



Village of Ossining
DOWNTOWN REVITALIZATION INITIATIVE

Village of Ossining Downtown Revitalization Initiative

LPC Meeting 6

June 7, 2022



**Downtown
Revitalization
Initiative**

Agenda



- Conflicts of Interest, Disclosure, and Recusals [6:00 to 6:05 pm]
- Project Evaluation Process [6:05 to 6:40 pm]
 - Summary of Online Feedback on Proposed DRI Projects
 - Updates to Proposed DRI Projects
 - Preparation for Community Meeting 3
- Selection of the Preliminary Slate of Proposed DRI Projects [6:40 to 7:40 pm]
- Next Steps [7:40 to 7:45 pm]
- Opportunity for Public Comment [7:45 to 8:00 pm]

Opportunity for Public Comment

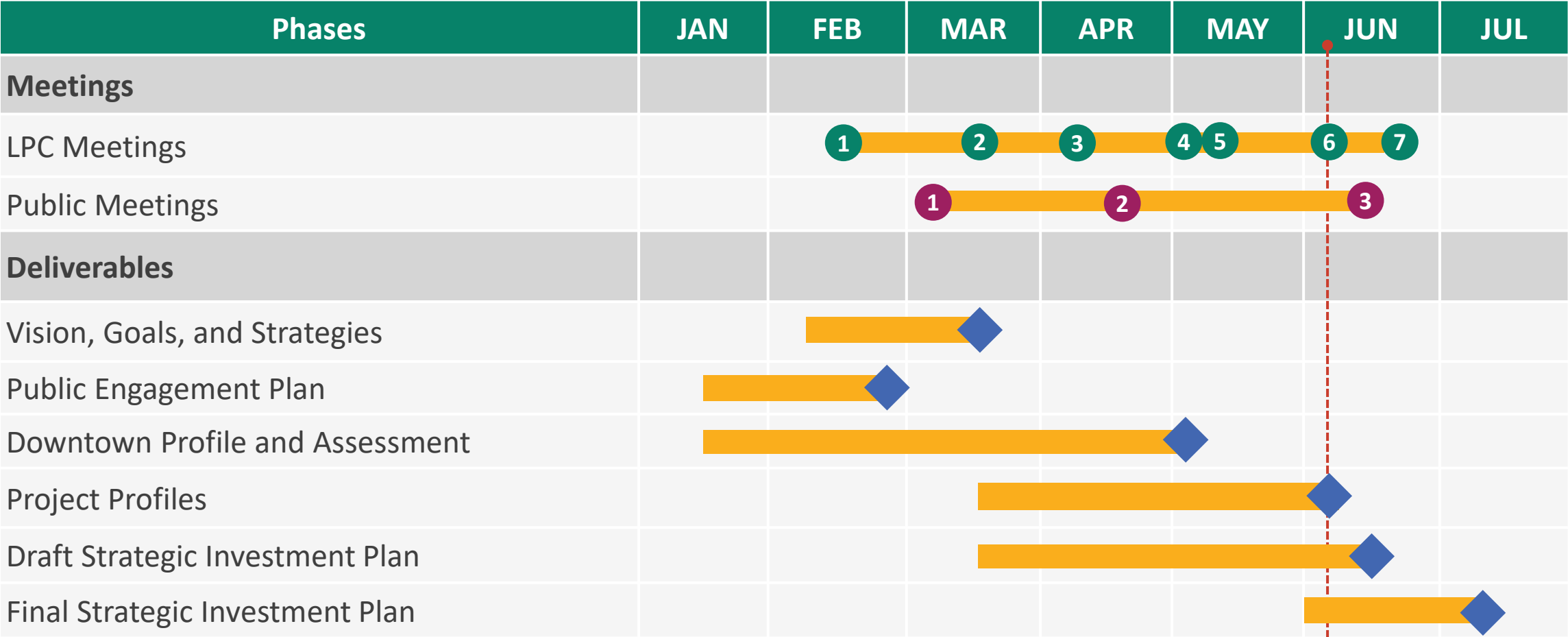


- There are a few ways to ask a question or share a comment:
 - Raise hand (*9 if using telephone)
- If you raise a hand during the presentation, note that we'll see it but will not address it until the public comment session.
- The chat function will be disabled during the meeting to reduce distraction
- The meeting and all commentary is being recorded.



