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

Municipality Name: Sleepy Hollow

Downtown Name: Inner Village

County: Westchester

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

**A Hudson River Village Reimagined: Sleepy Hollow**

A Downtown Revitalization Initiative (DRI) in the Village of Sleepy Hollow will provide an infusion of talent, energy and resources by creating opportunities for new business, improve the climate for legacy businesses, develop workforce housing, develop incubator spaces for artists, and generally enhance the livability and congeniality of the village at large. Downtown will be at once a magnet and a feeder stream, resulting in dynamic placemaking where villagers and visitors engage publicly with others through shopping, dining, cultural happenings and festivals. Downtown is the essential and historical link between old North Tarrytown and a reimagined Sleepy Hollow. A revitalized downtown defines Sleepy Hollow and the Hudson Valley as a world-class destination; it is a major ingredient to the region’s continued growth by meaningfully strengthening its critical mass of infrastructure development, business opportunities, and living opportunities for people of all means, as well as promoting arts and cultural efforts.

Sleepy Hollow welcomes a partnership with the Mid-Hudson Regional Council to realize this vision by developing a Downtown Strategic Investment Plan that identifies key catalytic projects and economic sectors that will energize commercial and residential properties and spaces in Sleepy Hollow’s ‘Inner Village’ now and for future generations.

Here is a unique opportunity for the Council to capitalize upon and to secure its significant regional investments by seizing this moment to invest in downtown Sleepy Hollow.

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.

When General Motors shut down production at its massive North Tarrytown Assembly Plant on the Hudson River in 1996, the Village of North Tarrytown began a journey to profoundly reimagine itself. It began immediately
with a vote in December of that year by villagers to return this place to its literary name, Sleepy Hollow. Downtown, or what is locally called the ‘Inner Village,’ is the last significant gap in this reimagining process.

Sleepy Hollow’s downtown revitalization must to be viewed in the context of the major developments that currently surround it. DRI provides the critical mass required to match the creativity, scale and resources already invested, exemplified by the New Bridge and the $1 billion, 68 acre Edge-on-Hudson development and $40M Village Commons project.

Small scale efforts in the Inner Village have successfully targeted small goals. Beautification projects have included murals, plantings, sidewalk repair and streetscape signage. But this is not enough. DRI would allow the Village to fully develop and realize nascent strategies to strengthen Sleepy Hollow’s connections with business, economic and cultural networks.

No other municipality in the Mid-Hudson Region has the opportunity to leverage a $1B+ investment and the jobs and population growth that will come with it.

The scale of the old GM site on the Hudson River exceeds that of Battery Park City, 97 acres bisected by Metro-North’s Hudson Line.

The west side of the Metro-North track is being privately developed as Edge-on-Hudson (Edge), a neighborhood of 1100 high-end housing units with a hotel, retail spaces and restaurants. Ground was broken in 2016 and the first housing units are scheduled to come on-line in late 2018.

Space for a plaza and riverwalk will be deeded to the Village by Edge as various construction phases are completed. The public has never had full access to the Hudson River. The historic Sleepy Hollow Lighthouse is open intermittently. This will change. The riverwalk, which is to be designed along with the plaza by a yet-to be named architect, will open up the riverbank to significantly greater foot traffic, attracting both residents and tourists. A design competition for the space is under consideration. (Local officials have also been in discussions with the Rockefeller family, the Rockefeller Brothers Fund and the Arts Student League to create a process for the on-going curatorial process for the space.)

East of Metro-North is currently designated as the East Parcel – a 28-acre site formerly used as parking for plant workers is where Sleepy Hollow will create a meaningful civic space. It is envisioned as a Village Common, an amenity which heretofore had not existed. It will include a community center, an outdoor amphitheater, recreational facilities and a “great lawn.” The Village’s DPW will be moved from its current location on the riverfront on its southern border to the back side of the East Parcel (thus freeing up the last underdeveloped space along our riverfront). A Final Environmental Impact Statement (FEIS) for the East Parcel was completed in March 2017. Applications for a Special Permit and approval of the Riverfront Development Concept Plan for this $40M project will be submitted on June 20, 2017 to the Village Board of Trustees. (Approvals for preliminary site preparation were received last year and work is underway.)

