

MASTER PLAN

CENSUS TRACT 116

Village of North Tarrytown New York

April 1980

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Planning and Community Development Consultants

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April 10, 1980

Hon. Philip Zegarelli
Members of Village Board of
Trustees
Village Hall
28 Beekman Avenue
North Tarrytown, New York 10591

Dear Mayor Zegarelli and Trustees:

We are pleased to submit our report on a Master Plan and Action Program for the Census Tract 116 portion of the Village.

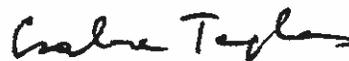
The recommendations included here are at the same time bold and realistic. They reflect input derived from various Village agencies, citizens and business people. It is our belief that with a unified commitment to the Plan's objectives and perseverance it will be possible to achieve much, if not all, of this Plan over the coming years. Already this effort has begun to bear fruit in the initial steps taken by at least one property owner to begin a rehabilitation effort on Beekman Avenue.

The support and assistance provided by you and the Board, and particularly Trustee Janet Gandolfo, is very much appreciated.

We wish you well in your efforts and look forward to the possibility of being of further assistance to the Village as the process of planning and implementation continues.

Sincerely yours,


Stuart Turner


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I. INTRODUCTION

The portion of North Tarrytown between the Hudson River and the Broadway Corridor, north of Tarrytown and south of the Sleepy Hollow Restoration contains over 60 percent of the Village's population. It also includes nearly 70 percent of the taxable property, several thousand jobs and most Village commercial and public services.

Except for the General Motors Plant and auto-oriented uses along Broadway, which represent the bulk of the tax and employment base, the area to be referred to as Census Tract 116* has been experiencing a gradual decline in the past decades. Conditions of many residential and commercial properties are deteriorating. The several vacant stores, unattractive physical conditions, the abandoned movie theater, congestion on Beekman Avenue and in residential areas accentuate the extent of decline and create a negative image.

Yet Tract 116, including the Beekman Avenue corridor has positive characteristics as well and has the potential to be revitalized. The 1970 Census indicated that most of the Village's population lived within this census tract and while the population of this area may have declined it is still a substantial concentration of population with needs and with significant potential for business. The General Motors Plant along with several smaller industries provides a strong industrial base, and auto dealerships and related services thrive along Broadway.

The most cited and most apparent reasons for the decline within the area (especially along Beekman Avenue and Cortland Street) are the lack of sufficient parking for residences and businesses alike; old, outdated structures; and traffic congestion.

*The area has also been historically referred to as the Lower Village and the Beekman Avenue Study Area (Figure 1).

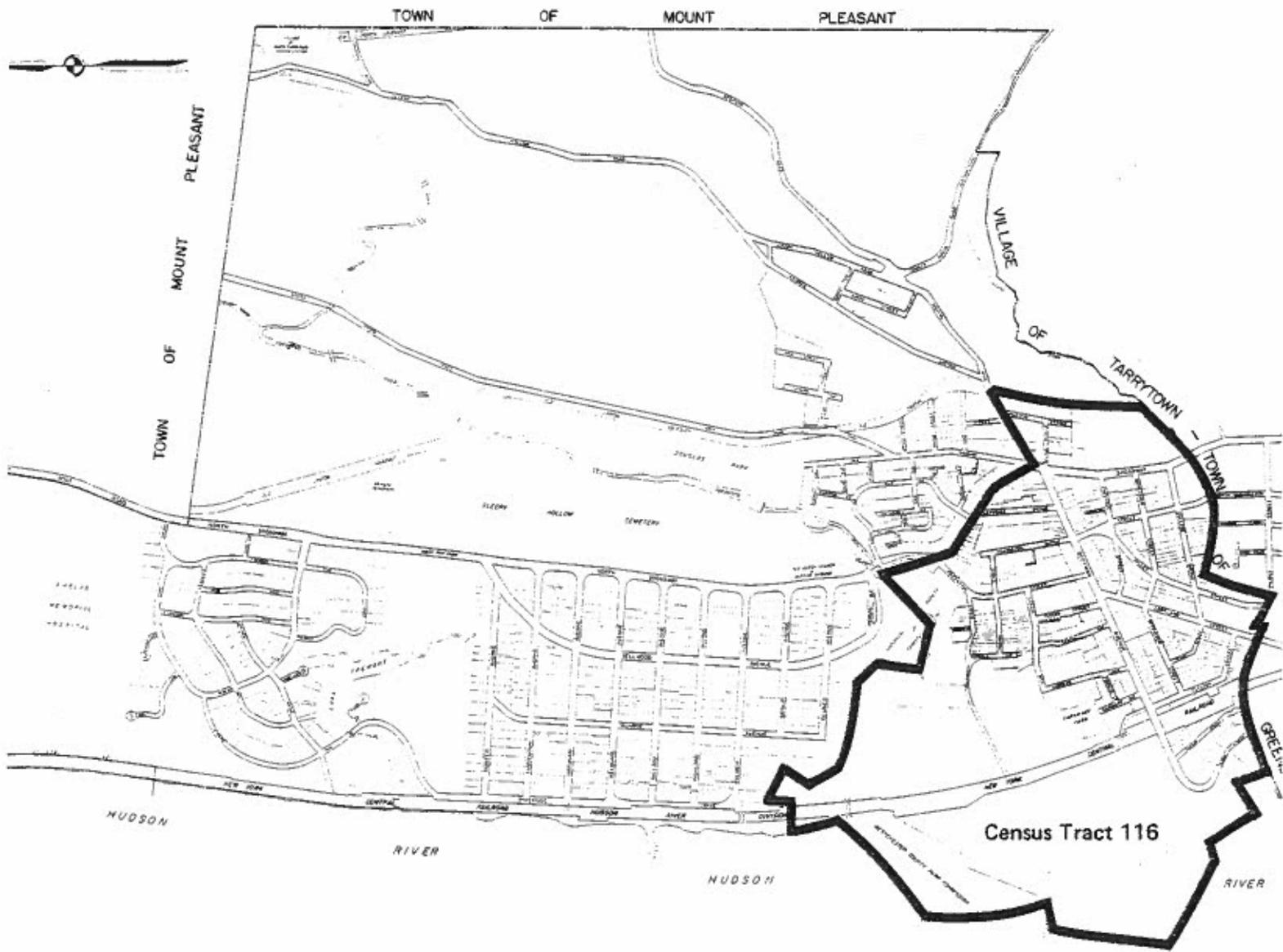


Figure 1

**MASTER CENSUS
PLAN TRACT
116**

Village of
North Tarrytown
New York

In order to determine the extent to which these are in fact the problems, what other underlying reasons for the area's decline might exist and to provide a master plan and course of action to revitalize Tract 116 and to assure its viability the Village Board authorized a professional comprehensive study with recommendations for long-term goals and short-term immediate action plans as a first step in developing a new Master Plan for the entire Village. This report summarizes the study and its recommendations which are based on the Consultant's studies and on input made by residents and business people during interviews and a series of public meetings. The report's recommendations combine boldness and idealism with the realities of the magnitude of resources that are or can be available.

SUMMARY OF ISSUES AND PLAN OBJECTIVES

Out of these various analyses a series of clearly defined issues have emerged. The Plan has to respond to these if it is to be comprehensive and useful.

- . Viability of Beekman Avenue business area;
- . Quality of residential neighborhoods;
- . Role and condition of Cortland Street and Valley Street;
- . Maintenance of tax base;
- . Provision of parking for both business and residential areas;
- . Elimination of traffic congestion;
- . Condition of public areas such as streets and parks;
- . Image of the business area.

Therefore the plan's three main objectives are:

- . VIABILITY OF THE BUSINESS AREA;
- . BEST POSSIBLE RESIDENTIAL ENVIRONMENT;
- . MAINTENANCE AND EXPANSION OF TAX BASE AND EMPLOYMENT BASE.

The Plan and action program outlined later in this report, address these issues and objectives.

II. EXISTING PHYSICAL CONDITIONS

LAND USE AND PHYSICAL CONDITION

Tract 116 is intensively developed with a combination of commercial, residential, industrial and public and semi-public uses. There is virtually no vacant land (Figure 2).*

A major retail spine extends along Beekman Avenue from Briadway to Kendall Avenue. The Morse School property breaks the continuity of this commercial strip. Highway commercial uses - mostly auto-related-occupy the Broadway frontage north of Beekman Avenue. The General Motor's plant and other industrial establishments are located along the westerly end of the study area. In some instances the industrial and warehousing uses create a degree of nuisance to neighboring homes. Development along Cortland and Valley streets is characterized by mixed commercial and residential use of buildings. The areas around the business and industrial activities are primarily older residential with a mixture of one and two-family and multi-family housing.

