

Downtown Revitalization Initiative

Application Template

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 must be received by the Mid-Hudson Regional Economic Development Council by **4:00 PM on June 14, 2017**. Submit your application as a Word Document to NYS-MidHudson@esd.ny.gov.

BASIC INFORMATION

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

Municipality Name: New Castle, New York

Downtown Name: New Castles Hamlet Revitalization Plan

County: Westchester

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

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.

New Castle, New York is a 15,000 acre suburb to the New York City metropolitan area. The Town itself is considered a "bedroom" community with a 55 minute train ride to New York City and close proximity to the business centers of White Plains, NY and Stamford, CT. Approximately 3% of the Town's land area is dedicated to commercial land use. The majority of economic activity in New Castle takes place in the Town's hamlets - Chappaqua and Millwood. As determined through recent economic studies, the hamlets are not reaching their retail capture rates and for most types of retail there is an "outflow" of consumer spending to other commercial areas and the internet. These hamlets would benefit from economic revitalization which includes the addition of commercial and residential uses to meet the needs of the community as expressed through the Town's 2017 Comprehensive Plan Update. The Comprehensive Plan directs growth to occur in proximity to the existing hamlets. The Comprehensive Plan establishes goals to help support local business and create thriving 21st century hamlets which means ensuring that the hamlets' built environment and land use regulations encourage a vibrant civic, cultural and community atmosphere that works in symbiosis with local economic activity.

The Chappaqua Hamlet is located along Metro North Railroad's Harlem line, the Saw Mill River and Taconic Parkway and State Routes 120, 117 and 133. Its unique location combined with the longtime history of economic and community activity makes Chappaqua an ideal place to live, work and play. This combined with evidence that the Town's millennial and senior population are decreasing have stimulated town leaders to examine redistribution of the 21.56 acres of Town owned property located in the hamlet to create mixed use housing and service retail based on the goals of the 2017 Comprehensive Plan. The Millwood Hamlet is located to the west of Chappaqua and the Saw Mill River Parkway. It is bound by Shuman Road to the East, and Station Road to the south. Millwood features two retail clusters-the northern node and the southern node. Millwood is rife with opportunities for dramatic change. There are a variety of land uses along Millwood Road, Station Road, Schuman, and Saw Mill

Road, which include ground floor retail uses, single family residential, multifamily housing, commercial office space, and industrial buildings. Although the number of town owned properties is limited and the amount of land allocated to the Con Edison utility right of way is high, there are still opportunities for better linking together the various parts of the Millwood hamlet and generating a place defined with a more cohesive civic identity and ultimately strengthening the connections between the Millwood and Chappaqua Hamlet. The presence of exceptional recreational amenities in Millwood, including Millwood Park, Gedney Park, and the North County Trailway are all unique assets that when combined with progressive urban design and development principles can help transform Millwood into a vibrant mixed use community.

The New Castle Hamlet Revitalization Plan includes several public/ private interactions in order to conduct site yield /development capacity analyses to determine the extent of development possible in each of the hamlets; establishing new regulating plans , design guidelines and traffic circulation analyses, furthering the public/ private property owner outreach regarding the future development scenarios and examining ways to maintain and manage infrastructure, upgrade existing building stock and design and implement way-finding and alternative transportation to connect the Chappaqua and Millwood hamlets.

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 DRI program description.

- 1) Boundaries of the Downtown Neighborhood.** 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 Chappaqua Hamlet is an approximately 88 acre area defined by the Chappaqua Census Block Group (No. 36190131022) as well as the Chappaqua Census Designated Place (CDP) boundary. The Chappaqua CDP clearly traces Chappaqua’s retail core and central business district. In addition, the Chappaqua Hamlet also consists of Middle King Street and the Upper King Street business and residential areas of the hamlet. See Map of the Chappaqua CDP as well as a map of the Town owned properties associated with the downtown section of the CDP. For your information, the Downtown area is approximately 50.2 acres, Middle King Street is approximately 17.2 acres and Upper King Street is approximately 20.4 acres.

