

2019 DRI Application

BASIC INFORMATION

- REDC Region: Mid-Hudson
- Municipality Name: Village of Mamaroneck
- Downtown Name: Downtown District
- County Name: Westchester County
- Applicant Contact(s) Name and Title: Gregory Cutler, Village Planner; Matthew da Silva, Asst. Planner
- Applicant Contact(s) Email Address and Secondary Email Address: gcutler@vomny.org; mdasilva@vomny.org

VISION FOR DOWNTOWN

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

In the last several years, the Village of Mamaroneck has reinitiated efforts to visualize and implement a revitalization plan to propel the Downtown District into a vibrant, sustainable community core that highlights the area's attributes as a walkable, mixed-use sector. The defined District connects the Village's downtown neighborhoods and includes three main elements: the traditional downtown area/Mamaroneck Avenue, the Industrial Area/MAKER Zone, and the Washingtonville neighborhood. This transformation strategy was revitalized from previous findings of a land use inventory and analysis of existing physical and economic conditions of the industrial area within the Village through the 2012 Comprehensive Plan. As a result, in 2015, the Village commissioned the Real Estate Market Analysis and Redevelopment Plan of the Industrial Area ("the Plan") and initiated the Industrial Area Redevelopment Steering Committee (IAC) to engage stakeholders and experts to craft, vet, and refine the Plan for the Industrial Area. The process reinforced the Comprehensive Plan's original goals, and also gave insights on the actions that would be needed to create a better tomorrow for Industrial Area stakeholders and the Village's residents and visitors. The Plan, delivered in early 2016, celebrated the Industrial Area's strengths, including: 1. An engaged and active local business community; 2. Excellent access to transit, in particular to the Metro North and I-95 Corridor; 3. Strong communication infrastructure; 4. Affordable real estate opportunities; and 5. Approximately 700,000 square feet of new development opportunity. The Plan went on to position the Industrial Area as a potential regional hub for industries that are being priced out of other markets, such as the rapidly growing artisanal food sector, as well as an opportunity for locating synergistic uses such as co-working offices, art-based spaces, sports and recreational facilities, and food and entertainment establishments.

Beyond suggesting business retention and recruitment strategies, the outline proposes a series of tactical interventions and design concepts that are intended to increase the economic, social, cultural, and ecological capital of the Village. All of the mechanisms proposed to actualize these concepts are meant to promote the Downtown District as a good place to do business, as well as improve the daily experience for all the region's stakeholders and villagers. The proposal also recognizes the need to build early excitement and draw attention to the Industrial Area's potential right now. The formulated concepts,

forty in all, are organized into an Implementation Matrix that summarizes specific actions needed, parties responsible, and a timeframe for implementing each one. A few of the key concepts listed in the Implementation Matrix are:

- **Gateways (Social 002)** – Mark the eastern and western entries into the Industrial Area along Fenimore Road as a means to create a district identity. This aspect will contribute to a larger district wide branding and marketing effort.
- **Healthy Mix of Uses (Physical 001A)** – Create a heart to the district by encouraging commercial and industrial uses to mix along Waverly Avenue between Fenimore Road and Ogden Avenue. Additionally, strengthen the link of the Industrial Area to the rest of the Village by allowing commercial and industrial uses to mix along Hoyt Avenue. These actions will support more services and enliven the daily village experience.
- **Open Space Buffer (Natural 001A & B)** – Buffer the Washingtonville neighborhood and residential area to the south of Rockland Avenue by creating a green space along the Sheldrake River that branches down Rockland Avenue. This is intended to reduce through traffic, provide open space, and lessen noise pollution, while providing a natural flood control area. The buffer zones also link to a proposed Greenway along the Sheldrake River.
- **Resiliency (Natural 002 & 003)** – Lessen the potential impact from storm-related flooding by implementing storm water management systems in the public realm, such as a ‘below ground - rainwater capture and discharge system’ at the Industrial Area’s lowest spot - the intersection of Hoyt Avenue and Fenimore Road.

DRI funding has the potential to transform the Downtown District/DRI target area into a place that retains aspects of the original industrial character while retaining current industrial jobs, attracting 21st Century industrial uses, and co-locating complementary land uses. Proper planning has taken place to ensure success, but unfortunately, without DRI funding, realizing this vision would be a challenge due to municipal limitations. Mamaroneck has dedicated itself to an inclusion transformation, with projects benefitting the community as a whole, including a focus on the LMI populations within the DRI target area. The commercial dynamism of the district will become resilient and expand beyond today’s regular working hours to include new businesses that will enliven the district from later afternoon to well into the evening and weekends. The District will also have an enhanced public profile with the addition of open space, more services and amenities, improved hard and soft infrastructure, and calmer traffic. The overall vision is structured to set a clear path and framework, but at the same time be flexible enough to weather the inevitable changes that the future will bring to accommodate unavoidable changes to business, capitalize on opportunities that cannot be foreseen today, and allow for amendments to address new real estate market forces. Collectively, the projected actions aspire to guide the Downtown District to reach its fullest potential in our rapidly changing world and increase the likelihood of achieving economic and environmental longevity within the Village of Mamaroneck and the region.

JUSTIFICATION

Provide an overview of the downtown area nominated for the DRI program, 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.

