



2019 DRI Application

Applications for the Downtown Revitalization Initiative (DRI) must be received by the appropriate Regional Economic Development Council (REDC) by **4:00 PM on May 31, 2019** at the email address provided at the end of this application.

Applicant responses for each section should be as complete and succinct as possible. Additional information is available in the 2019 DRI Guidebook, available at www.ny.gov/DRI.

Applicants in the **Mid-Hudson region** must limit their application to a total of 15 pages, and no attachments will be accepted. The map of the DRI Area requested in question number 1 must be part of the 15-page limit.

Applicants should make every effort to engage the community in the development of the application. Prior to submission, applicants must have held a minimum of one meeting or event to solicit public input on the community vision and potential projects and should demonstrate that any input received was considered in the final application.

BASIC INFORMATION

- REDC Region: Mid-Hudson
- Municipality Name: Town of Mount Pleasant
- Downtown Name: Hawthorne
- County Name: Westchester
- Applicant Contact(s) Name and Title: Carl Fulgenzi, Mount Pleasant Town Supervisor
- Applicant Contact(s) Email Address and Secondary Email Address: cfulgenzi@mtpleasantny.com and ajasilli@mtpleasantny.com (Confidential Secretary to the Town Supervisor)

VISION FOR DOWNTOWN

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

The Town of Mount Pleasant has developed a robust vision to revitalize the Hamlet of Hawthorne into a bustling transportation hub and an inviting commercial and housing magnet. Focusing on investment in street-level infrastructure and increased industrial and residential opportunities, the Town's vision includes aesthetically pleasing, tree-lined streets and sidewalks that welcome visitors and locals alike to a walkable and bicycle-friendly downtown offering plentiful opportunities to live, work, and recreate.

Downtown Hawthorne, as one of three commercial centers in the Town of Mount Pleasant, is an established transportation hub fed by two existing transportation features of significance – a Metro North station and Westchester County's Bee-Line Bus system. This strategic vision for downtown renewal includes a number of needed physical upgrades, from additional parking and public facilities such as sidewalks and traffic calming measures, to housing and economic development opportunities that will supply those who use these transportation features with attractive and useful amenities and incentives



for employment. In addition, thanks to significant job growth in the surrounding area, the needs of local residents must be balanced and weighed against the needs of commuters, especially in regard to entertainment, dining, shopping, and leisure opportunities.

Investment by public and private entities would help the Town create a sustainable plan to achieve this vision and ultimately accomplish the goal of a downtown that is not just accessible but affordable for every visitor and resident. The underlying vision for this revitalization strategy includes plans to explore public-private parking solutions that would reduce the need for on-street parking and investment in infrastructure and zoning code improvements in order to provide the kind of economically viable housing options that are needed to support a diverse base of local residents.

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 Town of Mount Pleasant is confident that it is now an ideal time to pursue strategic investment opportunities by public and private entities to spur continued growth and quality of life improvements for downtown Hawthorne, a hamlet in Westchester County that offers a scalable live-work-play model of mixed-use development. Revitalization investment by New York State would help infuse this growing hub of transportation and commerce with the capital needed to manifest its true build-out potential.

As such, with guidance and input from Pace University's Land Use Law Center, the Town is currently finalizing revisions to its comprehensive plan, which was last updated in 1970 and will outline a bold set of action-ready items for each of Mount Pleasant's five hamlets. In so doing, the Town is hoping to draft new and sensible rules to govern and manage an economy that now operates in a way that is vastly different than it did five decades ago. As the nature of business and industry changes, if zoning is not updated accordingly – by incorporating new zoning, housing, open spaces, and design guidelines that repurpose vacant office buildings and properties – the Town will jeopardize its ability to spearhead positive transformation in these areas, both in relation to how they are used and their aesthetic appeal.

During the first phase of this planning endeavor, LULC was tasked with outreach and public engagement efforts to gauge the needs, preferences, and priorities of Mount Pleasant residents, hosting open workshops and visioning sessions and publishing surveys, interactive posters, and information fliers throughout the past three years. During the second phase, the Town undertook extensive efforts to update various background and technical analyses – such as sewer, water, traffic, and natural resources surveys – designed to assess the current and future capacity of Mount's infrastructure, so as to establish what types of improvements or changes are physically possible – and to what degree.

