haverstraw’s history from 1616 – 1940’s and its role in brickmaking.

PROJECTS PROPOSED FOR DRI FUNDING

Basement—The original 1800’s basement will house the museum’s large artifacts, kilns for the Center for Ceramic Innovation, and climate-controlled storage.

The Haverstraw Brick Museum was founded to preserve the area’s brick making history—the Village of Haverstraw was once known as the brick making capital of the world. This history can be seen in the architecture in downtown Haverstraw and presents a unique educational, economic, and cultural opportunity. The museum has the potential to attract visitors that may not be aware of the historically significant role Haverstraw played in the development of the Mid-Hudson and New York Metropolitan Area. Additionally, this space will provide educational opportunities to students and educators by showcasing innovative and modern building techniques and materials.

Project Location

The expansion of the Haverstraw Brick Museum will occur at its current building located at 12 Main Street in downtown Haverstraw.



**Project Sponsor
and Property Owner**

The project sponsor is the Haverstraw Brick Museum. The property owner is the Village of Haverstraw, which has acted as a landlord to the museum. The Village has expressed permission for the Haverstraw Brick Museum to expand the building. Property ownership will remain with the Village during and after construction.

Capacity

The Haverstraw Brick Museum will oversee the design, construction, management, and maintenance of the expanded Haverstraw Brick Museum. The Brick Museum has been in operation since 1995 and over that period of time has developed experience in raising funds through grants, fundraising, and other efforts. The sponsor has the capability to contribute \$500,000 for the interior build-out of the museum. In 2021, the Museum received an assessment grant in the form of a free audit from Documentary Heritage and Preservation Services for New York (DHSP NY) to review its needs regarding the proper storage, preservation, and protection of museum archives. Building expansion will allow the Museum to follow the recommendations of that assessment and apply for National Endowment for the Humanities (NEH) federal grants for capital funding for the preservation of the Museum’s archives. The Museum is currently managing a \$15,000 grant from Arts-Westchester to build and pilot the 3D-printed brick technology that the Museum hopes to use to improve the back of the building. The Museum has also managed grants from Rockland County.

Additionally, the Mayor of Haverstraw, Michael Kohut, submitted a letter of support for the project indicating the potential to benefit the community in a positive way. The Haverstraw Brick Museum will work in conjunction with the design team at op.AL. This team includes landscape architects, urban designers, and engineers.

**Project
Partners**

The Haverstraw Brick Museum will work with the Village of Haverstraw and its staff as the Village is the owner of the building.

Strategies

DRI Strategies

- Improve the sense of place and create a more visually appealing downtown through building façade improvements, unified branding, marketing, and wayfinding, public art, and streetscaping improvements.
- Create and enhance attractions to draw residents and visitors into the downtown to support local businesses.
- Assist non-profit organizations to enhance and expand the cultural, artistic and historic assets of the community.
- Celebrate the village’s history and culture through restoration of downtown buildings.

REDC Strategies

- Enhance the natural, historic, and cultural assets of the region, resulting in improved quality of life for residents and increasing tourism in the region.

Decarbonization Strategies and Benefits

This project will require decarbonization strategies per DRI requirements. The project sponsor has engaged an architect, op.AL architects, who has begun initial conceptual designs for the building. The project sponsor intends to meet at least the required level of compliance, with the desire to achieve higher performance as feasible. Through renovations and expansion of the building, LEED certification is intended to be achieved. LEED stands for Leadership in Energy and Environmental Design and is the most widely used green building rating system. Achieving LEED certification will represent a significant improvement in energy efficiency and overall building sustainability than what is present under existing conditions. LEED certification will satisfy the decarbonization requirements of the DRI program. Decarbonization strategies will include the use of LEED certified materials, solar panels if feasible, a wind capturing system on the roof if feasible, innovative building envelope materials, and other insulation measures.

Anticipated Revitalization Benefits

Short-Term Benefits

The Haverstraw Brick Museum has indicated that under current conditions, the museum only has space to display about two percent of its exhibits. The immediate benefit will be the ability to appropriately display more of the museum’s artifacts and have the space necessary for the public to learn from them.

Long-Term Benefits

Once the Museum has completely outfitted its newly constructed space, a unique educational environment will be available to the public. Programs organized by the museum and dedicated study/research space will allow the community to learn beyond the typical classroom. Culturally, the Haverstraw Brick Museum preserves the area’s rich brick-making history which contributes to the identity of the village. By embracing this identity, residents can experience a placemaking effect, helping to bolster connections to the built and cultural character of Haverstraw. Economically, the Haverstraw Brick Museum will have the ability to attract visitors from the surrounding region. The museum already attracts visitors primarily from the Mid-Hudson region and neighboring states, as well as some international visitors. The museum garnered a broader audience from across the United States and the world during the pandemic due to its virtual webinar series. In 2021, the museum had approximately 2,000 visitors, which grew to approximately 5,000 visitors in 2022. With this expansion, the Museum can capitalize on this growing exposure, increasing the number of in-person visitors to the museum and Haverstraw. An expanded facility with additional historical and interactive exhibits will raise the museum’s profile and attract more guests from the region and beyond. Because the museum is located along Main Street, it can benefit surrounding local businesses as visitors may enjoy restaurants, shops, and other attractions on their visit.

