



Haverstraw
Downtown
Revitalization
Initiative

Village of Haverstraw Downtown Revitalization Initiative

LPC Meeting #3

April 7, 2022



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Public Comment for LPC Meeting



- Time is available at the end of the LPC meeting to allow for any members of the public to provide comments on what has been addressed today
- Please remember that all comments and questions will be recorded and taken into consideration
- Keep updated on DRI by visiting www.haverstraw-dri.com

Virtual Comments

- A few ways to ask a question or share a comment:
 - Raise hand (*9 if using telephone) and Q+A box
- If you submit a question or raise hand during the presentation, note that we'll see it, but will not address them until comment period

In-Person Comments

- Raise hand

Open Call for Projects Summary and Overview



23 Projects

21 Eligible

2 Ineligible

\$18 Million Total DRI Ask

- Open Call for Projects Ended: April 1 (VHB collects projects, reviews for eligibility, readiness, reflect DRI Goals)
- LPC Meeting #3: April 7 (LPC considers if projects are transformative, catalytic or beneficial for the DRI Area)
- Public Meeting #2: April 27 (Public provides input on projects advanced through LPC Meeting #3)
- LPC Meeting #4: May 10 (LPC continues to refine list of projects by considering if projects have public support, provide economic benefit, ability to leverage other funding, and other criteria as decided by the LPC)

Not Eligible Projects



Hornick Kulture Park

Project Sponsor: Haverstraw River Arts Fund, Inc. (Non-Profit)

Project Description: Creation of Hornick Kulture Park through the purchase of sculptures from Haverstraw Joyland Oz LLC at 152 Broadway, and relocate them to Short Cove Road basin

Goals: Non-Eligible (location is outside the DRI Boundary)

Total Cost: \$134,500

DRI Ask: \$134,500



20 Main Street Revitalization

Project Sponsor: Henriquez Family (Private)

Project Description: Exterior and interior renovation of a mixed-use building through the replacement of storefronts and apartment units at 20 Main Street.

Goals: Non-Eligible (DRI Ask not high enough for private sponsor, sponsor rescinded application)

Total Cost: \$115,000

DRI Ask: \$115,500

Project Evaluation Criteria

- Is it eligible?
- Alignment with DRI Vision and Goals, existing local and regional plans
- Project readiness
- Catalytic potential
- Transformative potential
- Community benefits

Future LPC Meetings

- Economic benefits
- Capacity to leverage other funding sources
- Public support
- Environmental sustainability

Project Readiness

Does the Project/Sponsor Have:

- Site Control
- Cost Estimate
- Design
- Required Permits and Approvals

**Consultant Team has some resources to assist with project readiness for projects decides to advance*

Agenda / Meeting Goals



- Summary Overview of All Projects Received Through the Open Call for Projects
- Define Transformational / Catalytic / Public Benefit and Project Readiness
- Present Ineligible and Eligible Projects
- Get feedback from LPC on Transformational / Catalytic / Public Benefit of Eligible Projects
- Establish the Projects that Advance to the Public Meeting
- Discuss Public Engagement
- Next Steps
- Public Comment

Project Evaluation Definitions



- **Transformative:** Will this project significantly enhance DRI Area and have long-term impact
-

- **Catalytic:** Will this project attract other investment or create benefit beyond the DRI boundary
-

- **Public Benefit:** Will this project promote diversity, equity, and inclusivity and/or improve overall quality of life

Eligible Projects



Re-establish Façade Restoration Program

Project Sponsor: Village of Haverstraw (Public)

Project Description: Re-establishment and expansion of the former façade preservation and restoration program within downtown. The intended purpose is to improve aesthetics and architecturally significant historic buildings

Goals: Economic and Entrepreneurship, Cultural

Readiness: In Formation

Total Cost: \$600,000

DRI Ask: \$550,000



Downtown Marketing Campaign

Project Sponsor: Village of Haverstraw (Public)

Project Description: Design and implement a long-planned marketing campaign in tandem with the Rockland County Tourism Department Marketing Initiative

Goals: Economic and Entrepreneurship

Readiness: Idea

Total Cost: \$175,000

DRI Ask: \$150,000



Haverstraw Brick Museum Transformation Expansion Project

Project Sponsor: Haverstraw Brick Museum (Non-Profit)

Project Description: Aid in the construction costs to help accomplish renovations to the first floor, construct two additional floors, roof garden and restoration of the original 1800s basement foundation

Goals: Cultural, Economic and Entrepreneurship

Readiness: In Formation/Idea

Total Cost: \$2,000,000

DRI Ask: \$1,500,000



Main Street Pocket Park

Project Sponsor: Village of Haverstraw (Public)

Project Description: Development of a plaza, outdoor seating, tables, and public gathering space in a current underutilized park at 45-47 Main Street

Goals: Cultural, Economic and Entrepreneurship

Readiness: In Formation

Total Cost: \$175,000

DRI Ask: \$150,000



Downtown Murals

Project Sponsor: Haverstraw River Arts Fud, Inc. (Non-Profit)

