



Downtown Revitalization Initiative

APPLICATION

Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications should be submitted as Word documents and must be received by the appropriate Regional Council by 4:00 PM on June 1, 2018 at the email address provided at the end of this application. Application guidance is provided in the *Downtown Revitalization Initiative Guidebook* found on the DRI website at www.ny.gov/dri.

BASIC INFORMATION

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

Municipality Name: Town of Mount Pleasant

Downtown Name: Downtown Hawthorne

County Name: Westchester

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

The Town of Mount Pleasant has developed a vision to revitalize the Hamlet of Hawthorne into a bustling transportation hub and pleasing commerce and housing magnet. This vision focuses investment on street-level infrastructure and increased commercial and residential opportunities. It includes tree-lined streets and sidewalks that welcome visitors and locals alike to a walkable, bikeable downtown, perfect for working, living, entertainment and recreation.

Downtown Hawthorne, as one of three commercial centers in the Town of Mount Pleasant, is already a transportation hub fed by the two significant existing transportation features, the Metro North Station and the Westchester County Bee-line Bus system. This vision for renewal of the downtown includes considerations about additional needed parking and facilities such as sidewalks, traffic calming measures, housing and economic development to supply the need felt by those who use these transportation features. In addition, significant economic development and added jobs in the nearby area have created a need to balance the parking, housing and other infrastructure needs of commuters and local workers with evening entertainment, dining, shopping and recreational needs.

Investment by public and private entities would help the Town create a sustainable plan to accomplish this vision and ultimately accomplish the goal of a downtown that is not just accessible but affordable for every visitor and resident. The vision for this investment includes plans to enter into public-private parking solutions that would reduce the need for on-street parking and investment in infrastructure and zoning code improvements in order to provide economically viable housing options which are needed to support a diverse local base of residents.

JUSTIFICATION

Provide an overview of the downtown area nominated for the DRI program, 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.

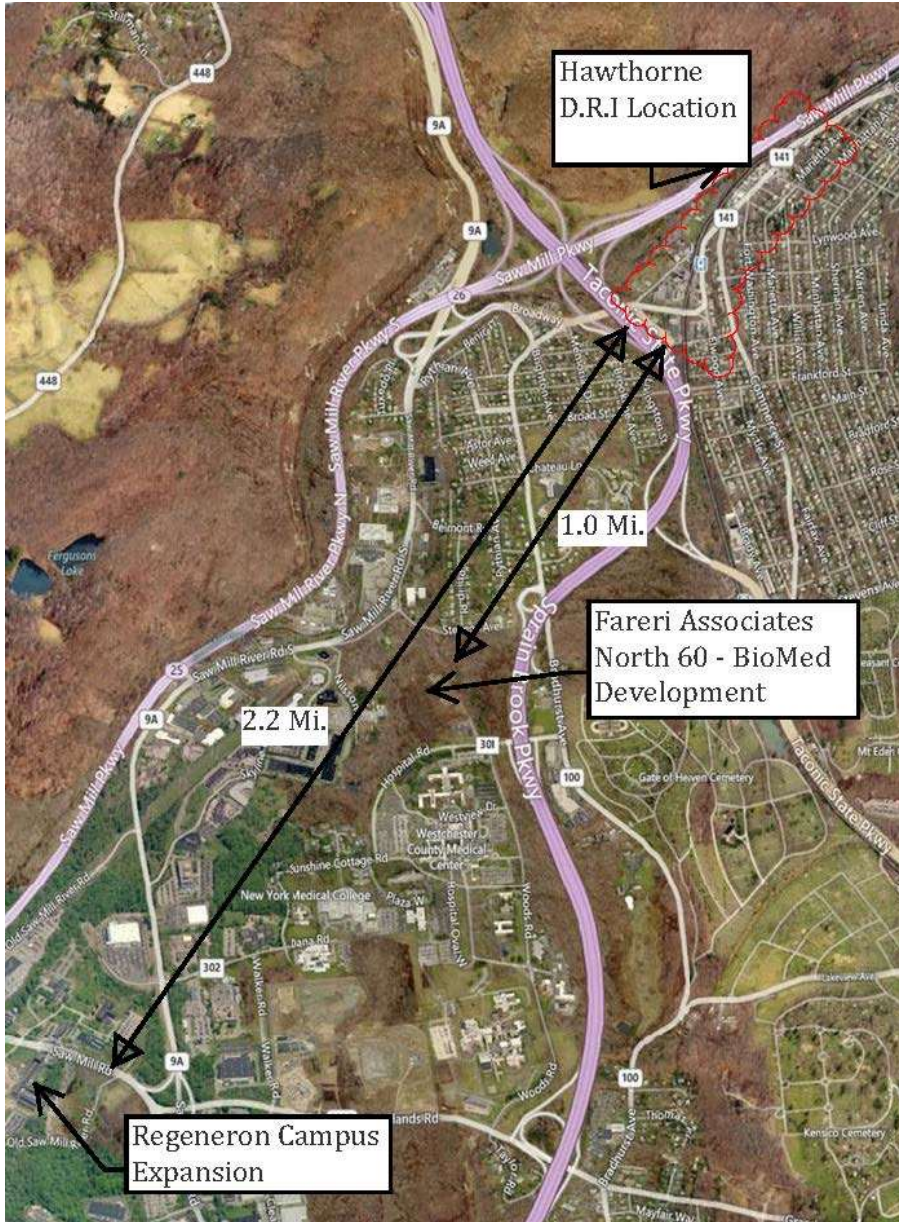
Downtown Hawthorne has all the makings of a vibrant hub of transportation and commerce and the live-work-play model of development. Downtown Revitalization investment would help Mount Pleasant create a new plan to utilize the build-out potential of Hawthorne.