The Inner Village joins Edge at its western point via Beekman Avenue, and will connect to the East Parcel via roadways, foot trails and bike paths. Artists who live and work in Sleepy Hollow have strongly voiced the need to look outside normal channels to a visionary process and plan that will aesthetically, culturally and programmatically knit downtown with the rest of Sleepy Hollow, to make Sleepy Hollow a world-class cultural destination, and to provide the Village with a sense of self. A radical approach, it will draw on the best practices such as those learned at Lurie Garden and the Skokie Lagoons in Chicago; Seattle StreetCar: City Center Connector; Socrates Sculpture Garden, Queens, NYC; South Cove installation, Battery Park City and the High Line, among other world-class sites.
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.

Sleepy Hollow’s downtown, or Inner Village, is a distinct neighborhood geographically, demographically and is the commercial hub. The main street, Beekman Avenue, begins at Route 9 and runs approximately one mile due west to the Hudson River. This point, which locals call “the bottom of Beekman,” is the site of Edge; the historic Sleepy Hollow Lighthouse; and the space designated for the public plaza and riverwalk.

The viewshed here includes Nyack across the river to the west, to the north are Croton Point and the foreshadows of the Hudson Highlands, and to the south are the Village of Tarrytown, the New (Tappan Zee) Bridge and the Hudson Palisades. This geographic point is the nexus of the Hudson River Gateway, with New York City 30-miles downriver and the Hudson River Valley opening upriver.

Going “up Beekman” back to Route 9 are local restaurants, such as Bridgeview Tavern, River Grill, Ambar Dominican Food, Amazonias coffee shop, Red Zebra, and JP Doyle's Restaurant and Pub. These businesses share Beekman Avenue with modest one- two- and three family homes, and a five story, 263-unit apartment complex built by the Rockefeller family in 1920 as workforce housing. Also found on Beekman Avenue are the WI Morse Middle School and playground, the US Post Office, the Open Door health center, the Life Center for immigrant social services, a local bank, small shops serving local needs, municipal offices, and police and fire stations.

The eastern boundary of the Inner Village is North Washington and Valley Street. The western boundary is Clinton Street and the southern boundary is Wildey Street, also the border with the Village of Tarrytown. Intersecting the entire Beekman Avenue corridor are small streets that contain a mix of Victorian homes, legacy businesses, small parks, a senior center and spaces for emergency services. This defines the geography and use of the Inner Village, Sleepy Hollow’s downtown.

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.

Other neighborhoods in Sleepy Hollow include Webber Park and Brigsville, Sleepy Hollow and Philipse Manors, and Kendal-on-Hudson, a senior-living facility that opened in 2005. Total area for the Sleepy Hollow is 5 square miles. All neighborhoods are accessible to the Inner Village by foot, bike or car. New bike lanes and sidewalks throughout Sleepy Hollow are under construction or in the planning process. A public trolley connecting the Edge development with the Tarrytown Metro-North station is mandated; extending this service through a public-private partnership that would create a roundtrip loop route connecting the north of Sleepy Hollow, Beekman Avenue and the commercial district in Tarrytown is under serious consideration. Beekman Avenue is served by the Westchester Bee-Line bus system. Sleepy Hollow residents can access two Metro-North...
train stations on the Hudson Line in Tarrytown and Philipse Manor for a 40-minute commute to and from Grand Central. Route 9 is one of the state’s major north-south roadways, with connections to Interstate 287 and the Tappan Zee Bridge one mile south.