Project Description: Creation of four murals at 2 Main Street (middle-top), 21 Main Street (right), 45 Main Street (left) and 10 Rockland Street (middle-bottom)

Goals: Cultural, Economic and Entrepreneurship

Readiness: In Formation

Total Cost: \$180,000

DRI Ask: \$180,000



Haverstraw King's Daughters Public Library Roof

Project Sponsor: King's Daughters Public Library (Public)

Project Description: Replacement of the existing flat roof

Goals: Cultural

Readiness: Fully Formed

Total Cost: \$138,000

DRI Ask: \$113,000



Redevelopment of the Former Chair Factory Site

Project Sponsor: Village of Haverstraw, in partnership with Mpact Collective (Public/Private Partnership)

Project Description: Support the future 600,000 sf mixed-use development (housing, hotel, retail, museum, public space) through the expansion of Liberty Street, extending the HHQP along the waterfront, and shoreline stabilization

Goals: Housing, economic and entrepreneurship, cultural, connectivity and mobility

Readiness: In Formation

Total Cost: \$222,000,000

DRI Ask: \$5,000,000



The Experience (Haverstraw African American Connection)

Project Sponsor: Haverstraw African American Connection (Non-Profit)

Project Description: Repurpose existing vacant building with a museum including exhibit space, gift shop, office space and a theater, includes interior refurbishment and build-out of attractions

Goals: Cultural, Economic and Entrepreneurship

Readiness: In Formation

Total Cost: \$1,300,000

DRI Ask: \$1,000,000



West Broad Street Streetscaping

Project Sponsor: Village of Haverstraw (Public)

Project Description: Improve lighting, sidewalks, furniture, and landscaping on West Broad Street from Clove to Broadway

Goals: Connectivity and Mobility, Economic & Entrepreneurship

Readiness: In Formation

Total Cost: TBD

DRI Ask: TBD



Stone Yard Barrel Factory and Taproom (Stone Building)

Project Sponsor: Ginsburg Development Companies LLC (Private)

Project Description: Assist in the interior buildout of space and mechanical equipment for the repurposing of the existing ground floor for the Stoneyard Brewing Company

Goals: Economic and Entrepreneurship

Readiness: Fully Formed

Total Cost: \$1,662,500

DRI Ask: \$665,000



Village Square at Haverstraw (49 West Broad Street)

Project Sponsor: Village Square at Haverstraw LLC (Private)

Project Description: Support construction of a 5-story mixed use building (55 units, commercial & community space) through building construction costs, streetscape improvements, parking, sewer connection fee, recreation fee, solar panels

Goals: Housing, Economic and Entrepreneurship

Readiness: Fully Formed

Total Cost: \$11,124,480

DRI Ask: \$1,524,320



Relocation of Basketball Courts

Project Sponsor: Village of Haverstraw (Public)

Project Description: Move basketball courts off West Broad Street closer to the Haverstraw Center and expand the existing parking lot for use by the public and residents of the proposed 49 West Broad Street residential development

Goals: Cultural

Readiness: In Formation

Total Cost: \$600,000

DRI Ask: \$600,000



Expansion of Haverstraw Center

Project Sponsor: Village of Haverstraw (Public)

Project Description: Construct two-story addition to the existing center to expand services including a video conference center, kitchen facilities, meeting space and restrooms

Goals: Cultural

Readiness: In Formation

Total Cost: \$4,900,000

DRI Ask: \$2,000,000



Dream Team Performance Art Community Center

Project Sponsor: TBD

Project Description: Interior and exterior renovations to the existing synagogue to accommodate an arts center which will host various activities and provide resources for disabled and at-risk youth and adults

Goals: Cultural, Economic and Entrepreneurship

Readiness: Idea

Total Cost: TBD

DRI Ask: TBD



Downtown Wayfinding Campaign

Project Sponsor: Village of Haverstraw (Public)

Project Description: Installation of wayfinding kiosks and signage throughout the DRI Area to improve parking visibility, points of interest, and dining options to increase downtown business activity, increase placemaking, and improve branding

Goals: Connectivity and Mobility, Economic and Entrepreneurship

Readiness: In Formation

Total Cost: \$175,000

DRI Ask: \$150,000



River Vista (West St and Maple Ave)

Project Sponsor: Yado Estates LLC (Private)

Project Description: Support construction of a 5-story live/work development with off-site improvements to resurfacing of roadways and sidewalks, installation of public amenities and assistance towards higher energy standards.

