

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Mid-Hudson

Municipality Name: Village of Mamaroneck

Downtown Name: Downtown Mamaroneck & MAKER Zone

County: Westchester County

Vision for Downtown. Provide a brief statement of the municipality's vision for downtown revitalization.

We imagine Downtown Mamaroneck, the Washingtonville neighborhood, and the Industrial MAKER zone as thriving, ecologically-sensitive districts where residents and visitors enjoy access to high quality retail options, entertainment, public space and parks, high paying job opportunities, entrepreneurial opportunities, equitable and diverse housing options, public arts and culture, and public transit options.

Justification. Provide an overview of the downtown, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

The Village of Mamaroneck is located on the Long Island Sound, in Westchester County, approximately 23 miles north of New York City. The Village's downtown is primarily located between Harbor Island Park on the Long Island Sound and Metro North's Mamaroneck Station. The downtown was first formed in the early 1800s as industry and commerce clustered along the banks of the Mamaroneck River. Since incorporating in 1895 the Village of Mamaroneck has grown to a population of approximately 19,375 residents. The Village of Mamaroneck is a community that is diverse in terms race, ethnicity, and socio-economic status.

The main artery of the downtown is Mamaroneck Avenue which hosts a variety of retail stores, restaurants, and entertainment venues. The downtown hosts a number of cultural institutions including the Mamaroneck Library and the Emelin Theatre (a performing arts space). At the terminus of Mamaroneck Avenue is Harbor Island Park, a prominent forty-four acre park on the Long Island Sound. The Village hosts several events of regional importance including the annual Firemen's Parade which attracts fire departments and audiences from around the metropolitan area, the annual 4th of July Fireworks and Carnival which is free and open to the public, the annual Chamber of Commerce Wine Trail which visits establishments around the downtown, annual block

Proposed Industrial MAKER Zone

Mamaroneck Avenue in the Downtown

parties with music and street vendors in July and August, the Annual International Beer Festival at Harbor Island Park, and other musical and family-oriented activities.

The Village of Mamaroneck prides itself on having a compact walkable downtown that is highly transit connected, through the Metro North Railroad and Bee-Line Bus Service. This is supported by relatively high

levels of density both in the downtown and surrounding areas. The downtown is comprised mostly of mixed-use retail and residential buildings. The Village has recently completed a wayfinding master plan which will implement an aesthetically pleasing signage and kiosk system that incorporates wayfinding functionality coupled with branding and downtown marketing. The Village has awarded a contract for this work and is planning to commence the first phase of installation in the summer and fall of 2018. The first phase will focus on the downtown by installing kiosks and pedestrian and vehicular signage.

Adjacent to and extending from the traditional downtown is a neighborhood colloquially known as “Washingtonville.” The Village recently passed Transit Oriented Development legislation to encourage redevelopment in this area using the principles of smart growth- primarily by encouraging mixed-use development with access to multi-modal connections including the train station. Another purpose of the legislation was to extend the economic and cultural vitality of the primary downtown up Mamaroneck Avenue into Washingtonville.

In addition to the downtown and the Washingtonville neighborhood the Village is in the process of implementing a plan to redevelop the industrial area, which is located adjacent to both Washingtonville and the downtown. The Village recently awarded a contract to a consultant who is working on legislative implementation and an anticipated Generic Environmental Impact Statement. The consultant is presently drafting new zoning language and will begin the GEIS process over the summer. The Industrial Area Committee, with the input of village residents, volunteers, elected officials and staff arrived at the vision and concept of the Mamaroneck MAKER Zone. The mission statement for the MAKER Zone is:

“A coordinated effort to preserve existing uses and incentivize the growth of the “maker” economy in Mamaroneck as an economic engine for jobs, tax revenue, environmentally-sensitive redevelopment, neighborhood and eco-friendly buffering, flood mitigation, and new recreational activities all aimed at the revitalization and sustainability of the manufacturing district in Mamaroneck.”