Sleepy Hollow’s current population (2015 census) is 10,242. Each of the four decades since 1980 have seen increases in population totals, by 2%, 13%, 7.1% and 3.8% respectively. It is estimated that when the new Edge development is complete in 2021, the population will increase again by 25%.

Edge is specifically marketing to “millennials who aren’t ready for kids, for Gen Xers who are ready to trade in the big backyard, for Boomers who are ready to be part of a more youthful vibe — Edge-on-Hudson is the hip new place to be.”

51% of the Village is Latino, of whom the primary groupings are Ecuadorean and Dominican.

There has been significant growth in the size of workforce in the area. In addition to the hundreds currently employed in the construction of the New Bridge and Edge, Phelps Hospital and Regeneron laboratories have expanded their campuses, adding significant numbers of jobs demanding a highly skilled and highly educated workforce.

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.

Two major investments are currently underway. The largest is, of course, Edge. Real estate developers SunCal and Diversified Realty – partners in the project – describe Sleepy Hollow as a “bucolic community with a bright future that pays homage to its storied past.” They are marketing Edge as “a hybrid of a contemporary-cool urban hub with a strong sense of community and green space.”

The second major investment is in the Village water supply. All new development, including Edge, is possible only because local officials proactively planned for an increase in demand from the Village water supply. Collaborating closely with the Rockefeller family and the Rockefeller Brothers Fund, land was identified within the Rockefeller estate where the Village could construct a new reservoir. Work on this new $6M reservoir will be completed by mid-summer 2017. The Village has also invested in a new $2.5M water delivery system.

The Village of Sleepy Hollow itself will invest up to $40M in capital monies through the Sleepy Hollow Local Development Corporation (SHLDC) for a new Village Common on the East Parcel, financed by the repurposing of, and sale of, Village-owned properties, bonds and bequests.

Con Edison recently invested in upgrades to its infrastructure throughout the Village. Procida Funding and Advisors closed on 14 properties in March 2017 in a court-ordered disposition with a notorious landlord. Their expertise is in real estate financing and marketing of renovated stock and will enhance the Village at the micro-level. Legacy restauranteurs are negotiating with local officials and the Building Department to expand their hours and/or footprint.

**In short, investments and development in the Village are accelerating; a DRI award at this moment in time would take the Village past the tipping point.**

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.
In addition to the 1250 new temporary construction jobs projected by the Edge development over the next seven years and the 250 permanent jobs that Edge projects once it is complete, Sleepy Hollow has identified a number of economic sectors which the Village can, and in some cases, must support. All will experience meaningful growth over the next decade that will either be generated from the Inner Village acting as a catalyst or the Inner Village will be the beneficiary of the anticipated multiplier effect. They are:

- Restaurant and hospitality services
- Tourism
- Healthcare and Bio-medical research: Phelps Hospital, Regeneron and NY Medical College expect “significant” job growth.
- Retail and hotel staff, maintenance and landscaping, office workers
- Construction in Inner Village
- Expansion/modernization of Village workforce

Restaurants and hospitality service is a growing dynamic cluster in the Lower Hudson Valley. In Sleepy Hollow, this industry is driven by entrepreneurs with assistance from NY State. Sleepy Hollow is already showing signs of financial muscle. With the renown Blue Hill at Stone Barns in Pocantico at one end of the scale, smaller farm-to-table and artisanal restaurants have recently chosen to open here. These spaces reflect an entrepreneurial way of thinking and are in keeping with the scale enjoyed by the Village.

One of the great drivers of tourism in the Mid-Hudson region is Historic Hudson Valley (HHV). HHV’s Philipburg Manor, a national historic landmark, promotes a number of special events throughout the year. It is especially successful with Halloween-themed events. Marketing surveys indicate that visitors on average spend $92 on dining, shopping and lodging in the area as part of their visit to the Sleepy Hollow region for Halloween events. 30% of Westchester County’s hotel bookings occur in mid- to late October. Marketing efforts by HHV and Visit Sleepy Hollow using traditional methods and social media, have proven wildly successful. In 2016, HHV boasted over 89K visitors to Sleepy Hollow and they expect it to grow by another 10K in the near future.