The Millwood Hamlet is approximately 108 acres and consists of a concentrated mix of land uses including a higher intensity of development existing between Gedney Park and the Taconic State Parkway, just north of the Taconic’s intersection with Saw Mill River Road. It is located within the US Census’ Zip Code Tabulation Area (ZCTA) 10546. Retail uses and personal services are clustered around the intersection of Millwood and Station Roads. A second retail cluster, anchored by a grocery store, is found around the intersection of Station Road and Saw Mill River Road. A mix of commercial and potentially underutilized property in use as industrial uses define Schuman Road. Some residential uses can also be found within this more intensified area. Residential homes and multifamily housing can be found along Millwood Road, Station Road, and on

Saw Mill River Road. Land area within the Millwood hamlet is also dedicated to low density residential or undeveloped open space controlled by Con Edison and used for utility purposes. The southernmost section of the Millwood hamlet, the triangular sliver between Campfire Road and the Taconic State Parkway, is dedicated to state park and parkway lands.

- 2) 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 Chappaqua and Millwood hamlets are located in a town consisting of approximately 17,500 residents. The Chappaqua hamlet itself has an approximate population of 1,436 residents and Millwood is just slightly smaller with 1,092 residents. The 2017 Comprehensive Plan Update calls for the revitalization of both hamlets by introducing infill opportunities which include housing and entertainment/service commercial uses. Specifically, the hamlets were identified as geographic locations to create alternative housing to the existing single-family homes that currently dominate the town. Not only will this housing balance the housing stock for the entire community, it will also introduce “feet on the street” to further support the existing and future commercial business community in these hamlets. All future efforts to revitalize the hamlets are centered on creating live, work, play environments to halt youth flight and to provide alternative housing for seniors to remain within the community. Establishing a sustainable mix of residential and commercial uses within each of the hamlets will create a consistent, built-in consumer base that does not require the use of a vehicle to do their shopping. The Comprehensive Plan contains policies to create vibrant and walkable mixed-use areas in the hamlets that are well connected to public transit. Pedestrian-friendly circulation networks within hamlets that connect businesses, housing institutions, green spaces and public places help to create an atmosphere where residents and patrons are able and likely to gather.

- 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.

The re-disposition of town-owned property in the Chappaqua Hamlet to meet with the goals of the 2017 Comprehensive Plan will put the hamlet in a position to capture future private and public investment. In addition, the \$11 million infrastructure and streetscape revitalization project will also stimulate private investment in the hamlet. Approximately one mile north of the hamlet lies the multi-use development known as Chappaqua Crossing. This development will introduce 120,000 square feet of commercial retail use, over 500,000 square feet of office use and 155 residential units to the community. The populations living at this location and traveling to this location will have opportunities to benefit from economic revitalization in the Chappaqua and Millwood hamlets. Specifically and in accordance with economic analyses performed by HRA associates and AKRF it was recommended that the developer of Chappaqua Crossing undertake business improvement strategies to enhance the connections of his multi-use development with that of the Chappaqua and Millwood hamlets. Among other things such as promotional materials, kiosks and incentives, the developer is to initiate and sustain a shuttle bus to the Chappaqua hamlet, with future expansion potential to the Millwood Hamlet which runs Monday through Friday and on Saturday mornings.

The Town has begun a site assessment of its property in the Chappaqua hamlet to determine the physical, regulatory and development potential of its holdings. In order to proceed with the disposition of the property the Town would like to undertake a site yield analysis, put together a regulating plan and develop a Generic Environmental Impact Statement (GEIS). This will be conducted contingent with a public outreach process, which has also been initiated. Information from these studies will inform the future public and private investments that can be made to promote the live, work, play aspects of the Chappaqua Hamlet.

In Millwood, the Town has undertaken a sewer feasibility analysis to determine the technical and financial feasibility of installing sewers within the hamlet. The technical feasibility is extremely high. The financial feasibility is tied to site yield and development capacity. Similar to the public outreach in Chappaqua, the Millwood hamlet must be outreached to the private property owners and the public. The public outreach for the future of the Millwood hamlet was also initiated.

- 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.

