



City of Peekskill, New York

Mid-Hudson Regional Economic Development Council

**New York State
Downtown Revitalization Initiative
Strategic Investment Plan**



**Downtown
Revitalization
Initiative**

City of Peekskill

Downtown Revitalization Initiative

DRI Local Planning Committee

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City of Peekskill

Downtown Revitalization Initiative

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Downtown Revitalization Initiative

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FOREWORD



Downtowns define our cities and regions. With their energy and diversity as well as their artistic, cultural and historical assets, vibrant downtowns serve as anchors and catalysts for local and regional growth. These enduring qualities attract businesses, jobs, residents and visitors, and provide the critical infrastructure and diverse tax base necessary for broader and more inclusive growth.

Despite their tremendous value to our society and economy, downtowns suffered decades of disinvestment, economic decline and community malaise with the advent of sprawl and de-industrialization. But people and businesses once again recognize and appreciate what downtowns have to offer. And with that, downtowns are beginning to revamp and re-invent themselves, in many cases using their proud heritage not as a whimsical look backward to a bygone era, but as a catalyst for a brighter future. Yes, downtowns and cities are on the comeback trail, but obstacles remain and the DRI serves as that critical launch pad.

Recognizing both the potential and the challenges of our urban centers, Governor Andrew Cuomo launched a major new initiative in 2016—the Downtown Revitalization Initiative (DRI). Through the DRI, the Governor moved to aggressively accelerate and expand the revitalization of downtowns and neighborhood centers to serve as centers of activity and catalysts for investment in all ten regions of the state. The DRI represents an unprecedented and innovative plan-to-act strategy that couples strategic planning with immediate implementation.

In the first four years of the DRI, the State has committed \$400 million to invest in downtowns that are ripe for revitalization and have the potential to become magnets for redevelopment, business, job creation, greater economic and housing diversity, and opportunity. Each year, the Regional Economic Development Councils select ten downtowns to receive \$10 million each to refine a vision and strategy for revitalization and to implement projects that show the greatest potential to improve the economic and social vitality of their downtown areas. The projects realized through DRI grant funds in turn catalyze multifold additional investments and projects, which creates

the momentum and progress necessary to sustain a long-term successful revitalization effort. The excitement and community pride generated by the DRI are clear and palpable.

The ten communities selected in round four of the DRI are confronting a serious challenge—the COVID-19 pandemic. But in uncertain times, one thing is certain—cities are resilient; they adapt to change, even in a crisis like this. And the DRI is proving to be resilient and adaptable, too.

In the face of COVID-19, round four DRI communities have effectively pivoted to examine the immediate impacts of the pandemic and expand their downtown strategic investment plans to respond to this new challenge through the recommendation of projects that will support recovery and resiliency, especially for the small businesses that represent the heart of our downtowns. The ten round four communities demonstrated a true commitment to realizing their community visions for vibrant and robust downtowns, even in the midst of NY PAUSE. Indeed, each of the ten communities pursued innovative strategies to engage local stakeholders and successfully identify viable and impactful revitalization projects in safe and effective ways.

The DRI process involves a combination of community-based strategic planning, inter-agency project support and leveraging of outside investments. The process starts with a community-based Strategic Investment Plan that sets the path for successful downtown revitalization—a clear vision for the downtown; goals and strategies to accomplish the vision; and catalytic projects identified in the plan.

The strategic planning process is led by Secretary of State Rossana Rosado and facilitated by staff from the Department of State's Office of Planning, Development and Community Infrastructure, with the assistance of NYS Homes and Community Renewal and Empire State Development. This collaborative multi-agency effort mobilizes the expertise, technical assistance and project management skills of State agencies alongside those of a team of consultants to support a Local Planning Committee (LPC) in each DRI to develop a community-based vision, goals and strategies for downtown revitalization.

Central to the Strategic Investment Plans are the slate of viable, transformative and catalytic projects identified by each LPC that will help realize the community's vision for revitalization of its downtown. Of the projects included in the plans, those that are ready to go and show the greatest potential to contribute to revitalization, especially when knitted together with other projects, are awarded DRI funding.

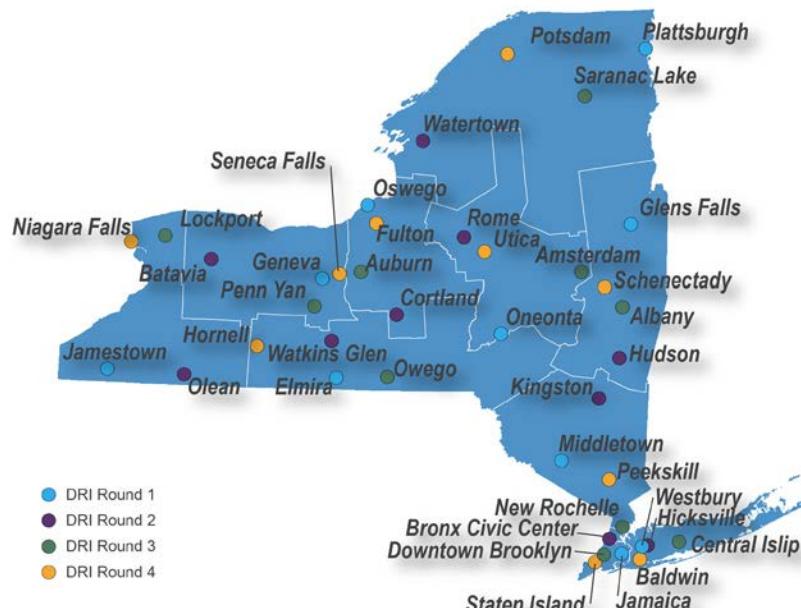
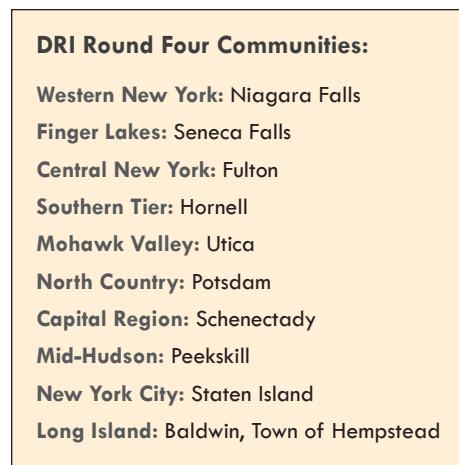
The DRI is much more than a one-off \$10 million grant. Firstly, the projects are not selected in a vacuum, rather, they are synergistic and catalytic—that is, they work in concert to create a whole that is greater than the sum of its parts. Secondly, the positive momentum created by the DRI generates exponential effects that leverage additional public and private investments that, in turn, create a self-perpetuating cycle of revitalization.

We often hear the phrase “live, work and play” to describe city life, but we need to move beyond that limited characterization. Downtowns are so much more than that; they are a place to connect, eat, shop, drink, learn, absorb, innovate, observe and interact—they serve as a spark to human inventiveness and social entrepreneurship.

Downtowns also offer public gathering spaces that allow people of all ages, incomes and backgrounds to interact safely and comfortably to appreciate the diversity of city life.

There is no cookie-cutter formula for our urban centers. Each one is unique—a different vibe, heritage, culture; a whole different story to tell if we listen carefully enough. And we do just that - the DRI treats and respects each downtown as its own special place—which is the hallmark of what we call “placemaking.”

The DRI has launched a renaissance in downtown redevelopment. With bottom-up leadership and top-down assistance from the State, deep participation from within the community and collaborative partnerships with public and private investors, the DRI is truly paying dividends by not just transforming the existing community, but also by creating new and yet-to-be-discovered opportunities for generations to come.



EXECUTIVE SUMMARY





INTRODUCTION AND CONTEXT

In August 2019, the City of Peekskill was one of 10 communities identified by the New York State Regional Economic Development Councils (REDCs) to receive \$10 million in State funding through the Downtown Revitalization Initiative (DRI). This initiative aims to transform downtowns ripe for development through a comprehensive, community-driven approach. The DRI program was first launched in April 2016 by Governor Andrew M. Cuomo to improve the places that people live, work, and raise families, by generating new opportunities for local development and investment. Now in its fourth round, New York Secretary of State Rossana Rosado chairs this initiative, leading a team of planners from the NYS Department of State (NYS DOS), NYS Homes and Community Renewal (NYS HCR), and private-sector experts to help communities develop strategic investment plans to achieve the initiative's goals.

The intent of this report is to create a Strategic Investment Plan ("DRI Plan") for the City of Peekskill that maximizes the impact of DRI investment by advancing projects and initiatives that have catalytic and transformative potential, have the greatest public benefit, are primed for implementation, and enjoy broad stakeholder support. The Strategic Investment Plan will provide guidance to the city, region, and State on how to best utilize the allotted DRI funding and leverage additional public and private investment.

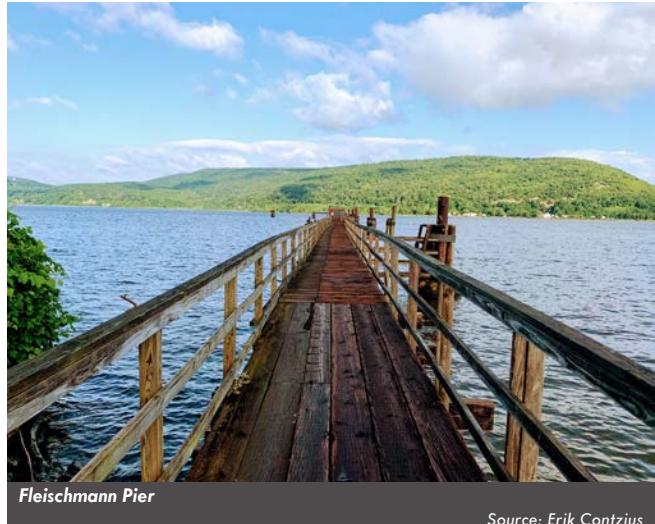
Input from the Peekskill community was a critical part of the planning process, and will be instrumental in the success of the DRI Plan's implementation. The city's ethnic and economic diversity is a key aspect of its identity and required a robust and wide-ranging outreach strategy to ensure that all voices were heard. The public engagement process allowed Peekskill residents, business owners, civic leaders, and property owners to propose projects, confirm the vision and goals, give feedback on potential projects, and provide overall guidance to the planning process.

Public outreach included traditional meetings and workshops, informal "pop-up" activities at civic events, targeted engagement of small business owners and members of the Spanish-speaking community, and an ongoing website and social media presence. In addition, the Local Planning Committee (LPC) requested submissions of proposals for DRI funding through an Open Call for Projects, which generated a great amount of excitement among local residents, entrepreneurs, and property owners. Some of the submissions developed into projects proposed for funding, and others will be candidates for other funding sources in the future. Hundreds of people attended public workshops and LPC meetings, while over 300 people responded to the online survey on potential DRI projects.



Restaurant Row

Source: City of Peekskill



Fleischmann Pier

Source: Erik Contzius

The DRI planning process for Peekskill was designed to be flexible, within the parameters provided by the State's guidance, in order to respond to local needs and opportunities. However, during the project, two global events occurred that no one could have predicted: the COVID-19 pandemic, and widespread protests and civil unrests surrounding the issues of police brutality, racial inequality, and other social justice issues. These events, while occurring throughout the nation and the world, had a significant impact on Peekskill's DRI.

Since the COVID-19 crisis began in March 2020, over 51,000 residents in Westchester County have tested positive for the virus, and, tragically, 1,517 County residents have lost their lives. The restrictions on business activity and social gatherings necessary to combat the virus's spread have severely affected a wide range of industries, but none more so the businesses that are the lifeblood of a downtown: small shops, restaurants, theaters, and museums. Peekskill was not spared from the economic impacts, which caused some potential DRI projects no longer to be viable. However, the COVID-19 pandemic has also highlighted the resilience and creativity of the city's residents and business owners. In particular, ongoing social distancing requirements have strengthened the case for investment in downtown sidewalks and open spaces, and DRI projects

that enhance the public realm and provide for outdoor dining and gathering space are more important than ever before.

A pandemic is not the only global event that has affected the city in 2020. Since the May 2020 killing of George Floyd while in police custody in Minneapolis, an ongoing series of protests and civil unrest have spread across the country and the world. This includes Peekskill, where multiple protests were held over the summer of 2020. While not directly related to the DRI Plan or its recommended projects, the social unrest has underscored the necessity for inclusiveness of the full Peekskill community in planning for the future of its downtown. Implementing DRI projects that address the needs of all residents, especially those that speak to addressing issues of equity and economic opportunity for black and brown communities, has never been more vital.

This DRI Plan, and its recommended projects, fully reflect the context of these monumental events. The LPC has carefully considered potential economic impacts and social factors on DRI projects and has made adjustments, where appropriate, to specific project elements. The resulting strategies and projects will help Peekskill emerge from the current challenges stronger than ever, and well positioned for long-term, sustained downtown revitalization.

PEEKSKILL DRI AREA

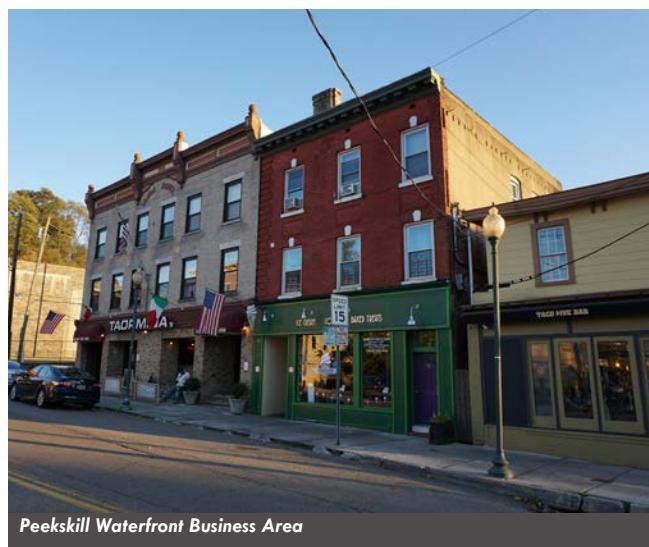
The Peekskill DRI boundary was chosen to build on and strengthen the city's downtown and waterfront, two hubs of activity, and improve connections between these assets. The DRI boundary encompasses three general areas: 1) the downtown core; 2) the waterfront; and 3) the Central Avenue corridor, which is the principal connection between the two areas, especially for pedestrians and bicyclists.

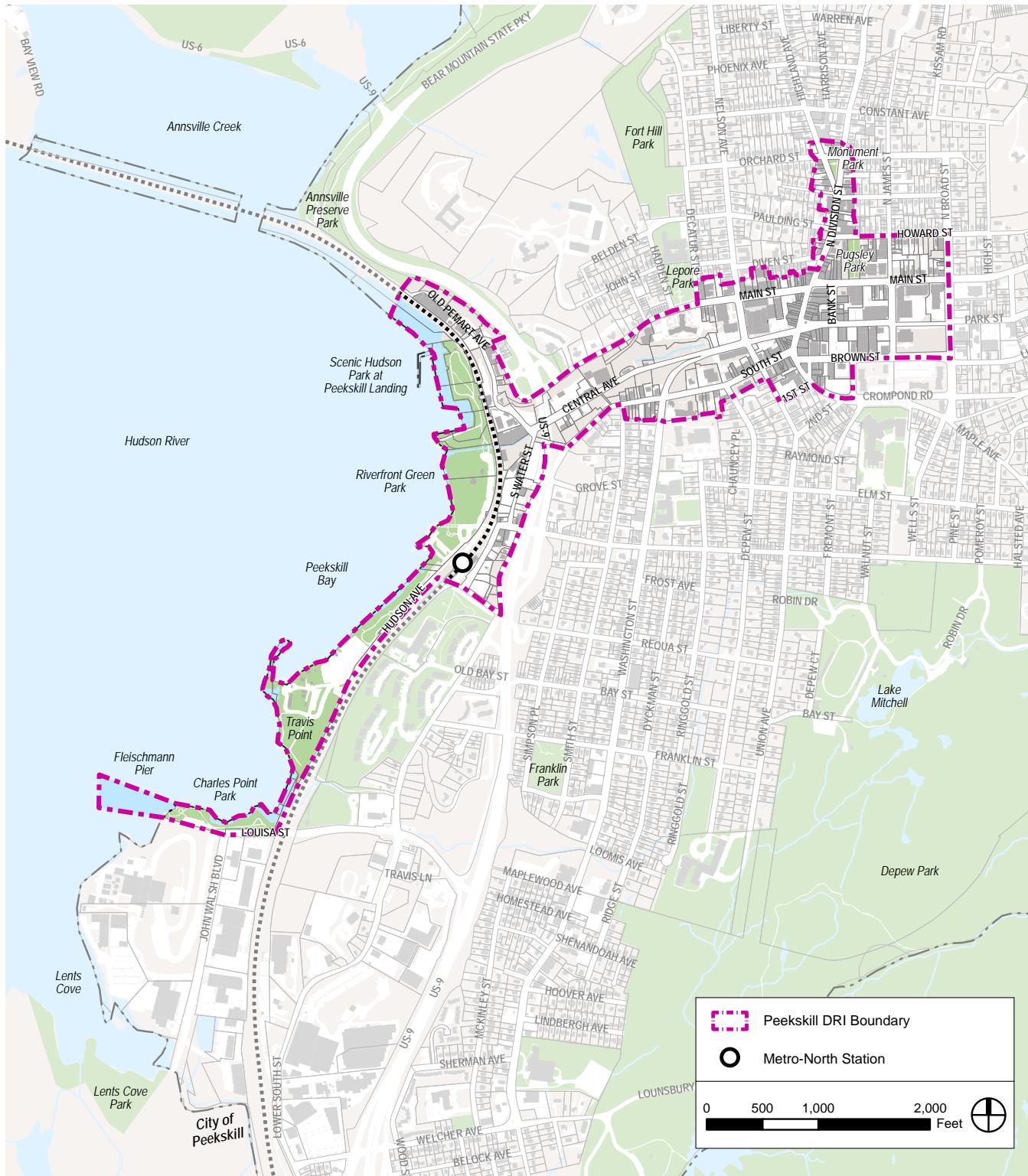
The downtown core of Peekskill encompasses the central business district of the city, focused along Main, Division, and South Streets. This area is the location of many shops, services, and restaurants (including along South Division Street, Peekskill's "Restaurant Row"); as well as community institutions such as City Hall, the Field Library, and the Police Department and court complex. The downtown core also includes two smaller commercial nodes located on its periphery: one along North Division Street and Highland Avenue at Monument Park, and the other along South Street at its intersection with Washington Street. Both of these commercial nodes are characterized by active businesses, many of which are Latino-owned, with buildings and streetscapes that are in need of aesthetic attention.

The waterfront area of the DRI boundary covers both sides of Water Street/Pemart Avenue and the connected Hudson River parks that have seen significant investment in the past 15 years: Scenic Hudson Park at Peekskill Landing,

Riverfront Green Park, Travis Point, and Charles Point Park. This area also includes the Metro-North train station and a small commercial node along Water and Hudson Streets. Peekskill's waterfront area is an important "front door" for visitors and commuters alike, and it has seen renewed activity stemming from new businesses, park enhancements, and the opening of the Lincoln Depot Museum. The DRI boundary in this area captures opportunities for continued improvements, such as at Fleischmann Pier.

The Central Avenue corridor represents the primary connection between the downtown core and the waterfront area, as it is the most direct route for pedestrians, bicyclists, and drivers alike. Improving this link is a longtime City priority, with a vision of transforming Central Avenue into a walkable corridor with a linear park along the daylighted portion of McGregory Brook. This corridor has attracted private investment with the recent launch of construction of an affordable housing development that will include the creation of two public parks along the brook. Additional improvements are needed in the public realm along Central Avenue to increase street-level activity and link the downtown core and waterfront commercial nodes.





Peekskill DRI Boundary Map

COMMUNITY ENGAGEMENT

This Peekskill DRI Plan is the product of a robust public engagement effort involving consensus-building among residents, business owners, and other downtown stakeholders. The public engagement process was structured to provide multiple opportunities for input, and to encourage broad community participation. The process included six Local Planning Committee (LPC) meetings that were open to the public, three community engagement events, a community meeting conducted in Spanish, a business owners' meeting, briefings of the City Council, attendance at additional civic events, an online survey, and communication through

a project website and social media. In addition, the LPC requested submissions of proposals for DRI funding through an Open Call for Projects. This process generated a great amount of excitement among local residents, entrepreneurs, and property owners. Some of the submissions developed into projects proposed for funding, and others will be candidates for other funding sources in the future.

The LPC was instrumental in providing direction and information to shape the DRI Plan as well as reaching out to their broader constituent and social networks.

CRITICAL ISSUES, ADVANTAGES, CHALLENGES, AND OPPORTUNITIES

Through the inventory and analysis of existing conditions, community engagement, and discussions with the LPC and City staff, a clear picture emerged of downtown Peekskill's relative strengths and weaknesses. Understanding this baseline position helped to identify appropriate goals, strategies, and actions to spur meaningful and sustainable economic revitalization. As the chart below summarizes, the city already has many of the pieces that are necessary

for a successful downtown: a diverse, young, and growing population; a well-defined, mixed-use downtown core; strong connections to regional transportation; ample public parking; and a thriving arts scene. The challenges primarily lie in how these assets are connected to each other, and in how they are perceived by visitors and the public.

Strengths

Growing, young, and diverse population creates vitality and makes Peekskill a destination for activity in northern Westchester County.

Downtown core with a diverse mix of uses in a pedestrian-scaled, historic, and attractive setting; and a revitalized waterfront commercial node with parks and public uses.

Strong connection to the regional road and rail networks.

Ample public parking available in both garage structures and surface lots.

Rich array of arts, cultural, and historic resources, and a strong and growing arts scene.

Weaknesses

Large proportion of DRI area population is low-income, which limits spending power and capacity of resident business owners who may also face language barriers.

Weak connections between the downtown and waterfront, reflecting a lack of active, pedestrian-oriented uses and needed infrastructure upgrades.

Uneven pedestrian environment and a lack of infrastructure and amenities for bicyclists.

Perception that garage parking is unsafe and uninviting, particularly for visitors who may be less familiar with Peekskill.

Lack of visibility for the arts, cohesive network of public art, and public-facing exhibition spaces.

Downtown Vision

Downtown Peekskill is a friendly, intergenerational, and diverse community that will leverage its lively arts, entertainment, and dining scene; excellent access to **regional recreation opportunities**; **entrepreneurial spirit**; and **historic charm** to welcome people of all ages, incomes, and backgrounds to live, visit, learn, work, and raise a family.

DRI Area Goals and Strategies

- 1 Attract and support job opportunities for all skill and wage levels, helping both current and future residents establish and grow their careers and the City to expand its tax base, including through investments in critical infrastructure and the youth of the community.**
 - Build on current local growth sectors (arts, entertainment, dining)
 - Support entrepreneurial opportunities that target the local workforce
 - Encourage small business expansion
 - Provide public infrastructure that supports existing businesses and attracts new entrepreneurs to Peekskill
- 2 Strengthen linkages from the central business district to the transit-oriented waterfront area and to adjacent residential neighborhoods, creating inviting and walkable connections for downtown visitors.**
 - Improve multi-modal connectivity with emphasis on biking and walkability enhancements
 - Strengthen connections to increase tourism and regional visitors
 - Encourage alternative transportation options that reduce reliance on automobiles and serve users of all ages and abilities
- 3 Establish Peekskill as a regional arts, cultural, and dining destination, with a diverse range of offerings that support tourism as well as local jobs.**
 - Support existing arts organizations and encourage emerging groups
 - Make Peekskill's thriving arts community more visible to support local artists, including integrating art into streetscapes, signage, and public space
 - Create an identity for Peekskill's arts, culture, and business communities
 - Provide resources to arts and cultural organizations to ensure that they can provide programming and generate revenue to expand and sustain themselves
- 4 Enhance the attractiveness of the downtown environment for residents and visitors alike, through improvements to streetscapes, public spaces, wayfinding and parking signage, and overall aesthetics.**
 - Improve wayfinding and develop clearly identified walking and cycling paths
 - Provide civic spaces that can be programmed for multiple public uses throughout the year
 - Improve the downtown environment by supporting upgrades to downtown buildings and businesses
 - Create a sense of place through the integration of landscaping, green infrastructure, street furniture, public art, and wayfinding elements
- 5 Promote a healthy balance of downtown uses, including retail, restaurants, small businesses, cultural and community institutions, and housing, to support a 24/7 community.**
 - Stimulate economic development by activating vacant or underutilized downtown properties
 - Provide public realm improvements that attract and support new private development
 - Provide resources to assist existing property owners and businesses
 - Increase resources for community organizations that provide services for Peekskill's youth and underserved populations
 - Support mixed-use development that provides a range of housing types and retail/commercial options that support local priorities

IMPLEMENTATION AND MANAGEMENT

Local support, capacity, and leadership will be critical to the long-term success of downtown Peekskill and the implementation of the City's goals. The DRI planning process was led by the LPC, which included representatives from the Business Improvement District and Hudson Valley Gateway Chamber of Commerce as well as business owners; leaders of local health, education, and arts organizations; and other community advocates. Input from these local experts – as well as from the wider public and City government and staff – established a strong foundation for revitalization and strengthened community networks that will help to advance DRI projects.

Public Projects

Implementation of the projects funded by DRI grants will be coordinated by Peekskill's Mayor, Common Council, City Manager, and City staff. The City of Peekskill and local and regional economic development offices have proven track records of managing urban revitalization projects.

Peekskill will implement DRI projects through a team of City employees led by the City Manager. The heads of the Department of Planning and Development, Public Works, Building, Parks, Finance, Legal, and Water and Sewer will serve on the implementation team, assisting with projects that involve their areas of expertise. The Mayor operates as the connection between the City's DRI implementation

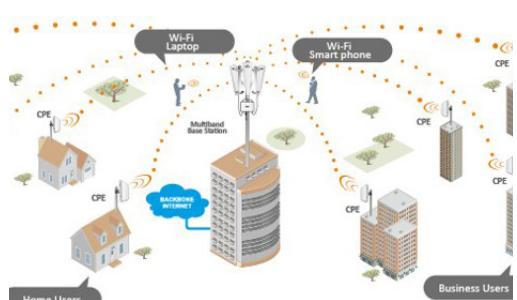
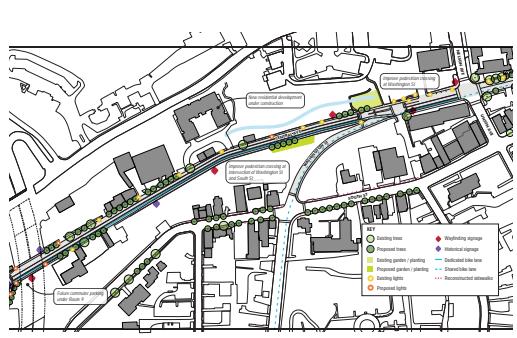
team and Peekskill residents. The Westchester County Department of Transportation (Westchester DOT) will also be a key partner on some of the DRI projects, particularly on the downtown streetscape improvements.

Private Development Projects

Projects that occur on private property will be managed by the property owner or developer as a contract vendee. State agencies will contract directly with the project sponsors, who will be required to follow State requirements for the program, as well as the applicable local development procedures and regulations that all private projects would. The City may provide planning assistance to help project sponsors through the process. Private sponsors include experienced local developers and business owners who are rooted in Peekskill and the region. Other business and community partners that will be involved in certain DRI projects include the Peekskill Business Improvement District, the Hudson Valley Gateway Chamber of Commerce, Comite Latino, the Peekskill Arts Alliance, Hudson Valley MOCA, and the Peekskill Museum. The capacity of each sponsor of a private development project has been carefully considered by the LPC and is addressed within each project profile.

Projects Recommended for DRI Funding

18 Projects totalling \$13,403,152 were selected by the Peekskill Local Planning Committee to be recommended for DRI Funding.

	<p>Project: Implement Public Wi-Fi in Lepore and Pugsley Parks and Low-Cost Internet Service for Bohlmann Towers and Barham Senior Houses</p> <p>Total Cost: \$533,610</p> <p>DRI Funding: \$380,000</p> <p>Construct a mesh Wi-Fi network that provides low-cost broadband internet to residents of Bohlmann Towers and Barham House Apartments; free access to a local resource gateway; and free Wi-Fi along the Main St corridor.</p>
	<p>Project: Create a Marketing and Branding Strategy with Wayfinding Signage</p> <p>Total Cost: \$500,000</p> <p>DRI Funding: \$500,000</p> <p>Three-part strategy to establish a brand that illustrates Peekskill's identity, develop a marketing strategy, and implement a wayfinding and signage strategy.</p>
	<p>Project: Install Solar Power Generation on North Water Street</p> <p>Total Cost: \$2,625,000</p> <p>DRI Funding: \$145,000</p> <p>Install solar arrays on the rooftops of two buildings on North Water Street that are being renovated for use as an incubator workspace for light manufacturing "maker" industries and artisans.</p>
	<p>Project: Improve Connections for Pedestrians and Cyclists between the Waterfront and Downtown</p> <p>Total Cost: \$1,102,000</p> <p>DRI Funding: \$1,102,000</p> <p>Improve sidewalks and crosswalks, add landscaping and bike lanes on Railroad Ave, S Water St, Central Ave, and South St.</p>
	<p>Project: Create a Downtown Civic Hub and Improve the Downtown Public Realm</p> <p>Total Cost: \$1,626,000</p> <p>DRI Funding: \$1,626,000</p> <p>Create the Peekskill Plaza on S Division St by converting two lanes to a pedestrian civic space; redesign Gazebo Plaza as the civic heart of Peekskill; improve streetscapes to enhance pedestrian safety and beautify downtown Peekskill.</p>



Project:	Implement the RIDE! Peekskill Hyper-Local Green Mobility System
Total Cost	\$80,000
DRI Funding	\$68,000

Create a hyper-local transportation system for Peekskill that would consist initially of an electric bicycle share network, with the potential to expand to include electric shuttle trolleys and a locally managed ride-hailing service.



Project	Revitalize the Paramount Theater
Total Cost	\$1,250,000
DRI Funding	\$1,000,000

Renovations to the building façade and marquee, improved interior spaces for audience and artists, expanded hospitality programs, and upgraded equipment and utilities. Interior upgrades include lighting and sound equipment, stage rigging, accessible seating, flexible seating, and box office renovations.



Project	Transform Downtown Peekskill with Public Art
Total Cost	\$681,826
DRI Funding	\$500,000

Series of public art installations throughout Downtown Peekskill through a locally administered selection process involving long-time arts organizations in the city. The joint venture includes three proposals, Enlighten Peekskill, Making Connections, and the Five Arches Mural.



Project	Create a Library and Cultural Center within the HRH Care Health Center
Total Cost	\$92,500
DRI Funding	\$81,000

The library and cultural center will include an archive, exhibition spaces, interactive educational displays, an oral history recording studio, and renovation to better accommodate cultural programming and community events.



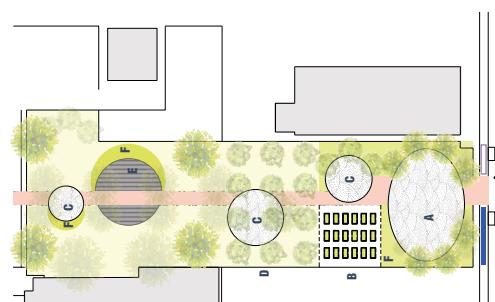
Project	Reconstruct Fleischmann Pier and Improve Charles Point Park as a Premier Waterfront Destination
Total Cost	\$3,865,000
DRI Funding	\$1,200,000

Improvements to Charles Point Park to accompany upgrades to Fleischmann Pier (funded through CFA). Park improvements include floating docks, seating areas, landscaping, signage, lighting, and expanded parking.



Project:	Create a Community Paddling and Environmental Education Center
Total Cost	\$260,000
DRI Funding	\$260,000

Construction of facility in Peekskill Landing to activate the park with a water-dependent use. The center will provide permanent storage facility for water-based sports, including changing rooms; environmental education informational kiosk with a focus on water quality and aquatic life; paddleboard and kayak lessons.



Project	Enhance Pugsley Park as a Downtown Attraction
Total Cost	\$500,000
DRI Funding	\$500,000

Improvements to Pugsley Park including creation of new plazas and seating areas; pedestrian-scaled lighting; small-scale play equipment to attract children; trash cans; bike parking; plantings of trees, shrubs, and flowers; and infrastructure to support power hook-ups and watering.



Project	Downtown Revitalization Fund
Total Cost	\$770,000
DRI Funding	\$700,000

Creation of a fund to help small businesses in the DRI area make capital improvements. Eligible activities include facade improvements, small business creation and expansion, solar installations, and adaptation to social distancing guidelines.



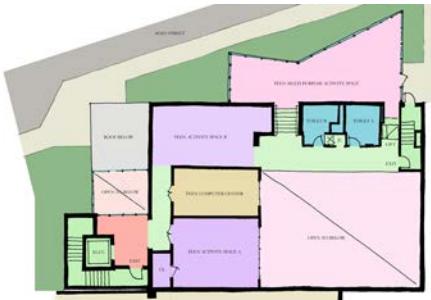
Project	Enhance Monument Park, a Gateway into Downtown Peekskill
Total Cost	\$260,000
DRI Funding	\$260,000

Monument Park would be enhanced by lighting and maintenance improvements to improve the quality of the public space for daily use by residents. The project proposal seeks DRI funding for lighting; landscaping; and an LED informational sign at the bus stop.



Project	Redevelop 41 N Division St as a Mixed-Use Building Housing the Peekskill Arts Center, Multi-media Production Spaces, and Apartments
Total Cost	\$4,838,752
DRI Funding	\$1,638,752

Redevelopment of 41 N Division St as the primary home of the Peekskill Arts Center (PAC) on the ground floor, multi-media production spaces in the basement level, and new micro-apartments on the two upper floors.



Project: Transform the Kiley Youth Center as a New Location of the Boys & Girls Club of Northern Westchester

Total Cost \$4,000,000

DRI Funding \$1,500,000

Renovate the Kiley Youth Center as a new location for the Boys & Girls Club of Northern Westchester. Upgrades include interior/exterior improvements, utilities, and structural repairs providing offices, an art room, computer labs, and cafeteria.



Project Construct Mixed-Use Buildings on North Division Street Including Affordable Housing

Total Cost \$1,884,800

DRI Funding \$942,400

Construction of two mixed-use buildings on N Division St, providing ground floor commercial space and a total of six affordable units.



Project Expand Field Library to Better Serve the Peekskill Community

Total Cost \$1,280,200

DRI Funding \$1,000,000

Expand the Field Library to expand programming for the Peekskill community. Expansion would include lighting, mechanical upgrades; archive and gallery space; and space for STEAM activities.

SECTION I:

DOWNTOWN PROFILE

& ASSESSMENT



INTRODUCTION

Peekskill is a historic population center located along the Hudson River in northern Westchester County. While the decline of much of the city's traditional industry and demographic changes created economic challenges in the latter part of the 20th century, Peekskill has a number of assets that can be built upon for future revitalization, including a historic downtown and strong highway and transit access to the region. In addition, the city's long-standing investment in the arts has begun to pay off, attracting new residents, workers, and visitors alike to enjoy Peekskill's growing dining, arts, and entertainment scene. In recent years, the City has made its waterfront parks into a regional attraction, restored historic buildings, and created successful nodes of activity in its downtown and waterfront.

Peekskill also has a network of arts, cultural, and social service organizations that provide services to youth and vulnerable populations.

Building on these assets and momentum, DRI investment will help bring expanded job opportunities for Peekskill residents, make the city more attractive and functional for residents and visitors, and improve connections between the downtown core and the waterfront. Further investment will facilitate implementation of public and private projects that will greatly improve the lives of residents, attract visitors, and ensure that the diverse Peekskill community can enjoy the benefits of the city's revitalization.



Downtown Festival

Source: Hudson Valley Gateway Chamber of Commerce



Sunset Before Fireworks

Source: Aimee Collins



Central Avenue

Source: Adam Ramirez



Division Street

Source: City of Peekskill

DRI BOUNDARY

Description of DRI Boundary

The Peekskill DRI boundary, shown in Figure 1, was designed to build on the city's downtown and waterfront assets, improve connections to strengthen both areas, and stimulate investment in Peekskill's commercial core. The boundary also includes links to the larger region, by incorporating the Metro-North train station and key regional roadways including U.S. Route 9 and U.S. Route 6, which, as described below, provide access to points north, south, and east.

The DRI boundary includes three general areas: the downtown core, the waterfront, and the Central Avenue corridor. Peekskill's downtown core and the waterfront are major hubs of activity in the City, while the Central Avenue corridor is one of the principal connections between the two areas, especially for pedestrians and bicyclists.

In the downtown core, the DRI boundary encompasses generally the commercial area bounded by North Broad Street to the east, Nelson Avenue/Union Street to the west, Howard Street/Diven Street to the north, and Brown Street/Crompond Road/South Street to the south. This area also includes two commercial nodes along the periphery of the downtown that serve as gateways: the North Division Street and Highland Avenue corridors to north Orchard Street (incorporating Monument Park), and the South Street corridor west to Smith Street.

At the waterfront, east of the Metro-North rail line, the DRI boundary includes parcels on both sides of North Water Street and Old Pemart Avenue from the entrance to the Annsville Creek Preserve, southward to Hudson Avenue. The boundary then encompasses both sides of Railroad Avenue,

including the train station area, southward to Requa Street. South of Central Avenue, the boundary also incorporates the Route 9 elevated highway south to Requa Street. West of the rail line, the DRI boundary includes the entire Hudson River waterfront from the Annsville Creek Preserve south to Charles Point Park and Fleischmann Pier.

Finally, the DRI boundary includes both sides of the Central Avenue corridor, between Nelson Avenue/Union Street to the east and Water Street to the west, as well as portions of Main and South Streets as they travel westward toward the waterfront area.

Regional Context

Peekskill is situated on the eastern bank of the Hudson River in northwestern Westchester County (Figure 2). The city has a compact, traditional commercial core that serves local residents and also acts as a regional downtown for communities in northern Westchester and southern Putnam Counties. Peekskill is located across the Hudson River from Bear Mountain State Park, and north of the Town of Cortlandt. Peekskill is approximately 45 miles north of midtown Manhattan, which is accessible via the Metro-North Hudson Line in about an hour. U.S. Route 9 is a major north/south roadway that connects the City to Putnam County to the north and to the Westchester County Hudson River communities to the south. U.S. Route 6 connects Peekskill to Putnam County and the Taconic State Parkway to the east, and the Bear Mountain Bridge connects the City to Orange County and western New York through Route 17 and Interstate 84.



Figure 1: Peekskill DRI Boundary Map

Source: Westchester County, BFJ Planning

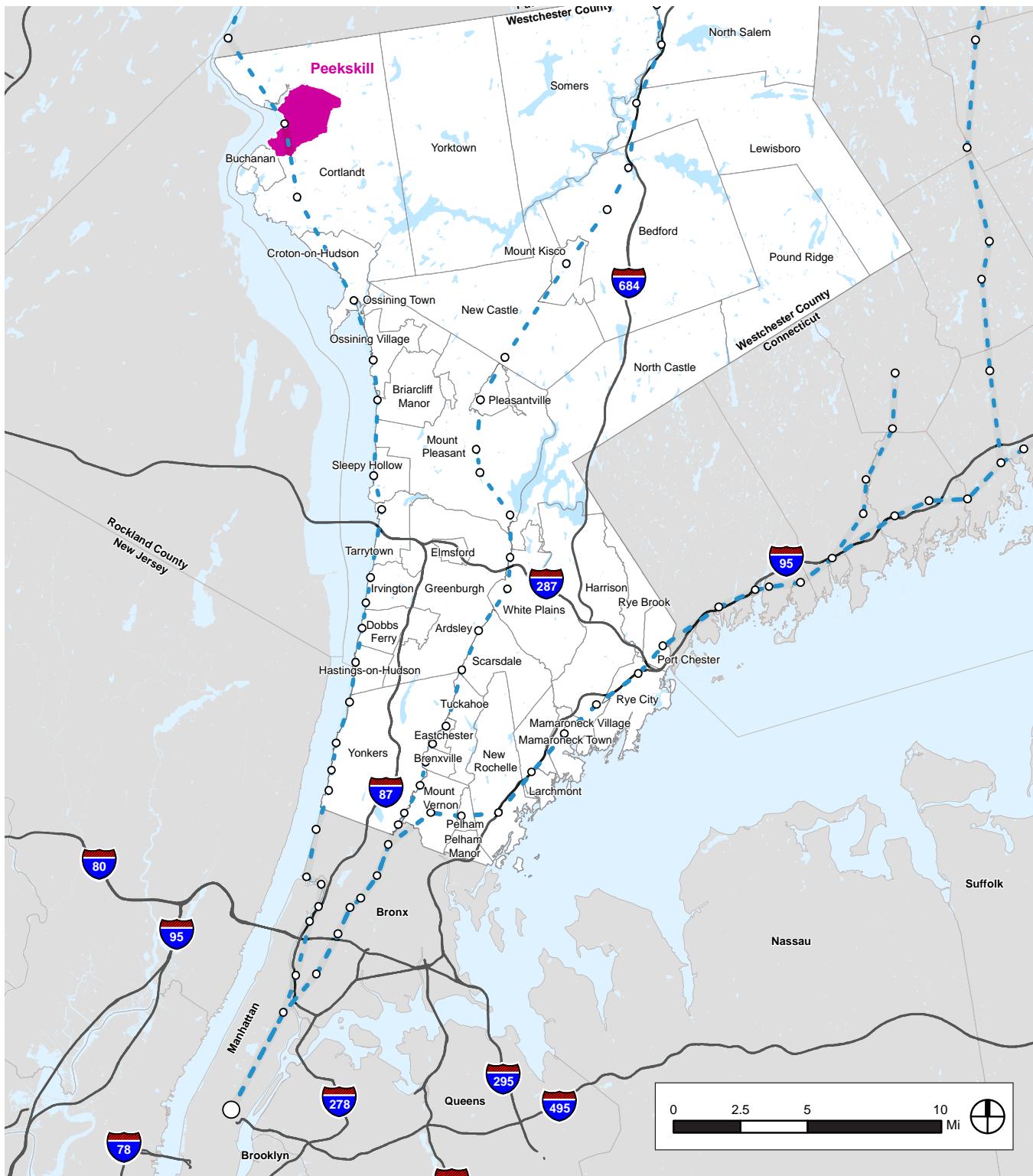


Figure 2: Regional Context

Source: Westchester County, BFJ Planning

PLANNING CONTEXT

The City of Peekskill has been actively planning for its future for a number of years, focusing on a wide range of planning issues from waterfront policy and the downtown retail environment, to wayfinding and parking management strategies. Through preparing for the future by commissioning studies and plans, the City has been successful in generating outside investment from both public and private sources. Many of these plans have included extensive community engagement, which has provided a foundation for the priorities of the DRI Strategic Investment Plan. Some of the most formative recent planning studies and investments in Peekskill are summarized below.

Local Plans

Peekskill Community Congress (2019)

The Peekskill Community Congress is a grassroots group of civic-minded people in Peekskill who met over three public forums in 2018 and 2019 to discuss issues of importance to the city and to create a vision for the future. At each forum, residents were invited to present their ideas for solutions to problems affecting the community. After three forums, the nonprofit group facilitating the process mailed ballots to city residents who voted on where they thought the group should focus their efforts. The top vote priorities were providing jobs and training for youth and ensuring that Peekskill is a walkable city.

Downtown Parking and Signage Report (2018)

The Downtown Parking and Signage Report assessed the total amount of parking available downtown, parking usage, and how parking and signage can be improved to create a better downtown experience. The parking inventory area in the downtown core includes 1,628 parking spaces (1,132 off-street and 496 on-street). On-street parking is well-used during peak periods, as are off-street parking lots that are near attractions. However, Peekskill has excess parking capacity because parking is not well-distributed across parking locations. The James Street garage, in particular, has excess capacity. Recommendations include

making the parking garages more hospitable, improving parking and cultural wayfinding signage, and operational recommendations.

City of Peekskill Waterfront Market Analysis (2015)

The Waterfront Market Analysis analyzes the WF-2 zoning district, which includes Water Street, the Central Avenue corridor, and other parcels east of the railroad. The study suggests that the waterfront would be an ideal place for housing marketed toward young professionals and retirees. Although this waterfront residential development could command luxury prices, the analysis notes that Peekskill is a diverse community, and housing designed for a mix of incomes would be appropriate. In addition to the new residents, developing on vacant parcels in the WF-2 district would increase property tax revenue. Overall, the study recommends that Peekskill should continue to market itself as an artist-friendly community, and promote retail, restaurants, cultural, and entertainment businesses over traditional office space.

City of Peekskill Local Waterfront Revitalization Plan Update (2015)

The Peekskill Local Waterfront Revitalization Program (LWRP) Update is a locally prepared land and water use plan, supported by policies that encourage revitalization and appropriate use of the waterfront area. The plan includes an inventory of water-dependent and water-enhanced uses, vacant or underutilized sites, natural resources, and waterfront infrastructure. The LWRP also discusses proposed projects within the LWRP Waterfront Revitalization Area, which includes the Peekskill waterfront and portions of downtown west of Union Avenue. The report identifies nine vacant and underutilized sites, including surface parking, vacant parcels along the Central Avenue corridor, and underutilized sites along North Water Street. Proposed projects include zoning changes (some of which were implemented by the City), development on surface parking lots, construction of a parking structure near the train station, and waterfront park and trail improvements. Because the most recent citywide comprehensive plan dates to 1958, the 2015 LWRP update fulfills the role of a



PEEKSKILL

community congress

FINDING SHARED PRIORITIES FOR COMMUNITY ACTION.

CENTRAL AVE & SOUTH WATER ST. CORRIDOR STUDY
CITY OF PEEKSKILL, NEW YORK



FINAL REPORT
JANUARY 2010

ADL III ARCHITECTURE PC. & SETH HARRY ASSOCIATES INC.

Downtown Peekskill Retail Recruitment Strategy
Community InsightsSM Market Analysis and Retail Assessment Report
Peekskill, New York

April 2012

JGSC GROUP
Retail Sector Practice
14 North Main Street, Suite 100
Montclair, NJ 07042
973.642.8800

LARISA ORTIZ ASSOCIATES
Retail Data & Analytics, LLC
1000 Avenue of the Americas
New York, NY 10019
212.255.5114



City of Peekskill
Downtown Parking and Signage Report
June 2018

NELSON
DAKRI

City of Peekskill Local Waterfront Revitalization Program
Adopted December 14, 2015



Prepared for:
The City of Peekskill Common Council
Prepared by:
The City of Peekskill Waterfront Advisory Committee
With assistance from:
BFJ Planning, McLaren Engineering, PACO Group and Urbanomics

Recent Planning Documents

comprehensive plan for the portions of the city which it covers, and the remaining portions of Peekskill are guided by what is written in the zoning code.

Downtown Peekskill Retail Recruitment Strategy (2012)

The Peekskill Retail Recruitment Strategy is the result of market data analysis, focus groups with merchants and stakeholders, and a survey. This outreach revealed that Peekskill is known for live music and entertainment, but that the overall experience for a visitor is incomplete.

Examples of this include the hours of local stores and restaurants not being aligned with the timing of events, and the perception that parking decks are not safe. The plan recommends building on the concepts of a “daytime node,” with civic, educational, and service establishments near City Hall, and a “nighttime node,” with arts, culture, and entertainment establishments near the Paramount Theater and Division Street. The report encourages Peekskill to recruit restaurants, specialty and arts stores, small furniture stores, and specialty apparel. Overall recommendations include improving the city’s retail aesthetics and addressing

safety concerns in the parking garages, hosting downtown events that reinforce Peekskill's brand as an entertainment destination, constructing more housing downtown, and making sure the City and other downtown leaders are coordinating their efforts.