The third and final phase involves piecing each disparate element together for review by both the public and, ultimately, the Town Board. On May 2nd, 2019, the Town of Mount Pleasant Planning Board accepted a SEQR resolution designating the Planning Board as lead agency and scheduled a public hearing date for DEIS Scoping document on June 6th. Impending next steps include the continuation of the SEQR process,

zoning text amendments, rezoning, subdivision, site plan finalization, as well as wetlands and steep slope considerations.

Mount Pleasant officials anticipate a draft final plan will be completed by early Fall 2019, after which public input will be sought once again by Pace. After any needed revisions are made and all required environmental impact analyses are performed, the plan will be put before the Town Board for a vote before the end of 2019.

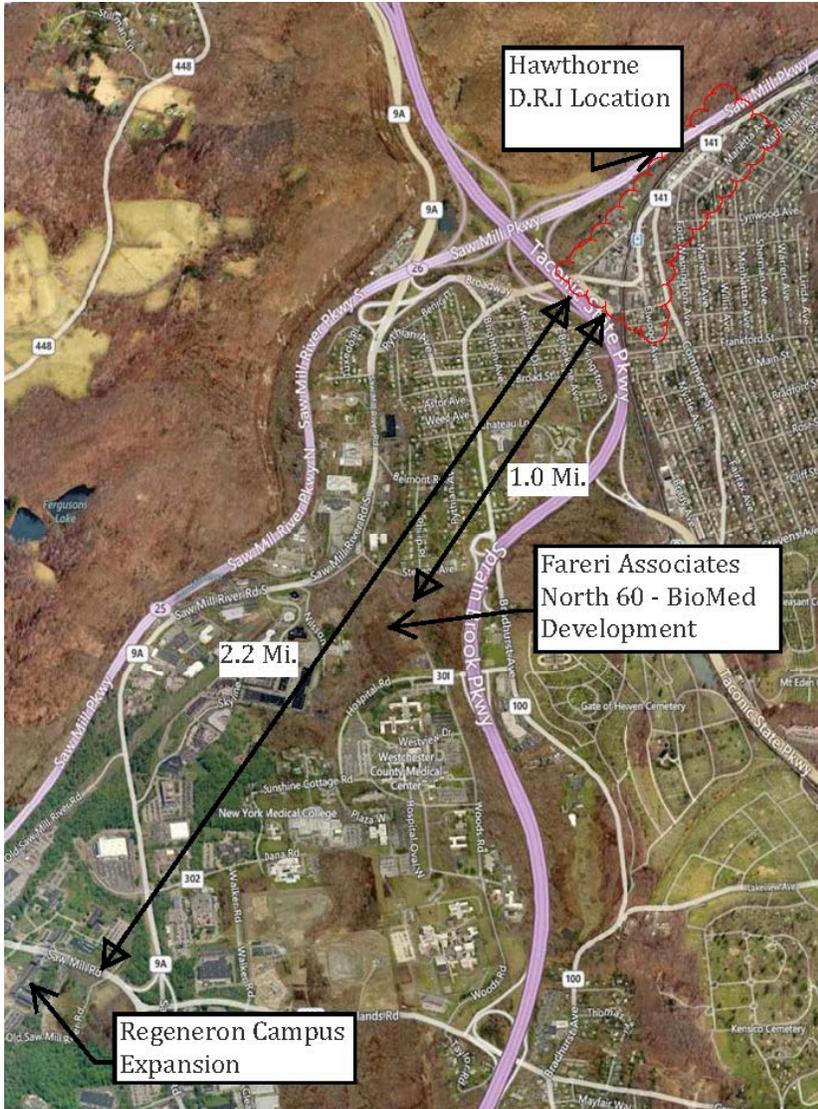
Ultimately, while this new plan covers the entire Town, it focuses heavily on implementation efforts in three Mount Pleasant hamlets – Valhalla, Thornwood, and Hawthorne – each of which represents a core business district. As evidenced below, public input aligns quite well with the intent and vision of the Downtown Revitalization Initiative.