The Town of Mount Pleasant believes the time is right for pursuing investment by public and private entities. The current effort to update the Town's Comprehensive Plan, with guidance from the PACE University Land Use Law Center, has already in its early stages confirmed the need for revitalization of Hawthorne. Strategic planning has not occurred since 1970 and will address the town's priorities for future sustainable development. The work of Mount Pleasant Industrial Development Agency (IDA), which has worked with companies like Regeneron, PepsiCo and others to promote PILOT programs designed to keep companies within the Town (and State) will also inform this Comprehensive Plan. The Town recognizes the critical importance of these large employers to the economic vitality of the area.

The Town has made efforts to support revitalization through solicitation of grants and has eliminated abandoned structures and removed potential obstacles that would work against the creation of a new downtown. Investment from the State and other entities would be complemented by local sources such as the Mount Pleasant Industrial Development Agency (IDA), which has significant capital to support the development of the downtown. The IDA will also continue to partner with property owners, investors and perspective new owners in working with the Town to attract new development as it also continues to keep important businesses invested here. In particular, this section of Hawthorne is considered ideal for investment because there are few property owners so the likelihood of obtaining a consensus for the direction of this revitalization project is high. These property owners will be included in future planning discussions as the Comprehensive Plan process continues. This process is expected to be completed by Spring 2019.

The Hawthorne downtown area has already experienced some investment in the form of \$1 million in funding from the Dormitory Authority of the State of New York (DASNY's) program under the State Municipal Facilities Capital Program (SAM) to support the Elwood Avenue Streetscape Project. This project lies within the catchment area of this proposed Downtown Revitalization Initiative. All together, \$2.6 million will be invested in the Elwood Avenue Streetscape Project, which includes new sidewalk and bicycle friendly improvements. This project is currently in the planning stage and the Town is looking for additional funding to make up the rest of the cost of the project. It is believed that DRI funding could help with that funding gap since the Elwood Ave Streetscape Project will directly contribute to downtown revitalization by attracting pedestrians and cyclists to the downtown.

A \$1.2 billion biotech center planned for neighboring hamlet of Valhalla will also strengthen the area by bring an estimated 12,000 jobs to the direct vicinity within the next 3-10 years. This significant economic driver has highlighted the need for greater investment in infrastructure and housing—and planning to order all of it—in order to accommodate the expected accompanying population of workers.