The multi-use development located less than a mile and a half outside of the Chappaqua Hamlet includes over 500,000 square feet of office use, 120,000 square feet of commercial retail use and 155 residential housing units. This immediate neighbor will be an instant generator of activity that can be co-dependent on economic activity within the Chappaqua Hamlet. Redisposition of town-owned property will also generate an instant population of residents as well as commercial service uses to meet the needs of the community. In Millwood, the installation of sewer would forever change the land use potential of the existing land use in the hamlet. The extent of development that would make sewers feasible in Millwood and its consistency with the community's character will be the determining factor of revising land use regulations and establishing a sewer district, regulating plan and revising design standards.

In 2014 and 2015 two separate economic development consultants examined the Chappaqua and Millwood hamlets in relation to siting commercial uses at Chappaqua Crossing. Both analyses found that most residents frequent other economic centers to meet their daily needs. This, as evidenced through the Comprehensive Plan Update, is affected by e-commerce which is proving to play a large role in transforming the American "downtown", and as a result has changed the actions local businesses must take to remain relevant and successful in this new market. In addition to the shifts occurring in the retail sales market, the Comprehensive Plan notes that as the younger generation's economic self-sufficiency increases and the older generations' age, these populations are becoming more interested in amenities, housing, services and entertainment options that are accessible without a personal vehicle or through public transit. The Comprehensive plan further identifies specific populations that are underserved throughout the community. New Castle's existing housing stock, which is relatively high-cost and predominantly single-family, underserves empty-nesters, seniors, individuals, young families, single-parent families, individuals employed in New Castle, smaller and low-income families. If land use changes occur in both the Millwood and Chappaqua hamlets, the land use change would be consistent with the Comprehensive Plan goals to

establish the needed housing at various price points in the hamlets (locations that provide easy access to sewer and water infrastructure, alternative transportation and other amenities).

- 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.

New Castle's existing housing stock, which is relatively high-cost and predominantly single-family, underserves specific populations, including empty nesters, seniors, individuals, young families, single-parent families, individuals employed in New Castle, and smaller and low-income families. The Chappaqua and Millwood hamlets offer the perfect opportunity to develop a variety of housing types at various price points in locations that provide easy access to sewer and water infrastructure, other amenities and alternative transportation. The Chappaqua hamlet lies along the Metro-North railroad and is in proximity to bike paths and sidewalks which connect this hamlet to Pleasantville, New York and Millwood, New York. The hamlet is also home to Robert E. Bell Middle School, the Town of New Castle Recreation Field, the New Castle Historical Society and the Chappaqua Library. The Town of New Castle is undertaking an \$11 million dollar infrastructure and streetscape project which will improve and expand the capacity of sewer and water, restore sidewalks and streetscape elements and create public gathering spaces. This project will commence in the Fall of 2018. The Town owns the train station with its landmarked Flagpole Circle and the associated parking lots that are utilized by over 1,500 commuters each day. Buildings within the hamlet are mainly two story structures constructed around 1932. Many of these buildings are in such an antiquated condition that it becomes very cost prohibitive to upgrade building support systems (such as fire and electrical) for more intensive uses (restaurant and food service). This same situation exists in the Millwood Hamlet where many of the buildings were constructed around 1955 and exist as one and two story structures today. The Millwood hamlet contains properties which are currently underutilized and are ripe for re-development if infrastructure changes occur. The Millwood hamlet is home to Gedney Park, Millwood Park, the Westchester County Trailway, and open lands owned by Con Edison and the New York City Department of Environmental Protection. Sidewalks exist along portions of the hamlet which connect the northern and southern business nodes. The Town of New Castle is in the process of implementing pedestrian improvements and additional sidewalks at the southern end of the hamlet, which are scheduled to be implemented in 2018.

The hamlets will soon be connected via a shuttle bus to the Chappaqua Performing Arts Center, which is owned by the Town of New Castle and located at the multi-use development known as Chappaqua Crossing. The hamlet of Chappaqua will be connected by 2018 and Millwood is planned to be connected to this shuttle route shortly thereafter.