Within this critical guidance document, the need for revitalizing Hawthorne is extensively documented and supported. Widespread strategic planning has not occurred since 1970 and will address the Town's priorities for future sustainable development. The Town recognizes the critical importance of large regional employers to the economic vitality of the region, and therefore solicited extensive input from Mount Pleasant's Industrial Development Agency (IDA), which has partnered with companies like Regeneron, PepsiCo, and others to promote PILOT programs that have helped to ensure that companies located *within* the Town (and New York State as a whole) are incentivized to remain and expand their workforce operations.

The Town has also undertaken an extensive fundraising campaign through the solicitation of public and private grants that will support revitalization efforts, such as the demolition of abandoned structures and the removal of potential physical obstacles to the creation of a wholly reimagined downtown Hawthorne. Investment from New York State and other stakeholders would complement and match local financial support from entities such as the Mount Pleasant IDA, which has significant – but not unlimited – capital to support this aggressive revitalization campaign. The IDA will also continue to partner with property owners, investors, and prospective new entrepreneurs in working with the Town to attract additional development as it continues to keep important businesses invested in, and thus anchored to, the area.

In particular, downtown Hawthorne is considered ideal for investment because there are relatively few property owners, meaning that the likelihood of obtaining a consensus for the direction of this revitalization project is high. Relevant property owners will, of course, be included in future planning discussions as additional strategic planning efforts take shape. The Town hopes to pass an approved comprehensive plan by late-Fall 2019.

Hawthorne’s downtown district has already benefited from a \$1-million investment from the State Municipal Facilities Capital Program (SAM), a capital grant program administered by the Dormitory Authority of the State of New York (DASNY), in support of the Elwood Avenue Streetscape Project, which lies within the catchment area of this proposed Downtown Revitalization Initiative. Altogether, \$2.6 million will be invested in this initiative, which includes new sidewalk and other bicycle-friendly improvements. On January 22, 2019, the Town Board authorized the use of fund balance and approved capital bonding for the full project amount in securing the grant funding. Although still in the planning stage, the Town is looking for additional funding to ensure successful project completion. A DRI award



would help close this funding gap since the Elwood Ave Streetscape Project will directly contribute to downtown revitalization by attracting pedestrians and cyclists to the city’s center.

A \$1.2-billion biotech center planned for the neighboring hamlet of Valhalla will also strengthen the area by bringing an estimated 12,000 jobs to the immediate vicinity within the next five to ten years. This future economic powerhouse has highlighted the need for greater investment in public infrastructure and housing—and, of course, the planning efforts that underpin such prospective development—in order to accommodate an expected surge in workforce.

The Hawthorne Metro North station has a ridership of approximately 1,000 daily users. The parking lots within this area can accommodate up to 359 vehicles, which cannot even

accommodate the *current* needs of commuters and visitors, no less supply future riders. Town officials anticipate that this station will quickly become overwhelmed by increased demand as planned housing and business opportunities are developed.

A DRI commitment by New York State will bolster the Town’s ability to begin needed redesigns of critical infrastructure, such as the construction of a new downtown parking garage, and will catalyze the

establishment of a Downtown Hawthorne Steering Committee that will be tasked with the continued facilitation of this redevelopment vision by, among other things, finalizing all construction documentation required to implement the proposed streetscape portions of this project. DRI funding is likely to also attract substantial support from additional private-sector investors and stakeholders who will seek inclusion in this new initiative, as evidenced by prior DRI investments in Middletown, Geneva, Oneonta, and other communities awarded under previous funding rounds.

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.

Physical Boundaries:

Downtown Hawthorne is a geographically compact area bordered by multiple state and county highways. Metro North's Hawthorne Station lies directly in the middle of this bustling downtown. The heart of this hamlet encompasses almost 39 acres and is one of three centralized business districts within the Town of Mount Pleasant. In addition to this popular public transportation hub, three commuter parking lots, multiple public bus routes, and nearby recreational parks create a mixed-use nexus of development that is accessible and convenient.