Project Synergies

Expansion and improvement of the Haverstraw Brick Museum will visually enhance downtown while drawing new people who may patronize local businesses. Other DRI projects that will work with this project to accomplish these goals are:

- Main Street Pocket Park
- Branding, Marketing, and Wayfinding
- Façade Improvement Program
- Stone Building Brewery

The Haverstraw Brick Museum will expand its efforts to promote the history and culture of Haverstraw and provide increased educational opportunities through museum exhibits, programs, and activities. Several other DRI projects focus on furthering the culture and diversity of the area, including:

- Harriet Tubman Statue
- Expansion of the Haverstraw Center
- Downtown Murals
- Waterfront Sculpture Park

Public Support

Feedback from the public during community outreach efforts and LPC meetings expressed support for this project throughout the DRI planning process .

“ Can’t wait to see Brick Museum expand. ”

“ Education is important and residents need to know about history of Haverstraw and brickmaking. ”

PROJECTS PROPOSED FOR DRI FUNDING

Jobs Created

To manage the museum and run the planned programs, the project sponsor has indicated that six full-time and four part-time employees will be required. Additionally, the Haverstraw Brick Museum has committed that at least 40 percent of its hired staff will be local residents.

Project Budget and Funding Sources

The Museum will use a combination of grants, fundraising, private support, and museum revenue to fund approximately 36% of the construction costs.

Activity	Amount	Funding Source	Status of Funds
Site Analysis (and Engineering)	\$25,000	Fundraising	Requested
Schematic Design	\$244,000	DRI Funds	Requested
Building Construction with LEED Materials	\$2,071,000	DRI Funds: \$1,256,000	Requested
		Grants: \$500,000	Requested
		Private Foundations/ Corporate Sponsors: \$315,000	Requested
Total Project Cost			\$2,340,000
Total DRI Funding Request			\$1,500,000
Total Other Sources of Funding			\$840,000
% Requested of Total Project Costs			64%

Feasibility and Cost Justification

The Haverstraw Brick Museum has retained op.AL architects who provided cost estimates based on market prices and professionals' experience. Cost estimates include contingency and cost escalation, including LEED compliance path costs. In order to confirm the anticipated work required and the project's feasibility, the Village of Haverstraw's engineer performed a structural evaluation of the existing building. The conclusion of this evaluation was that with additional support within the roof's framing, the existing structure is capable of supporting a two-story vertical addition. As such, no major changes in the anticipated scale of work were found, which would indicate that initial cost estimates are reasonable.

The location of the Haverstraw Brick Museum originally had a three-story structure built in the 1800's. That building subsequently experienced a fire and was reduced to a single story and has remained that way since. The addition of two stories and restoration of

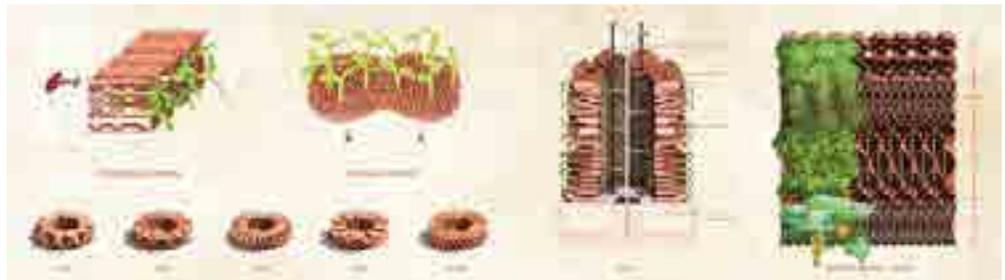
PROJECTS PROPOSED FOR DRI FUNDING

the building's basement will return the building to an example of the regional history of brick-making and enable the Museum to provide more educational opportunities for the many visitors and school groups who frequent the Museum. The expansion will allow the Museum to increase the number of visitors who may also patronize local businesses and explore the other offerings of the village. This project will further enable the Museum to continue exploring new innovations in brick-making and building materials. The Museum will soon launch a pilot project that uses new 3D printing technology that allows plants to grow out of a building's exterior walls. If the pilot project is a success, this new material will be used on the back wall of the Museum.

The sculpture will be placed in front of Village Hall.



Pilot project details from op.AL.



Regulatory Requirements

The proposed expansion will require zoning board approval that will take approximately three months to complete. However, based on the letter of support already received by the Village, the expansion of the museum is expected to be approved.

PROJECTS PROPOSED FOR DRI FUNDING

Images of Current and Proposed Conditions

Existing front of museum



Proposed front of museum



Existing back of museum



Proposed back of museum



Timeframe for Implementation and Project Readiness

Project Stage	Timeframe
Planning and approval of architectural and engineering construction plans	12 Months
Construction	12 Months
Total Timeframe	24 Months



Enhance Main Street Through Installation of Four Murals

The creation of four murals along the Main Street corridor will spur tourism, promote reinvestment in the downtown, engage residents, and provide a sense of community through access to outdoor art.