The Village is located on the Long Island Sound and lies approximately 23 miles north of New York City. Since incorporating in 1895, Mamaroneck has grown to a population of approximately 19,375 residents and is comprised of a compact 6.7 square miles, of which 3.5 miles are lands under water. This has resulted in a high population density at between 3,000-10,000 persons per square mile, depending on the census tract. The Village developed from its traditional roots as a rural farming community to the healthy commercial hub and residential community that it is today. Known as “the Friendly Village,” Mamaroneck is home to a population of people from all over the world; a place for all to enjoy living in a community that welcomes and appreciates different cultures and diversity, whether in terms of race, ethnicity, or socio-economic status.

Mamaroneck’s DRI target area is also home to a compact, walkable downtown that is easily accessible via public transit through the Metro North Railroad and Bee-Line Bus Service, providing the connectivity of an urban city while still preserving the Village’s suburban charm. The area dates back to the late 1800s when a German immigrant constructed a rubber factory within what is now Fayette Avenue. At the time, the area was primarily undeveloped except for a few modest homes for factory workers. These homes, some of which still stand, were occupied primarily by German immigrants who were drawn to Mamaroneck for the factory, grocery, and other local stores that were established to support residential development. As the region expanded, the railroad was another impetus for industrial development, particularly in the Waverly Avenue area. In the 1920s and 1930s, homegrown industries began to bloom as residents established businesses in their garages and backyards, and industry became an accessory use to the residential area. The bulk of the area’s current industrial uses were established after World War II. By the 1950s, newer industries were established and grew the district, including the major industry of plastics manufacturing. Construction of the New England Thruway in the 1950s led to the displacement of a number of residences in the area, and several homes were cut off from the rest of the Village by the new interstate. That said, the new transportation link led to increased industrial development opportunities and allowed easy truck access to the area. Automobile-related industries also contributed a long history within the district. Nowadays, the Village’s storied history, diverse population, and unique physical attributes support its position to evolve into a vivacious “live-work-play” destination, evidenced by current, relatively high levels of density, both in the downtown and surrounding areas.

The Village of Mamaroneck envisions the Downtown District/DRI target area as a thriving hub for industrial, technological, and residential needs by linking three defined areas (traditional downtown/Mamaroneck Avenue, the Industrial Area/MAKER Zone, and the Washingtonville neighborhood) and implementing a unified revitalization initiative. The project’s framework will leverage 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. The preservation of existing businesses which provide high paying jobs to workers with low educational attainment is paramount to the area’s revitalization, and the Village recognizes the valuable role these types of employment centers play in achieving equity and social mobility. The cohesive Downtown District

is the last major piece in the economic development puzzle in the Village of Mamaroneck, in that this comprehensive project will work synergistically with the existing downtown region.

Furthermore, significant strategic investments will elevate this area into a magnetic destination for new residents, visitors, and businesses who seek an alternative extension of an urban life and work environment while preserving the Village's diversity, commitment to sustainability, and strong community ties. These goals and objectives will be supported by a revitalization plan that includes: 1. Improved public parking sites; 2. Streetscape improvements, to include sidewalk widening, elimination of multiple curb cuts, and the addition of street trees and lighting; 3. Improved street configurations and parking controls to provide better access for commercial truck traffic; 4. Rezoning areas to provide for additional residential use, promoting the area's proximity to the train station and other downtown amenities; 5. Creating coordination focused on retaining and attracting new businesses to the downtown area; 6. Developing strategies and implementing flood mitigation techniques to provide long-term sustainability and resiliency to the area; and 7. Working with utility providers to improve services to the downtown area, further encouraging business and residential attraction.