Central Avenue and South Water Street Corridor Study (2010)

This study provides a framework and strategies to encourage mixed-use development near Central Avenue, identified as the key connection between the waterfront and downtown Peekskill, that would be consistent with the area's history. Ideas for improving Central Avenue include creating a "half-way" destination at the former Union Stove Works Building (currently Legge Systems), developing housing on both sides of the street east of the industrial buildings, and incorporating public green space along the corridor. The new green space could be a park corresponding with the "100 steps" that used to link South Street and Central Avenue. The plan also proposes improved sidewalks and new pedestrian connections among Central Avenue, Main Street, and South Street. Proposed improvements for lower Central Avenue and the waterfront include a new plaza, mixed-use development, a parking structure, and residential development. The plan's implementation strategies include a form-based code, improved design guidelines for the WF-2 district, and streamlining the process for development applications. Some aspects of the plan were implemented later through the LWRP.

Regional Plans

Mid-Hudson Regional Economic Development Council Progress Reports

The Mid-Hudson Regional Economic Development Council (MHREDC) is a strategic economic advisory board that represents seven counties in the Mid-Hudson Region. The MHREDC is a public-private partnership made up of local stakeholders, government officials, and non-governmental organizations. The MHREDC's vision of LIVE, WORK, PLAY, is at the core of their mission. This LIVE component includes revitalizing urban centers through improvements to public space, smart growth, transit-oriented development, and workforce housing. The WORK component focuses

on connecting established and new businesses with area educational institutions to connect students to jobs in the region. The PLAY component promotes quality-of-life improvements for residents and strengthening the tourism industry.

The MHREDC publishes annual progress reports that review and track economic development projects and initiatives. Several recent MHREDC reports specifically discuss Peekskill. The 2015 Progress Report identifies the City as an "Opportunity Agenda Community" which allowed the City to partner with Westchester Community College and Empire State Development (ESD) for workforce training programs. The 2015 Progress report also discusses how Peekskill is one of the most walkable and affordable communities within the Mid-Hudson Region and has an abundance of job opportunities. Research suggests that these factors, combined with a focus on revitalization and transportation can help attract and retain young adults. The 2018 Progress Report identifies Peekskill as one of only a few Opportunity Agenda Communities that has successfully decreased its unemployment rate. The 2019 Progress Report features a lengthy discussion of Peekskill's DRI selection and notes that the city is uniquely positioned to capitalize on recent positive momentum and grow into a live-work-play community for a diverse population.

Recent and Ongoing Projects

Peekskill has received significant public, private, and non-profit investment in recent years that will be critical to the future growth and redevelopment of the City. This investment has resulted in improvements to public space, refurbished buildings, and new downtown residential units, as well as new parks and cultural facilities at the waterfront.

Private Investment

Private investment in downtown Peekskill includes residential development, niche and specialty stores, art galleries, live-work studio spaces, and personal and professional services. The city is known for its lively restaurants and bars in the downtown and at the waterfront. Recent investments have expanded creative manufacturing businesses and health-care services. These expansions serve both Peekskill

Table 1: Recent Private Investment in Peekskill

Project	Description	Investment Amount
Manufacturing/Industrial		
Bantam Tools	Advanced manufacturing and design business relocated from California.	\$6,000,000
Evening Star Building	Rehabilitation of a historic building for artist lofts and a design/fabrication lighting studio.	\$700,000
Seekircher Steel Window Corp	Expansion of world-renowned business that repairs and refurbishes historic windows and doors.	\$450,000
N. Dain's Sons Lumber Co.	Building renovations and new 86 kW rooftop solar array.	\$1,200,000
McHale Pest Control Training Center	New facility for skilled pest control training.	\$2,000,000
Health-care		
HRHCare	Expansion of health-care non-profit.	\$7,000,000
Retail/Commercial		
Main Street Commons	Newly constructed building and building renovation for retail uses.	\$3,000,000
Peekskill Central Market	Rehabilitation of a historic building for events, performances, and retail.	\$3,000,000
Factoria at Charles Point	Renovated mixed-use and entertainment complex with restaurant, catering, and a brewery.	\$6,600,000
Peekskill Power and Repair	New retail building for a historic family-owned hardware and equipment store.	\$1,500,000
Eagle Bar & Saloon, Hudson Room, Taco Dive Bar, Buns n Bourbon	Renovated buildings for four restaurants.	\$2,000,000
Downtown Retail Spaces	Three new retail spaces in a renovated historic building.	\$650,000
Residential		
Abbey at Fort Hill	178-unit luxury rental complex that also includes a 42-room hotel, spa, restaurant, and catering facility.	\$65,000,000
Lofts on Main	25 market-rate rental units, 50 subsidized artist lofts, and 4 retail spaces.	\$20,000,000
The Gateway	Townhouse development with 14-sale units and 2 affordable units.	\$5,000,000
1 Park Place	Mixed-use development with 181 market-rate units and 5 retail spaces.	\$55,000,000
Upper Floor Apartments	9 dwelling units in mixed-use downtown buildings.	\$500,000
Senior Independent Living Facility	Facility with 53 affordable units.	\$12,500,000
Workforce Housing	82 units of subsidized housing on Central Avenue.	\$47,000,000

Source: City of Peekskill, 2019

Table 2: Recent Public Investment in Peekskill

Project	Description	Investment Amount
Sewer Pump Station Replacement	Sewer pump station replacement on brownfield site.	\$1,500,000
Peekskill Central Firehouse	New firehouse that frees up two City-owned buildings for redevelopment.	\$18,000,000
Parking Garage Upgrades	Upgrades to two downtown garages including LED lighting, signage, structural improvements, and electronic meters.	\$4,000,000
Lighting and Streetscape Improvements	LED streetlight upgrades, downtown streetscape, and pedestrian safety improvements.	\$4,665,000
Waterfront Park and Peekskill Bay Greenway	Creation of Scenic Hudson Park at Peekskill Landing and Peekskill Bay Greenway	\$5,900,000
Lincoln Depot Visitor Center and Museum	Construction of Lincoln Depot Visitor Center and Plaza and restoration of historic freight depot.	\$6,000,000
Microenterprise Grant Funding	City awarded CDBG funds to seven downtown businesses for startup and expansion.	\$200,000

Source: City of Peekskill, 2019

and surrounding communities and offer additional job opportunities for residents. The table below summarizes key development projects relevant to the City's DRI area.

Public Projects

Federal, state, and City funding has led to infrastructure and streetscape improvements that make Peekskill more attractive to residents and visitors. In the downtown, the City has used Main Street grants for building rehabilitations and other funds for a renovated Library Plaza, upgraded lighting in parking decks, and a new central fire station that made four City-owned former stations available for redevelopment. At the waterfront, Peekskill collaborated with New York State and Scenic Hudson to develop parks and utilized public and private funding for a waterfront trail. State and nonprofit funds were used to restore a historic freight depot and create the Lincoln Depot Museum.

Opportunity Zones

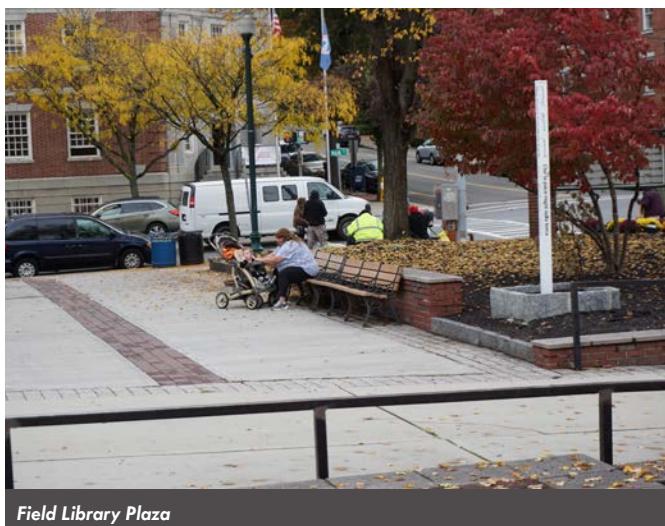
A portion of Peekskill was designated as a federal Opportunity Zone through the Tax Cuts and Jobs Act of 2017. The program seeks to encourage investment in low-income communities by offering financial incentives to private parties who invest money in properties within the Opportunity Zone. In Peekskill, the Opportunity Zone encompasses Census Tract 143, which roughly covers the downtown area around Main Street between Beecher Park and Oakside Elementary School (Figure 3). With the exception of properties north of Howard Street and Paulding Street and east of Broad Street, the entire portion of the DRI boundary east of Nelson Avenue is within the Opportunity Zone. Additionally, the Opportunity Zone overlaps with the Peekskill Downtown National Register Historic District, and therefore would allow developers to take advantage of State and Federal Historic Tax Credits in addition to the Opportunity Zone incentives.



Pugsley Park



Division Street



Field Library Plaza



Peekskill Central Market



HRH Care



Evening Star Building

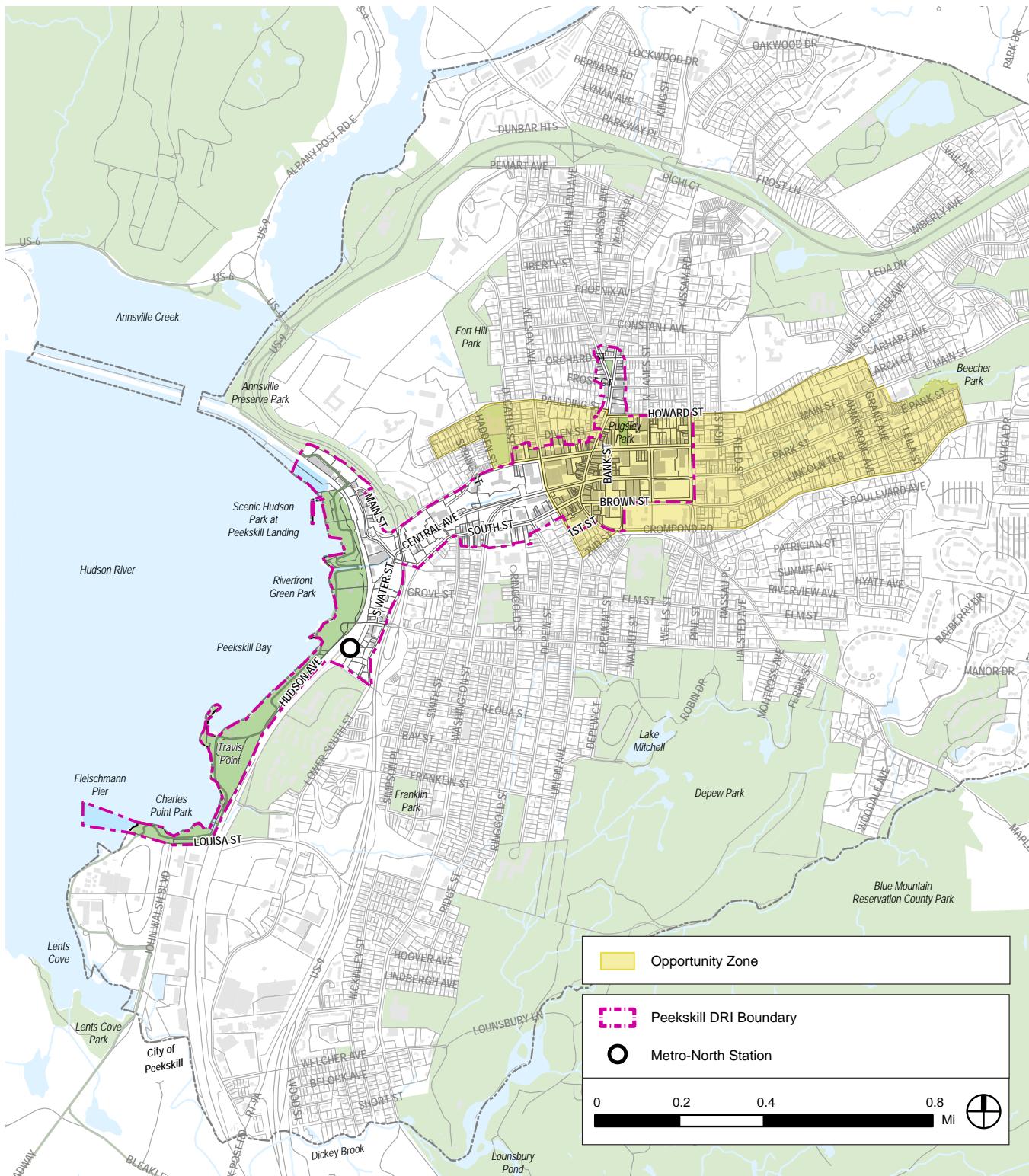


Figure 3: Opportunity Zones

Source: Westchester County, BFJ Planning

EXISTING CONDITIONS

Demographics

Understanding local and regional demographic trends is essential to making measured decisions about redevelopment and revitalization. Studying trends for Peekskill can provide direction for developing a targeted, effective, and inclusive DRI Strategic Investment Plan. It is important to note that demographic and employment data do not reflect the impacts of the COVID-19 pandemic. While the long-term effects of the virus are not yet clear, the short-term results are. Local businesses have been hit hard by social distancing requirements and changes in consumer spending due to the weakened overall economy. In addition, the way that residents of Peekskill work has been transformed, as it has throughout the country, with many people now working remotely for the foreseeable future. Demographic information about Peekskill and Westchester County comes from the U.S. Census Bureau. The data for 2017 comes from the 2013-2017 5-Year American Community Survey, 2010 data comes from the 2010 Decennial Census and the 2006-2010 5-Year American Community Survey, and data for 2000 comes from the 2000 Decennial Census.

Total Population

In 2017, Peekskill's total population was 24,111, an increase of 528 residents since 2010 and 1,670 since 2000. The 7.4 percent growth between 2000 and 2017 is larger than the 5 percent growth of the total population of Westchester County during the same time period. This population growth is contributing to the positive momentum in the city; a larger population can support local businesses and services and add to the vibrancy of Peekskill.

This higher growth likely reflects the area's less expensive housing stock and the increasing desirability of a dense, pedestrian-friendly, mixed-use retail and entertainment area as an attraction to new residents, especially younger ones. Peekskill's access to Metro-North is also one of the area's competitive advantages.

Age Distribution

The age cohorts with the highest percentages of Peekskill residents are people aged 35 to 49, the prime working-age population, which has a higher percentage of the population than is seen in Westchester County overall. The median age in Peekskill was 39.6 in 2017, slightly lower than the county's median age of 40.6. The city's lower median age could reflect its desirability to younger residents, who may prefer residential locations that are pedestrian-friendly, and include stores and entertainment venues that are within walking distance of their homes with access to the region and New York City.



Population (Peekskill)

22,441 (2000)

23,583 (2010)

24,111 (2017)

Table 3: Total Population, 2000 - 2017

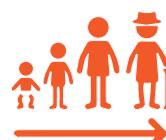
Total Population	2017	2010	2000	% Growth 2000 to 2017
Peekskill	24,111	23,583	22,441	7.4%
Westchester County	975,321	949,113	923,459	5.6%

Source: 2013-2017 5-Year ACS, 2010 Decennial Census, 2000 Decennial Census

Median Age (2017)

39.6

Peekskill



40.6

Westchester County

Income

Peekskill residents are economically diverse, but many residents tend to have working- and middle-class incomes. Approximately 41 percent of Peekskill households earn between \$25,000 and \$75,000 per year, but 23 percent of households earn less than \$25,000. Peekskill residents also tend to have lower incomes than Westchester County as a whole, due in part to the city's large number of subsidized housing units. The 2017 median household income in Peekskill was \$54,839, which is roughly \$35,000 lower than in Westchester County (\$89,968), and the city's median household income has also decreased at a much faster rate than Westchester County since 2000.¹

The roughly one-quarter (23 percent) of Peekskill households that earn less than \$25,000 per year, and the steep decline in median household income, represent major challenges to the city. Well-paying jobs are needed in Peekskill and the region to help grow the income and spending power of residents.

The mix of incomes in Peekskill also points to a need for diversity in retail options and housing. Businesses that provide lower-cost goods and services are needed for low-income residents, as are affordable and subsidized housing options. Peekskill can also support some higher-end retail and entertainment to serve its population and to attract visitors from outside the city.

Employment

The unemployment rate in Peekskill fell from 8.9 percent in 2010 to 6.8 percent in 2017, which is only slightly higher than the 6.5 percent unemployment rate in Westchester County. Prior to the COVID-19 pandemic, the city's unemployment rate had largely – though not fully – recovered to pre-recession levels, while the county's rate remained substantially higher. The pandemic has severely affected employment throughout the region. While current data is not available for Peekskill, the August 2020 unemployment rate for Westchester County was 12.5 percent. This number was an improvement from the prior month, but employment can be expected to fluctuate based on the virus infection rates and any resulting closures of nonessential businesses.

Median Household Income (2017)



Table 4: Income Distribution (Percent of Households) 2017

2017 Income Distribution	Peekskill	Westchester County
Less Than \$25,000	23%	15%
\$25,000 to \$50,000	22%	15%
\$50,000 to \$75,000	19%	13%
\$75,000 to \$100,000	10%	10%
\$100,000 to \$149,999	14%	14%
\$150,000+	13%	30%

Source: 2013-2017 5-Year ACS

Unemployment (2017)



¹ Figures are adjusted for inflation using the U.S. Department of Labor Bureau of Labor Statistics Inflation Calculator. Median household income is in 2017 dollars.

As described in greater detail below, the jobs held by Peekskill residents are heavily focused in service sectors, including health-care and social assistance, personal care, accommodation and food service, and retail trade. Most of these jobs tend to be lower-skilled and lower-paying; only about a quarter of employed city residents have a bachelor's or advanced degree. When looking at the jobs located in Peekskill, the picture is similar, with concentrations in the lower-skill, lower-paying service sectors. As is typical in Westchester County, most residents of Peekskill travel outside the city for work, while most jobs located in Peekskill are held by non-residents. Major employers located in the city include White Plains Linen, HRH Care (recently renamed Sun River Health), BASF, Wheelabrator, and C-Town Supermarket.

Race and Ethnicity

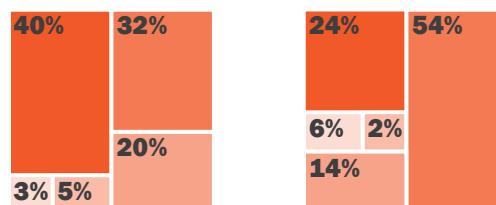
Peekskill is more racially and ethnically diverse than Westchester County due to its larger percentage of Hispanic and Black/African American residents.² In 2017, as shown in Chart 3, the largest racial/ethnic groups in the city were Hispanic (all races), White (non-Hispanic), and Black/African American (non-Hispanic). Peekskill has a higher percentage of Hispanic and Black (non-Hispanic) residents than Westchester County and a lower percentage of White (non-Hispanic) and Asian residents. The city's diverse population enriches its culture with different artistic expressions, points of view, and various dining and shopping opportunities. Businesses that serve Peekskill's diverse population also attract people from throughout the region, suggesting the potential for the city to become a unique retail destination for its restaurants and cultural experiences.

Household Size

In 2017, there were 9,418 households in Peekskill, and the city had an average household size of 2.54, smaller than Westchester County's average household size of 2.74. Approximately 40 percent of the households in Peekskill are nonfamily households, which includes individuals living alone or a group of unrelated roommates living together. The different percentages of household types in Peekskill and Westchester County help explain the economic differences between the two geographies, because married-couple families tend to earn more than single-parent or nonfamily households.

² Although Peekskill's Hispanic residents may be of any race, they were all combined into the "Hispanic" category for the purposes of this analysis. The other racial categories do not include any Hispanic residents.

Race and Ethnicity (2017)



Peekskill

Hispanic All Races
 White Non-Hispanic
 Black Non-Hispanic
 Two or More races & Other
 Asian

Westchester County

Hispanic All Races
 White Non-Hispanic
 Black Non-Hispanic
 Two or More races & Other
 Asian

Average Household Size (2017)



Table 5: Household Size, 2017

Households	Peekskill		Westchester County
	Households	Percent	Percent
Total Households	9,418	-	-
Married Couple Family	3,622	38%	52%
Single Parent Household	2,072	22%	17%
Nonfamily	3,724	40%	31%
Average Household Size	2.54	-	2.74

Source: 2013-2017 5-Year ACS

Land Use and Zoning

Land Use

Land use in the DRI Area is consistent with other historic downtowns that feature a mix of uses that are often within close proximity or within the same building. The dominant land uses are mixed among residential, commercial, institutional, industrial/manufacturing, and open space (Figure 4).

Downtown Core

The Downtown Core has mixed-use buildings along Main Street, South Street, Division Street, Central Avenue, and Park Street. The downtown is a dense urban core, with many buildings built to the sidewalk, creating a strong street wall and pedestrian-scaled environment. These mixed-use buildings often feature ground-floor retail or restaurants, with apartments or offices on the upper floors. While many downtown Peekskill streets share these characteristics, perhaps the most iconic is North Division Street between Main Street and Central Avenue, which is locally known as “Restaurant Row.”

Public buildings, such as City Hall, the Field Library, the City Court and Police Department, and the Peekskill Fire Station, are prominent in Downtown Peekskill. Many of these municipal facilities are clustered around Main Street and Central Avenue, along Nelson Avenue. The new Central Fire Station is on Main Street at Broad Street. There are also several prominent institutional buildings, including the Paramount Theater, Peekskill Health Center, several houses of worship, and the Kiley Youth Center.

There is limited public open space in the downtown, but there are several small, important civic spaces. Pugsley Park and Monument Park are passive open spaces with shade trees, benches, and open lawns. Library Plaza also serves as a public civic space, where local residents often gather throughout the day. The Brown Plaza Gazebo at North Division Street and Park Street is a critical, centrally located civic resource that could be redesigned to support more activity.

Central Avenue Corridor

Central Avenue is a key connection between the downtown and the waterfront, but current land uses along this corridor do not create a positive pedestrian experience. One exception is the P.E.T.A.L.S. Garden, west of the intersection of Central Avenue and Washington Avenue, a tranquil garden that lets visitors view McGregory Brook as it flows down a waterfall. However, this public amenity has limited visibility from the street and could be better identified for pedestrians.

The rest of the corridor is sparsely developed. Much of the land on the north and south sides of Central Avenue is vegetated, but vacant and inaccessible due to steep topography. The vacant land either slopes down to McGregory Brook on the north side or up to South Street on the south side. Heading west toward the Hudson River, there are two historic commercial buildings on the north side of the street and a collection of industrial/manufacturing uses near where Central Avenue passes underneath Route 9. These uses include a building supply and masonry shop, a woodworking facility, a chemical manufacturing company, and a window repair and restoration shop. There is one bar/restaurant in this otherwise industrial cluster.

Waterfront

The Peekskill waterfront is known for its beautiful parks and open spaces that are located along the Hudson River west of the railroad tracks (Figure 5). East of the railroad, the waterfront area includes commercial and industrial uses that contribute to the area's vibrancy. The waterfront parks include Scenic Hudson Park at Peekskill Landing (owned by the City of Peekskill), which features sculptures, walking paths, a non-motorized boat launch, and shade structures. Heading south, across McGregory Brook, is the City-owned Riverfront Green Park, a large park with an accessible playground, covered picnic area, comfort station, boat launch, volleyball court, art installations, and large grassed lawns. Riverfront Green Park is connected to parks farther south by a paved greenway that extends past the Peekskill Yacht Club at Travis Point, Charles Point Pier Park and Fleischmann Pier, Wheelabrator and the Charles Point Marina, all the way to Lent's Cove and the Village of Buchanan. Charles Point Park is a major

attraction along this route because it includes Fleischmann Pier, which extends 400 feet into the Hudson River; scenic overlooks; and a grassed lawn. In 2019, the City was awarded \$2 million to reconstruct Fleischmann Pier through New York State's Regional Economic Development Councils Awards. This funding will support the first phase of the pier reconstruction, which includes reconstructing the pier to include docking for larger boats and transient boaters.

East of the railroad tracks, the northern part of the Peekskill waterfront includes commercial uses, vacant buildings, surface parking, and a cluster of industrial/manufacturing uses north of Central Avenue along North Water Street. South of Central Avenue, South Water Street is flanked by surface parking, the Lincoln Depot Museum, Homestyle Desserts bakery, and the Peekskill Brewery. Restaurants, retail uses, and an auto repair shop are clustered around the intersection of South Water Street and Hudson Avenue, creating a key node of activity near the Peekskill train station.

The train station itself is a critical resource. It establishes Peekskill both as a commuter city and a destination for tourists visiting from other parts of the region. Peekskill's Hudson River waterfront and the collection of restaurants and other activities near the train station is a substantial draw for visitors. The commuter parking lot and adjacent

parcels to the east of the train station create an opportunity both for new development and consolidated commuter parking.

Zoning

Zoning in the DRI Area includes commercial, residential, and waterfront districts (Figure 6).

Downtown Core

The Downtown Core is primarily within commercial districts that promote office, retail, restaurant, and creative arts along the prime street frontages. The bulk of the downtown core is within the C-2 (Central Commercial) zoning district. The C-2 facilitates the mixed-use district that exists in downtown Peekskill by permitting uses ranging from retail and light manufacturing to restaurants and mixed-use buildings. However, the C-2 district does not allow hotels. Portions of the downtown, including the area along North Division Street, are in a commercial zone that allows limited manufacturing (C-3 General Commercial). Another small portion in the northeastern part of downtown is within a single-family zoning district (R-1C).

Central Avenue Corridor

The Central Avenue corridor is mostly within a sub-area of the waterfront zoning district which is tailored to the inland portions of the waterfront (WF-2). This district



Event in Downtown Peekskill

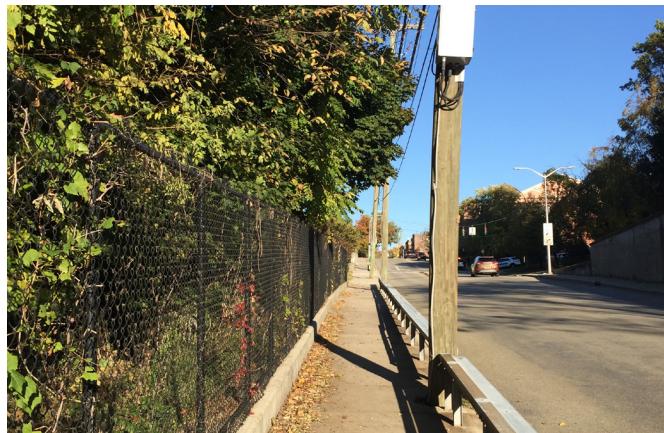
Source: City of Peekskill

allows a mix of uses to contribute to the vibrancy of the waterfront commercial area, including retail, restaurants, arts and crafts studios, residential, offices, woodworking-related industry, and cultural facilities. The WF-2 zoning was revised as part of the LWRP update to facilitate development that would revitalize key underutilized parcels while protecting scenic resources. Parcels on the periphery of the Central Avenue corridor are zoned for multi-family residential (R-6) and low-intensity commercial uses, including neighborhood retail (C-4).

Peekskill Waterfront

The Peekskill waterfront is mostly within a sub-area of the waterfront district that is dedicated to public parks (WF-1). Uses that are allowed by special permit in this district include marinas and boating-related uses, restaurants, and hotels/motels.

The zoning code contains design guidelines for uses in the waterfront district, including both sub-districts. Along the Central Avenue corridor, buildings should be oriented toward the street, and open spaces and should be set back 15 feet from the curb, unless there is a prevailing street wall. Buildings in this area are encouraged to reflect the existing character through porches, balconies, bay window designs, and a rich façade texture. Buildings in the Peekskill waterfront area should be oriented to take advantage of riverfront views and should be set back at least 50 feet from the water's edge. Traditional building materials like stone, brick, and clapboard are encouraged, and metallic or reflective materials are discouraged. Parking in the Central Avenue corridor and waterfront area should not be visible from the street or should be screened so it does not dominate views from the waterfront.



Photos of Central Avenue Corridor

Transportation

Peekskill is generally well-served by the local and regional transportation network, but there are notable gaps in the local network for pedestrians, bicyclists, and transit users. Streets in the DRI area are well maintained for vehicles, and Peekskill's location along Metro-North's Hudson Line and Route 9 provide access to New York City and other attractions in the region.

Road Network

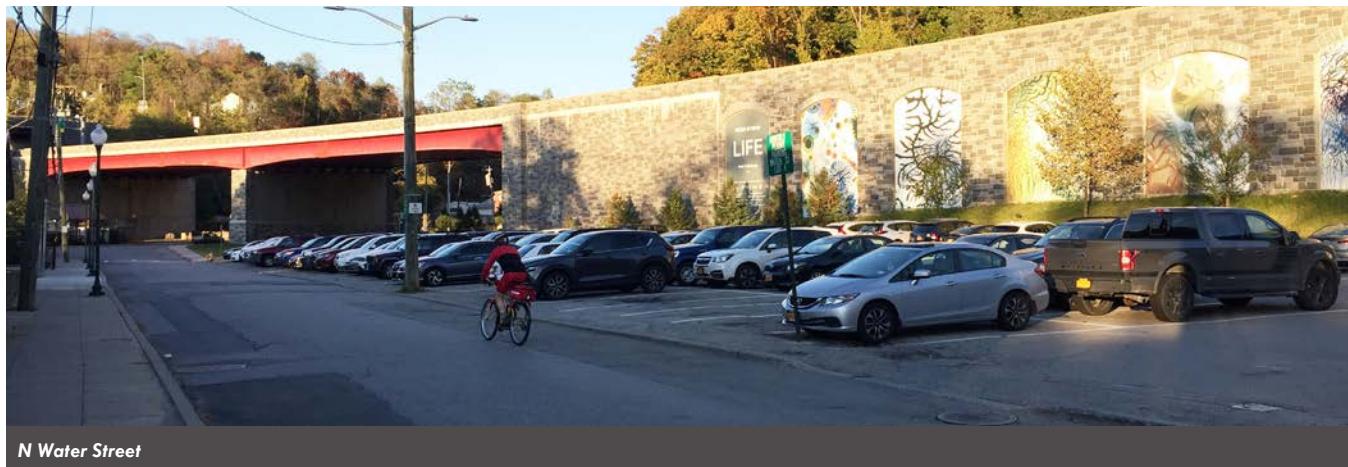
State Route 9

Route 9 (Croton Expressway) is a limited-access expressway under the jurisdiction of New York State. It connects Peekskill to other towns along the eastern shore of the Hudson River and can be accessed in the DRI Area from Main Street or South Street. Route 9 is a major gateway to the city for commuters and visitors. The Route 9 bridge over Central Avenue has been recently upgraded and features

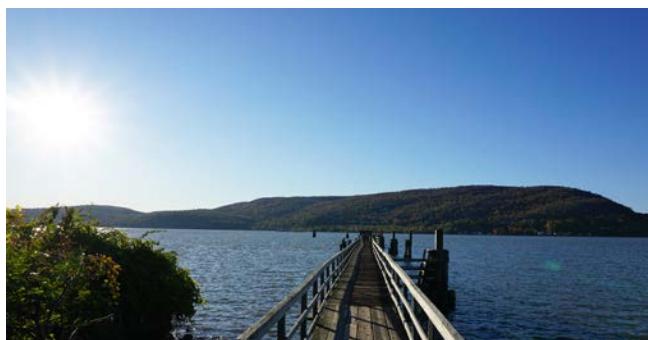
an aesthetically pleasing finish including murals that face South Water Street. However, the roadway still creates a visual barrier between the waterfront and downtown Peekskill.

Major County and Local Roads

Other major roads serving Peekskill are Main Street, Central Avenue, Washington Street, and Division Street. Within the DRI area, Main Street and Division Street are under the jurisdiction of Westchester County, and Central Avenue and Washington Street are within the City's jurisdiction. Main Street (Route 6) is a Major Arterial that feeds directly to Route 9 and links Peekskill to communities to the east, and therefore sees a noticeable amount of truck traffic through the downtown. Division Street feeds to roads that connect Peekskill to the north (Highland Avenue) and east (Bear Mountain Parkway to Route 202 and the Taconic State Parkway), and is notable because it curves and creates unique intersections with other Downtown



N Water Street



Fleischmann Pier



Peekskill Landing

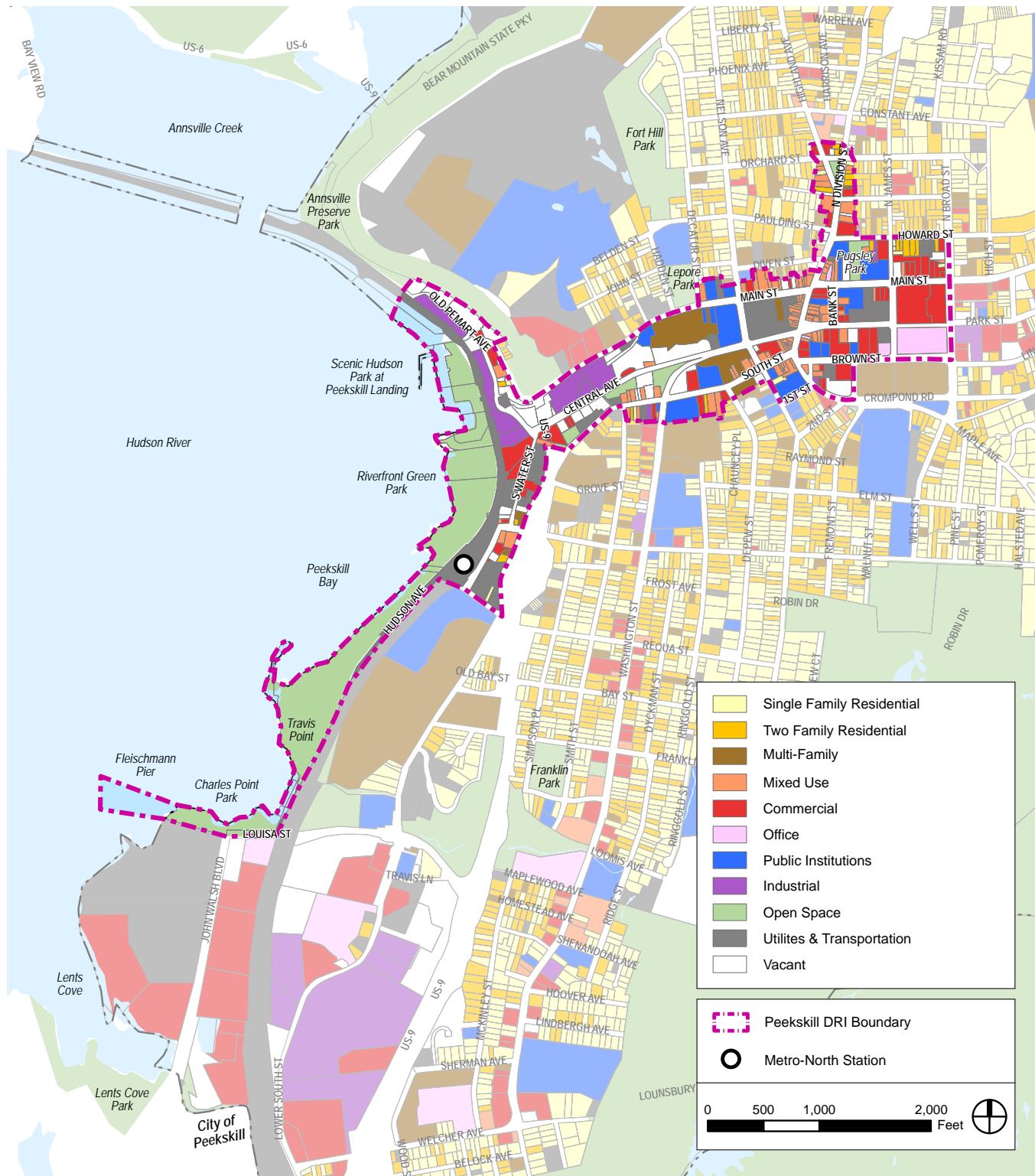


Figure 4: Peekskill DRI Land Use

Source: Westchester County, BFJ Planning

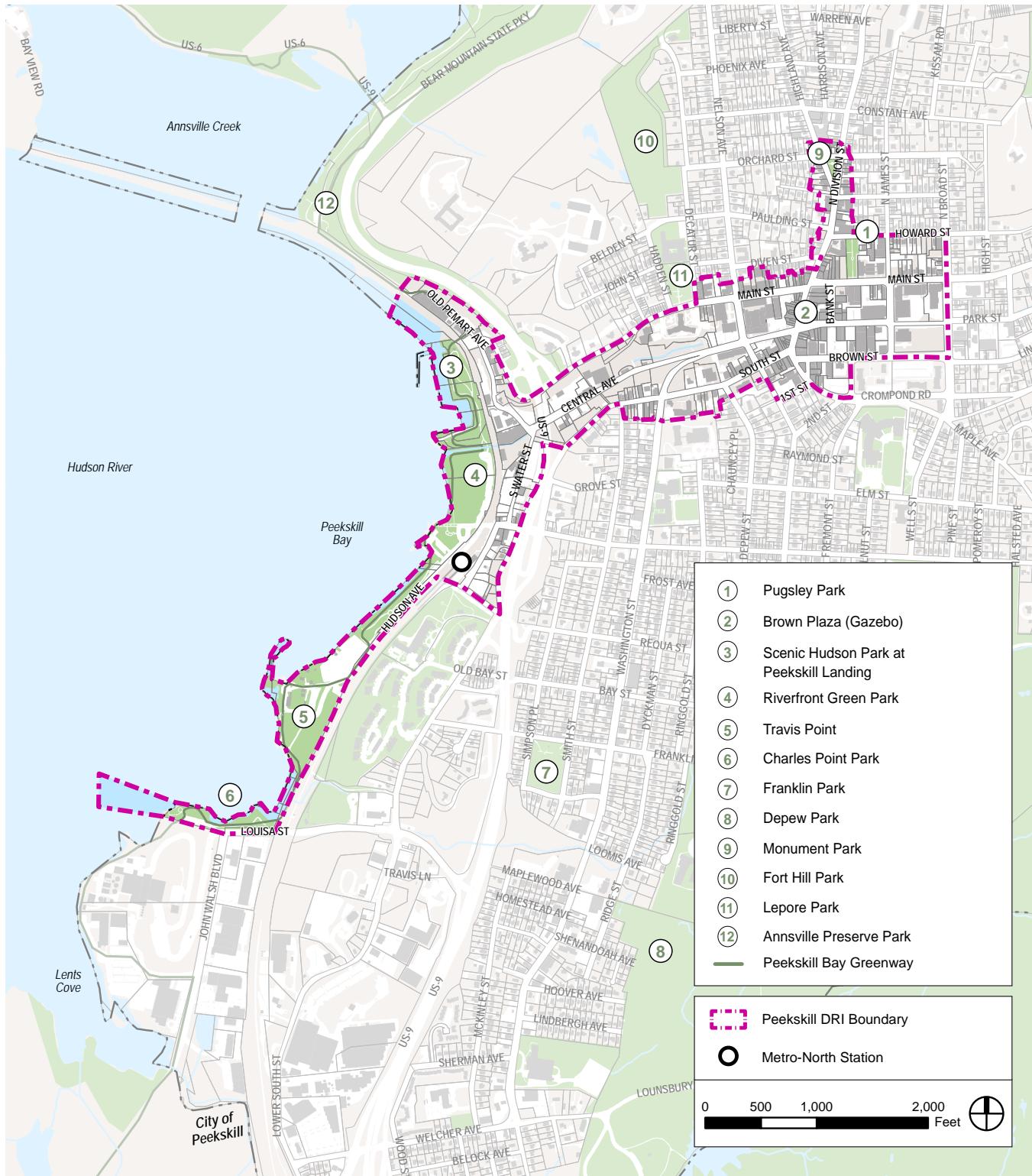


Figure 5: Parks and Open Space

Source: Westchester County, BFJ Planning



Peekskill Metro-North Train Station

Source: City of Peekskill

streets. Washington Street connects Downtown Peekskill to residential neighborhoods in the south of the city and Blue Mountain Park, and South Street connects to the northbound lanes of Route 9.

Transit

Peekskill is served by the Westchester Bee-Line bus system and Metro-North rail service (Figure 8). The Peekskill train station is on Metro-North's Hudson Line and links the city to other river towns, New York City to the south, and communities in Putnam and Dutchess Counties to the north. The train station is key for weekday commuters and weekend visitors who tend to be traveling from New York City. Bee-Line service includes four local routes and two express routes that provide connections between downtown Peekskill and the Peekskill train station, and destinations to the north, east, and south. Service between downtown Peekskill and the train station is limited to the morning and evening commute during the work week. Additional types of transit service between the waterfront and downtown would benefit residents and visitors who want to travel between the two locations during the middle of the day and on weekends. Suggestions have included trolley service, e-bikes and scooters, and car share (e.g. ZipCar).

Pedestrian and Bicycle Connections

Pedestrian Facilities

The Peekskill DRI area is compact and walkable; however, conditions for pedestrians could be more inviting in both the downtown core and waterfront areas, as well as the corridors linking them. The city lacks pedestrian signage and signals in some areas, crosswalks and accessibility ramps are often in need of maintenance, and some crossing distances are overly long, especially in the vicinity of Division Street. Central Avenue, the key link between the waterfront and downtown Peekskill, has sidewalks, but they are narrow and in some cases impeded by utility infrastructure. This corridor also needs new crosswalks and improved lighting in addition to other upgrades to strengthen the connection between downtown core and waterfront. A local advocacy group, Peekskill Walks, is an offshoot of the Peekskill Community Congress effort and is working to promote pedestrian improvements in Peekskill.

Bicycle Facilities

The waterfront greenway provides opportunities for recreational walking and bicycling along the Hudson River, and nearby parks allow bicycling. As is true for walking, Peekskill's street grid and mixed-use nature are conducive to bicycling; however there are no bicycle lanes or signage within the city. Bicycling is allowed on local streets, and some sidewalks have bicycle racks, but infrastructure improvements would make bicycling a more comfortable transportation option. An attractive and accessible bicycle

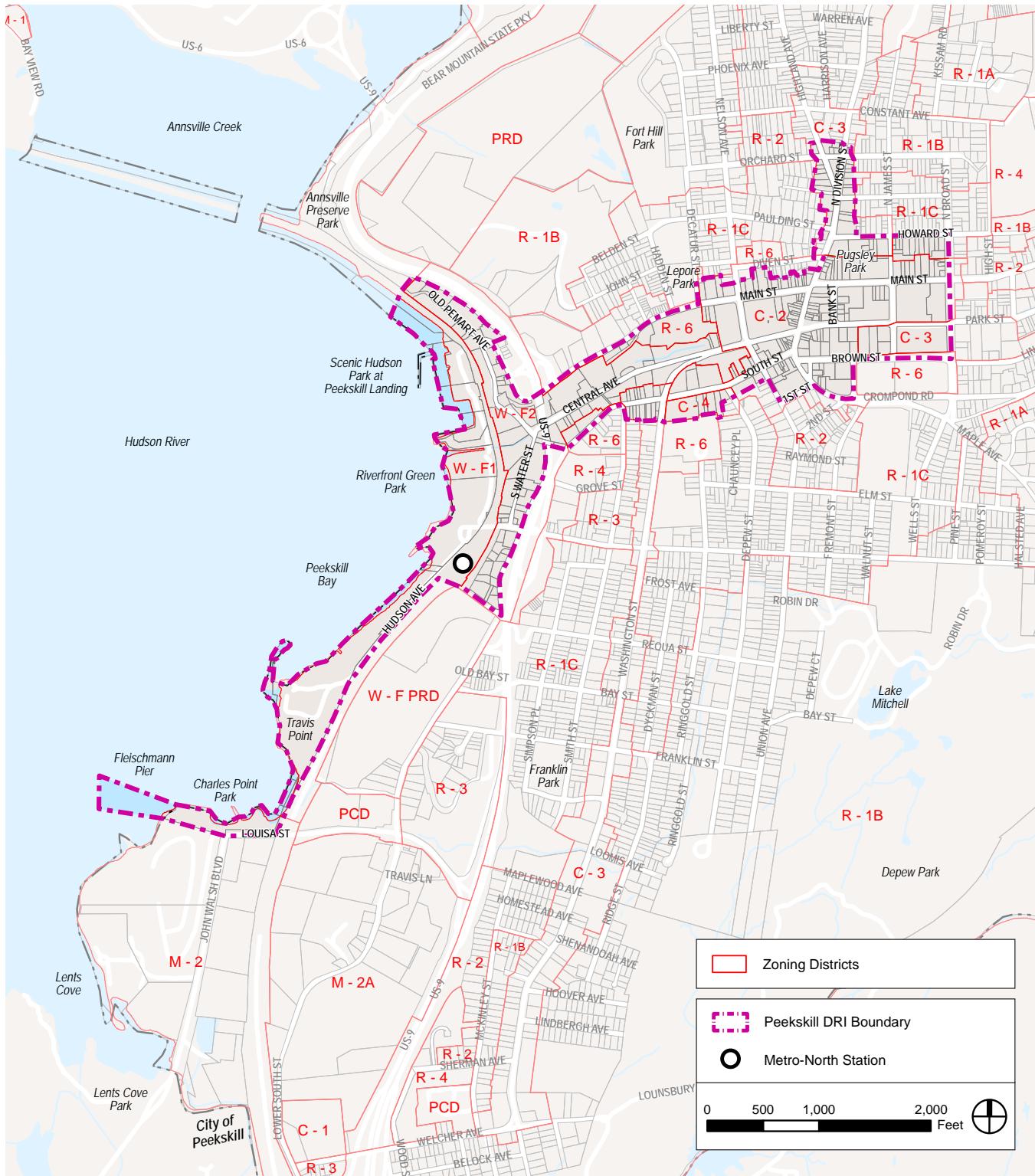


Figure 6: Zoning

Source: Westchester County, BfJ Planning



Nelson Street Parking Garage



James Street Parking Garage

route between the waterfront and downtown could benefit some commuters, residents, and visitors who are not able to walk the distance between the two areas.

Safety

Crash data for downtown Peekskill, available from the New York State Department of Transportation, were analyzed both by the number and severity of the crash. As shown in Figure 8, the analysis indicates that much of the downtown core is subject to a fairly high crash rate, including crashes with injuries. Particularly problematic intersections include Main and Division Streets and Highland Avenue and North Division Street. Along the waterfront, the segment of Hudson Avenue between the railroad tracks and South Water Street appears to be an issue, as are the intersections of Central Avenue and Water Street and Requa Street and Railroad Avenue. When looking at crashes that involved pedestrians or cyclists, similar patterns emerged, as shown in Figure 9. These types of crashes are important because they tend to result in higher levels of serious injury. While crashes may be caused by a variety of factors, the analysis for the Peekskill DRI Area speaks to the need for public realm improvements that can improve conditions for pedestrians and cyclists, such as sidewalk improvements, reduction of crossing distances, and repairs to traffic signal infrastructure.

Parking

There is ample public parking within the DRI Area. Surface parking lots at the waterfront serve commuters during the week and visitors in the evenings and weekends, and two parking structures provide capacity for downtown Peekskill (Figure 9). Most streets in the DRI Area have on-street

parking on at least one side, and many have it on both sides. The City has recently replaced coin-operated parking meters with smart meters that allow motorists to pay for parking through an app or with a credit card at a kiosk. The 2012 Downtown Peekskill Retail Recruitment Strategy and the 2018 Parking and Signage Report indicated that the perceived safety of parking facilities was a greater concern than parking availability. As a result, Peekskill has recently implemented upgrades including LED lighting, improved signage, and electronic meters and pay stations.