Sleepy Hollow has worked to strengthen legacy businesses in the Inner Village through street beautification programs, non-taxable services (such as sanitation pickup) for commercial entities, streamlining permits for expansion and special events, and responding quickly to needs from the business owners as they arise. Business owners in Sleepy Hollow know that the Village government is listening to their needs.

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.

- Sleepy Hollow is one of the most diverse communities in the country. It is a diversity that is to be celebrated.

  Sleepy Hollow’s AMI is $64K, well under the Westchester County median of $103K. (By comparison, the AMI in Tarrytown, the neighboring village, is $118K.) While the northern neighborhoods support high-end single family homes with an AMI of $175K, the AMI in the Inner Village is $40K to $60K. In the corridor on Valley Street, Sleepy Hollow’s most densely populated neighborhood, the AMI drops to
$20K to 40K. 7% of the Village lives below the poverty line, all residing in the Inner Village. Much of the population growth in the Inner Village is composed of recent Latino immigrants.

Housing in the Inner Village is primarily multi-family buildings, including three apartment buildings with 450 units of permanently affordable to very low- and low-income households. One of these buildings is a 202, preserved for seniors; another is an 85 unit building operated by The North Tarrytown Housing Authority (NTHA); and 285 units in a privately owned building which receives project-based Section 8. Most buildings in the Village of 6 units or more are rent stabilized. One of the Inner Village’s greatest needs today is for workforce housing. Working through the SHLDC, the Mayor and the Executive Director of Phelps Hospital have been identifying potential sites. The Open Door, a health care facility located on Beekman Avenue provides for very low- and low-income residents. The Village supported its efforts to expand and it opens a new facility at the top a Beekman in 2017. Phelps Hospital has a close working relationship with Open Door, including a new residents program for physicians.

Sleepy Hollow supports its senior population through the Meals on Wheels program and It Takes a Village 10591, a national volunteer organization for seniors in need. The 250 senior residents at Kendal are in the upper economic brackets. Many actively participate in local civic efforts, shop locally while supporting the Village and Phelps farmers markets, host the Sleepy Hollow High School performing arts clubs for Sunday concerts, and make substantial financial contributions to the local volunteer fire department and volunteer ambulance corps.

Warner Library, part of the Westchester Library System is the space where all generations of every economic status come together. It is an extraordinary resource, providing adult classes (sponsored by NYSCA/NYSCH), after-school enrichment programs, ESL and literacy efforts, classes in citizenship, films, a first-rate Children’s Library, in addition to the outstanding county-wide lending program.

The Tarrytown Unified School District that serves Sleepy Hollow and Tarrytown anticipated the Edge development and financed a $90M renovation and expansion of their facilities seven years ago. New grade allocations to the various schools in the two villages have been established. One school, Tappan Hill, is currently leased to BOCES, but remains under the control of the district. Public education is highly valued by residents which is reflected in the improving test scores and graduation rates over the past ten years. Sleepy Hollow High School boasts a graduation rate of 90%, 53% with a Regents Diploma and 38% carrying a Regents with Honors or Advanced Designation. For 2016, the total minority rate is listed at 67% of the student body, and “Total Economically Disadvantaged” are listed at 55%. The “Percentage of Disadvantaged Students Who Are “Proficient” stands at 70.1%, while those who were “Non-disadvantaged” and “Proficient” is 85.4%. These numbers earned the school a US News Silver Medal with a national ranking of 559 in 2015. This is a school district that attends to the needs of all students without regard to economic status, immigrant status, or learning abilities. All students are encouraged to attend college and are supported by robust college prep and advance placement courses with a superb staff of college guidance counselors. The public school system is ready to welcome students from the Edge development.

• The “natural infrastructure” found year-round in Sleepy Hollow is extraordinary and must be celebrated.