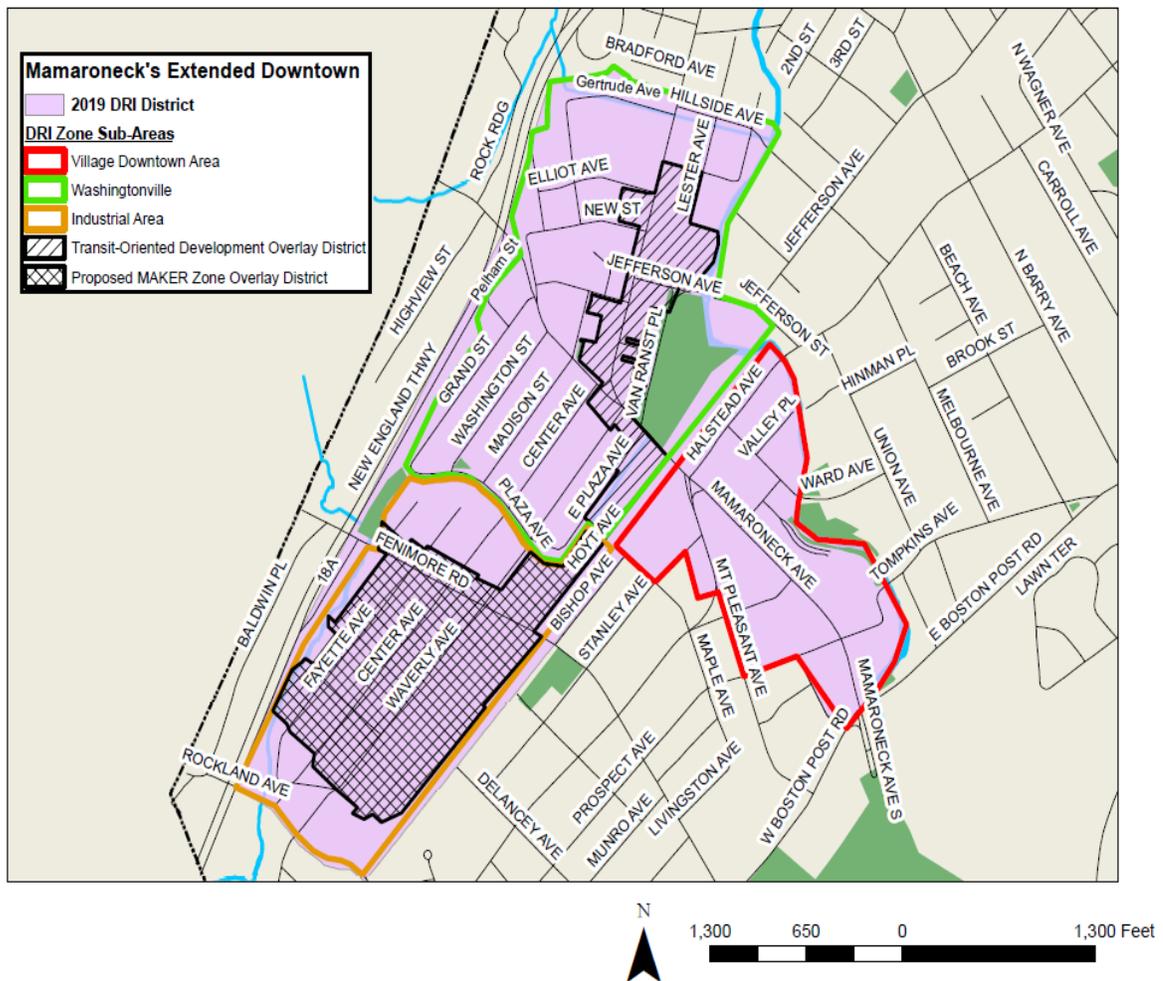
DOWNTOWN IDENTIFICATION

1) Boundaries of the proposed DRI area. Detail the boundaries of the targeted downtown area or neighborhood, keeping in mind that there is no minimum or maximum size, but that the area should be concentrated and well-defined. Neighborhoods beyond traditional central business districts are eligible if they can meet other criteria making them ripe for investment. Include a map that clearly delineates the area to be included in the downtown revitalization area.

Mamaroneck's DRI target area/Downtown District, comprised of the Village's traditional downtown, Industrial Area/MAKER Zone, and Washingtonville area, is home to distinct residential neighborhoods, each with its own characteristics. These thriving residential areas are collectively served by the Village's Downtown District/DRI target area, which was first formed in the early 1800s as industry and commerce clustered along the banks of the Mamaroneck River, now serving a mainly low-to-moderate income population of the community. The main artery, Mamaroneck Avenue ("The Avenue"), hosts a variety of retail stores, restaurants, and entertainment venues. The area also includes a number of cultural institutions, such as the Mamaroneck Library and the Emelin Theatre (a performing arts space). At the terminus of Mamaroneck Avenue is Harbor Island Park, a prominent forty-four-acre park on the Long Island Sound. Primarily located between Harbor Island Park on the Sound side and Metro North's Mamaroneck Station, this area encompasses much of the Washingtonville area, also known as "The Flats" because of being surrounded by higher ground, and the Industrial MAKER Zone (Manufacturing, Arts, Knowledge, Economy, Environmental Protection, and Recreation). These three core boundaries (traditional downtown, Washingtonville residential area, and the Industrial MAKER Zone) make up the selected DRI Downtown District, chosen for the array of commercial, residential, and cultural offerings, importance to the residents and visitors of this corridor, and its position as a prime opportunity for investment and revitalization.

The traditional downtown includes the areas between Harbor Island Park on the Long Island Sound side, running northeast up Mamaroneck Avenue to the Metro North Railroad Station near Columbus Park near Hoyt Avenue and Halstead Avenue. The Washingtonville residential neighborhood lies to the southeast side of Mamaroneck Avenue. Lastly, the 70-acre Industrial Area/MAKER zone is bound by I-95 and the Metro-North railroad tracks to the west and east, and Rockland Avenue and the Sheldrake River to the south and north. Major streets in the MAKER zone are Fenimore Road, Hoyt Avenue, and Waverly Avenue. These three areas function synergistically between each other and provide connectivity between the Village’s commercial, residential, and industrial hubs. However, they differ in their built environment, land use, and economic profile.

Mamaroneck’s downtown presently attracts visitors from throughout the tri-state area, with a reputation as a bustling and vibrant year-round destination on the Sound. However, according to a 2015 Planning Department study, the primary trade area contains a total retail gap of approximately \$908 Million. Unfortunately, the largest employment in the area is the industrial area which, from 1997 – 2015, saw a significant decline in workforce by approximately 47.31%. With new initiatives planned for the area, Mamaroneck’s Downtown District is poised for a resurgent revitalization in the coming years.