Historic Resources

There is one National Register Historic District within the DRI Area and five individual building listings. The Peekskill Downtown Historic District covers the city's commercial core, including buildings in the vicinity of Main, Division, and South Streets. In total, there are 150 historic buildings and six historic sites in the district. There are five individually listed buildings located within the DRI boundary: the Peekskill Freight Depot (Lincoln Depot Museum) and the Standard House near the waterfront, and the Peekskill Presbyterian Church, Peekskill Post Office, and St. Peter's Episcopal Church in the downtown core.

Cultural and Community Assets

Riverfront Parks

One of the key attractions in Peekskill is its collection of waterfront parks. Peekskill Landing and Riverfront Green are known for their public art, beautiful views across the Hudson River, and peaceful walkways. These two parks are connected to Lents Cove Park by the Peekskill Bay Greenway.

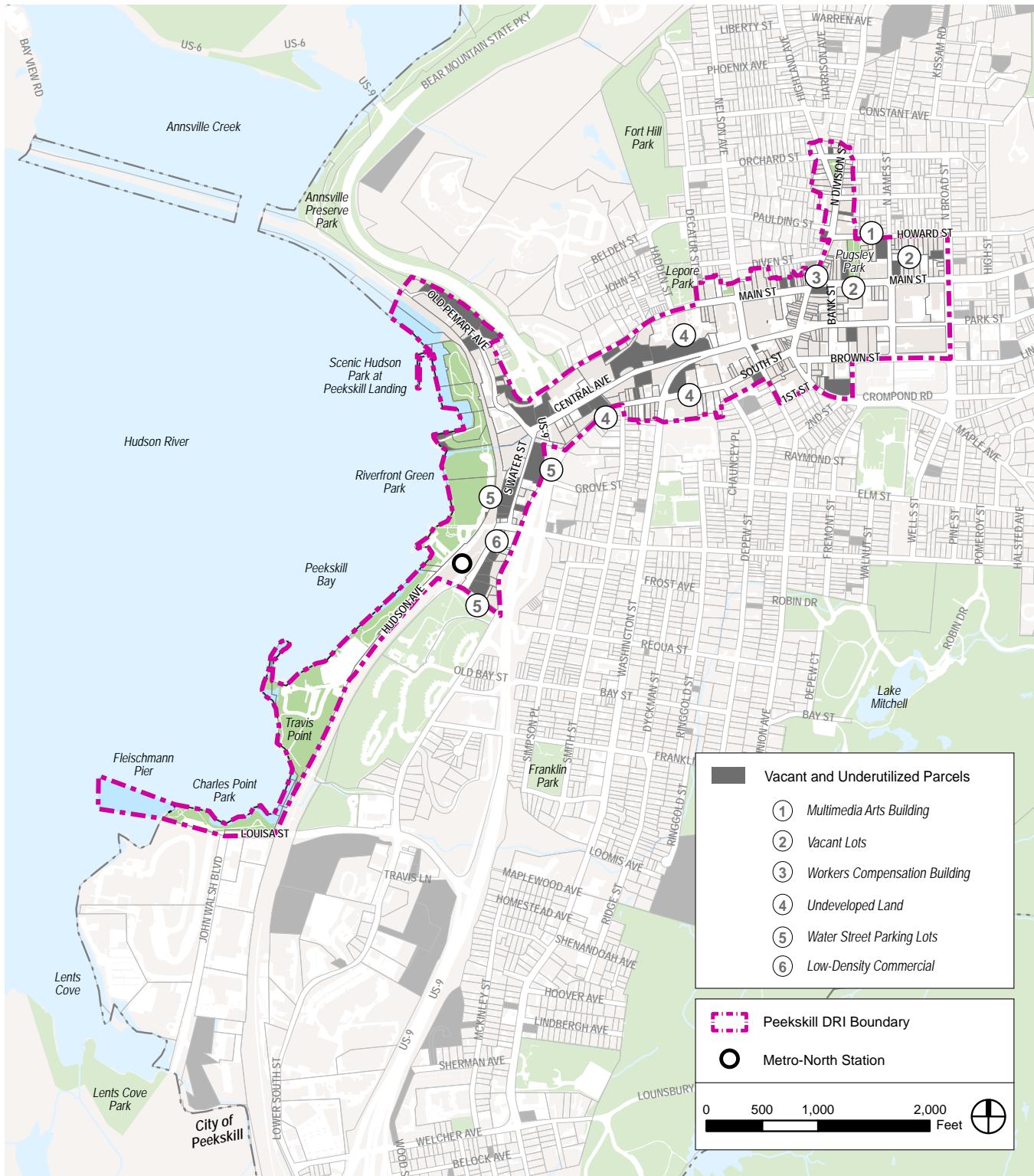


Figure 7: Opportunity Development Sites

Source: Westchester County, BFJ Planning

Lincoln Depot Museum

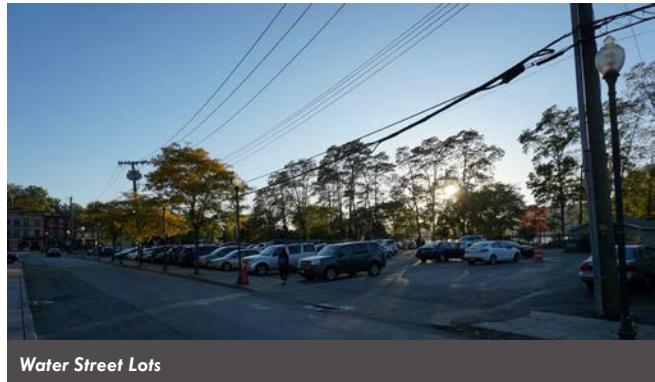
The recently opened Lincoln Depot Museum is located inside the Peekskill Freight Depot, just east of the Metro-North railroad tracks north of the Peekskill train station. The museum honors President Abraham Lincoln's stop in Peekskill on his way to his inauguration in Washington, D.C. It also includes exhibitions on the relationship between Lincoln and New York, and other Civil War artifacts.

Brown Plaza Gazebo

Peekskill's Brown Plaza Gazebo is located at the civic center of the city: the intersection of Division Street and Central Avenue/Park Street. The Gazebo is perched a few feet higher than the sidewalk, offering a gathering place and center of activity, and is the site of various community events. The structure itself is in need of repair or could be reimagined for more functional use as community space for the 21st century.

Paramount Hudson Valley Theater

The Paramount Hudson Valley Theater ("Paramount Theater") is Peekskill's historic performing arts venue and attracts patrons from all over the region. The City-owned theater was opened in 1930 as a movie theater and is Peekskill's prime arts and entertainment attraction, helping to define the city as a home to artists and creatives and to generate additional economic activity throughout the downtown. The 1,050-seat theater is primarily equipped to present concerts and stand-up comedy; it also has film and digital projection systems. Most equipment and décor date to renovations undertaken in 2006-2009. The Theater, operating by a nonprofit organization under a leasing arrangement with the City, is in need of more significant physical improvements to attract more artists and appeal to a broader range of audiences of various sizes. Specifically, the existing theater equipment and interior space limit the number of acts that can be booked, while the current hospitality features (snack bar) are not in keeping with the expectations and experience of modern event-goers. The building is also in need of exterior façade improvements to enhance the "curb appeal" and attractiveness to out-of-town visitors.



Water Street Lots



Former Workers Compensation Board Building



Central Avenue Corridor



South Street Corridor



Figure 8: Transit Services

Source: Westchester County, BFJ Planning

Kiley Youth Center

The Kiley Youth Center is a community center and gymnasium that provides free year-round recreational and educational programs for Peekskill youth. Located on Main Street, adjacent to the Peekskill Housing Authority's Bohlmann Towers complex, the Kiley Center is open after school and evenings Tuesday through Saturday. It is a major resource for Peekskill's youth, particularly as current school district data indicate that 82 percent of public school students are economically disadvantaged, while 10 percent are homeless. Providing ongoing youth programming is all the more critical for these at-risk populations. The 18,000-square-foot building is not ADA-compliant and does not meet building code requirements for the Boys and Girls Club, which has agreed to become the lessee and operator of the facility. A planned renovation of the Kiley Center would allow for the building to be upgraded as necessary and for expanded programming and activities, including the ability to provide food.

Field Library

The Field Library is across Main Street from City Hall in Downtown Peekskill and is part of a larger facility that includes the Peekskill Senior Citizen Center, the City Court, Police Department, and a public plaza. The Field Library was constructed in 1978 and serves both Peekskill and the Town of Cortlandt. The services that libraries provide to the community have changed and expanded in the intervening years. In addition to lending books, the library has programs for people of all ages and is well utilized as a community gathering node. In 2018, just over 19,500 people attended the more than 900 programs offered at the library. The 16,000-square-foot facility is undersized when compared with libraries in communities of similar population. The library lacks space for outreach services for career and educational counseling, for a separate teen section and study rooms for middle and high school students, and for the ability to conduct multiple children's programs at the same time that cater to different age groups. Also lacking is space for community engagement activities, dedicated areas for quiet reading, and instructional rooms.

Other Notable Sites

The New Era Creative Space is a nonprofit that serves Peekskill youth through arts and educational programming. The nonprofit hosts programs, including the Children's Theater Company of Peekskill, at the historic building east of the Paramount Theater. Other sites that are important to the Peekskill community but outside of the DRI boundary are the Hudson Valley MOCA, a contemporary arts and educational museum, and the Peekskill Museum, which explores local history. Although Hudson Valley MOCA and the Peekskill Museum are located outside of the Peekskill DRI area, they are significant cultural resources for the city, and their visitorship can help to drive greater activity within the downtown core.

Real Estate Market

The following section presents data that sheds light on conditions in the local residential and retail real estate markets. In addition to U.S. Census data, this analysis includes data from ESRI, which can present information at a smaller scale, allowing the analysis to include projections about the population that lives within the DRI boundary. In addition to the data from ESRI and the ACS, information on the local housing market was obtained from stakeholder interviews with building owners, developers, realtors/brokers, and other local authorities, as well as other resources such as apartment rental websites (e.g., Apartments.com and Forrent.com) and real estate broker websites. These interviews were conducted in the fall of 2019; since then, the COVID-19 pandemic has significantly altered Peekskill's local real estate market. Retail and restaurant uses are quite challenged in the current social distancing environment, while the residential market is seeing a sharp increase in demand as residents of New York City are seeking housing elsewhere, at least in the short-term. It is too soon to tell whether these trends will continue, or for how long.

Residential Market

A thriving residential market is a critical element in revitalizing downtown areas. More residents drive demand for retail goods and services, and increasing pedestrian activity also increases the feeling of safety.



Figure 9: Public Parking

Source: Westchester County, BFJ Planning

Housing Tenure

Housing tenure shows whether a residential unit is occupied by the owner or a renter. In 2019, ESRI estimates that 82 percent of housing units in the DRI area were renter-occupied, 9 percent were owner-occupied, and 9 percent were vacant. This housing segmentation is different from the City and County overall, where closer to 50 percent of the housing units are owner-occupied. Nationally, homeownership averaged approximately 66 percent between 1980 and 2018. The higher percentage of renter-occupied units in the DRI area reflects the large affordable and senior housing facilities in the downtown, as well as the number of artist lofts added since the 1990s. There are also few single-family homes in the DRI area, the preferred type of owner-occupied homes in the city.

The slightly higher vacancy rate in the DRI area may also reflect the City requirement that upper-floor residential units in C-2 zoning districts be leased to artists unless the building owner receives a temporary waiver.³ The age and condition of the housing stock in the DRI area may also be affecting the area's vacancy rate, especially in buildings that are unoccupied or need redevelopment. Most of the housing units in the DRI area are over 50 years old, with a small percentage constructed in the last 20 years. According to interviews with local building owners, brokers, and developers, new buildings are quickly absorbed by the market, and units in good condition that become vacant are typically re-leased within a month. Apartments at the upper end of the rental range may require a few months to re-tenant.

Changes in housing tenure for the DRI area and City mirror national trends, with the projections showing an increasing number of renters compared with homeowners in 2024. Nationally this trend is fueled by younger and older households preferring to rent their homes rather than own them.

Median Home Values

According to ESRI, the median home value in the Peekskill DRI area in 2019 was \$355,000, similar to those throughout the city but well below the \$637,741 for Westchester County overall. This relative affordability illustrates one of the most attractive features of the DRI area and Peekskill compared with housing prices in the rest of the County.

Residential Characteristics and Median Contract Rents

Monthly median contract rent for rental units in the DRI area were estimated at \$1,052 in the 2013-2017 ACS, 13 percent below the \$1,194 monthly rent for the city as a whole, and 26 percent below the monthly rent for the County overall. The lower rent for the DRI area is affected by the number of designated affordable and senior housing units in the area but may also reflect the age and size of these units compared with others in the city and County.⁴

According to stakeholder interviews, one- and two-bedroom units are the most common in the DRI area and city, although studios (efficiencies) and some larger family-sized apartments are available. In older buildings, one-bedrooms range from 600 square feet to 800 square feet in size, with monthly rents ranging from \$1,350 to \$1,700 (or \$2 to \$2.25 per square foot). Two-bedrooms ranged from 600 square feet to 1,200 square feet, with monthly rents ranging from \$1,700 to \$2,400 per month (or \$2 to \$2.80 per square foot).

Rents at newer developments were higher, averaging between \$2.90 and \$3 per square foot. One-bedrooms ranged from \$1,900 to \$2,500⁵ per month (\$2.90 to \$3.30 per square foot), and two-bedrooms from \$2,800 to \$3,500 per month (\$2.60 to \$2.95 per square foot). Studios ranged from 500 square feet to 600 square feet, with monthly rents from \$1,650 to \$1,750 per month (\$2.90 to \$3.25 per square foot). These market rents are much higher than portrayed by the census data, which does not reflect more recent development projects.

³ Apartments developed recently do not have this requirement and can accommodate any type of residential tenant.

⁴ The 2013-2017 ACS is the most current survey available and does not reflect the more expensive residential developments that opened outside the DRI boundary in 2018 and 2019. These projects have higher rents than those described above.

⁵ These higher rent one-bedrooms include windowless "bonus rooms" that cannot be marketed as bedrooms.



Figure 10: Historic Resources

Source: Westchester County, BFI Planning

Amenities at rentals in the DRI area and citywide vary, with newer and renovated units including washer-dryers, central-air-conditioning, and dishwashers. Older units and buildings may have on-site laundry rooms and in-unit dishwashers. New developments or rental apartments included in condominium projects offer a wider range of amenities, including fitness rooms, swimming pools, parking garages, and concierge/security desks.

Vacancy and Market Absorption

According to ESRI, 2019 vacancy rates in the DRI area and city are 9 percent and 8 percent, respectively. Local stakeholders do not consider these vacancy rates to be problematic, reporting steady demand for rental apartments at a variety of price points in both renovated and new projects. According to these stakeholders, when a less expensive unit becomes available, it can be re-leased to Section 8 tenants very quickly. More expensive units reportedly take a few months to be rented to new tenants. Newer large-scale developments report absorption between 10 and 15 units a month.

Residential Conclusions

Housing units in the City and DRI area are being rented or purchased by many different market segments. New apartments are attracting renters from throughout Westchester County, who are looking for more reasonably priced housing combined with transit access to New York City, nearby recreational amenities, and a diverse and pedestrian-friendly community. Renters also include empty-nesters who are downsizing, older single professionals, and New York City (primarily Brooklyn) residents relocating for less expensive housing. Homebuyers can also include New York City transplants, with two-family properties being most desirable. These properties provide first-time homeowners with a rental income and the opportunity to enlarge a house should the homeowners expand their family. With the increase in remote work locations, these properties are becoming more desirable. In the COVID-19 pandemic, these trends are even more pronounced and can be expected to continue in the short-term.

In summary, demographic trends suggest opportunities for the DRI area to attract residential demand from the city and the larger region due to its mass transit access, walkable downtown, diverse population, retail choices, and scenic location along the Hudson River. Housing in Peekskill is very affordable compared with the surrounding county, and DRI improvements would enhance the quality-of-life for its existing residents and its competitiveness with other residential locations.

Retail Market

Thriving residential and retail markets in higher-density locations are often complementary: higher numbers of residents support a vibrant retail segment, which in turn attracts more residents. Having retail and restaurants within walking distance from their homes is highly desirable for many population groups, especially younger residents who are less likely to own automobiles.

Existing Conditions

Demand for retail space in the DRI area and Peekskill as a whole is limited, reflecting both national trends and local conditions. While online shopping is impacting “brick and mortar” stores throughout the nation, local challenges include: low pedestrian traffic, homogeneous retail types (mostly restaurants, beauty salons and variety stores), a lack of income diversity within the DRI area, competition from other Hudson River towns, parking, pedestrian-friendliness, a lack of “anchors” to regularly attract shoppers from outside the immediate area, and poor pedestrian connections with the waterfront.

There were few vacant retail spaces noted during site visits in 2019, and they were concentrated in newly developed buildings and existing structures that were being redeveloped. Stakeholders indicated at the time that when retail units become available, then can typically find a cellphone, smoke shop, or discount store tenant within a few months, but attracting a tenant that will better contribute to the diversity of the retail offerings in the DRI area takes longer. Restaurant tenants can also be found within a few months, but these businesses are infrequently open during the day due to lack of daytime business demand.



Figure 11: Historic Resources

Source: Westchester County, BFJ Planning

The large number of restaurants in the DRI area came after a period of higher vacancies in the last 10 or more years. Like many downtowns responding to changes in brick and mortar retail demand, local building owners and new investors began leasing to restaurant tenants and have been successful in attracting them to downtown Peekskill and the waterfront. Attracting these and other types of retailers while continuing to improve conditions for existing retailers will help create a more sustainable and vibrant downtown. In the short-term, however, restaurants may continue to be stronger leasing options for building owners, because during pandemic-related shutdowns they can continue operating (though at significantly reduced capacity and dependent on seasonality), whereas non-essential shops and personal services may be forced to close.

Stakeholders reported in interviews that retail rents range from \$15 to \$20 per square foot, with less desirable locations or poorly configured spaces getting \$8 to \$15 per square foot. Tenants typically pay all tenant improvements, and are responsible for gas, electric, taxes, and a portion of the water bill.

Demand for retail space in the DRI area is generated by a number of market segments. Retail demand for businesses in the downtown core is generated primarily by Peekskill residents during the evenings after work and on weekends. Demand is also generated during weekdays by residents who work within the city, although this is a much smaller segment. Restaurants and some of the services also attract customers from throughout northern Westchester County and southern Putnam County, but primarily from the area west of the Taconic Parkway between Croton and Garrison. Retailers in the waterfront area rely more on demand generated by day-trippers from southern Westchester or New York City who use the Metro-North Railroad to access Peekskill on weekends between mid-March and October. These visitors are drawn to nearby recreational amenities, the scenic waterfront, and destination restaurants and bars near the train station. Stakeholders indicate that these day-trippers infrequently visit the downtown area due to a lack of awareness and lack of pedestrian connection between the waterfront and the downtown.

Future demand for retail could be generated by residents living in new developments in the DRI area, and by visitors staying at the new hotel opening at the Abbey on Fort Hill. As demand for retail at the waterfront occurs primarily between mid-March and October, new residential developments could help increase demand during the holidays and winter months.

Retail Opportunities

Since Peekskill is fairly compact (with only 4.37 square miles of land) and most of the residential areas are within walking distance or a short drive from the downtown core, the city was considered the Primary Market Area for the DRI area's stores, restaurants, and other businesses. A Retail Gap Analysis for the city was performed, which indicated that residents are leaving Peekskill to purchase a significant portion of their goods and services. According to interviews and engagement with the public, city residents typically travel east to Cortlandt/Mohegan Lake, or south to Croton-on-Hudson/Ossining/Briarcliff Manor to reach desired goods and services. In addition, large-scale malls are less than 40-minutes away in White Plains.

According to ESRI's Retail Market Place Profile for Peekskill, there may be unmet demand for clothing and specialty clothing stores, shoe stores, office supply and stationery stores, gift and novelty stores, sporting goods/hobby/musical instrument stores, and general merchandise stores (variety stores, general stores, dollar stores). ESRI also states that there is excess demand for specialty food and beverage stores. In interviews, stakeholders mentioned a lack of women's clothing stores, art galleries, and specialty service providers including cleaners and day spas. Some stakeholders interviewed thought that product-oriented stores (such as women's clothing stores) would be more challenging due to a lack of population density in the DRI area, whereas more service-oriented retail would be more successful. Low rents and the ability of some of the existing stores to use the space to "make" goods and sell online have sustained stores that lack sufficient pedestrian traffic to generate sales. Brick and mortar retail stores have suffered due to the availability of online shopping, and therefore need to mix unique offerings with a shopping experience to drive shoppers to their stores.



“Maker-spaces,” where retail and production spaces are combined, allow for the experiential retail that can attract shoppers from both the local area and the region. Businesses like the Peekskill Brewery, Homestyle Desserts, and Quirkshop combine these functions, and the Peekskill Coffee House has started bean roasting off-site to augment their retail business. While production space rents for less than retail, and zoning can restrict this mix of uses, there appears to be an opportunity for these businesses, especially in the waterfront area.

Retail Conclusions

As with the analysis of the residential market, the data review and stakeholder interviews were completed in the fall of 2019. The ongoing COVID-19 pandemic and resulting damage to the economy has had a dramatic impact on the retail market. While some types of businesses were able to reopen in some fashion with the phased relaxation of social distancing requirements (especially restaurants, which could explore outdoor dining options), others were much more challenged. Federal assistance through the Payroll Protection Program (PPP) was available in the spring of 2020, and data from the Small Business



Retail in Peekskill

Source: City of Peekskill

Administration indicate that approximately 35 businesses and nonprofits in Peekskill obtained PPP loans of \$150,000 or more, while another 300 such businesses or nonprofits received loans of less than \$150,000.⁶ However, the ongoing impacts of the pandemic have forced closures – some permanent – even for businesses that may have received federal loans. Overall, the situation has eroded strengths and exacerbated weaknesses that were evident

⁶ <https://home.treasury.gov/policy-issues/cares-act/assistance-for-small-businesses/sba-paycheck-protection-program-loan-level-data>

Table 6: Jobs Located in Peekskill

Jobs located in Peekskill by Sector	2007		2017		
	Sector	Jobs	Percent	Jobs	Percent
Health Care and Social Assistance		756	11%	939	15%
Other Services (excluding Public Administration)		804	12%	905	15%
Accommodation and Food Services		488	7%	608	10%
Retail Trade		1,168	17%	600	10%
Educational Services		894	13%	584	9%
Construction		674	10%	479	8%
Public Administration		398	6%	416	7%
Administration & Support, Waste Management and Remediation		215	3%	409	7%
Manufacturing		410	6%	309	5%
Wholesale Trade		249	4%	261	4%
Management of Companies and Enterprises		136	2%	184	3%
Professional, Scientific, and Technical Services		160	2%	178	3%
Finance and Insurance		112	2%	92	1%
Real Estate and Rental and Leasing		136	2%	90	1%
Information		204	3%	81	1%
Arts, Entertainment, and Recreation		57	1%	47	1%
Transportation and Warehousing		31	0%	24	0%
Agriculture, Forestry, Fishing and Hunting		0	0%	0	0%
Mining, Quarrying, and Oil and Gas Extraction		0	0%	0	0%
Utilities		61	1%	0	0%

Source: United States Census Longitudinal Employer-Household Dynamics

in the fall of 2019. Even when the COVID-19 pandemic has passed, the retail sector will continue to be challenged by the popularity of online shopping and other challenges facing small business owners. The DRI area is a popular location for restaurants and bars and a performing arts venue, but future opportunities may exist to broaden the retail offerings based on some of the identified missing retail categories. Given that retail is located through many corridors in the DRI area, there are opportunities for unique retailers at a variety of price points in a healthier economy, serving the city's economically diverse residents.

Office/Commercial Real Estate Findings

Office space in the DRI area tends to be smaller on the ground level and upper floors of historic buildings. In interviews, stakeholders reported there is limited demand

for upper-floor spaces, suggesting that conversion to residential use could be more profitable for building owners and developers. Other stakeholders reported continuing demand for smaller office spaces utilized by professional service firms such as accountants, attorneys, photographers, and therapists, particularly in historic buildings renovated to retain character. Rents for these smaller tenants can reach as much as \$24 per square foot if buildings are improved to modern standards. These smaller tenants are typically less than 500 square feet; and demand for larger spaces is much lower, with these units remaining vacant for longer periods of time.

Although increasing the number of market-rate apartments in the DRI area helps support demand for restaurants and retail on the evenings and weekends, maintaining an inventory of professional office space increases demand

Table 7: Sectors Employing Peekskill Residents

Sectors Employing Peekskill Residents	2007		2017		
	Sector	Residents	Percent	Residents	Percent
Health Care and Social Assistance		1,813	17%	2,154	19%
Retail Trade		1,118	11%	1,203	11%
Educational Services		1,098	10%	1,131	10%
Accommodation and Food Services		656	6%	869	8%
Other Services (excluding Public Administration)		670	6%	775	7%
Professional, Scientific, and Technical Services		732	7%	711	6%
Administration & Support, Waste Management and Remediation		546	5%	661	6%
Public Administration		560	5%	574	5%
Construction		519	5%	572	5%
Finance and Insurance		613	6%	513	5%
Wholesale Trade		419	4%	360	3%
Manufacturing		425	4%	320	3%
Transportation and Warehousing		297	3%	299	3%
Information		388	4%	289	3%
Arts, Entertainment, and Recreation		231	2%	262	2%
Real Estate and Rental and Leasing		257	2%	227	2%
Management of Companies and Enterprises		195	2%	184	2%
Utilities		83	1%	78	1%
Agriculture, Forestry, Fishing and Hunting		7	0%	12	0%
Mining, Quarrying, and Oil and Gas Extraction		1	0%	3	0%

Source: United States Census Longitudinal Employer-Household Dynamics

Table 8: Peekskill Worker Inflow/Outflow

Work in Peekskill	Persons	Percent	Live In Peekskill	Persons	Percent
Live in Peekskill	1,253	22%	Work in Peekskill	1,253	12%
Live Elsewhere	4,370	78%	Work Elsewhere	8,856	88%
Total Employed Working in Peekskill	5,623	100%	Total Employed Living in Peekskill	10,109	100%

Source: 2013-2017 5-Year ACS

during the critical midday period. Office workers (and their clients) support restaurants of all service levels, as well as banks, drug stores, and other types of convenience retail. In the current pandemic situation, with many Peekskill residents working from home, the city's daytime population is expanded, creating more of a customer base for local businesses. The long-term impacts of the remote working phenomenon are not clear. While it is anticipated that many workers will return to in-person jobs once the pandemic has passed, early indications throughout the region are that some workers may choose to work from home on either a permanent or part-time basis, indefinitely.

Employment and Economic Development

Economic Base

Peekskill's economic base has not fully rebounded from the Great Recession. In 2007, there were a total of 6,953 jobs located in the city, compared with 6,206 jobs in 2017. As shown in the table below, half of Peekskill's jobs are in five sectors: health-care and social assistance (15%); other services such as personal care, machinery repair, and religious activities (15%); accommodation and food service (10%); and retail trade (10%). Between 2007 and 2017, the health-care sector increased from 756 jobs to 939 jobs. Meanwhile, the total number of retail jobs plummeted from 1,168 jobs in 2007 to 600 jobs in 2017.

In 2016, there were a total of 692 businesses located within Peekskill. Businesses providing the greatest number of jobs in the city include White Plains Linen (600); HRH Care (250); BASF (110); Wheelabrator Westchester (67); C-Town Supermarket (67); D.Bertoline & Sons Distributors (36); and the Holiday Inn Express (35). HRH Care and C-Town are both located in downtown Peekskill within the DRI boundary.

Most of the jobs located in Peekskill are not high-paying or high-skilled. More than half of the jobs in the city pay less than \$3,333 per month, and only 26 percent of the jobs are held by employees with a bachelor's or advanced degree.

Peekskill Workforce

The total number of employed Peekskill residents rose from 10,628 in 2007 to 11,197 in 2017. As shown in the table below, the sectors employing the greatest share of Peekskill employed residents are health-care and social assistance (19 percent), retail trade (11 percent), and educational services (10 percent). Between 2007 and 2017, there was a notable spike in health-care and social assistance jobs, from 1,813 to 2,154, and in accommodation and food services jobs, from 656 to 869. Sectors with declining employment of Peekskill residents include finance and insurance, wholesale trade, manufacturing, and information.

Peekskill's resident workforce generally earns lower incomes and has lower educational attainment than surrounding communities. Less than half of the city's employed residents have a monthly wage greater than \$3,333, and only 28 percent of employed residents hold a bachelor's or another advanced degree.

Commuting Patterns

The U.S. Census estimates that there are 1,253 people who live and work in Peekskill, but there are 8,856 workers who leave Peekskill to jobs outside of the City. Similarly, most of the people who work in Peekskill commute in from somewhere else.

The vast majority (72 percent) of Peekskill residents reach work by automobile, while only 17 percent of employed Peekskill residents use public transportation. About 44 percent of the resident population travels for 35 minutes or longer in order to reach their place of employment.

Economic Development Trends

In recent years, the City has undertaken several economic development programs to attract and retain businesses, especially in its downtown. These programs include the CDBG Microenterprise Program, the formation of Arts Industry Media (AIM), and the Westchester Community College Entrepreneurship Program. Anecdotal evidence suggests that downtown Peekskill and the waterfront area are becoming increasingly attractive to businesses in the creative sectors, light industry, and food service industry.

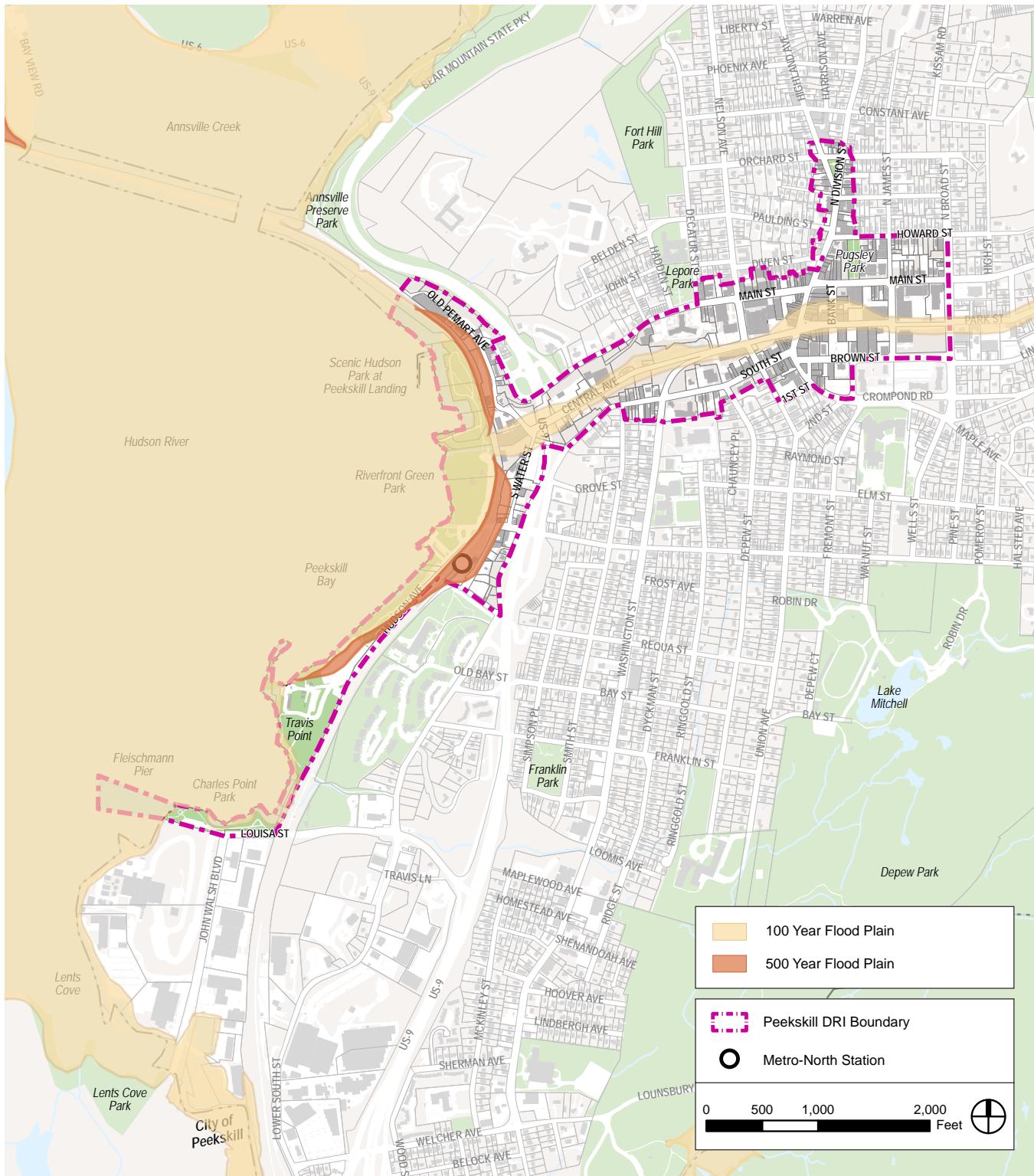


Figure 12: Floodplains

Source: Westchester County, BFJ Planning

Based upon the expected arrival of new businesses and expansion of existing ones, the City expects an increase of 500 jobs in the coming years.

Infrastructure and Environmental Constraints

Floodplains

The Hudson River and McGregory Brook are the only two water bodies in the DRI area, and due to the city's topography, their associated floodplains are relatively contained. With the exception of a small part of Charles Point Park and Travis Point, all of Peekskill's waterfront parks are within the 100-year floodplain. In addition, heavy rain events cause the Hudson River to wash into Peekskill's waterfront parks and can lead to localized flooding. The 500-year floodplain along the waterfront is relatively small, but it contains the Peekskill Train Station and Metro-North train tracks, in addition to portions of buildings along the west side of Railroad Avenue, South Water Street, and Old Pemart Avenue.

McGregory Brook is buried in a culvert within much of the DRI area. The stream is exposed north of Central Avenue west of its intersection with Washington Street until it goes back underground roughly halfway down Central Avenue. The brook opens up again at the intersection of North Water Street and Central Avenue, where it flows into the Hudson River. The banks of McGregory Brook are steep where it flows along Central Avenue and relatively flat west of North Water Street. The brook's 100-year floodplain is contained to small portions of Central Avenue but does contain parts of buildings along both sides of the street. This coincides with the cluster of industrial businesses near the Central Avenue and South Water Street intersection. N. Dain's Sons Co., a lumber supply warehouse, is completely within McGregory Brook's 100-year floodplain. Flooding along the brook is not an annual occurrence, but there have been floods within the past 50 years where Central Avenue was inundated with 3 feet to 4 feet of water.

Wetlands

Peekskill is a historic city that has been largely urbanized for over 100 years. Neither the Hudson River nor the McGregory Brook have associated riparian wetlands within the DRI boundary. Due to topography and urbanization, there are no wetlands in the DRI area.

Steep Slopes

Similar to other cities situated on the Hudson River, there is a steep incline between the upland portions of Peekskill and the waterfront. Much of the area containing waterfront parks and land west of Route 9 is relatively flat; however, the topography changes east of the Metro-North tracks. Central Avenue rises approximately 120 feet from its intersection with North Water Street to the intersection with North Division Street.⁷ The pitch of Central Avenue adds to the construction cost of potential development on the north and south sides of the street. Similarly, walking or bicycling along Central Avenue between the waterfront and downtown Peekskill is difficult for people with mobility challenges and is a deterrent for visitors in reaching the downtown from the train station area.

Water/Sewer

Peekskill's drinking water comes from two surface water sources; the primary source originates in the Town of Putnam Valley, and the secondary comes from a neighboring community via the Catskill Aqueduct. The city has had issues with low pH in its water, which has led to the corrosion of the system and water main breaks. The New York State Department of Health recently found that Peekskill's drinking water had an elevated susceptibility to contamination due to runoff from pastures and sanitary wastewater discharge. For these reasons, and to help prevent system corrosion, Peekskill's water is treated, filtered, and disinfected before it is sent into the city for drinking. The most recent annual drinking water report (2018) found that Peekskill's drinking water was in compliance with state regulations for levels of contamination.⁸

⁷ Source: Google Maps

⁸ Annual Drinking Water Quality Report for 2018, City of Peekskill Water Department

Sanitary wastewater produced within the DRI boundary is serviced by gravity sewer mains located within area roadways. Gravity sewers flow to pump stations which then pump the wastewater to the Westchester County Peekskill Sewer Treatment Plant located along Annsville Creek north of the DRI area. Treated wastewater is discharged into Annsville Creek, where it ultimately flows into the Hudson River.

High-Speed Internet

Access to high-speed internet is essential to running a business and will continue to grow in importance for many American households with the development of entertainment and smart home technology. Conventional internet for

businesses and residences is currently provided in Peekskill, but high-speed internet with download speeds of 1 gigabit per second is not widely available. This 1 gigabit internet service is provided by fiber-optic cables along limited portions of Main Street, Central Avenue, and North James Street in downtown Peekskill. This limited footprint only serves a small portion of Peekskill businesses, and does not serve the waterfront at all. During the COVID-19 pandemic, high-speed internet access has become a critical issue for Peekskill businesses and residents alike. For businesses, the ability to transition, in some degree, to online commerce may have made the difference in being able to stay afloat when the physical space needed to be closed. For residents, high-speed internet has become a necessity for remote working and learning.

CRITICAL ISSUES AND OPPORTUNITIES FOR REVITALIZATION

The analysis of Peekskill's demographics, land use, and infrastructure helped identify five main issues and opportunities facing the city, which speak to strengths and weaknesses that inform the DRI goals, strategies, and projects to spur downtown revitalization.

Critical Issues

Peekskill Has a Growing and Increasingly Diverse Population, but its Residents Face Economic Hardships

Peekskill's population is growing faster than Westchester County overall, and the city's population is both younger and more racially and ethnically diverse than the county. These factors create a sense of vitality for Peekskill and help to establish the city as a destination for activity in northern Westchester County. At the same time, the city's population, particularly in the DRI area, has much lower incomes than the county as a whole. This creates greater need for recreation and social services that directly assist lower-income residents and families in the DRI area, such as the Kiley Youth Center, the Field Library, and Sun River Health (formerly Hudson River Health Care).

Lower overall incomes also limit the spending power of the city's residents, constraining the types of stores and restaurants that may locate in the city. Lower-income

residents who are also business owners may operate on thinner margins, with less capital to invest in their business and less ability to manage disruptions and economic downturns. These businesses could benefit from micro-loans and ongoing business assistance programs. Because many downtown Peekskill businesses are Latino-owned, language barriers may create additional issues in navigating local approvals and permitting processes and in obtaining assistance through existing channels. Reaching these business owners will require targeted and sustained efforts by both the City and the Business Improvement District (Figure 13).

The City Has a Robust Downtown Core and Emerging Waterfront Business Node, But They Lack a Strong Connection

Peekskill's downtown core is a strong, traditional downtown environment, with a diverse mix of uses in a pedestrian-scaled, historic setting. The core includes attractive buildings, iconic uses like the Paramount Theater, and an expanding residential presence as a result of recent and current development projects. The waterfront has a unique and growing commercial area – including shops, restaurants, and light industrial uses – as well as revitalized parks and public uses and the train station as a regional link. This area has great potential for further mixed-use development and



Figure 13: Downtown Peekskill Business Improvement District Boundary

Source: Westchester County, BFJ Planning



Bohlman Towers



Central Avenue

activity. However, the pedestrian connection between these areas is weak. Main Street is not easily traversable due to Route 9, while South Street, though walkable, does not provide a direct connection to the central waterfront.

Central Avenue is the most direct connection, but its topography and lack of active uses, as well as a narrow sidewalk and limited lighting, make for an uninviting environment for pedestrians. The City has long endeavored to strengthen the Central Avenue corridor in order to fully connect these two vibrant commercial nodes. A combination of new development along the roadway and infrastructure and public realm improvements will make Central Avenue more comfortable and inviting for residents and visitors alike.

Peekskill Has Excellent Regional Transportation Connections, but an Uneven Downtown Environment for Pedestrians and Bicyclists

Peekskill is well-served by regional road networks, Metro-North, and Westchester County's Bee-Line bus system, and this access is a major strength. However, for many residents, getting to the train station is difficult without a vehicle, while bus service is limited in its timing and connections, making it difficult for many workers commuting into the city to reach their destinations reliably. In addition, while sidewalks are present in most locations, the DRI area is not uniformly walkable. In some cases, sidewalks are narrow or in need of repairs, while intersections may be difficult to cross because of their configuration, a lack of

crosswalks, and missing or non-functional crossing signals. Bike infrastructure is minimal, limited to the ability to share the road and bicycle racks in some locations. There are no bike lanes or bike signage. Pedestrian and cyclist safety has been raised as a major issue, and this is supported by crash data that indicate a prevalence of crashes in the DRI area, including those involving serious injury. A range of infrastructure improvements are needed both to address basic safety concerns and to make the entire DRI area more accessible and inviting for cyclists and pedestrians.

Some of these potential improvements also speak to public realm enhancements that have proven quite successful in creating additional public open space in a time of social distancing. For example, the City temporarily closed the one-block-long Esther Street to allow for outdoor dining the summer and early fall of 2020. This pilot project demonstrated high demand for flexible outdoor public space that can serve diners and shoppers while helping to calm vehicular traffic.

Public Parking Is Ample, but It Is Not Easily Located by Visitors, and Safety Concerns Persist

Downtown Peekskill has a significant supply of public parking, both in garage structures and surface lots, and the City has made investments in garages and parking meters to enhance the ease of use. However, recent studies by the City have indicated an ongoing perception that parking in Peekskill's downtown garages is unsafe and uninviting, particularly for visitors who may be less familiar with the



Crosswalks at Main Street and Division Street



Signage for the Paramount Theater

area. Improved wayfinding signage as well as additional facility upgrades are needed to increase utilization of the public parking resources and support greater downtown patronage and activity. Helping visitors understand where they can park – and making them comfortable to do so – will be a critical element of Peekskill's marketing and branding strategy.

The City has an Array of Arts, Cultural, and Historic Resources, but They Lack Visibility and Cohesiveness

The Peekskill DRI area is rich with arts, historic, and cultural resources. Much of the downtown core is in a historic district, and while urban renewal left its mark, the downtown generally retains its historic context, with strong building facades and eclectic, interesting structures. Major cultural

attractions in and near the DRI area include the Paramount Theater, the Lincoln Depot Museum, the Field Library, the Peekskill Museum, and Hudson Valley MOCA.

For many years, the City has cultivated a local arts scene, through such measures as zoning to incentivize live-work artist studios. While this has brought a number of artists to the city who are well-connected through such organizations as the Peekskill Arts Alliance, the physical presence and importance of the arts is less visually apparent. A series of sculptures are installed in the waterfront parks, and there are several murals located in the DRI area; however, these are not sufficient to identify Peekskill as an "arts" town. The city lacks a cohesive network of public art and public-facing exhibition spaces that would better signal its growing artist community.

SECTION II: COMMUNITY VISION, GOALS, AND STRATEGIES

DOWNTOWN VISION AND DRI AREA GOALS AND STRATEGIES

Peekskill is well positioned for downtown revitalization due to extensive planning undertaken by the City prior to being selected for the Downtown Revitalization Initiative.

Building on that foundation the DRI Local Planning Committee (LPC) developed a downtown Vision and DRI Area Goals and Strategies for addressing ongoing revitalization challenges. During committee meetings and public workshops, the LPC and members of the public were given an opportunity to offer feedback and make revisions. The following Downtown Vision and DRI

Area Goals and Strategies summarize the community's aspirations for downtown revitalization and should guide project implementation and future planning efforts in the City of Peekskill.

Guided by the issues and opportunities identified in the Downtown Profile, as well as engagement with the Peekskill community, the LPC identified five primary goals for downtown revitalization, each supported by a set of revitalization strategies that are reflected in the final list of Recommended Projects.

Downtown Vision

Downtown Peekskill is a friendly, intergenerational, and diverse community that will leverage its **lively arts, entertainment, and dining scene**; excellent access to **regional recreation opportunities**; **entrepreneurial spirit**; and **historic charm** to welcome people of all ages, incomes, and backgrounds to live, visit, learn, work, and raise a family.

DRI Area Goals and Strategies

- 1 Attract and support job opportunities for all skill and wage levels, helping both current and future residents establish and grow their careers and the City to expand its tax base, including through investments in critical infrastructure and the youth of the community.**
 - Build on current local growth sectors (arts, entertainment, dining)
 - Support entrepreneurial opportunities that target the local workforce
 - Encourage small business expansion
 - Provide public infrastructure that supports existing businesses and attracts new entrepreneurs to Peekskill
- 2 Strengthen linkages from the central business district to the transit-oriented waterfront area and to adjacent residential neighborhoods, creating inviting and walkable connections for downtown visitors.**
 - Improve multi-modal connectivity with emphasis on biking and walkability enhancements
 - Strengthen connections to increase tourism and regional visitors
 - Encourage alternative transportation options that reduce reliance on automobiles and serve users of all ages and abilities
- 3 Establish Peekskill as a regional arts, cultural, and dining destination, with a diverse range of offerings that support tourism as well as local jobs.**
 - Support existing arts organizations and encourage emerging groups
 - Make Peekskill's thriving arts community more visible to support local artists, including integrating art into streetscapes, signage, and public space
 - Create an identity for Peekskill's arts, culture, and business communities
 - Provide resources to arts and cultural organizations to ensure that they can provide programming and generate revenue to expand and sustain themselves
- 4 Enhance the attractiveness of the downtown environment for residents and visitors alike, through improvements to streetscapes, public spaces, wayfinding and parking signage, and overall aesthetics.**
 - Improve wayfinding and develop clearly identified walking and cycling paths
 - Provide civic spaces that can be programmed for multiple public uses throughout the year
 - Improve the downtown environment by supporting upgrades to downtown buildings and businesses
 - Create a sense of place through the integration of landscaping, green infrastructure, street furniture, public art, and wayfinding elements
- 5 Promote a healthy balance of downtown uses, including retail, restaurants, small businesses, cultural and community institutions, and housing, to support a 24/7 community.**
 - Stimulate economic development by activating vacant or underutilized downtown properties
 - Provide public realm improvements that attract and support new private development
 - Provide resources to assist existing property owners and businesses
 - Increase resources for community organizations that provide services for Peekskill's youth and underserved populations
 - Support mixed-use development that provides a range of housing types and retail/commercial options that support local priorities

SECTION III: DOWNTOWN MANAGEMENT AND IMPLEMENTATION STRATEGY

DOWNTOWN MANAGEMENT AND IMPLEMENTATION STRATEGY

The Peekskill DRI plan was developed by the LPC, with coordination from the Peekskill Common Council, Mayor André Rainey, City staff, and local and regional economic development offices. The LPC was co-chaired by Mayor Rainey and Marsha Gordon, the President/CEO of the Business Council of Westchester, and included representatives from the Business Improvement District and Hudson Valley Gateway Chamber of Commerce. The LPC also included private business owners; leaders of local health, education, and arts organizations; and other community advocates.

Implementation of the projects funded by DRI grants will be coordinated by Peekskill's Mayor, Common Council, City Manager, and City staff. The City of Peekskill and local and regional economic development offices have proven track records of managing urban revitalization projects.

