

DOWNTOWN REVITALIZATION INITIATIVE

BASIC INFORMATION

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

Municipality Name: Village of Tarrytown

Downtown Name: Tarrytown Waterfront and Downtown

County: Westchester

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 Tarrytown downtown includes the Village's central business district, or downtown core, as well as the nearby train station and waterfront. The replacement of the Tappan Zee Bridge with the New NY Bridge and future Bus Rapid Transit (BRT) and development pressures from private developers prompted the Village to carefully plan for future development, setting out a clear road map for the use of station area land in a manner that is physically attractive, environmentally sustainable, socially equitable and economically beneficial to the Village. The area surrounding the train station and waterfront, much of which is Village-owned, represents Tarrytown's most valuable economic asset. Waterfront transit oriented development (TOD) has the potential to create substantial economic benefits including support for Main Street/Broadway businesses, workforce development, tourism, tax revenue generation and revenue generated from the sale of valuable Village-owned property. Toward that end the Village developed a Train Station Area Strategic Plan in 2015 and has recently completed a Tarrytown Economic Development Strategy (TEDS) by Kevin Dwarka, economic development specialist, that has anchored the redevelopment of the Village's waterfront within a broader physical and economic context. The TEDS includes a village-wide economic development strategy with a focus on the interrelated development of the waterfront and the nearby downtown area. Please see map.

The DRI further advances the completion and implementation of the Tarrytown TOD plan and Economic Development Strategy that enhances the quality and availability of public resources within the community and region, particularly the Hudson River, the New NY Bridge, and Metro North train station at Tarrytown.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the criteria set forth in the DRI Guidelines.

- 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 target area surrounds the Tarrytown Metro North train station and nearby Hudson River waterfront as well as Main Street connector from the train station to Broadway/ Route 9 and surrounding neighborhoods. In particular, the target area is bounded by the Village of Sleepy

Hollow to the north, the Hudson River to the west, the Washington Irving Boat Club to the south, and the Village's downtown neighborhood to the east. The Tarrytown downtown area is bounded by Wildey Street to the north and Franklin Street to the south; and Depot Plaza to the west and Broadway to the east. Main Street runs straight through the middle of downtown (east and west), ends at the train station area, and continues west of the Metro North railroad tracks as West Main Street on the Tarrytown waterfront. The area includes a mix of housing, open space, recreational parkland, commuter parking, government offices, industrial and commercial uses.

- 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.

Tarrytown's downtown core currently provides an urban fabric and dense mixed used corridors along Main Street and Broadway. However, there are opportunities for increasing the vibrancy, street traffic, and fiscal productivity of the downtown through modifications to the land use regulations and zoning policies currently in effect in this area. At least a half-dozen parcels could support greater height and bulk in order to better complement the pattern of three to four story buildings in the immediate area. Examples of specific parcels in Tarrytown's downtown that are not developed to the fullest potential include 34-36 Main Street (the Cherry Dorr, Riverview Wine and Spirits); and the stretch of Main Street from 12 Main Street (various retailers) to 1 South Broadway (7 Eleven) to 13 South Broadway. Additionally, the parcels located on the stretch of Broadway from 59 North Broadway to 75 North Broadway could accommodate greater height and bulk.

Interrelated with revitalization of the downtown core, the Tarrytown Station Area Strategic Plan identified the form and character of potential future development in the train station and waterfront area. The large amount of surface parking near the train station presents an exciting opportunity for Tarrytown to encourage new transit-oriented, mixed use development both on the waterfront and east of the railroad tracks. Existing surface parking could be relocated from lots west of the tracks to well-designed, mixed use structures east of the tracks. This would free up valuable Village-owned property for an appropriate mix of higher value uses. The specific type and scale of future development on these properties would be determined by the Village. As discussed with various stakeholders, important considerations for future development include:

- 1) **High quality design** that makes the station area "people friendly;"
- 2) A **balanced mix of uses** that encourage pedestrian activity and do not exacerbate vehicular congestion; and
- 3) Development that is both **environmentally sustainable** and **socially equitable** so that the waterfront is both resilient and a welcoming place for all.

A final theme that arose in the stakeholder meetings was the need to create a sense of place at and around the train station. The area east of the tracks along Depot Plaza/ Cortlandt Street is the missing link between the Village's thriving waterfront and its bustling Main Street.