- 2) Past investment, future investment potential.** Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas. Describe recent planning efforts that support public and private investment in the proposed DRI area.

Mamaroneck has experienced a great number of public and private investments in the Downtown District/DRI target area in the past several years. The Village has been working to capitalize on existing businesses and new investments to further economic development and retail growth in this catchment area and reinvigorate the overall downtown industrial area.

Municipal/Public Investment:

- Transit-Oriented Development Overlay District Zoning: The Village recently passed Transit-Oriented Development legislation to encourage redevelopment in the Washingtonville area using the principles of smart growth, primarily by encouraging mixed-use development with access to multi-modal connections including the train station. An additional benefit of the legislation is to extend the economic and cultural vitality of the traditional downtown up Mamaroneck Avenue into Washingtonville. The first project, Grand Street Lofts, amounts to a \$3 Million investment in the area that created 21 apartments (2 below-market-rate), created numerous construction jobs, and contains a new café-restaurant, Maple and Rose, that employs 15 people.
- Wayfinding System Phase I - \$200,000: The Village is in the process of implementing a wayfinding plan to better connect the traditional downtown area (“The Avenue”) to the adjacent Harbor Island Park and Mamaroneck Train Station. The project will utilize universal symbols for easily identifiable amenities, services, and cultural institutions and included Village residents, social service providers, cultural institutions, and Village committees’ input and feedback. The prototype sign was installed in March 2019 and the remainder of Phase One is anticipated to be complete by Fall 2019. Phases Two and Three have yet to be funded.
- Electric Vehicle Charging Station - \$20,000: The Village partially funded this project through a NYSDEC grant and installed the area’s first station in July 2018 in a parking deck a block from the traditional downtown area of Mamaroneck Avenue. Since installation, use has trended upward and now averages roughly 16 users per month.
- Army Corps of Engineers Flood Remediation Project - \$80 Million: The Army has completed the study phase, consistency approvals, and NEPA requirements for a proposed Sheldrake and Mamaroneck Rivers Flood Remediation Project. The project will create trapezoidal cuts in both rivers to improve water flow to the Long Island Sound. In the past 15 years, the Village has experienced several devastating flood events, one of which resulted in both State and Federal emergency declarations in 2007. The project has been included in the Water Resource Development Act of 2018 (WRDA), which was signed into law in October 2018, and is awaiting appropriation of funds by Congress. The project’s annualized savings are estimated to be \$2.3 million per year.
- Hillside Avenue Bridge Replacement - \$4 Million: The Village is presently in the process of approving proposed designs for the replacement of this bridge in the Washingtonville

neighborhood, which received a grant from BridgeNY in 2017 for a portion of the project. The project will improve vehicular and pedestrian connectivity between the Washingtonville neighborhood and the Old Rye Neck neighborhood, maintaining the historic character of the bridge while being constructed to the Army Corps Standards to create synergies and ensure coordinated flood protection.

- Jefferson Avenue Bridge Replacement - \$4.5 Million: The structurally deficient bridge was replaced with a new bridge and additional project features that included improved sidewalks that have since increased pedestrian access to the Mamaroneck Train Station and the Transit Oriented Development Area.
- Mamaroneck Avenue Street Tree Improvements - \$150,000: The installation of 20 new trees and wider tree wells along “The Avenue” replaced previously heaving and underperforming tree wells for an attractive, welcoming streetscape.

Private-Public Investment:

- Phase I of the Sheldrake River Walk: Built using private funds from the Developers of “The Mason” on public right of way, this project involves beautifying the landscaping along the Sheldrake River, providing public green space, and providing a public trail connecting Mamaroneck Ave. with Plaza Ave. The River Walk is anticipated to open in late 2019.
- Historical Mural Projects: The Village of Mamaroneck and Mamaroneck Historical Society partnered with Street Art for Mankind to provide five public murals on buildings within the DRI district, via private sponsorship, celebrating the foundational stories and values of the Mamaroneck community. The murals add downtown character and contribute to Mamaroneck’s sense of place.

Private Investment:

- Mamaroneck Center - \$10 Million: A recently approved project at the location of a shuttered A&P supermarket, which closed several years ago. The project includes five additional retail spaces anticipated to create an additional 50 permanent jobs. The 13,000 square foot full-service supermarket is expected to open in 2019. This project is vital to the attraction and retention of a food service business in the lowest income area (Washingtonville) of the Village, with over 30% of the population relying on public transportation, walking, and bicycling to travel and over 52% of predominately Hispanic/Latino immigrants utilizing public transportation for travel.
- 690 Mamaroneck Avenue “Grand Street Lofts” - \$3 Million: The first development to take advantage of recent provisions of the Village’s Transit-Oriented Development Overlay District (TOD Zoning), this project is slated for a mixed-use residential development with 3,000 square feet of commercial space on the ground level and 21 apartments on the upper levels, two of which will be below-market-rate housing. The project includes a slew of green infrastructure elements, such as a green roof and rainwater collection system, improved floodplain compliance, and a contribution of \$175,000 to the Washingtonville Neighborhood Stabilization Fund. A farm-to-table café opened in the commercial space in March 2019 and residential leasing began in April 2019.

