

MID-HUDSON DOWNTOWN REVITALIZATION INITIATIVE TEMPLATE

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Mid Hudson

Municipality Name: Village of Mamaroneck

Downtown Name: Downtown Mamaroneck/ Industrial Area

County: Westchester County

Downtown Description - Provide an overview of the downtown and summarize the rationale behind nominating this downtown for a Downtown Revitalization Initiative (DRI) award):

The Village of Mamaroneck is located on the Long Island Sound, in Westchester County, approximately 23 miles north of New York City. The Village's downtown is primarily located between Harbor Island Park on the Long Island Sound and the Mamaroneck Metro North Station. The downtown was first formed in the early 1800s as industry and commerce clustered along the banks of the Mamaroneck River. Since incorporating in 1895 the Village of Mamaroneck has grown to a population of approximately 19,375 residents from all over the world. The Village of Mamaroneck prides itself on being a diverse community racially, ethnically, and in terms of socio-economic status.

The main artery of the downtown is Mamaroneck Avenue which hosts a variety of retail stores, restaurants, and entertainment venues. The downtown is also host to a number of cultural institutions including the Mamaroneck Library and the Emelin Theatre (a performing arts space). At the terminus of Mamaroneck Avenue is Harbor Island Park, a forty-four acre park on the Long Island Sound. The Village hosts several events with regional interest including the annual Firemen's Parade which attracts fire departments and audiences from around the metropolitan area, the annual 4th of July Fireworks and Carnival which are free and open to the public, the annual Chamber of Commerce Wine Trail to visit establishments around the downtown, annual block parties with music and street vendors in July and August, an Annual International Beer Festival at Harbor Island Park, and other musical and family oriented activities.

The Village of Mamaroneck prides itself on having a compact walkable downtown that is highly transit connected, through the Metro North Railroad and Bee-Line Bus Service. This is supported by relatively high levels of density both in the downtown and surrounding areas. The downtown is comprised mostly of mixed-use retail and residential buildings. Adjacent to and extending from the traditional downtown is the neighborhood of Washingtonville. The Village has recently passed Transit Oriented Development legislation to encourage the redevelopment of Washingtonville using the principles of smart growth- primarily by encouraging mixed-use development with access to multi-modal connections including the train station. Another purpose of the legislation was to extend the economic and cultural vitality of the primary downtown up Mamaroneck Avenue into Washingtonville.

In addition to the downtown and the Washingtonville neighborhood the Village is in the process of planning for the redevelopment of our industrial area. The industrial area is located adjacent to both Washingtonville and the downtown. The Village has recently completed a study for the area

and will be exploring implementation in the coming months. The study suggests rezoning Waverly Avenue to accommodate mixed-use retail and office space. Furthermore the study recommends leveraging existing infrastructure to attract and retain modern businesses including tech and craft industries, while preserving existing traditional industrial businesses (and the jobs they create) in the area. We see the industrial area as the last piece in the economic development puzzle in the Village of Mamaroneck in that it will work synergistically with the existing downtown and Washingtonville neighborhood.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the criteria set forth in the DRI Guidelines. **Answers to each question are limited to one page each.**

- 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 compact 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.

The traditional downtown is generally defined as the area between Harbor Island Park and the Metro North's Railroad Station. For the purposes of this application we are also interested at looking at the industrial area and Washingtonville neighborhood more broadly as they function synergistically with each other. The industrial area is defined as the area northwest of the railroad, southwest of the Sheldrake River, and southeast of Interstate 95. The TOD area within Washingtonville is defined as the commercial area along Mamaroneck Avenue south of the Elementary school and north of the Metro North Railroad Bridge.

- 2) Size.** 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.

The Village of Mamaroneck downtown and adjacent neighborhoods are sufficiently to support a vibrant year-round downtown. Presently the downtown already pulls visitors from throughout the tri-state area, and has a reputation as a bustling and vibrant location. The Village with approximately 19,375 residents has a high population density at between 3,000-10,000 persons per square mile depending on census tract. Furthermore according to the census the Village has grown by a little more than 600 residents between 2000 and 2015. The largest employment area is the industrial area which had an estimated 1,900 workers in 1997, and approximately 1,000 workers in 2015. The industrial area is poised for revitalization in the coming years due to new planning initiatives slated for the area. The median income in the Village of Mamaroneck was \$89,484 in 2012.

Industrial Study:

http://www.village.mamaroneck.ny.us/Pages/MamaroneckNY_planning/IndustrialFiles/IndustrialReport

Downtown Retail Study:

http://www.village.mamaroneck.ny.us/Pages/MamaroneckNY_planning/CBDReport4_13_15_Edited.pdf

Transit Oriented Development Study:

http://www.village.mamaroneck.ny.us/Pages/MamaroneckNY_Webdocs/TOD/TOD%20Study%20with%20all%20Appendices.pdf

- 3) Past Investments & Future Investment Potential.** Describe how this downtown will be able to capitalize on prior, and catalyze future, private and public investment in the neighborhood and its surrounding areas.