DRI Funding Request

\$180,000

Total Project Cost

\$180,000

Project Description

Haverstraw River Arts Fund Inc proposes to create murals on four separate buildings in downtown Haverstraw. The selected locations are: 2 Main Street, 21 Main Street, 45 Main Street, and 10 Rockland Street. These buildings are privately-owned, and Haverstraw River Arts Fund Inc is currently finalizing approvals from the building owners. Two of the murals (at 21 Main Street and 45 Main Street) will be commissioned by Haverstraw River Arts Fund Inc with a preference for New York State artists. Artists for the proposed murals at 2 Main Street and 10 Rockland Street will be selected through a call to entry for New York State artists, a process managed by Haverstraw River Arts Fund Inc. The 2 Main Street mural will depict the history of Haverstraw and the brick making industry. The 10 Rockland Street mural, located next to a church, will be ethereal, spiritual, and non-secular. Haverstraw River Arts Fund Inc will obtain three to five design options for each mural from which the building owner will select the desired options. The Mayor of Haverstraw and the Haverstraw Architectural Review Board will approve the selections, and then, the final design selection will be done by public vote. Haverstraw River Arts Fund Inc will lead and manage the selection, implementation, and maintenance of the murals.

Project Location

The selected locations for the murals are: 2 Main Street, 21 Main Street, 45 Main Street, and 10 Rockland Street in Haverstraw, New York.



Project Sponsor and Property Owner

The project sponsor is Haverstraw River Arts Fund Inc, which will oversee the artist selection process, planning, and execution of the murals. Haverstraw River Arts Fund Inc will obtain approvals from building owners at 2 Main Street, 21 Main Street, 45 Main Street, and 10 Rockland Avenue before any project work commences. Discussions

PROJECTS PROPOSED FOR DRI FUNDING

with these property owners have already begun, with the majority of owners providing verbal consent for this project. Real property acquisition is not required for this project. Haverstraw River Arts Fund Inc will then contract with the selected artists and manage any logistical requirements for the mural projects.

Capacity

Haverstraw River Arts Fund Inc, a registered 501(c)(3) organization founded in 2014, will be the sponsor for this project and will oversee the selection and procurement process, installation, and management of the mural projects. The murals will be located on private property, and Haverstraw River Arts Fund, Inc. has obtained or is in the process of obtaining permission from the property owners for the murals.

Haverstraw River Arts Fund Inc has created, led, and managed the installation of a mural in the downtown in partnership with the North Rockland High School Art Department. The organization has also directed the creation of public art installations and live art events in the village and promoted economic development. Haverstraw River Arts Fund Inc also organizes the annual Flavors of Haverstraw Food Crawl, the largest annual event in the village, for which they use grant funding from Rockland County for event promotion.

Project Partners

The building owners, the Mayor of Haverstraw, and the Haverstraw Architectural Review Board will assist in choosing design options for all murals, and then the public will vote for a final selection.

Strategies

DRI Strategies

- Improve the sense of place and create a more visually appealing downtown through building façade improvements, unified branding, marketing, and wayfinding, public art, and streetscaping improvements.
- Create and enhance attractions to draw residents and visitors into the downtown to support local businesses.
- Assist non-profit organizations to enhance and expand the cultural, artistic and historic assets of the community.

REDC Strategies

- Enhance the natural, historic, and cultural assets of the region, resulting in improved quality of life for residents and increasing tourism in the region.

Decarbonization Strategies and Benefits

Decarbonization strategies are not required for this project as there is no construction involved. However, the murals will promote walkability in the downtown, thus helping to reduce vehicle traffic.

**Anticipated
Revitalization
Benefits**

Short-Term Benefits

Community interest and engagement will begin during the design phase when the murals are presented before the Village of Haverstraw Architectural Review Board, and the public has an opportunity to vote. This interest will grow while the murals are being painted and will flourish when the murals are complete. Immediate benefits include transforming a blank, unnoticed wall into a work of art.

Long-Term Benefits

Once the murals are established and word spreads of the new murals in Haverstraw, art and mural enthusiasts will visit the downtown, increasing tourism and assisting surrounding local businesses. The murals will encourage walkability as local residents and visitors alike seek to interact with the murals. The murals will also help foster a sense of community and cross-cultural dialogue. The beautification and investment in downtown may also encourage other building owners to invest in their properties.

Project Synergies

The beautification and investment in downtown resulting from this project will be complemented by other proposed DRI projects. Together, these projects will spur additional investment, draw tourists, and foster a sense of pride and community in the Village of Haverstraw. These projects work toward common goals of improving conditions for residents, supporting and growing local businesses, boosting tourism, and encouraging walkability. These projects include:

- Activate the Main Street Pocket Park
- Establish and Implement a Branding, Marketing, and Wayfinding Initiative
- Establish a Downtown Façade Restoration Fund
- Restore and Expand Haverstraw Brick Museum

This project is especially synergistic with the “Activate the Main Street Pocket Park” project. The pocket park, located at 47 Main Street is adjacent to the wall at 45 Main Street that is proposed for a mural. The mural will provide additional beautification and improvement to the park.

**Public
Support**

Feedback from the public during community outreach efforts and LPC meetings expressed support for this project throughout the DRI planning process .

“ Cost efficient and adds character and history of village. ”

“ A+ love the idea. ”

PROJECTS PROPOSED FOR DRI FUNDING

Jobs Created

Full-time jobs will not be created by this project; however, this project will require professional artists, artists’ assistants, and potentially other technical jobs such as aerial lift operators.