Furthermore, the study recommends leveraging existing infrastructure to attract and retain modern businesses including tech and craft industries, while preserving existing traditional industrial businesses (and the jobs they create) in the area. The preservation of existing businesses who provide high paying jobs to workers with low educational attainment is paramount to the Industrial Area plan. The Village recognizes the valuable role these types of employment centers play in achieving equity and social mobility. We see the industrial area as the last major piece in the economic development puzzle in the Village of Mamaroneck in that it will work synergistically with the existing downtown and Washingtonville neighborhood. More information on the MAKER Zone project is available on the website at Mamaroneck-Maker.com

DOWNTOWN IDENTIFICATION

1) Boundaries of the DRI Area. Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be concentrated and well-defined. Core neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment. Attach a map that clearly delineates the downtown neighborhood.

The traditional downtown is typically defined as the area between Harbor Island Park and the Metro North’s Railroad Station. For the purposes of this application we are including the industrial area (MAKER zone) and

Washingtonville neighborhood in addition to the traditional downtown, as they function synergistically with each other. The industrial area is defined as the area northwest of the railroad, southwest of the Sheldrake River, and southeast of Interstate 95. The TOD area within Washingtonville is defined as the commercial area along Mamaroneck Avenue south of the Elementary school and north of the Metro North Railroad Bridge.

2) Description of catchment area. Outline why the downtown, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing or increasing population within easy reach for whom this would be the primary downtown destination.

The Village of Mamaroneck downtown and adjacent neighborhoods sufficiently support a vibrant year-round downtown. Presently the downtown already pulls visitors from throughout the tri-state area, and has a reputation as a bustling and vibrant location. According to a 2015 Planning Department study the primary trade area for the downtown includes the Village and a three mile wide buffer from the boundary line, in which there is a population of 141,532 residents and a total retail gap of \$908 million. The Village with approximately 19,375 residents has a high population density at between 3,000-10,000 persons per square mile depending on the census tract. Furthermore, according to the census the Village has grown by more than 600 residents between 2000 and 2015. The largest employment area is the industrial area which had an estimated 1,900 workers in 1997, and approximately 1,000 workers in 2015. The industrial area is poised for revitalization in the coming years due to new planning initiatives slated for the area.

3) Past Investment, future investment potential. Describe how this downtown will be able to capitalize on prior or catalyze future private and public investment in the neighborhood and its surrounding areas.

Mamaroneck has experienced a great number of public and private investments in the downtown, Washingtonville neighborhood, and industrial area in the past several years. The Village has been working to capitalize on existing businesses and new investments to further economic development and retail growth.

2012:

Harbor Island Conservancy new signage and improved landscaping, Private Non-Profit Investment

The non-profit group Harbor Island Conservancy installed new nautical-themed decorative signs and improved landscaping at multiple park entrances. This was 100% funded by outside sources.

Bullseye Glass Company, \$100,000, Private Investment

Bullseye glass resource center is one of five bullseye glass locations nationwide. The company offers glass supplies, classes, a gallery space, and rentable meeting spaces.

Adaptive Reuse of Mamaroneck Train Station, 3.5 Million, Private Investment

The former Mamaroneck Train Station was converted into a mixed-use restaurant and office space. The Village is supportive of adaptive reuse projects as they promote sustainability and historic preservation. The office space has brought two new companies to Mamaroneck and has increased the employment base in the Village of Mamaroneck by adding approximately 75 permanent jobs.

Adaptive Reuse of the Train Station- Photo Credit: June Marie Creative Commons: CC BY-SA 2.0,

2013:

Metro North Station Renovations, Public Investment

The Metro North Station was renovated to improve both the functionality of the station and the aesthetic design of the station. The renovation included a highly visible public arts component that features a decorative archway near the train platform. The project was funded by MTA, costs unknown.

2014:

Mamaroneck Avenue Street Tree Improvements, ~\$150,000- Public Investment

The project installed 20 new trees and wider tree wells along Mamaroneck Avenue replacing the existing heaving and underperforming tree wells.

Jefferson Avenue Bridge Replacement, ~4.5 million- Public Investment

A structurally deficient bridge at Jefferson Avenue was replaced with a new bridge that features improved sidewalks that provide better pedestrian access to the nearby train station and the Transit Oriented Development area. The project was funded by Village of Mamaroneck and Town of Rye.

233 Halstead Avenue Mamaroneck Towers, ~\$2 million- Private Non-Profit Investment

Interior and exterior renovations to the senior housing facility located in the downtown. Renovations include window replacements, kitchen upgrades, and interior community room upgrades.