An internationally recognized artist (and local resident) forcefully argued in a recent discussion with the Mayor regarding artwork for the riverwalk that the most impactful sculpture was the Hudson River itself. The river, mitigated of many pollutants and with an extraordinary view of the New Bridge, is the Village’s greatest gift and asset. The reimagined Beekman and its redesign must take full advantage of the Hudson River viewshed.
On Sleepy Hollow’s eastern boundary is the Rockefeller State Park Preserve and the Old Croton Aqueduct trail. Rockwood park, part of the Preserve is on the Village’s northern boundary. The 1,400 plus acres in the Preserve are available year-round to the public. The Preserve is “an ever-growing haven of open space” supported by the vision and generosity of Rockefeller family as new parcels of land are deeded to the New York State Park system. It is a popular and beloved destination for walkers, joggers, anglers, horseback riders, birders (an Audubon designated IBA - Important Bird Area), artists and photographers from across the tri-State region. It is within walking distance of another area magnet, The Stone Barns Center for Food and Agriculture. Rockwood which was the site of William Rockefeller’s country estate is an Olmsted-designed landscape with panoramic views of the Hudson. The Old Croton Aqueduct Trail, a linear state park, traverses the Rockefeller lands and is a 2.5 mile section of the trail that runs from Van Cortlandt Park in the Bronx to the Croton Dam.

The Rivertown Runners sponsors a number of nationally sanctioned races throughout the year. Of the March 2017 Sleepy Hollow Half Marathon, a popular warm-up with New England runners for the Boston Marathon, Runner’s Magazine wrote: “History, literature and distance running seamlessly blend to create one of the most challenging, beautiful and character-rich marathons in America.” The course winds through “rolling verdant hills” and “charming neighborhoods with stately mansions,” before tacking at the Hudson shore in view of the historic lighthouse. It ends where it begins, on the Beekman Avenue hill with “a high energy bar scene.”

Locals and tourists alike stroll through the 85-acre Sleepy Hollow Cemetery which is listed on both the New York State and National Registers of Historic Places. The designed landscape of natural settings, rolling hills, the Pocantico River, and Hudson River views reflects the best efforts of the 19th-century rural cemetery movement. The Sleepy Hollow Historic Cemetery Fund, one of the Village’s many 501 (c) 3s, sponsors numerous special events and three-season walking tours, in addition to attending to the ongoing needs as an active burial ground.

Sleepy Hollow was designated A Tree City USA in 1996.

• Beekman Avenue and the Inner Village currently host a number of special events that celebrate heritage and culture throughout the year.

—Chilean Day Food and Music Festival
A one-day event that is held in Sykes Park each spring, this festival celebrates the culture of our Latino residents and attracts several thousand participants from the tri-State region.

—Sleepy Hollow St. Patricks Day Parade
In 21 years, the Sleepy Hollow St. Patricks Day Parade has grown to be the one of the largest St. Patrick’s Day parades in Westchester, one enjoyed by numerous politicians and village elders. The parade which begins in Tarrytown and follows Route 9 north, culminates on Beekman Avenue, with all-Irish festivities including live music and food continuing into the night. Beekman Avenue is closed to vehicular traffic and does not re-open until the crowds thin out.

—Halloween Hayrides
The festivities that occur in and around Sleepy Hollow during the fall season, which includes an Oktoberfest of local craft beers, The Haunted Hollow at HHV’s Philips Manor, Cemetery Lantern Tours, the Festival of Witches all began with the beloved Village-sponsored hayrides through the Cemetery. Initially conceived some twenty years ago as a small local event, the Hayride now attracts hundreds of families from the tri-State region. Tickets sell out well in advance of the event.
Ferry service from Manhattan to Sleepy Hollow was introduced two years ago for the last weekend in October and last year was expanded to the last two weekends with additional round trips. (Tourists from NYC also arrive on Metro-North.) The ferry service sells out all its tickets weeks in advance.

