

## Downtown Revitalization Initiative

---

### Application Submission 2017

---

#### **BASIC INFORMATION**

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

Municipality Name: Village of Haverstraw

Downtown Name: Historic Downtown Haverstraw

County: Rockland

#### **Vision for Downtown.**

The Village of Haverstraw's vision for downtown revitalization is a lively twenty-first century version of Historic Downtown Haverstraw's bustling past. At its height, Downtown was a vibrant, multiethnic center for industry, culture and commerce. We seek to recreate the urban energy of the past by fostering integration of ethnicities and cultures via development of workforce and market rate housing to meet growing demand, growth of existing and new business sectors by generating collaborative efforts between local non-profit organizations, other nearby municipalities, the private sector and local startups, and by capitalizing on the immense natural and built environment resources that surround and support Downtown. The Downtown Vision is a newly catalyzed urban center that allows residents and visitors alike to live, work and play locally without a need for excessive travel. After all, if we are going to stave off dramatic climate change, we must encourage development patterns and Downtowns that are walkable and economically robust.

#### **Justification.**

Downtown Haverstraw is as historically rich as it is ethnically and culturally diverse. Downtown Haverstraw is set amidst a breathtaking natural landscape at the widest point of the Hudson River and in the shadow of the Palisades Escarpment's crowning peak High Tor Mountain. The Village has a growing high-density population of over 12,000 people on a land area of two square miles, much of which is within a 10 minute walk of the Hudson River. Haverstraw is not more than a 20 minute walk from its center to its furthest boundary. Downtown is certainly compact and so is its long and fascinating history.

Haverstraw's Vaudeville-era Broadway opera houses and stages hosted the theatrical debut of George M. Cohan, who then went on to create Broadway as we now know it. Saving High Tor from quarrying was not only the impetus for Pulitzer Prize winner Maxwell Anderson's 1936 play named for the mountain, but led to the creation of the Palisades Interstate Park Commission and the creation of the first made-for-television film of the same name starring Bing Crosby and a budding Julie Andrews in 1956. Babe Ruth came to Haverstraw to star in one of many silent films made in and near the Village at facilities operated by founder of Paramount Adolph Zukor and theatre magnate and MGM creator Marcus Loew. Edward Hopper and the Hudson River School artists painted here. The Village remains a lure for historians, creatives and for those seeking a distinctive respite from mainstream suburban lifestyle.

Haverstraw is now, and was always, a landing point for New Americans since its settlement as an outpost of the surrounding Dutch colony in the seventeenth century. Beginning in the very early part of the nineteenth century and as the founding brickmaking industry took root, Dutch, Italians, migrants of African ancestry, European Jews, Germans, Slavs and Irish made the historic blocks of homes and tenements theirs. When Richard VerValen invented his brickmaking machine in 1852, new workers streamed to Haverstraw by ferries that plied the

Hudson and via the newly laid railroads that snaked through and into the heart of Downtown. Haverstraw made billions of brick per year and is chiefly responsible for providing the building material that built New York City and other East Coast metropolises. It is said that by the turn of the century the Village hosted more entertainment venues, public houses and startup businesses per capita than any Hudson River downtown.

A blending of culture, food, religion and politics in tight quarters led to innovations in the arts and business in such a way as to make Haverstraw a microcosm of New York and the booming industrial America itself. African American brickyard workers are said to have inspired Cohan to incorporate Jazz into his first Vaudeville acts. By the post-WWII era, garment manufacturers and other business replaced brickmaking and Caribbean, Central and South American Latinos began to call the Village home.

Today, Downtown Haverstraw citizens represent an ethnically diverse set of New Americans as well as generations of descendants from earlier migrant waves. Downtown's commercial corridors are bustling with small and family-owned businesses, light manufacturing, restaurants, entertainment, recreation and places of worship. While Haverstraw has experienced economic difficulty since the decline of its manufacturing base, Downtown is unique in that it has largely escaped the perils of urban renewal, leaving intact significant sections of its historic buildings, a varied housing stock of rental apartments, townhomes and single-family homes all comprising a vibrant, urban fabric. Unlike other northern suburbs, the Village boasts a high density of population and business, a human-scale and walkable street grid, the longest publically accessible waterfront in the mid-Hudson region, and Port Authority Bus Terminal direct and local bus service as well as commuter ferry access to the MetroNorth Hudson Line and Grand Central Terminal.