Welcome, Conflicts of Interest, Disclosure, and Recusals

The DRI Planning Process



LPC Meeting
 Community Meeting
 Deliverable



Project Evaluation Process

Project Evaluation Process



- Following LPC Meeting 5, LPC members performed an initial assessment of each proposed DRI project, using the project evaluation criteria.
- Prior to today's meeting, we provided draft project profiles for each proposed DRI project.
- Tonight, we will ask you to select a preliminary slate of projects to recommend for DRI funding.
- The preliminary slate of projects selected by the LPC will be shared at a third and final community meeting on Tuesday June 14.

Project Evaluation Process



- At the third community meeting, attendees will be asked to select the projects that they think best meet the overall goals of the DRI program and the goals for Downtown Ossining.
- For those who cannot attend the community meeting, an online feedback form will be open from Wednesday June 15 through Sunday June 19.
- We will share community feedback with the LPC and provide updated project profiles (where applicable) prior to the final LPC meeting.
- At final LPC meeting on Tuesday June 21, the LPC will vote on the slate of DRI projects that will be recommended to the State.

Summary of Online Feedback



- During the month of May, members of the community could give online feedback on the 15 preliminary DRI projects in two different ways:
 - Virtual Meeting Room
 - Microsoft Form
- Respondents were asked the following questions:
 - Does this project have the potential to be transformative or catalytic for Downtown Ossining?
 - What do you like about this project?
 - How can this project be improved?
- Two projects had additional targeted questions:
 - Public Improvements as Part of Mixed-Use Development at the Main Street Lots
 - Streetscaping at Station Plaza

Summary of Online Feedback



- The online feedback opportunities were promoted in several ways, including:
 - Inclusion in the Village's email blasts
 - Posts to the Village's social media accounts
 - Targeted outreach to 25 stakeholder groups
 - Reminders to LPC to share with their networks
- We received a total of 151 responses, of which 143 were submitted via the Microsoft Form and 8 were submitted via the Virtual Meeting Room.

Transform the Joseph G. Caputo Community Center

Sponsor: Village of Ossining **Total Project Cost:** \$6,100,000 **DRI Funding Request:** \$2,500,000

This project seems like it would benefit all of Ossining and can be transformative to the whole community.

It will give kids and young adults the opportunity to learn in an exciting environment. Community hubs are incredibly important for the strength of community.



Face lift all public spaces to bring the building's vibe into the 21st century.

I think there should be another path that goes up the hill from where the garbage dumpsters are to the crosswalk to cross Route 9. That would make the community center more accessible from the street for pedestrians.

Project Updates

- The total project cost is being updated to include pool upgrades.
- The project will need to meet the NY Stretch Energy Code, and we are evaluating the different project components to determine the required energy efficiency measures. Once incorporated, the total project cost and DRI funding request may increase.

Preserve and Adaptatively Reuse Historic Bank Building at 200 Main St.

Sponsor: Village of Ossining **Total Project Cost:** \$1,560,000 **DRI Funding Request:** \$ 1,560,000

Rehabilitating the building alone is not going to be transformative and putting a business in there that doesn't provide value to both the community and visitors is also not going to be transformative. I know fixing up the building needs to come before that but it's important that it is done with the right plan in mind for occupancy.



I love the thought of saving a landmark building.

Unless parking is created, it's going to be a net negative.

Project Updates

- The Village has issued an RFP to identify a development partner.
- The total project cost has been updated. It includes shell and core improvements, including replacing the roof and windows, façade repairs, an elevator, and a VRF HVAC system. Fit out for future building occupant use is excluded.

Enhance and Expand the Market Square Public Plaza

Sponsor: Village of Ossining **Total Project Cost:** \$3,490,000 **DRI Funding Request:** \$2,000,000

Consider a space that is or can be covered allowing events to take place rain or shine.

A tent structure market shed could be created. A bathroom facility and possibly a place with washing facility for food prep that a caterer could use. Trucks need to drive onto the plaza at least for loading and unloading so the space needs to be open. And when not programmed, the space needs to be pleasant for people to stroll through or sit and linger over lunch. This would all be a challenge and needs an enlightened and creative architect.



Love the plaza/public gathering place idea. Do not like the parking structure. There seems to be enough parking already.