The Hawthorne Metro North station has a ridership of approximately 1,000 daily users. The parking lots within this area can accommodate up to 359 vehicles. However, these parking options are not enough to supply the current demand of commuters, casual users and guests and these facilities are anticipated to quickly be overwhelmed by anticipated demand as planned housing and business opportunities are developed.

A DRI commitment will permit the Town to commence the infrastructure design and construction for new parking garage and establish a Downtown Hawthorne Steering Committee to assist with facilitating the further development of the vision for the downtown and will provide the needed funding to finalize the streetscape project construction documents for implementation. A DRI investment is likely to attract the substantial support of other private investors who will seek to participate in this new initiative as

shown in previous investments in Middletown, Geneva, Oneonta and other communities awarded under previous rounds.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the *Downtown Revitalization Initiative Guidebook*.

1) Boundaries of the proposed 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. 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 area to be included in the downtown revitalization area.

Downtown Hawthorne is a compact area bordered by State and County highways. The Downtown surrounds the Metro North Hawthorne Station which is the heart of the Hamlet. This downtown area encompasses almost 39 acres and is one of three centralized business districts within the Town of Mount Pleasant. Contributing to the utility of the area as a transportation hub are the Metro North station, three commuter parking lots, public bus routes, and recreational parks.

The east-west limits of the Downtown begin on Broadway (State Route 100) between the Taconic State Parkway to Elwood Avenue and the north-south limits extend on Elwood Avenue/Commerce Street (State Route 141) from Cross Street to Liberty Street. The area within this catchment area is zoned as Commercial-Neighborhood Retail (C-NR) and Commercial-General Commercial (C-GC). These zoning requirements are expected to change once the Comprehensive Plan process is complete as options for residential uses within these commercial districts are currently limited. Adjacent to the catchment area are residential developments with single family residents which could provide a significant source of traffic to the downtown if considerations for parking were implemented.

The catchment area is compact and well-defined, encompassing over 57 total tax parcels on approximately 39 acres (5.5% of the Hamlet's 1.08 square miles). It is walkable and easily accessible on foot, by bicycle, by public transportation, and by car from neighborhoods and employment centers elsewhere in the Town and the surrounding region. Approximately 18 acres within the Downtown consists of infrastructure features such as parking lots, roadways, railroad property, parks and other right of ways. The remaining 20 acres is privately owned with a low building coverage of 4 acres or about 20% lot coverage area. While this area is commercially zoned and not limited by an imposed restriction on maximum total lot coverage, this lot coverage metric indicates that parcels in the Downtown are currently under-utilized for potential mixed-use, residential and commercial uses. This proportions an almost equal portion of land ownership between municipal and private ownership and highlights why the Town believes that participation and potential commitment by both public and private entities could be a successful way to continue development of the downtown area.



Town of Mount Pleasant
Downtown Revitalization Initiative Area Map
May 31, 2018

Saw Mill River Parkway

Existing Recreational Area

Proposed Parking Garage Location

Proposed Commerce St. D.R.I. Area

MNRR Hawthorne Station

Proposed Elwood Ave. D.R.I. Area

Proposed Broadway D.R.I. Area

Hamlet of Hawthorne

Taconic State Parkway



2) Description of catchment area. Outline why the proposed DRI area, 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.

As population growth has continually decreased within the State, the overall Town of Mount Pleasant has not experienced a declining average since the 1940 Census. In fact, in the last four decades the Town has experience a total average growth of 5%. However, the Hamlets of Hawthorne and nearby Thornwood have experienced 11% and 6.3% decline in population over the last decade. The Town believes these declines are in part due to lack of investment and lack of economically viable, attractive housing options within the Hamlets. Recent investments that will bring new jobs to the region could offset these declines, if housing is made available.

