

Downtown Revitalization Initiative

Application Submission 2017

BASIC INFORMATION

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

Municipality Name: Village of Ossining (lead), Town of Ossining

Downtown Name: Historic Downtown Ossining

County: Westchester

Vision for Downtown.

At the gateway to the Hudson Valley, Historic Downtown Ossining is primed to become an urban development success story and an economic engine for its broader catchment area. Ossining is uniquely situated to absorb an urban population surge occurring in Westchester County, New York City and northern New Jersey, and to guide population growth in a manner that achieves our local and State sustainability and inclusive economic growth goals by creating a Downtown that fosters the live, work, and play lifestyle now coveted by Millennial and Baby Boomer generations alike. Undeveloped parcels in the heart of Ossining's Downtown are physical reminders of poorly planned Urban Renewal policies. These gaps in the Downtown are now opportunities for smart development and inviting public spaces. Out of all Westchester rivertowns, Ossining's potential for new growth and positive change is unsurpassed.

Justification.

Firstly, this application has the full support of the Mayor of Ossining, Supervisor of the Town of Ossining and their respective Council Members and Trustees. Both government bodies are actively engaged in promoting collaboration between their municipal entities and the wider Westchester County municipal and economic development network. These highly engaged women leaders fully stand behind a progressive Vision for the future of the Downtown Neighborhood defined in the Village and Town's Comprehensive Plans and by the goals of the Downtown Revitalization Initiative, Governor Cuomo and the State of New York. It is uncommon for two municipalities to function together in such a supportive and efficient arrangement, which provides multi-layered synergies. This is a primary reason why Historic Downtown Ossining deserves DRI funds.

Already a functional, thriving downtown, Historic Downtown Ossining can build upon its existing, robust urban infrastructure all in a manner that meets its constituents', the County's and New York State's goals. Ossining is the best candidate for DRI funds in the Mid-Hudson Region because it is the most likely Downtown to enjoy the economic renaissance experienced in rivertowns to the south on the MetroNorth Hudson Line. Downtowns like Tarrytown, Irvington and Dobbs Ferry are already financially out of reach for most Millennials that are seeking urban alternatives to New York City.

On April 2, 1813, the Village of Ossining, now designated a national historic district became the first incorporated village in Westchester County to be state-chartered. Historic Downtown Ossining sits at a key

and economically strategic location in the Mid-Hudson Region. Accessible by rail, ferry, several bus routes, regional cycle routes and pedestrian pathways, and linked with several major auto routes, Ossining is the primary alternative transportation jumping off point to Hudson Valley points north and west. The Downtown Ossining Historic District here is bookended by monumental architectural wonders like the Ossining Bank for Savings, the First Baptist Church and Sing Sing Prison's 1825 Cell Block and Power House. Many historic buildings in the District are now available for adaptive reuse.

Dramatic views of the Hudson River, the Palisades Escarpment, Sing Sing Kill creek gorge and waterfalls, and the historic Old Croton Aqueduct trail offer distinguished amenities unique to Ossining in the Mid-Hudson region. The Croton Aqueduct double archway and the newly built Sing Sing Kill Greenway (2017 NY Planning Federation award recipient) are regional destinations in the way Kensico Dam Plaza or Walkway Over the Hudson attracts thousands of visitors annually. The recently implemented Museum in the Streets is a self-guided, bilingual history walking tour, which highlights 25 architecturally and culturally significant sites Downtown. The award-winning Sing Sing Kill Greenway is the result of the most innovative use of municipal sewer funds in the region; a sewer main was capped with an ADA accessible pedestrian pathway at the bottom of Sing Sing Kill gorge and waterfalls.

The Village of Ossining has a growing high-density population of nearly 26,000 people on a land area of three square miles, much of which is within a 10 to 15 minute walk of the Hudson River. Unlike most NY State Downtowns, nearly 20% of those who work in the Village of Ossining also live in the Village of Ossining, significantly boosting the likelihood of walk-to-work and bike-to-work commuting patterns. Another 15% of those who work in Ossining live in New York City. Ossining is not more than a 20 minute walk from its center to its furthest boundary. Ossining is as ethnically diverse as it is historic; with a growing Latino and Millennial population, Ossining is primed to take advantage of shifting demographic trends to capitalize on demand for housing and a growing business workforce. Ossining is within the coveted 45-minute commute time to Grand Central Terminal by express train. Downtown is connected to major employment centers in White Plains, Stamford and Yonkers via bus, rail and auto.

Tourism access is also robust via rail, bus and auto. Connections to tourism access points in Westchester, Putnam, Dutchess, Rockland and Orange Counties make Ossining a prime location for further recreation, hospitality and museum development projects. As a result of medical and hospital consolidation trends, Ossining is primed for further centralization of ancillary medical services and subsequent allied industries, particularly due to the presence of major hospital system Phelps Hospital/Northwell Health as well as the thriving Open Door Family Medical Center nearby. Vast potential for medical tourism and medical village development exists in the downtown core as does potential for additional units of extended stay, senior housing, long-term nursing facilities, assisted living, and housing dedicated to palliative care.