139 Hoyt Avenue Halftime Beverages, ~\$2.5 million (including remediation), Private Investment (See also Decadent Ales below)

State superfund site at the former ITT Sealectro location that was remediated through capping and now hosts the halftime beverage company. Currently there are approximately 20 employees. The beverage company carries craft beer produced in New York State and throughout the world.

108 Mamaroneck Avenue, ~\$3.5 million, Private Investment

108 Mamaroneck Avenue is a mixed-use building in the Village's downtown with 6 residential units and 1,800 sf of retail space. The building also features sustainable green elements such as solar panels and an electric vehicle charging station. The retail component is now occupied by "Pinot's Palette," a wine drinking and art instruction establishment. The retail component has created approximately 6 permanent jobs.

122 Mamaroneck Avenue, \$1.4 million, Private Investment

122 Mamaroneck is a newly developed retail space which hosts a music school and a restaurant. The project also features a successful walkway that connects Mamaroneck Avenue to the Emelin theatre parking lot on Library Lane. The project has created approximately 25-35 jobs.

2017:

Aqua Tots Swim School, \$2.5 million, Private Investment

The Strait Gate Church, listed as a site of local historic significance in Mamaroneck, has been re-purposed into the Aqua Tots swim school. In order to bring the project to reality the Village had to approve a zoning map change, a special use permit, and a site plan. This extensive process led to the Village's creation of adaptive reuse legislation, which is targeted at religious and educational buildings that are at risk for demolition. The Aqua Tots project was awarded a planning achievement award by the Westchester Municipal Planning Federation.

Open Door Health Clinic, \$425,000, Private Investment

New health clinic that serves low income families and individuals with a sliding fee scale based on income. Currently employs 8 employees with an anticipated additional 10 employees once facility is complete. The clinic is also located in the Washingtonville neighborhood which was identified as an area with limited healthcare access according to a survey by the non-profit Hispanic Resource Center which found that 42% of respondents (predominately Hispanic/Latino immigrants) indicated that lack of transportation had prevented access to healthcare for themselves or a dependent.

2018:

Wayfinding system in downtown, \$425,000, Public Investment

The Village is in the process of implementing a wayfinding plan that will better connect the Village's downtown to the adjacent Harbor Island Park and Mamaroneck train station. The wayfinding plan will direct visitors and residents to several cultural institutions including the Emelin Theatre (a performing arts space), Mamaroneck Library, and LMC-TV, a local community television station. The wayfinding plan will utilize universal symbols so that all residents and visitors can identify and visit the many amenities and cultural institutions in the Village. The plan was drafted in collaboration with various Village committees, residents, and cultural destinations.

270 Waverly Avenue "Sheldrake Station", 20,000,000, Private Investment

Sheldrake Station is a large residential development in the Washingtonville neighborhood near the Metro North Train Station. The project has 96 apartment units and 4 townhomes. In addition the project will have 9 below market rate units. The project also features a Riverwalk along the Sheldrake River that will be publicly accessible and will connect the industrial area to the Metro North Train station and the Village's downtown. The project groundbreaking is scheduled for June 16th, 2017.

Mamaroneck Center, ~\$10 million, Private Investment

Mamaroneck Center is a recently approved project at the location of a shuttered A&P supermarket, which closed several years ago. The project includes five additional retail spaces that may create an additional 50 permanent jobs. At present CVS is occupying a portion of the site, and employs approximately 35 people. North Shore Farms has received a special permit from the Village of Mamaroneck Zoning Board to operate a ~13,000 sf full service supermarket. The supermarket is expected to open by the end of 2018 and may employ up to 50 people on its own. The Village was active in assisting in the recruitment of a supermarket for the area since it can be characterized as a food desert. Over 30% of the residents of the Washingtonville neighborhood rely on public transportation, walking, and bicycling to travel to work. A recent study by Rye Neck high school and the non-profit Hispanic Resource Center found that 52% of survey respondents (predominately Hispanic/Latino immigrants) utilized public transportation to travel to the supermarket. This project is vital to the attraction and retention of a supermarket in the lowest income area of the Village of Mamaroneck.

690 Mamaroneck Ave, \$3 Million, Private Investment

690 Mamaroneck Avenue is a mixed-use residential development with 3,000 SF of commercial space on the ground floor within the TOD overlay zone. The project features a slew of green infrastructure elements including a green roof and a rainwater collection system that reuses the captured water for irrigation on site. The project also features two below market rate housing units and improved floodplain compliance. There are currently 10-15 temporary jobs associated with building's construction. The retail component has an active application for a farm-to-table café which will employ 10 individuals.