Public Projects

Peekskill will implement DRI projects through a team of City employees led by the City Manager. The heads of the Department of Planning and Development, Public Works, Building, Parks, Finance, Legal, and Water and Sewer will all be on the implementation team to assist projects that involve their areas of expertise. The Mayor operates as the connection between the City's DRI implementation team and Peekskill residents.

The City of Peekskill has completed over \$40 million in public projects in recent years that were funded through State grants, and was recently awarded over \$3 million in State grants. The recent public projects include infrastructure upgrades, development of a new state-of-the-art firehouse, and renovations to City-owned parking decks. Peekskill has recently worked in partnership with the New York State Department of State; Empire State Development; Office of Parks, Recreation, and Historic Preservation; and the Department of Environmental Coordination Conservation, Environmental Facilities Corp, DOT HCR, and DASNY on infrastructure, tourism, housing, parks, and economic development projects. Peekskill recently was awarded State grants for the reconstruction of Fleischmann Pier,

funding to prepare designs for the City's waterfront trail and shoreline stabilization, and funding for the City's Microenterprise Program.

The Westchester County Department of Transportation (Westchester DOT) would also be a key partner on some of the DRI projects, particularly on the downtown streetscape improvements. Westchester DOT operates the Bee-Line bus service and maintains Main Street and Division Street in downtown Peekskill. The City of Peekskill has recently worked with Westchester DOT on infrastructure and transit projects, Route 6 and S. Division streetscapes, and have had recent discussion about bus routes and shelters, and are aligned in their goals of improving transit service and making Peekskill's downtown streets safer.

Private Development Projects

Projects that occur on private property will be managed by the property owner or developer as a contract vendee. State agencies will contract directly with the project sponsors, who will be required to follow State requirements for the program, as well as the applicable local development procedures and regulations that all private projects must follow. The City may provide planning assistance to help project sponsors through the process. Private sponsors include experienced local developers and business owners who are rooted in Peekskill and the region.

Request for Proposals Process

Implementation of the DRI strategic plan will involve Requests for Proposals (RFPs) for certain projects. The Downtown Revitalization Fund RFP would be developed by the City of Peekskill in coordination with the State agency that is administering the funds. The RFP criteria would include a demonstration that the applicant has the capacity to implement their project. A portion of the Downtown Revitalization Fund would be used to support the fund's administration, which would likely be handled by the City's Department of Planning or a consultant who reports to the Planning Director and/or the Peekskill Industrial Development Agency (PIDA).

The Coordinated Public Arts Installations project is sponsored by Hudson Valley MOCA, which has the experience and capacity to administer grant funding. The project would include separate arts proposals processes for the two distinct parts of the project (murals/interpretive art and lighted sculptures). These RFP processes would be administered by Hudson Valley MOCA and the Peekskill Arts Alliance, both of which are pillars in the Peekskill community and have the experience and capacity needed to manage these processes.

In addition, all projects that are sponsored by the City or other public entity for implementation will utilize RFPs to prepare all construction documents.

Business and Community Partners

The Peekskill Business Improvement District (BID) and the Hudson Valley Gateway Chamber of Commerce (“Chamber”) will be involved in providing input for select projects as needed (see Table below). Neither entity will serve as a project sponsor, but they are both important stakeholders guiding economic development in downtown Peekskill.

Business Improvement District

The Peekskill BID was the first BID in Westchester County to be confirmed by property owners. The BID represents approximately 300 businesses and 160 property owners within their boundary. The BID manages Peekskill's farmers market, flea markets, and special events. It also promotes downtown Peekskill as a place to live, visit, and operate a business through business recruitment and retention, capital and aesthetic improvements, and advocacy. The BID is led by an Executive Director and a Board of Directors that consists of property owners, commercial tenants, the Peekskill City Manager, Comptroller, and one member of the Common Council.

Hudson Valley Gateway Chamber of Commerce

The Chamber is located in Downtown Peekskill and represents businesses in Peekskill and surrounding communities. The Chamber was founded in 1915 and has six officers, three staff members, and 23 board members. The Chamber continues its mission by promoting local businesses through education and advocacy for its members. The Chamber also sponsors events, such as the Art Industry Media Weekend, which is a creative industry showcase that promotes Peekskill as a media hub for the lower Hudson Valley.

Community Engagement and Support

Beyond direct project implementation, the success of the DRI in Peekskill will depend on the broad-based support and continued engagement of the wider community. To help guide this ongoing effort, members of the LPC have expressed interest in continuing to serve on an ad hoc DRI implementation committee, acting as a liaison between City staff and the community. Other groups and organizations that will likely need to be involved or included in the implementation process include:

- Peekskill Historic and Landmarks Preservation Board
- Peekskill Conservation Advisory Council
- Peekskill Waterfront Advisory Committee
- Peekskill Parks Advisory Board
- Peekskill Youth Council
- Scenic Hudson
- Comite Latino
- Peekskill City School District
- Peekskill NAACP
- Peekskill Area Pastors Association

#	Project Name	Responsible Entity	Project Partners
1A	Public Wi-Fi and Internet Service for Bohlman Towers, Barham Senior Houses, Lepore, and Pugsley Park	Neture	City of Peekskill Peekskill Housing Authority
1B	Create a Marketing and Branding Strategy with Wayfinding Signage	City of Peekskill	Peekskill BID Hudson Valley Gateway Chamber of Commerce Peekskill Museum New York State DOT
1C	Install Solar Power Generation on North Water Street	Bre & Co. LLC	None
2A	Improve Connections for Pedestrians and Cyclists between the Waterfront and Downtown	City of Peekskill	New York State DOT Peekskill Walks
2B	Create a Downtown Civic Hub and Improve the Downtown Public Realm	City of Peekskill	Westchester County DOT Peekskill Walks
2C	Implement the RIDE! Peekskill Hyper-Local Green Mobility System	Vecto	City of Peekskill Peekskill BID Peekskill IDA Hudson Valley Gateway Chamber of Commerce
3A	Revitalize the Paramount Theater	Paramount Hudson Valley Arts Inc.	City of Peekskill
3B	Transform Downtown Peekskill with Public Art	HV MOCA	Peekskill Arts Alliance Christine Knowlton, Candace Winter City of Peekskill New York State DOT Peekskill City School District
3C	Create a Library and Cultural Center within the HRH Care Health Center	Hudson River Healthcare, Inc	None
4A	Reconstruct Fleischmann Pier and Improve Charles Point Park as a Premier Waterfront Destination	City of Peekskill	None
4B	Community Paddling and Environmental Education Center	City of Peekskill	HVH2O Scenic Hudson
4C	Enhance Pugsley Park as a Downtown Attraction	City of Peekskill	HV MOCA
4D	Downtown Revitalization Fund	City of Peekskill	Individual property and business owners participating in the fund.
4E	Enhance Monument Park, a Gateway into Downtown Peekskill	City of Peekskill	None
5A	Redevelop 41 North Division Street as a Mixed-Use Building Housing the Peekskill Arts Center, Multi-media Production Spaces, and Apartments	North Division Main LLC	The Peekskill Art Center
5B	Transform the Kiley Youth Center as a New Location of the Boys & Girls Club of Northern Westchester	Boys & Girls Club of Northern Westchester	Kiley Center City of Peekskill Peekskill Housing Authority Wilder Balter Partners
5C	Construct Mixed-Use Buildings on North Division Street Including Affordable Housing	Family Resource Center of Peekskill	None
5D	Expand Field Library to Better Serve the Peekskill Community	The Field Library	City of Peekskill

SECTION IV: PUBLIC INVOLVEMENT

Public outreach, input, and engagement were crucial to the Peekskill DRI planning process. Peekskill is a diverse community, so a multifaceted public engagement strategy was created in order to reach as many stakeholders as possible. Because the City has a large Spanish-speaking population, meeting materials were provided in English and Spanish, and translation services were available. The public engagement process allowed Peekskill residents, business owners, civic leaders, and property owners to propose projects, confirm the vision and goals, give feedback on potential projects, and provide overall guidance to the process.

The COVID-19 pandemic had a direct impact on the Peekskill DRI planning process, including the public engagement process. On March 22, Governor Cuomo announced the “New York State on PAUSE” executive

order, which closed all non-essential businesses statewide. The order also prohibited non-essential gatherings of individuals of any size for any reason, and required social distancing measures for any concentration of workers providing essential services. As a result, all DRI planning processes throughout the state were paused until the State began a phased reopening process through the New York Forward initiative.

Fortunately for the Peekskill DRI, all of the public workshops and stakeholder meetings had been completed prior to the “PAUSE.” Only the final Local Planning Committee (LPC) meeting, which had been scheduled for March 18, 2020, was affected. As discussed below, this meeting was postponed and conducted virtually.

LOCAL PLANNING COMMITTEE

The LPC was a group of local stakeholders selected by the City to advise the State and consultant team in the creation of the DRI plan. The 20-member LPC consisted of two co-chairs, Mayor André Rainey, and Marsha Gordon, President/CEO of Business Council of Westchester. Other LPC members include representatives of the local business community, developers, board members of local organizations, community advocates, and leaders in education and healthcare.

The LPC held monthly meetings to discuss updates on the DRI plan and process and to review potential projects. These meetings were critical to creating and implementing effective public engagement opportunities and strengthening the revitalization projects. The LPC used their professional expertise, local knowledge, and understanding of the key issues facing the Peekskill community to select which projects would be recommended for DRI funding. LPC meetings were open to the public, included a public comment period, and were recorded and posted on the Peekskill DRI website.

LPC Meeting #1 – October 19, 2019

The purpose of the first LPC meeting was to introduce the LPC and members of the consultant team, discuss a vision for the Peekskill DRI, the DRI boundary, and the process that would create the DRI plan. The meeting also included discussions of public engagement and identifying opportunities for revitalization in the City. Approximately 25 members of the public attended the meeting, in addition to City staff and members of the LPC, the consultant team, and New York State agencies.

LPC Meeting #2 – November 20, 2019

The purpose of the second LPC meeting was to recap the first public workshop, discuss community engagement and the preliminary project ideas, and to review an expansion of the Peekskill DRI boundary. Approximately 34 members of the public attended the meeting, in addition to City staff and members of the LPC, consultant team, and New York State agencies.

LPC Meeting #3 – December 18, 2019

The third LPC meeting involved reviewing updates to the proposed projects, including projects that were submitted through the Open Call for Projects. The meeting also included a discussion of a project evaluation template, which was used by members of the LPC to grade projects on their feasibility, catalytic effect, other benefits, and cost effectiveness. At least 20 members of the public attended this meeting in addition to City staff, members of the LPC, the consultant team, and New York State agencies.

LPC Meeting #4 – January 15, 2020

The fourth LPC meeting involved updates to potential projects, removing projects from consideration that were not eligible or not feasible, and reviewing recent and upcoming public engagement events. Approximately 30 members of the public attended the meeting in addition to the LPC, City staff, consultant team, and New York State agencies.

LPC Meeting #5 – February 19, 2020

The fifth LPC meeting provided additional project updates, reviewed recent and upcoming public engagement events, and involved a vote of projects to be eliminated from consideration for DRI funding. Approximately 12 members of the public attended the meeting in addition to the LPC, City staff, consultant team, and New York State agencies.

LPC Meeting #6 – August 12, 2020

The final LPC meeting, originally set for mid-March 2020, was conducted virtually via the Zoom platform. The purpose of this meeting was to discuss the potential projects recommended for DRI funding, including projects updates as a result of COVID-19, and to finalize the slate of projects. In addition, the LPC discussed the management and implementation strategy for DRI projects, with a particular focus on public projects. Approximately 12 members of the public attended the meeting, in addition to the LPC, City staff, consultant team, and New York State agencies.

PUBLIC ENGAGEMENT TOOLS AND ACTIVITIES

In addition to inviting the public to attend and comment at the monthly LPC meetings, the consultant team engaged with the Peekskill community by hosting pop-up booths at existing community events, facilitating public workshops, creating an Open Call for Projects process, and conducting targeted stakeholder meetings and interviews.

The DRI team used social media and email to spread the word about engagement opportunities, created posters and flyers to be placed around downtown, and administered a public survey to receive feedback from the Peekskill community about the potential DRI projects. Public input, including questions, comments, and opinions, was recorded by the consultant team and helped formulate the development of plan recommendations. The public workshops were recorded with audio and video and were posted on the Peekskill DRI project website.

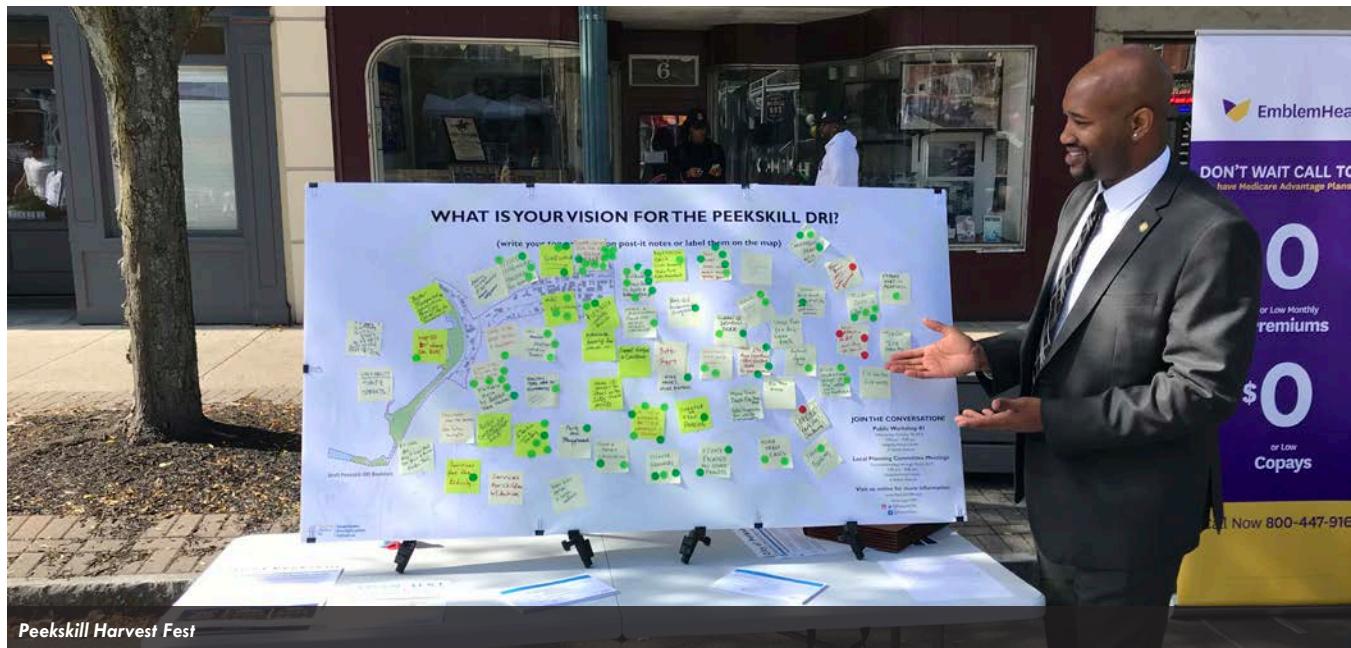
Pop-Up Community Engagement Events

Peekskill Farmers Market and Harvest Fest – October 12, 2019

The consultant team attended Peekskill's weekly downtown Farmer's Market and then stayed for the Harvest Festival later in the evening. At both events, the consultant team hosted a station for community members to learn about Peekskill's recently awarded DRI grant, to identify their vision for the Peekskill DRI, and to hear more about future community engagement opportunities. The pop-up event drew a great response from the public as they identified a variety of ideas for Peekskill's downtown area.

Peekskill Saturday Academy – October 26, 2019

The Peekskill Saturday Academy, a monthly community event sponsored by the Peekskill City School District PTO at the middle school, was another opportunity for the consultant team to host an informational station where community members could learn about the DRI grant and process and share their ideas for projects to transform Peekskill's downtown.



Public Workshops

Public Workshop #1 – October 30, 2019

The first public workshop started with a welcome from Mayor Andre Rainey, followed by a brief presentation from the consultant team that covered the DRI program and process, the DRI project timeline, the draft vision and goals, an outline of the public outreach strategy, and a discussion of the Open Call for Projects process.

After the conclusion of the presentation, attendees were encouraged to visit six workshop stations where they could propose ideas relating to the draft vision and goals and initial project ideas. Each station was facilitated by a member of the consultant team who helped answer questions and guide attendees to write down their ideas for new projects and responses to preliminary project ideas. The workshop was attended by approximately 120 people, including members of the public, the LPC, City Staff and Common Council, consultant team, and New York State.

Spanish Language Workshop – January 9, 2020

The Peekskill community includes a large population of Hispanic residents, some of whom may speak English as a second language. The consultant team hosted a Spanish-language workshop at the Church of the Assumption to engage with this community and to hear their ideas for the future of Peekskill. The workshop included an overview of the DRI program, a review of the potential projects, and concluded with a question and answer session. The workshop was attended by approximately 15 members of the public and the consultant team.



Public Workshop #1

¿Qué harías para mejorar el centro de Peekskill?



La Ciudad de Peekskill recibió \$10 millones del Estado de Nueva York a través de un programa llamado Iniciativa de Revitalización del Centro (DRI). Este fondo de DRI se usará para apoyar proyectos que mejorarán la economía local y la calidad de vida del centro de Peekskill. Para obtener más información sobre posibles proyectos elegibles, únase a nosotros en un taller público presentado en Español.

¡Por favor, acompañanos!

Cuando	Jueves, 9 de Enero, 2020, 8pm
Donde	Iglesia de la Asunción Father Wilson Hall 920 1st Street

Spanish-Language Workshop

Public Workshop #2 – January 23, 2020

This workshop began with a brief presentation by the consultant team that covered the DRI program and process, the project timeline, the public outreach process and community events. After the presentation, participants had the opportunity to attend interactive design stations focused on three subjects: Pugsley Park and Monument Park, the Gazebo Area and Peekskill Plaza, and streetscape improvements from the train station to downtown. Attendees were asked to comment on preliminary designs that were created by the consultant team and give their opinions on the trade-offs that come with each aspect of the designs. The open house project stations were facilitated by members of the consultant team, who explained the potential DRI projects and solicited feedback from meeting attendees. Meeting materials were available in both English and Spanish, and translation services were available who attendees as needed. The workshop was attended by over 100 members of the public in addition to members of the LPC, City Staff and Common Council, consultant team, and New York State.



Public Workshop #2

Public Workshop #3 – February 26, 2020

The final workshop started with an Open House, in which attendees visited five stations, organized by DRI goal, to learn more about each of the potential projects being considered for DRI funding. Participants spent approximately 30 minutes reviewing all of the potential projects. The Open House was followed by a brief presentation by the consultant team, which covered the DRI program and process, the types of projects included in the DRI plan, an overview of the public outreach process throughout the DRI process, and updates on the public survey. After the presentation, the consultants facilitated an open public comment period. Services were available for Spanish-speaking attendees, including copies of the presentation in Spanish and translations provided by the consultant team. The workshop was attended by at least 50 members of the public in addition to members of the LPC, City Staff and Common Council, consultant team, and New York State.



Public Workshop #3

Open Call for Projects

The LPC asked the Peekskill community to submit proposals for projects to be considered for DRI funding through an Open Call for Projects between November 12, 2019, and February 12, 2020. The purpose of the Open Call was to hear from Peekskill business owners, community leaders, and concerned citizens who had ideas for transformative projects. This process allowed the LPC to evaluate all proposed projects in an open and transparent manner. The Open Call documents were available in both English and Spanish, and the consultant team hosted two “office hours” sessions where members of the community could drop by and ask questions and receive help on their project submission.

Over 45 different projects were submitted through the Open Call process, including capital/construction projects, business creation and expansion, housing, and streetscape improvements. Project proposals included information on project cost and budget, funding amounts and sources, the transformative nature of the project, and community benefits. Although not all of the projects that were submitted through the Open Call process were recommended for DRI funding, many were incorporated within other projects that are recommended. Some of the individual applications were façade improvements or renovations that were considered ideal candidates for the Downtown Revitalization Fund and demonstrated future interest in that project.

Some of the projects that were received through the Open Call aligned with the goals of the DRI plan, but were not recommended for funding due to factors such as project timing or DRI funding requirements. These projects are included in this plan as recommended for other funding. Other submissions that were received through the Open Call were not capital projects, but were instead ideas for businesses, projects, or improvements that could be done in the future. These were not considered for DRI funding because they did not meet the DRI criteria for projects considered for other funding.

Economic Development Stakeholder Feedback

Business Community Focus Group, February 6, 2020

The consultant team led a focus group roundtable consisting of Peekskill business owners and members of the business community including the Peekskill Business Improvement District, Hudson Valley Gateway Chamber of Commerce, and other community leaders. Attendees discussed the strengths and weaknesses of Peekskill’s business climate, suggested areas for improvement, and discussed issues that face local businesses that serve the Spanish-speaking members of the community. Approximately 30 people attended the meeting, which was conducted in English and Spanish.

Economic Development Stakeholder Interviews

The consultant team interviewed various property owners, local businesses, real estate brokers, and major employers for the creation of the market assessment portion of the Downtown Profile. These interviews added detail and local understanding to the economic data that was analyzed. The interviewees discussed trends in the local real estate industry, including asking rents, timelines for leasing, types of businesses that succeed, and issues facing business owners.

Online Survey

The Peekskill community was asked to respond to a public survey which was administered in both English and Spanish through Survey Monkey and by hard copy between February 21, and March 13, 2020. After reading a description and viewing an image of the project, the survey invited people to inform the LPC about what they liked and didn’t like about projects that had the potential to be funded. The 465 people that took the survey responded to each project with: approve, somewhat approve, neutral, somewhat disapprove, and disapprove. The results of these responses were tabulated by the consultant team and were summarized in the “Public Support” section in each of the project profiles.

Common Council Briefings

The consultant team made two presentations to the Peekskill Common Council, on January 6, 2020, and February 3, 2020, to update the City's governing body on the overall DRI process and to discuss key projects and issues of concern. The focus of these briefings was on public projects that require Common Council approval and implementation by City staff and/or agencies, and on private projects that may require action by the Common Council (such as zoning changes).

Project Website, Email, and Social Media

The Peekskill DRI project website, www.peekskilldri.com, was an important resource for the public to access the public meeting schedule and to review materials from the LPC meetings and public workshops. Meeting materials, including video recordings, were available for each LPC meeting and other public events. The project website and meeting materials were available in both English and Spanish. The consultant team kept the public informed by

sending email messages with project updates, including soliciting project ideas through the Open Call for Projects. The consultant team also used Instagram and Twitter to spread the word about public engagement opportunities.

Conclusion

The wide-reaching and diverse opportunities for engagement helped bring many voices from the Peekskill community together to guide the creation of this plan. The methods that made this engagement effective included attendance to community events not related to DRI, targeted outreach to Spanish-speaking members of the Peekskill community, and mixing in-person engagement opportunities with web-based outreach. In-person meetings brought the diverse members of the Peekskill community into the same room, where conversations could begin about shared issues and ideas. Posting video recordings and meeting materials from the LPC meetings and public workshops allowed people who couldn't attend the meetings to stay up-to-date with what was happening in the process. The Open Call for Projects was especially productive and helped generate enthusiasm for the public workshops and overall DRI plan.

SECTION V: PROJECTS RECOMMENDED FOR DRI FUNDING

OVERVIEW

The Peekskill DRI Local Planning Committee (LPC), with input from the public, recommends the projects discussed herein for DRI Funding.

The total DRI cost of the projects presented below is approximately \$13.4 million, which is in excess of the available \$9.7 million. This overage is by design and intention, as not all projects may be appropriate or ready for DRI funding. By including projects in excess of \$9.7 million, the LPC has ensured that the full DRI award will be utilized.

This section presents detailed descriptions of the projects recommended for funding through the DRI program. The LPC was tasked with reviewing the projects and initiatives within the context of how well they advance the DRI strategies set forth in the Strategic Investment Plan. The goal of the LPC was to maximize the impact of DRI investment by advancing projects and initiatives through the DRI award that would have the greatest public benefit, are primed for implementation, leverage other available funding, and enjoy broad stakeholder support. The LPC prioritized catalytic and transformative projects that present the strongest likelihood of jump-starting downtown revitalization and investment in the community.

Criteria for Evaluating DRI Projects

The LPC reviewed potential projects based on the following criteria:

- Alignment with DRI goals existing local and regional plans;
- Public support;
- Community and economic benefits;
- Catalytic and transformative potential;
- Capacity to leverage private or public sources of funds; and
- Cost and feasibility.

Additional issues that the LPC considered when evaluating potential DRI projects include:

- The specific use of the DRI funding;
- Potential for alternative state or federal grants that could fund the project;
- Ongoing operating arrangements required to ensure that the project is successful; and
- Market demand, economic feasibility, and potential site control issues.

How the Selection Criteria Were Applied

Cost: The LPC reviewed estimated costs for each of the projects, including the requested DRI contribution and the potential for public, private, and non-profit leverage, where applicable.

Community Benefits: Although economic benefits are the core of the DRI plan, the LPC also considered positive impacts beyond purely economic benefits. Such additional benefits include environmental benefits, enhanced recreational opportunities, increased tax revenue for the City, and improved design of the public realm.

Catalytic and Transformative Potential: Projects were selected that will fundamentally change the downtown and how it is perceived, stimulate additional economic development, leverage other public and private investment, and induce secondary impacts, such as attracting new residents and tourists to the City of Peekskill.

Job Generation: Employment was a key concern of the LPC, and projects were evaluated for how many projected jobs would be added in the downtown.

Feasibility: Projects recommended for DRI funding should be technically feasible, from a regulatory and permitting perspective, and have few “real property constraints.” Project readiness was also considered.

Public Support: Public feedback was solicited throughout the DRI planning process. Projects were favored that have a high level of LPC and public support.

PROJECTS PROPOSED FOR DRI FUNDING SUMMARY MAP

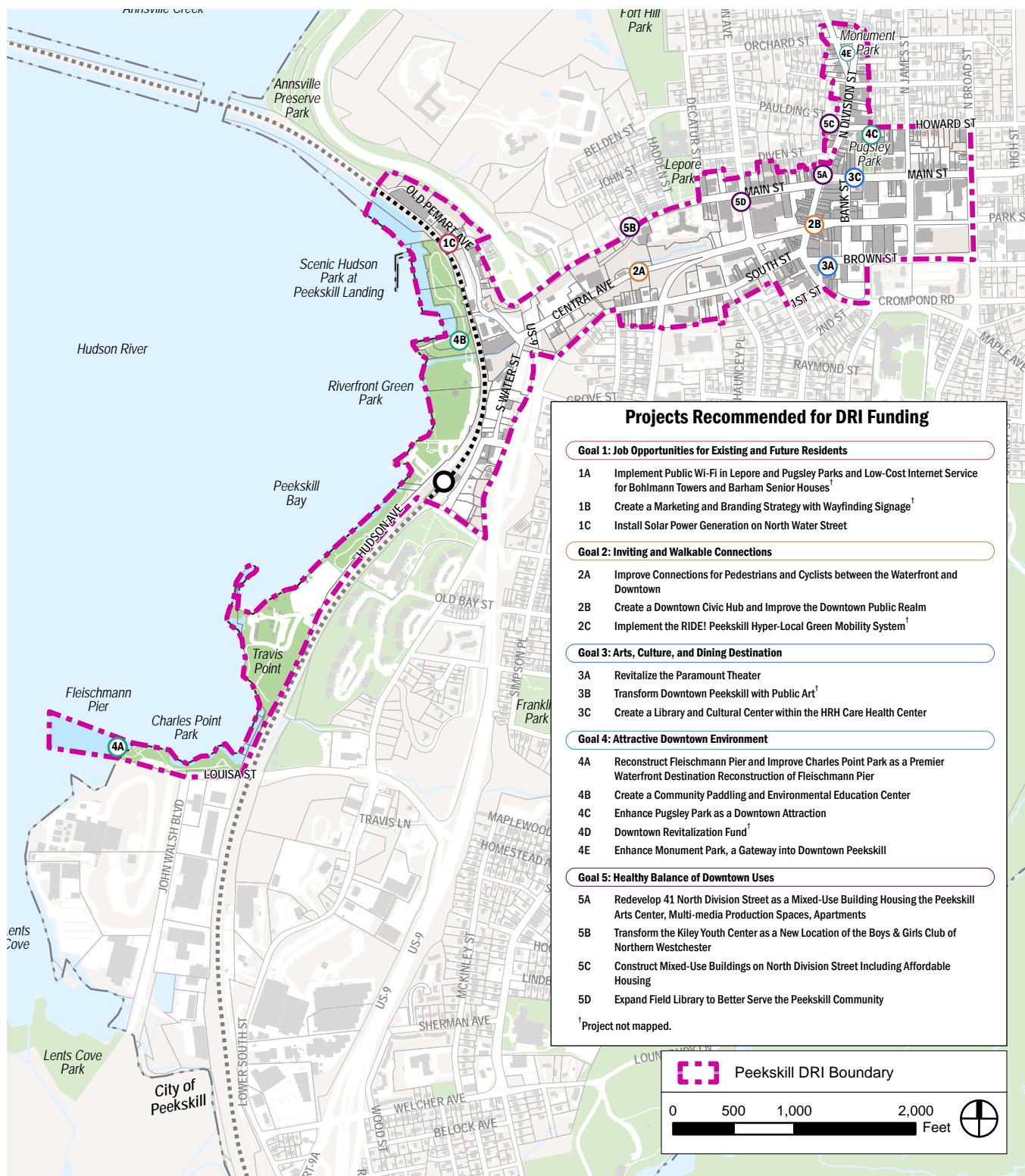


Figure 14: Projects Proposed for DRI Funding

PROJECTS RECOMMENDED FOR DRI FUNDING

Projects Recommended for DRI Funding

No.	Project	DRI Request	Other Funding	Total Cost	Page No.
1A	Implement Public Wi-Fi in Lepore and Pugsley Parks and Low-Cost Internet Service for Bohlmann Towers and Barham Senior Houses	\$380,000	\$153,610	\$533,610	V-5
1C	Create a Marketing and Branding Strategy with Wayfinding Signage	\$500,000	\$0	\$500,000	V-12
1D	Install Solar Power Generation on North Water Street	\$145,000	\$2,480,000	\$2,625,000	V-17
2A	Improve Connections for Pedestrians and Cyclists between the Waterfront and Downtown	\$1,102,000	\$0	\$1,102,000	V-20
2B	Create Peekskill Plaza, Upgrade the Gazebo Plaza, and Improve Downtown Streetscapes	\$1,626,000	\$0	\$1,626,000	V-30
2C	Implement the RIDE! Peekskill Hyper-Local Green Mobility System	\$68,000	\$12,000	\$80,000	V-38
3A	Revitalize the Paramount Theater	\$1,000,000	\$250,000	\$1,250,000	V-43
3B	Transform Downtown Peekskill with Public Art	\$500,000	\$181,826	\$681,826	V-50
3C	Create a Library and Cultural Center within the HRH Care Health Center	\$81,000	\$11,500	\$92,500	V-58
4A	Reconstruct Fleischmann Pier as a Premier Waterfront Destination	\$1,200,000	\$2,665,000	\$3,865,000	V-63
4B	Create a Community Paddling and Environmental Education Center	\$260,000	\$0	\$260,000	V-68
4C	Enhance Pugsley Park as a Downtown Attraction	\$500,000	\$0	\$500,000	V-73
4D	Downtown Revitalization Fund	\$700,000	\$70,000	\$770,000	V-78
4E	Enhance Monument Park, a Gateway into Downtown Peekskill	\$260,000	\$0	\$260,000	V-83
5A	Redevelop 41 North Division Street as a Mixed-Use Building Housing the Peekskill Arts Center, Multi-media Production Spaces, and Apartments	\$1,638,752	\$3,200,000	\$4,838,752	V-88
5B	Transform the Kiley Youth Center as a New Location of the Boys & Girls Club of Northern Westchester	\$1,500,000	\$2,500,000	\$4,000,000	V-96
5C	Construct Mixed-Use Buildings on North Division Street Including Affordable Housing	\$942,400	\$942,400	\$1,884,800	V-102
5D	Expand Field Library to Better Serve the Peekskill Community	\$1,000,000	\$280,200	\$1,280,200	V-106
Total		\$13,403,152	\$12,746,536	\$26,149,688	

1A: IMPLEMENT PUBLIC WI-FI IN LEPORE AND PUGSLEY PARKS AND LOW-COST INTERNET SERVICE FOR BOHLMANN TOWERS AND BARHAM SENIOR HOUSES



Cost Estimate

DRI Funding Request	\$380,000
Other Funding	\$153,610
Total Project Cost	\$533,610

Project Description

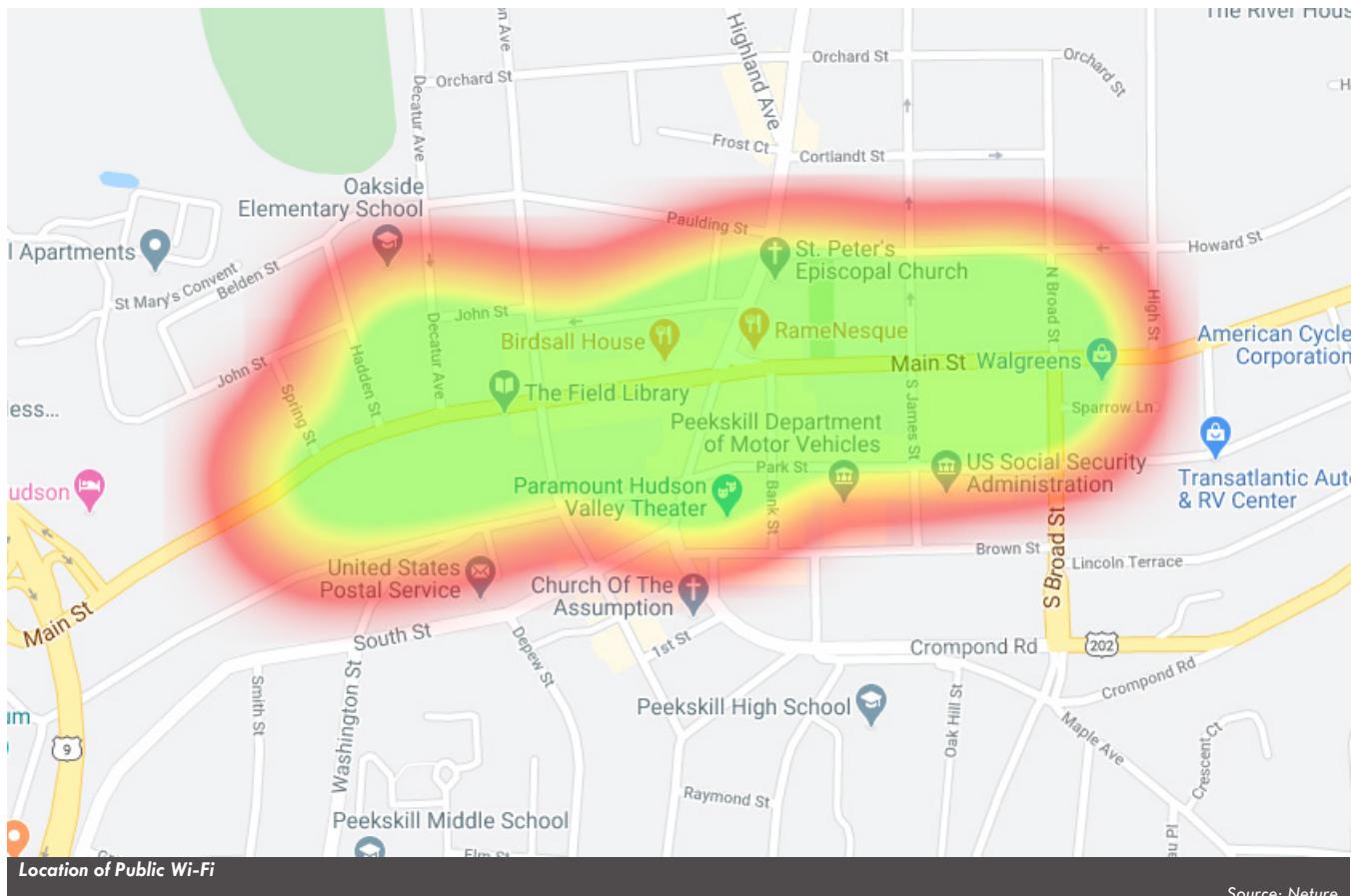
High-speed internet access includes different types of broadband connections that are continuous and provide faster download and upload speeds than dial-up access. While only 2.5% of the US population had broadband subscriptions in 2000, high-speed internet access is now commonplace with over 85% of households having a subscription. Neture, Inc. proposes to construct a mesh Wi-Fi network that will offer three services:

1. Low-cost broadband internet to residents of Bohlmann Towers and Barham House Apartments (residential complexes that house low-income residents and seniors),
2. Free access to a local resource gateway for anyone within range of internet access points (inside and outside), and
3. Free, ad-supported internet access along the Main Street corridor, parts of North Division Street, and Pugsley and Lepore Parks (outside).



Location: Main Street from Bohlmann Towers to Broad Street and portions of Division Street; Bohlmann Towers, Barham House Apartments, Lepore Park, and Pugsley Park

DRI Funds would be used to purchase the hardware and pay for installation and support of 200 access points, 100 receivers, and support infrastructure required to create the Wi-Fi network. The design and implementation of this network would be coordinated with the City of Peekskill, the Peekskill Housing Authority, local businesses, and community leaders.



This project would bring free public internet access to the Main Street corridor in downtown Peekskill, and low-cost internet access to people who may not be able to afford internet through existing providers or those who are currently paying the market rate.

The Wi-Fi network would be created by using existing fiber-optic lines to provide the internet service to Wi-Fi transmitters that send wireless internet through a point-to-point to mesh network access points installed in indoor and outdoor locations. Mesh networks do not have a central hub that handles all traffic, but instead have multiple relays throughout the network. Approximately six Wi-Fi transmitters would be installed on buildings in the service area, and the mesh access points would be installed within Bohlmann Towers and Barham House, and outdoors in the service area (typically atop light poles). The specific locations are:

- Bohlmann Towers: 1 receiver, 10 outdoor access points, 50 indoor access points
- Barham Houses: 1 receiver, 6 outdoor access points, 50 indoor access points
- Lepore Park: 4 outdoor access points
- Pugsley Park: 4 outdoor access points
- Main Street: 75 outdoor access points

In downtown Peekskill, there are currently two methods for households to access high-speed broadband: 1) through the local cable provider, Optimum, or 2) through a residential fiber provider such as Verizon FiOS. Optimum charges a minimum of \$70 per month, inclusive of equipment. The Neture service would be \$25 per month, including equipment, saving the average customer of market-rate service at least \$45 per month. There will be no cost to the City or the Peekskill Housing Authority.

This project could serve as a launching point to expand Neture Wi-Fi to other underserved parts of Peekskill, including two other Peekskill Housing Authority buildings and other public parks.

Property Owner/Sponsor

Neture, Inc.

Capacity

Neture, Inc. is a Bronx-based broadband delivery platform that sponsored a similar project selected for funding in the Bronx Civic Center DRI Plan. The proposal for Peekskill differs from the prior project in that the Bronx DRI project was co-sponsored by a local nonprofit organization that owned the buildings where infrastructure was proposed. In the Peekskill DRI proposal, Neture would be the sole sponsor and would work directly with relevant property owners. The company has experience in telecommunications operations, network engineering and operations, and marketing. Neture has coordinated planning for the project with the Peekskill Housing Authority, City of Peekskill, the Peekskill City School District, and the Peekskill Business Improvement District. Neture has also secured financing from a financing partner.

Project Partners

- City of Peekskill
- Peekskill Housing Authority

Strategies

The proposed project will advance the following DRI Strategies:

- Support entrepreneurial opportunities that target the local workforce
- Provide public infrastructure that supports existing businesses and attracts new entrepreneurs to Peekskill

Anticipated Revitalization Benefits

The provision of low-cost and publicly accessible internet access will have positive impacts on the City's low-income workers and senior citizens. In addition, the project will benefit the City's downtown as well as the environment.

The benefits, which are detailed below, are particularly critical for the City of Peekskill given current events. The COVID-19 crisis has demonstrated the need for high-speed internet access, particularly among low-income households. When schools are forced to shift to remote learning models, students who have limited access to the internet are at a disadvantage. Even if the COVID-19 crisis is resolved in the coming year with a vaccine and improved therapeutics, this project would make the City's low-income households more resilient to future challenges that require increased internet access.

Benefits to Low-Income Workers

The provision of high-speed internet service at affordable housing developments will reduce digital inequality by enabling lower-income households to better access employment and educational opportunities. As a result of high consumer costs, lower-income households typically have lower rates of access to in-home internet connectivity compared with higher-income groups. Connectivity rates are particularly low among HUD-assisted renter households, especially those that are in multifamily buildings (36%). Low-income households are also more likely to depend exclusively on smartphones and other handheld devices to access the Internet in the home rather than a computer or tablet. According to the latest Census data, an estimated 3,000 households in the City are without broadband in their homes, representing about one-quarter of the total 9,400 households in Peekskill. Of those residents without broadband, the majority of them are low-income; 62% of households who earn under \$20,000 a year lack broadband. Although detailed data on the internet connectivity of residents in Bohlmann Towers and Barham House are not available, it is likely that many lack broadband access because most residents living in these buildings are either low- or moderate-income.

Summarized below are some of the specific benefits that the proposed service will have on low-income residents:

- Access to high-speed internet at home will make it easier for Housing Authority residents to find gainful employment. According to the Pew Research Center, 52% of Americans said that people without broadband service were at a major disadvantage in

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Equipment (Access points, Receivers, Transmitters, Cables, Ethernet Switches, Network Firewalls, UPS)	DRI	\$173,200
Fiber Circuits	DRI	\$64,800
Marketing, Install, Support, Platform, Contingency	DRI/Neture	\$291,932
Total DRI Funds Requested		\$380,000
Total Funding from Other Sources		\$153,610
Total Project Cost		\$533,610

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Total Timeframe: 18 months	
Phase 1: Complete Assessment Finalize Wi-Fi access point locations; Site visits and assessment.	Month 1 - 3
Phase 2: Design Network design; Solicit bids for network implementation; Review bids and award contract; Order equipment.	Month 4 - 6
Phase 3: Implementation Obtain any necessary permits; Installation of network & equipment.	Month 7 - 15
Phase 4: Testing of Entire Network Test the network; Turn on the network.	Month 16 - 18

Total Timeframe: 18 months

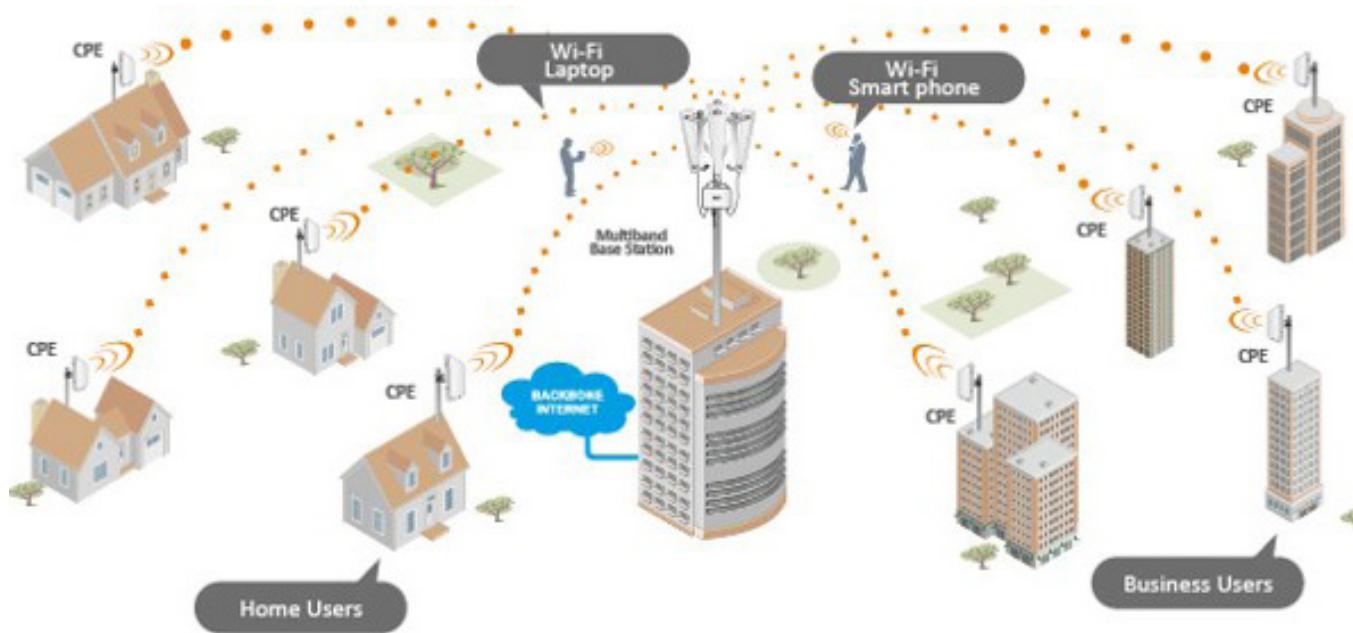
Neture, the project sponsor, is prepared to proceed with site assessment and coordination with project partners upon announcement of the DRI award and contracting with New York State.

finding out about jobs, gaining new career skills, or engaging in a number of digital job-seeking activities (like preparing a professional resume).¹

- Broadband access will allow residents to participate in remote working, a flexible work arrangement where workers do not report to a traditional

office environment every day. According to Global Workplace Analytics, remote work has grown 44% since 2020 to include approximately 3.4% of the US population. Global Workplace Analytics also estimates that average salaries for telecommuters are \$4,000 higher than those who report to a traditional office, another benefit of remote work. However,

1 <https://www.pewresearch.org/internet/2015/11/19/1-the-internet-and-job-seeking/>



Public Wi-Fi Diagram

Source: Netgear

according to FastCompany.com, 78% of remote workers are required to pay for their own internet connection, another disadvantage for low-income populations.

- Another advantage for Housing Authority residents will be increased access to Connected Learning or online degree programs. College degrees increase economic opportunities for workers in an increasingly competitive job market, but online degree programs require high-speed connectivity.
- Lastly, broadband access will help Housing Authority households with school-age children close the “Homework Gap.” According to the FCC’s Broadband Task Force, approximately 70% of teachers assign homework requiring access to broadband. Students who do not have household access to the internet are forced to visit libraries or stay late/arrive early at school to complete assignments, facing many additional challenges that other students do not. Project Tomorrow (tomorrow.

2 <http://neatoday.org/2016/04/20/the-homework-gap/>

3 https://www.aarp.org/content/dam/aarp/research/public_policy_institute/cons_prot/2013/connection-for-all-ages-insight-AARP-ppi-cons-prot.pdf

org) surveyed sixth graders that received free LTE-enabled devices, and 96% reported being better students, while 78% reported that they “worked together with my classmates more often.” School districts in California have equipped school buses with Wi-Fi routers, parking them in public spaces at the end of the day to provide a safe place for students to study close to their homes.² Studies have shown that internet access for school-age children results in higher rates of attending college and upward mobility for job opportunities.

Benefits to Senior Households

The provision of high-speed internet service will help senior citizens better access healthcare services, social connections, and support services.