Downtown Haverstraw is the prime candidate for funds from the Downtown Revitalization Initiative as program funds are necessary to kick start several projects planned by private sector and non-profit entities. For all of its positive attributes and vital underpinnings of its future success, the Village now lacks very basic needs. Residents do not have walking access to a grocery store containing fresh and healthy produce. Downtown is missing connectivity between successful business ventures and major local institutions and employment centers.

Historic Downtown Haverstraw specifically deserves DRI funds because the Village government is about to embark on a Master Plan amendment process to engage residents and businesses in order to update codes and provide new direction for the Downtown Neighborhood (\$150,000). The Village would make good use of the expertise provided by DRI and the \$300,000 dedicated to planning exercises. In fact, the Village has already begun to reach out to residents and resident organizations to begin public scoping sessions, charrettes and outreach. Significant opportunities exist to leverage Haverstraw's natural assets, its transportation infrastructure and proximity to New York City and the Hudson Valley, its walkability and its flourishing population to create a truly dynamic, interconnected, 24/7 downtown business district that serves visitors and itself simultaneously.

## **DOWNTOWN IDENTIFICATION**

### **1) Boundaries of the Downtown Neighborhood.**

Because of Haverstraw's compact size, the Downtown Neighborhood encompasses a significant portion of the municipal area. More specifically, Downtown is defined as the blocks contained by the Hudson River to the east, Short Clove Road to the south, the CSX freight rail corridor to the west and Gurnee Avenue and the Minisceongo Creek to the north. Commercial corridors are primarily along Maple Avenue, Broadway, Main Street and New Main Street and are the focus of this application. Contained within the area is the central business district, dense blocks of housing and corner stores, the waterfront, and government, academic and institutional campuses. Please follow this Google Maps link here for an interactive map of Historic

Downtown Haverstraw: <http://bit.ly/2qDnlc6>

## **2) Catchment area.**

Downtown contains nearly 8,000 people in less than one square mile. Since 2000, the population increased by 23% primarily due to waterfront development as well as various small infill development projects throughout. Several large rental and condominium buildings, as well as townhomes, have been constructed at the existing Haverstraw-Ossining ferry terminal, attracting commuting Millennials and empty-nesters alike. Known as the Harbors, these midrise luxury buildings are the only examples of new development offering NYC-style amenities in Rockland County. As such, absorption rates of new units are on par with new development in Westchester and Hudson (NJ) Counties proving that strong demand exists for dense, multifamily, transit-oriented development in Haverstraw. Cross-Hudson commuting patterns should be noted; an emerging reverse commute population exists between Ossining and Haverstraw and more study is necessary to determine if this cohort can be expanded via new economic development initiatives. Haverstraw draws visitors from Orange, Westchester, New Jersey, New York City and internationally. Downtown Inns and Bed & Breakfasts host New York City residents and foreign tourists that use Haverstraw as a stepping off point to Hudson Valley points of interest. Often, visitors whose primary destination is New York City use the Village as their home base and commute into Manhattan for sightseeing. This proves a cheaper and more accessible vacation option than reserving a New York City hotel room.

No other preserved downtown exists in the North Rockland catchment area (including Stony Point, Congers, northern New City, Pomona and the Town of Haverstraw), which is bounded by the Palisades Escarpment mountains to the south and Harriman State Park to the north. This area contains nearly 50,000 people while additional residential-only areas to the south in Clarkstown contain over 10,000 people. For all of these residents, Downtown is located no more than a 10- to 20-minute drive from home. As a business district and restaurant row, the Village primarily competes with downtown Nyack and New City, which are surrounded by low-density suburban residential neighborhoods of significantly higher area median income than North Rockland. Another 50,000 people are within 20 minutes of travel time to Historic Downtown Haverstraw via the Haverstraw-Ossining Ferry.

## **3) Past Investment, future investment potential.**

Housing and retail, investments in existing buildings by restaurateurs, restaurant groups and retailers improved and restored mixed-use facades significantly reducing the perception of blight (\$1.5M). This investment builds off the \$200M worth of private investment in residential and retail development on the South End of Downtown. Capitalizing on the success of a recently minted restaurant row, the Village municipal government is moving to invest in streetscape improvements on New Main and Main Streets and core portions of Broadway (\$5M). An additional \$100M of development is pending on the waterfront just north of the Harbors residential development.