Decadent Ales Microbrewery, ~\$200,000, Private Investment

Decadent Ales is the first microbrewery in the Village of Mamaroneck and went in under the newly adopted microbrewery legislation. It has received a special permit from the Zoning Board and is presently under construction. The microbrewery will be taking approximately 30% of the space within the existing Half Time Beverage store at 139 Hoyt Avenue. It is anticipated to create 10 jobs and provide another cultural amenity and destination in the Village.

151 Mamaroneck Avenue, 1.5 mil, Private Investment

This downtown site has been redeveloped as a commercial building. CKO kickboxing, a cardio kickboxing gym has received a special permit to occupy the top two floors. The property owner is presently searching for a ground floor retail tenant. Pictured to the right.

Electric Vehicle Charging Station, \$20,000, Public Investment

Grant contract being prepared presently. The grant received from NYSDEC for \$16,000- Installation expected August 2017. The charging station will be located in the Hunter parking deck which is directly across from the Village of Mamaroneck municipal building and a block from the main strip of Mamaroneck Avenue.

2019 and Beyond:

Proposed Army Corps of Engineers Flood Remediation Project, Anticipated \$80 Million, Public Investment

The Army Corps of Engineers has completed the study phase, consistency approvals, and NEPA requirements for the Sheldrake and Mamaroneck Rivers Flood Remediation Project. The project will create trapezoidal cuts in the Mamaroneck and Sheldrake Rivers to improve the flow of water to the Long Island Sound. The Village has experienced several devastating flood events in the past 15 years, one of which, in 2007, a state and federal emergency was declared for the area. The project has recently cleared the United States Senate Environment and Public Works Committee for inclusion in the Water Resource Development Act (WRDA), as of May 29, 2018.

Hillside Avenue Bridge Replacement, Anticipated \$4 Million, Public Investment

The Village of Mamaroneck is presently in the design phase for the replacement of the Hillside Avenue Bridge in the Washingtonville neighborhood. The project received a BridgeNY grant in 2017 and will improve both vehicular and pedestrian connectivity between the Washingtonville neighborhood and the Old Rye Neck neighborhood. The bridge was initially constructed by the Works Program Administration and the new construction will maintain the historic character of the bridge. The new bridge will be designed to the Army Corps Standards in effort to create synergies between the projects and ensure coordinated flood protection.

145 Library Lane

145 Library Lane is a residential development that was approved in 2018 and is anticipated to be completed in 2019. The project is located on a lot that was occupied by an abandon and dilapidated single family home and a small one story office building. The new 9 unit building will be located directly adjacent to the Emelin Theatre in the downtown zone and is a prime example of downtown infill development.

172 E Prospect Avenue

172 Propsect Ave, or Prospect Loft, is a proposed downtown residential development currently under review by the Planning Board. The building will host 18 loft style apartment units directly in Downtown Mamaroneck. The redevelopment replaces a vacant honda motorcycle dealership in a less-traveled section of the downtown.

4) Recent or impending job growth. Describe how recent or impending job growth within, or in close proximity to, the downtown will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

There is an enormous amount of job growth and economic growth within the Village of Mamaroneck downtown, Washingtonville neighborhood, and industrial area. The majority of the job growth is seen in small businesses that are moving to Mamaroneck. These businesses include the open door health clinic with 8 employees, and an anticipated 10 once the project is completed, Half Time beverage store with approximately 20 employees presently and an additional 10 employees expected for the new brewery that is proposed on the site, the adaptive reuse at the train station which attracted three new businesses which total to approximately 50 employees, Bullseye Glass Center which employs approximately 20 employees, a new French saddlery company that manufactures custom equestrian saddles that employs approximately 10 employees, and a new architecture and engineering firm that employs approximately 20 people. In addition to those noted above there are numerous other small businesses that have opened up shop in Mamaroneck in recent. It should be noted that the new Mamaroneck Center development is poised to add an additional 125 jobs through its confirmed and anticipated tenants and the new development at 690 Mamaroneck Avenue with a café will be bring

The Industrial Area Plan has a primary goal of creating new jobs and growing the economy in the Industrial Area. The plan aims to increase the economic development of the Village of Mamaroneck by attracting new exciting businesses to the Village. The industrial area in recent years has experienced a decrease in employment, and is positioned for growth due to its strong access to transportation networks, and proximity to New York City. The Village has already been approached by a number of businesses looking to locate to the industrial area. These include a second microbrewery which would create approximately 20 new jobs and is currently in lease negotiations, a craft silver plating business which would bring 5 new jobs, a music venue and restaurant that would produce approximately 35 jobs, a theatre school that would create approximately 20 jobs, and a CrossFit gym facility that will produce approximately 8 jobs, among many more.