Private sector investments have accelerated in recent years. Affordable and market rate housing rentals have been built by various developers at open parcels in the Downtown core and on brownfield redevelopment parcels at waterfront sites. Since 2000, both small and large scale business have found Ossining to be an ideal setting for profit and business development. Because of Ossining's walkable, dense nature and its access to unparalleled natural amenities, the hospitality and culinary sector has taken note and is making targeted investments. Downtown Ossining is the prime candidate for funds from the Downtown Revitalization Initiative as program funds are necessary to kick start several projects planned by

the public and private sector and nonprofit entities.

For all of its positive attributes and vital underpinnings of its future success, Downtown lacks some amenities that would foster a 24/7 active live, work, play lifestyle. Residents do not have direct, immediate walking access to a large grocery store containing fresh local produce. Residents also need additional opportunities for employment within walking distance and easy access to general merchandise retail. Downtown is missing walking and cycling connectivity between successful business ventures and major local institutions and employment centers. Significant opportunities exist to leverage Ossining'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 residents simultaneously.

DOWNTOWN IDENTIFICATION

1) Boundaries of the Downtown Neighborhood.

Because of Historic Ossining's compact size, the Downtown Neighborhood encompasses a significant and important portion of the wider municipal area. Per Ossining's Comprehensive Plan, Downtown is roughly defined as the concentrated walkable shopping, living and business districts contained by State Street to the west, Sing Sing Kill creek to the north, Broad Avenue to the south, and Route 9 to the east. The Downtown Neighborhood also includes the Ossining Public Library and the commercial district just east of Route 9 on Route 133/Croton Avenue. Contained within the area and directly adjacent are the central business district, dense blocks of housing and corner stores, the waterfront, ferry pier and railroad station plaza, government offices, Ossining High School and Park Elementary School, community campuses and the Sing Sing Correctional Facility. The DRI Downtown Neighborhood is contained within a wider Downtown Area, which includes larger residential districts, commercial areas, parks and school facilities. One notable adjacent areas is the ecologically sensitive and economically dynamic waterfront, which includes Town and Village public parks, the future Sing Sing Prison Museum, and new residential and commercial development. Please follow this Google Maps link for an interactive map of Historic Downtown Ossining and environs: <http://bit.ly/2s8R7tV> See **Exhibit A - Map of Historic Downtown Ossining** on page 15 of this submission. Please also see **Exhibit B - Photos of Downtown** beginning on page 16 for visual representation of Downtown and key areas.

2) Catchment area.

The Downtown Neighborhood contains nearly 10,000 people in roughly one square mile. Since 2000, the Downtown population increased by 10% primarily due to waterfront development as well as various infill development projects throughout the Downtown core and central business district. Nearly 4,000 owner-occupied housing units and equal number of rental units exist in the Village of Ossining. Roughly 54% of Ossining Village residents are renters, while 46% are homeowners. Median monthly rent is now over \$1,400. Several large rental and condominium buildings have been constructed at the waterfront and on major priority growth area corridors like Main Street and Spring Street, attracting commuting Millennials, seniors and empty-nesters alike. As such, absorption rates of new units are on par with new development

elsewhere in Westchester and Hudson (NJ) Counties proving that strong demand exists for dense, multifamily, transit-oriented development in Ossining. This residential demand is also evident in other rivertowns like Tarrytown, Sleepy Hollow and Dobbs Ferry. It is also important to note the economic agglomeration effects of increased development at rail transportation nodes on the Hudson Line corridor. Ultimately as development progresses, truly urban living with full access to all of life's necessities will be possible within five rail and ferry station stops north and south of Ossining. The economic potential for the Hudson Line corridor is vast.

Cross-Hudson commuting and travel patterns should be noted; an emerging reverse commute population exists between Ossining and Haverstraw, N.Y. and more study is necessary to determine if this cohort can be expanded via new economic development initiatives. Rockland County commuters move through Ossining on their way to other destinations via the Ossining-Haverstraw Ferry. Ferry ridership has been growing at 7% annually since the end of the economic recession, outpacing growth at most rail stations in Westchester. Ossining now draws visitors from Orange, elsewhere in Westchester, New Jersey, Connecticut, New York City and internationally.

The immediate catchment area contains nearly 150,000 people while additional residential-only areas to the north, south and east in Briarcliff Manor, Valhalla, Peekskill, Pleasantville and White Plains contain over 200,000 people. For all of these residents, Downtown is located no more than a 10- to 25-minute drive from home or their workplace. As a business district, destination waterfront and restaurant row, Historic Downtown Ossining primarily competes with downtown Tarrytown and Briarcliff Manor, which are surrounded by low-density suburban residential neighborhoods of significantly higher area median income than Ossining and its immediate environs. This presents an opportunity to extract significant disposable income in the catchment area.

A tremendous opportunity exists to expand the catchment area via investments in local cultural institutions and transportation, particularly in a nascent Sing Sing Prison Museum, expanded off-peak and weekend Ossining-Haverstraw Ferry service, and via a newly formed Downtown-to-Waterfront jitney service to traverse steep terrain currently limiting visitor access to various points in Historic Downtown Ossining. Day-trip and tourism vessels as well as destination dining venues like the existing waterfront 3 Westerly restaurant are sure to further increase the catchment area.