We estimate a total development potential of at least 650,000 developable square feet of mixed-uses based on current zoning. We expect to increase development potential as we move toward Form Based Codes during our Master Plan amendment process and updates to our Local Waterfront Development Plan (LWRP). The Village is investment upwards of \$150,000 in planning exercises over the next 12-18 months, which are expected to yield new codes that will induce new development on the waterfront and downtown. It is important to consider the vast potential for public-private partnership at several Village-owned parcels Downtown. The Village has accumulated a significant Land Bank of nearly 20 acres of developable land, including several public and private structures and parcels Downtown. The Village is ready and willing to partner with private developers to induce several development projects via various incentive options,

including but not limited to PILOT, low-cost financing, and reduced land acquisition costs.

Downtown boasts a cluster of restaurants and food vendors so ethnically eclectic and diverse, diners' food choices are more indicative of a large urban restaurant district than a relatively small Hudson Valley downtown. Via state funds from the New York State Department of Transportation (NYSDOT), the Village is expanding sidewalks, installing heritage-styled streetlamps and street furniture and making changes to enhance pedestrian safety with modernized crosswalks by borrowing from complete streets design guidelines. Village-wide raised crosswalks and speed humps have significantly reduced the incidence of motorist speeding providing safe haven for thousands of walking children and their families (\$100K). Additional investments are needed to deliver true complete streets to the downtown and to explore the concept of pedestrian-only plazas and outdoor meeting areas. Options to explore European-style traffic calming measures such as pedestrian/vehicle mixing zones known as "woonerfs" are under consideration.

With over \$1.5 million invested, the State University of New York created an extension of its main campus in the downtown core area adjacent to Village Hall. There SUNY operates an advanced computer tech lab, emerging co-working space, 3D printing smart lab, career center and Business Innovation Mall. In the same building, known locally as the Stone Building, HRHCare non-profit health center has expanded its operations in Downtown Haverstraw trebling its office space, increasing the number of its employees and providing affordable and quality health care options to Village residents (\$500K). Significant opportunities for further investment in the academic and healthcare cluster exist, particularly at Village-owned land currently containing surface parking directly adjacent to the Stone Building.

After Hurricane Sandy, the Village made investments in its waterfront parks and boating access facilities (\$200K). They not only restored that which was destroyed but enhanced landscape, public meeting and recreation areas, and reinforced bulkheads to prepare for the next storm. These investments have attracted an annual arts festival and new waterfront dining. Harbors at Haverstraw developer Ginsburg Development Company worked with the State of New York to create what is the first phase of a waterfront esplanade that is to flank the entire Downtown waterfront and connect nearby residential areas with Main Street and the New York Waterway Haverstraw-Ossining Ferry (\$3M).

The Village now controls much of the existing shoreline due to a recent agreement with NRG Corporation granting a transfer of riparian rights for land surrounding Bowline Pond (value estimate \$1.5M). The agreement opens the opportunity for new investments in river-focused recreation and new waterfront development. The land, included as part of the Village's waterfront greenway, is to become a component of the Village's Henry Hudson Quadricentennial Park, the final piece in the Village's shoreline promenade. It is part of a larger effort by the State 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 \$1M to begin the creation of the promenade, and requires another \$1.5-2.0M for completion. The promenade passes through Emeline Park, jointly created by the Village and Scenic Hudson to expand public access to the riverfront at the foot of Main Street and to secure land for future construction of recreation and transportation piers. Again, significant opportunity exists to catalyze further development downtown by expanding existing Haverstraw-Ossining Ferry service, which connects to the MetroNorth Railroad Hudson Line to Grand Central Terminal. The Village of Haverstraw passed a formal resolution to support off-peak ferry service including weekend service, and expanded on-peak service. Moving the ferry from its current berth to the foot of Main Street is an opportunity to link Downtown Ossining in Westchester County directly with Downtown Haverstraw, and further interconnect these two economies.