—Sleepy Hollow 4th of July Fireworks
This is one of the largest, most beautiful and popular fireworks display on the Hudson. It is the grand finale to all the rivertown village celebrations on that evening, usually right as Nyack concludes. With the Sleepy Hollow Lighthouse and the Tappan Zee Bridge as key set elements, people come from throughout Westchester to find space — from the shores of the Hudson in Tarrytown, on the lawns of hills at Sleepy Hollow High School, up Beekman Avenue, through Kingsland Point Park and Philipse Manor Beach Club, as well as the dozens of boaters and kayakers in the river. When the last display fizzles into the river, a ringing cheer from those who watched surrounds the Village.

—Taste of Sleepy Hollow
Sponsored by the SHLDC, this early September weekend event highlights the different cultures and food in Sleepy Hollow: Greek, Mexican, Ecuadorian, Peruvian, Dominican, Irish, Italian, and American “comfort.” Now in its third year, it draws approximately 1000 people from the tri-state region. Valley Street is closed to vehicular traffic and the space becomes an outdoor bazaar with live music.

—Circus Latino
A multi-cultural event celebrating the sights and sounds of Brazil and Latin America was produced by the Village in partnership with Westchester Circus Arts and Jazz Forum Arts. Sponsored by Edge, with support from the NYS Council on the Arts and WestchesterArts, the event under the big top sold to capacity (1500+) for five performances in September 2015.

—Village Clean-up Day
This annual event announces the beginning of spring. The Clean-up Day in the Inner Village includes two heavily used parks and a significant plot for an organic vegetable garden that is run cooperatively by the residents of the NTHA apartments. Hundreds of youth and adults work cooperatively to weed, dispose of trash and collect recyclables. The day culminates with a hot dog and hamburger cookout and free t-shirts for all the participants, sponsored by the Village.

Another environmental initiative that Sleepy Hollow launched recently is the installation of two free charging stations for electric automobiles.

The Hudson Valley Writer’s Center, The Gallery at Rockefeller State Preserve, Rivertown Artists Workshop (RAW), the Tarrytown Music Hall and Jazz Forum Arts are all vibrant organizations that help to define the cultural profile of the Village. Prose of Pi(e) hosts a monthly storytelling/pie-baking contest that draws many artists from the internationally-renowned Moth in NYC. It is always sold-out, no matter where the event is held. Performing arts at Sleepy Hollow High School are highly regarded, with a number of students choosing successfully to focus on careers in music and theater.

Seasonal entertainment include the forementioned HHV’s Horseman’s Hollow, the Witches Festival, Irving’s Legend at Sunnyside in Tarrytown and The Blaze in Croton. Other HHV seasonal offerings include in the spring, the Djembe Dance Festival, Sheep to Shawl, and in the summer, A Night of Fire and Pirate Quest. The Village hosts a Winterfest on a hilltop in Rockwood in January with bonfires, cups of hot chocolate and chili, and sledding.

Looking to the future, the Village’s plan for the East Parcel calls for an amphitheater, community space with rehearsal studios, and studio space for working artists. Numerous visual and performing artists call Sleepy Hollow home. The Mayor has engaged with ArtsWestchester and local artists to advise and help set direction for the
Village’s artistic profile, including Karen Finley, Jeff White, Krista Madsen, and Pablo and Anna Mayor. The DRI process should include artists in the earliest discussions and should include a cultural assessment of the Village.

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

The Village Board of Trustees adopted the Safe Street policy and programs in February 2017.

The Village recently completed an extensive, detailed, years-long process of reviewing, updating and modernizing its Building Codes.

Village Hall is accessible to all persons with disabilities.

90% of employees are protected from discrimination and discriminatory practices by long-standing collective bargaining agreements. All employees are protected from discrimination and discriminatory practices as outlined in the SH Employees Manual.