- 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 Town of New Castle has a rich history of undertaking studies and analysis to improve the livability and quality of life in the Town's hamlets. As early as 1969 the Town has been focusing on ways in which to improve the economic condition of the hamlets. For the first time the 2017 Comprehensive Plan identifies all that was relevant within the former studies and establishes policies to be carried out through actions. It is the intention of the Town to incorporate funding for the actions into the Town's annual budget process to ensure that the plan is implemented. The Comprehensive Plan identifies the need to establish housing that meets the needs of young people and older adults (Millennials and Baby boomers). The plan further identifies community goals related to establishing thriving hamlets to live, work and play: Create a sustainable mix of commercial and residential uses within the hamlets; Create vibrant and walkable mixed-use areas in the hamlets that are well connected to public transit; Enhance the aesthetic quality of the hamlets; Attract, retain and support diverse, local businesses and establishments; Stimulate patronage and activity in the hamlets and at the Chappaqua Performing Arts Center (Wallace Auditorium); and Promote complementary development in the hamlets. These goals will be implemented through actions such as analyzing infill development opportunities consistent with community needs, public vision and environmental and infrastructural constraints, conduct a site yield analysis and develop a regulating plan to ensure desired development scenario can be achieved. In addition, the goals of the Comprehensive Plan call for the development of hamlet design guidelines that align with site yield analysis, development capacity analysis and public opinion; the establishment of incentives to retain and attract new businesses and proactively pursue the location of green businesses; and analyze the feasibility of creating a Business Improvement District or other similar entity. Implementation of the Comprehensive Plan goals and actions will require regulatory changes, site capacity analyses and public and property owner outreach in each of the hamlets.

- 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 Town undertook a public engagement process to document residents' goals, objectives, and vision for the Town. The Land Use Law Center at Pace Law School (Center) facilitated four general public meetings and six specific stakeholder meetings to identify the Town's priority issues, assets, and challenges with regard to its land use patterns which were held throughout May and June 2014 to inform the Town of New Castle's Comprehensive Plan Update process. At each meeting, Center staff asked participants for feedback regarding five land use discussion topics: Commercial Development & Town Centers, Environment & Habitat, Public Works & Infrastructure, Public Services & Recreation, and Housing. A few overall themes emerged from the public engagement process. Participants expressed a clear wish to maintain and protect the Town of New Castle's unique character with regard to new commercial and housing development, as well as public works and services. Additionally, participants repeatedly focused their attention on downtown Chappaqua hamlet improvements. This included locating commercial development downtown

and near the train station, improving downtown walkability, expanding parking in downtown and at the train station, building a downtown park and enhancing landscaping there, and building affordable and higher density housing downtown and near the train station. Participants were most concerned with encouraging and facilitating a diversity of retail, food, and service establishment to meet residents' needs. Participants wanted the Town of New Castle to create a destination or focal point in the downtown Chappaqua Hamlet, such as a theater or arts center, and many participants want a new supermarket built somewhere in Town. Additionally, participants want to prioritize local businesses over chains, want some nightlife activities in the downtown Chappaqua Hamlet, and believe retail and services mixed with diverse housing is appropriate for downtown. Participants felt strongly about where to locate future commercial development. Many participants want to concentrate commercial development in the downtown Chappaqua Hamlet and near the train station, while some want to add new commercial development and housing in Millwood. Emphasis was also placed on the desire to attract more consumers to the Town of New Castle by improving dated storefront façades, beautifying lots, and adopting design standards for the community. Additionally, participants want the Town government to host more events, such as parades and festivals, to attract consumers, and think the Town government should adopt policies to attract and support businesses. Suggested policies include tax abatements and other incentives, a Town marketing campaign to attract consumers to the Town's businesses, and a program to encourage lower commercial rents. This DRI is intended to meet the community's needs as identified through the two-year outreach program, the goals as stated in the Comprehensive Plan and the actions contained therein. The New Castle Town Board at their meeting of June 13th documented their support for this DRI and appointed the Director of Planning to be the local lead for the program.

- 8) 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.