- High-speed internet access can positively impact health preservation, according to the AARP.³ Home-based “smart medical services” help patients manage chronic diseases and prevent or postpone functional decline. Also, the use of video conferencing to connect

patients with health professionals and services can expand access to primary and preventative care, improve patient outcomes, reduce hospital stays, and decrease costs.⁴

- Social connectedness is a challenge for many seniors. The death of a spouse, accumulating losses of family members and friends, retirement, and disabilities can all heighten the risk of chronic loneliness for older residents. Video conferencing programs such as Skype or FaceTime can help grandparents stay connected with their families, support groups, or friends who may not be close enough to visit.
- Broadband also facilitates caregiver support for seniors with significant functional limitations who rely on others for basic care. High-speed internet access provides fast access to health-care providers, support groups, and enables online family meetings when people live outside the immediate area.

Benefits to Downtown

Providing free public Wi-Fi can expand potential uses in both public and private spaces downtown, providing an incentive to visit Downtown Peekskill more and stay longer, potentially increasing support for local businesses. Enhancing the usability of downtown spaces with Wi-Fi access could also raise adjacent property values and the feasibility of new real estate investments, with accompanying increases in tax revenue. Free Wi-Fi could also expand internet access to a broader population that does not currently have access, increasing quality-of-life and access to economic opportunity for some residents and visitors.

Benefits to the Environment

Another benefit of the mesh Wi-Fi network is the significantly reduced energy consumption compared with wireless broadband service available through a cellphone or tablet (LTE, 4G, 5G, etc.).⁵ According to rightmesh.io a cell phone uses 23 times less energy on Wi-Fi compared with 4G, or about 10 times less for 3G. As 5G service becomes more

common, this energy differential will increase. By providing a mesh Wi-Fi network in the DRI, the carbon footprint of internet users in the area will be decreased.

Public Support

This project saw interest at the public workshop but garnered mixed reviews in the public survey, with a nearly equal percentage of respondents showing approval (38%) as disapproval (35%). Another 27% were neutral. Some respondents questioned the validity of using public funds to directly benefit one portion of Peekskill's population, and others were unsure if the project would be transformative.

However, other respondents saw the value in providing high-speed internet access to some of Peekskill's residents who can least afford it. One participant called this project "a fantastic idea and a service going to the people who need it most." Another noted, "I believe this will greatly benefit our community."

Jobs Created

Neture estimates the project will create four jobs to install and support the wireless broadband network. In addition, this project will support the long-term development of critical workforce skills for residents in the area by providing access to reliable, low-cost broadband. The service may also help existing residents access more gainful employment.

Acquisition of Real Property

No property acquisition is required. Neture will obtain necessary permissions from the Peekskill Housing Authority (owner of Bohlmann Towers), the Peekskill Industrial Development Agency (owner of Barham Houses) and the City of Peekskill for the two parks and Main Street right-of-way.

Feasibility and Cost Justification

Project costs were estimated by Neture, based on its experience in comparable projects in the region, including in the Bronx Civic Center DRI plan. Private funding will be

4 L. Godleski, A. Darkins, and J. Peters, "Outcomes of 98,609 U.S. Department of Veterans Affairs Patients Enrolled in Telemental Health Services, 2006–2010," *Psychiatric Services*, Vol. 63, No. 4 (2012), 383–385.

5 <https://medium.com/rightmesh/the-global-impact-of-mesh-technology-fb917a053af8>

from Neture, bank loans, and other investors. Neture, Inc. will be responsible for the design, installation, maintenance, and marketing of the network.

The project will provide free internet access in public spaces for Peekskill's approximately 24,000 residents, as well as employees and visitors to the downtown area. In addition, it will create the opportunity for 244 households within networked buildings to obtain below-market rate high-speed internet access. This project would leverage nearly \$150,000 for the base installation, and additional investment in equipment and installation costs to serve private households that sign up for the paid access.

Also noteworthy is the potential of this project to reduce the costs associated with workforce development, job training, and social service provision. By enabling lower-income residents and senior citizens to better access online resources, they may become less dependent on more resource-intensive and brick-and-mortar forms of in-person social services.

Regulatory Requirements

- Permission, including access arrangements for ongoing maintenance, from the Peekskill Housing Authority and the City of Peekskill.

- Building permits from the City of Peekskill for installation of equipment, and upgrades and alterations to buildings in order to house the equipment.
- Installations must comply with National Electric Code and telecommunications standards such as those from the Telecommunications Industry Association (TIA), Electronic Industries Alliance (EIA), and Bicsi.
- Standards compliance and infrastructure alteration subject to Con Edison requirements and easements.

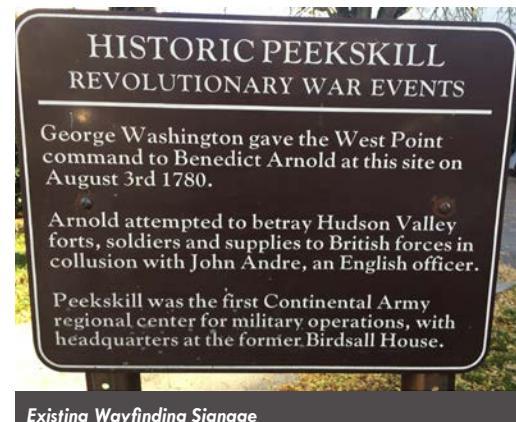
Project Reporting

- Number of Wi-Fi transmitters and mesh routers installed and operational
- Subscribers: Number of paid subscribers in Bohlmann Towers and Barham House
- Wi-Fi Users: Logins and length of stay at public Wi-Fi locations along Main Street and gateways
- Impact: Percentage of low-income Peekskill residents with in-home broadband access.

1B: CREATE A MARKETING AND BRANDING STRATEGY WITH WAYFINDING SIGNAGE



Existing Wayfinding Signage



Existing Wayfinding Signage

Cost Estimate

DRI Funding Request	\$500,000
Other Funding	\$0
Total Project Cost	\$500,000

Project Description

This project would create a three-part strategy to establish a brand that illustrates Peekskill's identity, attracts new residents and businesses to Peekskill, and increases tourism and downtown visitors to support existing businesses. Downtown Peekskill has a wealth of assets including the arts, history, and entertainment. However, there is a lack of visual markers that identify Peekskill as a unique community in the region, and signage to guide residents and visitors through Peekskill's downtown center. The three parts of this strategy are as follows:

1. Establish Peekskill's Brand
2. Develop a Marketing Strategy
3. Create Wayfinding Design and Signage Strategy

In order to be successful, the comprehensive branding, marketing, and wayfinding signage strategy would need to include all parts of the Peekskill community, which includes women- and minority-owned businesses, and businesses owned by and serving Peekskill's Latino community.



Location: DRI Area

This project would be implemented by first creating a Request for Proposals (RFP) to contract with an experienced branding and marketing firm. The RFP would be developed by the City of Peekskill in coordination with the Peekskill Business Improvement District and Hudson Valley Gateway Chamber of Commerce. In order to create a comprehensive and successful branding and marketing strategy, the RFP should outline the following tasks:

Establish Peekskill's Brand

The first part of this project is creating a brand for the City of Peekskill to showcase the city's identity to residents and visitors. The brand would build on Peekskill's identity as an arts, entertainment, and recreation destination, and include nods to its local history. The branding would likely result in a new municipal logo for Peekskill, theme, and graphic design standards (typeface and color palette). The new brand would be used in marketing materials identified in the marketing strategy including advertisements, digital and social media outlets, tourism brochures and publications, and physical signage.

The Peekskill brand should be an image, logo, and/or theme that tells the story of Peekskill's diverse and vibrant community. Inspiration could come from Peekskill's past and present, but the brand should be oriented toward a common vision of the city's future. Inspiration for the Peekskill brand could include its artistic community, its manufacturing history, location in the Hudson Valley, and possible inspiration for the Yellow Brick Road in L. Frank Baum's The Wonderful Wizard of Oz.

Develop a Marketing Strategy

The marketing strategy will create an action plan for how the City could use its new brand and communications strategy to retain and attract residents, visitors, and new businesses. The strategy would consist of a market analysis and marketing program implementation strategy.

Market Analysis

The market analysis would include interviews of key stakeholders in Peekskill and surveys of existing and potential visitors, residents, and business owners. The interviews and surveys would help identify Peekskill's strengths and weaknesses, which would then be assessed against other communities in northern Westchester County and the Hudson Valley. The analysis should result in a "state of Peekskill" report that summarizes existing conditions and the steps required to meet Peekskill's goals. The market analysis would build on the 2016 City of Peekskill Waterfront Market Analysis and 2012 Downtown Peekskill Retail Recruitment Strategy.



Existing Wayfinding in Downtown Peekskill

Marketing Program Implementation Strategy

The marketing program and implementation strategy would identify specific actions to build on Peekskill's strengths and overcome its weaknesses. The strategy could include the type and placement of advertisements, promotional campaigns and public relations strategies, and special events. This implementation strategy would include a budget and timeline and identify organizations that would be responsible for each part of the implementation.

Design and Implement Wayfinding and Visitor Signage

The first step toward implementing the marketing strategy would be designing and installing wayfinding and visitor signage throughout downtown Peekskill. This effort would build on the findings of the 2018 Downtown Parking and Signage Report, which identified locations for signage and the types of standardized signage that should be installed. This wayfinding signage strategy would include designing pedestrian- and auto-oriented signage using Peekskill's new branding that directs residents and visitors to cultural attractions, municipal buildings, parking, and other points of interest. Wayfinding signs could include distances and walking routes, and could advertise a "park and walk"



Examples of Wayfinding Signage

and “park once” strategy to promote walking within the downtown area. Wayfinding signs should also be used to direct visitors up to downtown Peekskill from the Peekskill Train Station and the waterfront.

Wayfinding signage would likely be placed at entryways into the city and throughout the DRI area. Major gateways locations include the Peekskill Train Station, entrances to the City off of Route 9, the Bear Mountain State Parkway, and Route 202/Crompond Road. Other potential places for wayfinding signage are at the Nelson Avenue and James Street parking decks, City Hall, along Main Street and Division Street, Highland Avenue, Central Avenue, South Street, and Washington Street.

This project would also install historical markers on street signs to identify and mark the Downtown Peekskill Historic District.

In addition, the Peekskill Museum submitted a proposal through the Open Call for Projects to implement a combination of physical interpretive signage and an interactive “Augmented Reality” app to allow visitors to visualize the historic conditions of important sites in the City. Up to 12 physical markers would be placed in the DRI area with photographic imagery and descriptions, in English and Spanish, from the collection of the Peekskill

Museum. The Augmented Reality app , developed by an outside contractor, would be downloaded from the web onto a personal device and have an interface that locates the user within Peekskill using their device’s mapping capabilities. The bilingual app would map historic Peekskill site locations, provide directions to the sites, and once there activate the location’s historic image and story. This two-pronged project is an outreach program of Peekskill Museum, with its repository of over 20,000 images and artifacts from Peekskill’s past, and will allow visitors to stop throughout the DRI area to learn about key buildings and sites.

Property Owner/Sponsor

City of Peekskill

Capacity

The City of Peekskill would issue an RFP for a consulting firm to develop and implement the branding and marketing strategy. Wayfinding and historic signage in the public right-of-way and other City-owned sites would be designed, fabricated, and installed through a bidding process and coordinated with the Westchester County and New York State departments of transportation, as needed. Fabrication and installation would be bid to a construction firm. Coordination with the Peekskill Museum would be

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Branding	DRI	\$75,000
Create and implement a Marketing Strategy	DRI	\$50,000
Wayfinding and Historical Signage	DRI	\$375,000
Total DRI Funds Requested		\$500,000
Total Funding from Other Sources		\$0
Total Project Cost		\$500,000

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Phase 1: Retain Consultant Develop RFP and retain consultant.	Month 1 - 3
Phase 2: Develop and Implement Marketing and Branding Strategy Stakeholder outreach and development of strategy.	Month 4 - 9
Phase 3: Implementation Design and installation of signage.	Month 10 – 18
Total Timeframe 18 months	
The City of Peekskill, the project sponsor, is prepared to begin developing the consultant RFP to kick off the project upon completion of contracting with New York State.	

required for details including the use of imagery and deployment of the Augmented Reality app. The app would be developed by an outside contractor, identified through an RFP process.

Project Partners

- Peekskill BID
- Hudson Valley Gateway Chamber of Commerce
- Peekskill Museum
- New York State Department of Transportation
- Westchester County Department of Transportation

Strategies

The proposed project will advance the following DRI Strategies:

- Strengthen connections to increase tourism and regional visitors.
- Create an identity for Peekskill's arts, culture, and business communities.
- Improve wayfinding and develop clearly identified walking and cycling paths.
- Create a sense of place through the integration of landscaping, green infrastructure, street furniture, public art, and wayfinding elements.
- Provide public realm improvements that attract and support new private development.

Anticipated Revitalization Benefits

Creating a consistent brand will establish Peekskill's unique identity, which can be marketed to visitors and potential residents and businesses throughout the region, stimulating

tourism and future private investment. Comprehensive and attractive branding, wayfinding, and historic signage will help to create a more welcoming environment, adding to Peekskill's vitality, increasing property values, and encouraging existing property owners and residents to re-engage with and take pride in their City. Wayfinding signage will promote a "park and walk" mentality, which can reduce congestion and increase foot traffic to local stores, many of which are minority- and women-owned that serve Peekskill's Latino community. In addition to increasing business and tax revenue, the greater activity downtown can become a positive feedback loop by encouraging more people to walk, which in turn increases public safety with additional "eyes on the street" and improves public health.

Public Support

The marketing and branding strategy consistently saw support in the public workshops. In the public survey, nearly half (48%) of respondents indicated support for the project; another 27% were neutral. It appears that some participants were concerned about the cost of the project, indicating a feeling that Peekskill should work on its "big" problems first, while others were concerned about ongoing maintenance of signage.

Nevertheless, a number of respondents recognized the importance of a consistent strategy to retain and attract residents, visitors, and businesses. One participated noted, "A single-unifying theme is critical for the city. As a frequent visitor, I think that such a message would make the city more visible to all. Clear, simply, and easily-understood signs help us all." Another said, "I strongly approve of this, we need people that come to our city to

know how to get thru the city, this will help generate our city's economy as more people will discover new places and new businesses."

Feasibility and Cost Justification

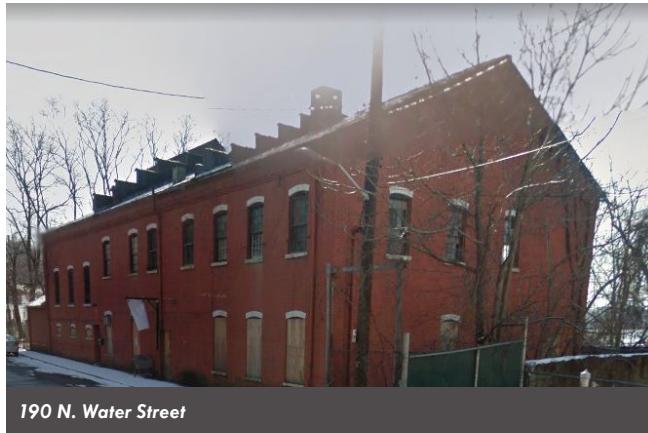
The cost of the marketing, branding, and wayfinding study was based on the consultant team's experience and comparable studies in the region. The estimated costs for historic markers were derived from previous estimates provided by the City, while the costs for interpretive signage and the Augmented Reality app were submitted by the Peekskill Museum and were based on estimates from the manufacturer, approximation of the costs for installation and the use of the museum's images, and input from a software vendor with experience developing comparable interactive experiences around the country.

Over the long-term, implementation of the marketing plan is also expected to generate a financial return for the City in the form of higher commercial tax revenues that result from business growth and more intensive use of downtown land use.

Project Reporting

- Signage: Number and types of signage
- App Users: Usage of Augmented Reality app
- Programming: Attendance at cultural sites and community events
- Tourism: Visitorship to the Chamber of Commerce facility and Peekskill Museum
- Parking Occupancy: Utilization of parking decks and lots

1C: INSTALL SOLAR POWER GENERATION ON NORTH WATER STREET



Cost Estimate

DRI Funding Request	\$145,000
Other Funding	\$2,480,000
Total Project Cost	\$2,625,000

Project Description

Bre & Co. LLC proposes to install solar arrays on the rooftops of two buildings on North Water Street that are being renovated for use as an incubator workspace for light manufacturing “maker” industries and artisans. These renovated buildings will become a place where the next generation of manufacturing businesses can work on their products and ideas, and will help make Peekskill into a center for high-tech manufacturing. The installation of solar arrays would make these buildings more sustainable, technologically advanced, and more attractive to prospective tenants.

Both 189 North Water Street and 190 North Water Street were previously used as coal gasification plants. DRI funds would complete their transition from fossil fuels to green energy. These solar panels will help make these buildings more sustainable and will set an example that other buildings in Downtown Peekskill can follow.

Property Owner/Sponsor

Bre & Co. LLC



Capacity

Bre Pettis is the CEO of Bantam Tools, a light manufacturing company located at 135 North Water Street in Peekskill. He oversaw the substantial renovation of 135 North Water Street prior to moving Bantam Tools into the building in 2019. Bre & Co. is invested in Peekskill and has leveraged \$2,480,000 of funding into 189 and 190 North Water Street.

Project Partners

None

Strategies

The proposed project will advance the following DRI Strategies:

- Support entrepreneurial opportunities that target the local workforce.
- Improve the downtown environment by supporting upgrades to downtown buildings and businesses.
- Stimulate economic development by activating vacant or underutilized downtown properties.
- Provide resources to assist existing property owners and businesses.

Anticipated Revitalization Benefits

The installation of solar arrays on 189 and 190 North Water Street would have positive environmental benefits. The transformation of a coal gasification plant into a renewable energy source will help reduce Peekskill's carbon footprint while hopefully inspiring other local businesses to adopt green retrofitting measures for their buildings. The project would allow Bre & Co. to market its buildings as providing renewable energy for tenants, who could then in turn market their products as being made with renewable energy. Renovation of the two buildings is not dependent upon receiving DRI funds. Funding would only go toward supporting installation of the solar panels.

Public Support

This project received support throughout the public engagement process, but there was no consensus on its potential transformative impact on Downtown Peekskill. In the public survey, 43% of respondents indicated support for the project, with another 32% saying they disapproved. Another 25% were neutral.

However, a number of survey respondents touted the environmental value of solar panel installation at the site, and its impact on the city's "green" image. "I think that, in

the midst of the climate crisis, Peekskill showing leadership in use of renewable energy IS transformative," noted one participant, with another calling the project a "seed for creating Peekskill as a model small town of sustainability of the future."

Jobs Created

No jobs would be directly created through this solar installation. However, the provision of a renewable energy source at an incubator workspace will help Peekskill attract environmentally conscious businesses who may in turn create more green-collar jobs for local residents.

Acquisition of Real Property

Both 189 and 190 North Water Street are owned by Bre & Co. No acquisition of real property is required.

Feasibility and Cost Justification

Project costs were estimated by the Croton Energy Group, a solar panel design, installation, and management company based in Croton-on-Hudson, which would monitor and maintain the equipment on behalf of Bre & Co.

Regulatory Requirements

- Site Plan Approval
- LWRP consistency review
- SEQRA

Project Reporting

- Installations: Number of solar panels installed.
- Energy: Amount of electricity produced by the solar panels.
- Occupancy: Leasing status of buildings.

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Stabilization and upgrades to the structure at 189 North Water St.	Bre & Co.	\$80,000
Solar equipment purchase and installation of solar array at the 189 North Water Street property	DRI	\$65,000
Design, engineering, and construction costs for the renovation of 190 North Water St	Bre & Co. REDC	\$2,400,000
Solar equipment purchase and installation of solar panels on the roof of 190 North Water Street	DRI	\$80,000
Total DRI Funds Requested		\$145,000
Total Funding from Other Sources		\$2,480,000
Total Project Cost		\$2,625,000

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Phase 1: Solar Panel Layout	Month 1-3
Phase 2: Order Solar Panels and Site Prep	Month 4-5
Phase 3: Equipment Installation	Month 6-7
Total Timeframe: 7 months	

The project sponsor has worked with the Croton Energy Group on potential layouts of the solar panels and expects to be able to place an order for the panels within three months of being awarded DRI funds.

2A: IMPROVE CONNECTIONS FOR PEDESTRIANS AND CYCLISTS BETWEEN THE WATERFRONT AND DOWNTOWN



Cost Estimate

DRI Funding Request	\$1,102,000
Other Funding	\$0
Total Project Cost	\$1,102,000

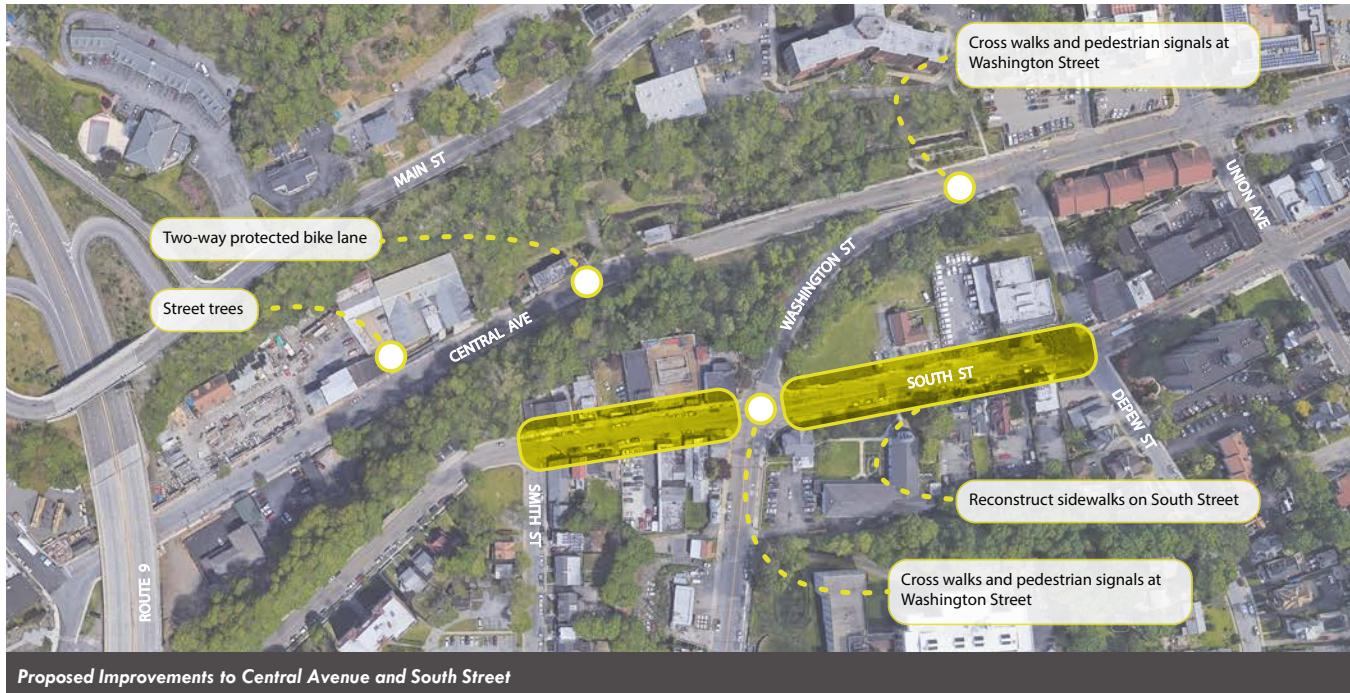
Project Description

This project will improve connections between the waterfront and downtown core, encouraging visitors to visit downtown after arriving via Metro-North and providing safe and welcoming options for locals to get around without using a car. Peekskill has potential to have both a thriving downtown core and waterfront area. The two districts each have their own advantages—for example, the downtown has a strong dining scene and key arts organizations, while the waterfront benefits from the Metro-North train station and waterfront parks. However, limited and unattractive connections between the two areas has long created barriers in capitalizing on these advantages.

Peekskill has explored ideas to improve these connections for at least the past 10 years. The 2010 Central Avenue & South Water Street Corridor Study and the 2015 Local Waterfront Revitalization Program (LWRP) both explored strategies to create more activity and improved facilities for bicyclists and pedestrians for this reason. DRI funding creates the opportunity to implement elements of these plans to boost Peekskill's downtown economy.



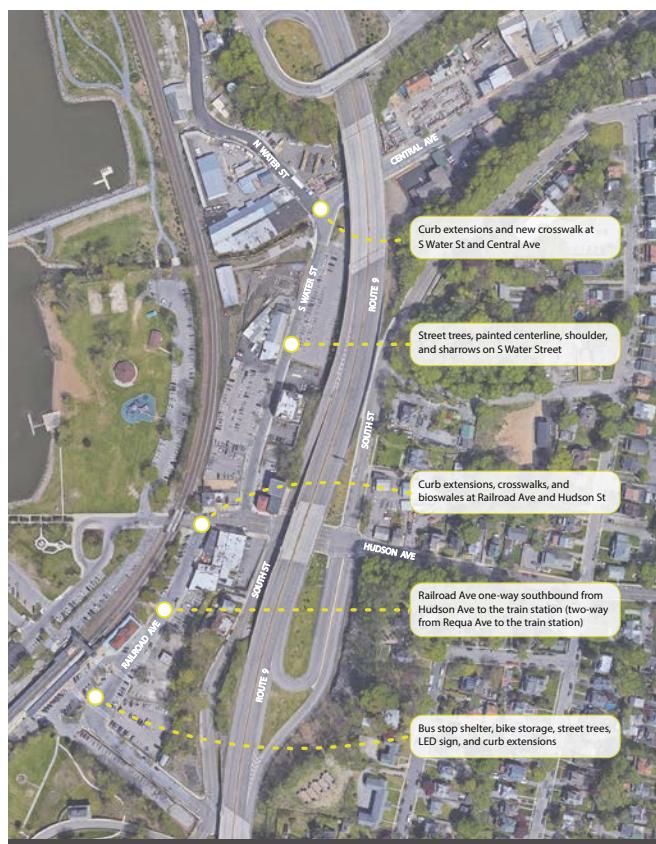
The Peekskill waterfront has beautiful parks, a thriving commercial node, and the critical resource of the Metro-North train station. However, the area around the station is characterized by sidewalks that are in disrepair, a lack of bicycle infrastructure, and overall weak aesthetics. In addition, the connection from the station to Central Avenue, along Water Street, needs improvement to enhance the pedestrian and cycling experience. Central Avenue, the most direct route between the waterfront and downtown, has long been recognized as a mobility challenge due to its topography and lack of adequate pedestrian and cycling infrastructure. South Street, another major route to



the waterfront and train station, is also one of Peekskill's nodes of predominantly Latino-owned businesses and needs improved sidewalks and other pedestrian facilities to attract new investment.

Each of the components of this project contributes to improved mobility and access between the downtown and the waterfront. If implemented individually, these components would each benefit the city, but would not tie into a larger network of complete streets. For example, implementing improvements around the train station would improve the arrival for visitors to Peekskill, but failing to enact improvements along Water Street, Central Avenue, and South Street would not serve to bring these visitors into the downtown core. Taken as a whole, these components create a network that draws visitors from the waterfront into the downtown and provides a safe and attractive option for residents to access the waterfront without driving.

Components of this project include changes to Railroad Avenue and South Water Street; Central Avenue; and South Street.



Railroad Avenue and South Water Street (Train Station and Waterfront Area)

The City of Peekskill proposes to use DRI funds to upgrade the streetscape in the waterfront area, with a particular focus on the area around the train station, Railroad Avenue, and South Water Street. Streetscape improvements would be used to make the area more pedestrian-friendly with improved sidewalks and crosswalks and new landscaping. Other improvements include redesigning Railroad Avenue to ease traffic congestion while improving pedestrian safety.

When visitors from New York City and southern Westchester County exit the train station they see the historic train station building and plazas on its north and south sides. The historic train station building is currently being renovated for use as a restaurant, which will include using the plaza north of the historic train station for outdoor seating. The concrete plaza to the south of the station building has one kiosk with community event information and details about the history of Peekskill. This area would be improved with landscaping to make it more appealing and covered bicycle parking for commuters.

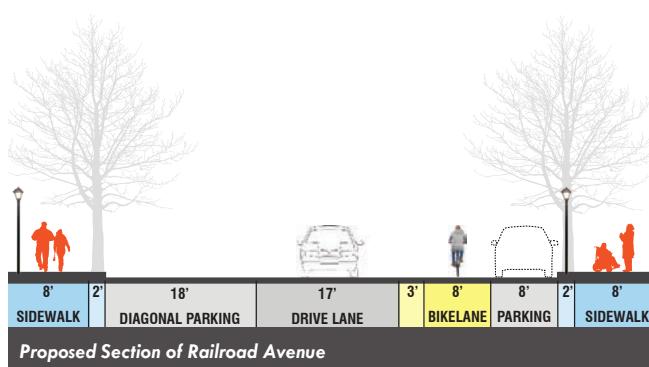
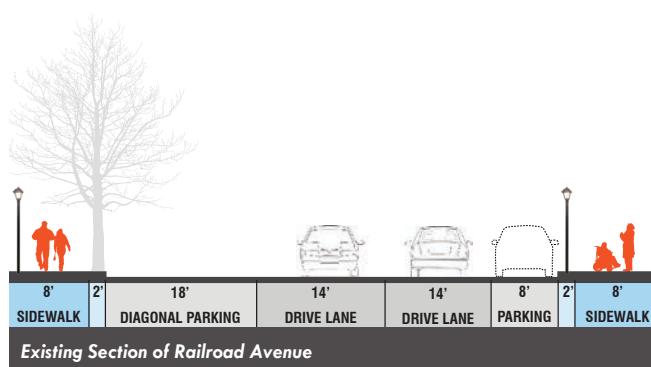
The intersection of Railroad Avenue, Hudson Avenue, and South Water Street is challenging for pedestrians and cyclists because it lacks crosswalks and is adjacent to an at-grade crossing of the train tracks. At this location, improvements would include new crosswalks, curb extensions, and bioswales to enhance aesthetics and safety.

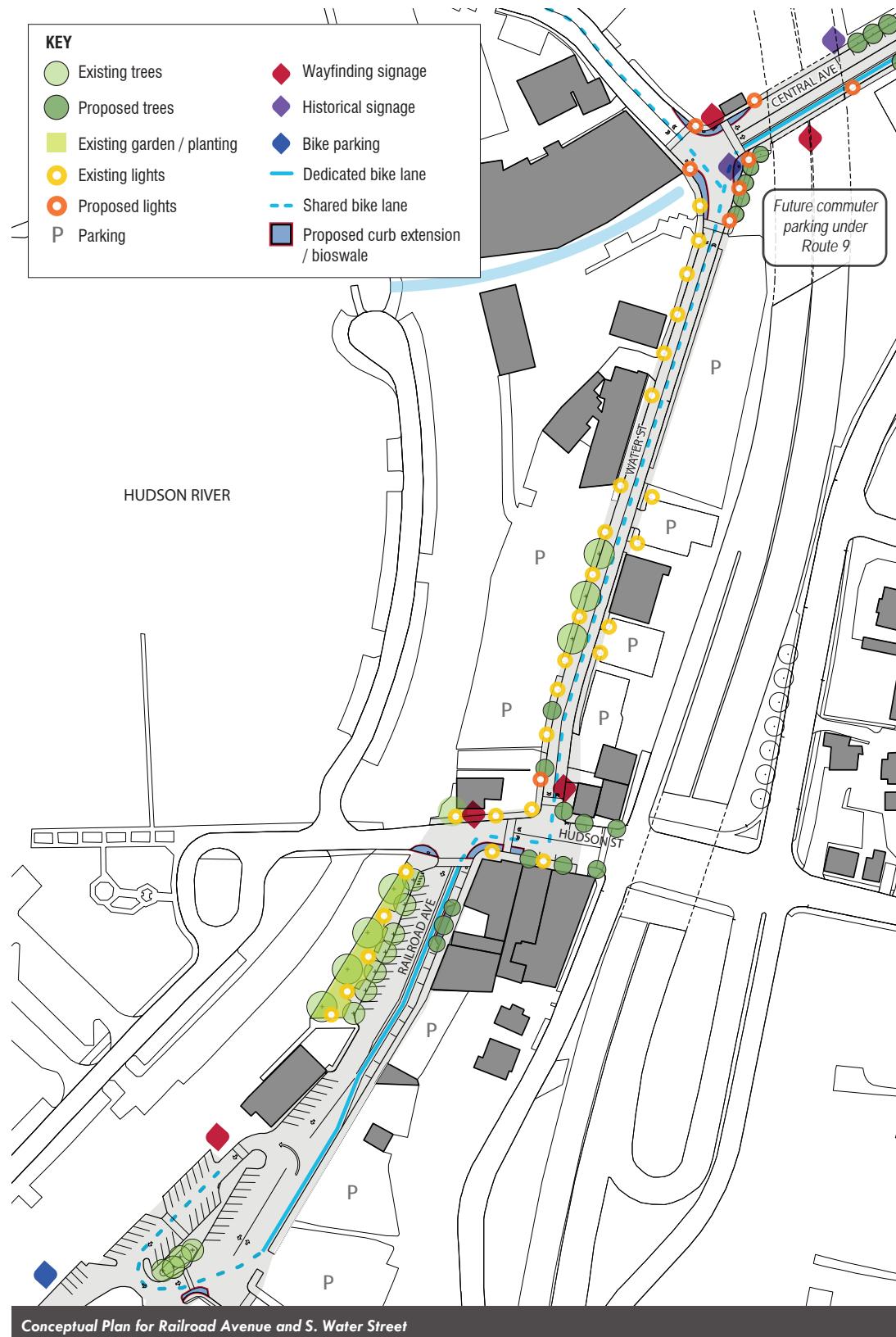
South Water Street is a popular pedestrian corridor because of the attractions and local businesses on this stretch (Peekskill Brewery, Homestyle Desserts bakery, and the Lincoln Depot Museum). The roadbed is wider than necessary for car traffic, but not quite wide enough to add bike lanes. Improvements would include a painted centerline and painted medians to slow traffic, painted and signed shared bicycle lanes, and a sidewalk painted along the parking lot just east of Homestyle Desserts.

At the intersection with South Water Street and Central Avenue, traffic calming is needed to slow cars making turns and improve pedestrian safety. Crosswalks, stop signs, and painted curb extensions with flexible bollards will create a tighter intersection that discourages drivers from accelerating into the turn from South Water Street onto Central Avenue.

Improvements along Railroad Avenue and South Water Street include:

- Bike parking, covered bike rack stalls, and LED informational sign at the train station.
- Decorative street lights and uplighting.
- Painted bike lane with buffer on Railroad Avenue and sharrows on South Water Street.
- One-way street markings and signage on Railroad Avenue.
- Bioswales, street trees, and painted pedestrian bumpouts/curb extensions.
- New painted crosswalks.





Central Avenue

Central Avenue serves as an important east-west corridor and provides the most direct route connecting Downtown Peekskill to the waterfront with a brief 15-minute walk. Currently, this section of Central Avenue is not inviting to pedestrians because it has limited wayfinding elements, poor lighting, a lack of crosswalks, and a wide street width that encourages speeding. Creating an inviting pedestrian experience is important for Central Avenue because of the uphill slope from the waterfront, and a street configuration that limits visibility of Downtown Peekskill for pedestrians. The corridor is also lacking in dedicated bicycle infrastructure, which limits mobility options for commuters as well as visitors to Peekskill that may seek to bike to downtown from the train station. The enhancement of Central Avenue would attract more residents and visitors to both destination points, increasing consumer spending within Peekskill.

This project would be comprised of a collection of streetscape improvements balancing the needs and safety of pedestrians, motorists, bicyclists, and other modes of transportation. Proposed improvements include new crosswalks, a dedicated bike lane, and enhanced landscaping.

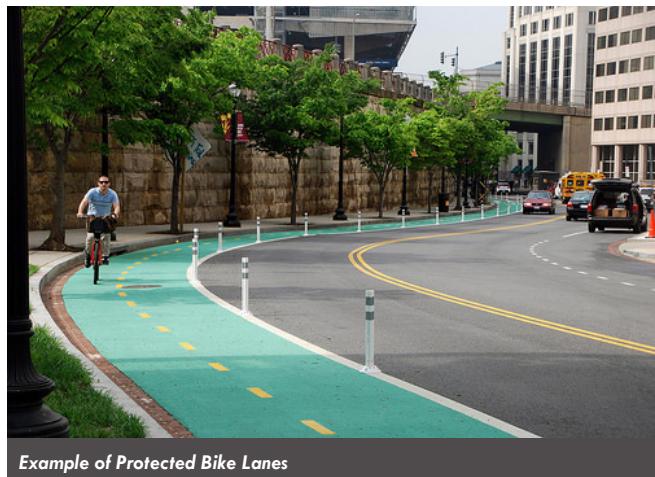
Some of the potential improvements may result in a reduction of on-street parking spaces. A recent parking study indicated there is sufficient parking in Downtown Peekskill that is not currently being used to its full capacity. With the assistance of the Branding, Marketing, and Wayfinding project (Project 1B), parking will be easier to locate through the addition of wayfinding signs. The City of Peekskill could also work with New York State DOT to utilize the vacant space underneath the Route 9 overpass as surface parking.

Improvements along Central Avenue include:

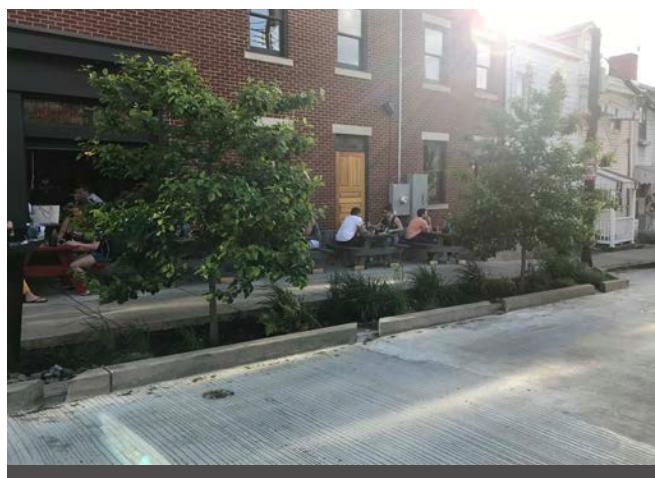
- Street lights and decorative street lamps.
- Painted bike lane with buffer and flexible bike lane vertical delineators.
- Painted cross walks and pedestrian bump outs/curb extensions.



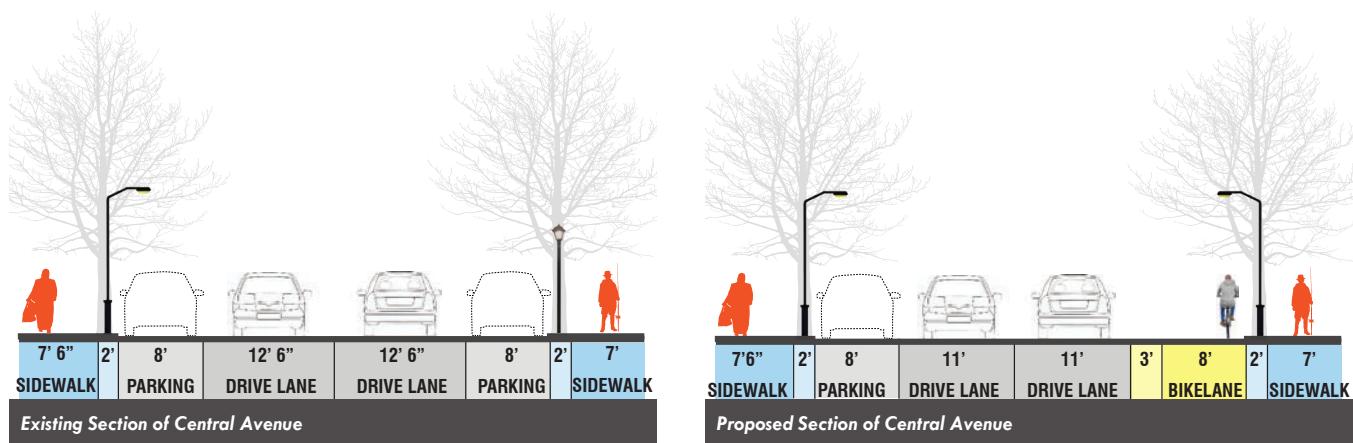
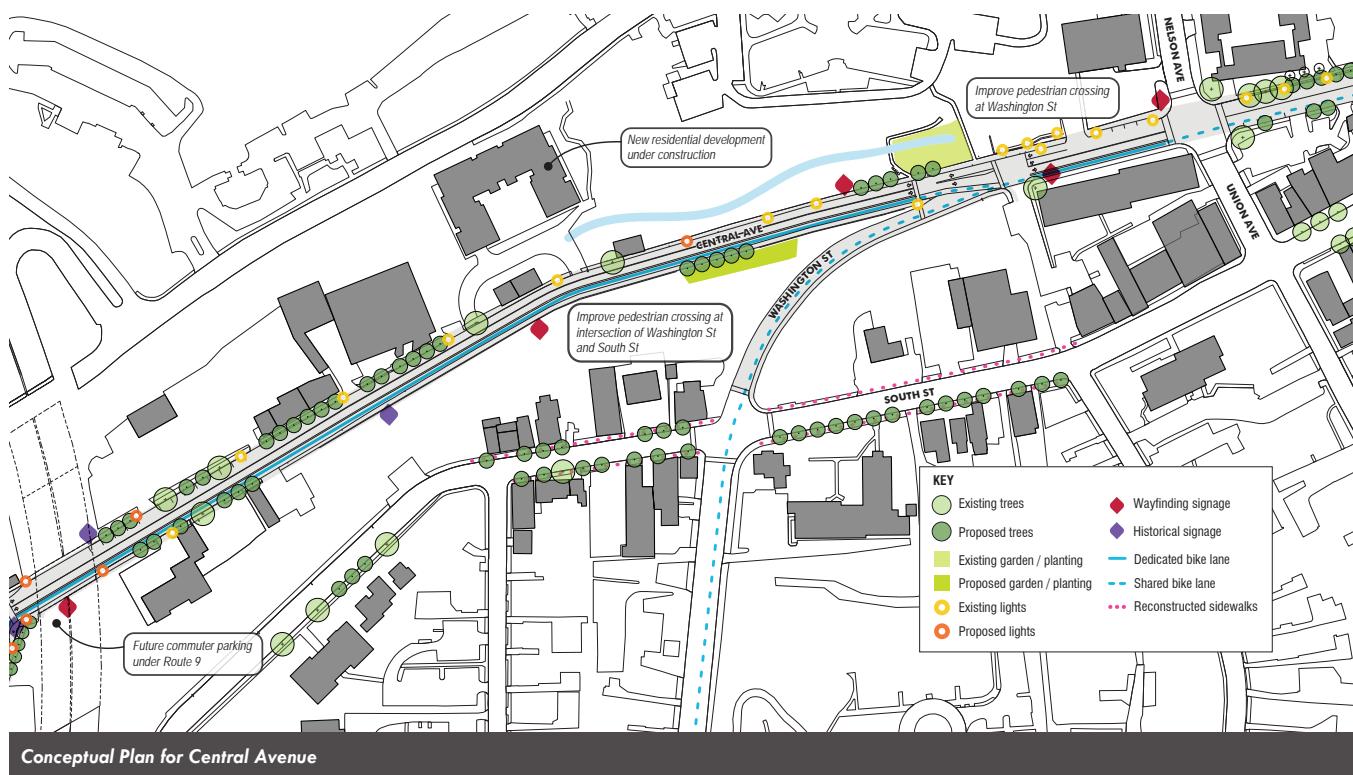
Example of Covered Bike Parking



Example of Protected Bike Lanes



Example of Green Infrastructure



- Bike parking.
- Enlarged median at Washington Street.
- Painted centerline from Washington Street to Water Street.
- Sidewalk and curb repair.
- New pedestrian signals at Central/Washington and South/Washington.

South Street

South Street is one of the principal gateways into Downtown Peekskill for drivers traveling north on Route 9. While two blocks of South Street (east of Depew Street) have recently upgraded sidewalks and good coverage by street trees, the segment west of Depew Street has seen fewer investments in recent years. This stretch from Smith Street to Depew Street also has a concentration of Latino-owned businesses.

In addition to the businesses on South Street, there are also several community attractions in the area. Peekskill Presbyterian Church, Drum Hill Senior Living, Peekskill Middle School, and the Wesley Apartments are all facilities that drive pedestrian traffic in the area.

DRI funding would principally be used to improve conditions for pedestrians and bicyclists in this area. The sidewalk on South Street, west of Depew to Smith Street would be replaced with stamped concrete highlights (to match other recent sidewalk improvements in the downtown). The intersection of Washington Street and South Street is a particular focal point. While the curbing and ramping have recently been replaced by Westchester County, this intersection still lacks crosswalks and pedestrian signals. Cross walks will be installed in stamped concrete to match recent crosswalk upgrades in the downtown.

Finally, South Street is a popular bicycle route between the train station and downtown. In order to create a more compete bicycle network, DRI funds will be used to create bicycle infrastructure on South Street to complement the new bike lane on Central Avenue. There is not enough space on South Street to create dedicated bike lanes without losing



Example of Painted Curb Extension

a substantial amount of on-street parking. Therefore, the improvements here will include painted, shared lanes and share-the-road signage.

Improvements along South Street include:

- Street lights.
- Specialty lighting under the Route 9 overpass.
- Street trees.
- New sidewalks and sidewalk repair.
- Painted sharrows on South Street from Division to Requa.

Property Owner/Sponsor

City of Peekskill

Capacity

The City of Peekskill Department of Public Works has the capacity to maintain this project. The City will issue an RFP to construction firms to implement and construct capital improvements. Peekskill has completed recent streetscape improvements and has the capacity to manage the process of issuing an RFP, selecting a construction firm, and managing contracts.

Project Partners

- New York State Department of Transportation
- Peekskill Walks

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Mobilization	DRI	\$142,000
Railroad Avenue and South Water Street	DRI	\$146,027.50
Central Avenue	DRI	\$173,107.50
South Street	DRI	\$258,800
Demobilization	DRI	\$40,000
General Conditions, Overhead, & Profit (10%)	DRI	\$75,993.50
Design/Legal (15%)	DRI	\$113,990.25
Contingency (20%)	DRI	\$151,987.00
Total DRI Funds Requested		\$1,102,000
Total Funding from Other Sources		\$0
Total Project Cost		\$1,102,000

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Phase 1: Public Input Process Vision workshops.	Month 1 - 3
Phase 2: Design Schematic design.	Month 4 - 6
Phase 3: Approvals Site plan and SEQR.	Month 5 - 8
Phase 4: Construction Construction, including mobilization and demobilization.	Month 9 – 12
Total Timeframe: 12 months	

The City of Peekskill, the project sponsor, is prepared to begin the public input process and work toward initiating the design phase upon completion of contracting with New York State.

Strategies

The proposed project will advance the following DRI Strategies:

- Improve multi-modal connectivity with emphasis on biking and walkability enhancements.
- Strengthen connections to increase tourism and regional visitors.
- Encourage alternative transportation options that reduce reliance on automobiles and serve users of all ages and abilities.
- Create a sense of place through the integration of landscaping, green infrastructure, street furniture, public art, and wayfinding elements.
- Provide public realm improvements that attract and support new private development.

Anticipated Revitalization Benefits

Improving pedestrian and bicycle facilities between Peekskill's waterfront and downtown core is critical to economic development in the city. Currently, the distance between the two nodes is within reasonable walking and cycling distance; however there are barriers in the form of topography, poor lighting, and limited safety infrastructure along the way. Many visitors attracted to Peekskill's waterfront area are not enticed or directed to visit the downtown core. Similarly, many residents and commuters are more inclined to drive to the waterfront from other parts of the city.