In 2014, the Village created the Sleepy Hollow Local Development Corporation The LDC took title to the East Parcel when the property was acquired from GM. It successfully negotiated the sale of a railroad siding on the property to Metro-North realizing $1.5M from that sale. These funds have been leveraged to acquire a property on Beekman Avenue. The Village anticipates that the LDC will acquire additional properties in the Inner Village in furtherance of the economic strategies regarding development of workforce housing.

The Village has always welcomed immigrants. The Village has an active policy of not asking immigration status and in light of recent national trends, the Board of Trustees unanimously affirmed this policy in a public session. The Mayor has also publicly instructed the the Chief of Police to continue the department’s policy of not questioning immigration status when an individual is detained.

The Mayor is a member of Mayors Against Illegal Guns and Mayors for the Freedom to Marry.

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.

Mayor Ken Wray has enjoined his fellow citizens to think big when considering a Reimagined Sleepy Hollow. It is a radical departure for the former factory town. He speaks of the Inner Village as the next Brooklyn or Napa Valley, where food, wine, and year-round celebrations are enjoyed by residents and tourists.

Mayor Wray is currently in his fifth-term, having successfully negotiated the GM settlement; leading Village government, staff and police force to a higher levels of professionalism; advocating for the need to construct and complete the new reservoir; and having held property tax increases to a minimum. He was re-elected in 2015 with 68% of the vote and ran unopposed in 2017.
The Sleepy Hollow Board of Trustees is fully committed to building and implementing a strategic investment plan for the Inner Village. Letters of support from stakeholders are attached as a .pdf. In addition to encouraging all citizens of Sleepy Hollow to participate, a list of community organizations that will play a public role in the DRI Strategic Planning Process includes:

Residents groups: Philips Manor Improvement Association, Sleepy Hollow Manor Association, Ichabods Landing Resident Association, SH Senior Citizens Club, Webber Park Association, the Garden Clubs of Philipsburg and Sleepy Hollow Manors.

Houses of worship: St. Teresa’s of Avila, Rock of Salvation, Immaculate Conception Church, the Old Dutch Church.

Government entities: The Union Free School District of the Tarrytowns, the SH Local Development Corporation, Sleepy Hollow Volunteer Ambulance Corps, SH Volunteer Fire Department, ArtsWestchester.


Medical Service: Phelps Hospital

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.

In 2015, Sleepy Hollow commissioned a comprehensive study to identify zoning changes to the Inner Village to determine what strategies would be essential to encourage redevelopment. In addition to specific zoning recommendation, the study also highlighted: the need to reimagine the grid; significant upgrades to infrastructure; repositioning municipal buildings. The Village received an Environmental Protection Fund grant in the 2016 CFA round to update our Local Waterfront Redevelopment Plan (LWRP). This information, which is public and available on the government website, will help to inform the DRI Strategic Planning Process.

A major priority for the Inner Village/Beekman Avenue DRI must be to identify the best design for the needs of the space.
- a world-class design that recognizes the complexity of visually and programatically linking three distinct sites: the two developments, Edge and the Civic Space on the West and East parcels with the Inner Village. Beekman Avenue must be activated and distinguished to welcome the new residents at Edge to explore up and down Beekman Avenue, at the same time capturing the attention of tourists who are here to visit historic sites and who are to drawn to the newly accessible riverbank.

-Beekman Avenue cannot be left to market forces that could push out legacy business and families nor can it be a quick corridor between Route 9 and the River. Designs must acknowledge the heritage of Sleepy Hollow as an immigrant community and respect the contemporary Hispanic community.

-Sleepy Hollow is an active year-round village, for families and visitors alike. All design must account for seasonal changes.

-The design must be flexible, one that will allow the Village to grow and transform. One lesson learned from GM was defining and limiting the Village as an industrial site to the detriment of other potential growth factors.

-Walkability and bike lanes, with proper crosswalks, landscaping, permeable pavement where possible, lighting and signage, are all design elements that must be considered.