3) Past Investment, future investment potential.

Historic Downtown Ossining has seen a major uptick in residential and retail development, led by regional large-scale developers and investments in existing buildings by restaurateurs, restaurant groups and retailers, improved and restored mixed-use facades significantly reducing the perception of blight (over \$5M). This investment builds off the \$20M worth of private investment in residential and retail development on the waterfront and in the commercial business district specifically. Capitalizing on the success of Downtown as a shopping and entertainment district, the Village municipal government invested in streetscape improvements on Main Street, Spring Street and Central Avenue. Over \$200,000 in recent grants funds have been used to improve safety at intersections and create or improve bike/pedestrian pathways through and surrounding Downtown, while at the same time provide placemaking to support local

business.

Since 2000, over \$35M in public bond sales, Community Development Block Grants, CHIPS and DASNY funds has been invested in public water, sewer, roadway, and streetscape infrastructure to support private sector growth. These investments make physical the municipality's strong commitment to complete streets and sustainability/livability design principles (\$5M). The Town and Village governments together passed Complete Streets resolutions to foster safe routes and pedestrian-priority intersection designs. Recently, the Town of Ossining invested over \$600,000 in its public parks and in a new Cedar Lane Arts Center, which hosts the Westchester rivertowns' only public ceramics kiln. Several investments by the Ossining Historical Society Museum and the Historic Cemeteries Conservancy have brought a Museum in the Street and dozens of new historical markers to Downtown (\$100K). In 2006-2007, the Ossining Public Library system invested over \$16 Million in a new LEED-certified central library within the Downtown Neighborhood.

Between 2010 and 2017, roughly \$100 Million in private sector construction and development has been invested in the Downtown. An investment of nearly \$1 Million in private and federal funds administered by Riverkeeper went toward transient boat slips and wave attenuation devices that provide safe haven for visiting and tourist vessels. Recent private-sector investments include but are not limited to the following Downtown projects:

- 2012: 49 workforce housing units opened off Main Street, with a ground floor space now occupied by Theater O, a children's theater studio now considering expanding.
- 2016: Harbor Square development built by Ginsburg Development Companies opened at the Ossining-Haverstraw Ferry Pier and includes 188 market rate and affordable units. Destination, large-format restaurant 3 Westerly opened spring 2017 on the waterfront.
- 2016: 27 units of market rate and affordable in-fill units opened Downtown. Retail space here now houses Good Choice Kitchen, a popular farm-to-table Vegan restaurant.
- 2012: The Orchid luxury condominium building on Spring Street now hosts Sing Sing Kill Brewery & Taproom, a music-focused brewing company that will use New York State grown ingredients to brew various beer lines within their facility Downtown.
- 2017: The Hudson Steppe luxury rental apartment building and mixed-use project includes 189 units and 10,000 square feet of commercial space off Main Street, incorporates and preserves the historic Smith Robinson House, and is expected to open late 2017.

The estimated total development potential of Downtown is at least 500,000 developable square feet of mixed-uses based on current zoning. The Village expects to increase development potential through adoption of Form Based Codes during a Comprehensive Plan amendment process and based on recommendations issued by our Downtown Redevelopment Working Committee (DRWC) and the Village of Ossining Comprehensive Plan Steering Committee. The development potential in the Downtown Neighborhood is worth well over \$250 Million given current property values and not including future value appreciation due to increased density and economic agglomeration effects. The Village is planning investments of upwards of \$50,000 in planning exercises in coordination with the Town of Ossining over the next 12-18 months, which is expected to yield new codes that will induce new development Downtown. The Market Square and Spring Street corridor parcels are potential major development districts, which may host centralized parking facilities that can free up other surface parking lots for future development.

According to a 2017 economic impact study by the firm Urbanomics, Sing Sing Prison Museum construction would generate over \$85 Million in total economic activity to Westchester County and over \$58 Million in economic output in Ossining alone. Annual operations by the Museum are expected to directly and indirectly create over 40 permanent jobs and nearly \$6 Million in economic output in Westchester County and growing over time. DRI funds, if used to catalyze Museum construction and necessary infrastructure to meet expected demand by visitors, can create a major economic multiplier effect in and around the Downtown Neighborhood.

The Village of Ossining has accumulated a significant Land Bank of nearly 10 acres of developable land, including several public and private structures and parcels at the heart of Downtown and at several strategic development locations. The Village is ready and willing to partner with private developers to induce development projects here via various incentive options, including but not limited to PILOT, low-cost financing, reduced land acquisition costs, density bonuses and community use bonuses. The Village is also willing to partner with landlords of existing and underutilized buildings, seeking innovative ways to foster preservation and adaptive reuse of the properties in order to boost the local economy and achieve the Downtown Vision.

Via funds from the Hudson River Valley Greenway Conservancy, the Village is coordinating with the Town of Ossining, the Town of New Castle and Westchester County on plans for expanded cycling access along Route 133/Croton Avenue linking points east including the popular North County Trailway and the Briarcliff-Peekskill Trailway with Downtown, the MetroNorth rail station and the waterfront, incorporating complete streets design guidelines. This project is also receiving significant technical support from the New York State Department of Transportation (NYSDOT), as the NYSDOT has agreed to complete the feasibility study on the State-maintained portion of Route 133, a likely essential piece to this pedestrian and cyclist connectivity/open space corridor. 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. While the Village has adopted a Complete Streets policy consistent with goals set forth by New York State, 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. European-style traffic calming measures such as pedestrian/vehicle mixing zones known as “woonerfs” are under consideration.