The downtown really needs a nicer/larger outdoor gathering space -- I like that this fits this need.

Project Updates

- "Public Improvements as Part of Mixed-Use Development at Market Square" has been split into two separate projects. Both will facilitate mixed-use redevelopment of the Main Street lots. The Village has issued an RFQ to identify a development partner.
- The total project cost is based on a conceptual design, which enlarges the current public plaza. We expect to rescope the conceptual design and decrease the total project cost.

Build a Multi-Modal Transportation Center to Facilitate Downtown Development

Sponsor: Village of Ossining

Total Project Cost: \$11,720,000

DRI Funding Request: \$3,000,000

Not sure. I keep hoping we'll transition to more public transit use and then require fewer parking structures...

Yes (transformative). Additional parking would be very useful and encourage more tourism, enabling restaurants and other attractions to thrive, and maintaining a public square is critical.



The complaints of parking would hopefully be alleviated by the garage, and a true town square would be much preferable to a parking lot being the focal point of our downtown.

The new parking structure at the Brandreth lot is the key to the success of all other downtown economic development. (Market Square, Olive Opera House and 200 Main).

Project Updates

- "Public Improvements as Part of Mixed-Use Development at Market Square" has been split into two separate projects.
- The total project cost assumes a two-story building with three levels of parking for personal vehicles, EV charging stations, and bicycle infrastructure.

Preserve and Revitalize the Historic Olive Opera House Building

Sponsor: Twisne Fan **Total Project Cost:** \$3,100,000 **DRI Funding Request:** \$1,500,000



Yes (it will be transformative), but some organization needs to manage it well, like the Tarrytown Music Hall.

Maybe add an eatery or some other draw to the olive opera house to make it more multi-use.

Creating a quality performance venue downtown is vital to re-energizing our downtown, however this particular project lacks a cohesive vision for the overall space and limits the potential.

An entertainment venue will bring in folks from neighboring communities and while they are here they will eat and drink and shop.

Project Updates

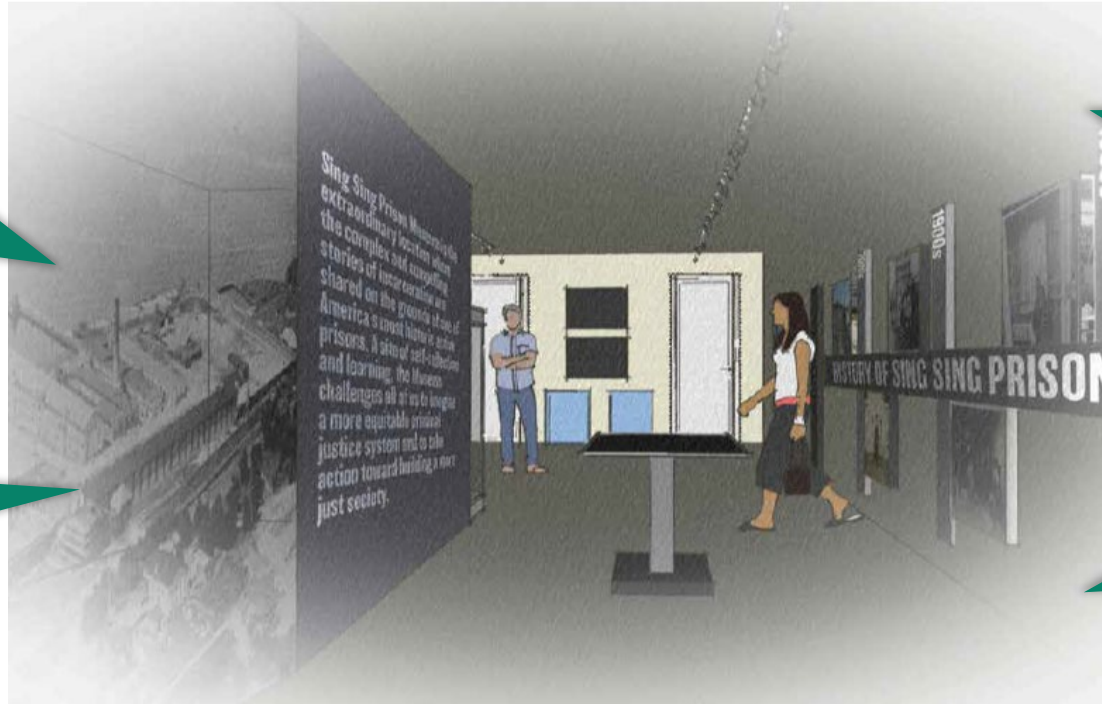
- Provided a letter of support in connection to the Sing Sing Prison Museum, which is considering a five-year lease for its preview center.
- The project will be required to meet the NY Stretch Energy Code and the required energy efficiency measures are included in the total project cost.