The industrial area, traditional downtown, and TOD area will continue to capitalize on the existing investments in the Village by leveraging the existing assets in the Village including strong infrastructure, a compact bustling downtown and strong connections to public transit.

The Village of Mamaroneck has made numerous investments into the neighborhood over the years. One major investment occurred more in the late 1990's when the Village undertook a streetscape redesign with Westchester County Planning Department to install new pedestrian friendly sidewalks, street trees, and street furniture. More recently, in 2014, the Village undertook an update project to remove and replace 18 to 20 street trees and expand the tree wells using CU Structural Soil mix to prevent future upheaval of sidewalks. Furthermore the Village has expanded the streetscape improvements from the traditional downtown to areas north of the railroad in Washingtonville, along Mamaroneck Avenue and Old White Plains Rd, as well as to the commercial areas south of Mamaroneck Avenue along the Boston Post Road. Private non-profit groups like the Harbor Island Conservancy continue to assist the Village in capital improvements including new nautical themed signs at the entrances of Harbor Island Park, and continuous landscaping improvements. Other investments in the Village include the recent 2013 Metro North Station renovations which added the element of public arts to the station in addition to functional improvements.

Other private investments in the area include a newly built walkway that connects Mamaroneck Avenue to the Emelin theatre parking lot on Library Lane. The walkway has been such a success that the Village is exploring a new walkway zoning incentive to encourage the creation of walkways between Mamaroneck Avenue and rear parking lots. The walkway incentive, in which the APA's planning advisory service could not find comparable legislation, is just one of the many creative ways the Village is leveraging land use controls to create functional public spaces with private investments.

Another major investment that is upcoming is the implementation of the Village's wayfinding plan. The plan was formed by a steering committee over a year long period and included input from cultural institutions, businesses, and residents of the Village. The first phase of implementation will focus on the traditional downtown area. The wayfinding plan seeks to integrate branding, parking and informational kiosks within the downtown, and the larger village. The village expects the implementation of the first phase of the wayfinding plan to occur within the next year. The plan will enhance the aesthetics of the Village as a place that is welcoming for our residents and visitors alike.

- 4) Job Growth.** Describe how recent or impending job growth within, or in close proximity to, the downtown will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

The Village of Mamaroneck has seen substantial growth in businesses over the past decade. The Village's downtown in particular has seen widespread success with an almost non-existent vacancy rate hovering around 2-5% at any given point of the year. The Village of Mamaroneck also has experienced an uptick in development applications in recent years. Notable projects include two recent mixed use developments: 108 Mamaroneck Avenue with 6 apartment units and 18,000 sf of ground floor retail and 690 Mamaroneck Avenue (received approvals) with 21 units and 2,950 sf of ground floor retail in the TOD zone. The new retail spaces continue to attract tenants as the Village continues to be a strong commercial center in the sound shore.

The Villages industrial area plan aims to increase the economic development of the Village of Mamaroneck by attracting new exciting businesses to the Village. The plan puts sustainability and economics at the forefront and seeks to ensure long-term economic vitality. The industrial area in recent years has experienced a decrease in employment, and is positioned for growth due to its strong access to transportation networks, and proximity to New York City.

In recent years the village has utilized economic analyses to identify strong retail categories and proactively market the Village's real estate opportunities to businesses in those categories. The Village has been working with potential retailers and brokers to help guide and maintain a diverse mix of retail categories to ensure the economic longevity of the downtown.

In addition to promoting businesses, the Village leverages existing buildings to support sustainable and historically sensitive redevelopment through the adaptive reuse of historic buildings. This is evident in the recent adaptive reuse of the old Mamaroneck train station into a mixed-use restaurant and office space. The office space has brought two new companies to the area and increased the employment base in the Village of Mamaroneck.

Furthermore, the Village Planning Department works with the Village's art's council to identify vacant spaces for pop-up art galleries, as well as seeking out other opportunities for public art. The Village has taken the position that arts and culture function as economic drivers, and have actively pursued the development of more arts and cultural opportunities.

Downtown Retail Study:

http://www.village.mamaroneck.ny.us/Pages/MamaroneckNY_planning/CBDReport4_13_15_Edited.pdf

- 5) Attractiveness of the Downtown.** Identify the properties or characteristics the downtown possesses that contribute or could contribute, if enhanced, to the attractiveness and livability of the downtown. Consider, for example, the presence of developable mixed-use spaces,

housing at different levels of affordability and type, healthy and affordable food markets, walkability and bikeability, and public parks and gathering spaces.