The east-west limits of downtown Hawthorne begin on Broadway (State Route 100) from the Taconic State Parkway to Elwood Avenue; the north-south limits extend via Elwood Avenue/Commerce Street (State Route 141) from Cross Street to Liberty Street. Zoning within this catchment area is classified as Commercial-Neighborhood Retail (C-NR) and Commercial-General Commercial (C-GC), requirements that are expected to change once the Comprehensive Plan process is complete, as options for residential uses within these commercial districts are currently limited. Adjacent to this area are residential developments with single-family residences that could provide a significant source of traffic to the downtown if expanded parking options are implemented.

The catchment area is relatively dense and well-defined, encompassing over 57 total tax parcels on approximately 39 acres (5.5% of the Hamlet's 1.08 square miles). It is walkable and easily accessible on foot or bicycle, via public transportation, and by car from neighborhoods and employment centers elsewhere in the Town and the surrounding region. Approximately 18 acres within the downtown consist of infrastructure features such as parking lots, roadways, railroad property, parks, and other rights-of-way. The remaining 20 acres is privately owned with a low building coverage of 4 acres, constituting roughly 20% lot coverage.

While this area is commercially zoned and in no way encumbered by imposed restrictions on maximum total lot coverage, this particular metric indicates that parcels in the downtown are currently underutilized for potential mixed, residential, and commercial uses. Dividing an almost equal portion of land title between municipal and private ownership, downtown Hawthorne is rife with redevelopment

potential – and is precisely why the Town of Mount Pleasant is actively seeking participation and commitment by both public and private entities to spur this revitalization effort.



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.

Due to Westchester County's outsized role as an economic powerhouse in the Lower Hudson Valley, Mount Pleasant has experienced tremendous private-sector job growth during the past four years. The increasing availability of well-paying jobs in close proximity to downtown Hawthorne is starting to bolster the development of economically viable housing options that, in turn, is attracting would-be residents and workers to the area. Additionally, Regeneron Pharmaceuticals, located just three miles from downtown, created 400 new jobs in a recent expansion and, with approval from Mount Pleasant's Planning Board, purchased the former BioMed Realty Campus that straddles the Towns of Mount Pleasant and Greenburgh to create an additional 400,000 square feet of state-of-the-art laboratory and research spaces designed to meet the evolving needs of Westchester's robust biotechnology sector.

Growth in this sector has been so robust, in fact, that even as the total population of New York State has decreased in recent decades, the Town of Mount Pleasant has not experienced a declining average since the 1940 Census. In fact, in the last four decades the Town has experience a total average population *growth* of 5% despite the fact that the Hamlets of Hawthorne and Thornwood have experienced an 11% and 6.3% decline over the last decade, respectively. The Town believes that these declines are due, at least in part, to a lack of robust public and private investment – and thus a lack of sustainable employment and housing options within each municipality. The growing prospect of strategic and economically viable redevelopment projects will, no doubt, bring new jobs to the region, helping to offset these declines, especially if affordable housing is made available.

Additionally, a significant amount of vehicular traffic travels on State Route 141, which is the main road that serves downtown Hawthorne. Reviving the center of this busy hamlet would also attract the approximately 10,000 residents of the Hamlets of Hawthorne and Thornwood who reside near the downtown but do not currently have access to an area in which to shop or congregate.

In an effort to bolster such ongoing development, Toll Brothers, Inc. is currently constructing 26 new homes in a complex located less than one mile from downtown Hawthorne. Another developer, Baker Residential, has received approval from Mount Pleasant's Planning Board for up to 126 single-family residential homes to be built within two miles from the center of Hawthorne. These projects, along with other numerous initiatives involving current residential and commercial properties, continue to attract people to live, work, and play in downtown Hawthorne. Robust investment in additional infrastructure and public amenities will only hasten this transformation, sustaining a true revitalization that will produce year-round dividends from a wide catchment area built on a diverse economic base of support.

With this investment strategy in mind, the Town is actively searching for additional sources of funding to continue implementing this vision for downtown Hawthorne – and to sustain and grow this momentum. For example, the Town received a commitment of \$1 million to date from the Dormitory Authority of the State of New York (DASNY) towards the completion of the Elwood Avenue Streetscape Project, which is a \$2.6-million initiative designed to create a walkable community between the Hamlets of Thornwood and Hawthorne. With additional support from the DRI, this streetscape design will be extended to include Broadway and other portions of the downtown. As a needed expansion into the full catchment area, this project includes plentiful signage that will alert members of the public that they have entered the



downtown area and direct their attention to investment opportunities via private development of parcels that border the streetscape.