Launch the Sing Sing Prison Museum Preview Center in Downtown Ossining

Sponsor: Sing Sing Prison Museum **Total Project Cost:** \$697,000 **DRI Funding Request:** \$600,000

This is the type of anchor attraction that has the possibility of increasing the visibility and draw to the village.

Potential to be a huge regional draw for Ossining if coupled with pier extension and ferry service.



Have visited the prison in Dublin, Ireland and it was a very transformative experience to learn about the struggles between the Protestant and Catholic Irish... Done correctly, in this climate of prison reform, can become a destination for experiential learning.

Close Sing-Sing first! Make it a post-mortem of what occurred, rather than a point of display of what is currently occurring. History is an editorial of the past...

Project Updates

- Reduced DRI Funding Request to \$600,000, which includes exhibition production and design.
- Received a letter of support from the Olive Opera House, where the Sing Sing Prison Museum is considering a five-year lease for its preview center.

Establish a Grant Program for Commercial Building Façade Improvements

Sponsor: Village of Ossining **Total Project Cost:** \$660,000 **DRI Funding Request:** \$600,000

This would make some buildings look cleaner and fresher.

There is no uniform vibe for the area, so some standards about signage, what can be displayed in windows et cetera would be great.



Ossining's Main Street must be preserved. One of the most important parts of history remaining in the village. The architecture is very unique and has even been used in many movies due to its beauty.

Get commitments from business to come to offset the cost of facade improvement.

Project Updates

- The Village of Ossining would partner with a community lending agency to manage the financial aspects of the program.

Enhance Streetscaping in the Station Plaza Neighborhood to Improve Connectivity

Sponsor: Village of Ossining **Total Project Cost:** \$857,000 **DRI Funding Request:** \$857,000

I think this is a good idea, but I don't see how it's catalytic. It seems the kind of thing that the developer of the former DPW site should be charged with doing.

It could help draw people to the area and make for good PR so that folks traveling on Metro North see something interesting and beautiful going on. Make those who live north of us interested to come down for dinner, a show at the opera house.



Sounds a lot like gentrification. Where is the community? What about murals? What about the history of the area? Placemaking meaning not at all clear ... a place for whom? Bigger issue is connection between below and above for train station, the walking from parking lot to station is very awkward and unpleasant.

People see the Depot Square from the train. If it looks inviting, they will be more inclined to try coming to town to try local restaurants.

Project Updates

- The total project cost has been updated. It includes street repaving, sidewalk widening, decorative fencing, the redesign of median landscaping, and new trees.

Enhance the Sing Sing Kill Greenway as a Community and Environmental Asset

Sponsor: Village of Ossining **Total Project Cost:** \$400,000 **DRI Funding Request:** \$375,000

I think it's a cool idea! I'm not sure about transformative though.

It's recreational AND educational as well as environmentally proactive.



Find a way to prevent trash and debris falling into the kill from the residences and businesses along the high banks. Put trash receptacles on the path.

The extension of the greenway itself would be good for Downtown because it's another activity people can do without having to have a car. That aspect is potentially catalytic. The environmental protection aspects are critical for other reasons.

Project Updates

- The consultant team is preparing a conceptual design for interpretive signage to be installed along the greenway.

Create Permanent Public Art Installations Along the Waterfront

Sponsor: Village of Ossining **Total Project Cost:** \$125,000 **DRI Funding Request:** \$125,000

Sure [it will be transformative], but the sculptures have to be good.

Not transformative, but it is a culturally enriching to support the arts.



Don't make the displays permanent. Keep it interesting by having new sculptures rotated in every year or so.

ART=Commerce

Project Updates

- The Village of Ossining would partner with a community arts organization to administer a local selection process for new sculpture installations.