- 270 Waverly Avenue “The Mason” - \$20 Million: Enabled by a rezoning of a former junkyard to the RM-3 multifamily zoning, The Mason is a large residential development in the Washingtonville neighborhood near the Metro North Train Station. The project includes 96 apartments, 5 of which are below-market-rate units, and 4 townhomes, as well as a Riverwalk along the Sheldrake River that will be publicly accessible and connect the MAKER Zone to the Metro North Train Station and traditional downtown. Leasing began in Spring 2019 and Riverwalk construction is anticipated to be completed by late 2019.
- 151 Mamaroneck Avenue - \$1.5 Million: This traditional downtown site has been redeveloped into a commercial building to accommodate retail on the ground floor and a cardio kickboxing gym on the top two levels.
- Decadent Ales Microbrewery - \$200,000: The first microbrewery within the Village under newly adopted microbrewery legislation, Decadent Ales provides a new cultural amenity and destination within the Village previous not afforded and opened to the public in November 2018. Acting within the spirit of creative synergy among local small businesses, the taproom also sells products produced by other local beverage producers, such as Heimat liquors and Good Shepard brandy and whiskey. As of May 2019, the brewery employs 20 employees and sees hundreds of visitors on a typical day, many from as far as New York City, Philadelphia and Connecticut. In fact, a good portion utilize the train when visiting the brewery, taking advantage of its transit-oriented location. Additionally, many visitors are tourists on their way to or from LaGuardia or Westchester Airport.
- Adaptive Reuse of Mamaroneck Train Station - \$3.5 Million: In 2011, the former Mamaroneck Train Station was converted into a mixed-use restaurant and office space and has promoted sustainability and historic preservation. The office space has brought two new companies to Mamaroneck and has increased the employment base by adding approximately 75 permanent jobs.
- Aqua Tots Swim School - \$2.5 Million: A former shuttered site listed as a site of local historic significance leveraged a zoning map change, special use permit, and site plan for creative adaptive reuse of a location at risk for demolition. The site was re-purposed into the swim school in 2017 and the project was awarded a planning achievement award by the Westchester Municipal Planning Federation.
- Open Door Health Clinic - \$425,000: Serving a low-income population with a sliding fee scale based on income, this new clinic was established in 2017 in the Washingtonville neighborhood due to the area’s previous identification as having limited healthcare access. According to a survey by the non-profit Hispanic Resource Center, 42% of respondents (predominately Hispanic/Latino immigrants) indicated a lack of transportation prevented access to healthcare. This project has transformed the area’s health care deficiencies and provided sufficient services to all residents.

Proposed Future Investments:

- Mamaroneck Avenue Safe Streets Improvements - \$500,000: The Village is currently pursuing CDBG funds for a portion of the improvements to Mamaroneck Avenue, north of

- the train tracks. Proposed improvements include new pedestrian crosswalks, traffic calming elements, and cycling infrastructure.
- Waverly Avenue Bridge Replacement - \$2 Million: In partnership with the Town of Mamaroneck, the bridge carrying Waverly Avenue over the Sheldrake River will be replaced with a modern, flood-compliant bridge with wider sidewalks for safer and expanded multi-modal accessibility.

3) Recent or impending job growth. Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

In recent years, Mamaroneck has seen an influx of small business growth, mainly concentrated in the downtown industrial area, that has spurred new workforce development. During this surge, over 140 jobs have been created, with an additional 125 anticipated upon completion of the Mamaroneck Center development. Combined, these jobs will account for over 29% of the area's previously displaced workforce. This growth has reinvigorated millennial and young professional movement to the area, stimulated by the wide spectrum of retail, restaurant/brewery, and commercial investments that have sprung up in the last several years.

Mamaroneck's proposed project has a primary goal of creating new jobs and stimulating the economy in this industrial area. As previously mentioned, in recent years the area has experienced a decrease in employment. This project aims to increase the Village's economic viability, development, and resiliency through a purposeful vision poised for growth due to the area's strong access to transportation networks and proximity to New York City. The Village has been approached by a number of businesses looking to relocate to the industrial area, for example: 1. A second microbrewery which would create approximately 20 new jobs, currently in lease negotiations; 2. A craft silver plating business which would bring 5 new jobs; 3. A music venue and restaurant that would produce approximately 35 jobs; 4. A theatre school that would create approximately 20 jobs; and 5. A CrossFit gym facility that will produce approximately 8 jobs. Combined with DRI investment for a number of anchor projects, these initiatives will seek to fill the gap for the area's displaced workforce. Additionally, the Village Planning Department is working with the Village's Arts Council to identify vacant spaces for pop-up art galleries, as well as other opportunities for public art. The Village has taken the position that arts and culture function act as economic drivers, and has actively pursued the development of improved arts and cultural opportunities.

4) Attractiveness of physical environment. Identify the properties or characteristics that the DRI area 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.