There are at least four areas where the zoning ordinance is not consistent with the predominant existing land use, development trend, and/or village rehabilitation policy (Figure 3). West of Kendall Avenue the area along Beekman Avenue is clearly residential in nature, without any apparent pressure for conversion. However, this area is zoned for commercial uses (C2 district). Likewise, along the east side of Hudson Street, the houses, located in an industrial (M) zone, are being or have been rehabilitated, and are expected to remain residential.

Two small residential areas are also included in commercial zones. The houses along Gesner Place are in a C-2 zone, and the houses on Broadway between Chestnut and Depeyster Streets are zoned C-1. This situation can result in scattering of nonresidential uses in residential areas which in most cases is not appropriate.

Buildings in deteriorating conditions can be found scattered throughout the census tract. Decay, however, is most evident in the mixed use buildings along the east side of Cortland Street and in multi-family residential structures along Clinton Street. Decaying commercial and mixed use buildings on Beekman Avenue, between Cortland and Valley Streets have a undesirable impact due to their exposed location.

*A detailed Existing Land Use Map is on file in the Village Office.

In all cases, deterioration of structures can have a negative impact on neighboring properties as well as on the area's image.

Because the area is an intensively developed residential neighborhood, recreation facilities are important to the quality of life. There are several public facilities including the Morse School Playground, Clinton Street Playground, Barnhart Park and Patriots Park on the Tarrytown-North Tarrytown boundary. Some of these facilities are in disrepair.

Active recreation space in the Tract 116 area is limited. Given the limited land available and the high proportion of land that is exempt from taxes, it is unrealistic to encourage expanded space, but the quality of existing space is important to upgrading the neighborhood.

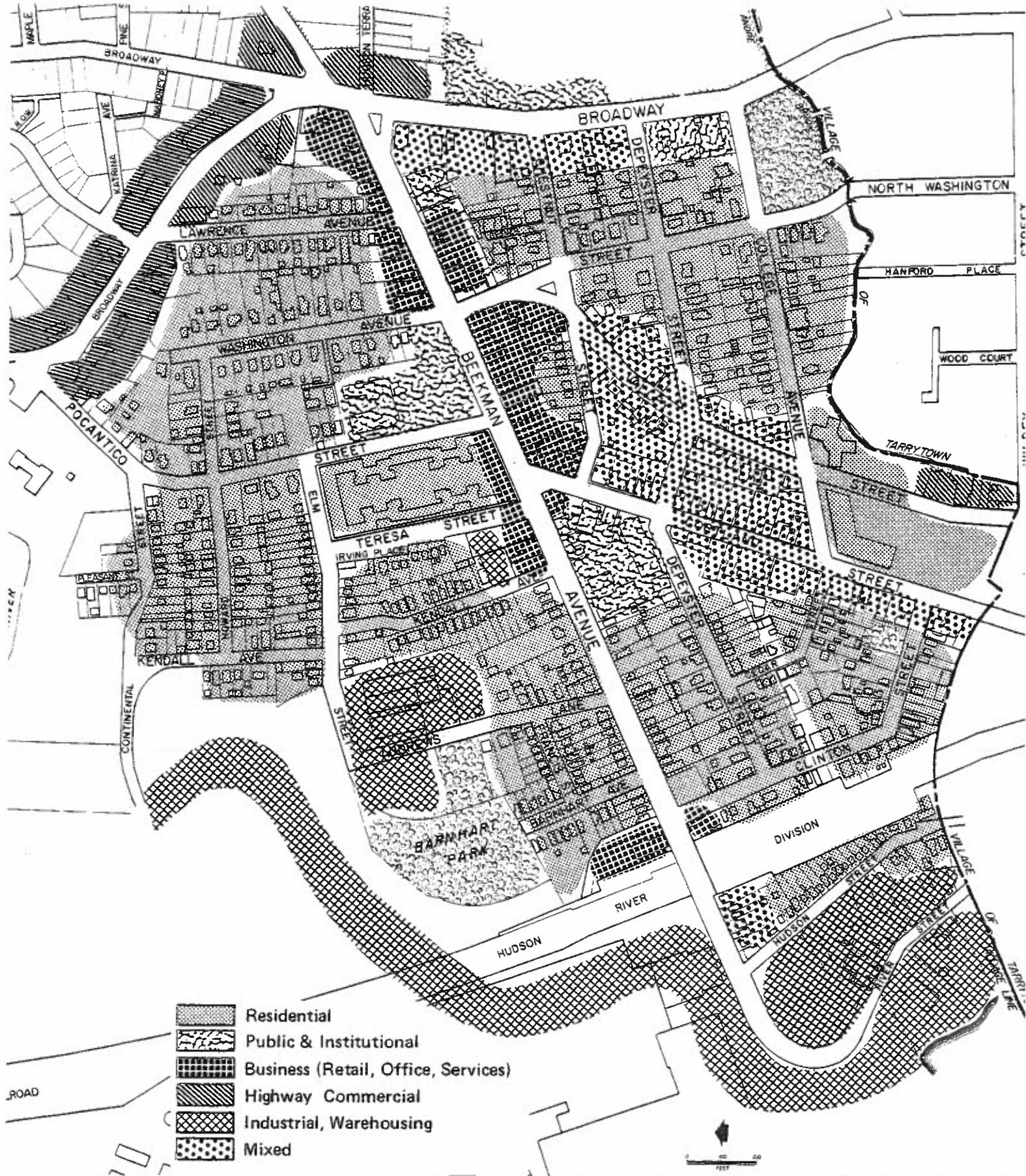
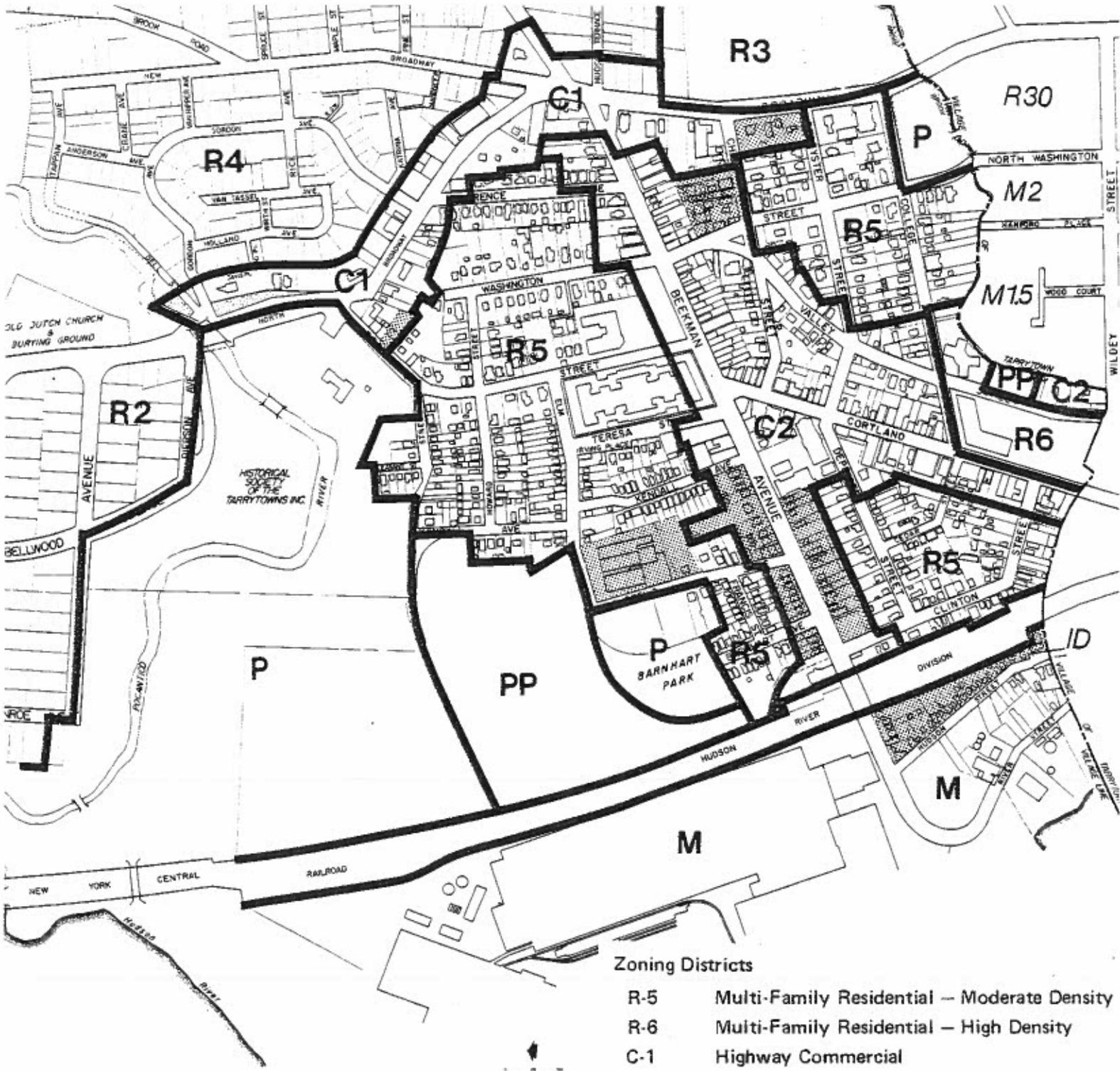