By creating a more walkable connection between the downtown core and the waterfront, this project will help to support businesses in both areas by encouraging visitors to explore more of the city. In addition, by creating a route that is more attractive for pedestrians and bicyclists, this project will help to take cars off the road, reduce greenhouse gas emissions from transportation, and mitigate parking concerns near the train station.

Public Support

This project received the highest level of support of any project in the public survey, at 82%, and was consistently well-received at public workshops. Survey responses

demonstrated the project's importance: "This would provide the best bang for the buck – walkability is a major asset for any burgeoning city," and "Imperative to connect the waterfront and downtown. This is critical to our success." Another respondent noted, "This is the most important item here. Connecting the waterfront to downtown Peekskill will make it a much more welcoming and walkable town."

Increasing physical connections between the downtown core and waterfront has been a high priority for the City of Peekskill for many years. Planning studies dating back at least since 2010 have recommended improving this connection, including the Central Avenue and South Water Street Corridor Study (2010) and the City's Local Waterfront Revitalization Program (2015). These studies identified that the road network and topography were a barrier for pedestrians and bicyclists travelling from the waterfront into downtown. Improved infrastructure for pedestrians and bicyclists would encourage local residents and commuters to travel by foot or bike more often. It will also encourage visitors arriving via train at the waterfront to venture into the downtown, providing more activity for downtown businesses.

This project also coordinates well with several other projects recommended for DRI funding. Project 2B will create critical civic space in the downtown core to draw residents and visitors from the waterfront into the downtown. Project 2C would provide a bike share network that would benefit from this improved connection. Project 3B will provide public art along Water Street and Central Avenue, helping to attract visitors along the improved route.

Jobs Created

None

Feasibility and Cost Justification

Streetscape improvements along Central Avenue would help revitalize Peekskill's train station area and downtown. Besides offering a significant improvement in access and connectivity between these two areas, the proposed project would also upgrade the aesthetic appeal of the circulation network. The combination of improved connectivity and physical enhancements may in turn incentivize local

businesses to locate in Peekskill while also making the city more welcoming to visitors from the surrounding region who may in turn patronize the city's shops, restaurants, and cultural attractions. Lastly, the proposed changes will make walking, biking, and public transit all more attractive means for navigating the city while reducing the need for an automobile. Expanded multi-modal transportation choices not only help reduce the mobility expenses of local residents but also help to reduce the carbon footprint from automobile traffic.

Project costs were developed by the consultant team based on detailed assumptions as to the type and number of proposed improvements, reflecting best practices in civil engineering and landscape design. The costs also reflect construction mobilization and demobilization costs as well as soft costs including design/legal fees, general contractor overhead and profit, and contingency.

The Peekskill Department of Public Works does not anticipate any additional annual municipal costs for streetscape maintenance and operations.

Regulatory Requirements

- SEQRA
- LWRP consistency review
- Westchester County DOT permitting
- Potential coordination with New York State DOT and MTA

Project Reporting

- Use: Increased pedestrian and cyclist counts along key corridors during various times of day.
- Safety: Reduction in number of accidents involving pedestrians or cyclists along key corridors.
- Business Revenues: Increase in revenue from downtown businesses.
- Property Values: Change in assessed value of adjacent properties.

2B: CREATE A DOWNTOWN CIVIC HUB AND IMPROVE THE DOWNTOWN PUBLIC REALM



Cost Estimate

DRI Funding Request	\$1,626,000
Other Funding	\$0
Total Project Cost	\$1,626,000

Project Description

This project would create a unique civic hub in the center of downtown Peekskill by upgrading the Gazebo plaza and creating the Peekskill Plaza on North Division Street. This section of downtown, centered around North Division Street from Central Avenue/Park Avenue down to Brown Street has the potential to become an asset for civic life among residents, as well as an attraction for visitors and businesses. The City already uses the public realm in this area for events, such as New Year's Eve and the Harvest Festival. Creating stronger, more flexible civic spaces will allow for more public events as well as more frequent and informal use of these public spaces.

This project includes four components: creating the Peekskill Plaza along South Division Street, improving Gazebo Plaza, enhancing the flagpole area across North Division Street from the existing gazebo, and implementing other downtown streetscape improvements. Individually, each of these components will provide benefits to downtown. However, collectively they will create a civic hub that is unique throughout the Mid-Hudson Region. This project takes



public space and reprograms it from being predominantly auto-focused to being centered around people, creating civic space that can be used for large events and informal gatherings alike.

The four components of this project include:

Peekskill Plaza

The Peekskill Plaza will be created by converting two lanes of a four-lane road from auto-traffic to a pedestrian civic space with seating areas, planters, bike racks, and other community amenities. The location, South Division Street between Park Street and Brown Street, is a key location to

attract more downtown activity. This corridor is anchored by the Gazebo Plaza and Peekskill's restaurant row to the north and community resources such as the Paramount Theater, Peekskill Coffee House, and Assumption Church to the south. Peekskill Plaza would serve as a new, central, public front porch for the Peekskill community.

The project would require a change in traffic patterns on Division Street. Currently there is a southbound right turn lane onto South Street and a northbound right turn lane onto Park Street. Once implemented, these turn lanes would be eliminated to provide space for the plaza. Division Street would retain both the northbound and southbound throughlanes. Turning movements onto South Street and Park Street would still be permitted, but without the dedicated turn lanes.

The value of the Peekskill Plaza has only been heightened by the COVID-19 crisis. As cities around the country try to retrofit streets to allow for greater social distancing, the Peekskill Plaza would provide this benefit in downtown Peekskill. If the need for social distancing continues, this project would increase residents' ability to spend time outdoors with appropriate spacing. Even if the COVID-19 crisis abates in the coming months and years, this project provides other benefits while also preparing the city for future, unforeseen challenges that demand additional outdoor space.

Peekskill Plaza improvements include:

- Painted plaza extension with bollards.
- Painted pedestrian bump outs/curb extensions and bioswales.
- Replace existing sidewalks on Division and Park.
- Custom benches and planters with landscaping.

Gazebo Plaza

The gazebo area is in the center of Downtown Peekskill at the intersection of North Division Street and Park Street in what is formally known as Brown Plaza. This plaza needs to be better programmed to create a more attractive and functional civic space that would be welcoming to visitors throughout the day and during special events such as the annual Harvest Festival. On a larger scale, the redesign

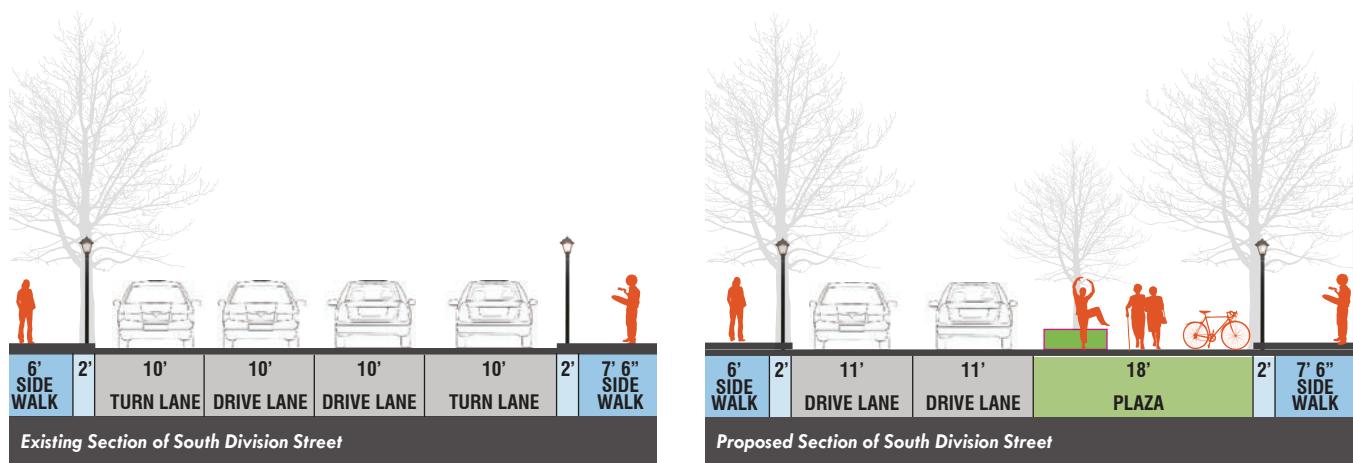
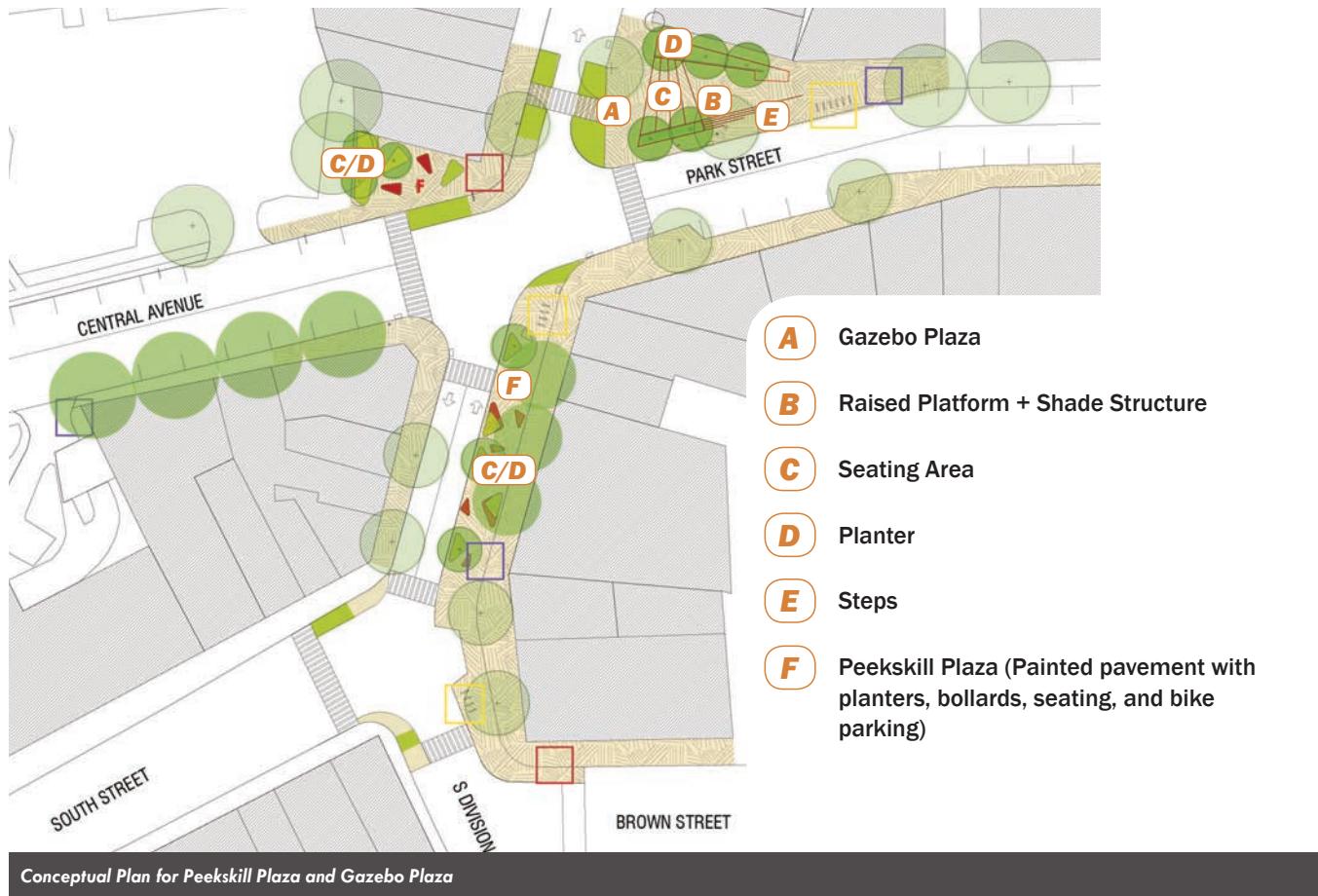


Proposed Improvements to Peekskill Plaza and Gazebo Plaza

of the plaza could have greater impacts on Downtown Peekskill because it will ease the flow of movement between public spaces.

Redesign of the plaza will be geared toward a concept that will highlight the plaza as the civic heart of Peekskill. The existing gazebo structure will be replaced with a more functional shade structure, and the plaza will be redesigned into an accessible gathering place with steps and ramps, along with other interesting and functional design elements such as planters. The gazebo plaza will also be expanded by creating bump-outs into Division Street and Park Street to make street crossings safer for pedestrians.

The newly redesigned and expanded gazebo plaza could be programmed for music performances, art installations, civic campaigns, and charity events. Gazebo plaza could also have space for an information board where the City and other local groups advertise events and initiatives.





Proposed Rendering of Gazebo Plaza

Gazebo Plaza improvements include:

- New gazebo shade structure.
- Benches, planters, street trees, tree pits, and perennial plantings.
- New pavers for ground cover, ipe wood stairs, and concrete stair structure.

Flagpole Area

The flagpole area across from Gazebo Plaza is meant to be linked as a public space but feels disconnected from other outdoor areas along South Division Street. Pedestrian bumpouts, improved plantings, and seating areas in the flag area will create a more unified civic district with connections to both the revitalized Gazebo Plaza and newly created Peekskill Plaza.

Flagpole area improvements include:

- Reinstall existing flagpole with foundation.
- Custom benches.
- Pavers, perennial plantings, and trees in custom bench.

Downtown Streetscape Improvements

The project also encompasses a range of streetscape improvements to serve as a targeted beautification and pedestrian safety effort throughout Downtown Peekskill. Some intersections in the downtown lack crosswalks or pedestrian signals, while some sidewalks have empty tree pits or no vegetation at all. Streetscape improvements could include installing accessible pedestrian signals, curb ramps, restriping crosswalks, and planting street trees. These types of improvements have been identified by the community as critical to address safety issues, improve aesthetics, and provide shade throughout the downtown.

Downtown Streetscape improvements include:

- New painted crosswalks.
- Stamped concrete crosswalks at the following intersections:
 - South/Division (2)
 - Central/Division (4)

- Main/Nelson (4)
- Central/Nelson (4)
- South/Nelson (4)
- New pedestrian crossing signals at the following intersections:
 - Brown/Division (3)
 - Central/Division (1)
 - Main/Decatur (4)
 - Division/Orchard (4)
 - Highland/Orchard (4)
- Solar powered big belly trash cans
- Street trees
- LED informational sign at the Field Library plaza.

Project Location

DRI Area

Property Owner/Sponsor

City of Peekskill

Capacity

The City of Peekskill Department of Public Works has the capacity to maintain this project. The City will issue an RFP to construction firms to implement and construct capital improvements. Peekskill has completed recent streetscape improvements and has the capacity to manage the process of issuing an RFP, selecting a construction firm, and managing contracts.

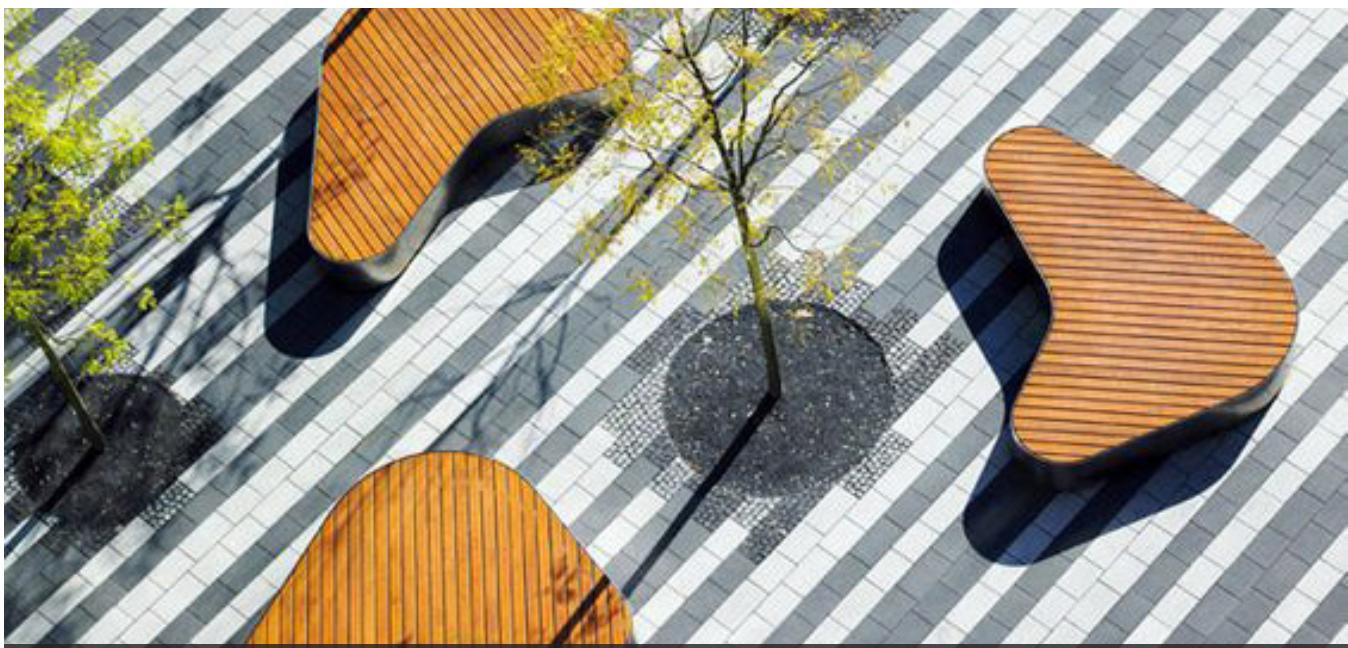
Project Partners

- Westchester County DOT
- Peekskill Walks

Strategies

The proposed project will advance the following DRI Strategies:

- Improve multi-modal connectivity with emphasis on biking and walkability enhancements.



Examples of Bioswales, Custom Seating Ideas, and Bike Racks for Peekskill Plaza and the Gazebo

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Mobilization	DRI	\$57,500
Peekskill Plaza	DRI	\$295,000
Gazebo	DRI	\$377,500
Little Flag Area	DRI	\$57,100
Downtown Streetscape Improvements	DRI	\$294,420
Demobilization	DRI	\$40,000
General Conditions, Overhead, & Profit (10%)	DRI	\$112,100
Design/Legal (15%)	DRI	\$168,150
Contingency (20%)	DRI	\$224,200
Total DRI Funds Requested		\$1,626,000
Total Funding from Other Sources		\$0
Total Project Cost		\$1,626,000

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Phase 1: Public Input Process Vision workshops.	Month 1 - 4
Phase 2: Design Schematic design.	Month 5 – 8
Phase 3: Approvals Site plan and SEQR.	Month 9 – 10
Phase 4: Construction Construction, including mobilization and demobilization.	Month 11 – 14
Total Timeframe: 14 months	

The City of Peekskill, the project sponsor, is prepared to begin the public input process and work toward initiating the design phase upon completion of contracting with New York State.

- Strengthen connections to increase tourism and regional visitors.
- Encourage alternative transportation options that reduce reliance on automobiles and serve users of all ages and abilities.
- Provide civic spaces that can be programmed for multiple public uses throughout the year.

- Create a sense of place through the integration of landscaping, green infrastructure, street furniture, public art, and wayfinding elements.
- Provide public realm improvements that attract and support new private development.

Anticipated Revitalization Benefits

Downtown Peekskill serves as a central location for large and small events throughout the year. However, the existing locations for downtown gatherings can be improved to

provide a greater attraction. By upgrading the Gazebo Plaza and creating Peekskill Plaza, this project will create a series of signature downtown civic spaces. These spaces can be used for large gatherings and events, but will also serve as more informal gathering spaces. The need for such expanded outdoor areas has been made even more important during the COVID-19 pandemic.

Public Support

This project received the second-highest level of support in the public survey, just behind Project 2A, at 81%, and was consistently well-received at the public workshops. Survey responses demonstrated the project's importance: "Do this if nothing else!" and "This would be amazing! There's nowhere to sit downtown now – this would make the whole area way more welcoming. It'd be great for the elderly or people with small kids too." One respondent noted, "the city center is in dire need of place-making and sprucing-up," while another said, "This improvement would help make our small city more inviting, more than the other DRI ideas – more inviting for people who live here, more inviting for visitors, and then also more potential for small businesses to make money from both residents and visitors – let's DO THIS!"

Jobs Created

None

Feasibility and Cost Justification

The intersections of Division Street and Central Avenue/Park Street and Division Street and South Street/Brown Street are a combined major focal point of Downtown Peekskill, connecting the City's "Restaurant Row" along North Division Street with major attractions such as the Paramount Theater and Assumption Church. Reinventing Gazebo Plaza, together with enhancing the Little Flag area

and creating Peekskill Plaza, will establish a dramatic new civic space for the core of the downtown, increasing activity and supporting new and existing businesses throughout the area. Additional targeted streetscape improvements in the rest of the downtown area will address safety and aesthetic issues and increase foot traffic throughout the area, including to and from parking garages and municipal resources such as the library and City Hall.

Project costs were developed by the consultant team based on detailed assumptions as to the type and number of proposed improvements, reflecting best practices in civil engineering and landscape design. The costs also reflect construction mobilization and demobilization costs as well as soft costs including design/legal fees, general contractor overhead and profit, and contingency.

The Peekskill Department of Public Works does not anticipate any additional annual municipal costs for streetscape maintenance and operations.

Regulatory Requirements

- SEQRA
- Westchester County DOT permitting

Project Reporting

- Use: Increased pedestrian and cyclist counts along key corridors during various times of day.
- Safety: Reduction in number of accidents involving pedestrians or cyclists along key corridors.
- Programming: Number and type of events held in Gazebo Plaza.
- Business Revenues: Increase in revenue from downtown businesses.
- Property Values: Change in assessed value of adjacent properties.

2C: IMPLEMENT THE RIDE! PEEKSKILL HYPER-LOCAL GREEN MOBILITY SYSTEM



Testing the RIDE! Bikeshare Prototype

Cost Estimate

DRI Funding Request	\$68,000
Other Funding	\$12,000
Total Project Cost	\$80,000

Project Description

This project seeks DRI funding to create a hyper-local transportation system for Peekskill that would consist initially of an electric bicycle share network, with the potential to expand to include electric shuttle trolleys and a locally managed ride-hailing service. Prior to the COVID-19 pandemic, the project sponsor intended to begin a soft launch of e-bike service in Summer 2020, with 10 e-bikes. When the pandemic hit, the sponsor, in coordination with the City of Peekskill, shifted its short-term plans to an e-bike food delivery system. This addressed a need created with the temporary closure of La Placita supermarket and the Peekskill Farmer's Market, two key sources for fresh food in downtown Peekskill. The service, "Birdsall Market," uses e-bikes equipped with trailers to deliver food boxes weekly from local restaurants to Peekskill and several surrounding communities.

DRI funding would be used to purchase an additional 20 e-bikes and bike corrals beyond those already purchased for the Birdsall Market service. The e-bike model is the



"GenZe Fleet" a dockless system that is unlocked via a smartphone app. The e-bikes are returned to bike corrals, which are "geo-fenced" areas where the e-bikes are locked and stored until use by the customer. RIDE! Peekskill has secured locations to store and charge the e-bikes.

The project sponsor will secure a third-party app to run the bike-share system in the near-term. The project will initially be kicked-off as a bike share system, with three bike corrals in the City. The two DRI-funded corrals will be located at the train station and in the downtown, helping to support

improved connections between the waterfront and central core of the City. An additional corral (not-DRI funded) will be located in Charles Point Park, near Fleischmann Pier.

Additional app development to support a larger mobility system, to be funded in the future through non-DRI sources, is still underway. The intent is to build off the initial phase of e-bikes to incorporate electric trolleys that would link destinations for commuters, downtown residents, and visitors. The mobile app would show the location of the trolley along the route and the locations of the electric bicycles and would be the method of payment for both services. Stops focused toward weekend and entertainment visitors would include the train station, Downtown Peekskill, hotels, and outdoor attractions.

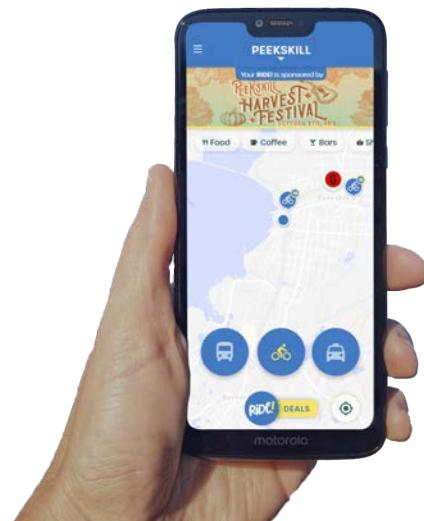
Service targeted toward weekday commuters and downtown residents would likely include a loop that operates between the train station and downtown during peak commuting hours. Community destinations like municipal buildings, hospitals, parks, and shopping areas will also be served by the shuttle.

The final phase of RIDE! Peekskill's implementation involves creating a shared ride service using local taxis. This service would be functionally similar to other ride-hailing apps, but would be owned and operated locally by RIDE! Peekskill and therefore would be able to respond to local transportation issues and would be integrated with the trolley and bicycle share.

RIDE! Peekskill seeks to solve the city's current mobility problems including the lack of consistent transit service between downtown Peekskill and the waterfront, the lack of tourism-based transit service on weekends and evenings, and the difficulty of living in Peekskill without access to a car. RIDE! Peekskill is an expansion of the GO Peekskill pilot trolley service that operated in 2017 with the support of private business owners, the Peekskill BID, and Peekskill Industrial Development Agency.

Property Owner/Sponsor

Vecto



Vecto is a collaboration between Peekskill residents, entrepreneurs, and community leaders. The members each have a unique skillset to bring to RIDE, including experience operating the GO Peekskill pilot trolley service, experience operating a bicycle shop in Peekskill, involvement in the city's business, community, software design and technology solutions, and advocacy for alternative transportation. The City of Peekskill would be an integral partner with Vecto. The City must allow RIDE! Peekskill to operate on City-owned property, and it is envisioned that the City would own the e-bikes and bike corral infrastructure.

Capacity

RIDE! Peekskill, which is being established as a non-profit entity, is made up of five partners that have experience in technology, finance, subcontracting, and commercial business ownership. The team that makes up Vecto was involved in the GO Peekskill pilot trolley service that operated in 2017. More recently, during the COVID-19 pandemic, the team launched a food delivery service in Peekskill using e-bikes, which provided real-world experience in local mobility systems.

Project Partners

- City of Peekskill
- Peekskill Business Improvement District
- Peekskill Industrial Development Agency
- Hudson Valley Gateway Chamber of Commerce

Strategies

The proposed project will advance the following DRI Strategies:

- Provide public infrastructure that supports existing businesses and attracts new entrepreneurs to Peekskill.
- Improve multi-modal connectivity with emphasis on biking and walkability enhancements.
- Strengthen connections to increase tourism and regional visitors.

- Encourage alternative transportation options that reduce reliance on automobiles and serve users of all ages and abilities.

Anticipated Revitalization Benefits

RIDE! Peekskill is intended to improve connectivity, for visitors and commuters alike, between the train station/waterfront and Downtown Peekskill, which has been a major goal of the City's for many years. A functional local transit service to and from the train station will make Peekskill a more attractive place to live for residents commuting to New York City and elsewhere in Westchester County. Better connections from the station to the Downtown will increase regional tourism throughout the Peekskill DRI area, generating foot traffic to stores and restaurants and increasing property values. The project also has the potential to create positive environmental impacts through the reduction of vehicular traffic in Peekskill.

Micro transit solutions such as bike share are proving to be even more needed during the COVID-19 crisis. Public transit continues to be a critical component of our transportation infrastructure, but ridership is down as many people are seeking other forms of transit to ensure social distancing. In some cases, this is putting more cars on the road. Offering alternate forms of transit, such as bike share, is one way to provide additional options for Peekskill's residents and visitors. This will help make the city's transportation network more resilient, both during the COVID-19 crisis and after it is resolved. The ability of the project sponsor to pivot from a micro-transit model to a food delivery service during the pandemic has illustrated the potential flexibility of an e-bike system to achieve larger goals beyond just mobility.

This project also supports and enhances other projects recommended for DRI funding. Project 2A would include streetscape improvements from the train station and along Central Avenue. RIDE! Provides an alternative means of transportation to help residents and visitors alike travel between the waterfront and downtown on these newly improved roadways. Project 2B creates improved civic space in the downtown. Docking stations for the RIDE! bike share program could be coordinated with the improved Gazebo Plaza or the new Peekskill Plaza on South Division Street.

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
20 Bikes	DRI	\$50,000
Bike Parking Corrals (2)	DRI	\$10,000
Bicycle Accessories (batteries)	DRI	\$8,000
Branding/ Advertising	Private	\$2,000
Legal and Administration	Private	\$5,000
Operating Funds	Private	\$5,000
Total DRI Funds Requested		\$68,000
Total Funding from Other Sources		\$12,000
Total Project Cost		\$80,000

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Phase 1: App Setup	Month 1 - 3
Phase 2: Install Bike Parking Corrals	Month 4 – 5
Phase 3: Branding, Advertising and Rollout	Month 6

Total Timeframe: 6 months

Vecto, the project sponsor, is prepared to proceed with setting up the mobile application and coordination with project partners upon announcement of the DRI award and contracting with New York State. The group has conducted a demonstration in spring 2020 and used electric bicycles to deliver food aid during the COVID-19 pandemic.

Public Support

This project received strong support throughout the public engagement process, indicating a high level of interest in alternative mobility solutions, particularly to improve connectivity between the downtown and waterfront/train station area. In the public survey, 60% of respondents supported this project, with just 17% indicating disapproval. One respondent said, "Great idea to connect Metro-North passengers to downtown Peekskill. This will encourage NYC visitors looking to have a Hudson Valley day trip to come to Peekskill, knowing they can get around without a car." Another noted, "This is one of the best things that you can do to get more people aware of Peekskill," while another

said, "Modern eco-friendly transportation alternatives are ESSENTIAL for the viability of our downtown. This concept meets almost all of the DRI goals."

Some participants, however, wanted the service to be free, and other expressed concern with the bike-share element.

Jobs Created

None

Feasibility and Cost Justification

Bike costs were provided by the project sponsor based on specifications from the manufacturer. RIDE! Peekskill has been working with various potential private-sector funders, including the Peekskill Business Improvement District and

local business owners. The project's expansion into a shuttle service may increase visitor volumes to the city's downtown commercial establishments. Vecto has begun discussions with the City about potential locations for installing corrals or docks for shared bicycles. City staff participated in demonstrations of bike share facilities during the spring of 2020.

Regulatory Requirements

- Approval from City to place infrastructure on public right-of-way
- SEQRA
- Westchester County DOT permitting

Project Reporting

- Users: Number and duration of bicycle rides
- Revenue: Fees generated from each of the RIDE! Peekskill components

3A: REVITALIZE THE PARAMOUNT THEATER



Source: City of Peekskill

Cost Estimate

DRI Funding Request	\$1,000,000
Other Funding	\$250,000
Total Project Cost	\$1,250,000

Project Description

The Paramount Theater is a historic theater in need of capital improvements to modernize the building and reach its full potential as a major regional destination. DRI funds would be combined with other funding sources to renovate the building façade and marquee, improve interior spaces used for the audience and performing artists, expand hospitality and food and drink programs, and upgrade equipment and utilities. The interior upgrades include new lighting and sound equipment, stage rigging, accessible, flexible seating, and box office renovations.

The Paramount Theater is a 1,050-seat performing arts theater that was first opened in 1930 as a state-of-the-art movie theater. The City of Peekskill acquired the theater in 1977. Since then, the community, business owners, and local and state officials have worked to restore the building as a premier regional entertainment destination. Between 2006 and 2009, the theater was reconfigured from a movie theater into a modern performing arts theater. This renovation was funded by a \$1 million dollar grant from New York State and private funding.



The theater, which is listed on the State and National Registers of Historic Places, is a cornerstone for cultural and economic life in the City. The Paramount hosts concerts, plays, an annual film convention, and stand-up comedy events. Each year, the Paramount presents about 50 weeks of commercial programming. In 2018, this programming served over 32,000 local residents and regional visitors. Since 2014, the non-profit Paramount Hudson Valley Arts (PHVA) has managed the theater and brought free and affordable arts programs to the Paramount. PHVA's mission

is to present programs that are relevant to the vibrant, diverse, underserved communities of Peekskill and the Mid-Hudson Valley.

These renovations would allow the Paramount Theater to compete with other regional theaters (such as in Tarrytown and Pleasantville) for top-tier performances and generate needed revenue for community programming and ongoing maintenance. The improvements would also allow the Paramount to attract more commercial rentals and community events. Higher-profile shows, commercial and community rentals, and expanded hospitality offerings will generate sustainable and ongoing revenue to help keep ticket prices affordable for the Peekskill community, and allow the Paramount to continue improving offerings and maintain the historic building.

Renovation Details

Hospitality Improvements – Mezzanine Level

Expanding the food and drink offerings is expected to have a major impact on the success of the Paramount Theater. These hospitality upgrades would occur on the second floor/mezzanine level, and include converting three storage rooms into a bar and two accessible bathrooms. Another office room would be renovated into a kitchen to support the food program. DRI funding would also be used to purchase and install flexible seating, including chairs and cocktail tables, in the mezzanine's top-tier balcony to create a social viewing experience. DRI funding will upgrade the mezzanine gallery, making it more attractive and useful for community and hospitality events.

The proposed improvements also include renovating an outdoor space for seasonal use as a patio that would include a temporary bar and comfortable seating. These upgrades would generate additional revenue through expanded food and drink sales, give patrons space to enjoy the theater before and after an event, create new types of viewing experiences, and make the theater more useful for commercial rentals and community events.



Existing Outdoor Patio

Interior Improvements for Audiences and Artists

Portions of the theater's entry, hallways, and ceilings are in need of renovations due to their age and water damage from a flood in 2014. DRI funds would be used to upgrade the theater's accessible seating to meet the Americans with Disabilities Act (ADA) standards. Upgrades are also needed to lighting fixtures, dressing rooms, and bathrooms to ensure artists will want to perform at the theater. A second installation of flexible seating is also planned for the audience seating in front of the stage, which would create open space for standing and dancing that younger and diverse audiences expect, while being respectful to the historic venue. Flexible seating will also make social distancing during performances more feasible, if the impacts of COVID-19 extend beyond the construction phase.

Rigging/equipment improvements: Stage, backstage, box office

The Paramount Theater has outdated audio/visual technology and has failed to attract major touring acts due to aging stage rigging, lighting, and sound systems. Theater staff have resorted to making things work “on the fly” to meet the needs of artists, but this leads to a perception that the theater is a substandard performance venue. Upgrading the stage rigging and lighting equipment will allow the Theater to book touring musicals and other theater shows that it currently misses out on due to current limitations.

Building Façade/Exterior Space: Exterior Signage, Lighting, and other Façade Improvements

The Paramount Theater’s marquee dates from its original construction in 1930 and needs repair due to fault lines in the marquee and burned-out bulbs. Other façade improvements include updating the marketing poster cases to LED displays that will be more effective while still complementing the historic façade. DRI funding would also be used to brighten the entrances and help illuminate Brown Street at the theater entrance.

Property Owner/Sponsor

Paramount Hudson Valley Arts

Capacity

PHVA Board Members and the project development team have experience developing and renovating historic buildings in Peekskill. Abigail Adams, executive director of PHVA and manager of the Paramount Theater, will have full accountability and authority to implement and sustain the proposed project. Ms. Adams has over 25 years of experience in non-profit management, including non-profit theatre. The expanded hospitality offerings would be managed by Hudson Hospitality Group, which owns many restaurants and hospitality businesses in Peekskill. The Paramount Hudson Valley Theater has a history of securing grant funding from New York State, including a \$1,000,000 grant in 2006 which facilitated the restoration of the theater. The Theater’s board, which is described in further detail under Feasibility and Cost Justification, is



Rendering of Proposed Mezzanine Bar

committed to providing private leverage for this project and ensuring that work on the project can proceed while the project sponsor is awaiting reimbursable funds.

Project Partners

- City of Peekskill

Strategies

The proposed project will advance the following DRI Strategies:

- Build on current local growth sectors (arts, entertainment, dining).
- Support existing arts organizations and encourage emerging groups.
- Create an identity for Peekskill’s arts, culture, and business communities.



Rendering of Proposed Outdoor Patio



Renderings of Proposed Outdoor Patio

- Provide resources to arts and cultural organizations to ensure that they can provide programming and generate revenue to expand and sustain themselves.
- Improve the downtown environment by supporting upgrades to downtown buildings and businesses.
- Increase resources for community organizations that provide services for Peekskill's youth and underserved populations.

Anticipated Revitalization Benefits

The Theater's renovation will have a positive impact on Peekskill's economy. Its prime location in the downtown core, within a short walk of both City parking garages, means that additional visitors can be expected to patronize Peekskill's restaurants and stores on the day of shows. Visitors coming to the city for an event may also discover other Peekskill attractions and return for subsequent visits. The principal benefit of this renovation is ensuring the financial sustainability of the Paramount Theater for the long term. Currently, the Paramount struggles to compete with regional theaters such as the Tarrytown Music Hall and

the Jacob Burns Film Center in Pleasantville. The Paramount must charge lower ticket prices than its competitors in the region, which makes it more difficult to attract higher-profile acts. Moveable seating in the orchestra will provide more flexibility in the types of acts that can be attracted and food and beverage service provides an additional revenue stream that will allow the Paramount to continue charging ticket prices that are appropriate for the area, while also drawing higher profile performers.

The Paramount Theater's expanded hospitality and food and drink program could feature local vendors, and will provide local jobs. The Hudson Hospitality Group, a local company that owns and operates other restaurants in Peekskill, will operate the expanded food and drink program.

In addition to the economic revitalization benefits, an improved Paramount Theater would generate revenue that would allow it to continue to provide free and affordable arts programming that is relevant to Peekskill's diverse community. In recent years, the Paramount Theater has hosted events for Black History Month, Women's History Month, and Hispanic Heritage Month. Other community-centered programming includes showcasing artists from the Hudson Valley, helping students see touring productions of the Hudson Valley Shakespeare Festival, a Sunday Film Series, and hosting the Peekskill High School's graduation ceremonies. Student-oriented arts programming often includes education and hands-on activities, and discussions with the performers. The proposed renovations would allow the Paramount Theater to expand their arts education programming and will allow for more internships and training for Peekskill youth.

These DRI-funded improvements would improve quality of life in Peekskill by preserving a historic structure and improving the city's urban design.

Public Support

In the public survey, this project received the highest support of privately sponsored projects, at 78%, and was also well received at the public workshops. Public survey comments reflect its importance to the community: "This should be

the lynchpin of our downtown. It's beautiful, and when it's jumping, the whole downtown is jumping. By far the top priority," and "The Paramount is a local treasure. Each show could draw a thousand people into Peekskill, bringing revenue to restaurants and galleries. It is a gem and could be the centerpiece of our downtown arts district." One respondent noted, "The improvements to this theatre will certainly attract more performers and leave the facility in a comfortable space with revenue increases. This will allow the community to utilize this more often with local community events as well. Everyone will benefit from this." Another said, "Making the Paramount a destination would be so good for Peekskill as a whole – I love this plan!"

Jobs Created

The new mezzanine bar area would require additional staff, and events from higher-profile artists would require additional box office and front-of-house staff. PHVA estimates that the project will create three new full-time jobs (production manager, lighting director, and hospitality directory), 16 new part-time jobs (across operations), and a temporary full-time job to oversee the capital improvements.

Acquisition of Real Property

No acquisition of real property is required. The City of Peekskill is the owner of the Paramount Hudson Valley Theater and PHVA is the nonprofit group that manages the theater. PHVA is in the process of negotiating a new 20-year lease with the City of Peekskill.

Feasibility and Cost Justification

Project costs were provided by the project sponsor, based on estimates by a local contractor that has prepared plans for the proposed expansion.

In addition to the renovation budget, the PHVA has received a commitment from the Lanza Family Foundation to cover any gaps in the PHVA operations budget through Fiscal Year 2024. This operational gap funding will allow the PHVA to build a base of contributed income from the Peekskill community of local and regional business owners, corporations, developers, and philanthropists.

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Stage/Auditorium Improvements		
Install lighting/sound equipment	DRI	\$50,000
	PHVA	\$100,000
Install stage rigging/infrared	DRI	\$150,000
ADA seating accessibility upgrades	DRI	
Box office/FOH infrastructure	PHVA	\$25,000
Purchase, install flexible seating	DRI	\$150,000
Hospitality improvements		
	DRI	\$225,000
	PHVA	\$25,000
Exterior capital improvements	DRI	\$150,000
Interior capital improvements	DRI	\$250,000
Miscellaneous and contingency	PHVA	\$100,000
Total DRI Funds Requested		\$1,000,000
Total Funding from Other Sources		\$250,000
Total Project Cost		\$1,250,000

The project sponsor has indicated that the COVID-19 pandemic clearly impacts the theater's current operations – as it does theaters throughout the region that are unable to open under current social distancing requirements. However, once these guidelines are relaxed and the pandemic has abated, the project sponsor anticipates all funding commitments and sources would be unchanged.

PHVA funding comes from committed partners including Ginsburg Development Corporation, New York Presbyterian, Wheelabrator, Orange Bank & Trust, Con Edison, JP McHale, and ALMA Realty. PHVA board members have also made commitments to contribute and help secure funding for this renovation. Additional contributions to this renovation include in-kind equipment donations from Red House Entertainment, the company who operated the Paramount Theater before the PHVA.

Regulatory Requirements

- Site plan approval

- SEQRA
- Building permits
- Peekskill Historic and Landmarks Preservation Board approval
- On-premise liquor license from New York State Liquor Authority

Project Reporting

- Programming: Number of paid shows, ticket revenue, and attendees
- Fees: Number of commercial rentals, revenue, and attendees
- Impact: Number of community, student-focused, and reduced-cost events
- Revenue: Food and drink revenue; increase in sales at businesses within 500 feet

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Phase 1: Hospitality Improvements: Mezzanine Level Prep/demolition for all hospitality spaces (bar, kitchen, related restrooms) Renovation of all hospitality spaces Equipment installation/finishing work/COVID-19 upgrades	Month 1 - 6
Phase 2: Interior Improvements: Artist/Audience Spaces Prep/demolition for flex seating and expanded ADA seating Installation of flex seating and accessible ADA seating Upgrade/remodel artist dressing rooms/bathrooms Upgrade/remodel additional audience spaces: Hallways, lobby, etc.	Month 7 – 12
Phase 3: Rigging/equipment improvements: Stage, backstage, box office Replace sound/lighting equipment Replace/upgrade rigging Replace/upgrade box office and front of house	Month 13 – 18
Phase 4: Building Façade/Exterior Space Marquee signage, exterior lighting Renovate alley into patio seating/outdoor gathering space Replace window cases with modern LED signage	Month 19 - 24
Total Timeframe: 24 months	
Paramount Hudson Valley Arts, the project sponsor, is prepared to proceed with initial phases upon announcement of the DRI award and contracting with New York State. Preliminary plans and renderings for the project have been completed.	

3B: TRANSFORM DOWNTOWN PEEKSKILL WITH PUBLIC ART



Existing Public Art in Peekskill

Cost Estimate

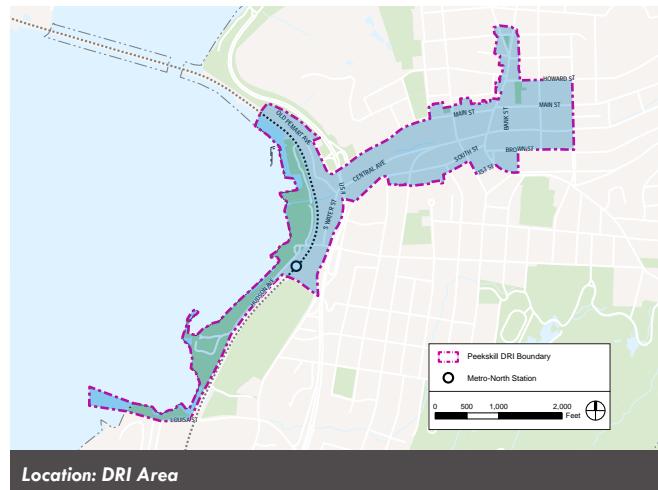
DRI Funding Request	\$500,000
Other Funding	\$181,826
Total Project Cost	\$681,826

Project Description

This project will implement a series of public art installations throughout Downtown Peekskill through a locally administered selection process involving long-time arts organizations in the city. This project is a joint venture involving the collaboration of three individual groups that submitted proposals through the Open Call for Projects process: “Enlighten Peekskill Sculptures,” submitted by Hudson Valley MOCA; “Making Connections,” submitted by the Peekskill Arts Alliance, and the “Five Arches Murals” submitted by Christine Knowlton and Candace Winter. Below is a description of each of the components of this public art project.

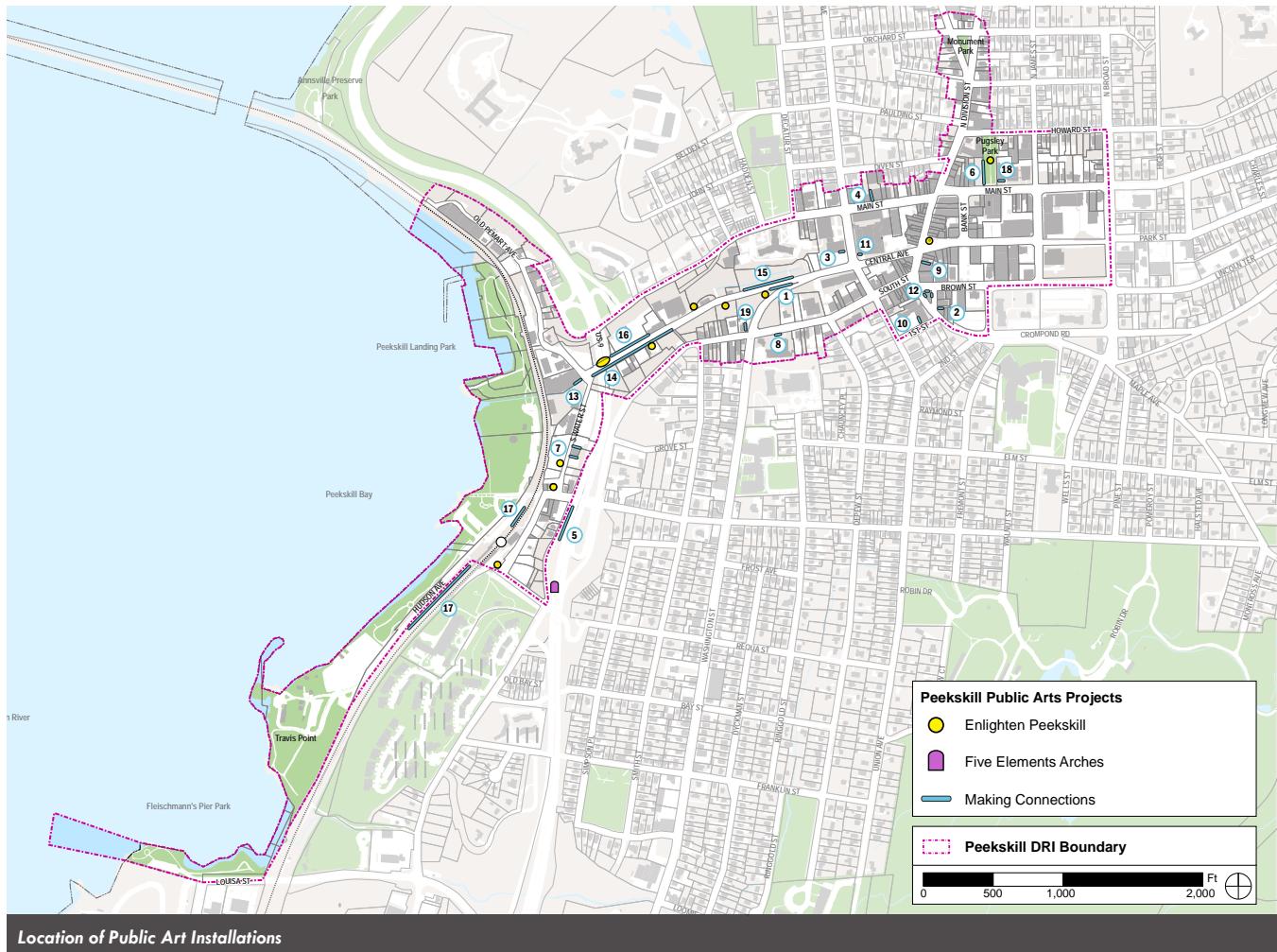
Enlighten Peekskill Sculptures

Enlighten Peekskill consists of creating a network of 10 unique illuminated outdoor sculptures that would line streets near the waterfront and Central Avenue, creating a unique attraction that connects the waterfront to Downtown Peekskill. These sculptures would use light in their design,



which has the dual purpose of being part of the sculpture design and improving public safety by illuminating the sidewalk. Artworks will be selected via an RFP process.