Because Ossining is a dedicated NYSERDA Clean Energy Community and Climate Smart Community, significant opportunities exist to collaborate with the Town and State agencies to achieve Comprehensive Plan sustainability goals, potentially including funding to implement the goals of the bike lane/open space/connectivity corridor plan in the coming years. Because of Ossining’s dense, walkable and compact nature, major opportunities to consider smart grid technologies, thermal energy districts, municipal solar, LEED for Neighborhood Development (LEED-ND) guidelines, and innovative transportation technologies are incentivizing Village government to begin dedicating resources to exploring these options. The Village is excited to partner with the State to implement public-private partnerships that achieve these goals. This work can build off a \$100,000 NYPrize feasibility study conducted to explore micro-/smart grid options Downtown. The Town and Village already enjoy 100% renewable energy via the Community Choice Aggregation Program and collaborate extensively with Sustainable Westchester.

Private waterfront development recently completed by Ginsburg Development Companies (GDC)

necessitated major investments in pedestrian ferry access, riverfront shoreline stabilization, landscaping and construction of new recreation and play sites. Together with the opening of a major dining destination and future extension of the Ossining-Haverstraw Ferry Pier to accommodate leisure and transient vessels like the SS Columbia, the waterfront has dramatically transformed from a place of defunct industry and desolation to a vibrant 24-hour center of activity, driven mainly by the commuters that move through this major transportation hub.

Future investments are needed to catalyze greater pedestrian access points, safety improvements and mixed-used development at this gateway focal point and along the Main Street and Sing Sing Kill corridors, connecting these locations to the core business district. Here, relatively little in the way of infill development would have a major, transformative impact on Downtown. A major hurdle to future economic development is pedestrian access from the rail station to the Downtown core. Funds are specifically needed to catalyze a public-private partnership with a developer that is capable of developing a large-scale, mixed-use project at the base of the Sing Sing Kill creek, incorporating vertical transportation like an elevator or escalator to span the steep slopes between the waterfront and CBD hubs. The project concept is akin to the elevator at Walkway Over the Hudson, but would be primarily funded by private sector investment catalyzed by DRI funds and/or incentive zoning. 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.

Post-Recession job growth has been primarily driven by the service sector, culinary and retail within Ossining. As more multi-family development projects go online in Ossining, employment growth is expected to be centered around the property management industry. Residential development projects completed since 2000 have created at least 150 well-paying jobs within the Downtown area. Investments by hospitality groups, particularly in new restaurants drives service sector employment here, which is a boon to Ossining's workforce population that does not hold a college degree. A new Downtown brewery Sing Sing Kill Brewery & Taproom is expected to employ 20 employees on-site and support up to 100 other jobs via allied industry employment. Establishing a local jitney/urban circulator transit service would support access to job opportunities for residents throughout key Village and Town neighborhoods. The continued growth of the Downtown restaurant and hospitality sector will drive new job growth as well. As key employment and business centers like White Plains, Stamford, Tarrytown, Yonkers, New York City and Hudson County (NJ) continue to grow, Ossining residents directly benefit due to easy transportation access to these job markets.

Transportation bottlenecks between New York, New Jersey, Rockland and Orange Counties, and a declining level of service at Penn Station New York have already impacted location preferences for job seekers. Because the issues related to cross-Hudson capacity are likely to remain for a decade or more, Ossining is poised to capitalize on a shifting job market access geography. The Lower Hudson Transit Link proposed for the I-287/Tappan Zee Bridge corridor is expected to attract employers with expanded access to workforce population centers. Long-term job growth in Rockland County will drive reverse commute patterns from Ossining to Haverstraw/Nyack and vice versa via potential expanded ferry access.

5) Attractiveness of physical environment.

Ossining's extremely walkable street grid supports a large number of car-free households; the built environment here increases pedestrian comfort and fosters a higher level of potential business transactions through a more human-scale public realm. Downtown's eclectic mix of historic architecture from stately Renaissance Revival and Italianate mansions to small Village Colonial homes from the eighteenth century, to grand corner bank buildings at the core of the business district provide an unmatched architectural vernacular. A designated national historic district, the street grid of Historic Downtown Ossining and its narrow streets are more akin to European market villages than to American suburbs. Hudson Valley Rivertowns like Ossining are now internationally known for European-like, but uniquely American qualities.

The Village of Ossining's major investments in streetscape improvements, new sidewalks and pathways, complete streets projects, and Downtown beautification projects like year-round street tree lighting, landscaping and plantings, decorative street lamps and facade restoration support a physical environment that attracts newcomers of all ages, gender identities, sexual orientation and cultural backgrounds to this already-diverse community. Ossining is an "Open Arms" community. Downtown's widely visited Farmers Market, approachable arts organizations, live music events, and history Museum in the Streets appeals to a vast range of residents and visitors alike. Downtown is ringed and marked by several open community spaces including waterfront parks, play and picnic areas, kayak launches and storage, waterfront performance pavilion, Old Croton Aqueduct trail, the award-winning Sing Sing Kill Greenway, ADA compliant rampways and access points to public spaces, and various Downtown plazas and seating areas.