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 in order to enhance the mixed-use, mixed-income area as an

attractive destination for both residents and visitors, while also addressing previously existing limitations and frustrations. For example, the Village undertook a \$2 Million streetscape redesign with Westchester County Planning Department to install new pedestrian friendly sidewalks, street trees, and street furniture. Since then, the redesigned Mamaroneck Avenue has become an immensely inviting public space. To further enhance downtown, the Village passed legislation to allow sidewalk cafes that now line Mamaroneck Avenue during the summer months, enabling the teeming activity of our restaurants to spill out onto the sidewalks, creating a vibrant atmosphere. The Village also hosts a winter farmers market that supplies the community with fresh foods throughout the winter months. Further, the previously mentioned wayfinding signage plan will better connect the downtown area to recreational, transit, and cultural areas throughout the Village through easily identifiable signs, directing interested parties to experience all that the area has to offer. These collective actions, stemming from robust policy adjustments, have helped build up elements vital to a healthy downtown, complimenting the Village's 2012 Comprehensive Plan.

Additionally, major downtown community assets include two parks located at either end of Mamaroneck Avenue. Columbus Park, directly adjacent to the Mamaroneck Train Station, offers a central location for the community to gather and enjoy 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. The park offers a playground, swings, lighted basketball courts, and strategically spaced benches for active and passive recreation seekers. Secondly, Harbor Island Park is a 44-acre municipally owned site with a full playground, swings, 700-foot salt water beach, spray ground, pavilion and picnic tables, marina, boat launching area, docks, fishing floats, showers and restrooms, tennis club, and soccer and baseball fields. Special events and concerts are also held at Harbor Island throughout the year, to the delight of residents and visitors. As such, the waterfront drives economic development in the area through its vital connection to the downtown area.

- 5) 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 plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies that support livability and quality of life in downtown are not currently in place, describe near-term efforts by the municipality to create and implement such policies.

The Village of Mamaroneck has a number of policies that enhance the quality of life and livability of the Downtown District, with an emphasis on the underserved, minority, or lower socioeconomic status population to encourage a community of inclusion and diversity. Mamaroneck has made great strides in propelling the downtown area into a multi-modal destination by implementing bike lanes, focusing on ADA infrastructure, and emphasizing the area's access to local transit. These policies also include:

Transit Oriented Development Overlay Zone: In November 2014, the Village passed TOD legislation to create an overlay that promotes mixed-use pedestrian oriented development within a quarter mile

of the Metro North Station in the Washingtonville neighborhood. The zoning also incentivizes green infrastructure practices and below market rate housing.

Senior Housing Zone: The Village of Mamaroneck rezoned an area that was formerly a large parking lot into Senior Housing. The site now hosts 75-units within the Mamaroneck Tower Senior Housing building.

Infill Housing Ordinance: As the Village of Mamaroneck is an older inner-ring suburb, nearly all properties are built out. As such, the Village passed an infill housing ordinance that permits residential development within the downtown commercial district, as well as the general commercial districts.

Inclusionary Housing Ordinance: The Inclusionary Housing Ordinance was passed to provide density bonuses for below-market-rate housing in multifamily districts and infill-housing in commercial districts.

Town of Mamaroneck Senior Center: Operated by the Town of Mamaroneck as a shared service between the Village of Mamaroneck, Village of Larchmont, and Town of Mamaroneck, the center provides a number of social, recreational and educational activities for seniors.

Additionally, the Village recognizes the importance of establishing best practices and policies to benefit the community as a whole. These essential actions have helped the Village receive both local and regional recognition as municipality dedicated to future investments and sustainability, further promoting Mamaroneck's livability as "The Friendly Village".

Comprehensive Plan: The Village adopted the current Comprehensive Plan in 2012 and is in the process of updating the plan with a focus on sustainability and resilience, intertwining these efforts into other important policy areas. The Comprehensive Plan Update is expected to be completed by Fall 2019. Priorities include stronger economic integration between the Downtown District's three zones; improved, varied employment; increased connectivity to employment areas and centers; and expansion of the Community Resource Center's job training programs for greater accessibility and workforce advancement.

Proactive Economic Development and Retail Recruitment Program: Since 2014, the Village Planning Department has been proactively managing the downtown retail environment by actively reaching out to property owners with vacant storefronts and providing them with information on potential tenants or future uses. The Planning Department has also performed retail leakage studies to identify retail categories that would likely perform well within the Village of Mamaroneck for future investments. Property owners are provided with business listings looking to expand that fall within the identified retail categories.

Adaptive Reuse Zoning: The Village passed adaptive reuse legislation to foster the renovation and reuse of structures originally constructed for religious or educational uses, which have historic, architectural, economic, cultural or other value and are at risk of becoming underutilized, vacant, or demolished. The legislation encourages the adaptive and flexible reuse of such buildings to allow more economic and efficient use of the property.

Wayfinding Project: The signage system, anticipated to be completed by late 2019, will provide high quality and aesthetically appealing vehicular and pedestrian directional signage as well as pedestrian-accessible kiosks that will provide information on retail businesses and community services located downtown. In addition, the Village will be launching an application that will be available for download via a QR code on the kiosks that highlights local businesses and parking locations.

Local Waterfront Revitalization Program: The Village of Mamaroneck was the first municipality in New York State to adopt an LWRP. The LWRP works to revitalize the waterfront while also ensuring the local environment is protected. The Village has recently prepared an update LWRP and is awaiting approval from the State Department of Environmental Conservation.