The Town of Mount Pleasant has also experienced tremendous job growth during the past three years and these good jobs are in proximity to the Downtown Hawthorne area such that providing economically viable, attractive housing options would greatly benefit would-be residents and workers. Regeneron Pharmaceuticals, located three miles from the Downtown, has created 400 new jobs in their expansion. Regeneron also recently purchased the former BioMed Realty campus and was approved by the Town’s Planning Board for an additional 400,000 square feet of future laboratory and research space designed to meet the needs of the growing biotech industry in Westchester County.

For residential housing to support existing development, Toll Brothers Inc. is currently constructing 26 new homes in a development located less than one mile from the Hawthorne Downtown. Another developer, Baker Residential, has received Planning Board approval for up to 126 single family residential homes to be built within two miles from Hawthorne. These projects, along with other numerous developments of existing residential and commercial properties, will assist in attracting people to and sustaining a revitalized downtown. The diverse economic base and wide catchment area will provide economic sustainability year-round.

Additionally, a significant amount of vehicular traffic travels on State Route 141, which is the main road that serves Downtown Hawthorne. A downtown revitalization would also attract the 10,000 residents of the hamlets of Hawthorne and Thornwood who reside near the downtown and currently do not have an area in which to shop or congregate.

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

The Town is actively searching for additional sources for funding of the Elwood Avenue Streetscape Project located within the Downtown. To date the Town has received a commitment of \$1 million from the Dormitory Authority of the State of New York (DASNY) toward the total cost of the \$2.6 million streetscape project which has been designed to create a walkable community between the Hamlets of Thornwood and Hawthorne. Under a successful DRI award, this streetscape design will be extended to include Broadway and other portions of the Downtown. This expansion into the full catchment area will provide identification that you have entered the Downtown and to promote investment from private development to the parcels the border the streetscape.

Existing private landowners within Downtown Hawthorne have acknowledged to the Town that they are willing to invest in expansions of their buildings and façade improvements as part of any downtown revitalization. There are also dilapidated buildings within the catchment area that potential real estate investors have expressed an interest in purchasing and renovating. A DRI award would help the town invest the needed resources into updating the zoning code for this area and would help attract this private investment.

In 2016, the Town took ownership of an abandoned commercial building in the downtown area for delinquent taxes and also paid for the subsequent demolition of the building. This project removed an eyesore and eliminated a safety risk within the Downtown. The vacant property is still under Town ownership but would be sold or utilized for development to meet the goals of the Downtown Ritualization Initiative.

The Mount Pleasant IDA along with Mount Pleasant Chamber of Commerce, are standing economic partners who have announced support and been involved in progressing the revitalization of the downtown areas. Mount Pleasant IDA has several hundred thousand dollars of funding received from past PILOT programs reserved prime development opportunities within the Downtown.

The private sector has devoted hundreds of millions of dollars in redevelopment investment and announced commitment of over a billion dollars of more investment into the Town of Mount Pleasant. The Business Council of Westchester President and CEO, Marsha Gordon, summarized this investment potential by saying in a March 2017 statement, "Westchester is rapidly becoming one of the largest centers for the life sciences industry. With Regeneron's expansion, the proposal for a \$1.2 billion biotech center at 'North 60' site in Valhalla and the New York Medical College's biotechnology incubator, we are well-positioned to attract others in this field. Governor Cuomo's proposal would provide funds for tax incentives, matching funds for capital investments and support for job training. In short, this is an opportunity that we cannot pass up."

On April 3, 2017, Westchester County Board of Legislators by a 15-0 vote unanimously approved a 99-year lease of the 40 acre parcel located at the County's Valhalla Grasslands campus with developer Fareri Associates to commence the new BioTech Center. This bi-partisan support symbolizes the importance of economic project, even surpassing political obstacles.

DRI investment would leverage these promising investments and plans by private entities to help Mount Pleasant create a downtown in Hawthorne that serves diverse needs of those who wish to live, work and play in Westchester.