The New York State Department of Transportation made a \$30M investment in Village car and heavy truck access at Short Clove Road to replace an outmoded and very dangerous at-grade freight rail crossing. The

project is part of the state and federal quiet zone initiative, which aims to improve rail crossing safety and reduce the need to blow train horns as trains approach at-grade crossings, significantly improving resident quality of life. The Short Clove Road bridge and access ramp connects Route 9W, West Street and Maple Avenue and has unintentionally created a more prominent gateway to Downtown from the south. Future investments are needed to catalyze greater pedestrian access points, safety improvements and mixed-used development at this gateway focal point and along the Maple Avenue corridor connecting to the core business district. The Village is considering constructing a vehicle roundabout at this gateway in order to calm traffic and develop a more prominent entrance to Downtown. Additional opportunities exist to invest in streets in order to create a more vibrant pedestrian retail environment. Bustling, human-scale streetscapes are a promising sign of our times in the most successful urban downtowns in America.

#### **4) Recent or impending job growth.**

The Stone Building, in the core of Downtown, is the nexus of current and future job growth. The Village is a potential proving ground for business concepts in hospitality, artisanal food production and craft, agriculture and new technology. The SUNY Rockland 3D printing Smart Lab, Business Innovation Mall and co-work space brings together support services offered by iCAN, Rockland BOCES, the Small Business Development Council, Tomorrow's Workplace, the Workforce Investment Board and the Women's Enterprise Development Center. Combined with HRHCare health care offices and clinic, adjacent Village municipal offices, this incipient campus cluster in the center of Downtown offers the chance encounters between professionals of different sectors now known to be so important to marketplace innovation.

Various underutilized vacant properties throughout and near Downtown and the Stone Building offer significant opportunities for further development of space for light manufacturing, offices and workforce housing. Industrial Arts Brewing Company opened at Garner Arts Center in nearby Garnerville, amid a cluster of artist lofts and studios and light manufacturing facilities (such as cabinet makers and Broadway scenic design shops), all housed in an early nineteenth century brick dye mill. Garner Arts is located less than a 25 minute walk or 8 minute bike ride along a route that follows the Minisceongo Creek, a significant potential pedestrian dedicated right of way. A safe, physical connection to Downtown, Garner and the Ferry landing is an important first step in feeding the burgeoning art and craft cluster here. Together, Garner and the Village seek to mimic success witnessed at repurposed industrial space in Brooklyn, Kingston, Beacon and beyond.

A large-scale residential apartment complex at the Harbors development and elsewhere supports a growing maintenance, property management and service staff. The Village is primed for new development at other waterfront locations and in the core business district that supports the growth of similar job opportunities as well as jobs in construction and trades. Because of the closeness between buildings in Downtown, real opportunities exist to explore thermal district energy and smart grid technology as well as distributed energy solutions via the NYSERDA Clean Energy Community (CEC) program. Haverstraw is currently a Climate Smart Community; we are preparing to achieve CEC status shortly via investments in LED lighting, on-site solar investments, and other sustainability measures in addition to the electric car charge station already in place at Village Hall in the center of Downtown. Due to its density and compact development patterns, the Village is a prime location to take advantage of thermal energy produced by the NRG Bowline Generating Station, which now dumps waste heat into the Hudson River damaging riverine wildlife and contributing to efficiency loss and high carbon emissions. Various energy development firms have expressed interest in deploying smart grid technology and a thermal energy district in Downtown Haverstraw.

Lucas Candies and Confectionery is the oldest independently owned chocolate and candy shop in New York

State. Lucas is on the verge of major investment to expand its operations in the Village of Haverstraw by marketing its products nationally and reaching new markets with new and improved food products. Several independent bakeries have opened Downtown and have been adding employees as they expand their physical and marketing footprints. The culinary cluster Downtown specifically meets the goals of Taste NY and the Governor's goal of expanding New York State's culinary and beverage influence throughout the world.

#### **5) Attractiveness of physical environment.**

The Village is best known for its historic, extremely walkable street grid, which supports a large number of car-free households, and its eclectic mix of historic architecture from stately Second Empire mansions on Hudson Avenue and First Street to small Village Colonial homes from the eighteenth century, to grand mixed-use corner bank buildings in the business district. The street grid of Downtown Haverstraw and its narrow streets are more akin to European market villages than of American suburbs. A large number of existing downtown buildings are zoned for mixed-use, but contain residential uses on the ground floor, thus offering the opportunity for new, improved retail in the future. Large parcels exist along commercial business district corridors, particularly Main Street and Broadway, where new development can act to not only activate the street front but further connect the Downtown core to the waterfront and to other nodes of business activity.