Existing private landowners within downtown Hawthorne have acknowledged to the Town that they are willing to invest in building expansions and façade improvements as part of any downtown revitalization effort. There are also dilapidated structures within the catchment area that potential real estate investors have expressed an interest in purchasing and renovating. An award from the DRI award would help offset the costs required to invest needed public resources into updating the zoning codes for this area while, at the same time, incentivizing private investment.

In 2016, the Town took ownership of an abandoned commercial building in the downtown area for delinquent taxes and also paid for subsequent demolition, removing an eyesore and eliminating a public safety risk. The vacant property is still under Town ownership but would be sold or utilized for development to meet the goals of the Downtown Revitalization Initiative, if awarded.

The Mount Pleasant IDA, along with Mount Pleasant Chamber of Commerce, are committed economic partners who have announced support for and involvement in furthering the revitalization of downtown Hawthorne. The IDA has several hundred-thousand dollars in potential funding from past PILOT programs and has identified prime development opportunities within the downtown area.

Concurrently, the private sector has devoted hundreds of millions of dollars in redevelopment funding and announced a financial commitment of over one-billion dollars' worth of investment into the Town of Mount Pleasant. The Business Council of Westchester's president and CEO, Marsha Gordon, best summarized this investment potential in March of 2017 by saying, "Westchester is rapidly becoming one of the largest centers for the life sciences industry. With Regeneron's expansion, the proposal for a \$1.2-billion biotech center at the 'North 60' site in Valhalla and the New York Medical College's biotechnology incubator, we are well-positioned to attract others in this field. Governor Cuomo's proposal would provide funds for tax incentives, matching funds for capital investments, and support for job training. In short, this is an opportunity that we cannot pass up."

On April 3, 2017, Westchester County Board of Legislators unanimously approved by a 15-0 vote a 99-year lease of the 40-acre parcel located at the county's Valhalla Grasslands campus with developer Fareri Associates to commence construction of this new biotech center, a show of bi-partisan support that symbolizes the importance of economic development.

On January 10th, 2019, newly elected County Executive George Latimer signed the 99-year lease agreement with Fareri Associates officially transferring the rights to develop the county parcel. On May 2, 2019; the Town of Mount Pleasant Planning Board accepted the designation as Lead Agency and scheduled the DEIS Scoping session for master site plan approval of the North 60 project.

An award from the DRI would leverage these promising investments plans by private entities to help Mount Pleasant create a downtown in Hawthorne that serves the diverse needs of those who wish to live, work and play in the Lower Hudson Valley and specifically those who will someday soon relocate to Westchester County for employment at the nearby North 60 campus.

- 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.

As indicated throughout this application, the Town of Mount Pleasant has experienced tremendous job growth during the past three years – and anticipates even greater growth in the future. As previously mentioned, Regeneron Pharmaceuticals, Inc., a drug company located just three miles from downtown Hawthorne, has created 400 new jobs within this hamlet alone.

In 2016, the Town Planning Board approved a site plan permitting an additional 400,000 square feet of future laboratory and research space designed to meet the needs of the growing biotech industry in Westchester County. Referred to as the North 60 Project, this innovative redevelopment initiative is located within two miles of the downtown and will create an estimated 12,000 new jobs. Review of plans for North 60 began in Fall 2018. These future employees will have relatively few options for nearby, affordable housing that is accessible via public transportation without proper investment in downtown revitalization that dramatically reshapes where residents can live, shop, eat, play, and relax.



Conceptual drawing of proposed North 60 biotech facility located 2 miles from Elwood Avenue

- 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.

There are a number of existing elements located within the proposed redevelopment area that will enhance the attractiveness of downtown Hawthorne – and many more that could further enhance this aesthetic if properly revitalized with additional funding. For instance, a Town park that contains playing fields and basketball facilities and a pavilion for picnics is located within the catchment area. No improvements are planned at this time, but these facilities are, of course, considered attractive features for the downtown area.