As previously mentioned, large parcels exist along commercial business district corridors, particularly Main Street and Spring Street, where new development may not only activate the street front but further connect the Downtown core to the waterfront and to other nodes of business activity. New projects may further incorporate Comprehensive Plan walkability and sustainability goals associated with open space, environmental goals like stormwater management, and an expanded Urban Cultural Park system, and public realm design guidelines that encourage human connectivity and discourage auto-centric patterns that discourage walking or cycling.

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 and historic buildings in the central business district that can host future mixed-use and transit oriented development. Ossining is open to exploring the implementation of Form Based Codes, LEED for Neighborhood Development (LEED-ND) regulations, as well as expanded historic preservation laws to enhance and preserve Downtown's livability and its historic building stock. Via the support of the Mayor and Trustees, local government is willing to rethink and reimagine its zoning code 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 finance and construction of new mixed-use buildings that also meet the collective goals of Downtown residents and repair 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; these residents seek to Live, Work and Play Downtown. Ossining government leaders hope to attract businesses, housing development and organizations that help to transition Downtown toward more 24/7 business activity.

With additional guidance, Ossining 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. Ossining prides itself on being one of the first Westchester villages to consider an Emergency Tenant Protection Act to provide rent stabilization to low-income residents. The Village hosts a number of annual and semi-annual events to encourage residents to adopt healthy lifestyles – alcohol and substance abuse counseling services, Hudson Link corrections re-entry programs, Community Center, after school recreation programs, at-risk youth programs in conjunction with the public school district, street festivals and live music events like the widely popular Earth Day Festival, a Farmers Market that supports WIC-enabled vendors, and a Community Garden. For example, HudsonLink has received well over \$3M in private and public investment and federal sources in recent years to support programs, facilities and operating overhead.

Ossining aims to encourage bike and car share options, co-work space and flexible property uses that stimulate business development, creativity and art, and unique restaurant and retail spaces and experiences. The Town of Ossining regularly invests in the arts. Recently, the Town created the Cedar Lane Arts Center after investing \$400,000; the facility contains the only public kiln available to artists in Westchester's rivertowns. The Village supports expanded transit service via a proposed urban circulator or jitney, and through expanded Ossining-Haverstraw Ferry Service, particularly at off-peak times and on the weekend or to other points of interest like Nyack, N.Y.

Given that the Ossining-Haverstraw 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, Ossining 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, including recent growth in "reverse commute" ridership. 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. Transportation Oriented Development (TOD) Ferry/Jitney zoning overlay districts may be a potential means of generating sustainable operating funds to fund increased operating costs for expanded transportation services.

7) Support for the local vision.

Because DRI goals are directly aligned with the Village's Comprehensive Plan and a Vision defined by the Downtown Redevelopment Working Committee (DRWC) as well as recent recommendations from a Housing Needs Assessment consultant, Village stakeholders are already engaged in an extensive planning process. The Comprehensive Plan and DRWC is the result of several public outreach sessions designed to extract and memorialize the wishes and goals of the broader Ossining resident pool, and to compile these future visions into a strategic plan. DRI is an opportunity to accelerate the implementation of this Downtown Vision.

With the support of the following organizations, Village of Ossining Mayor Victoria Gearity and Town of Ossining Supervisor Dana Levenberg will be the local leads of the DRI Planning Committee, which will draw significantly from the existing and active Downtown Redevelopment Working Committee (DRWC), and will secure commitment from local leaders and stakeholders dedicated to implementing a well-defined strategic investment plan based on DRI funds. The Mayor will coordinate the work of outside experts and third-party consultants, the LPC, community organizations, and regional entities including:

The Town of Ossining (Supervisor Dana Levenberg), Ossining DRWC, Ossining Public Library, Ginsburg Development Company, Ossining Land Development, Avalon Bay, Westchester County Planning and Tourism, MTA and MetroNorth Railroad, the New York State Department of Transportation, Ossining Arts Council, Ossining Arts Project, Theater O, Westchester Collaborative Theater, Arts Westchester, Mike Risko Music, Sleepy Hollow Performing Artists, Logrea Dance Academy, Sing Sing Prison Museum, NY State Council on the Arts, Ossining Historical Society and Museum, Hudson Valley Arts and Science, Ossining Historic Preservation Committee (HPC), Ossining Historic Cemeteries Conservancy, Green Ossining, Sustainable Westchester, Down to Earth Markets (regional farmers market administrator), Historic Hudson River Towns, Teatown Lake Reservation, the Greater Ossining Chamber of Commerce, Ossining MATTERS Education Foundation, Westchester Community Foundation, Hudson Link, the Interfaith Council for Action (IFCA) Housing Network, Ossining Children's Center, Community Preservation Corporation, Hudson Valley Pattern for Progress, Scenic Hudson, Ossining Boat & Canoe Club, Shattemuc Yacht Club, Open Door Family Medical Center, Mid-Hudson Regional Economic Development Council, County of Westchester (County Executive Rob Astorino), Westchester County IDA, the Hudson River Valley Greenway Conservancy and the Empire State Trailway, Ossining Union Free School District, and others not listed here.