Project Budget and Funding Sources

Activity	Amount	Funding Source	Status of Funds
Installation of mural at 2 Main Street	\$60,000	DRI Funds	Requested
Installation of mural at 21 Main Street	\$40,000	DRI Funds	Requested
Installation of mural at 45 Main Street	\$20,000	DRI Funds	Requested
Installation of mural at 10 Rockland Street	\$60,000	DRI Funds	Requested
Total Project Cost			\$180,000
Total DRI Funds Requested			\$180,000
Total Funding from Other Sources			\$0
% Requested of Total Project Costs			100%

Feasibility and Cost Justification

The cost of the murals depends on the size of the murals, wall specifications and conditions, and level of detail in mural design. The costs provided in the project budget were adjusted based on the size of the walls at each location, using the following cost ranges:

- Aerial lift costs - \$2,000-\$5,000
- Artist materials costs - \$2,000-\$5,000
- Artist travel and accommodation - \$3,000-\$5,000
- Wall preparation - \$3,000-\$8,000
- Artist pay - \$50 per square foot of wall space

These estimates are used by muralists for a general quote and are based on industry standards.

Murals are an integral part of urban revitalization. They immediately transform blank walls, the block, and the neighborhood, while visually telling a story. Murals increase foot traffic, encouraging a walkable downtown while attracting tourism. Murals have played a part in the successful revitalization of other Hudson Valley towns and cities, including Kingston, Yonkers, and Peekskill.

PROJECTS PROPOSED FOR DRI FUNDING

Regulatory Requirements

This project does not require any municipal approvals. However, Haverstraw River Arts Fund Inc will consult with the building owners that will host the murals, the Mayor of Haverstraw, and the Village Architectural Review Board in choosing design options for all murals, with the final selection decided by public vote.

Images of Current and Proposed Conditions

The photos below show the existing conditions of the proposed wall locations. The proposed conditions photos show mural designs for illustrative purposes. Actual mural designs are yet to be determined.

2 Main Street—Existing conditions



2 Main Street—Proposed conditions



PROJECTS PROPOSED FOR DRI FUNDING

21 Main Street—Existing conditions



21 Main Street—Proposed conditions



45 Main Street—Existing conditions



PROJECTS PROPOSED FOR DRI FUNDING

45 Main Street—Proposed conditions



10 Rockland Street-Existing conditions



10 Rockland Street-Proposed conditions



Timeframe for Implementation and Project Readiness

Project Stage	Timeframe
Call for entry for 2 Main Street and 10 Rockland Avenue and commission briefs provided to selected artists for 21 and 45 Main Street	2 Months
Finalist artists chosen	1 Month
Approval of murals	2 Months
Installation of murals	6 Months
Total Timeframe	11 Months



Establish a Downtown Façade Restoration Fund

Establishing a downtown façade restoration fund will enhance the sense of place, celebrate the village’s history and culture, and create a more visually appealing downtown while assisting building owners and boosting patronage to downtown businesses.

DRI Funding Request

\$550,000

Total Project Cost

\$736,000

Project Description

The downtown façade restoration grant fund is aimed at improving the aesthetic conditions of commercial and mixed-use buildings in the DRI Area. The fund will enable the owners of commercial buildings to receive grants to renovate the facades of their buildings, including the improvement of exterior walls, installation of signs or awnings, modification of entryways, and replacement of doors or windows. Recipients must provide a 25% match contribution of the total renovation project cost. Grant applications which further the following goals will be prioritized:

- Preservation of architecturally significant elements and styles
- Enhancement of accessible entryways
- Resolution of building code violation or environmental hazards
- Installation of energy conservation measures including photovoltaic devices and green building techniques that are NYStretch Code compliant

PROJECTS PROPOSED FOR DRI FUNDING

By augmenting the aesthetic conditions and preserving the architectural heritage of the DRI Area, the façade restoration program will enhance the pedestrian experience, attract more visitors, increase commercial patronage, and support local business owners. Once the program is established, it may be expanded to other areas outside of the DRI Area using other sources of funding.

Project Location

All commercial and mixed-use buildings in the DRI Area, including office, retail, industrial, and mixed-use buildings of any size, dimension, or architectural style will be eligible for grants offered through the Downtown Façade Restoration Fund.



Project Sponsor and Property Owner

The project sponsor will be the Village of Haverstraw.

The downtown façade restoration program will provide grants only to property owners including individuals, for-profit entities, and not-for-profit entities. Business owners who have a commercial lease within a building may benefit from the funded improvements, but they may not directly receive any assistance from the program.

Capacity

Village staff will manage the project with the support of the Village’s Corporation Counsel. The Village’s Chief Building Inspector and team of Code Enforcement Officers will review the construction plans and monitor completion of the renovation. While the Village has had experience administering a façade grant program previously, it may seek the support of a consultant to help develop and administer the program and ensure compliance with the Housing Trust Fund Corporation’s guidelines and financial terms. The Village’s Building Department will be charged with reviewing the renovation proposals and monitoring their completion in accordance with the terms of the grant program and in alignment with the Village’s building code, land use laws, and environmental regulations.

Project Partners

No project partners are identified for this project.

Strategies

DRI Strategies

- Improve the sense of place and create a more visually appealing downtown through building façade improvements, unified branding, marketing, and wayfinding, public art, and streetscaping improvements.
- Celebrate the village’s history and culture through restoration of downtown buildings.

REDC Strategies

- Support downtown revitalization and increased community and regional connectivity through planning and infrastructure initiatives, particularly in distressed communities.
- Enhance the natural, historic, and cultural assets of the region, resulting in improved quality of life for residents and increasing tourism in the region.

Decarbonization Strategies and Benefits

This project does not require decarbonization strategies. Grant applications that further the goals of installation of energy conservation measures, including photovoltaic devices and green building techniques that are NYStretch Code compliant will be prioritized.