DRI funding will enable the Town to maximize the true potential of downtown Hawthorne by spurring the creation of a more cohesive streetscape, a more aesthetically pleasing built environment, and a more accessible transportation system. Among other elements of this proposed project, the Town would build a parking structure that will increase the available parking spaces at the Hawthorne Metro North Station *and* satisfy all vehicle requirements for nearby mixed-use spaces. Adjacent property owners will benefit from additional lot coverage and have an incentive to create larger buildings that contain larger residential and retail zones. Even this one planned improvement will contribute to the attractiveness of the entire catchment area because, by alleviating demand for street parking, it will free critical space for other planned streetscape improvements.

Revitalization funding will also be used to leverage and expand the current Elwood Ave project to new and expanded sidewalks to increase walkability as well as bicycle-friendly amenities that will enhance the bike-ability of downtown Hawthorne. The streetscape project will also meet the goals of the Cleaner, Greener Communities (CGC) Program by reducing the need to access the downtown via car; increasing pedestrian and bicycle use; reducing the delays and emissions of vehicular traffic; upgrading street lamps to energy efficient L.E.D. lighting (thereby reducing power consumption); and reducing the damaging impacts of stormwater runoff through the installation of pervious materials and other natural infrastructure such as bioswales.



Current condition (left) of street along Elwood Ave juxtaposed with rendering of planned improvements (right) as part of the Elwood Streetscape Project.

- 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 Town is nearing the completion of a widespread and strategic update to its Comprehensive Plan, which has not been revised since 1970. A new plan is expected for a vote by the Mount Pleasant Town Board by late-Fall 2019. This update will, among many other things, include revisions to zoning and parking standards, including the encouragement of mixed-use development and guidelines to maintain the authentic characteristics of the downtown, and to create a safe and desirable place for people to visit and live. The modernization of this critical planning document is expected to greatly add to the quality of life in Mount Pleasant and ensure that future development efforts are sustainable, for both the physical and natural environments.



The Town is actively promoting multi-purpose, environmentally friendly and energy efficiency projects throughout its jurisdiction, including downtown Hawthorne. Within these commitments includes a consideration of building codes that encourages the use of green building technologies for mechanical systems, energy needs, and construction materials.

Previously designed conceptual streetscape plans include modifying zoning codes within the downtown to permit higher density and mixed-use, transit-oriented development, the redesign of the main roadway and traffic flow to promote pedestrian traffic, as well as the adoption of new parking and livable space requirements geared specifically toward urban environments so as to facilitate the implementation of the NYS Department of Transportation's "Complete Streets" program.

These changes will also meet the goals of the Cleaner, Greener Communities program by reducing the number of auto trips, increasing pedestrian and bicycle use, reducing the delays and emission of traveling vehicles, upgrading street lights to energy efficient L.E.D. lighting and reducing the potential impacts of storm water through the installation of pervious materials and other resources. All these elements will assist in providing an enhanced quality of life to the residents and users of a revitalized downtown district.



Abandoned property located in the main Downtown Area. Town has since obtained this property due to delinquent taxes and financed its demolition in 2016.

- 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.

Mount Pleasant has enjoyed and benefited greatly from the unwavering support of its government officials and the public for its Hawthorne Downtown Revitalization Plan. The underlying vision for this proposed redevelopment initiative was spearhead by a joint effort of the Town’s board, supervisor, lead engineer, building inspector and a contracted planning consultancy, which unveiled its collaborative proposal to the public in August 2015 at its annual “Mount Pleasant Day” street fair. Fortunately, this project received near unanimous support from Town residents and business owners.

Of special note, the owners of private properties located in the downtown area have expressed a strong willingness to cooperate with the Town to implement as many of the proposed upgrades as possible, since a revitalized downtown district will ultimately mean that their property values will grow. The Town’s Chamber of Commerce and Industrial Development Agency (IDA) have both not only expressed strong support for this plan over the past few years, as detailed throughout this DRI application, but have proactively participated in the many of the planning-related processes require to implement this future-forward vision. Lastly, and in the recent past, New York State has supported the development of downtown Hawthorne area through line-item, budgeted funding through State Senator Terrence Murphy.

- 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.