Upgrade the Louis Engel Waterfront Park Performance Space

Sponsor: Town of Ossining **DRI Funding Request:** \$600,000

Since it's not really located downtown, I think it doesn't fill the bill. And absent an image of what might be built, how can anyone judge this project?

Maybe [transformative]. Not sure how a fancier stage is going to make a huge difference. I think we need to invest in solving our current problems rather than getting fancy with spaces that already function well.



Love this project. Our waterfront concerts and activities would be greatly enhanced by this project. It seems like a small investment for a potentially large return. The current stage is completely inadequate.

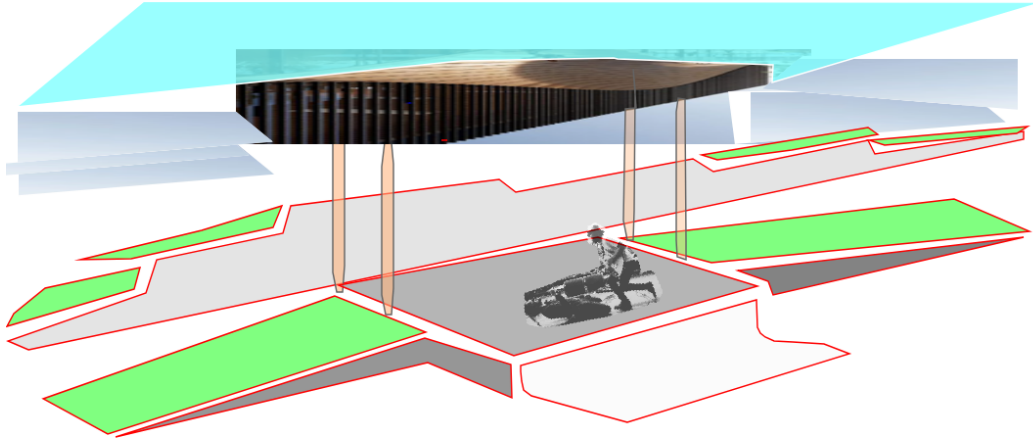
Get a good designer and use sustainable materials.

Project Updates

- Total project cost and the DRI funding request have been increased to account for the increased cost of construction as well as a new bathroom near the performance space.