A former 5 & 10 Ben Franklin store stands vacant at the center of the Broadway business district. This historic and architecturally significant property is a prime location for a healthy and affordable food market, affordable housing and office space. New development here has the potential to catalyze additional retail development on Broadway by introducing an anchor retailer that creates a critical mass of pedestrians and shoppers. An official Master Plan amendment may seek to create Priority Growth Areas via a floating zone and overlays. We expect the 5 & 10 property to be located within this Priority Growth Area.

Haverstraw sits at the terminus of the most-traveled cycling route in the region: Route 9W. A dedicated pedestrian and cycling pathway extends from the Village south to Nyack and along the waterfront. Major prospects exist to make improved connections between important Village focal points and recreational areas and to tie together existing hiking, cycling and pedestrian pathways such as the Hudson Quadricentennial Park, High Tor Mountain, the riverfront esplanade and Town of Haverstraw, West Haverstraw and Rockland County waterfront parks and recreation areas.

#### **6) Quality of Life policies.**

Village Hall supports a number of policies that enhance quality of life Downtown. Inclusionary housing policies ensure that new development contains a portion of affordable housing. Where possible, the Village acquired acres of land on the waterfront and in the central business district that can host future mixed-use and transit oriented development. Village Hall won funding via a 2016 Consolidated Funding Application to New York State in order to fund an update to its existing comprehensive plan, development district rules, Local Waterfront Revitalization Plan and to make significant improvements to its zoning code.

The Village is open to exploring the implementation of Form Based Codes as well as historic preservation laws to enhance and preserve Downtown's livability and its historic building stock. Village government is willing to rethink or reimagine its zoning to build off of its current urban form, to encourage the vibrancy of its downtown and to attract Millennials that are beginning to raise families in the suburbs but want to

preserve a more urban lifestyle. It is very important that the development process is streamlined and clear in order to incentivize the construction of new mixed-use buildings that also meet the collective goals of Downtown residents and reduce gaps left in the urban fabric from past inappropriate development and demolition.

In today's business environment, which is driven more and more by Millennial professionals, walk-to-coffee urbanism is standard in all successful, vibrant and growing business districts and mixed-use enclaves. As an increased share of professionals work from home, they are seeking inspiring workspaces, cafes, bars and meeting places known as the elusive "third place" – a work and leisure space alternative to the living room, home office, or traditional workplace. Workers are conducting business more and more during nontraditional hours so residents can live, work and play Downtown. Village Hall hopes to attract businesses that help to transition Downtown toward 24/7 business activity.

With additional guidance, Village Hall is seeking to support progressive, new and improved policies that expand transportation options, foster complete streets redesign, and encourage increased housing, office, hospitality, entertainment and retail options for residents and visitors alike. Haverstraw aims to encourage bike and car share options, co-work space and flexible property uses that encourage business development, creativity and art, and unique restaurant and retail spaces. The Village supports expanded transit service and voted to approve a formal resolution to support off-peak and expanded Haverstraw-Ossining ferry service. Given that the Haverstraw-Ossining Ferry is the first cross-Hudson passenger ferry service in the Hudson Valley since World War II, and knowing that the service is a model for new feeder services to commuter rail, the Village believes State leaders should consider new efforts to expand and enhance the service. The ferry has witnessed steady ridership increases in its 15-year history. Now is the time to plan for the ferry's future including new service destinations, expanded peak and off-peak service, and a more consistent schedule. Village Hall is open to creating new local development entities and partnering with nonprofit and for-profit development organizations and businesses to achieve these goals.