Transforming this area from a transitional space between these two assets to a people place that links Main Street and the waterfront will support the vitality of the Village as a whole. Key elements to achieving this goal include:

- 1) **Enhancing streetscapes** with improved sidewalks and crosswalks, pedestrian scale lighting, landscaping and street furniture;
 - 2) **Improving connectivity** between the station up the hill to the Village's commercial district along Main Street/ Broadway and over/under the railroad tracks to the waterfront; and
 - 3) **Coordinating** Bus Rapid Transit **investment** with improvements to Depot Plaza and area vehicular and pedestrian circulation.
- 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 project furthers the Region's Core Strategy to Grow natural resource-related sectors. The revitalization of the Tarrytown waterfront, complemented by the construction of the New NY Bridge, is a symbol of the region's economic growth. The resurgence of the Tarrytown waterfront has galvanized over \$11 million in public and private investments for parks, recreation and natural resources restoration as well as \$20 million more in private investment in residential and commercial development. In addition, Metro North Railroad invested millions of dollars in the renovation of the Tarrytown train station. Waterfront transit oriented development (TOD) has the potential to create substantial economic benefits to Tarrytown including support for Main Street/Broadway businesses, workforce development, tourism, tax revenue generation and revenue generated from the sale of valuable Village-owned property. The project will also revitalize the downtown core area of the Village, which includes a CDBG-designated low to moderate income area.

The Village retained Kevin Dwarka, an economic development consultant with Hudson Valley expertise, to recently complete a Village-wide Economic Development Strategy and Melissa Kaplan Macey, planner for Collaborative Planning Studio, to complete a Waterfront TOD Concept Plan that is funded by Village local funds of \$85,000 and a Greenway grant of \$15,000 for a total of \$100,000 in non-CFA funds.

The Village was awarded a Local Waterfront Revitalization Program (LWRP) grant of \$100,000 (along with \$100,000 in Village match) to advance station area redevelopment by amending the Village's comprehensive plan to incorporate the Economic Development Strategy and to develop new zoning regulations that will foster implementation of the transit oriented development (TOD) Concept Plan.

The project will further enhance the following waterfront improvements that the Village has implemented with the support of the State: 1) the Scenic Hudson RiverWalk Park ; 2) the rehabilitated Pierson Park, which extends the RiverWalk and includes new open space, picnic areas, pedestrian and bicycle paths, playground, performance pavilion, restored wetlands; 3) new basketball and tennis courts next to Pierson Park; 4) restored Andre Brook tributary, which flows into the Hudson River along Pierson Park; 5) a new parking lot for park visitors and commuters; 6) the proposed RiverWalk extension for Losee Park; and 7) the feasibility study on the re-opening of the Metro North pedestrian tunnel in order to increase public access to the waterfront from the downtown area.

- 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 Tarrytown, strategically located in the center of the Lower Hudson Valley, is laying the framework for sustainable development that can accommodate impending job growth. The Tarrytown train station currently provides mass transit for an estimated 2,709 inbound commuters to NYC in the morning. The Village continues to attract young urban professionals from NYC who work in the city but prefer the suburban lifestyle with the urban amenities and vibrancy found in the Village's downtown.

Regeneron Pharmaceuticals, Inc., one of the State's leaders in biotechnology research and development, is physically located in Tarrytown and has plans to expand its operations along with projected new employment for up to 1,300 new employees.

A recently released report sponsored by JPMorgan Chase & Company, "Middle Skill Jobs in the Lower Hudson Valley" stated that the Lower Hudson Valley economy is dominated by six sectors—Health Care and Social Assistance; Retail Trade; Educational Services; Leisure and Hospitality; Professional, Scientific, and Technical Services; and Construction. These six sectors account for more than three in five jobs in the region.

From 2004 to 2014, the two sectors that added the most jobs in each of the three counties were Leisure and Hospitality, and Health Care and Social Assistance. These two sectors accounted for 22,705 new jobs, or more than two-thirds of all jobs added in the three-county area. Both sectors displayed resiliency over a 10-year period, and neither experienced net job loss during the most recent recession period. The New York State Department of Labor (NYSDOL) predicts these same sectors will continue to enjoy substantial growth through 2022. The Montefiore Medical Center opened up offices in the southern portion of Tarrytown within the past five years. The Middle Skills Report further identified three high-demand, middle skill occupational areas: health information management, tech support, and hospitality management. Tarrytown is already tapping into these high-demand, high growth job sectors and future economic development in the Village will continue to accommodate job growth in the biotech, health, technology, and hospitality sectors.