The Peekskill waterfront is known for its collection of sculptures, and Downtown Peekskill attracts visitors from the region for arts and entertainment events. Enlighten Peekskill would help guide residents and visitors between the two areas, adding an attraction that would continue to grow the city's reputation as a destination for the arts. During late fall, winter, and early spring, the streets get dark in the early evening, which may discourage residents



and visitors from walking after work or around dinner time. Providing additional lighting can encourage more people to walk around Peekskill and enjoy its restaurant and entertainment offerings.

DRI funding would be used for design, construction, and installation of the sculptures. Installation in the public right-of-way would be coordinated with the City of Peekskill. The Common Council would review the sculptures to ensure public safety concerns are met and provide for ongoing maintenance of the sculptures. Preliminary discussions with city staff and the Common Council have already begun to ensure that locations are feasible and coordinated with the City.

The locations identified for the light sculptures include:

1. Near the Metro-North train station.
2. At the intersection of South Water Street and Hudson Avenue.
3. On South Water Street adjacent to the municipal parking lot.
4. On Central Avenue, underneath the Route 9 overpass.
5. On Central Avenue, across from Home Mason Supply.
6. On Central Avenue, near the former Zeph's Restaurant.
7. On Central Avenue, in the city-owned lot across from McGregory Brook.



Examples of Light Sculptures

8. On Central Avenue, near the intersection with Washington Street.
9. In the Gazebo Plaza (coordinated with project 2B).
10. In Pugsley Park (coordinated with project 4C).

Making Connections

This element of the project would use DRI funds to create a network of murals, panels, and vinyl banners to tell the story of Peekskill's cultural history. Public art installations would feature works from established artists and the local community, selected via an RFP process.

This project will help to make Peekskill a more beautiful and culturally enriching place to live and visit, bringing the community together by featuring art from diverse local artists. These art installations would create points of interest that can be located on maps and public art visitor guides for the city, and local galleries, museums, and performance venues can expect to see increased interest as a result.

In total, Making Connections identifies 19 specific locations for new public art installations. These sites include both City-owned property (such as retaining walls along Central Avenue) and private buildings in Downtown Peekskill. Installations on private property will require permission of property owners. The Peekskill Arts Alliance has begun coordination with city staff, the Common Council, and private property owners to ensure that proposed sites will be approved by project partners.

The specific content for the proposed Making Connections installations will vary, but several projects will emphasize Peekskill's important role in the Underground Railroad. For example, one installation is proposed near McGregor Brook that would use sound amplification equipment to emphasize the way in which former enslaved people used the sound of the brook to guide them at night to safe houses. Other installations will highlight current issues and provide opportunities for local artists to showcase their work.

The Making Connections sites are outlined in the table on the following page.



Examples of Murals

Description	Location	Ownership
1. Patchwork of aluminum panels highlighting the Underground Railroad and current immigration issues.	Retaining wall at Central Ave and Washington St	City of Peekskill
2. Vinyl banner attached to supporting wall	Bean Runner Café, Esther St	Private
3. Vinyl banner attached to supporting wall	Police Station at Central Ave and Nelson Ave	City of Peekskill
4. Vinyl banner attached to supporting wall	Kearney Lofts on Main St	Private
5. Vinyl banners attached to the arches displaying images related to Peekskill	Route 9 Retaining Wall Arches at Lower South St	NYSDOT
6. Quilted vinyl art installation hung in a metal frame	Pugsley Park	City of Peekskill
7. Shaped aluminum installation on two sides of the Peekskill Brewery building	Peekskill Brewery on S Water St	Private
8. Vinyl banner attached to supporting wall	Peekskill Presbyterian Church at South St and Washington St	Private
9. Mural painted on the exterior wall of the Fern Tree store	Fern Tree at S Division St	Private
10. Vinyl banner attached to supporting wall	Church of the Assumption at 1st St and S Division St	Private
11. Vinyl banner attached to supporting wall	Nelson Ave Parking Garage	City of Peekskill
12. Mural painted on the exterior wall of the Peekskill Coffee House	Peekskill Coffee House	Private
13. Vinyl banner attached to supporting wall	Dains Lumber, N Water St at Central Ave	Private
14. Sidewalk quotations painted along Central Avenue emphasizing Peekskill's role in the Underground Railroad	Central Ave	City of Peekskill
15. Sonic project at McGregor Brook, amplification of the brook will emphasize the way that former slaves used the sound of McGregor Brook to guide them at night to safe houses	Central Ave	City of Peekskill
16. Collaboration with Home Mason Supply and BOCES, using local students as apprentices to finish faux entryways on lower Central Ave	Central Ave	Private
17. Fence-like structure with photographic images on mesh including images of Peekskill from the recent Fuji photo contest	Railroad Avenue	City of Peekskill MTA
18. Mural painted on the exterior wall of the Methodist Church	Methodist Church on Main Street	Private
19. Vinyl banner attached to supporting wall	South Street and Washington Street	Private

Five Arches Murals

The Five Arches Murals element of the project proposes to use DRI funds to pay for the design, creation, and installation of five vinyl murals that would fit in the arches on the west side of the Route 9 overpass near the intersection of South and Requa Streets. The arches are currently empty, only framing the structural concrete of the overpass. The murals would help activate this key link among residential neighborhoods and the waterfront and the South Street corridor.

The Five Arches Murals would be designed by local Peekskill artists Christine Knowlton and Candace Winter, who submitted the mural project in the Open Call for Projects. The artists will work with children at Oakside Elementary School and Peekskill Middle School to create collage designs based around the five elements of nature. The collage design would be printed on vinyl banners for hanging in the areas framed by the arches. The vinyl murals would be implemented similarly to the ones used for the Peter Bynum installation on the Route 9 overpass at Central Avenue and North Water Street.

The Five Arches Murals would require coordination with the New York State Department of Transportation, which owns and maintains the overpass. The installation of public art will make the South Street and Requa Street intersection more aesthetically pleasing and will help grow Peekskill's identity as a City committed to public art.

The Coordinated Public Art Installations will be administered by Hudson Valley MOCA as the overall project sponsor. HV MOCA and the Peekskill Arts Alliance have worked together to identify locations for art installations, develop an RFP process to solicit submissions from local and national artists, and create a selection committee to select artists for each site (except for the Five Arches mural, for which the artists are known). The selection committee is made up of representatives of HV MOCA, the Peekskill Arts Alliance, the Peekskill Common Council, the Peekskill BID, and others in the local arts community. The selection committee may also remain in formation beyond implementation of DRI funds.



Property Owner/Sponsor

Hudson Valley MOCA

Capacity

The sponsors of the three components described above have entered into a Memorandum of Understanding (MOU) to establish the partnership that will implement this public art project. According to the MOU, HV MOCA would serve as the fiscal sponsor for all three components of the project. As fiscal sponsor, HV MOCA would be the recipient of DRI funds and would manage and disburse funds in accordance with all New York State procurement requirements at the direction of the review committee appointed to review all proposals submitted through the RFP process.

HVMOCA, a registered 501(c)(3) non-profit arts and education organization, is a modern art museum founded in Peekskill in 2004 by Livia and Marc Straus. HVMOCA is currently located in a 12,000-square-foot building at 1701 Main Street in Peekskill, and has extensive relationships with local officials, schools, community leaders, government officials, and other nonprofits. HVMOCA has received and administered state and federal grants, and has experience in implementing public art installations, including a number of sculptures in the Peekskill waterfront area.

HV MOCA has coordinated the selection process and installation of public artwork throughout Peekskill, including the renowned sculpture in Riverfront Green, The Golden Mean by Carol Feuerman. The Golden Mean was installed

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Shared Costs		
Project Administration	In-Kind/Other Sources	\$27,500
Project Promotion	In-Kind/Other Sources	\$57,326
Enlighten Peekskill		
Artist Fee & Production Costs	DRI	\$310,000
Project Coordination	In-Kind/Other Sources	\$25,000
Curator Stipend	In-Kind/Other Sources	\$2,000
Electrical & Mechanical	DRI	\$20,000
Art Labels	DRI	\$5,500
Fixtures & Fittings	DRI	\$1,500
Making Connections		
Artist Fee & Production Costs	DRI	\$126,550
	In-Kind/Other Sources	\$20,000
Project Coordination	In-Kind/Other Sources	\$50,000
Art Labels	DRI	\$10,450
Five Elements Arches		
Artist Fee and Production Costs	DRI	\$14,470
Art Labels	DRI	\$550
Lighting of Installations	DRI	\$9,271
	In-Kind/Other Sources	\$8,979
DOT Highway Work Permit Fee	DRI	\$25
Total DRI Funds Requested		\$500,000
Total Funding from Other Sources		\$181,826
Total Project Cost		\$681,826

as part of Peekskill Project V. HV MOCA was instrumental in ensuring that the piece could be purchased for permanent installation by the City.

Project Partners

- Peekskill Arts Alliance
- Christine Knowlton and Candace Winter
- City of Peekskill
- New York State DOT
- Peekskill City School District

Strategies

The proposed project will advance the following DRI Strategies:

- Build on current local growth sectors (arts, entertainment, dining)
- Strengthen connections to increase tourism and regional visitors
- Support existing arts organizations and encourage emerging groups
- Make Peekskill's thriving arts community more visible to support local artists, including integrating art into streetscapes, signage, and public space.

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Phase 1: Site Approvals City of Peekskill, NYS DOT, and private property owners	Month 1 - 3
Phase 2: Request for Proposal Prepare and post RFP for public art installations for sites 1-16	Month 3 - 5
Phase 3: Review Request for Proposal responses	Month 6 - 7
Phase 4: Public Art Development Production and installation of public art works	Month 8 - 13
Phase 5: Request for Proposal Prepare and post RFP for public art installations for sites 17-23	Month 14
Phase 6: Review Request for Proposal responses	Month 15 - 16
Phase 7: Public Art Development Production and installation of public art works	Month 17 - 22

Total Timeframe: 22 months

HV MOCA, the project sponsor, is prepared to proceed with site approvals and development of the RFP upon announcement of the DRI award and contracting with New York State. The project sponsor has signed a Memorandum of Understanding with the Peekskill Arts Alliance and other project partners. HV MOCA also secured a \$20,000 grant from the National Endowment for the Arts in November 2020 to assist in funding the project.

- Create an identity for Peekskill's arts, culture, and business communities
- Create a sense of place through the integration of landscaping, green infrastructure, street furniture, public art, and wayfinding elements
- Provide public realm improvements that attract and support new private development

Anticipated Revitalization Benefits

This project would have an immediate visual impact, beautifying the public realm as well as large building walls that have been carefully chosen in coordination with property owners. The infusion of public art throughout the downtown would continue to brand Peekskill as a regional destination for arts, culture, and entertainment. The success of this approach can be seen in the city's waterfront area, where sculptures and murals have created a sense of place that attracts visitors from the Hudson Valley and beyond. The placement of art in the public right-of-way and in downtown civic spaces would better connect those

amenities and enhance their attractiveness for residents and visitors alike, which could increase foot traffic to local businesses. The art installations may also increase property values of nearby properties. Lastly, strategic placement of art, in particular the lighted sculptures, along Central Avenue will improve pedestrian-friendliness of this critical corridor connecting the waterfront/train station area and downtown core.

Public Support

This project received strong support both at the public workshops and in the public survey. Of the survey respondents, 62% approved of the project, with just 15% opposed. Another 23% were neutral. One participant noted, "This is one of the best uses of the DRI because it will be very obvious to anyone visiting and will bring art to the streets. Cost to impact ratio is high." Another stated, "Anything to bring the city's diverse artistry into the public arena gets a positive from me," while another called the project "transformative for tourism."

Jobs Created

None

Acquisition of Real Property

None

Feasibility and Cost Justification

Cost estimates for the three components of this public art project were based on project pre-development and the experiences of the three co-sponsors of the project. HV MOCA has extensive experience implementing public art projects in the City of Peekskill, including sculpture projects on the waterfront. The Peekskill Arts Alliance developed cost estimates for each individual site based on the type of installation proposed. Costs for the Five Arches Murals project were based on research into a similar permanent art installation on the Route 9 retaining wall along South Water Street, also in Peekskill.

HV MOCA and the Peekskill Arts Alliance have initiated discussions with the City of Peekskill Common Council about approval for installations in the public right-of-way. In addition, approval from private property owners has also been agreed upon, where necessary. HV MOCA

has coordinated the selection process and installation of public artwork throughout Peekskill, including the renowned sculpture in Riverfront Green, The Golden Mean by Carol Feuerman. The Golden Mean was installed as part of Peekskill Project V. HV MOCA was instrumental in ensuring that the piece could be purchased for permanent installation by the City.

Regulatory Requirements

- Common Council approval for installations in public right-of-way
- New York Department of Transportation approval for installation at Route 9 overpass
- SEQRA

Project Reporting

- Installations: Number of art installations completed
- Impact: Number of local Peekskill artists represented by installations; number of local students involved in mural designs
- Property Values: Increase in property values adjacent to installations

3C: CREATE A LIBRARY AND CULTURAL CENTER WITHIN THE HRH CARE HEALTH CENTER



Existing Photos

Cost Estimate

DRI Funding Request	\$81,000
Other Funding	\$11,500
Total Project Cost	\$92,500

Project Description

Hudson River Health Care (HRHC) is a healthcare organization that was founded in 1975 by four African-American mothers to address the lack of accessible and affordable health care services in Peekskill. The efforts of these pioneering mothers led to the creation of the Peekskill Area Ambulatory Health Care Center, now named the Jeannette Phillips Health Center (JPHC) and located at the corner of Main Street and Bank Street. On the ground floor of this center, HRHC plans to use DRI monies in order to erect a library and cultural center that would honor its founders and celebrate the history of the surrounding community and Great Society programs.

The Heritage Library and Cultural Center will include an archive, exhibition spaces, interactive educational displays, and an oral history recording studio. The project also includes renovation of JPHC's ground floor to better accommodate cultural programming and community events.



The Heritage Library and Cultural Center would be another cultural attraction in Downtown Peekskill, attracting local residents as well as researchers drawn to the city's social history. The center will also enhance HRHC's ability to hold events at which its staff will engage potential donors as it seeks to secure ongoing financial support from organizations such as the New York State Council on the Arts (NYSCA), Arts Westchester, and regional philanthropic groups.



Renovation Details

Heritage Library

The proposed Heritage Library would create a library of Peekskill's social, community, and cultural history including the story of the four founding mothers of HRHC. The educational materials will be accessible through the library's new digital archive and informational kiosks. Interactive educational displays will include hardware and software, three free-standing touch screen kiosks, a 120-inch interactive display wall, and interactive controllers. Installation of the displays will also require wiring and mounting systems. In addition to the displays, an oral history recording booth will create an acoustically isolated space, approximately 80 square feet, to facilitate recorded interviews of community oral histories.

Heritage Atrium

The existing building lobby, in the east wing of the building, will provide space for community art exhibitions, community meetings/gatherings, and interactive exhibits. HRHC has already hosted a broad range of events in the JPHC including art exhibits, Westchester County Public Health events, English as a Second Language classes, housing forums, local coalition meetings, Black History Month programs, and Mexican American Day of the Dead celebrations. The atrium space can also be rented for private events including community receptions, business meetings, writing workshops, and scholarly seminars. Proposed renovations include improved seating (including work surfaces) and support for refreshment.

Both the library and the atrium space will be upgraded with interior improvements. High-efficiency, color-balanced LED lighting and controls will appropriately illuminate art and historical document displays and also support community presentations. Technological upgrades include



Existing Photos

Wi-Fi routers, power distribution, and infrastructure wiring to allow greater community broadband connection and access to library data.

Exterior and interior signage will help identify the location of exhibitions and community events held within the center, enhancing HRHCare's ability to hold events at which its staff will engage potential donors, as well as showcasing the vision of the Heritage Library and Cultural Center as it seeks to secure ongoing financial support from organizations such as the New York State Council on the Arts (NYSCA), Arts Westchester, and regional philanthropic groups focused on arts and culture.

Property Owner/Sponsor

Hudson River Healthcare, Inc.

Capacity

HRHCare established its first health center in Peekskill in 1975. Since then they have expanded to 21 care sites around New York State. The Jeannette J. Phillips facility in Peekskill was expanded in 2016 with an \$11.5 million, 20,000-square-foot construction project. In 2020, HRHCare combined with Brightpoint Health to form Sun River Health, which operates over 40 medical-care locations in the Hudson Valley, New York City, and Long Island.

Project Partners

None

Strategies

The proposed project will advance the following DRI Strategies:

- Build on current local growth sectors (arts, entertainment, dining)
- Support entrepreneurial opportunities that target the local workforce
- Provide resources to arts and cultural organizations to ensure that they can provide programming and generate revenue to expand and sustain themselves
- Improve the downtown environment by supporting upgrades to downtown buildings and businesses
- Increase resources for community organizations that provide services for Peekskill's youth and underserved populations

Anticipated Revitalization Benefits

The HRHC Library and Cultural Center would serve as a cultural history resource for Peekskill residents and visitors, potentially enhancing the city's ability to draw tourism from throughout the region. The increased ability to host community events and exhibits would bring additional visitors to this portion of Main Street, who would patronize local businesses and may visit Pugsley Park.

Public Support

This project received low support in the public survey, with 29% of respondents indicating approval, 37% disapproval, and 35% neutral. While some respondents

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Consulting Archivist and Digital Archiving/Materials Collection	New York FolkLore Society Wheelabrator	\$1,500 \$10,000
Interactive Education and Display Renovation	DRI	\$25,000
Oral History Recording Booth Renovation	DRI	\$15,000
Gallery/Atrium Lighting Renovation	DRI	\$15,000
Community Connectivity and Data Installation	DRI	\$6,000
North Place Community Space Renovation	DRI	\$10,000
Anchor sight signage and wayfinding	DRI	\$10,000
Total DRI Funds Requested		\$81,000
Total Funding from Other Sources		\$11,500
Total Project Cost		\$92,500
Grants that have been secured from the New York FolkLore Society and Wheelbrator Westchester would be used to hire a consulting archivist and to purchase materials for the archive. HRHCare is seeking additional grant funding opportunities from New York State Council on the Arts (NYSCA) and ArtsWestchester, which will be used for ongoing programming, events, and operations. In addition, HRHCare is looking to leverage existing grant funding projects provided through their AmeriCorps program and ECHO Summer Internships to be used for hiring staff and other support for the center.		

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Phase 1: Design Development Build on schematic designs, generate floorplans integrating cultural library features, generate sections and elevations, specify materials, conclude with pricing set of drawings.	Month 1 - 2
Phase 2: Bidding & Negotiation Issue formal RFP to qualified firms based on design documents generated in Phase 1, make award determination.	Month 3
Phase 3: Construction / Installation Generate permit and construction set of drawings for appropriate permitting, initiate construction, oversee construction and installation of heritage library components.	Month 4 - 5
Phase 4: Commissioning / Training Bring heritage library components online, including oral history components, kiosks, and interactive presentation screens, train staff in use of heritage library space, and initiate promotional efforts to community programs and potential private rentals.	Month 6
Total Timeframe: 6 months	

HRHC, the project sponsor, is prepared to proceed with design development upon announcement of the DRI award and contracting with New York State. HRHCare has commenced the planning phase of the creation Heritage Library and Cultural Center within the existing Jeannette Phillips Health Center. The project sponsor would be able to commence with the project renovations within three months of being awarded DRI funds.

liked the project's low cost, some questioned whether it would be transformative, while others were concerned it might compete with Field Library. However, a number of participants expressed support: "Critical mass of arts, history, and education. Give tourists another place to go and learn about Peekskill," and "Strongly approve. A positive environment is paramount to positive health experience for the Peekskill residents."

Jobs Created

HRHCare expects to hire one consulting archivist to provide advice and training in developing the work plan to create the Library and Cultural Center.

Acquisition of Real Property

No acquisition of real property is required.

Feasibility and Cost Justification

HRHC has secured grant funding from the New York Folklore Society and Wheelabrator Westchester to hire a consulting archivist and purchase materials for the archive. HRHC is seeking additional grant funding opportunities from New York State Council on the Arts (NYSCA) and ArtsWestchester,

which will be used for ongoing programming, events, and operations. In addition, HRHC is looking to leverage existing grant funding projects provided through the AmeriCorps program and ECHO Summer Internships to be used for hiring staff and other support for the center. HRHC has relationships with a range of funders and has a track record of securing and maintaining grant funding associated with ongoing programmatic support.

Project costs were provided by HRHC. In 2016, the facility completed an \$11.5 million, 20,000-square-foot addition, led by an experienced Westchester County architecture firm.

Regulatory Requirements

Building Permits

Project Reporting

- Impact: Number of visitors
- Programming: Number of events held

4A: RECONSTRUCT FLEISCHMANN PIER AND IMPROVE CHARLES POINT PARK AS A PREMIER WATERFRONT DESTINATION



Fleischmann Pier

Cost Estimate

DRI Funding Request	\$1,200,000
Other Funding	\$2,665,000
Total Project Cost	\$3,865,000

Project Description

The City of Peekskill is seeking DRI funding for the second phase of the reconstruction of Fleischmann Pier, which would improve the existing conditions of Charles Point Park. The two phases include (1) Reconstruction of Fleischmann Pier and (2) Charles Point Park Improvements. The City of Peekskill was awarded \$2 million through the 2019 New York State Regional Economic Development Council's CFA Awards to support Phase 1 of the reconstruction of Fleischmann Pier. The City is requesting DRI funding to assist in financing the second phase of the reconstruction. Improvements to Charles Point Park would strengthen the park's presence as the gateway into Peekskill from the Hudson River via small and large watercrafts.

Currently, the existing Fleischmann Pier infrastructure limits the maximum level of waterfront activities that could occur due to its age, building construction, and location. The location limits the pier to smaller watercrafts that could moor at this location. Aging pier infrastructure with

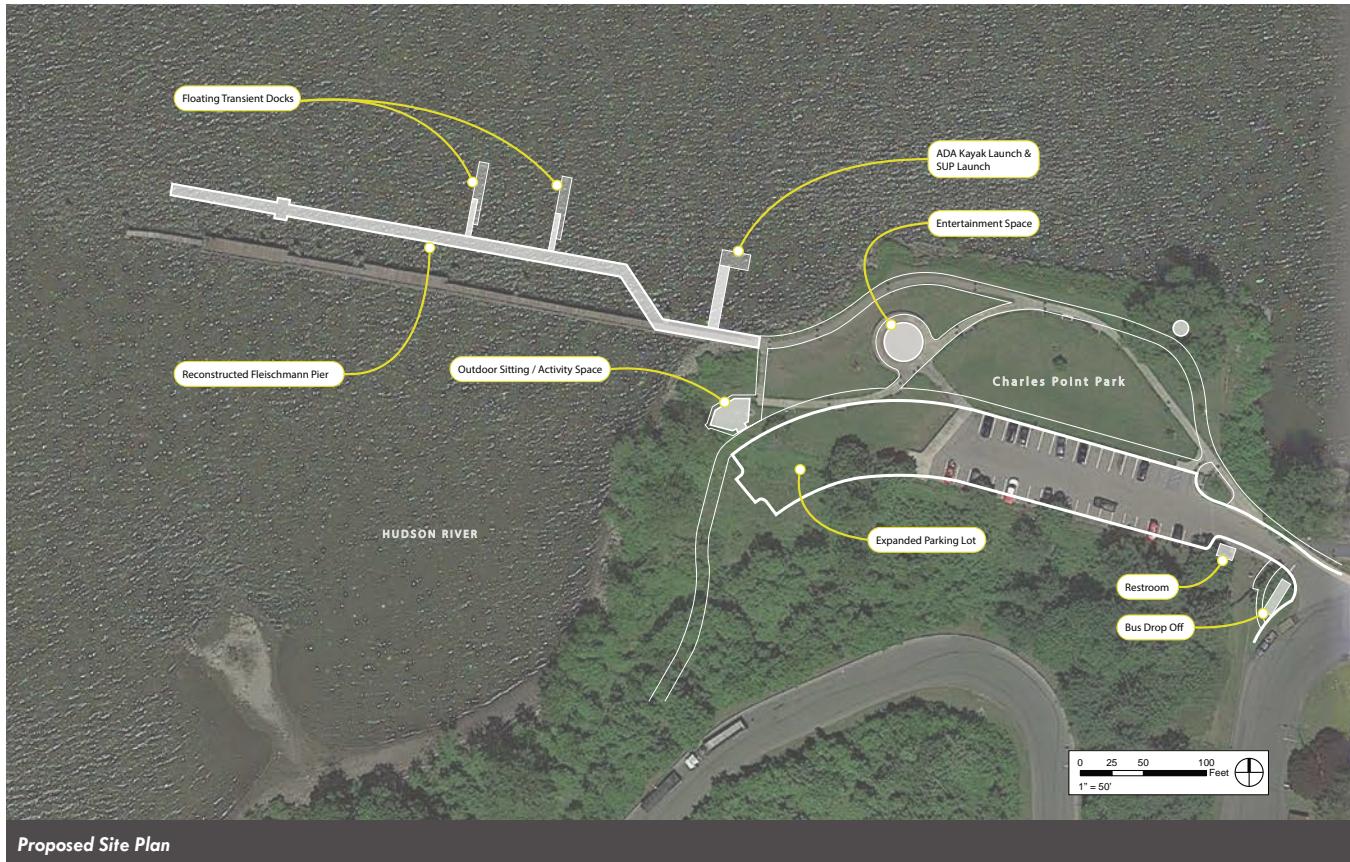


a narrow width of 6.5 feet does not support ADA/OSHA compliant gangways from small vessels and does not withstand pedestrian circulation required to fish or sightsee.

Project Details

Phase 1 (CFA Funding)

Phase 1 of this project will include the reconstruction of the public pier measuring 487 feet long by 11 feet wide. The reconstruction of Fleischmann Pier would provide new opportunities for residents to gain increased access to the Hudson River for active and passive activities including nature viewing, fishing, and kayaking. The relocation of the



pier 25 to 34 feet north of the existing pier will allow for larger vessels to dock at Fleischmann Pier bringing in visitors via water transportation further increasing tourism into Peekskill. This new location would allow for larger vessels to moor into Charles Point Park without the need to disturb the seabed with dredging.

Phase 2 (DRI Funding)

Phase 2 of this project will include the costs for improvements to Charles Point Park and three floating docks that would be used for smaller water vessels and transient boaters. As the main entry into Peekskill from the Hudson River, the improvements to Charles Point Park will focus on enhancing the programming and user experience to stroll through or even to stay in the park for a longer period of time. The addition of larger seating areas along the water's edge would allow for the park to provide spaces for entertainment or activity. Other general improvements

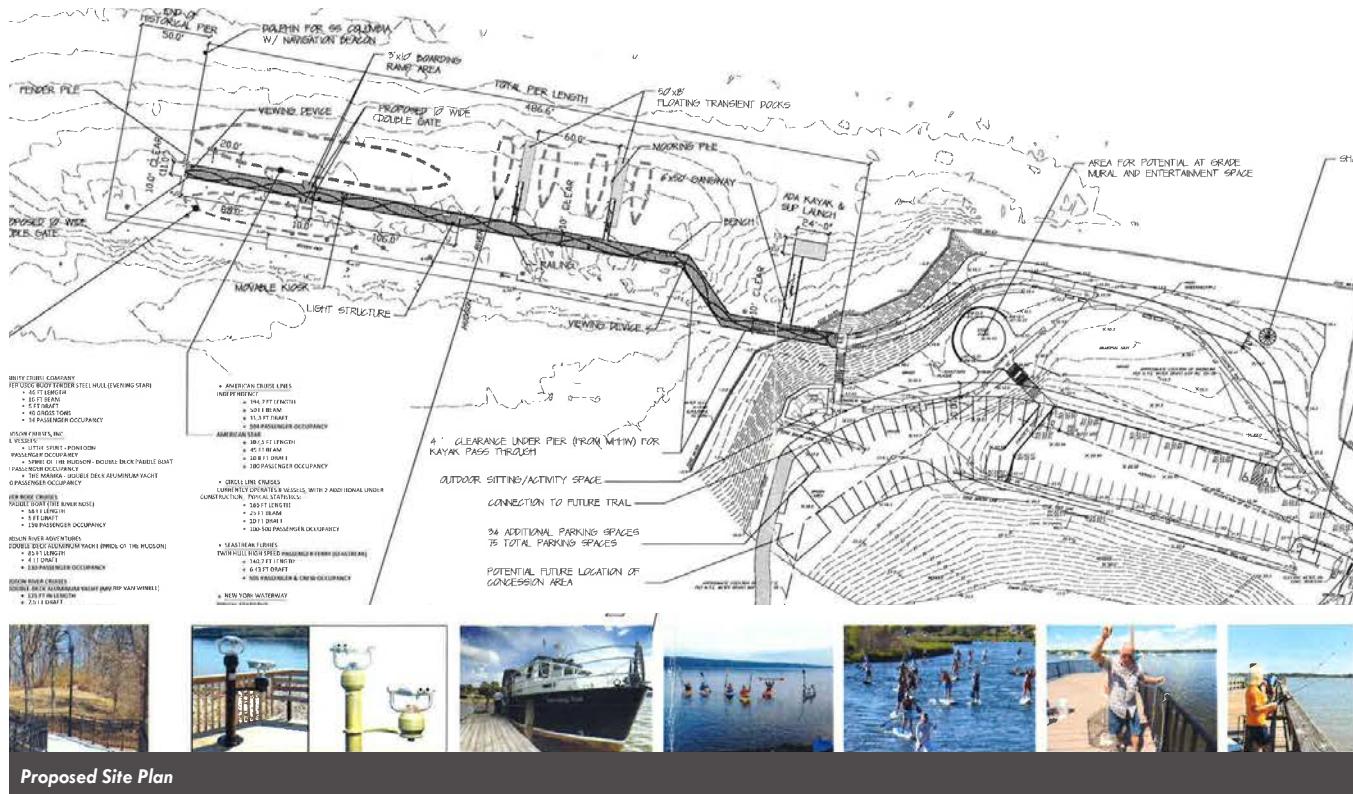
throughout the park include landscaping, improved park and educational signage, relocated lighting fixtures, shade structures, bus drop off location, and benches throughout. In preparation of the anticipated increase in visitors to Charles Point Park, the existing parking lot would be expanded to accommodate 34 additional parking spaces, which would provide the park with a total of 75 parking spaces. The project seeks to revitalize the usage of the waterfront while preserving the waterfront's natural beauty.

Property Owner/Sponsor

City of Peekskill

Capacity

The City of Peekskill has the capacity to manage the project, given its experience managing comparable large-scale improvements such as the construction of waterfront trails and the Lincoln Depot Museum.



Project Partners

None

Strategies

The proposed project will advance the following DRI Strategies:

- Provide public infrastructure that supports existing businesses and attracts new entrepreneurs to Peekskill
- Strengthen connections to increase tourism and regional visitors
- Provide civic spaces that can be programmed for multiple public uses throughout the year
- Create a sense of place through the integration of landscaping, green infrastructure, street furniture, public art, and wayfinding elements
- Provide public realm improvements that attract and support new private development

Anticipated Revitalization Benefits

Upgrades to Fleischmann Pier would improve Peekskill's waterfront infrastructure. The pier is a major part of the City's efforts to revitalize the waterfront by increasing its public use and enjoyment, enhancing its attractiveness as a docking location for mid- and large-size tour boats along the Hudson River. Tour boat passengers would be likely to visit the City's downtown and waterfront areas, as well as cultural attractions. A kayak launch will also be provided to serve local residents, increasing visits to the waterfront area.

Public Support

This project has consistently received strong support from the public, with 69% of survey respondents indicating approval and just 10% expressing disapproval. Another 21% were neutral. Survey comments reflect the importance of this long-planned project to the community: "This would be a great improvement and bring boaters in to enjoy the area like Cold Spring and Beacon," "This is truly

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Phase I of Fleischmann Pier Construction (Reconstruction of the Pier)	CFA	\$2,000,000
	City of Peekskill	\$665,000
Phase II of Fleischmann Pier Construction (Parking Lot Improvements, Landscaping, Lighting, Seating, Floating Docks, Gangways)	DRI	\$1,200,000
Total DRI Funds Requested		\$1,200,000
Total Funding from Other Sources		\$2,665,000
Total Project Cost		\$3,865,000

Total Project Cost: \$3,865,000; Phase 1: \$2,665,000 (includes \$665,000 City match and \$2 million CFA grant) Phase 2: \$1.2 million (DRI funding request would be used to fill in the funding gap for Phase 2)

Timeframe for Implementation and Project Readiness

Phase	Timeframe
Phase 1: Demolition Demolition of existing pier.	Month 1 - 3
Phase 2: Construction Construction of new pier including gangways, floating docks, ADA kayak launch, decking inlay, viewing devices.	Month 4 - 18
Phase 3: Improvements to Charles Point Park Improvements include ADA pathway, benches, parking lot expansion, concession area, activity area, shade structure, bus drop off area, pier stairs, restroom building.	Month 19 - 24
Total Timeframe:	24 months
The City of Peekskill, the project sponsor, is prepared to begin the demolition process upon completion of contracting with New York State. The City won CFA grant funding for the balance of the project. Construction documents have been completed and the project is ready to begin construction as soon as funding becomes available.	

transformative!!! A lot of money but a longtime dream of the community!" and "Critical to have this to complete the waterfront and bring in more visitors."

The City has long been seeking to undertake this renovation of Fleischmann Pier. The project was included in the City's 2015 Local Waterfront Revitalization Program, which was one factor in receiving CFA funding for Phase 1 of the

project. DRI funding would ensure that the entire project is completed, providing benefits for tourism and expanding a water-dependent use for residents.

Feasibility and Cost Justification

The reconstruction of Fleischmann Pier is a major part of the City's efforts to revitalize its waterfront by increasing public usage and enjoyment and by enhancing its attractiveness as a docking location for mid- and large-size tour boats

along the Hudson River. Tour boat passengers would be likely to visit the Downtown and waterfront areas, bringing additional foot traffic to Peekskill's cultural attractions and businesses. In addition, the creation of docking opportunities for transient boaters will enhance the City's attractiveness for day-trippers who can spend time enjoying Peekskill's dining and entertainment options.

Project costs were provided by the City, based on construction drawings by a New York City-based professional engineering firm, Matrix New World Engineering, who has prepared a detailed cost estimate report and site plan for the reconstruction of Fleischmann Pier by phase.

Phase 1 of the project received funding through the 2019 round of the Consolidated Funding Application. That phase includes both CFA funding and matching funds from the City of Peekskill. Construction documents have been completed for the entire project.

Regulatory Requirements

Required permits have already been secured from the Army Corps of Engineers and the NYS DEC. SEQRA and local LWRP consistency review have been completed, and the NYS DOS has issued a concurrence of LWRP consistency. The City may require a permit from Westchester County to construct a bus drop-off.

- Site plan review

Project Reporting

- Tourism: Number of dockings at Fleischmann Pier
- Impact: Number of visitors to Charles Point Park
- Programming: Number of events held at Charles Point Park



Existing Pier

4B: CREATE A COMMUNITY PADDLING AND ENVIRONMENTAL EDUCATION CENTER



Location of the Proposed Community Paddling Center in Peekskill Landing

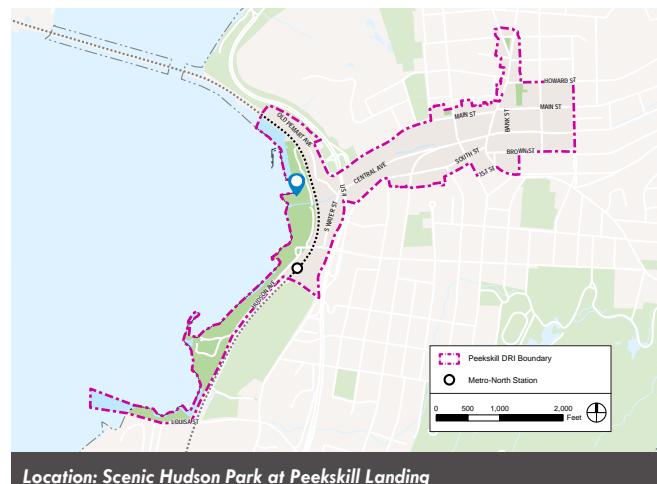
Cost Estimate

DRI Funding Request	\$260,000
Other Funding	\$0
Total Project Cost	\$260,000

Project Description

This project seeks DRI funding for the construction of a community paddling and environmental education center along Peekskill Landing that will activate the park with a water-dependent use. Building on the city's existing paddleboard and kayak launch point at Peekskill Landing, the proposed center would provide a conveniently located space along the riverfront where residents and visitors could store non-motorized water-based recreational equipment during the spring, summer, and fall months. This improvement would help make Peekskill a well-known location to paddleboard that is easily accessible to local residents and visitors taking a day trip from New York City. The proposed project would make Peekskill competitive with other similar destinations including Beacon and Cold Spring. Components of this project include:

- Permanent storage facility for water-based sports, including changing rooms
- Environmental education informational kiosk, focusing on water quality and aquatic life

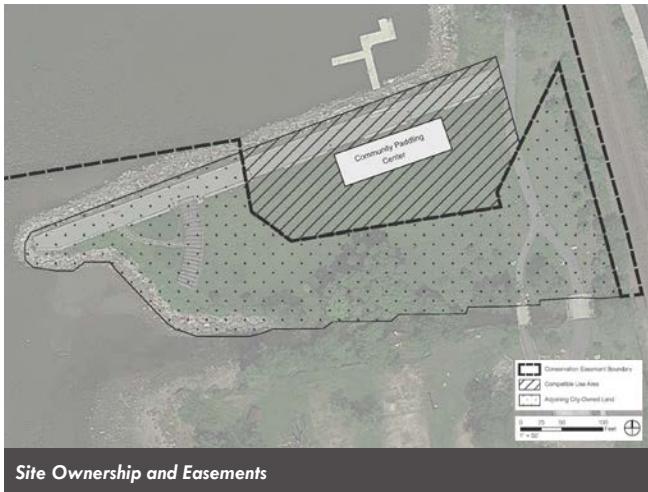


Location: Scenic Hudson Park at Peekskill Landing

- Paddleboard and kayak lessons

Peekskill Landing Park was created by a joint partnership between the City of Peekskill and Scenic Hudson, with the southern portion of the park owned by the City. The park has art installations, a walking path, gazebo, and shade structures, and access to the Hudson River via a floating dock for kayaks, canoes, paddleboards, and other small watercraft.

The proposed community paddling and environmental education center would be located on this section of Peekskill Landing adjacent to the dock, owned by the City,



and managed by a private operator, HVH2O. This non-profit organization would be responsible for managing the storage facility and collecting fees for the lessons or rentals.

Community Paddling and Environmental Education Center Details

Permanent Storage Facility and Changing Rooms

The proposed storage facility would be an open-air structure with the exterior walls made from water-resistant piping and a flat roof, similar to the boat storage facility in Long Dock Park in Beacon. The storage facility will provide a conveniently located structure next to the existing paddleboard and kayak dock to store kayaks, paddleboards, canoes, and other non-motorized watercraft. The existing floating dock would continue to be open to the public, providing the Peekskill community and visitors with access to the dock for personal waterfront recreational uses.

The facility would give residents and visitors the opportunity to paddle in the Hudson River by providing boards and kayaks for rent by the season and storage that Peekskill residents can rent all year round. Similar to Beacon and Cold Spring, Peekskill would greatly benefit from the addition of a storage facility to attract more residents and visitors to use the waterfront. Adjacent to this structure would be changing rooms so people could change out of their daily clothes into bathing suits or other paddling gear.



The permanent storage facility would be located in the Compatible Use area of Peekskill Landing, which requires agreement on uses by both the City of Peekskill and Scenic Hudson. Scenic Hudson has expressed support for this project as a water-dependent use that will increase access to Peekskill's Hudson River waterfront.

Environmental Education Kiosk

An additional component of the Community Paddling Center would be the installation of a kiosk that would serve as the platform welcoming visitors to the center. The kiosk would be the starting point where visitors would be able to schedule kayak and paddleboarding lessons, rent a kayak or paddleboard, and schedule a tour. This kiosk would also be used to share more information about HVH2O so members of the community could learn more about the organization's dedication to environmental education in Peekskill. Interactive educational features and tools will be incorporated into the kiosk including information on water quality, water chemistry and aquatic life, an important part of HVH2O's mission.

Paddleboard and Kayak Lessons

The kiosk would provide Peekskill residents and visitors with the opportunity to take either paddleboard or kayak lessons with trained HVH2O staff at an affordable cost of \$20 per lesson. HVH2O would provide participants with the necessary equipment for their 45-minute kayak or

paddleboard experience, including the board, leash, and life vest. Each kayak or paddleboard would be paired with an instructor and additional support of a safety assistant.

All three components - the storage facility, environmental education kiosk, and paddleboard and kayak lessons - would help strengthen Peekskill's connection to the Hudson River for residents and tourists. This would create quality-of-life and health benefits for Peekskill residents, and increase regional tourism.

Property Owner/Sponsor

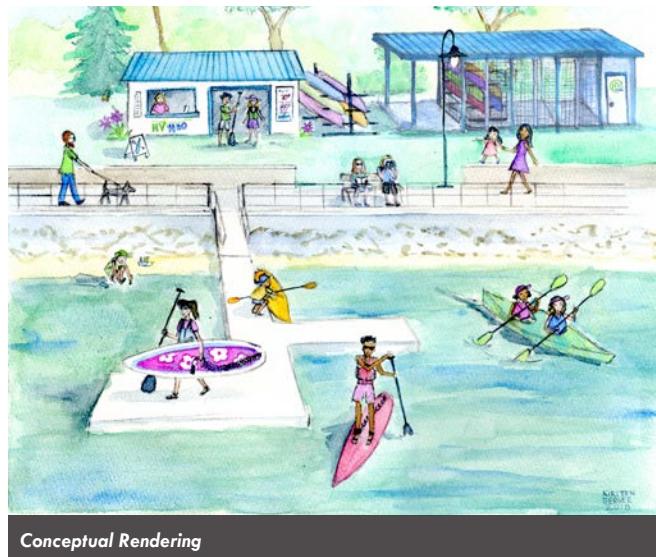
City of Peekskill

Capacity

In the summer of 2019, HVH2O successfully ran a five-day pilot program where they offered 45-minute paddleboard lessons at the Riverfront Green Park waterfront. The lessons were well attended with a maximum of three students per lesson.

HVH2O has been very involved within the Peekskill community hosting events throughout the year, such as a paddleboard yoga session in the summer and "Costume Paddle" in October. In addition, HVH2O teamed up with New Era Creative Space to run two afternoon summer camp sessions in the summer of 2019, where the Peekskill youth learned about paddleboarding and riverfront science that included field trips to Peekskill Bay and McGregory Brook to identify fish species and participate in water chemistry tests.

The City of Peekskill has undergone a series of improvements to waterfront parks in recent years, including the trail extension from Riverfront Green south along the Hudson River. The City has the capacity to manage construction of the project. Upon completion, the City could contract with HVH2O as the operator, or the City could seek out a vendor or operator through an RFP process. HVH2O has hosted paddling education events in Peekskill in the past. This facility would provide a more permanent location to operate community paddling and environmental education programming.



Conceptual Rendering

Project Partners

- HVH2O
- Scenic Hudson

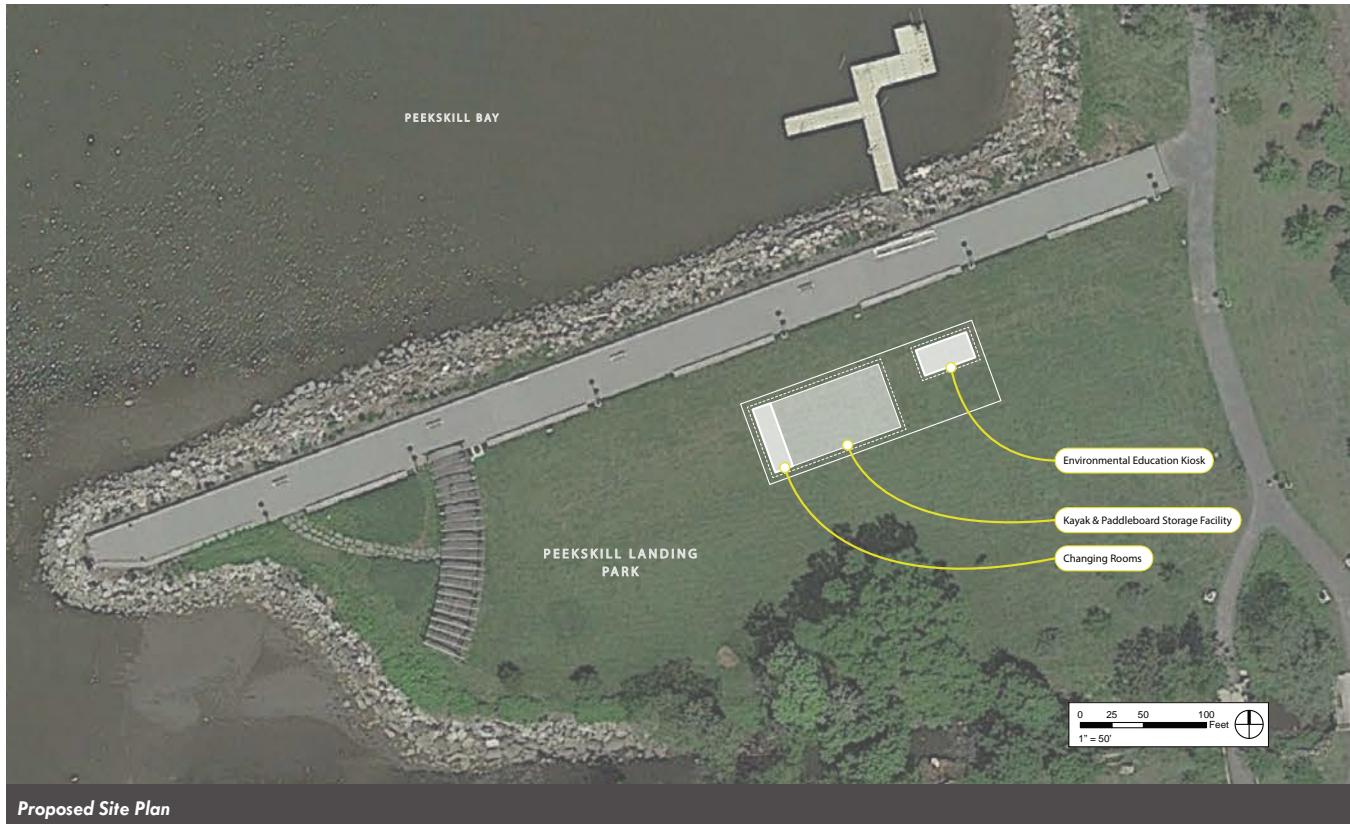
Strategies

The proposed project will advance the following DRI Strategies:

- Provide public infrastructure that supports existing businesses and attracts new entrepreneurs to Peekskill
- Strengthen connections to increase tourism and regional visitors
- Provide public realm improvements that attract and support new private development
- Increase resources for community organizations that provide services for Peekskill's youth and underserved populations

Anticipated Revitalization Benefits

This project would provide an additional water-dependent use on Peekskill's waterfront. There is an existing kayak launch in Peekskill Landing, but there is no structure on site for rental, storage, or education programs (people must bring their own kayaks to launch at Peekskill Landing). This project would increase access to the Hudson River waterfront by bringing kayak rental, storage, and education programs directly to the waterfront.