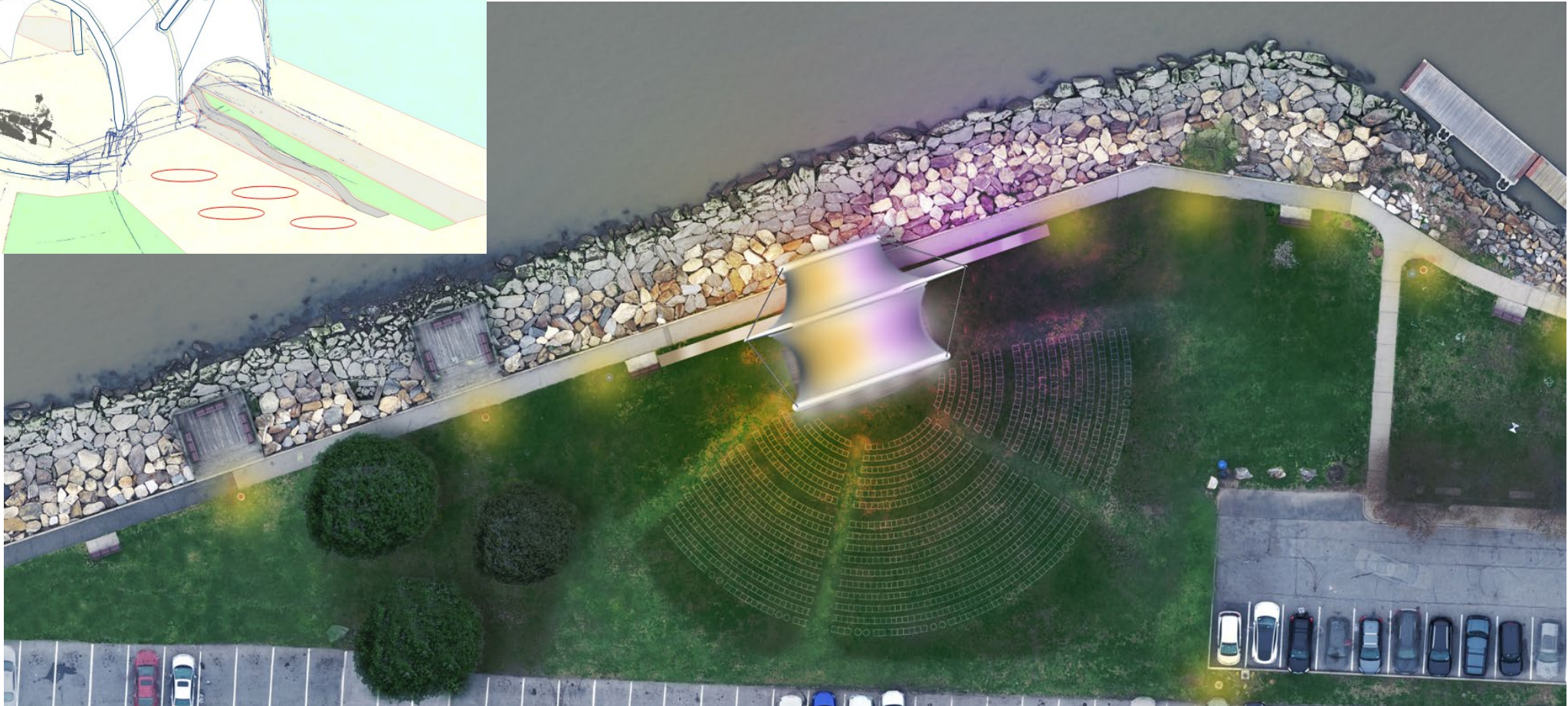
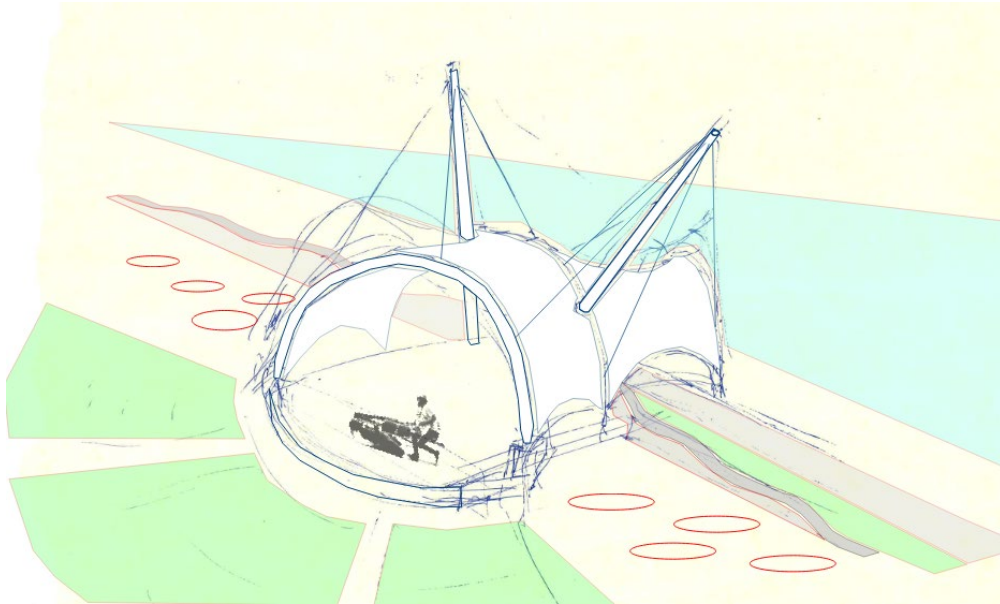
Upgrade the Louis Engel Waterfront Park Performance Space

OPTION 1



Upgrade the Louis Engel Waterfront Park Performance Space

OPTION 2



Expand Haverstraw-Ossining Ferry Service to Weekends

Sponsor: Village of Ossining **Total Project Cost:** \$255,000 **DRI Funding Request:** \$100,000

This benefits residents that can now use the ferry to recreate on the other side of the river, as well as bring in visitors that will shop and eat here.

Maybe in the future, but I don't think it will have a huge impact without a more vital downtown.



Joins two villages and exponentially increases the potential for tourism by opening new and exciting transportation options.

Doubtful (that it would be transformative), but it's a low-cost proposition to gather information.