The Village Planning Department works with the Village's art's council to identify vacant spaces for pop-up art galleries, as well as seeking out other opportunities for public art. The Village has taken the position that

arts and culture function as economic drivers, and have actively pursued the development of more arts and cultural opportunities.

5) Attractiveness of physical environment. Identify the properties or characteristics that the downtown possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.

Everything is about connectivity. The Village of Mamaroneck prides itself on having a compact walkable downtown that is accessible and well connected to public transit. Planning and capital initiatives have continued to improve the existing bones of our downtown. For example, in the late 1990's the Village undertook a \$2 million streetscape redesign with Westchester County Planning Department to install new pedestrian friendly sidewalks, street trees, and street furniture. Since the redesign Mamaroneck Avenue has become an immensely inviting public space. To further enhance the downtown the Village passed legislation to allow sidewalk cafes that now line Mamaroneck Avenue during the summer months, allowing the teeming activity of our many restaurants to spill out onto the sidewalks creating a vibrant atmosphere. The Village is also hosts to a winter farmers market, located at the St. Thomas Church adjacent to the downtown. The farmers market supplies Village residents, and even visitors with fresh foods throughout the winter months.

Two major assets in the Village's downtown are the parks located at either end of Mamaroneck Avenue. Columbus Park, directly adjacent to the Mamaroneck Train Station offers a central location for the village to gather and enjoy our public spaces. The confluence of the Sheldrake and Mamaroneck Rivers are located in the center of the park and the Village, in partnership with Westchester County Planning has leveraged the natural environment through the restoration of the habitats along the riverbanks in the early 2000s.

Another major project worth mentioning is the Army Corps of Engineers Flood Remediation project. If implemented this project would effectively reduce the number of properties that experience flood damages. The project would channelize portions of the Sheldrake and Mamaroneck Rivers, and install flood walls to move water more quickly to the Long Island Sound. The projects annualized savings are estimated to be \$2.3 million per year.

As previously mentioned, the Village is in the process of implementing a village-wide wayfinding signage plan working with Merje Design out of Philadelphia, PA, that will better connect the Village's downtown to the adjacent Harbor Island Park and Mamaroneck train station. Furthermore the wayfinding plan will direct visitors and residents to several cultural institutions including the Emelin Theatre, Mamaroneck Library, and the soon to relocate LMC-TV, a local community television station. The wayfinding plan will utilize universal symbols so that all residents and visitors can easily identify and visit the many amenities and cultural institutions in the Village.

The plan was drafted in collaboration with various Village committees, residents, cultural destinations, and businesses.

6) Quality of Life policies. Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plans, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

The Village of Mamaroneck has a number of policies that enhance the quality of life and livability of the Downtown. These policies include:

Comprehensive Plan

The Village adopted the current Comprehensive Plan in 2012 and is in the process of updating the plan. The Village successfully secured funding from through the Consolidated Funding Application and New York State Department of Environmental Conservation Office of Climate Change. The Village has awarded a contract to NV5 for Planning Services related to updating the plan. The plan updates will put forth sustainability and resilience as the major focus and intertwine these efforts into other important policy areas. The Comprehensive Plan Update is expected to be completed by January or February of 2019. More information on the plan can be found on the plan’s website at PlanVOM.org

Tree Management Plan

In recognition of the environmental and economic benefits of a healthy urban forest the Village of Mamaroneck has been proactively managing its tree canopy. The Village is in the process of updating its Tree Management Plan which is expected to be completed by the end of July, 2017. The Village has already performed a partial tree inventory and has submitted grant requests to the NYSDEC Forestry Division for a full tree inventory.