Figure 2
Existing Generalized Land Use

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- Zoning Districts**
- R-5 Multi-Family Residential – Moderate Density
 - R-6 Multi-Family Residential – High Density
 - C-1 Highway Commercial
 - C-2 General Commercial
 - M Manufacturing
 - P Park Zone
 - PP Open Parking Zone
-  Areas where Zoning and Primary Activity are Inconsistent

M2 Zoning Districts in Neighboring Tarrytown

Figure 3
Zoning Analysis

TRAFFIC CIRCULATION

Broadway (Route 9) serves as the major traffic artery connecting North Tarrytown and the other communities on the easterly shore of the Hudson River. Drivers wanting to enter or leave the Village will have to travel on, or cross Broadway. Drivers proceeding to or from the General Motors Plant which is the major traffic generator (and cause of congestion) will contribute significantly to the traffic volumes of Broadway. Going towards Broadway through various business and residential streets of the area, vehicles of General Motors workers create substantial traffic jams occur to physical deficiencies of the street system (Figure 4).

Cars exiting to Continental Street from the General Motors parking lot have a round-about way to reach Broadway, through Kendall Avenue, Howard Street and Pocantico Street. A stop sign and a flashing red light provides the right-of-way not to the main traffic flow, but to the lighter local movements. At the Broadway and Pocantico Street intersection the light does not allow a long enough phase for the movement out of Pocantico Street.

An improvement of the intersection at Broadway and Beekman Avenue is presently being designed by the New York State Department of Transportation. New lights and right-of-way realignment should improve the traffic flow at the business area's main entranceway.

Vehicles exiting to Beekman Avenue from the General Motors parking lot find a 'T' intersection at that point. Cars proceeding south have to make a jog to reach Clinton Street, and another one at Cortland and Valley Streets. Along this route as well, stop signs give the right-of-way to local traffic, slowing down the main vehicular movement.

Frequent truck movements, most of which originate at the General Motors plant, further aggravate the traffic problems. Many trucks use River Street and then go through Tarrytown;

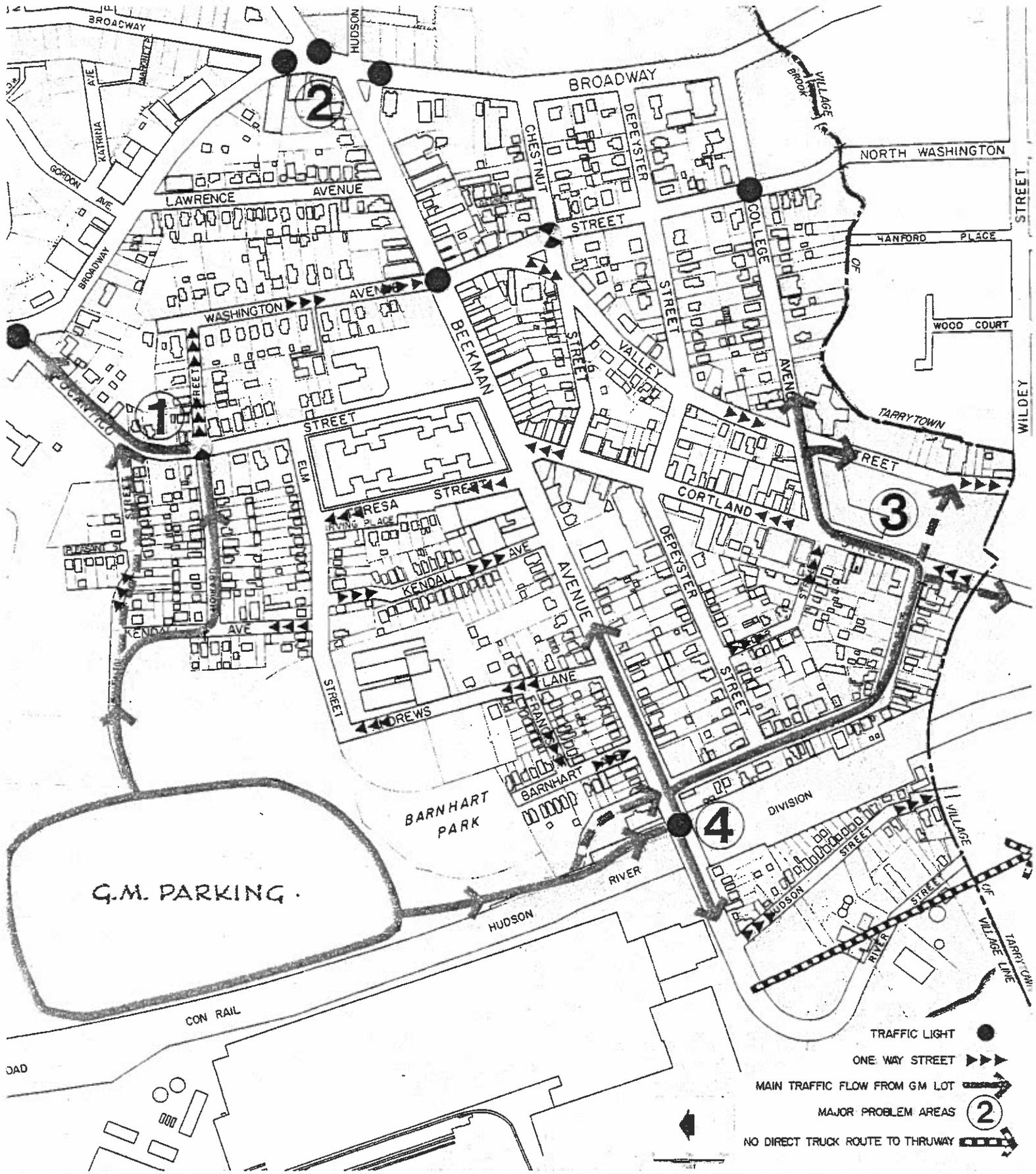


Figure 4
Traffic Analysis

MASTER CENSUS PLAN Village of North Tarrytown New York
TRACT 116

northbound trucks tend to use Beekman Avenue creating additional congestion. A truck route along the railroad right-of-way was previously proposed, to connect the General Motors plant with the Interstate Highway network around the Tappan Zee Bridge. This plan, however, even if approved, cannot be implemented in the foreseeable future.

PARKING

The lack of sufficient parking within the study area is the most obvious problem. One-third of the merchants interviewed said most of their customers walk, but two-thirds said the majority drive. While this reflects the variety in sources of patronage, the inability of those who drive to find convenient parking is perceived as a contributor to a loss of trade.

It is also apparent from the extensive on-street parking along residential streets and the absence of space on many residential properties, that off-street parking is a problem in the residential areas as well. Because of the closeness of commercial and residential properties, the parking problems of these two major uses cannot be separated. The most obvious example to illustrate this point, is the relationship of the VanTassel apartment building to the Beekman Avenue commercial area. The apartment building, facing Beekman Avenue, has approximately 250 units and has very limited parking. Also, many of the one and two-family houses surrounding the Beekman Avenue commercial area were built on lots as narrow as 25-30 feet, without parking spaces or garages. Many smaller apartment buildings, too, lack parking facilities. Under these conditions, provision of additional parking spaces only for the commercial establishments would not fully satisfy either need, because (1) congestion leading to residential deterioration surrounding the commercial area would continue, (2) many of the parking spaces intended for commercial use would be occupied by cars of neighboring residences.