Anticipated Revitalization Benefits

Short-Term Benefits

The short-term benefits of this project include physical improvements to property conditions and the preservation of architectural and cultural heritage. These improvements may also include enhanced accessibility of buildings for persons with disabilities as well as a range of public health and environmental benefits including

PROJECTS PROPOSED FOR DRI FUNDING

enhanced ventilation, improved insulation, reduced greenhouse gas emissions, and energy conservation.

Long-Term Benefits

These improvements will enhance the perception of downtown, which in turn will attract visitors, residents, and businesses. Longer-term benefits include the enhanced commercial performance of the DRI Area due to increased visitation, patronage, spending, and tenancy. Building enhancements will help build community pride and spur private investment in further maintenance and beautification.

Project Synergies

The façade restoration program will work in tandem with the following proposed improvements on Main Street, to help cultivate an inviting downtown atmosphere:

- Activate the Main Street Pocket Park
- Enhance Main Street Through Installation of Four Murals
- Restore and Expand the Haverstraw Brick Museum

Additionally, the DRI project “Establish and Implement a Branding, Marketing, and Wayfinding Initiative” will complement these improvements by highlighting the many assets of the core commercial district and boosting business patronage and activity.

Public Support

Feedback from the public during community outreach efforts and LPC meetings expressed support for this project throughout the DRI planning process. The Village operated a similar façade improvement program approximately 20 years ago, which was well used and popular in the downtown business community. Business owners have expressed a need for this program to assist their businesses by improving the visual appeal of their buildings and downtown, resolving code violations, and making improvements they cannot afford without assistance. Establishing a façade restoration program was also highlighted in the Village’s 2021 Comprehensive Plan Update, which underwent an extensive public outreach and review process.

“High importance for image of Village.” “Yes, good use of funding.”

Jobs Created

The project will not generate a significant number of permanent jobs. However, the physical rehabilitation of buildings in the DRI Area will help bolster commercial activity throughout the village’s downtown and possibly lead to increased hiring by local businesses.

PROJECTS PROPOSED FOR DRI FUNDING

Project Budget and Funding Sources

The Village expects to use \$545,000 in DRI funds to allocate grants to commercial and mixed-use building owners and \$5,000 of DRI funding for program administration. Each building owner must contribute 25% of the total cost of the alteration. In addition, the Village expects to allocate up to \$50,000 from its own funds in order to gain increased administrative support for project implementation by engaging consultants. Upon exhaustion of DRI funds, the Village plans to continue the program, adding CDBG funding as needed.

Activity	Amount	Funding Source	Status of Funds
Façade Improvements	\$681,000	DRI Funds: \$545,000	Requested
		Private Match (25%): \$136,000	Pending
Program Administration	\$55,000	DRI Funds: \$5,000 Village of Haverstraw: \$50,000	Secured
Total Project Cost			\$736,000
Total DRI Funds Requested			\$550,000
Total Funding from Other Sources			\$186,000
% Requested of Total Project Costs			75%

Feasibility and Cost Justification

Feasibility and cost justification will vary widely based on the types of improvements. As the project is a grant-based program allowing for a wide range of grant amounts, it is not possible to determine a precise estimate per building. When drafting the administration plan, the Village will establish minimum and maximum grant amounts and will request that grant applicants provide formal cost estimates. Each restoration project application will be reviewed for feasibility and cost justification to determine whether an award is appropriate.

A downtown façade restoration fund has the potential to improve the overall economic health of the downtown area by enhancing the village’s visual cohesiveness and appeal, assisting local businesses, and improving commercial performance due to increased visitation, patronage, and tenancy.

Regulatory Requirements

All applications will be reviewed by the Village of Haverstraw’s Building Department and require a building permit before construction commences. In addition, construction plans will be reviewed by the Architectural Review Board. Funded applications will be required to satisfy any SHPO and SEQRA requirements.

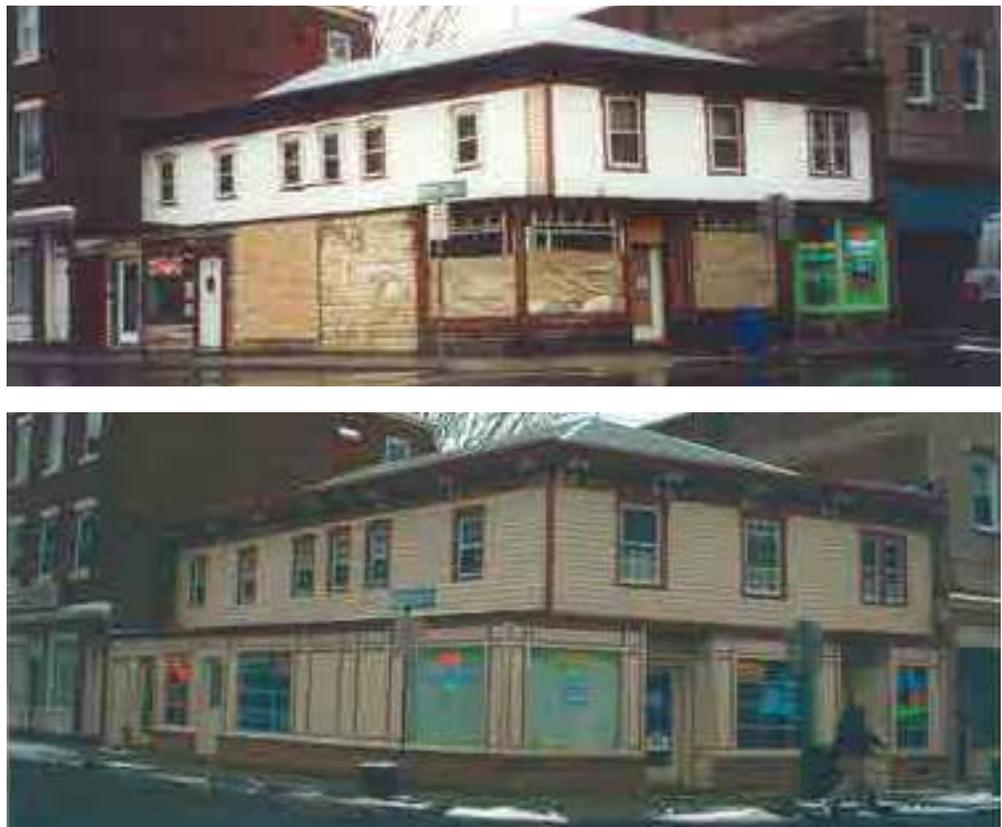
Images of Current and Proposed Conditions