The recent adoption of the Town's Comprehensive Plan Update has led the Town Board to prioritize the next steps to implement the goals and objectives of the comprehensive plan. As the Comp Plan was being prepared, the Town began the site analysis of its Chappaqua land holdings and is about to undertake improvements to repair, restore and re-size existing sewer and water infrastructure along South Greeley Avenue and King Street in the Chappaqua Hamlet, including the installation of new roadway and streetscape elements (sidewalks, lighting and landscaping). The original project which included improvements at the intersection of South Greeley Avenue and Washington Avenue and improvements extending up North Greeley Avenue was estimated at \$14 million. The Town reduced elements of the streetscape and roadway improvements and is currently under contract to undertake an \$11 million project which will commence in the summer of 2017. The Town is ready to finish the physical analysis of Town-owned property, undertake a

site-yield /development capacity analysis, establish a regulating plan and continue public outreach related to these efforts. In addition, the Town is ready to establish economic development incentives to maintain streetscape improvements and improve private building stock.

In the Millwood hamlet the Town authorized Woodard and Curran to conduct a \$40,000 Sewer Feasibility Analysis. This analysis is roughly 50% complete and when finished will identify the sewer location and associated costs. The Town is ready to undertake a site-yield /development capacity analysis, establish a regulating plan and continue public / private outreach related to these efforts in similar fashion to the efforts it would undertake for Chappaqua.

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

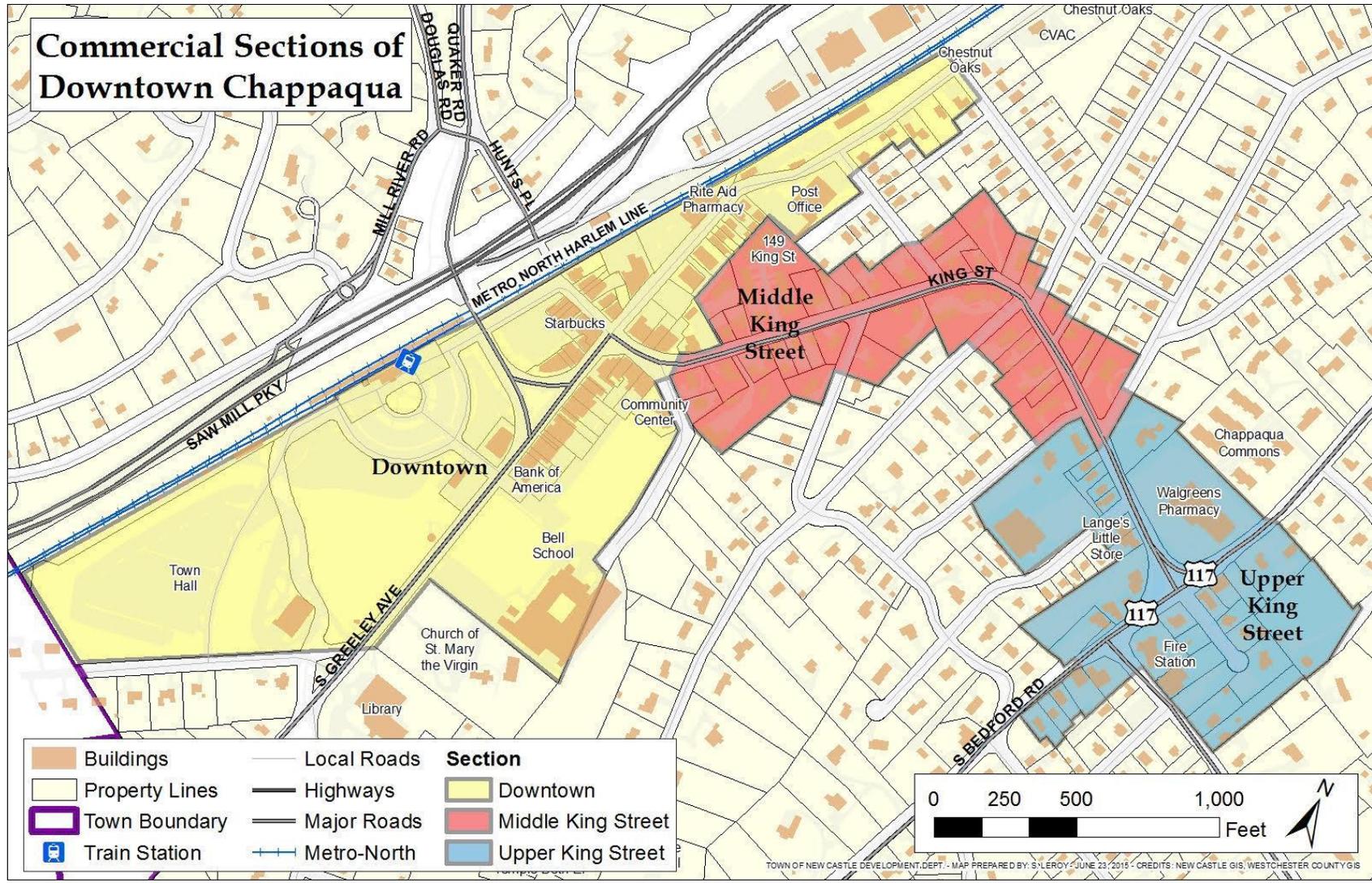
The Town of New Castle would task the Development Department and the Public Works Department with managing these projects. Currently the Town employs a Director of Planning, Assistant Town Planner, Deputy Town Engineer and Engineering Technician, as well as several support staff. Senior staff have over 60 years of combined experience managing planning studies, design and construction projects and associated contracts. These staff combined with the support of the Town Administrator and the Town Clerk's office would be able to administratively oversee these projects and manage concurrent contracts. It is important to understand that the Town will be prioritizing these projects as part of future budget allocations if the DRI/CFA awards are not received. The prioritization would occur for financial purposes only, not because of the Town's administrative capacity to handle the work load.