While both residential and commercial uses have a shortage of parking throughout the Village center, it should be noted that the commercial section along Beekman Avenue between Theresa Street and Valley Street has only curb parking spaces to serve the stores and residences overhead.

VISUAL APPRAISAL OF BEEKMAN AVENUE BUSINESS AREA

An aesthetic review of the business area conforms the problems observed through studies of the use of land, building conditions, traffic and parking. In addition, a lack of appealing appearance of the area adds an important negative factor to the impression gained by walking or driving through the Beekman Avenue corridor or other parts of the area.

The impression gained by travelers from the north as they pass the intersection of Broadway and Beekman Avenue the major entrance to the business area, is negative and uninviting. At present, some main features of this intersection are service station signs, large paved areas, and a vacant building. Not an inviting scene for motorists driving through the Beekman Avenue shopping district. At the intersection of Beekman and Cortland the view is somewhat more pleasant but also lacks in aesthetic values.

Along Beekman Avenue, between the two major intersections, a number of vacant stores, a few buildings in bad physical condition, and the abandoned theater have a disturbing effect. The building's facades have been neglected. Alternations changed the appearance of many buildings to the point where attractive architectural features are obliterated. There are no conveniently located well-landscaped parking lots or garages for workers or shoppers. Trees do not enhance the south side of Beekman Avenue, and the existing sidewalks, light poles and signs also do not contribute any aesthetic value to the street scene.

Despite its problems, the Beekman Avenue shopping area has some important aesthetic values. Original design of some of the buildings is quite attractive. People congregate in good weather on the benches in front of the school property, where magnificent trees provide shade; and a stone wall with decorative fence is the background. While the VanTassel apartment building has lost much of its original grandeur, it is still the single most important building, it still is a valuable asset to the business district and the whole census tract.

The visual appraisal of the area clearly reflects the declining trend which has underlying economic causes.

III. ECONOMIC ANALYSIS

The economic characteristics of North Tarrytown and its population, particularly Tract 116, reveal the extent of decline of the business area and the changing population characteristics that have contributed to the decline.*

POPULATION AND INCOME

The population of Census Tract 116 declined nearly 13 percent from 1960 to 1970 while the Village as a whole declined 5.5 percent. The most recent forecasts show essentially no net change between 1970 and 1980 for the population of the central part of Westchester County which includes North Tarrytown.

The Village has a strong industrial base which results in higher than average per capita taxes to the Village and added potential retail sales to local merchants. However, most of the jobs and particularly higher paying jobs are held by non-residents. Of the estimated 4,400 workers at the General Motors plant, for example, only 800 live in North Tarrytown or Tarrytown.

In 1959, median family income in the Village of North Tarrytown was 90 percent of the countywide average. By 1969, the level had fallen slightly to 87 percent and is estimated to have been 86 percent in 1976, the latest year for which estimates are available. In Census Tract 116 alone, however, the relative decline has been much more precipitous. In 1959, the Census Tract average was 83 percent of the County average but fell to 70 percent by 1969. We have estimated a comparable 1977 average based on past performance.

*The full text of the Economic Study was submitted as a separate memorandum in January 1980.

MEDIAN FAMILY INCOME

	<u>1959</u>	<u>1969</u>	<u>1976 (est.)</u>
Census Tract 116	\$6,696	\$ 9,683	\$12,000-14,000
North Tarrytown	7,277	12,087	17,300
Westchester County	8,052	13,784	20,000
Census Tract 116 as % of North Tarrytown	92%	80%	69-80%
Census Tract 116 as % of Westchester County	83%	70%	60-70%
North Tarrytown as % of Westchester County	90%	87%	86%

Source: U.S. Bureau of the Census; Westchester County Planning Board, Raymond, Parish, Pine & Weiner, Inc.

In all probability, average 1976 family income fell somewhere within the \$12-14,000 range. While these figures are substantially higher than family income figures of 1959 and 1969, it should not be construed to mean that income in Census Tract 116 has increased. In fact, after adjusting for the effects of inflation, real income has actually fallen.

ESTIMATED REAL INCOME
Median Family Income Adjusted to Exclude Inflation

	<u>1959</u>	<u>1969</u>	<u>1976(est.)</u>
Census Tract 116	\$6,696 (\$1.00)	\$7,500 (\$1.12)	\$6,424 (\$.96)
North Tarrytown	\$7,277 (\$1.00)	\$8,637 (\$1.19)	\$8,514 (\$1.17)
Westchester County	\$8,052 (\$1.00)	\$10,709 (\$1.33)	\$9,904 (\$1.23)

Source: U.S. Dept. of Labor, Bureau of Labor Statutes, "Implicit Price Deflator-Total Personal Consumption Expenditures"

It is estimated that in Census Tract 116 alone, real median family income (in 1959 dollars after adjusting for inflation) increased from \$6,697 in 1959 to \$7,500 in 1969, but fell to \$6,428 by 1976. This means that for every dollar the average family had in 1959, it had \$1.12 in 1969, but dropped to below the 1959 level by the year 1976. Therefore, in terms of purchasing power, the average household in 1976 was worse off than in 1959.

In the entire Village and in the County as a whole, real income dropped off after 1969, but remained consistently above the 1959 level in terms of actual purchasing power. Real increases from 1959 to 1976 were around 20 percent, or a little over 1 percent annually.

The primary implication of this is that since North Tarrytown merchants are drawing their business primarily from Tract 116, they are drawing from a trade area whose real purchasing power is relatively stagnant.

RETAIL SALES

Sales in North Tarrytown increased at a faster rate than the county-wide average. However, this increase is due to the fact that North Tarrytown is a strong center for automotive-related business. While Route 9 is no longer the principal north-south arterial it once was, it is still a major highway with high volumes of traffic. This sector accounts for much of the retail strength in the Village. The balance of the retail economy (the Beekman Avenue business area) is quite weak.

The business district once served a larger area. During the last few decades however, most of the businesses lost their regional appeal. Retail stores and other establishments now only serve a portion of the needs of the immediate neighborhoods. The census counts only one general merchandise store (which has since gone out of business following a change of ownership), no apparel stores, and only two drug stores. Moreover, specialty stores which numbered 21 in 1972 have now dropped to only nine. The weakest sector has clearly been food store sales. From 1972 to 1977, food sales increased by only \$500,000 or less than 40 percent over the period. This disappointing increase, which did not even keep pace with inflation, was not the result of store losses in that there was actually one additional store in 1977 over 1972. However, there have been several changes in ownership of food stores in recent years, so that the combination of a stagnant market and possible management problems may account in part for its weakened performance.

The stores in the Beekman Avenue business area can be divided into three groupings, according to the type of market, each with its own characteristics: (1) specialty stores, e.g., book stores, sporting goods, jewelry, etc., which attract patronage over a broad area; (2) eating and drinking establishments catering primarily to General Motors workers; and (3) locally-oriented stores providing primarily general merchandise and convenience goods.

Some of the specialty stores (bakery, specialty food, fishing supply, bicycle shop), have been in operation for 40-50 years and have built up a clientele which stretches through most of the county and into New York City. Several of these stores offer delivery service and do much of their business by telephone. Because of the reputation they have established on their own, they do not need the support of other stores to attract customers.

With the exception of one or two restaurants, most of the eating and drinking establishments report that patronage from General Motors workers accounts for 80-100 percent of their volume. These establishments are located in the business district only because it is close to the plant site and directly on the street which leads from the plant to Route 9 and other major arterials.

The third category, usually the core category of retail merchants, is the general merchandise and convenience goods stores which make up the leadership of the Village and stand to gain the most, should a revitalization program be undertaken. Most of these merchants report 70 to 100 percent of all patronage comes from the Tarrytowns, and most report that the bulk of this is from residents of North Tarrytown. General Motors workers account for up to one-third of all sales, a significant factor for some stores, but do not have the influence they do with the eating and drinking category.

The decline in sales of general merchandise and convenience goods stores is due to (a) diminishing of buying power within the neighborhoods, (b) lack of desirable facilities such as good size stores with adjacent parking areas, (c) lack of sufficient marketing, (d) general countywide trend toward fewer larger stores. It should be noted that sales of general merchandise and convenience goods declined at or even faster rate than the buying powers of the neighborhood which suggests the worst of all possibilities that even the primary market is being lost. A reversal of this trend is a possibility.