The photos below show before and after façade restoration conditions for buildings that were rehabilitated during the Village’s previous façade restoration program approximately 20 years ago. The restoration of historic facades and improvement of overall building condition will be replicated in this proposed façade program.

Before and after façade restoration photos of 91 Broadway



Before and after façade restoration photos of 1 Main Street



PROJECTS PROPOSED FOR DRI FUNDING

Timeframe for Implementation and Project Readiness

Project Stage	Timeframe
Program design	3 Months
Marketing and Application Period	2 Months
Application Review, Award, and Contracting	2 Months
Project Design and Approvals	6 Months
Construction Period	9 Months
Total Timeframe	22 Months



Establish and Implement a Branding, Marketing, and Wayfinding Initiative

Establishing and implementing a branding and marketing initiative with wayfinding signage will help support local businesses, boost tourism, enhance placemaking, recognize historic places, and encourage walkability.

DRI Funding Request

\$300,000

Total Project Cost

\$350,000

Project Description

A branding and marketing initiative in tandem with a wayfinding program will be aimed at bolstering the economic and cultural vitality of the DRI Area. Led by the Village of Haverstraw with the support of a consultant, this initiative entails three core elements:

- Development of Haverstraw’s Brand – Development of a brand unique to Haverstraw that builds upon its history, assets, culture, and vision for the future will better position the downtown locally, regionally, and beyond. A brand that represents Haverstraw’s strengths and tells the village’s story can have a broad impact from building community pride to drawing visitors to the village to promoting economic development. This brand will be used in the wayfinding signage and marketing methods as identified in the marketing strategy.

PROJECTS PROPOSED FOR DRI FUNDING

- Creation of a Market Analysis and Marketing Implementation Strategy – The market analysis will include evaluating existing market conditions, identifying opportunities and challenges for businesses, visitors, and residents, and documenting other relevant market conditions. Building on the market analysis information, the marketing implementation strategy will be an action-oriented plan for attracting and retaining residents, visitors, and businesses, with an additional focus on building coordination and marketing capacity among local businesses. The implementation strategy, developed with extensive consultation from the local business community, residents, visitors, and regional business associations, could include recommendations for marketing methods and capacity-building strategies, particularly focused on a multilingual and multicultural business community. The strategy will also focus on ways to launch the brand and integrate it into any of its recommended marketing strategies.
- Implementation of Marketing Strategy and Wayfinding – The first stage of implementing the marketing strategy will include designing and installing new wayfinding and visitor signage using Haverstraw’s new branding. Signage will be designed for pedestrians and motorists and will direct residents and visitors to municipal buildings, local businesses, waterfront paths and parks, cultural and historical attractions, public parking, and other points of interest. This project component may support initial development of digital marketing methods identified in the marketing strategy, such as a website or mobile app, that can provide up-to-date information on village events and amenities in multiple languages.

Project Location

The branding, marketing, and wayfinding strategies will take place throughout the DRI Area.

PROJECTS PROPOSED FOR DRI FUNDING



Project Sponsor and Property Owner

The Village of Haverstraw will serve as the project sponsor.

The marketing strategy will not require site control of any property. The installation of wayfinding measures will be done within publicly owned rights-of-way. The Village owns all existing street fixtures and lights.

Capacity

The Village will develop an RFP to contract with a consulting firm with expertise in both digital and physical branding strategies and experience working with a multicultural and multilingual business community.

Implementation and management of the project will be led by the Office of the Village Mayor and the Village’s contracted planning consultants. With the assistance of its contracted planning firms, the Village has spearheaded several revitalization efforts including a comprehensive plan update in 2021, complex private waterfront and downtown development, and public improvements, such as streetscapes and park improvements. Moreover, the Village has substantial experience managing various grants including CDBG grants, a NYSDOT Streetscapes grant, DEC, DOS, and NYS Courts grants as well as numerous member items. The Village has successfully met the required match for all of its grants and covered additional costs if required. Installation of wayfinding and visitor signage will be monitored by the Village’s Department of Public Works.