Several non-profit organizations, community organizations, resident groups, businesses and private developers have indicated they are willing to partner with the municipality to bring about a number of projects. The Village expects to explore these public-private partnership opportunities further should this application win DRI funds.

8) Readiness:

Ossining is immediately ready to leverage DRI funding with private and public monies to implement a number of transformative projects within Historic Downtown Ossining. These projects may include but are not limited to major mixed-use development along Main Street and Spring Street corridors, and at the base of Sing Sing Kill creek, of at least 20,000 square feet of retail and commercial space as well as more than 300 units of affordable and market rate apartments.

In recent years, the Village has undertaken major infrastructure projects led by highly capable staff who direct the coordination of outside firms. The most high profile recent project is the DEC required sanitary sewer project that was transformed into the award-winning Sing Sing Kill Greenway. The Village is completing another \$5M project this year, the upgrade of its 100+ year old earthen dam and spillway that connects the Indian Brook Reservoir with the water filtration plant. A new \$35M filtration plant is currently being designed. The new plant will be constructed to ensure safe reliable drinking water to meet the needs of the Village and Town for generations to come.

A Housing Needs Assessment was completed in spring 2017 to fully understand the current state of housing needs, to plan for future housing needs, and to implement new housing policy to meet these needs. Ossining is already one step ahead in a long process of determining the best approach to satisfying very high housing demand by residents in all segments of the economic spectrum, particularly for the working class and luxury market. By satisfying housing needs and demand, Ossining can make an appreciable dent in the effects of gentrification, by reducing the instances of displacement among vulnerable population segments. Via new infrastructure, planned streets and pedestrian routes, DRI funds will help further integrate a section of Downtown now isolated from the main CBD, the waterfront and base of Sing Sing Kill gorge, due to steep terrain.

Additional projects and project concepts include:

- \$2.5M: Completion of enhanced pedestrian connections and improvements to the public realm between the Sing Sing Kill Greenway path and waterfront parks, new 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. Via public-private partnerships, incentivize the construction of vertical transportation to physically link the Main Street business district and Downtown Historic District with the base of Sing Sing Kill, MetroNorth Railroad station, Ossining-Haverstraw Ferry Pier, Sing Sing Prison Museum and the waterfront. Vertical transportation, like an elevator, escalator or funicular may be an isolated system or may be incorporated into private, mixed-use, large-scale development at Village-owned parcels at Central Avenue and Water Street. Development shall include additional affordable units, workforce housing, and live-work units dedicated to artists, artisans and craftspeople.
- \$1.2M: Coordinate planning and purchase of an urban circulator or jitney service to expand transportation options between the proposed Sing Sing Prison Museum, the waterfront, commercial districts, the Downtown Ossining Historic District, the Ossining Public Library, residential districts, other Town business districts, and beyond. Consider multiple technologies and transport modes

including autonomous high-occupancy vehicles, third-party, app-based transit operators, gondola/skyway technology, or autonomous/electric, trackless streetcar technology via a widely solicited RFEI and RFP process. This service would support both tourism and land use goals and create job opportunities for low- and moderate-income residents.

- \$250K: Complete retrofits of remaining non-efficient lighting throughout Downtown and at municipal buildings, expand opportunities for electric car charging beyond existing NYS ZEV Rebate Program investments, 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. Establish a gigabit Wi-Fi mesh network of kiosks similar to LinkNYC kiosks and consider integrating with Museum in the Streets historical information.
- \$2.2M: Perform planning and construction of a consolidated Downtown parking garage near Spring Street and Main Street, the U.S. Post Office location, Brandreth Street or Broadway/Route 9 at the Ossining Community Center location to free up existing land bank parking throughout for private mixed-use development. The project will be leveraged via Public-Private Partnership (P3) and will include ground-floor retail, expanded office space to support a growing “medical village” cluster Downtown. In order to increase dwelling time by visitors to the planned Sing Sing Prison Museum, an expanded Ossining Visitor’s Center is planned here. A Visitor’s Center may be modeled off the Historic Hudson Valley facility that provides shuttle service to historic sites like Rockefeller’s Kykuit from Sleepy Hollow. Funding from developer concessions will be leveraged with DRI funds and private funds to incorporate the Visitor’s Center into the ground floor of private developer-built mixed-use buildings downtown, or into an existing historic building here through adaptive reuse.
- \$250K: Incorporate Complete Streets standards into infrastructure upgrades at the five-point intersection in the heart of Downtown at Spring Street and Main Street. This will accommodate more efficient traffic flow while improving pedestrian safety and achieving placemaking goals to support local business.
- \$200K: Accelerate implementation of Form Based Codes, LEED-ND standards, and expanded Priority Growth Areas via a Master Plan amendment process planned in late 2017, early 2018. Expansion of Master Plan Sustainability initiatives to achieve Clean Energy Community goals as well as goals formulated in the Downtown Vision and Comprehensive Plan of boosting the young professional population and senior population Downtown.
- \$1M: Catalyze private, mixed-use development at land bank surface parking lots and underdeveloped Downtown parcels near the CBD, public library and community center via low-interest financing grants, or incentive zoning.
- \$500K: Coordinate with TasteNY to develop a TasteNY retail outlet in the CBD, and possibly at a proposed Visitor Center location. Coordinate with private development and planned redevelopment of the Ossining Bank for Savings to implement a planned food hall concept that focuses on local/NY produce, craft beer, wine and spirits, meat and dairy products. Expand tasting room operations for several area breweries and distilleries via TasteNY.
- \$1M: Support the relocation of several historic Hudson Valley vessels to new berthing locations at an expanded Ossining-Haverstraw Ferry and Recreational Pier at the existing pier location. Support and expand Ossining-Haverstraw Ferry Service in off-peak hours and on weekends support the