In addition to its annual RiverArts and Music Festival, Haverstraw RiverArts, a non-profit organization dedicated to bring art and culture Downtown has recently embarked on an urban street art project, where it expects to create 3 to 5 highly-visible art projects throughout Downtown. RiverArts also co-hosts a seasonal Food Crawl in Downtown, where many businesses offer discounted food samples to several thousand visitors and Yoga in the Park on the Hudson River. Non-profit North Rockland Rowing Club Inc. (NRRC) is also expanding its presence Downtown via investments in dock facilities for kayaking and sculling on Bowline Pond. Great opportunities to expand waterfront recreation access via collaboration with NRRC currently exist. Long-term plans include creation of a regional boathouse facility to host regatta events and private and school rowing clubs from throughout Rockland County and lower Orange County. The Village hosts a number of annual and semi-annual events to encourage quality of life among residents – alcohol and substance abuse counseling services, Community Center and Haverstraw Collaborative (35+ non-profit agencies that meet monthly to address Haverstraw societal needs), at-risk youth programs in conjunction with NRCSD, Dancing under the Stars, a Farmer's Market that supports WIC vendors, and a public Community Garden. Together, these services provide a social safety net and support for our most vulnerable residents.

## **7) Support for the local vision.**

With the support of the following organizations, Village of Haverstraw Mayor Michael Kohut will be the local lead of the DRI Planning Committee and will secure commitment from local leaders and stakeholders

dedicated to implementing a well-defined strategic investment plan. The Mayor will coordinate the work of outside experts and the Planning Committee.

Scenic Hudson, SUNY Rockland, Historic Hudson River Towns, Ginsburg Development Company, Rockland County Tourism, Haverstraw RiverArts, Garner Arts Center, Rockland Business Association, Hudson Valley Pattern for Progress, Town of Haverstraw (Supervisor Howard Philips), County of Rockland (County Executive Ed Day), the Haverstraw Collaborative (containing over 40 social services organizations), the Haverstraw Center, the Hudson River Greenway Conservancy, North Rockland Central School District, Keep Rockland Beautiful, North Rockland Rowing Club, Rockland County Historical Society, Palisades Interstate Park Commission, Tilcon Corporation, NRG Corp., CSX Corporation, the Haverstraw African American Connection, the Haverstraw Brick Museum, and others not listed here.

As of now, several non-profit organizations and private developers have indicated they are willing to partner with the municipality to bring about a number of possible projects. We expect to explore these partnership opportunities further should our application win the Downtown Revitalization Initiative grant.

#### **8) Readiness:**

The Village of Haverstraw is immediately ready to leverage DRI funding with private and public monies to implement a number of transformative projects within Historic Downtown Haverstraw. These projects may include but are not limited to major mixed-use development along Maple Avenue at the gateway to Historic Downtown Haverstraw of at least 5,000 square feet of retail and commercial space as well as more than 150 units of affordable and market rate apartments. Via new infrastructure and planned streets, DRI funds will help further integrate a section of Downtown once isolated by poorly planned redevelopment in the 1960s. Over 500 additional market rate and affordable units of housing and several thousand square feet of commercial and retail uses are planned within the LWRP area at the foot of Main Street and at Dr. Girling Drive.

Additional projects include:

- \$1M: Completion of the Hudson River Greenway and Promenade along the extensive, 1.5-mile publically accessible waterfront, floating dock and River access points as well as kayak and rowing access, and creation of a waterfront and public parks conservancy to oversee maintenance and improvement of these spaces,
- \$750K: Install LED street lighting throughout Downtown and improved historic lighting in planned Historic Districts, expand opportunities for electric car charging beyond the two existing charge points Downtown, and explore and implement community solar with a strong opportunity for smart grid development at public facilities and on private property via the establishment of a solar development cooperative operated and developed by a private third-party. Develop a public gigabit Wi-Fi mesh network throughout Downtown and a key gathering spaces.
- \$250K: Expansion of the Haverstraw Brick Museum and consolidation of cultural non-profits like Haverstraw RiverArts and Haverstraw African American Connection into an expanded multi-level building on Main Street,
- \$500K: Acquisition of Congregation Sons of Jacob synagogue to preserve Haverstraw's rich Jewish history and create additional space for cultural programming,
- \$2.6M: Construction of a consolidated Downtown parking garage at Maple Avenue and New Main Street to free up existing land bank parking on Broadway for private mixed-use development. Consolidate Village Municipal offices, courtroom and other facilities into a single location above the

parking garage facility. The project will be leveraged via Public-Private Partnership (P3) and will include ground-floor retail, expanded office space to support a growing medical and education cluster at Maple Avenue.