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

The New Castle Town Board passed resolution in support of implementing the New Castle Hamlet Revitalization Plan at their Town Board meeting of June 13, 2017.

*Don't forget to attach a map that clearly delineates the downtown neighborhood. (See item 1.)

Commercial Sections of Downtown Chappaqua



	Buildings		Local Roads	Section
	Property Lines		Highways	
	Town Boundary		Major Roads	
	Train Station		Metro-North	

TOWN OF NEW CASTLE DEVELOPMENT DEPT. - MAP PREPARED BY: S. LEROY - JUNE 23, 2015 - CREDITS: NEW CASTLE GIS, WESTCHESTER COUNTY GIS



TOWN OF NEW CASTLE
 200 S. GREELEY AVE
 CHAPPAQUA NY 10514

**MAP SHOWING
 LIMITS OF WORK &
 ASSOCIATED AREAS
 FOR PROPERTY
 LINE SURVEY**

SHEET L-2

LEGEND

-  BUILDING
-  LOCAL ROADS
-  METRO NORTH RAIL
-  MUNICIPAL LINE
-  LAKES
-  PL SURVEY LIMITS
-  ROAD
-  WATERCOURSES
-  WETLANDS



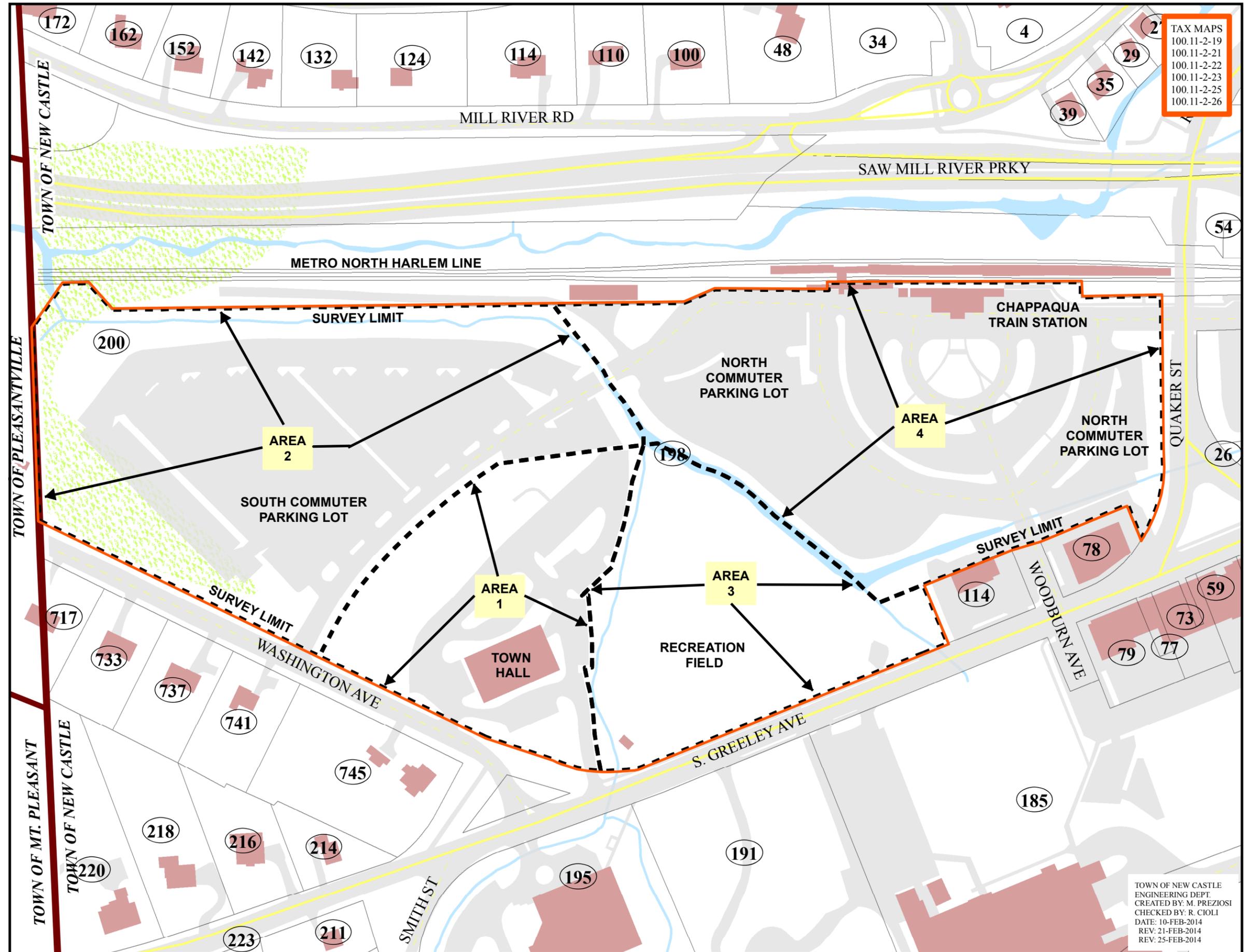
0 75 150 300 Feet
 1 inch = 150 feet

HORZ. DATUM:
 NORTH AMERICA STATE PLAN
 NAD_1983_StatePlane_New_York_East_FIPS_3101_Feet

VERT. DATUM:
 NORTH AMERICAN VERTICAL DATUM (NAVD-88)