construction of additional structured parking spaces within a parking garage and retail facility at Water Street and Sing Sing Kill via coordination with TOD planners at MetroNorth Railroad. Find a private operator to coordinate off-peak ferry service and operate an associated parking garage.

- Consider establishing a parking, local transit authority or agency, and entering into a P3 relationship with a private operator. Off-peak ferry service may be coordinated with other Hudson Valley rivertowns, like Nyack, Haverstraw and Tarrytown. Nyack, Tarrytown and Haverstraw have expressed interest in supporting expanded ferry service via amendments to their master plans and transit funding districts to achieve sustainable operating revenue sources. Coordinate a partnership between rivertowns to support and establish an off-peak Tourism Loop service to access weekend tourist population originating in NYC or points north.
- \$500K: Provide grant funds to kick off design and development for the planned Sing Sing Prison Museum at the Sing Sing Correctional Facility. Also coordinate with New York City and regional museums to attract a new satellite facility for the Hudson Valley, similar to Dia:Beacon or MoMA PS1. Coordinate work with the Ossining Arts Project, or other arts-focused organizations within Ossining.
- \$50K: Incentivize the addition of new inns, hotels and other 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.
- \$200K: Establish and expand a 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 architecturally significant buildings in the CBD and restoration of several prominent historic homes throughout Downtown,
- \$150K: Implement a long-planned marketing campaign in tandem with the Westchester Tourism Department. Release press kits, marketing materials and planned social media campaigns to various target markets including Greenpoint, Williamsburg, Bushwick, Fort Greene and Jersey City/Hoboken.

9) Administrative Capacity.

The Downtown Vision is to be administered by existing Village government employees, elected and appointed. The Village Mayor and Town Supervisor have expressed significant interest in leading and organizing the DRI effort, should this joint application win funds. The Village management form of government provides efficient coordination of resources among departments. Having a Corporation Counsel on staff facilitates smooth processing of contracts. Thanks to over a dozen inter-municipal agreements between the Town and Village of Ossining, managers and staff are well-versed in the needs and structure of both municipal partners.

The Village Board of Trustees fosters community engagement through a number of outlets, as well as by actively soliciting residents to serve on a dozen boards and committees. The most recently established ad hoc group is the Downtown Redevelopment Working Committee (DRWC). They have undertaken a review of past studies and initiatives, and are preparing a set of recommendations for next steps in Downtown Redevelopment that will be presented to Mayor and Trustees in late July.

The Village will coordinate a Local Planning Committee (LPC), which will be directed to facilitate the Downtown Vision and disbursement of DRI funds via well-coordinated and widely solicited Requests for Expressions of Interest (RFEI) and Requests for Proposals (RFP). The LPC will be responsible for managing several projects explained above, including coordinating with third-parties necessary to administer, design and implement these projects. The Committee will establish various project-focused committees or task forces to expand administrative capacity. Using DRI funds, the Village expects to hire various third-party consultants to assist these committees and task forces. P3 arrangements will necessarily rely on the expertise and administrative capacity of third-party, private sector partners.

10) Other.

40% of Downtown residents are of Latino descent, many of whom are New Americans recently arrived to the New York metro region from Central and South American and other Latin American origins. While rising faster than the State of New York as a whole, area median incomes lag behind those of surrounding suburban neighborhoods. Over 40% of Downtown residents are considered low to moderate income earners. The percentage of Village of Ossining residents that hold a bachelor's degree is well below the state average. Focusing on improving the academic sector and access to cultural institutions Downtown will markedly improve residents' exposure to education opportunity.

The Village's sister rivertown is Haverstraw, New York. The two downtowns are connected via the Ossining-Haverstraw Ferry. Ginsburg Development Companies (GDC) is actively 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 and magnified economic impacts. Martin Ginsburg, founder of GDC has not only invested in Ossining and Haverstraw but is also a major proponent of a future Sing Sing Prison historic site and museum. The project has the potential of attracting many tens of thousands of tourists annually, similar in scale to former Alcatraz Penitentiary in San Francisco.