- \$100K: Implementation of Form Based Codes and expanded Priority Growth Areas via a Master Plan amendment process planned in late 2017, early 2018. Expansion of Sustainability Master Plan Sustainability initiatives to satisfy Clean Energy Community requirements as well as goals formulated in the Downtown Vision of boosting the young professional population and senior population Downtown.
- \$25K: Implement at least four historic districts in Downtown at First Street, Clinton/Jefferson Streets (historically free black neighborhood), Hudson Avenue, and at historically significant blocks in the CBD (Main, New Main and Broadway). Coordinate Historic District management within the future pseudo-public/private Parks Conservancy.
- \$500K: Catalyze private, mixed-use development at land bank surface parking lots and underdeveloped Downtown parcels within the CBD via low-interest financing and grants,
- \$50K: Work with SUNY Rockland to expand culinary and hospitality programs at the SUNY Rockland Haverstraw Extension; coordinate with SUNY to expand the footprint of SUNY Rockland within newly developed office space at the Medical/Education cluster campus on Maple Avenue.
- \$1.25M: Acquisition of the 5 & 10 Ben Franklin building on Broadway and coordinate with a private operator to bring healthy, fresh produce Downtown in a centralized, year-round farm market. Coordinate with TasteNY to develop a TasteNY retail outlet at this location. At the same parcel, develop at least 30 units of market rate and affordable housing as well as housing for artists and craftspeople. Expand tasting room operations for several area breweries and distilleries via TasteNY.
- \$2.6M: Support the relocation of several historic Hudson Valley vessels to new berthing locations at a newly built Haverstraw-Ossining Ferry and Recreational Pier at the foot of Main Street. Support and expand Haverstraw-Ossining Ferry Service in off-peak hours and support the construction of more than 400 parking spaces within a parking garage and retail facility at the foot of Main Street and First Street. Find a private operator to coordinate off-peak ferry service and operate an associated parking garage; consider establishing a parking authority and entering into a P3 relationship with a private operator. Off-peak ferry service may be coordinated with other Hudson Valley rivertowns, like Nyack, Ossining and Tarrytown. Nyack, Tarrytown and Ossining have expressed interest in expanded ferry service via amendments to their master plans. Coordinate a partnership between rivertowns to support and establish an off-peak Tourism Loop service to access weekend tourist population originating in NYC.
- Coordinate with New York City and regional museum to attract a satellite facility for the Hudson Valley, similar to Dia:Beacon or MoMA PS1.
- Support addition hospitality ventures via expansion of available rooms at Casa Hudson NY, and supportive marketing and sale of Bricktown Inn, including tax breaks for future operators. Incentivize the addition of new Inns and hospitality ventures via tax incentives and grants for creative projects that further the Downtown Vision. Explore micro-unit development for the purposes of flex housing and hospitality uses.
- \$75K: Perform shoreline restoration and habitat restoration at key waterfront locations to improve water quality and increase quality of life, and create additional access points to the water's edge.
- \$100K: Re-establish and expand a former façade preservation and restoration program for designated Downtown historic properties; retain historic preservation experts to advise on the proper implementation of historic preservation projects. Restore key architectural landmarks throughout Downtown, including but not limited to the restoration of an architectural significant

Calvary Baptist Church clock tower in the proposed Free Black Historic District and restoration of several prominent historic homes throughout Downtown,

- \$50K: Implement a long-planned marketing campaign in tandem with the Rockland County Tourism Department marketing initiative. Release existing press kits, marketing materials and planned social media campaigns to various target markets including Inwood, Williamsburg, Bushwick, Fort Greene and Jersey City/Hoboken.

## 9) Administrative Capacity.

To the fullest extent possible, this Downtown Vision is to be administered by existing Village government employees, elected and appointed. The Mayor's Downtown Vision Task Force has been established as a sounding board for civic-minded residents and business owners. The task force will be responsible for managing several projects explained above, including coordinating with third-parties necessary to administer, design and implement these projects. The Task Force will establish various project committees to expand administrative capacity. Using DRI funds, the Village expects to hire various third-party consultants to assist the Task Force. P3 arrangements will necessarily rely on the expertise and administrative capacity of third-party, private sector partners.