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

As indicated throughout this application, the Town of Mount Pleasant has experienced tremendous job growth during the past three years and anticipates even greater job growth in the future. Regeneron Pharmaceuticals Inc. (Regeneron), located three miles from the Downtown, has created 400 new jobs within the Town. In 2016, the Town Planning Board approved a site plan permitting an additional 400,000 square feet of future laboratory and research space designed to meet the needs of the growing bio-tech industry in Westchester County. The "North 60 Project," located within two miles of the Downtown, is estimated to create 12,000 new jobs. Review of plans for North 60 is expected to begin in Fall 2018. These potential workers have few options in the Town for economically viable housing near public transportation or any

downtown area in which they can live, shop, or eat. A revitalized Downtown Hawthorne would dramatically reshape the options for these workers.



Conceptual drawing of proposed “North 60” Bio Tech facility located 2 miles from Elwood Avenue

5) Attractiveness of physical environment. Identify the properties or characteristics that the DRI area 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.

There are a number of existing elements located in the proposed redevelopment area that contribute to the attractiveness of the downtown or could contribute if revitalized.

A Town park that contains playing fields and basketball facilities and a pavilion for picnics is located within the catchment area. No improvements are planned at this time, but these facilities are considered attractive features for the downtown area.

Downtown Revitalization funding would enable the Town to maximize the potential of the Hawthorne Downtown area to create a more cohesive downtown. Among other things, the Town would build a parking structure which will increase the available parking spaces at the Hawthorne Metro North Station. The parking structure would also be used to satisfy the parking requirements for mixed-use spaces, which would enable land owners to have more lot coverage, thereby creating larger buildings, with more residential living space

and larger retail space. These improvements will contribute to the attractiveness of the whole catchment area because they will contribute to planned streetscape improvements by reducing the need for street parking.

Revitalization funding would also be used to leverage and expand the current Elwood Ave project to fund streetscape improvements with new sidewalks and bicycle friendly amenities to increase the walkability and bike-ability of the downtown. The streetscape project will also meet the goals of the Cleaner Greener Communities program by reducing the number of auto trips, increasing pedestrian and bicycle use, reducing the delays and emission of traveling vehicles, upgrading street lights to energy efficient L.E.D. lighting thereby reducing power consumption, while reducing the potential impacts of storm water through the installation of pervious materials and other resources.



Current condition of street along Elwood Ave juxtaposed with rendering of planned improvements as part of the Elwood Streetscape Project.

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 plan, 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 Town has begun the process to update its Comprehensive Plan which has not been revised since 1970. This process is expected to be completed by spring of 2019. This update will include updates to zoning and parking standards. This includes encouraging mixed-use development and guidelines to maintain the authentic characteristics of the downtown, and to create a safe and desirable place for people to visit and live. The updated Comprehensive Plan is expected to greatly add to quality of life in Mount Pleasant and to make future planning to increase that quality easier and more efficient.

The Town is actively promoting sustainability and energy efficiency projects throughout the town, including downtown. This includes



consideration of building codes that encourage use of green building technologies for mechanical systems, energy needs, and construction materials.

Previously designed conceptual streetscape plans include modifying the zoning codes in the downtown area to permit higher density and mixed-use development, the re-design of the roadway and traffic flow to promote pedestrian traffic, and the adoption of new parking, livable space and use requirements geared specifically toward the downtown area, to facilitate the implementation of “Complete Streets” plans and transit-oriented development.

These changes will also meet the goals of the Cleaner Greener Communities program by reducing the number of auto trips, increasing pedestrian and bicycle use, reducing the delays and emission of traveling vehicles, upgrading street lights to energy efficient L.E.D. lighting and reducing the potential impacts of storm water through the installation of pervious materials and other resources. All these elements will assist in providing an enhanced quality of life to the residents and users of a revitalized downtown district.



Abandoned Property located in the main Downtown Area. Town has since obtained this property due to delinquent taxes and financed the building demolition in 2016.

7) Public Support. Describe the public participation and engagement process conducted to develop 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 DRI Local Planning Committee to oversee the plan.