-Acquisition of space for workforce housing in partnership with Phelps Hospital and Open Door.

-Acquisition of space as winter location for Tarrytown Sleepy Hollow Farmer’s Market, coffee roasting and retail, butcher shop, cheese monger, bakery and patisserie, crafts fair, wine and beer bar.

-Acquisition of space for visual and performing artists. (One Beekman Avenue firehouse is often given over to Riverside Artists Workshop - RAW - and Pablo and Anna Mayor for performances.)

20 open hearings and numerous informal meetings were held by the Village Board of Trustees and the LDC in 2016 to help prepare the Final Environmental Impact Statement on the East Parcel. The public was engaged, well-informed, and opinionated. For them, this process sparked the creation of a new neighborhood association adjacent to our downtown, the Continental Street Association, and a new merchants association, through the efforts of our Chamber of Commerce, among Latino businesses owners. They will actively participate in the DRI process.

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

The current Village operating budget is $21M and with a workforce of 75 employees.

The Village Government has the capacity to manage multiple and concurrent contracts. For example, in 2016-17, the Village built a $6M reservoir. An engineering firm was hired to design and provide construction management oversight. The engineering firm reported directly to the Village Administrator, and the project is on time and on budget.

At the same time the Village is engaged in a 2.5 million upgrade of its water delivery system, a completely separate undertaking from the reservoir. Again, the Village engaged an engineering firm which reported directly to the Village Administrator. This project is also on time and on budget.
Village payments are made through the Village Finance Department which provides regular progress reports that are given to the Mayor and Board of Trustees in Public sessions.

The Sleepy Hollow Local Development Corporation is expected to be a major player in the downtown revitalization efforts. The LDC managed the planning and approval process for the design of the Village Common on the East Parcel. The LDC engaged a planning firm, engineering firm and legal counsel to assist in the process. The LDC board — whose members are business professionals and the Mayor — meet every two weeks in public session to review progress. The LDC conducted and completed the FEIS for the East Parcel and is directing the completion of site plans. Simultaneously, the LDC has negotiated with various vendors to bring in tens of thousands to clean fill needed for the development. It has retained an environmental firm working with NYSDEC to ensure that the fill is clean. The LDC continues to work with Metro-North on a number of complex issues.

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

From Mayor Ken Wray:

I am extremely excited by the opportunity the DRI presents to a small village. It is a testament to New York State that it recognizes how creative thinking coupled with support for entrepreneurs and economic incubators can grow into something meaningful, through many different forms, for all its citizens.

In return, we offer the State the opportunity to prove to the nation that thoughtful, strategic planning can stabilize an ethnically and economically diverse community undergoing these positive changes, both for families today and for generations to come.

As this grant application shows, Sleepy Hollow is engaged in a unique process to reinvention itself. No longer a factory town dependent on a single industry, it is transforming into a place where its future will be linked to multiple economic dynamos in the Mid-Hudson region.

Today, the Village has many things working for it: its diverse, informed public; its location on the Hudson River; NYS infrastructure development; and an infusion of $1B in private investment.

The process of drafting the FEIS for the East Parcel last summer — listening, opining and arguing with many active citizens — was invigorating, not only for me but for the Village Trustees and the officials on the LDC. For the citizenry, it sparked the creation of a new neighborhood association adjacent to our downtown, Continental Street Association, and a new merchants association among Latino-owned business through the efforts of our Chamber of Commerce. As a consensus came together for a new civic space – the Village Common – participants consistently identified the need to revitalize downtown.

The DRI approach of requiring the Village to first identify priorities and strategies through a rigorous, professionally guided planning process is one that I embrace. (The Urban Land Institute will be conducting a TAP on our downtown this fall.) I hope Sleepy Hollow is selected to develop a Strategic Investment Plan through the Downtown Revitalization Program. The Village is ready.

Thank you for your consideration.