However, higher income persons or income increases by existing residents are not occurring in the older parts of North Tarrytown at the same rate as in the County as a whole. Accordingly, to substantially increase sales in real terms the merchants must increase their penetration of other areas, rather than depending solely on population/income increases in their immediate traditional area of operations. This, of course, is more difficult to do given the relative isolation of the shopping district and the abundance of first class, competitive shopping facilities in other areas of the County.

MARKETING

The merchants have organized a merchant association, but membership does not include all of the strongest stores and there is no professional management. The association organizes an annual flea market and sidewalk sale, but problems of publicity, merchant participation, and weather have made it less than a complete success. Outside of this one day each year, there is no joint advertising by merchants and little effort to coordinate promotion and publicity. Store hours, for example, are not uniform. Some stores stay open every night until 7 PM, some until 8 PM, and some do not stay open after 6 PM any evening. A few stores open on Saturday, and some on Sunday. In addition, a number of stores close completely one week day, and one store stays closed three days a week. What this means is that shoppers must know the hours of operation for each individual store patronized, rather than being able to depend on the same hours for all stores, which is the case of a shopping center.

SUMMARY OF ECONOMIC ANALYSIS

In the business area, sales of general merchandise and convenience goods has declined due to (a) diminishing of buying power within the surrounding neighborhood, (b) lack of desirable facilities such as good size stores with adjacent parking areas, (c) lack of sufficient marketing, (d) general countywide trend toward fewer larger stores.

- . Specialty stores and eating and drinking establishments have maintained their level of business since much of their trade comes from non-residents;
- . Many other existing businesses are marginal;
- . Merchants must draw from a pool of purchasing power that is not increasing;

- . Despite the closing of the North Tarrytown Variety Store, there is no reason to believe that this area cannot support such a store as well as a well managed food store;
- . Blighting influences such as the Strand Theater need to be eliminated;
- . In spite of the discouraging trends, there are strong opportunities for revitalization which must first focus on keeping existing merchants and adding key stores such as a variety and a food store.

IV. PROPOSED PLAN

The Master Plan for Tract 116 consists of several elements; a land use plan, traffic element, parking plan, a plan for beautification and other environmental improvement and a program for implementation.

LAND USE PLAN

The overall concept of the Land Use Plan for Census Tract 116 is to consolidate the basic retail and service commercial activity into a stronger core area, opening up the business area to Broadway and limiting its westerly extension along Beekman Avenue and its southerly extension along Cortland and Valley Streets and further surrounding it with sound residential neighborhoods (Figure 5).

The more compact business area permits more effective use of existing space, especially areas in the vicinity of Beekman and Broadway, and will allow businesses to complement each other and encourage one-stop shopping.

The combination of improved accessibility and convenient parking an improved physical environment, a better impression from Route 9 (Broadway) and a limit on the outward expansion of retail and service businesses should stabilize and possibly generate modest growth in the business area.

The western portion of Beekman Avenue (presently zoned C-2) is proposed to be retained for residential use. It is also proposed that the residential area along Gesner Place (presently zoned C-2) and the Broadway frontage between Chestnut and Depeyster Streets (presently zoned C-1) should also be retained as extension of the residential neighborhoods.

The area along Hudson Street that is occupied by single and multi-family houses is presently zoned for industry. Recent rehabilitation efforts here suggest that this area too should also be retained as residential. This can be achieved without serious undesirable influence from the adjoining industrial area since that is separated from the houses by a substantial slope. Additional landscaping can further increase the separation between the residences and industries.

It is important to take these and other more direct actions designed to maintain and improve residential neighborhoods to assure a stable market around the business area as well as to assure desirable places to live.

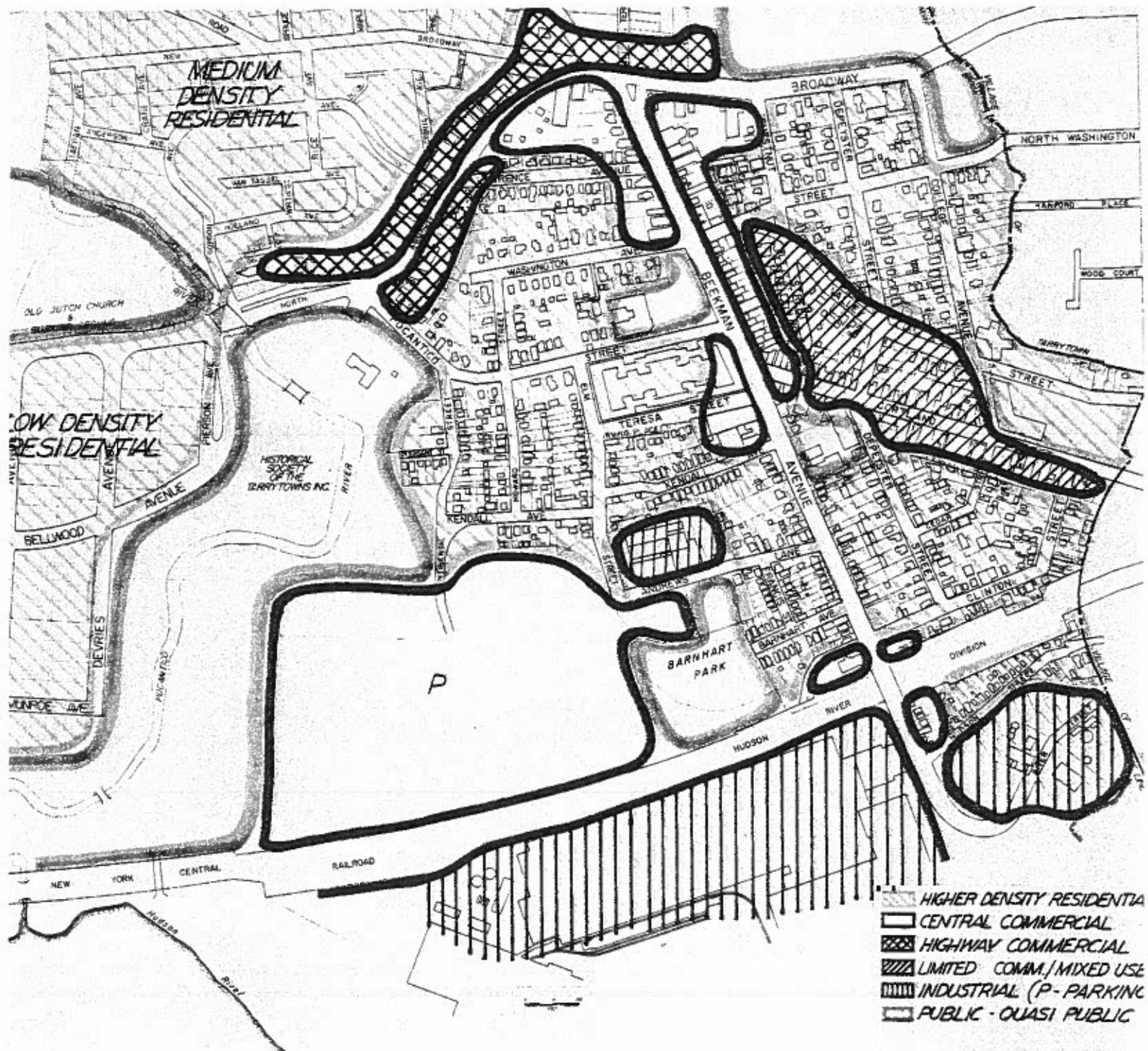


Figure 5
Generalized Land Use Plan

MASTER PLAN **CENSUS TRACT 116**

Village of North Tarrytown
New York

On the other hand, the industrial area along Andrews Lane (presently zoned R-5) is proposed to be accepted as a part of North Tarrytown's industrial district. Protection of adjoining residences can be achieved by various controls and proper landscaping.

Cortland and Valley Streets have a mixed commercial and residential character. The area that is zoned C-2 along these streets does not have sufficient demand for commercial revitalization, but at the same time, cannot be converted to solely residential use. A mixed use designation with private and public rehabilitation efforts should concentrate on strengthening the residential quality in this area, without jeopardizing the livelihood of remaining businesses. The types of businesses to be permitted should be limited to non-retail and service business that are not appropriate in the central business area.

This objective will require a carefully implemented strategy combining new land use restrictions with incentives for rehabilitation.

While the Plan envisions Broadway, primarily north of Beekman, remaining as an automotive oriented corridor, the areas near the intersection with Beekman offer opportunity for combining retail, service and office uses with parking. Attractive use of these areas can serve as magnets to persons from outside of the immediate neighborhood.