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.

The area of densest land use is the downtown core, centered around Main Street between Broadway and the railroad and on both sides of Broadway between Franklin Street and Wildey Street. The downtown shopping district of Tarrytown is centered on Broadway between Elizabeth and Wildey Streets and along Main Street between Broadway and Windle Park. Notable uses in the downtown area include the historic Tarrytown Music Hall; antique dealers; a number of retailers providing clothing, food, and pharmacy products as well as a wide variety of smaller shops; restaurants; banks; places of worship; and professional offices. The side streets between the railroad station and Route 9 (Broadway) are occupied primarily by single- and multi-family residential buildings. Other uses include the Public Library on Broadway near Wildey Street, scattered retail stores and professional offices, and institutional uses.

The waterfront area spans the Metro-North Railroad tracks and extends inland to Cottage Place to include the rehabilitated train station, Village Hall and Village police station, and the municipal and commuter parking lots. To the east of the railroad tracks at the southeast corner of Cortlandt and Wildey Streets is a plaza-style development that contains a number of commercial establishments, including fast-food restaurants, a dry cleaning establishment, a bank and a drug store. The Metro-North Commuter Railroad train station is located on Depot Plaza just south of Main Street. The station and commuter bridge crossings were completely rehabilitated by Metro-North. Across from the railroad station and Depot Plaza is the high-rise Asbury Terrace apartment building, located at the intersection of Cortlandt and Main Streets.

The area west of the railroad tracks is comprised of the following:

The approximately 26-acre area north of West Main Street contains the RiverWalk Park and Hudson Harbor, a condominium and townhouse community (238 units) that also includes minimal commercial development. In addition to the Tarrytown Public Works building, there are light industrial/ business uses and a vacant building and parcel

Below West Main Street, the land stretching south along the waterfront to the Irvington border contains public and private recreational, municipal/community service, and parking uses such as the Washington Irving Boat Club, the Tarrytown Boat & Yacht Club, Losee Park ballfields, Pierson Park, and Scenic Hudson Riverwalk Park.

Proximity to the train station gives the parcels downtown and around the train station, including waterfront, significant value because they have the potential to support transit-oriented development (TOD). Because the station area is already a transit hub and will continue to expand that function with the addition of Bus Rapid Transit (BRT) upon completion of the New NY Bridge, this area has the best potential in the entire village to support TOD, which will drive growth and vitality around the station.

- 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.

There is strong interest in transit oriented development (TOD) in order to take advantage of the train station and bus rapid transit stops planned for Tarrytown after the completion of the new Tappan Zee Bridge, or New NY Bridge. Toward that end the Village developed a Train Station Area Strategic Plan in 2015 (see <http://www.tarrytowngov.com/sites/tarrytownny/files/file/file/strategicplan.pdf>) by planner Melissa Kaplan Macey and has recently completed a Tarrytown Economic Development Strategy (TEDS) by Kevin Dwarka (see <http://www.tarrytownconnected.com/economic-development-strategy.html>), economic development specialist, that has anchored the redevelopment of the Village's waterfront within a broader physical and economic context. The TEDS includes a village-wide economic development strategy with a focus on the interrelated development of the waterfront and the nearby downtown area.