Project Updates

- The Villages of Ossining and Haverstraw would jointly manage the pilot program pursuant to a MOU that covers marketing, operations, and evaluation.

Extend the Village Pier to Enhance Hudson River Access

Sponsor: Village of Ossining **Total Project Cost:** \$1,500,000 **DRI Funding Request:** \$1,500,000

Trying to maximize/increase potential for the approach to the village via boat is interesting however, compared to the other projects and don't think an extension to the pier for such a limited use as the Clearwater (a great organization and project in its own right) or having additional slips for private boats would be a great use of resources.



No, it presents safety issues for kayakers leaving from and returning to OBCC. Water is also too low there for boats to enter.

It would bring classrooms, people of all ages to sail on larger vessels, such as the Hudson River Sloop Clearwater tall ship.

This could enable attractions that will draw people to Ossining from all across Westchester and beyond.

Project Updates

- The total project cost is being updated to account for the increased cost of construction.

Launch a Free Public Wi-Fi Network in Downtown Ossining

Sponsor: Village of Ossining **Total Project Cost:** \$150,000 **DRI Funding Request:** \$120,000

I like that people will be able to work from downtown.

Absolutely (transformative). WiFi should be considered an utility--not an amenity. Especially in a world of remote learning.



No? Doesn't everyone have unlimited wi-fi on their phone? Cedar Lane is the only place in Ossining I do not get cellular reception.

Fair, equitable access to the internet should be the norm and helps everyone.

Project Updates

- The total project cost has been reduced based on conversations with Neture, Inc.

Create a Marketing & Branding Strategy with Wayfinding Signage

Sponsor: Village of Ossining **Total Project Cost:** \$300,000 **DRI Funding Request:** \$275,000

I think there is a big need for this as well. The waterfront and downtown feel disconnected and helping people navigate the spaces would be helpful.

Since by necessity, signs will be bilingual, I foresee too much busy lettering. If it can be achieved without an excess of unnecessary signs, it's a good idea.



In an era of GPS and cell phones, all this signage is not necessary.

Not transformative, but helpful and sends a message to visitors that we are ready to welcome them to experience all Ossining has to offer.

Project Updates

- This project combined the marketing and branding project with the wayfinding project.
- The consultant team is preparing a conceptual design for wayfinding signage to be installed throughout downtown.

Selection of Preliminary Slate of Proposed DRI Projects

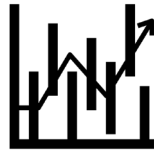
Goals for Downtown Ossining



Goal 1

Transportation & Mobility

Improve walkability and connectivity within Downtown Ossining, which has a steep hill, by implementing improvements that will enhance safety for pedestrians and bicyclists, promote transit ridership, and address concerns about parking availability.



Goal 2

Economic Development

Strengthen the local economy by leveraging Downtown Ossining's existing assets to attract visitors and foster economic development that is inclusive, sustainable, and resilient, so that the area continues to reflect the Village's cultural and socio-economic diversity.



Goal 3

Housing

Encourage the creation of mixed-income housing in Downtown Ossining through public-private partnerships that result in rehabilitation of existing buildings and construction of new mixed-use, transit-oriented buildings on certain strategic sites.



Goal 4

Open Space, Recreation, Arts & Culture

Enhance the abundant public amenities within Downtown Ossining—including the waterfront, green spaces, and the Community Center—and encourage a vibrant sense of place through outdoor dining, public art, and ongoing cultural programming.

| | Transportation & Mobility | Economic Development | Housing | Open Space, Recreation, Arts & Culture |
|---|------------------------------|-------------------------|---------|--|
| Transform the Joseph G. Caputo Community Center | | | | |
| Preserve and Adaptively Reuse Historic Bank Building at 200 Main St. | | | | |
| Enhance and Expand the Market Square Public Plaza | | | | |
| Build a Multi-Modal Transportation Center to Facilitate Downtown Development | | | | |
| Preserve and Revitalize the Historic Olive Opera House Building | | | | |
| Launch the Sing Sing Prison Museum Preview Center in Downtown Ossining | | | | |
| Establish a Grant Program for Commercial Building Façade Improvements | | | | |
| Enhance Streetscaping in the Station Plaza Neighborhood to Improve Connectivity | | | | |
| Enhance the Sing Sing Kill Greenway as a Community and Environmental Asset | | | | |
| Create Permanent Public Art Installations Along the Waterfront | | | | |
| Upgrade the Louis Engel Waterfront Park Performance Space | | | | |
| Expand Haverstraw-Ossining Ferry Service to Weekends | | | | |
| Extend the Village Pier to Enhance Hudson River Access | | | | |
| Launch a Free Public Wi-Fi Network in Downtown Ossining | | | | |
| Create a Marketing & Branding Strategy with Wayfinding Signage | | | | |