Urban Forest Management Plan: In recognition of the environmental and economic benefits of a healthy urban forest, Mamaroneck adopted an Urban Forest Management in March 2018. The plan involved a complete tree inventory, a full canopy assessment, public engagement, and includes the adoption of a cyclical public tree management plan, a storm response management plan, and a planting and new tree care program.

- 6) Public support.** Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Characterize the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan.

In 2015, the Industrial Area Redevelopment Steering Committee (IAC) was established on behalf of the Village to engage stakeholders and experts to craft, vet, and refine the plan for the downtown industrial area. The IAC is comprised of residents and business owners who have backgrounds that present an appropriate balance of experience, training, and qualifications to address redevelopment concerns. Some of the key concerns to be addressed were issues that contributed to the underutilization of the downtown industrial area, repeated flooding impacts, and restricted redevelopment potential stemming from zoning limitations. To support the objectives of the IAC, the Village applied for and received a grant from the Hudson River Greenway in the amount of \$6,500 to help fund the zoning and market analysis for the long-term redevelopment of the Downtown District. The IAC held a Summit Meeting, which included other municipal committees to provide feedback and input, as well as members of the public. Market research was also reviewed regarding traditional industries and emergent new businesses of the 21st Century. As a result of the comprehensive planning and community engagement, the IAC is poised for greater success as it moves forward into implementation actions.

As a result of the IAC, regular Board of Trustees meetings involving both public and municipal participation, and community feedback both during the Comprehensive Plan process and regularly, the Village has established implementation goals to support the Downtown District project that has driven the vision for the DRI project. The planning process has provided great insights on the actions that would be needed to create a better tomorrow for District's stakeholders, and the Village's residents and visitors, while also reinforcing previous designs.

If selected, the Village will create a committee to interface with the chosen Downtown Revitalization Initiative Consultants. In addition, the Planning Department will provide the chosen consultant(s) with relevant background information, to include design and dimension considerations, potential incentive measures, potential use preservation measures, parking and mobility, flood resiliency and sustainability efforts, and other issues (e.g. buffer, live-work).

- 7) Transformative opportunities.** Describe opportunities to build on the strengths described above by providing a list of transformative projects that could 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). Identify potential development opportunities, such as municipally-owned property that may be appropriate for redevelopment. Projects may be public or private, and could address economic development, transportation, housing, and community development needs. It should be recognized that if a DRI award is made to the downtown, the projects identified here, along with any others that may arise during the DRI planning process, will ultimately be vetted by the Local Planning Committee and the State to determine which projects receive DRI grants.

The overarching mission to revitalize the Downtown District within Mamaroneck and enhance the sustainability of the area is supported by the following micro-goals: 1. Preserve existing uses; 2. Create incentives to grow the “MAKER” economy; 3. Promote redevelopment that is environmentally sensitive; 4. Establish buffers to abutting neighborhoods that are eco-friendly; 5. Mitigate the impact of floods; and 6. Provide/encourage new recreational activities.

As a result of the IAC, regular Board of Trustees meetings involving both public and municipal participation, and community feedback, the Village established planning goals to support the downtown industrial area project that have driven the vision for the DRI project. Despite their neighboring proximity, the three core areas of the proposed downtown industrial area (traditional downtown, the “MAKER” Zone, and the Washingtonville neighborhood) are separated from each other by physical, social, and economic barriers. Mamaroneck’s proposal seeks to reduce and/or eliminate these barriers to transform the cohesive downtown area into a unified, connected corridor. This will also foster the realization of a socially and economically integrated extended downtown area where people of all backgrounds can live, work, and play. These projects, with the infusion of DRI funds, will finally bring the Village’s vision for the district to fruition.

Placemaking Projects

- **Sheldrake River Walk, Phase II - \$2 Million:** To extend Phase I of the River Walk 700 feet along Plaza Avenue to connect with Bub Walker Park. (Phase I is currently being installed by “The Mason” development between Mamaroneck Avenue and Plaza Avenue), this project will provide a continuous landscaped, segregated trail for pedestrians and cyclists within the MAKER Zone to the Train Station, traditional downtown, and Washingtonville, as well as connecting Bub Walker Park, Gianunzio Park, and Columbus Park into Mamaroneck’s very own “Emerald Necklace”. It is anticipated that planning and design would occur 2022-2023, outreach and land use approvals would occur in 2024, and construction would take place in 2025.
- **Park Landscaping Improvements - \$100,000:** The Sheldrake River Walk anticipates connecting Bub Walker Park, Gianunzio Park, and Columbus. This project will provide for landscaping improvements

to beautify and improve functionality of these parks in anticipation of increased usage. Additionally, improvements will be considered for Pape Park, a small park on the other side of the Washingtonville neighborhood. It is anticipated that planning and design would occur 2022-2023, outreach and land use approvals would occur in 2024, and construction would take place in 2025.