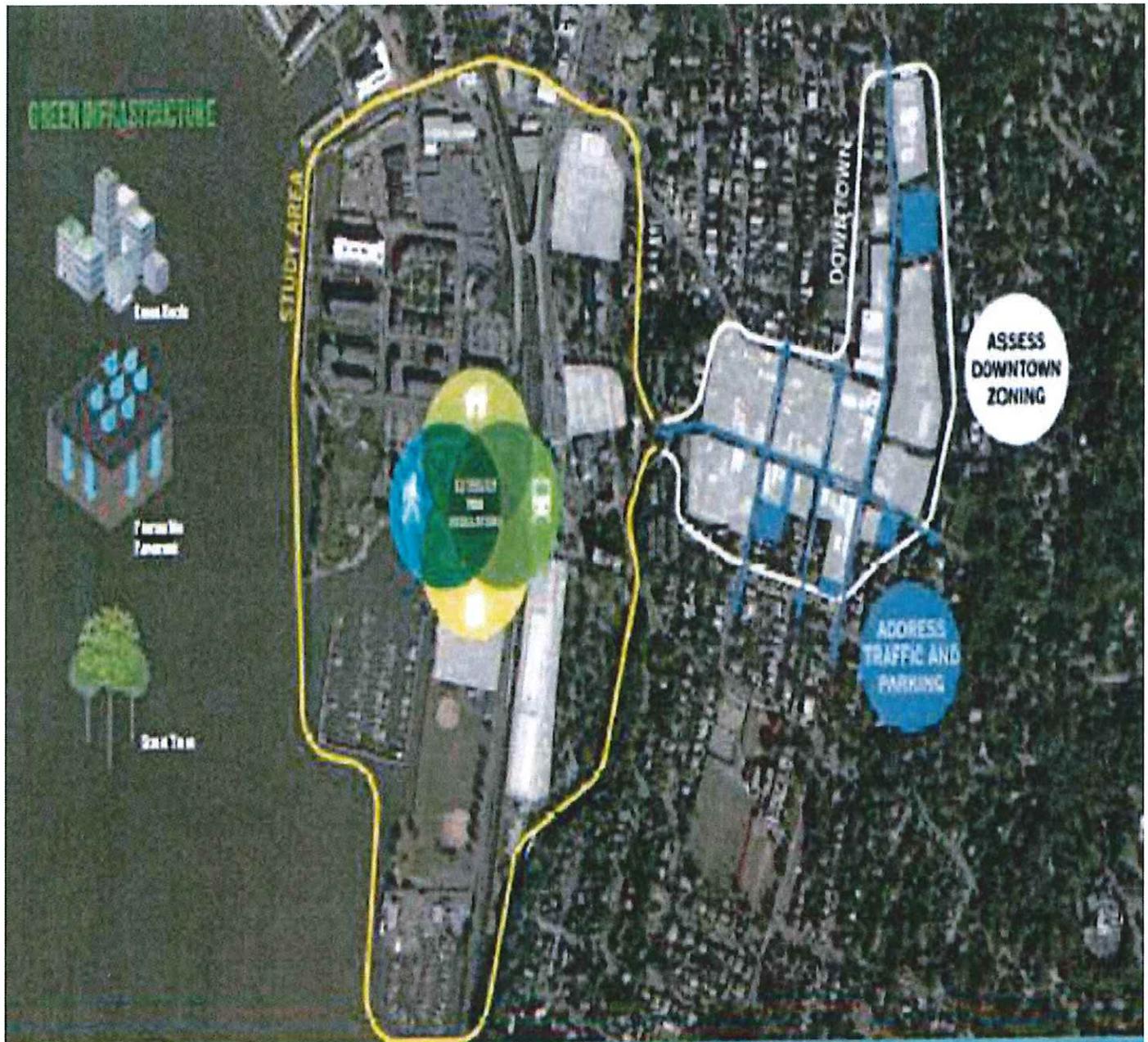
The Village is currently undertaking, with the financial support of an LWRP planning grant, Hudson River Greenway planning grant and Village matching funds, a planning study to create a Village-wide Economic Development Strategy and a Waterfront TOD Concept Plan. Following the completion of this work, the next step towards advancing station area redevelopment will be to amend the Village's comprehensive plan to incorporate the Economic Development Strategy and to develop new zoning regulations that will foster implementation of the TOD Concept Plan. The new zoning for the station area will be a form-based code that sets out building form and public space standards that are mapped to a regulating plan.

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 Downtown Revitalization Initiative will take the Village's recent and current extensive TOD and economic development planning efforts for the revitalization of its waterfront and downtown to the next phase—implementation of major development projects. Planning consultant have led the Village through a community-based visioning process. The DRI will include current stakeholders, such as the Village Board of Trustees, Westchester County Departments of Planning and Transportation, Village of Sleepy Hollow, Metro North Railroad, Empire State Development (BRT), NYS DOT, Tarrytown Municipal Housing Authority, Tarrytown Merchants Association, and local waterfront developer, among others.