CREDITS:
 WESTCHESTER COUNTY GIS
 NATIONAL WETLANDS INVENTORY
 USGS SOIL CONSERVATION SURVEY

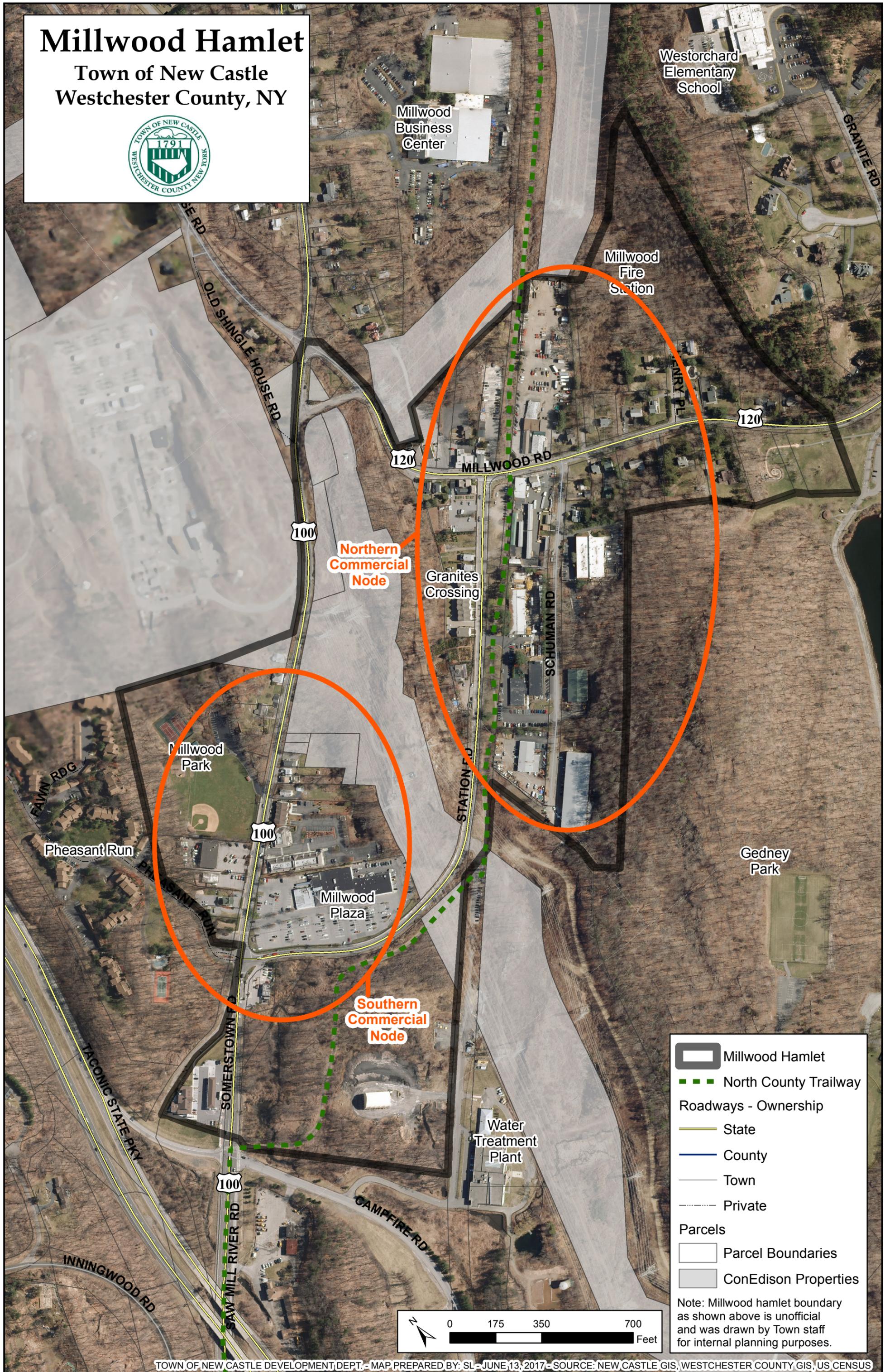
TAX MAPS
100.11-2-19
100.11-2-21
100.11-2-22
100.11-2-23
100.11-2-25
100.11-2-26



TOWN OF NEW CASTLE
 ENGINEERING DEPT.
 CREATED BY: M. PREZIOSI
 CHECKED BY: R. CIOLI
 DATE: 10-FEB-2014
 REV: 21-FEB-2014
 REV: 25-FEB-2014

Millwood Hamlet

Town of New Castle
Westchester County, NY



Millwood Hamlet

North County Trailway

Roadways - Ownership

- State
- County
- Town
- Private

Parcels

- Parcel Boundaries
- ConEdison Properties

Note: Millwood hamlet boundary as shown above is unofficial and was drawn by Town staff for internal planning purposes.