Connectivity Projects

- **MAKER Zone Public Parking Garage - \$6,000,000:** Construction of a 170 public parking garage on a to-be-determined site within the MAKER zone will take pressure off of the already near-capacity on-street parking and allow for more vibrant uses by superseding the need for new creative businesses to provide off-street parking on-site. This project can also be scaled in terms of parking spaces to accommodate budgetary needs. It is anticipated that the contract for this project could be awarded in 2021, planning and design would occur in 2022, outreach and land use approval would occur within 2023, and construction would take place in 2024.
- **Wayfinding Phases II & III - \$225,000:** This will complete the planned signage from the Wayfinding Master Plan, extending signage north into Washingtonville, and adding increased functionality via kiosks and digital signage in the heart of Downtown. Shovel ready for Spring 2020 construction.
- **Center Avenue Pedestrian Bridge - \$250,000:** The existing bridge is slated to be demolished as part of the Army Corps of Engineers' Flood Mitigation Project. No funding is presently available to replace this vital pedestrian link between workforce housing in Washingtonville and industrial jobs in the MAKER Zone, limiting connectivity and cohesiveness. This project is critical to the extended link between affordable housing and the workforce. Construction is estimated to be ready 2025.
- **Complete Streets Plan and Implementation - \$2,000,000:** As part of the proposed revitalization, the streetscapes within the MAKER Zone will have to be remade to accommodate a wider range of users, including a higher anticipated number of pedestrians and cyclists. This item includes planning, design, and implementation of complete streets upgrades to the MAKER Zone street grid as well as the redesign of key intersections in other areas of the downtown, such as Mamaroneck Ave. & Old White Plains road as well as Mamaroneck Ave. and Halstead Ave. It is anticipated that the contract for this project could be awarded in 2020, planning and design would occur in 2021, outreach and land use approvals would occur during 2022, and construction would take place in 2023.
- **Transportation Demand Management Study - \$250,000:** This study would identify policies and investments needed to encourage downtown visitors using single-occupancy vehicles to instead utilize public transit, walking, cycling, and carpooling to help manage traffic as the area grows and revitalizes. Additional investment would be incurred by implementing recommendations. It is anticipated that the contract would be awarded late 2020 with study completion late 2021.
- **Streetscapes and Lighting Improvements on Mamaroneck Avenue's Gap - \$75,000:** Currently, a gap between the existing improved streetscapes in Washingtonville and the traditional downtown exists, including an uninviting space below the Metro North Railroad trestle and alongside the Sunoco gas station. Both the Industrial Area Strategic Plan and the Comprehensive Plan call for streetscape and intersection improvements. Specifically, the Comprehensive Plan outlines a recommendation to improve the intersection of Halstead Avenue, Mamaroneck Avenue, and Mt Pleasant Avenue directly across from the Train Station. This intersection is the most heavily used pedestrian intersection in the Village of Mamaroneck and is in need of improvements to better

protect pedestrians. It is anticipated that planning and design would occur in early 2020, outreach and land use approvals would occur late 2020, and construction would take place in 2021.

- **Bicycle Rack Installation - \$20,000:** As part of the larger effort to establish active transportation links between the MAKER Zone, Washingtonville, and traditional downtown, bicycle racks will be installed at key locations in the proposed DRI area to increase overall connectivity and accessibility for all and ensure adequate bike parking both where there already is demonstrated demand and where future demand will be anticipated. This project is shovel ready for Spring 2020 construction.

Another area for transformation includes varied land uses, such as flex zoning, boutique manufacturing and hotels, co-working spaces, service industries (e.g. trades), landscaping services, and continuing education, that, in part, can be addressed through zoning amendments with the support of the Village's Board of Trustees.

- 8) Administrative Capacity.** Describe the existing local administrative capacity to manage this planning and implementation initiative, including the ability to oversee contracts for awarded municipal projects using existing staff and resources.

The Village of Mamaroneck Planning Department will act as the primary contact with the chosen DRI consultants. Specifically, the local municipal lead will be Greg Cutler, Village Planner. His leadership will be supported by municipal officials as needed.

In addition, the Village has a number of professional staff members who have experience with grant project management and administration, as well as large-scale infrastructure and planning projects. These include: Village Manager Jerry Barberio; Assistant Village Manager Dan Sarnoff; Village Engineer Hernane De Almeida; Village Planner Greg Cutler; and Assistant Village Planner Matthew da Silva, all of whom have extensive backgrounds in the project's concept areas.

The Village has also been awarded several major grants in the past decade and has successfully utilized the funding to implement plans and improve infrastructure. These include water quality improvement grants that were used to install upgraded catch basins to remove floatable pollutants; tree management grants that are presently being utilized for a new Tree Management Plan; a Bridge NY grant of \$2.85 Million, which is being utilized for the construction of a new historically-sensitive Hillside Avenue Bridge along with municipal funding; and an Environmental Facilities Grant of \$250,000 for sanitary sewer system improvements. Combined, the Village of Mamaroneck has maintained a high level of professionalism and a proven track records in terms of grant funded projects and plans. Additionally, Mamaroneck currently has an AA1 Bond Rating and is financially solvent.

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

The Village of Mamaroneck has actively pursued new and innovative planning techniques and is at the crux of two major projects: The Industrial Area Redevelopment Plan and the Wayfinding Master Plan. These projects have incredible momentum, and with DRI investment, are poised to transform, revitalize, and strengthen Mamaroneck into a truly unique "live-work-play" destination within the Sound Shore and greater Mid-Hudson region.