The project is being led by the Planning Board, supported by a Steering Committee appointed by the Village Board of Trustees. Michael Blau, Village Administrator, is the local lead for the DRI program.

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



Tarrytown Waterfront and Downtown Project Area

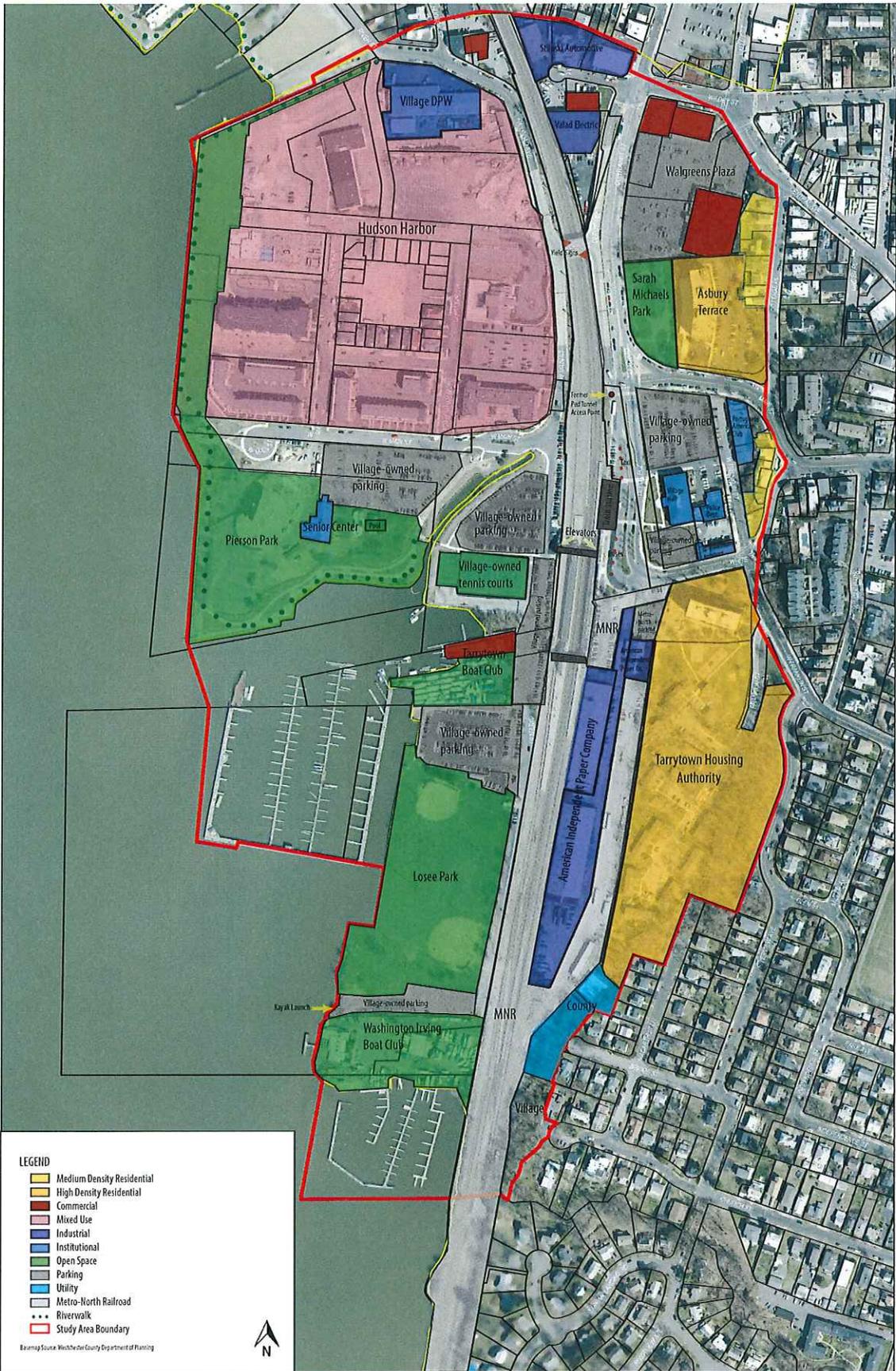


Figure 3: Land Use and Property Ownership

Source: Collaborative Planning Studio