Project Evaluation Criteria



- Transformative and Catalytic Potential
 - Will this project significantly enhance downtown?
 - Will this project make other things happen, i.e. attract other public and private investment?
 - Will the project have a long-term impact?
 - Does the project have the potential to create benefit beyond the DRI boundary?
- Project Readiness and Feasibility
 - Can the project break ground within two years?
 - Are there any regulatory hurdles?
- Sponsor Capacity
 - Can the project sponsor reasonably participate in the project financially?
 - Will the project be successfully maintained and managed over time?
- Public Support
 - Does the project have public support?

Project Evaluation Criteria



- Economic Benefit
 - Will this project increase tax revenue?
 - Will this project create new jobs and/or workforce development opportunities for a diverse group of people?
 - Will this project increase economic activity in Ossining, thereby supporting the growth of existing businesses and/or the creation of new businesses?
- Community Benefit
 - Will this project improve the quality of life for those who live in Ossining, and deepen a sense of pride and belonging among residents?
 - Will this project increase the quantity and diversity of goods and services?
 - Will this project improve walkability, connectivity, and ease of access to Downtown Ossining?
 - Does this project advance sustainability and decarbonization?

| | Total Cost | DRI Funding | Leveraged Funds |
|---|---------------------|---------------------|---------------------|
| Transform the Joseph G. Caputo Community Center | \$6,100,000 | \$2,500,000 | \$3,600,000 |
| Preserve and Adaptively Reuse Historic Bank Building at 200 Main St. | \$1,560,000 | \$1,560,000 | \$0 * |
| Enhance and Expand the Market Square Public Plaza | \$3,490,000 | \$2,000,000 | \$1,490,000 |
| Build a Multi-Modal Transportation Center to Facilitate Downtown Development | \$11,720,000 | \$3,000,000 | \$8,720,000 |
| Preserve and Revitalize the Historic Olive Opera House Building | \$3,100,000 | \$1,500,000 | \$1,600,000 |
| Launch the Sing Sing Prison Museum Preview Center in Downtown Ossining | \$697,500 | \$600,000 | \$97,500 |
| Establish a Grant Program for Commercial Building Façade Improvements | \$660,000 | \$600,000 | \$60,000 |
| Enhance Streetscaping in the Station Plaza Neighborhood to Improve Connectivity | \$857,000 | \$857,000 | \$0 |
| Enhance the Sing Sing Kill Greenway as a Community and Environmental Asset | \$400,000 | \$375,000 | \$25,000 |
| Create Permanent Public Art Installations Along the Waterfront | \$125,000 | \$125,000 | \$0 |
| Upgrade the Louis Engel Waterfront Park Performance Space | \$750,000 | \$600,000 | \$150,000 |
| Expand Haverstraw-Ossining Ferry Service to Weekends | \$255,000 | \$100,000 | \$155,000 |
| Extend the Village Pier to Enhance Hudson River Access | \$1,500,000 | \$1,500,000 | \$0 |
| Launch a Free Public Wi-Fi Network in Downtown Ossining | \$150,000 | \$120,000 | \$30,000 |
| Create a Marketing & Branding Strategy with Wayfinding Signage | \$300,000 | \$275,000 | \$25,000 |
| Total (15 projects) | \$31,664,500 | \$15,712,000 | \$15,952,500 |

Next Steps



*Tuesday June 14
6:00 to 8:00 pm
In-Person (Community Center)*



*Tuesday June 21
6:00 to 8:00 pm
Hybrid (Village Hall/Zoom)*



Early – Mid July

Public Comment



- You can ask a question or offer a comment by using the “Raise hand” feature on Zoom
 - Press *9 if using telephone
- Please limit your question or comment to two minutes.
- The meeting and all commentary is being recorded.





Thank You!

For questions, email OssiningDRI@vhb.com or visit www.VillageofOssining.org to learn more.