Commitment to a plan that formally recognizes existing uses as well as foreseeable demand should increase confidence on the part of residential as well as commercial property owners.

TRAFFIC

Improved traffic flow is a vital part of the overall plan. The analysis of the existing traffic pattern, as noted earlier, reveals the major sources for traffic congestion experienced especially during weekday afternoons.

Improvements of traffic flow at the four main problem areas should be a main goal of a traffic plan. The analysis of these problem areas suggest certain solutions but a detailed traffic study which is not presented within the context of this plan is needed to determine the appropriateness and feasibility of various options. It is recommended that a separate traffic study should be undertaken. This should be coordinated with the state's proposed improvement to the Broadway-Beekman-Bedford Road intersection.

The detailed plan should include (1) traffic signal improvements along Broadway necessary to improve the flow of traffic both on Broadway and entering and leaving the Tract 116 area, (2) possible intersection realignments at Broadway and Beekman Avenue and at Clinton Street and Beekman Avenue, (3) re-routing of rush hour traffic at the Continental Street-Howard Street area, and at the Clinton Street-Cortland Street area, (4) evaluation and possible change of existing one-way system to ease the flow of rush hour traffic, (5) evaluation and possible change of existing traffic signal and sign system on internal streets, and (6) evaluation of the proposed new route along the railroad right-of-way particularly to expedite movement of trucks to and from the south.

Because many of the possible changes involve traffic in residential areas, careful consideration has to be given to the impact of traffic plans on residential streets.

PARKING

The overall parking plan (Figure 6) is designed to ease the parking shortage for both commercial and residential properties. Based on the identification of areas where additional parking is needed and an extensive visual survey of physical conditions (vacant lots, unused rear areas of properties, building condition, topography, etc.) potential parking areas, or access lanes to allow the creation of parking areas, are identified in all neighborhoods. It is important to note, that the overall parking plan does not propose that all of the parking areas and lanes as shown on the map be developed. Rather indicates where the needs and possibilities are, and what could be created with a maximum effort. Realistically, priorities will have to be established on the basis of availability of local or outside funds, private cooperation and development possibilities.

It is proposed that a high priority be given to providing spaces in the heart of the business area to provide access to the variety of activities that occur there.

It is proposed that rear areas of commercial properties be used more extensively for large parking areas. In addition, a modest parking lot (possibly 50-60 spaces and possibly partially covered to allow extension of the remaining play area without causing environmental degradation) might be located on the Morse School property.



Figure 6
Off-Street Parking Plan

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Figure 7-8
Possible Parking Area Layouts
For Commercial and
Selected Residential areas

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It is proposed that rear areas of residential properties be made accessible for parking through the creation of lanes. Parking on larger available (vacant) properties in the residential areas could also serve neighboring dwelling units. A series of illustrative sketches indicate how this may be accomplished (Figure 7-8).

A very important element of the parking plan is that except for some accessory buildings it can be implemented without demolishing any residential or commercial structures.

PLAN FOR PHYSICAL AND ENVIRONMENTAL IMPROVEMENTS-BEEKMAN
AVENUE BUSINESS AREA

The conceptual development plan for the Beekman Avenue Business Area shows the desirable growth pattern and improvement for this portion of the Village within the framework of the overall plan.

According to this concept (Figure 9) the commercial frontage along Beekman Avenue extends from Cortland Street to Broadway, and it also continues along a short segment of Broadway in northerly and southerly directions. Parking areas are located behind the commercial frontage, and possibly on the front portion of the Morse School property. The parking areas extend all the way to Broadway and together with an improved and beautified intersection of Beekman and Broadway, they serve as inviting major entry point to the business area. Pedestrian walks connect the parking areas to Beekman Avenue.

This concept plan serves as a general guide in the development of detailed plans.

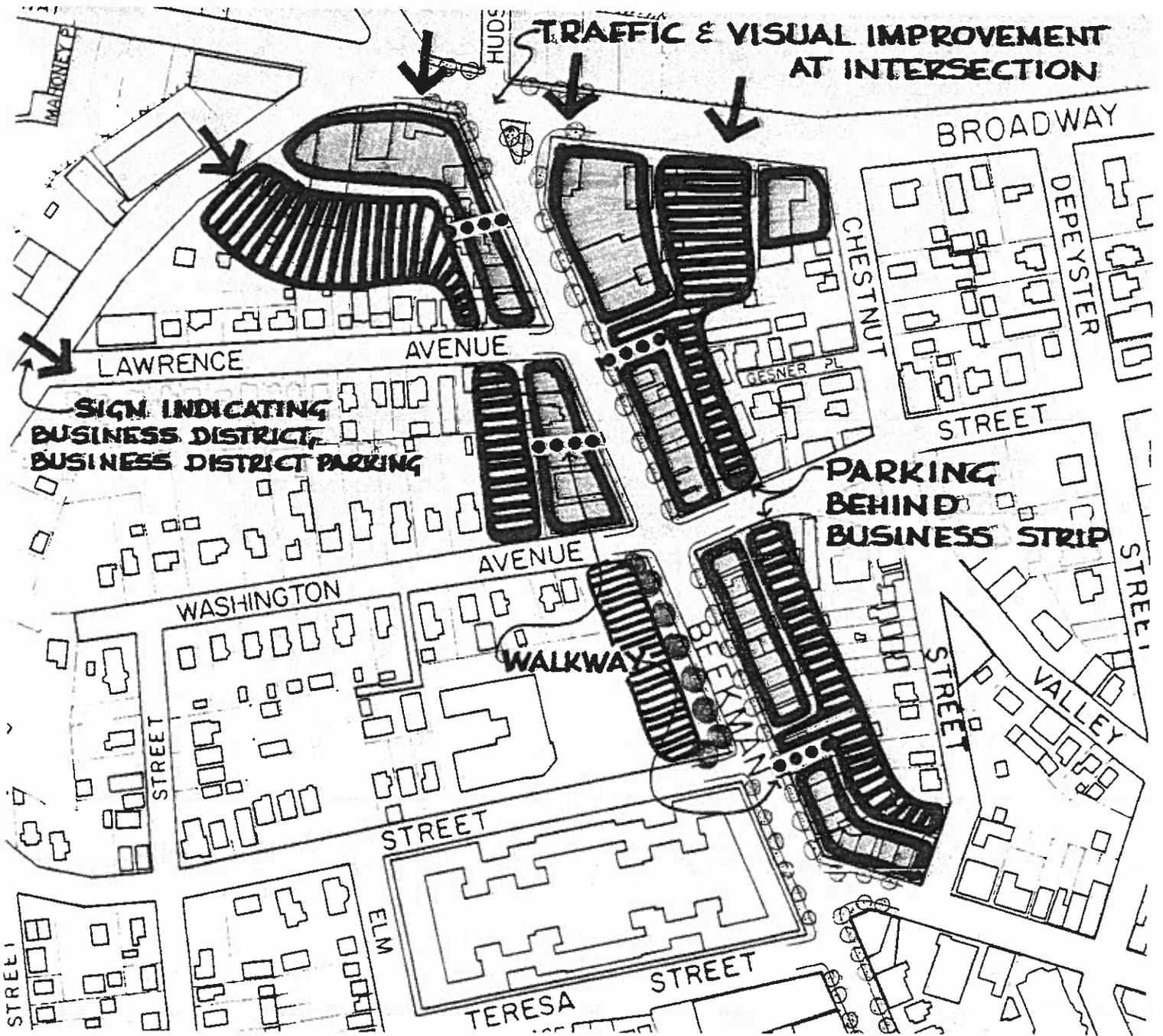


Figure 9
 Development Concept – Beekman Ave. Commercial Area

MASTER PLAN **CENSUS TRACT 116** Village of North Tarrytown New York

STREET BEAUTIFICATION

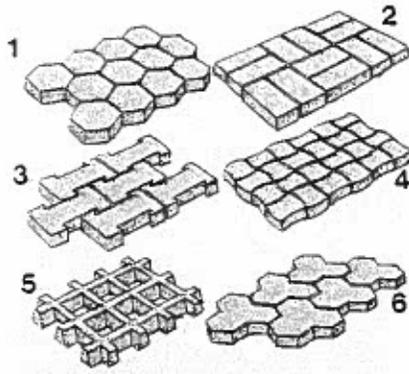
A major element of the business area plan is beautification of Beekman Avenue from Broadway to Cortland Street. This should be a high priority element of a street improvement program. This first phase of beautification would also include the intersections at Broadway and Cortland Street. Special street paving materials, trees, landscaping and pedestrian scale lights should enhance the sidewalks and parking areas (Figure 10A, and B and Figure 11).