Project Partners

Throughout the project, the Village of Haverstraw will coordinate its marketing strategy with the Rockland County Department of Economic Development and Tourism. The wayfinding program will be closely coordinated with the Historical Society of Rockland County and the Village of Haverstraw’s Architectural Review Board to ensure the appropriate and accurate representation of historical information on both digital media and physical signage. The Village will coordinate with Rockland County and New York State Department of Transportation as needed.

Strategies

DRI Strategies

- Improve the sense of place and create a more visually appealing downtown through building façade improvements, unified branding, marketing, and wayfinding, public art, and streetscaping improvements.
- Implement wayfinding and streetscape improvements to support pedestrian circulation, enhance walkability, and provide visual linkages to create a more unified and distinct experience of the downtown.
- Assist non-profit organizations to enhance and expand the cultural, artistic and historic assets of the community.

REDC Strategies

- Support downtown revitalization and increased community and regional connectivity through planning and infrastructure initiatives, particularly in distressed communities.

Decarbonization Strategies and Benefits

Decarbonization is not required for this project. The inclusion of wayfinding signage may help reduce automobile use by encouraging walking, biking, and ferry usage.

**Anticipated
Revitalization
Benefits**

Short-Term Benefits

In the short term, this project will raise the profile of downtown Haverstraw throughout the entire region. An attractive brand will immediately establish the downtown’s unique identity and enable the Village to market itself and its assets to visitors, potential residents, and future businesses. Further, implementing attractive and consistent branding through physical and digital wayfinding measures will create a unified downtown district and cultivate a more welcoming environment with a strong sense of place. As a result, there will be more tourism and patronage of local businesses and cultural and recreation sites, likely leading to increased business and local revenues. Another immediate benefit will be the meaningful connection between Haverstraw’s waterfront and its business district. Consistent branding and wayfinding signage will unify the waterfront and the business district, while also directing visitors and residents between and within the two areas of downtown.

Long-Term Benefits

One long-term benefit of this project will be the enhanced walkability in the DRI Area. The digital media and wayfinding signage will encourage a “park once and walk” mindset, leading to increased foot traffic and business patronage, reduced vehicular congestion, and reduced environmental impact within the DRI Area. Another long-term benefit of the project could be the attraction of private investment to develop commercial, residential, mixed-use, and cultural uses within the DRI Area. Lastly, implementing a marketing strategy and wayfinding program could inspire community pride and encourage the local business community to collectively become more active in improving and marketing the village’s downtown.

Project Synergies

The branding, marketing, and wayfinding initiative supports the overall public investments being made in Haverstraw through the DRI program. The project will specifically enhance the following DRI projects by promoting their importance in the village:

- Enhance the Village’s Outdoor Recreation Area
- Enhance Main Street Through Installation of Four Murals
- Activate the Main Street Pocket Park
- Restore and Expand Haverstraw Brick Museum
- Extend Public Trail and Stabilize Shoreline to Support Reuse of Chair Factory Site
- Create Educational Opportunities Through Installation of Harriet Tubman Statue
- Extend Public Waterfront Sculpture Trail

The initiative will also work in tandem with DRI projects “Launch a Pilot Project to Expand Haverstraw-Ossining Ferry Service to Weekends” and “Improve Connectivity with Construction of a Multimodal Ferry Station” by connecting the waterfront to the downtown area and promoting various types of transportation.

PROJECTS PROPOSED FOR DRI FUNDING

Public Support

Feedback from the public during community outreach efforts and LPC meetings expressed support for this project throughout the DRI planning process. Implementing a branding, marketing, and wayfinding initiative was also highlighted in the Village’s 2021 Comprehensive Plan Update which underwent an extensive public outreach and review process.

“ Important to show the public who don’t know Haverstraw and how special it is. ” “ Need signs in Spanish, also needs to highlight more businesses and what Haverstraw has to offer. ”

Jobs Created

The completion of the marketing strategy and the installation of new wayfinding measures will not generate permanent jobs. However, this project does contribute to an environment that welcomes and promotes economic development, which could increase the number of jobs located within the DRI Area.

Project Budget and Funding Sources

The total cost of the project will be \$350,000, \$50,000 of which the Village will contribute that will be used to pay for a portion of the costs for wayfinding signage.

Activity	Amount	Funding Source	Status of Funds
Develop Haverstraw Branding	\$75,000	DRI Funds	Requested
Create Marketing Analysis and Marketing Strategy	\$100,000	DRI Funds	Requested
Implementation of Marketing Strategy and Installation of Wayfinding Signage	\$175,000	DRI Funds: \$125,000 Village of Haverstraw: \$50,000	Requested Secured
Total Project Cost			\$350,000
Total DRI Funds Requested			\$300,000
Total Funding from Other Sources			\$50,000
% Requested of Total Project Costs			86%

PROJECTS PROPOSED FOR DRI FUNDING

Feasibility and Cost Justification

Costs were derived from estimates by branding and marketing professionals and product research.