Unlike other nearby municipalities, Ossining is primed to support the progressive change envisioned by the Downtown Revitalization Initiative. The Village pioneered transit oriented development, Urban Cultural Parks and inclusionary zoning for incentivizing affordable housing in Westchester County. While most suburban municipalities reject urbanism, affordable housing and actively enforce automobile dependency, Ossining embraces its urban form. Ossining is not afraid of sustainable growth. The Village welcomes it as long as it meets the parallel goals of our Comprehensive Plan and DRI. 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 while creating lasting economic growth and vitality in the Mid-Hudson Region. See next page. **EXHIBIT A - Map of Historic Downtown Ossining** and **EXHIBIT B - Photos of Downtown.**

EXHIBIT A - Map of Historic Downtown Ossining

Interactive Google map here: <http://bit.ly/2s8R7tV> The yellow polygon is the Ossining Comprehensive Plan-defined Downtown Neighborhood. The red boundary is the wider Downtown Area, which encompasses Sing Sing Correctional Facility, the waterfront, Westerly Road Corridor and several residential and commercial districts surrounding the Downtown Core.

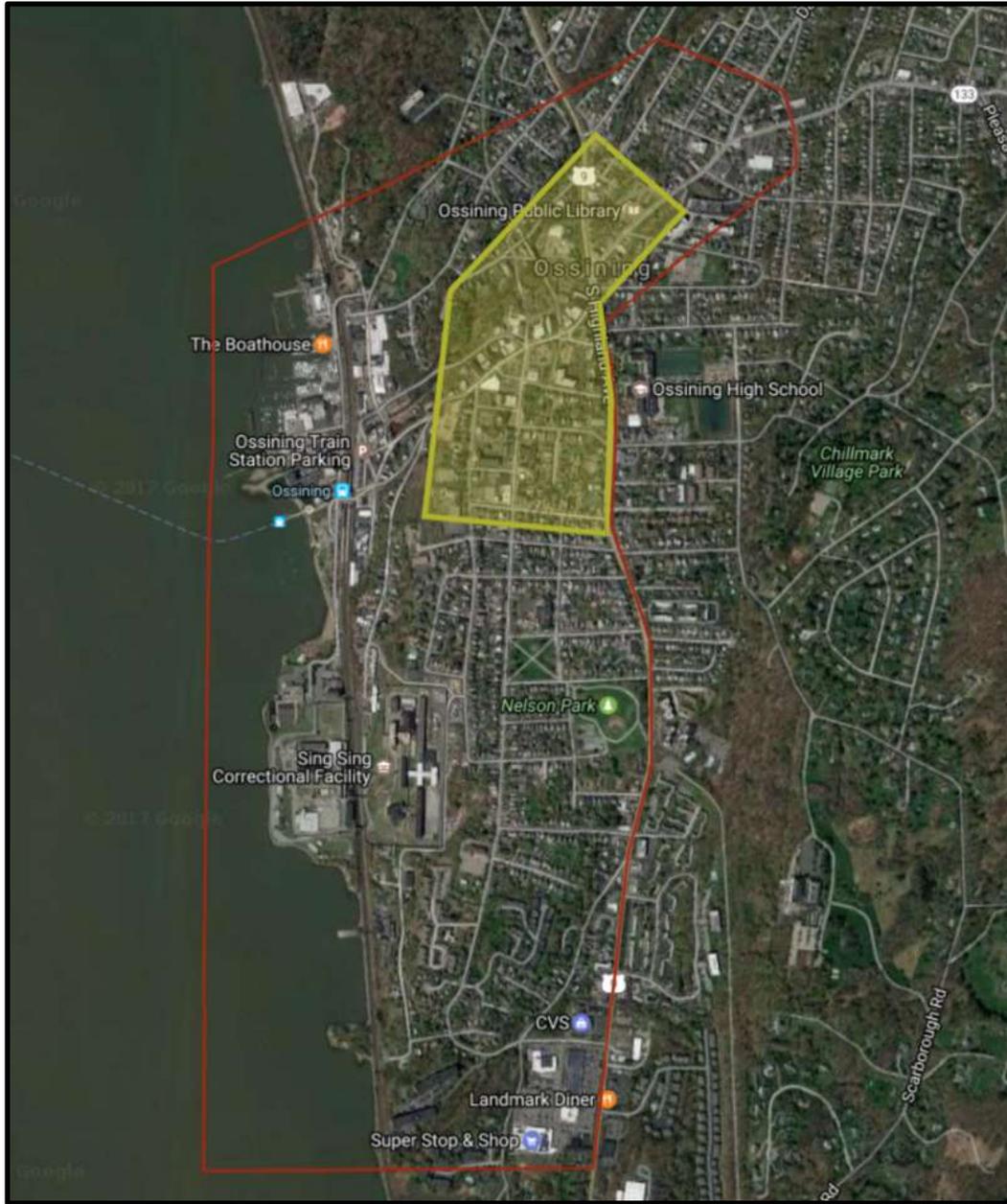


EXHIBIT B - Photos of Downtown



Ossining Waterfront District, park and Ossining-Haverstraw Ferry Pier.



Ossining Public Library.



First National Bank and First Baptist Church.



Barlow Block and Main Street Crescent.



Ossining MetroNorth Railroad Station, Ossining-Haverstraw Ferry Pier, waterfront development and marina.



Old Croton Aqueduct Trail and Downtown Tree Lighting.