Decorative pavers are made of different materials, shapes and sizes. Most economical are the colored concrete block pavers. Street trees should be placed in the ground, wherever possible. In case underground conditions prohibit tree planting in the ground, consideration should be given to placing the planters in the ground as deep as possible. This treatment would reduce the visible size of planters, would protect the tree roots from frost and would help keep the earth in the planter moist.

As part of the overall improvement of the Broadway intersection, the island should be redesigned and rebuilt as a more prominent feature. This improvement, combined with attractive signing and building improvement can create an inviting entrance to the business area (Figure 12).

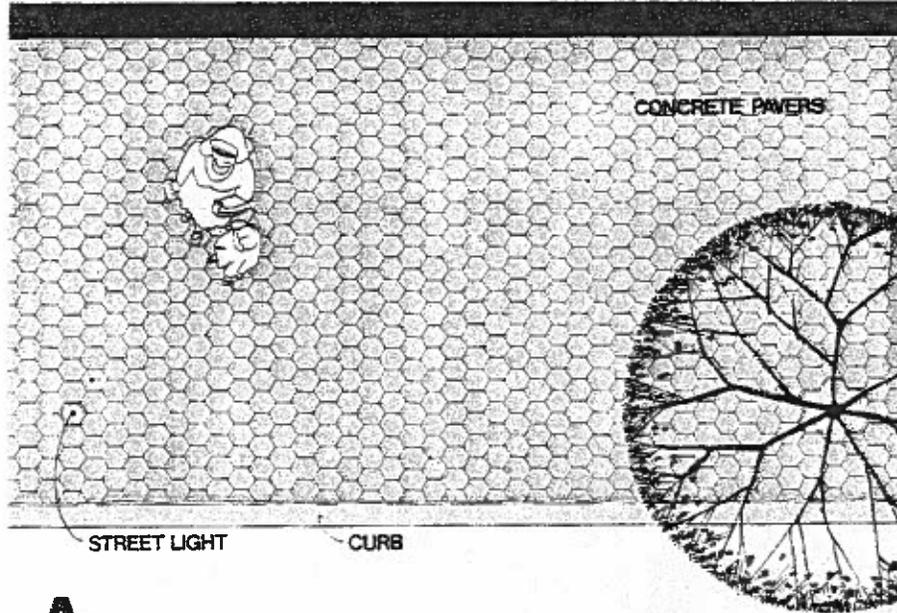
The proposed beautification should change the visual image of the business area for local residents and for those driving through Broadway as well.

Eventually street beautification should be extended to other commercial and some higher density residential areas as well.

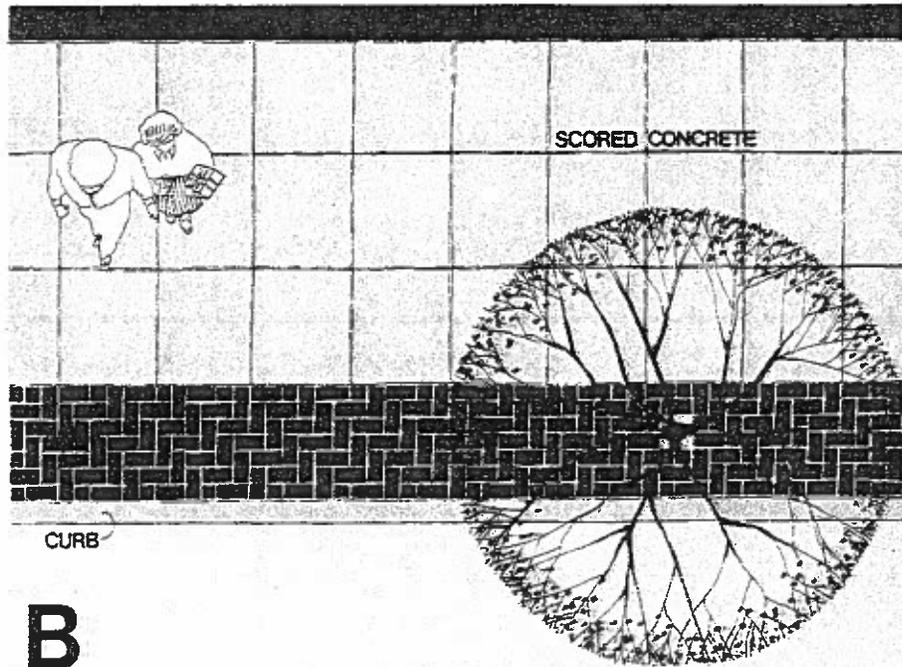


ALTERNATE PAVING PATTERNS

- 1 HEX
- 2 BRICK
- 3 AYE
- 4 COBBLESTONE
- 5 GRASSTONE
- 6 TRI-HEX



A



B

Figure 10

Possible Beekman Ave. Sidewalk Improvement – Details

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New York



Figure 11
Sidewalk Improvement

MASTER PLAN **CENSUS TRACT 116**

Village of North Tarrytown
New York

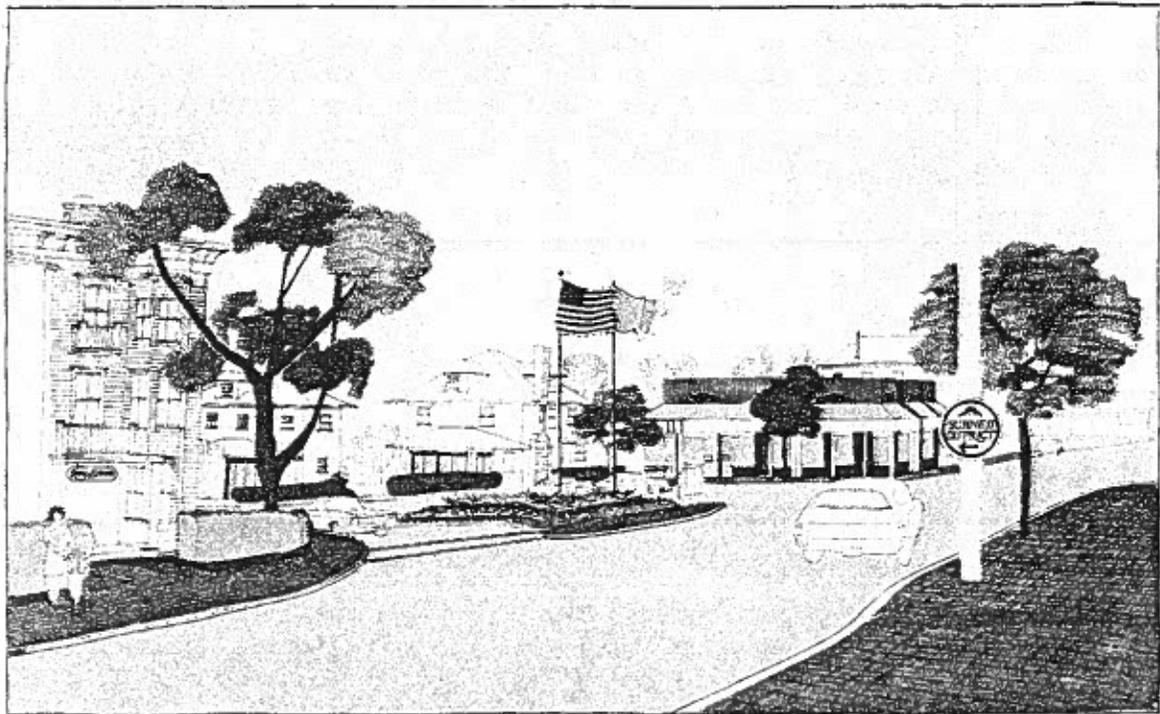


Figure 12
Possible Improvement at Broadway/Beekman Intersection

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New York

COMMERCIAL REHABILITATION

Rehabilitation of commercial buildings and replacement of unattractive store signs by property owners and merchants are essential steps in the upgrading of the business area. When rehabilitating a building, the integrity of the original design should be respected. Whenever possible, the original materials should be used (Figures 13 and 14).

New and replacement signs should be in harmony with the buildings and with each other. The signs provided on new and on older buildings may be different in architectural styles, but at the same time they can be properly related through design treatment, color selection, size and location.