Goals: Housing, Economic and Entrepreneurship

Readiness: In Formation

Total Cost: \$22,762,800

DRI Ask: \$4,000,000



Expanded Haverstraw-Ossining Ferry Service

Project Sponsor: Villages of Haverstraw and Ossining (Public)

Project Description: Pilot project jointly funded between the Villages of Haverstraw and Ossining to provide ferry service for one day each weekend between May 1st – October 31st

Goals: Connectivity and Mobility, Economic and Entrepreneurship

Readiness: Fully Formed/In Formation

Total Cost: \$255,000

DRI Ask: \$100,000



Haverstraw Multimodal Ferry Station

Project Sponsor: Village of Haverstraw (Public/Private Partnership)

Project Description: Construct a 750 square-foot shelter, with indoor and outdoor waiting areas, video monitor showing Village events, vending machines, a stop for a Jitney bus and car services, and e-bike rentals

Goals: Connectivity and Mobility, Economic and Entrepreneurship

Readiness: In Formation

Total Cost: \$300,000

DRI Ask: \$200,000



Waterfront Sculpture Trail – Phase 2

Project Sponsor: Ginsburg Development Companies LLC (Public/Private Partnership)

Project Description: Purchase and installation of sculptures along the extended waterfront park as part of Admirals Cove development. Upon completion by GDC, the park would be turned over to the Village as a public park

Goals: Cultural, Connectivity and Mobility, Economic and Entrepreneurship

Readiness: In Formation

Total Cost: \$500,000

DRI Ask: \$200,000



Waterfront Restaurant

Project Sponsor: Ginsburg Development Companies LLC (Private)

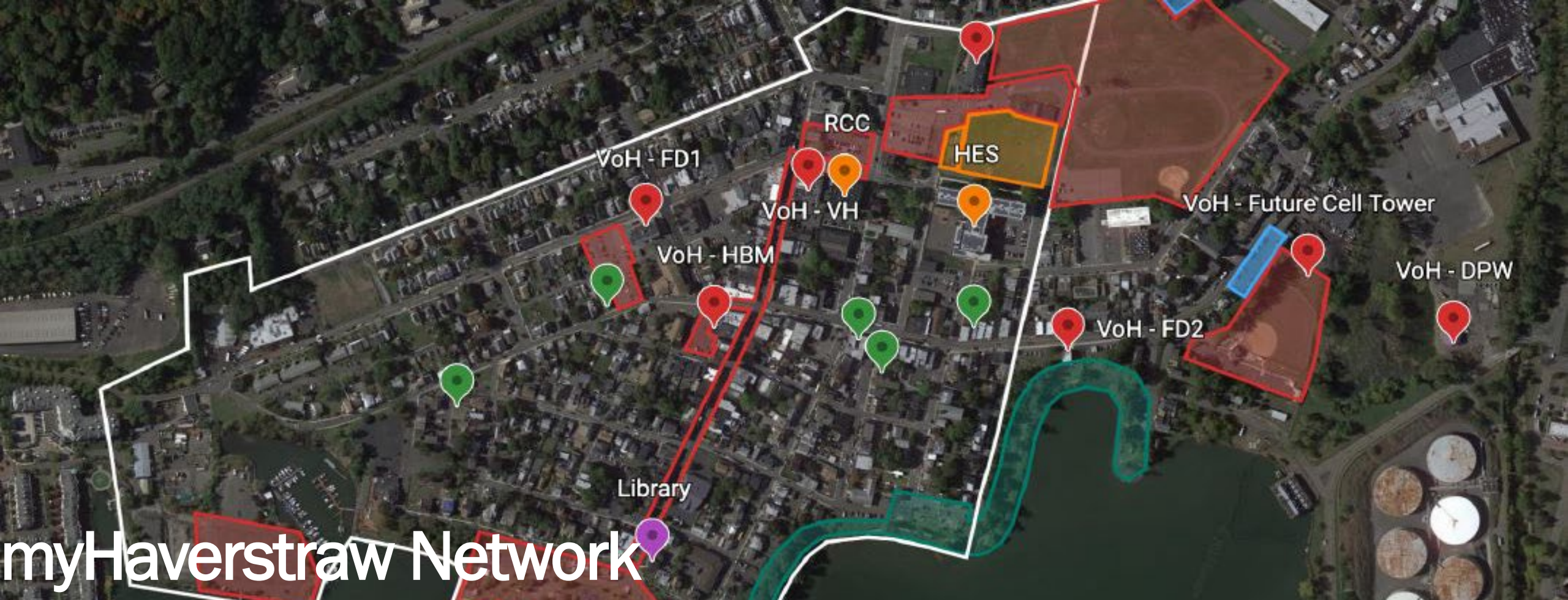
Project Description: Assist in the interior buildout of a waterfront restaurant as part of the Admirals Cove development. The restaurant would be located near the ferry dock and adjacent to the proposed sculpture trail

Goals: Economic and Entrepreneurship

Readiness: In Formation

Total Cost: \$1,600,000

DRI Ask: \$640,000



myHaverstraw Network

Project Sponsor: TBD (in partnership with myHaverstraw)

Project Description: Create a rooftop based wireless broadband network for the entire community through the purchase and installation of base network hubs, public access equipment and equipment for the need-based portion of the network

Goals: Cultural, Economic and Entrepreneurship

Readiness: Idea

Total Cost: TBD

DRI Ask: TBD

Next Steps...

Important Dates



- Public Meeting #2 - April 27, 7-9pm at The Haverstraw Center
- LPC Meeting #4 – May 10th 4-6 PM

LPC Meetings #5-6 Dates:

- May 26th 4-6 PM
- June 16th 4-6 PM



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Questions?



- Raffaella Dunne - rdunne@vhb.com
- Jill Gallant – jgallant@vhb.com



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Thank you!