Transit Oriented Development Overlay Zone

In November 2014 the Village passed TOD legislation to create an overlay that promotes mixed-use pedestrian oriented development within a quarter mile of the Metro North Station in the Washingtonville neighborhood. The zoning also incentivizes green infrastructure practices and below market rate housing. The zoning came out of an extensive study that was fully funded by the non-profit groups Tri-State Transportation Campaign and One Region Funders Group.

Senior Housing Zone

The Village of Mamaroneck rezoned an area as Senior Housing after it was recommended in the 1986 Master Plan. The zone was formerly a large parking lot that now hosts the Mamaroneck Tower Senior Housing building which has 75 units.

Infill Housing Ordinance

As the Village of Mamaroneck is an older inner-ring suburb nearly all properties are built out. As such the Village passed an infill housing ordinance in the late 1980s after the 1986 Master Plan made the recommendation. The infill housing ordinance permits residential development within the downtown commercial district as well as the general commercial districts.

Inclusionary Housing Ordinance

At the same time the Infill Housing Ordinance was passed the Inclusionary Housing Ordinance was also reviewed and passed. The Inclusionary Housing Ordinance provides density bonuses for below market rate housing in multifamily districts and infill-housing in commercial districts.

Town of Mamaroneck Senior Center

The senior center is operated by the Town of Mamaroneck as a shared service between the Village of Mamaroneck, Village of Larchmont, and Town of Mamaroneck. It provides a number of social, recreational and educational activities.

Local Waterfront Revitalization Program

The Village of Mamaroneck was the first municipality in New York State to adopt an LWRP. The LWRP works to revitalize the waterfront while also ensuring the local environment is protected. The Village has recently prepared an update LWRP which is presently at the NYS Department of State for its review. It is expected that the new LWRP will be adopted by 2018.

Proactive economic development and retail recruitment program

Since 2014 the Village Planning Department has been proactively managing the downtown retail environment by actively reaching out to property owners who have vacant storefronts and providing them with valuable information. The Planning Department has performed retail leakage studies to identify retail categories that would likely perform well within the Village of Mamaroneck. We provide property owners with listings of businesses that are looking to expand and fall within the identified retail categories.

Wayfinding project

The Village completed its wayfinding study in 2015 and is in the process of bidding the work. It is anticipated that the new signage system will be installed by the end of the fall 2017. The signage system will provide high quality and aesthetically appealing vehicular and pedestrian directional signage in addition to kiosks that will provide information on retail businesses. In addition the Village will be launching an application that will be available for download via a QR code on the kiosks that highlights local businesses, and parking locations.

Adaptive Reuse Zoning

The Village passed adaptive reuse legislation to foster the renovation and reuse of structures originally constructed for religious or educational uses, which have historic, architectural, economic, cultural or other value to the Village and are at risk of becoming underutilized, vacant or demolished. The legislation encourages the adaptive and flexible reuse of such buildings to allow more economic and efficient use of the property.

- 7) Support for the local vision.** Describe the public participation and engagement process conducted to support the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Describe the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a local DRI Planning Committee to oversee the plan.

The local community is in support of economic development plans in the Village, including the ongoing industrial area redevelopment plan. This plan and the steering committee overseeing it has gone above and beyond in terms of including the wider community in the planning process. The committee has been open and forward about the goals and the proposals since it first convened over a year ago. For example, the committee invited every other relevant Village committee to come and meet in summit meeting. As a result, the committee will be poised to have greater success as we move into implementation which will include consideration of zoning amendments, environmental reviews, branding, and marketing. The Village of Mamaroneck has also formed a competent team of planners and consultants that are working on both Village managed projects and consultant/committee led projects. By bringing strong team members on the Village has maintained momentum in advancing these vitally important projects.

If selected, the Village will create a committee to interface with the chosen Downtown Revitalization Initiative Consultants. In addition the Planning Department will provide the chosen consultant with relevant background information.

- 8) Project List to Demonstrate Readiness:** Describe opportunities to build on the strengths described above, including a range of transformative projects that will be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how the majority of projects proposed for DRI funding demonstrate their readiness for implementation.