## 10) Other.

Two-thirds of Downtown residents are of Latino descent, many of whom are New Americans recently arrived to the New York metro region. While rising faster than the State of New York as a whole, area median incomes lag surrounding suburban neighborhoods. Over 60% of Downtown residents are considered low to moderate income earners. The percentage of Haverstraw Village residents that hold a bachelor's degree is well below the state average. Focusing on improving the academic sector Downtown will markedly improve residents' exposure to education opportunity. To say the impact of a \$10M infusion of funds for planning and economic development is significant is an understatement. The DRI has the real potential to meaningfully improve quality of life and raise incomes for Downtown citizens.

The Village's sister rivertown is Ossining, New York. The two downtowns are connected via the Haverstraw-Ossining Ferry. Ginsburg Development Companies (GDC) is active building new multifamily and mixed-use buildings in both Ossining and Haverstraw, creating transit oriented development that bookends the ferry service. A collaborative effort to attract tourism and to market significant historic sites between the two Villages and their subsequent catchment areas would yield positive economic impacts. Martin Ginsburg, founder of GDC is not only investing in the Village and Ossining but is also a major proponent of a future Sing Sing Prison historic site and museum. The project has the potential of attracting many thousands of tourists annually in the way that former Alcatraz Penitentiary fascinates visitors on a global scale.

The Village of Haverstraw is one of the only municipalities in the region without a history of shooting down new development proposals and boasts a long history of supporting new ideas in development and housing policy. Unlike other nearby municipalities, Haverstraw is primed to support the progressive change envisioned by the Downtown Revitalization Initiative. The Village pioneered transit oriented development and inclusionary zoning for incentivizing affordable housing in Rockland County. While most suburban municipalities reject urbanism, affordable housing and enforce automobile dependency, Haverstraw

embraces its urban form. Haverstraw is not afraid of growth. The Village welcomes it.

Haverstraw prides itself in maintaining as much public access to the waterfront as possible. The vast majority of the Hudson River shoreline in Haverstraw is public, serving recreation and conservation goals. Downtown is one of the only commercial business districts with direct and continuous connections to its waterfront, not hindered by railroad easements or private property exclusivity. Because the Village was developed initially as a ferry and steamship transportation hub, it is uniquely suited to exploit its Main Street/riverfront connection for expanded Haverstraw-Ossining Ferry Service. Haverstraw needs meaningful support to realize its goal of moving the ferry from a disconnected commuter parking lot to the foot of Main Street in order to properly catalyze transit oriented development in the core area of Downtown.

One of the most unique aspects of Haverstraw is that within the Village's municipal boundaries there is no significant car-oriented highway business district that competes with Downtown. The Village of Haverstraw is largely reliant on its traditional and urban business district to generate tax revenue. The Village has not sought development by large national chains and big box retailers, which are infamous for spoiling the economic ecology of a traditional downtown business district filled with family-owned small businesses. As such, and for good and bad, the Village has insulated itself from the decentralizing and dispersive economic effects of sprawl development. Major opportunities exist to repair the existing street grid by reintroducing streets and alleyways that had been abandoned or de-mapped. Such an effort would reorient traffic patterns, rationalize local and regional bus service and create better opportunities for infill and large scale mixed-use development. Expanding walkability and fostering a human scale streetscape is easier due to the Village's existing historic urban fabric.

Haverstraw is unique in the Hudson Valley. Nowhere is there such a potential for real and sustainable economic growth, improvement of residents' quality of life and availability of developable parcels and properties with local government supportive of the dense mixed-use development advocated by the DRI. The Village municipal government and Downtown stakeholders are hopeful New York State and the Regional Economic Development Council will see the value in Haverstraw's people, unparalleled natural resources, unique sense of place, and most importantly in its potential as a future vibrant, bustling, 24/7 Hudson Valley city known regionally as a real urban living alternative to the big metropolis to its south.

See next page. **EXHIBIT A - Map of Downtown Neighborhood Historic Downtown Haverstraw.**

## EXHIBIT A

Map of Historic Downtown Haverstraw. Interactive Google map here: <http://bit.ly/2qDnlc6>

The blue line indicates built and unbuilt sections of publicly accessible waterfront and easements that connect multiple business, cultural and historic districts nearby, in and out of the Downtown Neighborhood.