Should Mount Pleasant win an infusion of DRI funding from New York State, the Town will initiate each of the following:

- 1) Finalize within the first year all conceptual streetscape designs initiated in 2019, working in tandem with the Elwood Ave Streetscape Project. Throughout the second year, the Town will expand the total streetscape footprint to include all main roadways within the catchment area and release all construction plans to the public for comment. (The overhaul of Mount Pleasant's Comprehensive Plan is expected to be complete by late-Fall 2019, which means that any recommendations from the plan itself will be ready for inclusion and implementation if DRI funding is secured.)
- 2) The proposed Broadway commuter parking lot described herein will be designed within year one, with bidding and construction to begin in year two.
- 3) In year one, the Town will spearhead a public-private partnership to build a mixed-use and wrap-around rear parking garage known as Elwood Avenue Parking Structure. A conceptual rendering and cost estimate will also be completed in year one to assist in the acceptance of a final agreement, though construction will occur in subsequent years.
- 4) During year one, the Town will seek to establish a Downtown Hawthorne Steering Committee – composed of members that represent Town technical staff, elected officials from the Hamlet of Hawthorne, downtown property owners, chamber of commerce members, and dedicated residents – to gather input, channel support, and seek guidance from all manner of public and private stakeholders.
- 5) During year one, the Town will also seek investors to develop the Town-owned parcel along the streetscape area in the Downtown as a sample of the desired building appearance and quality that future structures should strive to resemble. While this process will begin in year one it will be completed at the end of year two.

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.

Mount Pleasant's Town Supervisor, Carl Fulgenzi, will spearhead this initiative, supported by a team of expert town planners and elected officials, including Rich Benkwitt, Highway Superintendent; David Smyth, P.E., Town Engineer; Sal Pennelle, Town Building Inspector; and various Town Council members. This particular team has been working on the conceptual downtown plan over the last several years and has a proven track record of successfully implementing local initiatives, including the rehabilitation of Mount Pleasant's Town Hall, Community Center, and multiple sidewalk replacement projects. The Team also facilitates and oversees the large-scale development projects within the Town by private entities such as Regeneron, PepsiCo, Audi, and the Education First (EF) Academy.

Should Mount Pleasant receive Downtown Revitalization Initiative award, the Town will, in accordance with its procurement policies, hire local consultants who specialize in planning and developing capital

projects to manage the logistics of this massive redevelopment program. All consultants will work closely with the team that is finalizing the Comprehensive Plan update and with local officials and all interested stakeholders to ensure a smooth, efficient process.

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

In order for the Town of Mount Pleasant to better serve the needs of its residents, business owners, and visitors – and thereby become a vibrant part of the economic development of the greater Westchester region – downtown Hawthorne will need considerable public investment, well beyond what the Town itself or one private entity can provide.

The creation of a new, revitalized downtown in the Hamlet of Hawthorne will pay dividends on many fronts, from re-establishing the area as a social and entertainment hotspot for residents of and visitors to this community, to reinforcing and marshalling support for the creation of the North 60 project, to bolstering the continued expansion and employment prospects of Regeneron Pharmaceuticals. In total, the Town of Mount Pleasant is confident that a Downtown Revitalization Initiative will help establish this small but powerful corner of Westchester County as a biomedical hub not only within New York State but the United States as a whole, forever transforming the identity and character of the Town of Mount Pleasant as an attractive, forward-thinking hub of mixed-use development opportunities.

By leveraging and multiplying anticipated private sector investment with an infusion of public funding, such as the Downtown Revitalization Initiative, Mount Pleasant will be perfectly positioned to catalyze and manifest significant economic growth through job creation, infrastructure planning, and downtown renewal, some of which is already in motion. The vision for downtown Hawthorne is of a future wherein people of all ages and incomes can live, work, and play in a way that is harmonious, efficient, and economically prosperous for residents thanks to good jobs, attractive amenities, and smart public planning.

The Town of Mount Pleasant respectfully invites New York State to join in the effort to engage its residents, local elected officials, and established private developers and stakeholders in the transformational work required to ensure the future prosperity of the Lower Hudson Valley.

Thank you for your consideration.

SUBMISSION

Applications from interested communities must be submitted electronically to the relevant Regional Economic Development Council at the email address in the table below.

- Mid-Hudson NYS-MidHudson@esd.ny.gov
Counties: Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster, Westchester