The building rehabilitation program should be achieved with emphasis on private enterprise. The public improvements will provide some incentive to carry out a successful rehabilitation program. Additional incentives should be provided in the form of direct financial assistance to property owners and merchants in the form of interest subsidies or direct low interest loans and/or facade grants. Limited funds for the purpose have been set aside in the Village's Community Development program. The rehabilitation program should include interior improvements as well wherever that action seems required or appropriate. In many cases rehabilitation of the rear facades of these structures are just as important as entrances along the street, since the enlarged and improved parking lots are likely to create a greater demand for the rear entrances.



Figure 13
Facade Improvement

MASTER PLAN **CENSUS TRACT 116** Village of North Tarrytown New York

Raymond, Parish, Pine & Weiner, Inc.
Planning and Community Development Consultants



Facade Improvement

MASTER PLAN CENSUS TRACT 116

Village of North Tarrytown
New York

Raymond, Parish, Pine & Weiner, Inc.
Planning and Community Development Consultants

RESIDENTIAL REHABILITATION

Both the economic and physical survey indicated a strong need for the improvement of residential structures.

North Tarrytown is currently operating a residential rehabilitation program funded by Community Development Block Grant funds and other federal assistance (processing of HUD "Section 312" residential loans has started). It is recommended, that these programs be continued and intensified.

Residential rehabilitation should be especially encouraged in high impact areas, where the improvement of structures would help increase the area's image. Areas such as Cortland Street and portions of a number of other streets are badly in need of rehabilitation work. Large projects, like the rehabilitation of the VanTassel apartments might qualify for additional federal aid.

Rehabilitation of multi-family dwellings could increase the cost of maintaining these structures beyond the economic means of the owners, due to existing rent control regulations. Should any resulting rent increases cause an unreasonable burden on tenants, expanded participation in the Federal "Section 8" rent assistance program should be considered.

Residential rehabilitation and commercial rehabilitation combined with street improvements, landscaping of public ways, etc. are important elements of an overall revitalization program and are needed if the plan is to succeed.

V. IMPLEMENTATION-ACTION PLAN

OVERALL PROGRAM

There are several elements in the process of implementing a plan. These include:

- . Establishing priorities;
- . Revisions to Land Use Regulations;
- . Working with other agencies at all levels of government and private sector sources to achieve action on or funding of various projects;
- . Developing a program of public improvements.

Once priorities are established, efforts can proceed in the other three areas.

A major initial focus of the implementation program is the expansion of off-street parking. The cost and feasibility of achieving this is dependent on several variables including availability of land, the number of property owners involved, and the physical constraints of the land involved. For purposes of trying to establish budgets a figure of about \$4,000 or more per space is reasonable. This would include construction and land acquisition, design and contingencies. Thus to provide 100 public spaces could involve upwards of \$400,000. If other arrangements were utilized such as utilizing leased land or lands held by other public bodies, the cost could be reduced.

To initiate a parking program with 100 spaces in the business area and additional spaces in residential areas might involve up to \$500,000.

With regard to improving the physical environment of Beekman Avenue, a combination of street improvements on Beekman from Broadway to Cortland (sidewalks, planters, benches, etc.) would likely involve about \$200,000 plus whatever public funds are utilized to encourage private investment in commercial properties.

If the implementation program is to reflect the need for a comprehensive effort in Tract 116 it has to address issues beyond the commercial core. Thus the rehabilitation of residential properties and mixed residential and commercial properties is an important element toward which financial resources have to be applied. To a large extent the Village

has recognized this in the CD program by setting aside funds for residential rehabilitation, street lighting, street improvements and improvement to recreation facilities. Well over 60 percent of the Village's Community Development budget is committed to improvement in residential areas. It is essential to keep a high level of commitment and to pursue other sources of funds to supplement this.

The number of units that can be improved depends on whether funds are used as grants or loans or interest subsidies. If there is a commitment of \$4-5,000 of public funding to each unit, to rehabilitate 50 units would require about \$200-250,000.

Considering North Tarrytown's financial status and the multiple benefits that can be derived from a publicly supported improvement program, the expenditure of approximately \$1 million seems a reasonable figure for the next two to three years. Spending much less, the impact would be less than satisfactory, and spending a much greater amount within this relatively short time would be beyond the financial means or likely willingness of the community. This proposed expenditure would not all have to be provided from the Village budget as has been shown. The Village's three year CD program includes \$600,000. About \$400,000 of this is still available and there is the possibility that some type of Community Development funding can be achieved beyond this.

The Village's own efforts can be coupled with other public funds such as Department of Transportation, other federally assisted rehabilitation programs such as Section 312, and Federal programs which place heavy reliance on private funding such as Urban Development Action Grants can also be pursued.

REVIEW OF LAND USE REGULATIONS

Several aspects of the Plan require revision to the Village's Zoning Regulations. There are two aspects in particular that require review.

The first is to eliminate the possibility of industrial and commercial development spreading into residential areas. This poses two threats. First, it creates conflict in the residential area and discourages a high level of maintenance and second, it could encourage a scatteration of commercial uses thus undermining the strength of the existing concentration.

The second area of revision would focus on Valley and Cortland Streets where a special type of zoning that recognizes the mixed use nature of this area and limits the type of commercial activity to those uses that would not be in competition with the central area.

An effort to accomplish these revisions and any other necessary revisions that could create incentives for upgrading the business and residential areas should be pursued early in the implementation process.

IMMEDIATE ACTION PROGRAM

It is important to initiate the Plan's implementation at the earliest possible time.

Since funding will come from several sources including the Village itself a series of initial steps should be undertaken to lay the ground work for a package of priority projects and to assure that the program can move ahead on several fronts.

It is recommended that the Village assign the responsibility for implementing the short range plan and coordinating long-range planning and development to a single person or single agency. This would assure that a person or agency working on an array of related programs would be able to initiate and follow through upon directives from the Village Board and in turn advise the Village Board on policy matters.

This office should have available to it the necessary technical support from other Village or County agencies or technical consultants as may be appropriate.

The suggested initial steps in the implementation of a comprehensive program for the rejuvenation and development of Tract 116 are as follows:

- Coordination with the New York State Department of Transportation to ensure the proper design of Broadway-Beekman Avenue-Bedford Road intersection and Village entrance; DOT plans should include as much beautification related work as possible. In addition, DOT should be asked to study and improve the phasing of the traffic light at the intersection of Broadway and Pocantico Street in conjunction with the primary project in order to improve traffic flow;

- The residential rehabilitation program should be intensified with special emphasis on rehabilitating some major residential structures;
- A more substantial commercial rehabilitation program should be established, with technical and design assistance provided to interested owners;
- The rent control policy and its impact on rehabilitation potential should be evaluated and alternate means of support for low and moderate income individuals and families such as the HUD "Section 8 Program" should be pursued if appropriate;
- Alternate parking possibilities for the commercial uses of Beekman Avenue between Cortland and Valley Streets should be investigated more thoroughly. Whether parking could be provided on the Morse School property or behind the buildings on the southside of Beekman Avenue, would depend on (a) whether the Village and School Board can work out a mutually satisfactory agreement and/or (b) the costs involved. A parking lot on a portion of the school property is an attractive idea because only one property owner is involved and there is a joint need for school staff business, and residents. On the other hand, parking on the other side of Beekman Avenue would be adjacent to the commercial uses, and would not cause even a temporary disruption of the school playground;
- Expanding the existing parking areas and providing new ones east of Washington Avenue should be explored, particularly in conjunction with possible expansion of business space; the extent and timing of implementation of these lots would depend on possible development commitments to extend the business area to the east and tie it physically and visually with Broadway. The possibility of getting Federal assistance through an Urban Development Action Grant and other Federal financing tasks should be explored;
- Initial sites where residential parking can be provided should be determined and steps taken to carry out the initial projects;
- Sidewalk improvements of Beekman Avenue from Broadway to Cortland Street should be designed and cost estimates prepared;

- Local affected corporations and foundations such as GM, Rockefeller Foundation and Sleepy Hollow, should be contacted and involved as a basis for possible participation in overall rejuvenation program both in terms of funds and ideas;
- Local merchants should organize far more aggressive joint marketing and promotional activities;
- A joint promotional effort should be undertaken to promote new development;
- Display graphics and signs related to beautification and promotion activities should be designed.

Rehabilitating Census Tract 116, with the Beekman Avenue shopping area will require substantial work on the part of the Village, and the person or persons in charge of this task will have to rely on professional assistance as well. The result, however, should justify the effort and expenditure. The exact benefit of the program cannot necessarily be measured in dollars and cents since the survival of the area as a pleasant place to live and conduct business depends on the success of this overall rehabilitation program.