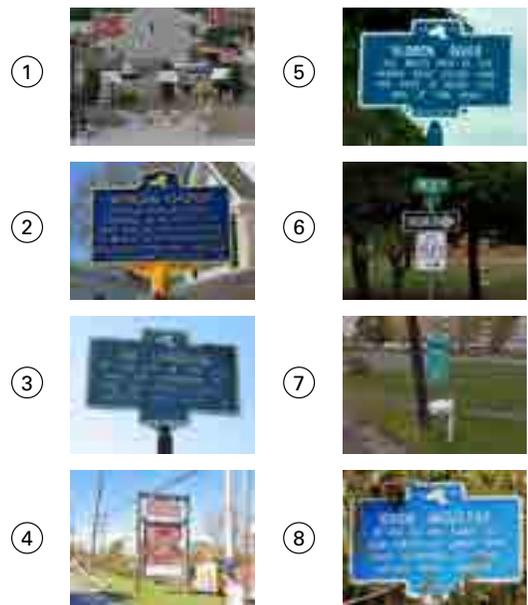
The project is expected to help spur increased patronage of commercial establishments and attract new tenants in the DRI Area while simultaneously engaging the local business community to more actively participate in the ongoing promotion of the Haverstraw’s downtown. The project supports the overall public investments being made in Haverstraw through the DRI program. The branding, marketing, and wayfinding initiative will be an asset which the Village can build upon and market beyond the duration of the project. The Village’s 2021 Comprehensive Plan Update stressed the importance of needing to market the village and all that it has to offer as a way of drawing tourists and residents downtown, assisting local businesses, and highlighting the cultural assets of the village.

Regulatory Requirements

The installation of signage within the DRI Area will be done in accordance with all local and federal regulations regarding roadway design and traffic operations.

Images of Current and Proposed Conditions

Existing wayfinding



PROJECTS PROPOSED FOR DRI FUNDING

Proposed wayfinding



- New Mile Marker**
- Small post/sign with a map of the local streets and nearby attractions; could include QR code of larger map.
 - Place along pedestrian routes such as the Waterfront Trail approximately every 500 feet, depending on surroundings, and location of closest information map.



- New Pedestrian Wayfinding**
- Sign with subdistrict specific directions to listed places of interest.
 - Place at major intersections along Main Street, New Main Street, and Broadway.



- New Motorist Wayfinding**
- Directional signs pointing to major traffic routes, bike lanes and access points to Route 9W.
 - Place at main access point to Route 9W at New Main Street and the intersection of Maple Avenue and West Street.



- New Historic Attraction Sign**
- Panel or plaque with a description of a historic/cultural site.
 - Place at every cultural site.



- New Information Map**
- Large digital map with labeled village public spaces, sites and transportation routes.
 - Place at every node (public gathering space).



- New Parking Signage**
- Site specific signs indicating public parking lots.
 - Place at public parking lots.

PROJECTS PROPOSED FOR DRI FUNDING

Example of potential wayfinding signage in the Main Street Pocket Park



Timeframe for Implementation and Project Readiness

The project will be completed within a 24-month period, commencing with issuance of an RFP for consulting services for brand development and a market analysis and implementation strategy. The installation of the wayfinding program will be done once other DRI funded public realm projects are further along to ensure that signage is installed in the correct locations and with accurate information.

Project Stage	Timeframe
Develop RFP and Select Consultant	3 Months
Production of a Market Analysis & Marketing Strategy	9 Months
Implementation of Wayfinding Devices	12 Months
Total Timeframe	24 Months

Supporting Projects

The LPC identified additional projects that contribute to the Haverstraw DRI vision and goals but were not recommended for DRI funding because the project was not ready or appropriate for DRI funding. The Village will work with these project sponsors to assist in advancing these projects to completion.

Project Name	Project Description	Project Sponsor	Sponsor Type	Preliminary Project Costs
Dream Performing Arts And Community Center	Repurpose a vacant, former synagogue at 37 Clove Avenue into a performing arts and community center which will host various activities and provide resources for all community members, especially disabled and at-risk youth and adults.	DREAM LLC	Non-Profit	\$1,922,262
The Experience	Repurpose a vacant building at 39 Clinton Street into a museum including exhibit space, gift shop, office space, and a theater. The mission of The Experience is to research, recover, preserve, and teach the rich culture and contributions of African Americans with an emphasis on the African American people of Haverstraw.	Haverstraw African American Connection	Non-Profit	\$1,300,000
River Vista (West/Maple Redevelopment)	Raze existing 56 residential units, as needed for environmental remediation, and construct a 5-story live/work mixed-use building with 13 work/commercial units and 129 residential units. The project is located at the intersection of West Street and Maple Avenue, a key gateway for the Village.	Yado Estates LLC	Private	\$22,762,800
West Broad Streetscaping	Implement streetscape improvements on West Broad Street between Clove Street and Broadway, with an emphasis on improving the visual appearance and functionality of the entrances to the municipal parking lots on West Broad Street. Improvements will include upgrades to lighting, sidewalks, street furniture, and landscaping.	Village of Haverstraw	Public	TBD
MyHaverstraw Broadband	Provide broadband service to downtown Haverstraw, with the goal of expanding to the broader community. Free and low-cost broadband options will be available in public spaces and low-income households. Competitive pricing will be available to the general community.	MyHaverstraw	Private	\$500,000

SUPPORTING PROJECTS

Project Name	Project Description	Project Sponsor	Sponsor Type	Preliminary Project Costs
20 Main Street Revitalization	Revitalize 20 Main Street, a mixed-use downtown building with three commercial units and seven residential units, with exterior and interior improvements.	Henriquez Family	Private	\$115,000
Haverstraw King's Daughters Library Roof Replacement	Repair the roof of the historic Haverstraw King's Daughters Public Library, located at 85 Main Street.	King's Daughters Public Library	Public	\$138,000



Haverstraw
Downtown
Revitalization
Initiative



**Downtown
Revitalization
Initiative**