Everything is about connectivity. The Village of Mamaroneck prides itself on having a compact walkable downtown that is accessible and well connected to public transit. Planning and capital initiatives have continued to improve the existing bones of our downtown. For example, in the late 1990's the Village undertook a streetscape redesign with Westchester County Planning Department to install new pedestrian friendly sidewalks, street trees, and street furniture. Since the redesign Mamaroneck Avenue has become an immensely inviting public space. In 2014, the Village undertook an update project to remove and replace 18 to 20 street trees and expand the tree wells using CU Structural Soil mix to prevent future upheaval of sidewalks. To further enhance the downtown the Village passed legislation to allow sidewalk cafes that now line Mamaroneck Avenue during the summer months, allowing the teeming activity of our many restaurants to spill out onto the street and create a vibrant atmosphere. The Village of Mamaroneck also hosts a winter farmers market, located at the St. Thomas Church adjacent to the downtown. The farmers market supplies the Village residents, and even visitors with fresh foods throughout the winter months.

Two major assets in the Village's downtown are the parks located at either end of Mamaroneck Avenue. Columbus Park, directly adjacent to the Mamaroneck Train Station offers a central location for the village to gather and enjoy our public spaces. The confluence of the Sheldrake and Mamaroneck Rivers are located in the center of the park and the Village, in partnership with Westchester County Planning has leveraged the natural environment through the restoration of the habitats along the riverbanks in the early 2000s.

Another major project worth mentioning is the Army Corps of Engineers Flood Remediation project. If implemented this project would effectively reduce the number of properties that experience flood damages. The project would channelize portions of the Sheldrake and Mamaroneck Rivers, and install flood walls to move water more quickly to the Long Island Sound. The projects annualized savings are estimated to be \$2.3 million per year.

As previously mentioned, the Village is in the process of implementing a village-wide wayfinding signage plan working with Merje Design out of Philadelphia, PA, that will better connect the Village's downtown to the adjacent Harbor Island Park and Mamaroneck train station. Furthermore the wayfinding plan will direct visitors and residents to several cultural institutions including the Emelin Theatre, Mamaroneck Library, and the soon to relocate LMC-TV, a local community television station. The wayfinding plan will utilize universal symbols so that all residents and visitors can easily identify and visit the many amenities and cultural institutions in the Village. The plan was drafted in collaboration with various Village committees, residents, cultural destinations, and businesses.

6) Policies to Enhance Quality of Life. 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, complete streets plans, or transit-oriented development. If policies

achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

The Village of Mamaroneck has continued to leverage modern zoning codes to improve the quality of life in the Village. The Village has made great strides in providing affordable housing to its residents. The Village was the first municipality in Westchester County to provide incentive zoning for below market rate housing; which has produced many affordable units throughout the Village. The Village also adopted Transit Oriented Development zoning in the November of 2014 to encourage mixed-use retail/residential development within a quarter mile of the Mamaroneck Train Station. As the Village continues working on the Industrial Area Plan it will continue to utilize modern incentive zoning to leverage private funds for the public good.

As indicated earlier in this application, the Village is in favor of increased connectivity, which has resulted in the exploration of a new walkway incentive along Mamaroneck Avenue. This is a new and creative zoning control that the Village is currently reviewing. It is precisely this type of out-of-the-box policy work that the Village continues to utilize in advancing the economic and environmental goals of our community.

- 7) Local Support.** Set forth the local and community support that exists for the revitalization of this downtown and the commitment among local leaders and stakeholders to building and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a local DRI Planning Committee to oversee the plan.

The local community is in support of economic development plans in the Village, including the ongoing industrial area redevelopment plan. This plan and the steering committee overseeing it has gone above and beyond in terms of including the wider community in the planning process. The committee has been open and forward about the goals and the proposals since it first convened over a year ago. For example, the committee invited every other relevant Village committee to come and meet with them, something that has never been done before in the Village of Mamaroneck. Ultimately the committee by being so inclusive of the community will be poised to have greater success as we move into implementation which will include zoning amendments, environmental reviews, branding, and marketing. The Village of Mamaroneck has also in recent years formed a competent team of planners and consultants that are working on both Village managed projects and consultant/committee led projects. By bringing strong team members on the Village has maintained momentum in advancing these vitally important projects.

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

The Village of Mamaroneck has actively pursued new and innovative planning techniques. We are at the crux of two major projects: the Industrial Area Redevelopment Plan and the Wayfinding Master Plan. These projects have incredible momentum, and we would like to continue that momentum and see these projects come to fruition. The Village is also poised

to see advancing economic growth as we move into the next steps of the Army Corps of Engineers project which will reduce flooding impacts and strengthen and protect the upriver areas of Washingtonville and the Industrial Area. Each of these projects can succeed on their own, but if completed comprehensively and synergistically with the assistance of the Downtown Revitalization Initiative, the Village of Mamaroneck will see benefits in all areas including sustainability, economic development, quality of life, and aesthetics.