As noted above the Village is nearing the end of the Industrial Area Redevelopment zoning implementation, and the Wayfinding signage system installation. The Village is also in the process of updating its Comprehensive Plan and Local Waterfront Revitalization Program. All of these larger projects have concrete recommendations that require direct investments from the Village of Mamaroneck. These include:

1. Parking structures in the downtown

The Village performed a parking study for the downtown area in 2014 and found that at present there is just the right amount of parking. The study also found that as the downtown grows, as it is poised to do, additional parking capacity will be necessary. The study identified several areas that could accommodate parking structures and recommends several types of parking structures. The Village has an actionable plan to construct parking structures in the downtown that will help support the growth it is presently experiencing.

2. Wayfinding signage installation

The Village has completed its Wayfinding Master Plan and has identified areas throughout the downtown, Washingtonville neighborhood, and industrial area, to install decorative signage. The wayfinding system surpasses simple vehicular directional signs by offering themed signage that brands the Village and creates a sense of place.

3. Satellite parking facilities in the industrial area

The Village Industrial Area Strategic and the Waverly Avenue Design Study recommend the installation of satellite parking facilities in the industrial area. The facilities provide surface parking in scattered and strategic placed lots on the periphery of the industrial area. The area presently suffers from limited parking availability which may limit the economic growth of different uses.

4. Streetscape and intersection improvements

The Industrial Area Strategic Plan and the Comprehensive Plan call for streetscape and intersection improvements. The Comprehensive Plan outlines a recommendation to improve the intersection of Halstead Avenue, Mamaroneck Avenue, and Mt Pleasant Avenue directly across from the Train Station. This intersection is the most heavily used pedestrian intersection in the Village of Mamaroneck and could use improvements to better protect pedestrians. The Industrial Area Plan highlights several intersections that could use improvements for bicyclists and pedestrians.

5. Stormwater management and green infrastructure practices

The Industrial Area Strategic Plan calls for improved stormwater management within the study area by means of green infrastructure practices. The Village of Mamaroneck will incorporate green infrastructure such as bioswales in all new streetscape improvements. The DRI would help fund such improvements.

6. Riverwalk along the Sheldrake River.

The Village Industrial Area Strategic Plan, Comprehensive Plan, and Local Waterfront Revitalization Program all call for creating a linear Riverwalk that follows the Sheldrake River and connects the

Industrial Area to the Washingtonville neighborhood and Metro North Station. The first leg of this Riverwalk is being provided by the Sheldrake Station residential development. The remaining sections of the Riverwalk would need to be installed by the Village of Mamaroneck and the DRI funds would help the project come to fruition. Businesses are attracted to locations that have public amenities and we believe based on the Industrial Area Strategic Plan research that a Riverwalk will help attract new creative businesses.

9) Administrative Capacity. Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts.

The Village of Mamaroneck Planning Department will act as the primary contact with the chosen DRI consultant. In addition the Village has a number of professional staff who have experience with grant administration as well as large scale infrastructure and planning projects. These include the Village Manager- Rob Yamuder, Assistant Village Manager- Dan Sarnoff, Village Engineer- Hernane De Almeida, and Village Planner- Greg Cutler, all of whom have extensive practice in grant administration and project management. The Village has been awarded several grants in the past decade and has successfully utilized the funding to implement plans and improve infrastructure. These include water quality improvement grants that were utilized to install upgraded catch basins that remove floatable pollutants, tree management grants that are presently being utilized for a new Tree Management Plan, Bridge NY grant of 2.85 million which will be utilized for the construction of a new historically-sensitive Hillside Avenue Bridge, and Environmental Facilities Grant of \$250,000 for sanitary sewer system improvements. The Village of Mamaroneck maintains a high level of professionalism and has a proven track records in terms of grant funded projects and plans.

10) Other. Provide any other information that informed the nomination of this downtown for a DRI award.

The Village of Mamaroneck has actively pursued new and innovative planning techniques. We are at the crux of two major projects: the Industrial Area Redevelopment Plan and the Wayfinding Master Plan. These projects have incredible momentum, and we would like to continue that momentum and see these projects come to fruition. The Village is also poised to see advancing economic growth as we move into the next steps of the Army Corps of Engineers project which will reduce flooding impacts and strengthen and protect the upriver areas of Washingtonville and the Industrial Area. Each of these projects can succeed on their own, but if completed comprehensively and synergistically with the assistance of the Downtown Revitalization Initiative, the Village of Mamaroneck, and the larger sound shore, will see benefits in all areas including sustainability, economic development, quality of life, and aesthetics.