The Town has the unwavering support of its government officials and the community for its Hawthorne Downtown Revitalization Plan. The concept for the downtown revitalization was created by the Town Supervisor, the Town Board, Town Engineer, Town Building Inspector and the Town’s Planning Consultant. The Town unveiled the concept of revitalizing the Hawthorne downtown to the public in August 2015 at its annual “Mount Pleasant Day” Street Fair. This project received almost unanimous support from Town residents and business owners. The owners of the private properties located in the downtown area have also expressed a willingness to cooperate with the Town, since a revitalized downtown will make their property more valuable. The Town Chamber of Commerce and Industrial Development Agency both support

the plan. The State has supported the development of the Downtown area through grant funding through the State Senator Terrence Murphy.

8) Project List to Demonstrate Readiness: Describe opportunities to build on the strengths described above by providing a list 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 most projects proposed for DRI funding demonstrate their readiness for implementation.

Within the first year of a DRI award, the Town will finalize the conceptual streetscape design begun during the Elwood Ave Streetscape project and expand the area of the streetscape project to the main roadways within the catchment area and advertise the plans for construction in year two. The Comprehensive Plan update is underway and will be completed early in 2019. This means any recommendations from the plan would be prepared and could be acted upon if funding was secured.

The proposed commuter parking lot could be designed in year one with bidding and construction to begin in year two.

In year one, the private-public partnership to build a mixed-use wrap around rear parking garage would be developed. A conceptual rendering and cost estimate will also be completed in year one to assist in the acceptance of a final agreement. Construction would occur in subsequent years.

The Town will seek to establish a Steering Committee for Downtown Hawthorne to gather input and support. The Steering Committee will represent Town technical staff, elected officials, downtown property owners, Chamber of Commerce members and dedicated residents.

The Town will seek investors to develop the Town-owned parcel along the streetscape area in the Downtown as a sample of the desired building appearance and quality that future structures should strive to resemble. This would begin in year one with completion at the end of year two.

9) Administrative Capacity. Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts once projects are selected for award.

Town of Mount Pleasant Supervisor Carl Fulgenzi will lead this initiative, supported by town personnel including Peter Sciliano, Highway Superintendent, Town Engineer, David Smyth, P.E., Town Building Inspector, Sal Pennelle, and Councilman Mark Rubeo. This team has been working on the conceptual downtown plan over the last several years and have a proven track record of implementing local projects Town Hall Rehabilitation Project, Community Center Site Improvement Project and Sidewalk Replacement Projects. The Team also facilitates and oversees the large-scale development projects in the Town such as Regeneron, PepsiCo R&D facilities, Audi Hawthorne and EF Academy.

If the Downtown Revitalization Initiative is awarded, the Town will hire consultant specialized in planning and developing capital projects to manage the logistics of the DRI. This consultant will work closely with the team that is developing the Comprehensive Plan update and with local officials to ensure a smooth process.

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

In order for the Town of Mt. Pleasant to serve the needs of its residents and businesses and become a vibrant part of the economic development of the greater Westchester region, downtown Hawthorne will need considerable investment, beyond what the town itself or one private entity can provide.

However, leveraging anticipated private sector investment in Mt. Pleasant with an infusion of public resources, such as the Downtown Revitalization Initiative, would go far toward catalyzing the energy of job creation and infrastructure planning that is already in motion. The vision for downtown Hawthorne to become a place where people of all ages can live, work and play will serve all stakeholders and help retain good jobs and residents.

*Don't forget to attach a map that clearly delineates the proposed DRI Area. (See item 1.)

EMAIL SUBMISSION ADDRESSES

Please submit your application as a Word Document to the Regional Council for your region.

Capital Region	NYS-CapitalDist@esd.ny.gov
Central New York	NYS-CentralNY@esd.ny.gov
Finger Lakes	NYS-FingerLakes@esd.ny.gov
Long Island	LIREDC@esd.ny.gov
Mid-Hudson	NYS-MidHudson@esd.ny.gov
Mohawk Valley	NYS-MohawkVal@esd.ny.gov
New York City	NYC-DRI@esd.ny.gov
North Country	NYS-NorthCountry@esd.ny.gov
Southern Tier	NYS-SouthernTier@esd.ny.gov
Western New York	NYS-WNY-REDC@esd.ny.gov