Public Support

This project has received strong public support, with 64% of public survey respondents indicating approval and just 13% disapproving. Another 23% were neutral. One respondent called it, “transformative for tourism,” while another noted, “I think this is a great project and has the potential to attract more use of our beautiful waterfront.” Other survey participants liked the concept of engaging the larger Peekskill community with a water-dependent use. One commenter said the project “would be a great activity for local youth and create some good energy in Peekskill Landing Park,” while another said, “Love this idea and the group behind it. Most of our community does not have access to the water and this would change all that. Some respondents questioned the need for a paddling center given the nearby Annsville Creek facility operated by Hudson River Expeditions, while others were concerned about the cost and transformative potential of the project.

Jobs Created

None.

Feasibility and Cost Justification

This project is structured as a public project, with the City constructing and maintaining the structure. It is anticipated that HVH20 would be a concessionaire within Peekskill Landing.

Costs to construct the paddling facility were developed by HVH20 as part of its response to the Open Call for Projects, based on its research into comparable facilities. HVH20 would be structured as a non-profit organization, with an all-volunteer staff and board. The organization also holds annual fundraising drives. These factors significantly reduce operating costs and allow the group to offer lower-cost lessons and activities. More detailed cost estimates may be necessary to account for constructing a facility on a former brownfield site. The City may also be able to apply for funding for this project through the EPF program.

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Storage rack facility	DRI	\$200,000
Lockers, modular kiosk and solar tube	DRI	\$40,000
Design fees	DRI	\$20,000
Total DRI Funds Requested		\$260,000
Total Funding from Other Sources		\$0
Total Project Cost		\$260,000

Note: Cost estimate does not include the potential impacts on constructing a foundation on a brownfield site. If it was necessary to penetrate the brownfield cap, the cost estimate could be higher.

Timeframe for Implementation and Project Readiness

Phase	Timeframe
Phase 1: Design and Approvals Schematic design. Site plan, SEQR, LWRP consistency	Month 1 - 6
Phase 2: Construction Construction, including mobilization and demobilization	Month 7 - 10
Total Timeframe:	10 months

The City of Peekskill, the project sponsor, is prepared to begin the design process upon completion of contracting with New York State. Site design will require additional study to evaluate the feasibility and cost effectiveness of building a structure on the capped brownfield in Peekskill Landing.

Demand for water-dependent uses on the Hudson River waterfront has been demonstrated by the success of commercial paddling facilities in neighboring communities. The Annsville Creek Paddlesports Center is located just north of the City of Peekskill and provides kayak rentals. However, the facility is not accessible by Metro-North. Transit-accessible facilities are located in Croton-on-Hudson, Cold Spring, and Beacon. As a facility that provides access to paddlesports activities, Peekskill has advantages over each of these locations. The operator in Croton-on-Hudson is located near the Croton-Harmon train station, but that facility lacks access to a thriving downtown like Peekskill's. The facilities in Cold Spring and Beacon are also located near attractive downtown communities, but they are a longer train ride for visitors from New York City. Further, the Peekskill project is envisioned as a community benefit,

rather than a facility for a commercial operation. The site would provide classes and environmental education, in addition to equipment rentals and storage.

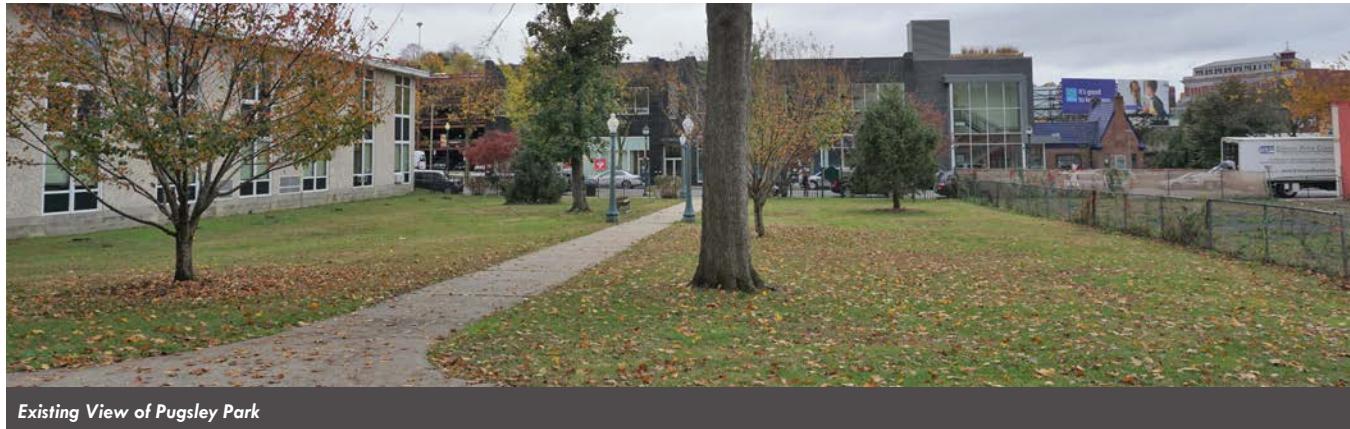
Regulatory Requirements

- SEQRA
- LWRP consistency review
- Building permits
- Coordination with Scenic Hudson

Project Reporting

- Activity: Number of lessons provided
- Users: Number of users storing watercraft
- Programming: Number of educational events held

4C: ENHANCE PUGSLEY PARK AS A DOWNTOWN ATTRACTION



Existing View of Pugsley Park

Cost Estimate

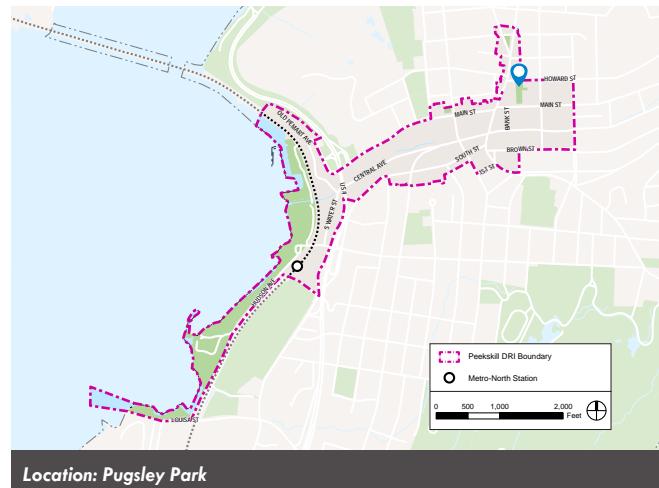
DRI Funding Request	\$500,000
Other Funding	\$0
Total Project Cost	\$500,000

Project Description

Pugsley Park is a passive pocket park located in the center of Downtown Peekskill providing residents with an escape from the urban setting and a shortcut connecting through Howard Street to Main Street. The park largely serves as a “pass-through” space rather than a destination. It lacks sufficient seating, shade, and efficient lighting. DRI funding would support improvements to activate the space and attract residents to enjoy, rest, and walk through the park.

Key improvements to Pugsley Park include:

- Creation of new plazas and seating areas to support downtown events and passive enjoyment;
- Additional pedestrian-scaled lighting;
- Small-scale play equipment to attract children;
- Additional trash cans;
- Bike parking infrastructure;
- Additional plantings of trees, shrubs, and flowers; and





Existing view of Pugsley Park

Capacity

The City of Peekskill Department of Public Works has the capacity to maintain this project. The City will issue an RFP for site design and construction to implement and construct capital improvements. Peekskill has completed recent streetscape improvements and has the capacity to manage the process of issuing an RFP, selecting a construction firm, and managing contracts.

Project Partners

HV MOCA (to coordinate improvements with public art project)

Strategies

The proposed project will advance the following DRI Strategies:

- Provide civic spaces that can be programmed for multiple public uses throughout the year.
- Create a sense of place through the integration of landscaping, green infrastructure, street furniture, public art, and wayfinding elements.
- Provide public realm improvements that attract and support new private development.

Anticipated Revitalization Benefits

Pugsley Park is currently used predominantly as a pass-through park but it could be better utilized as a downtown park if it had more resources to encourage visitors to stay

in the park. Downtown Peekskill has limited green space, so revitalizing Pugsley Park provides a great opportunity to provide open space resources to Peekskill residents, resources that have proven critical during the COVID-19 pandemic. Improved plantings, seating areas, and plazas all provide attractions to encourage visitors to spend more time in the park. Coordinating this project with Project 3B (Transform Downtown Peekskill with Public Art) creates additional attractions. Pugsley Park will be a key site along Peekskill's public art trail.

Public Support

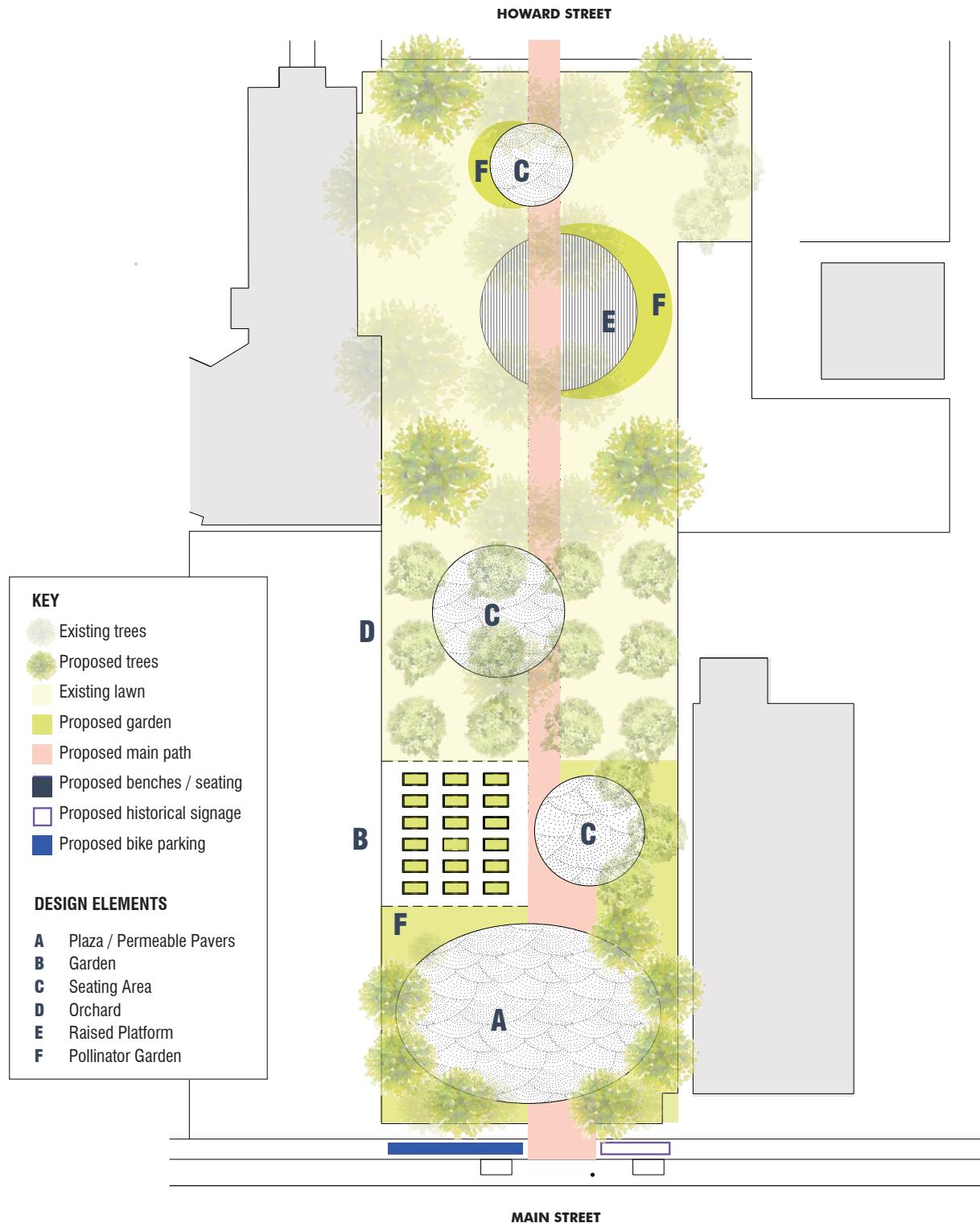
This project has received strong public support, with 65% of public survey respondents indicating approval and just 10% disapproving. Another 25% were neutral. One respondent noted, "It's an almost unused space right now, which doesn't reflect its great central location within town. Would be a great improvement." Another participant commented that they "would love to see some life in Pugsley Park!"

Jobs Created

None.

Feasibility and Cost Justification

The potential improvements would make Pugsley Park more attractive for residents to spend time before or after appointments at HRH Care, to have a picnic or grab a coffee from a downtown cafe, and for nearby residents to go on a walk in their free time. A redesign would also make Pugsley





Example of Permeable Plaza



Example of Seating Area



Example of Climbable Sculpture



Example of Climbable Sculpture

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Mobilization, Site Prep, and Removals	DRI	\$63,900
New Construction and Plantings	DRI	\$252,775
Demobilization	DRI	\$20,000
General Conditions, Overhead, & Profit (10%)	DRI	\$33,667.50
Design/Legal (15%)	DRI	\$50,501.25
Contingency (20%)	DRI	\$67,335
Total DRI Funds Requested		\$500,000
Total Funding from Other Sources		\$0
Total Project Cost		\$500,000

Timeframe for Implementation and Project Readiness

Phase	Timeframe
Phase 1: Public Input Process Vision workshops.	Month 1 - 3
Phase 2: Design Schematic design.	Month 4 - 6
Phase 3: Approvals SEQR.	Month 5 - 6
Phase 4: Construction Construction, including mobilization and demobilization.	Month 9 – 12
Total Timeframe: 12 months	

The City of Peekskill, the project sponsor, is prepared to begin the public input process and work toward initiating the design phase upon completion of contracting with New York State.

Park more attractive to visitors who would hopefully extend the length of their stay in Peekskill since they would have a place to rest in between shopping, dining, and visiting a cultural or entertainment venue. Lastly, the park would help to connect the residential neighborhood to the north of Howard Street with the downtown core, increasing foot traffic that can support downtown businesses. Project costs were developed by the consultant team based on detailed assumptions as to the type and number of proposed improvements, reflecting best practices in civil engineering and landscape design. The costs also reflect construction mobilization and demobilization costs as well as soft costs including design/legal fees, general contractor overhead and profit, and contingency.

Regulatory Requirements

- SEQRA

Project Reporting

- Programming: Increased usage and number of events held at Pugsley Park.
- Business Revenues: Increase in revenue from businesses within 500 feet of the park.
- Property Values: Change in assessed value of adjacent properties.

4D: DOWNTOWN REVITALIZATION FUND



Typical Buildings in Downtown Peekskill

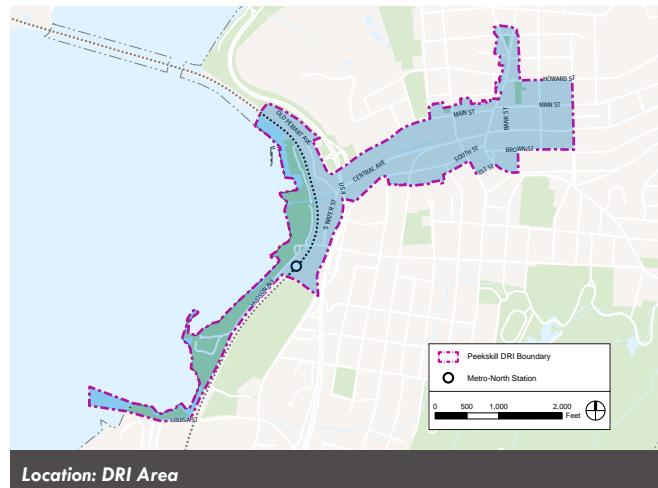
Cost Estimate

DRI Funding Request	\$700,000
Other Funding	\$70,000
Total Project Cost	\$770,000

Project Description

The Downtown Revitalization Fund was developed as an effort to continue the revitalization of the DRI area beyond the planning process. The fund will be used to provide the community with an additional opportunity to apply for funds to support projects that will further enhance the vitality of Downtown Peekskill.

Consistent with State guidance, this project would create a fund available to help small businesses in the DRI area make capital improvements that: improve the aesthetics, energy efficiency, and environmental impact of their buildings; and help businesses adapt to potential long-term impacts of social distancing and public health requirements. The focus of the Downtown Revitalization Fund is on capital projects that will create a physical and visible impact to buildings and businesses within Downtown Peekskill. The fund would be available to owners of existing small businesses, owners starting new businesses, and owners of buildings that include commercial spaces.



Applicants for the Downtown Revitalization Fund would be required to submit an application to the implementing agency to evaluate compliance with program goals. Program criteria would include:

- **Location:** Property must be located within the DRI Area.
- **Project Cost:** Up to \$100,000 of the fund can be distributed as micro-grants between \$5,000 and \$20,000. The project sponsor may allocate less than \$100,000 in micro-grants at their discretion—this

provides flexibility to ensure that the full amount of the fund can be disbursed. The remainder of the fund shall be distributed as larger grants between \$20,000 and \$100,000. If less than \$100,000 is distributed as micro-grants, whatever is remaining may be distributed as grants between \$20,000 and \$100,000.

- **Match:** Applicants will be required to provide, at a minimum, matching funds for 10% of the total project cost. Additional private funding as leverage is encouraged.
- **Project eligibility:** The same eligibility requirements apply as for projects recommended for funding in the DRI plan:
 - Funds may only be used for capital expenditures (e.g., development, redevelopment, or expansion of real property). This could include smaller scale renovations, such as façade improvements or interior capital improvements that allow for business expansion or creation.
 - Ineligible activities include planning activities, operation and maintenance, pre-award costs, property acquisition, program expenses, staff costs, and purchase of removable equipment.
- **Projects must be transformative in nature:** Applicants for grant funding must provide a narrative that describes why their project will be transformative for downtown Peekskill. The project sponsor may use the same criteria for evaluating projects that the LPC used in selecting projects to recommend for DRI funding:
 - Does this project meet the State and Local DRI Goals?
 - Is the project ready to be implemented?
 - Does the project have the potential to create a catalytic effect?
 - Does the project have co-benefits?
 - Is the project cost effective?



- Satisfaction of State provisions for contractors, including Minority- and Woman-Owned Business (MWBE) requirements and licensing and insurance requirements.

The fund would be administered by the City of Peekskill Planning Department. To assist City staff in implementing the Downtown Revitalization Fund, the City may constitute a community advisory committee, potentially including interested members of the LPC as well as other community stakeholders, which could review applications and make recommendations on the projects to be funded based on their effectiveness in furthering the goals of the DRI as well as factors such as local hiring, project need, and the relationship to other downtown revitalization activities.

Eligible activities under the Downtown Revitalization Fund include:

- **Façade Improvements:** The 2012 Retail Recruitment Strategy previously noted the importance of façade improvements to the success of existing and future businesses. The Downtown Revitalization Fund could be used to implement the façade improvement recommendations listed within this study including window replacements, historic restoration, signage improvements, or activation of vacant storefronts.
- **Small business creation and expansion:** The fund could help entrepreneurs start or expand businesses with targeted capital funds. These funds could be used for building renovations and capital improvements. Renovations could include storefront improvements, purchase and installation of permanent machinery or equipment, soft costs such as architectural design and engineering fees, and signage.
- **Solar installations for existing buildings:** The Downtown Revitalization Fund would help local business owners, in conjunction with other high-impact business enhancement activities, add solar panels to the roofs of their businesses to make their operations more sustainable and potentially lower their energy costs. The City of Peekskill would benefit through the catalytic effect of having multiple businesses supported with renewable energy. These solar energy systems would help the individual businesses and the City of Peekskill market themselves as environmental stewards and technologically advanced.
- **Adaptation to Social Distancing Requirements:** While many businesses are quickly adapting to COVID-19 with short-term fixes, others may need assistance to renovate space for medium- to long-term renovations that meet social distancing and public health requirements and allow them to continue operating or to remain viable in a post-COVID-19 environment.

Property Owner/Sponsor

City of Peekskill

Capacity

The Peekskill Department of Planning, or its designee, would be the local administrative entity for this project. The department has experience administering similar local grant and loan programs, including the New York Main Street program and Microenterprise Program, and is prepared to implement this project.

Project Partners

Individual property and business owners participating in the fund.

Strategies

The proposed project will advance the following DRI Strategies:

- Support entrepreneurial opportunities that target the local workforce
- Encourage small business expansion
- Improve the downtown environment by supporting upgrades to downtown buildings and businesses
- Stimulate economic development by activating vacant or underutilized downtown properties
- Provide resources to assist existing property owners and businesses

Anticipated Revitalization Benefits

The proposed Downtown Revitalization Fund would result in immediate physical improvements that would enhance the aesthetic of the streetscape and the perception of the downtown and its nearby neighborhoods to attract new tenants, shoppers, residents, and businesses. The improvements can be expected to enhance the overall downtown visitor experience and attract a higher volume of visitors and repeat visitors, as well as to improve quality-of-life for existing residents. For commercial and mixed-use buildings, renovated and more attractive facades could be expected to support higher retail sales and fewer failed businesses throughout the downtown, thus creating a more vibrant environment that is more attractive to new

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Renovations, Architectural, and Environmental	DRI Private Match (10%)	\$630,000 \$70,000
Grant Administration (10% of DRI funded amount)	DRI	\$70,000
Total DRI Funds Requested		\$700,000
Total Funding from Other Sources (Private Match, 10% of Funds Available to Applicants)		\$70,000
Total Project Cost		\$770,000

Note: Funds available to businesses is \$630,000 (i.e., \$700,000 in DRI funding less \$70,000 in administrative costs). The \$70,000 in funding from other sources assumes a 10% match for all projects. \$630,000 is the amount distributed to individual projects, which would be 90% of the cost of individual projects. Funding from other sources may be higher than \$70,000 if some projects are able to provide more than 10% in match funds.

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Total Timeframe: 18 Months	
Phase 1: Program Design Program design. Application and agreement with selected applicants.	Month 1 - 8
Phase 2: Project Design and Approvals Schematic design and work plan.	Month 9 - 12
Phase 3: Construction and Grant Closeout Implementation.	Month 13 - 18
Total Timeframe: 18 months	

The above timeline is a sample phasing plan for an individual project. This program would continue until all DRI funds for the program have been expended. It is anticipated that all of these projects could be completed within 18 months, but some may require more time. Each project partner would work with the local administering agency to prepare a scope of work and cost estimate prior to requesting formal bids or proposals.

The City of Peekskill, the project sponsor, is prepared to begin program design upon completion of contracting with New York State.

businesses. By encouraging private investment, the program could encourage long-term dedication by area businesses and property owners.

Anticipated secondary benefits of the fund include increased tax revenue (potentially including sales tax, real estate taxes, and income taxes) due to greater economic activity, and attraction of new retail and office residential tenants.

Public Support

This project received strong public support throughout the DRI process, with 67% of survey respondents expressing approval and just 9% indicating disapproval. Another 24% were neutral. While there were some concerns expressed about implementation of the Downtown Revitalization Fund, a number of positive comments were shared, including: "Anything to enhance our historic downtown for sorely needed stores and services," and "We need local businesses to stay updated and provide visitors with a reason to choose Peekskill." One respondent felt that the fund "would make a dramatic difference," while another said it would improve "the look and perception of the area."

Jobs Created

TBD, dependent on the nature and extent of funded projects

Acquisition of Real Property

None

Feasibility and Cost Justification

The proposed use of DRI funds would be for building construction/renovation, site work, and interior fit-out, as well as administrative fees to set up and run the Downtown Revitalization Fund. DRI funds would not be used to fund removable equipment. It is anticipated that the Downtown Revitalization Fund will be managed and administered by the Peekskill Department of Planning or designee, with individual projects implemented by project partners.

There is demonstrated interest in the types of projects eligible for the Downtown Revitalization Fund, indicated by projects received through the DRI Open Call for Projects, in previous applications for the New York Main Street program, and in targeted property owner outreach conducted during the DRI process. Two façade improvement projects, located at 925 South Street and 16 South Division Street, respectively, were submitted through the Open Call for Projects, as were several new business ideas. In addition, in late 2019 staff in the City's Department of Planning conducted a canvass of 16 targeted properties

along South Street, between Washington and Smith Streets, as that area had been identified in need of façade improvements and other upgrades. Staff sent letters to the various property owners, gauging interest in potential grant funding for renovations or improvements to their building if a reimbursable grant of up to 75% of the total project costs were provided. In addition, staff met with five property owners representing a total of 10 properties in the downtown area and six in the targeted area along South Street, and identified strong interest in a potential façade improvement program for Downtown Peekskill. All of the property owners whom staff met with expressed interest in such a program and indicated they had the resources to carry out the improvements.

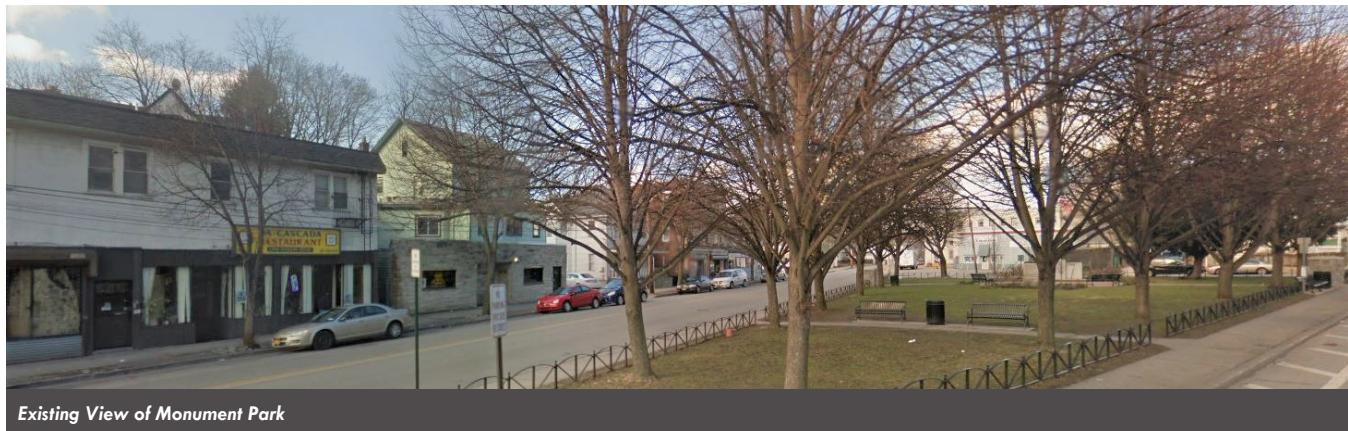
Regulatory Requirements

- Submit administrative plan for approval from Housing Trust Fund Corporation
- Establish procurement policies and procedures
- SEQRA
- Site plan and historic review
- Building permits

Project Reporting

- Occupancy: Additional square feet leased to new commercial tenants
- Job Creation: Number of jobs created by small business expansion
- Tax Revenue: Increased sales taxes collected from businesses at sites utilizing the funds
- Property Values: Change in assessed value of adjacent properties
- Program Participation: Number of applicants, number of grant awards, private funds leveraged.
- Grant Making-Activities: Report outcomes to the Housing Trust Fund Corporation.

4E: ENHANCE MONUMENT PARK, A GATEWAY INTO DOWNTOWN PEEKSKILL



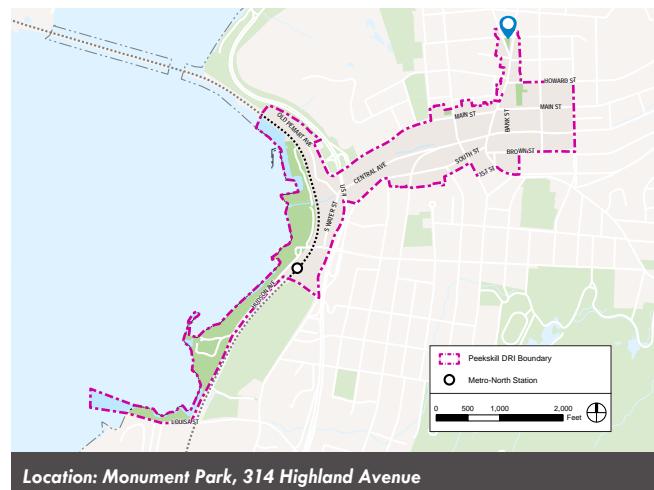
Cost Estimate

DRI Funding Request	\$260,000
Other Funding	\$0
Total Project Cost	\$260,000

Project Description

Monument Park would be enhanced by lighting and maintenance improvements to improve the quality of the public space for daily use by residents. Monument Park is located at a key gateway into downtown Peekskill. The park is small in size but serves as an important greenspace for residents north of downtown, which includes a largely Latino population. Monument Park is named for the Civil War monument that marks the southern corner of the park, where North Division Street and Highland Avenue intersect.

As a neighborhood pocket park, it generally serves residents of the surrounding neighborhoods, with benches and a small lawn area. Historically, residents have used the lawn area for small sports activities, such as soccer, although this is now prohibited. Although it is located at a key gateway into downtown Peekskill, Monument Park is poorly lit so it is not visible at night. In particular, the Civil War monument lacks lighting. Because the lawn area is not used for small soccer games, it is underutilized





Existing Site Photos

- Lighting – Uplights to illuminate the Civil War memorial statue; decorative, pedestrian-scaled lighting throughout the park; and lights on top of the exiting stone pillars
- Landscaping – Additional plantings; relocation of existing benches; and installation of new custom benches.
- LED Informational Sign – Installation of electronic signage at the existing bus stop.

Property Owner/Sponsor

City of Peekskill

Capacity

The City of Peekskill has the capacity to implement the proposed improvements.

Project Partners

None

Strategies

The proposed project will advance the following DRI Strategies:

- Provide civic spaces that can be programmed for multiple public uses throughout the year.

- Create a sense of place through the integration of landscaping, green infrastructure, street furniture, public art, and wayfinding elements.
- Provide public realm improvements that attract and support new private development.

Anticipated Revitalization Benefits

Monument Park is a gateway into downtown and provides public green space, which is relatively limited in Peekskill's downtown. Improving lighting, landscaping, and signage will help to emphasize this key gateway and provide resources for an area that is underserved in terms of open space.

Public Support

This project received somewhat mixed support, with 47% of survey respondents indicating approval, 14% disapproval, and 39% neutral. Some respondents and participants at the public workshops questioned the need for the project and its overall cost. However, the need for improvements to Monument Park was an idea that emerged at the Spanish-language public meeting, where it was strongly supported, and the project was formally submitted through the Open Call for Projects. A number of survey respondents noted the park's importance to the neighborhood and Downtown Peekskill, with one noting that "this neighborhood deserves



Proposed Site Plan

attention," and another commenting that Monument Park "makes for a good first impression as people enter the city." The park's monument, in particular, is viewed as an icon; one survey respondent said, "Even if we just floodlight the gorgeous Civil War monument at night, this is a win! Little touches like that send a message to residents and visitors that we value our heritage and cultural resources."

Jobs Created

None

Acquisition of Real Property

None required.

Feasibility and Cost Justification

Monument Park serves as a gateway into Downtown Peekskill and a centerpiece of the surrounding business node along North Division Street and Highland Avenue. The potential improvements would make the park more attractive for residents to visit, increasing foot traffic to nearby businesses, and would also help to connect the adjacent residential neighborhoods to the downtown core.

Lastly, aesthetic enhancements to the park would create a sense of arrival for downtown visitors arriving from the north of Peekskill.

Project costs were developed by the consultant team based on detailed assumptions as to the type and number of proposed improvements, reflecting best practices in civil engineering and landscape design. The costs also reflect construction mobilization and demobilization costs as well as soft costs including design/legal fees, general contractor overhead and profit, and contingency.

Regulatory Requirements

- Coordination with Westchester County DOT
- SEQRA

Project Reporting

- Programming: Increased usage and number of events held at Monument Park.
- Business Revenues: Increase in revenue from businesses within 500 feet of the park.
- Property Values: Change in assessed value of adjacent properties.

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Mobilization, Site Prep, and Removals	DRI	\$18,000
New Construction	DRI	\$140,650
Demobilization	DRI	\$20,000
General Conditions, Overhead, & Profit (10%)	DRI	\$17,865
Design/Legal (15%)	DRI	\$26,797.50
Contingency (20%)	DRI	\$35,730
Total DRI Funds Requested		\$260,000
Total Funding from Other Sources		\$0
Total Project Cost		\$260,000

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Total Timeframe: 12 months	
Phase 1: Public Input Process Vision workshops.	Month 1 - 3
Phase 2: Design Schematic design.	Month 4 - 6
Phase 3: Approvals SEQR.	Month 5 - 6
Phase 4: Construction Construction, including mobilization and demobilization.	Month 9 – 12
Total Timeframe:	12 months
The City of Peekskill, the project sponsor, is prepared to begin the public input process and work toward initiating the design phase upon completion of contracting with New York State.	

5A: REDEVELOP 41 NORTH DIVISION STREET AS A MIXED-USE BUILDING HOUSING THE PEEKSKILL ARTS CENTER, MULTI-MEDIA PRODUCTION SPACES, AND APARTMENTS



Existing Views of 41 N Division St

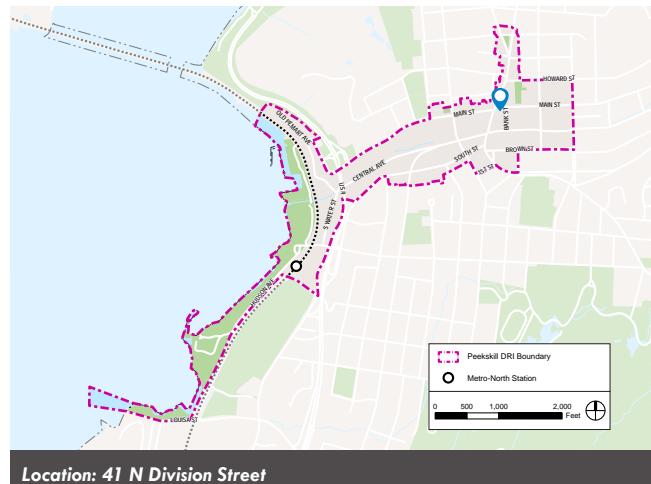
Cost Estimate

DRI Funding Request	\$1,638,752
Other Funding	\$3,200,000
Total Project Cost	\$4,838,752

Project Description

This proposed project seeks DRI funding for a comprehensive redevelopment of 41 North Division Street, located in the heart of Downtown Peekskill, as the primary home of the Peekskill Arts Center (PAC) on the ground floor, multi-media production spaces in the basement level, and new micro-apartments on the two upper floors.

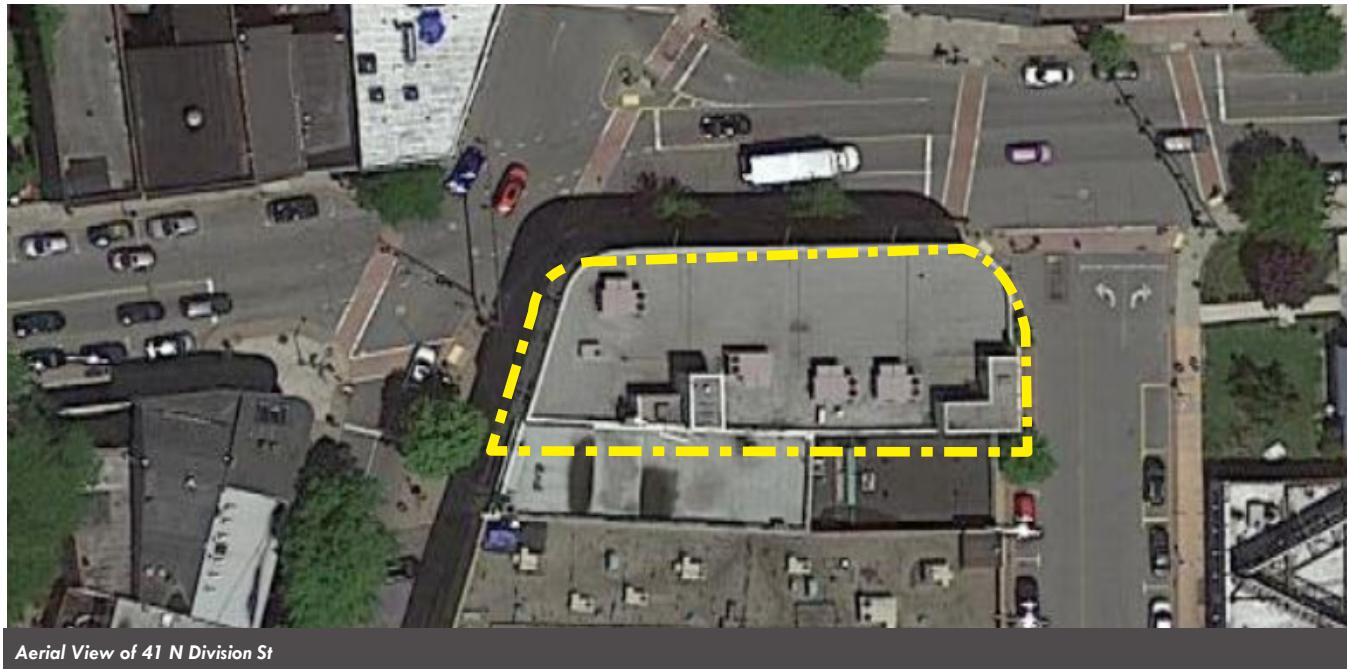
The redevelopment of 41 North Division Street would have two principal benefits for downtown Peekskill. The Peekskill Arts Center would become an anchor for the arts in the downtown commercial core. More specifically, PAC will activate an existing vacant storefront, create a destination to attract more visitors, bolster additional economic activity, and highlight Peekskill as a regional arts and cultural destination in the Hudson Valley. Within this building, the basement spaces will be earmarked for the multi-media industry and would provide much needed commercial activity and contribute substantially to Peekskill's overall economy. In addition, the micro-apartments would provide alternate multi-family housing opportunities in the City. DRI



Location: 41 N Division Street

funds would solely be used for the build-out of PAC and corresponding theater space, with private funds used for the residential component of the project. Requested funding for PAC would be used for interior reconstruction of the ground level for the lobby, gallery, cinemas/soundstage, food, and beverage, areas.

41 North Division Street is located on the southwestern corner of the intersection of North Division Street and Main Street. The building was formerly occupied by the New York State Workers' Compensation Board and has been



Aerial View of 41 N Division St

vacant for three years. The building is three stories tall, and covers the entire lot, with frontages on North Division Street, Main Street, and Bank Street.

Redevelopment Details

Peekskill Arts Center

41 North Division Street is situated on a prominent intersection in Downtown Peekskill; however, the existing vacant building interrupts the continuity of active storefronts and pedestrian walkability along Main Street. The total planned Art Center square footage at 41 North Division Street is approximately 7,000 square feet across the ground-level. This space will incorporate gallery space as well as classrooms, office spaces, and two art cinemas—one convertible for theater and commercial production soundstage use.

The renovation of the ground level will consist of a plan to include the reconfiguration to accommodate new entry points for Art Center and Cinema visitors, basement level multi-media tenants, and upper floor residents, and a lobby area which would include an accessory café, classrooms, offices, and gallery spaces. Classrooms would allow the PAC and visiting artists to provide visitors of all ages with educational arts programming. In addition, the

PAC would host other events such as lectures, workshops, films, performances and make the soundstage available to community and commercial interests.

DRI funding for the PAC interior reconstruction would include costs related to the core structure such as demolition, construction of classrooms, cinema spaces, concession area, HVAC installation, lighting, offices, and security alarm system. Interior enhancements would include the refinish of existing floors, built-in furnishings for the lobby, and painting. Exterior renovations in the form of proposed lighting and signage would create a more pleasant and inviting exterior façade welcoming in visitors from North Division Street.

Key components of the Peekskill Arts Center include:

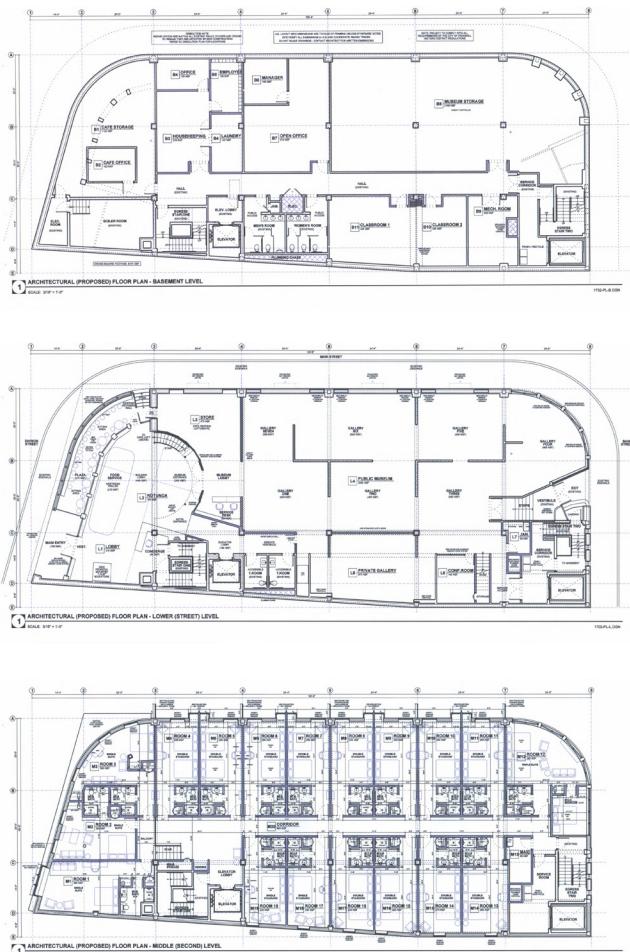
- Arts Center
 - Support spaces for the performing arts spaces including offices, ticket booth, concession stands, kitchen, and storage areas.
 - An exhibition space that serves as a community event space and reception area as well as a place for showcasing local art.

- Art education classrooms, art gallery, and supporting areas such as administration offices, locker room, storage, mechanical equipment, and circulation.
- Creative commercial spaces
 - Small office spaces marketing to small creative businesses and remote workers.
 - Classrooms intended for education in the visual arts, film, theater, and applied arts.
 - Commercial spaces for cafe, media production company and sound stage, art galleries, and other art-related businesses.

Micro-apartments

The second and third floors are proposed to be developed as 30 high-efficiency micro-apartment units targeted toward young professionals. The renovation of these upper floors and building façade renovations would be privately financed by the project sponsor. The exterior renovation and residential development of the building's upper floors will also enhance Downtown Peekskill. The façade of 41 North Division Street is currently dated and will receive a modern redesign that will improve Peekskill's aesthetics. The new residential units will add to the downtown residential population who support local businesses and contribute to Peekskill's vibrant community.

Note: This project has evolved during the pause in the DRI planning process. Formerly, the project located at 41 North Division Street included the relocation of HV MOCA on the ground floor and basement of the building. The upper floor residential component is unchanged. HV MOCA and the project sponsor had been in discussions throughout the DRI planning process to develop a mutually agreeable lease agreement. Those talks were ultimately unsuccessful and the project partners both agreed that the project could not proceed with HV MOCA as a tenant. HV MOCA has subsequently submitted a project idea to be included as a project recommended for other funding sources. This project is included in the DRI Plan to help HV MOCA secure funding from other state program.



Proposed Floor Plans

Source: CBDB Architects



In addition, there was a separate project discussed during the DRI planning process to create the Peekskill Art Center on James Street. As a result of changing economic factors during the COVID-19 pandemic, the Peekskill Art Center was no longer viable on the James Street site. After HV MOCA withdrew from the 41 North Division Street project, relocating the Peekskill Art Center project into 41 North Division Street was seen as a viable way to salvage both projects.

Project Location

41 North Division Street

Property Owner/Sponsor

North Division Main LLC.

Capacity

The property owner, North Division Main LLC, is led by Louie Lanza who is a local developer, property owner, and restauranteur. His real estate company, Hudson Realty

Investors, owns multiple properties in downtown Peekskill and at the waterfront. Mr. Lanza has a long history of developing property in Peekskill and operating successful businesses in the city.

Paul Guillaro is the President and CEO of Unicorn Contractor Corporation and is a real estate investor and developer in addition to being an engineer. He has over 40 years of experience in the construction industry and has developed over 2 million square feet of residential, commercial, and medical space.

Peekskill Art Center is a registered 501 (c)(3) founded by Ben Green, Board president and owner of the historic Peekskill Hat Factory, a 100,000-square-foot multi-tenant commercial and light industrial development that houses offices and creative spaces for rent. Mr. Green is also the owner and founder the Peekskill Clay Studios, a private for profit 6,000 square feet ceramics art center. Some of the tenants at the Hat Factory include audio and video production studios, carpenters, a The Peekskill Clay Studios, a fencing club, and art studios. The Executive Director of

the Peekskill Art Center is Mara Mills, who is a museum and theater administrator, director, and educator. The board of directors is comprised of local entrepreneurs, artists, educators, philanthropists, and community leaders.

Project Partners

- Peekskill Arts Center

Strategies

The proposed project will advance the following DRI Strategies:

- Build on current local growth sectors (arts, entertainment, dining)
- Support entrepreneurial opportunities that target the local workforce
- Support existing arts organizations and encourage emerging groups
- Make Peekskill's thriving arts community more visible to support local artists, including integrating art into streetscapes, signage, and public space.
- Provide resources to arts and cultural organizations to ensure that they can provide programming and generate revenue to expand and sustain themselves
- Create an identity for Peekskill's arts, culture, and business communities
- Improve the downtown environment by supporting upgrades to downtown buildings and businesses
- Stimulate economic development by activating vacant or underutilized downtown properties
- Support mixed-use development that provides a range of housing types and retail/commercial options that support local priorities
- Provide resources to arts and cultural organizations to ensure that they can provide programming and generate revenue to expand and sustain themselves

Anticipated Revitalization Benefits

The redevelopment of 41 North Division Street would help revitalize Peekskill by bringing a major cultural and community institution (arts education, gallery space, cinema,

theater, and the multi-media industry) and apartments to a currently vacant building in the heart of downtown and by renovating the façade to a modern and attractive design.

The Art Center is expected to generate a broad range of revitalization benefits upon its commencement of operations - educational offerings in its classrooms with cultural programming will ensure that the facility serves as a kind of community center that helps local residents to access training and jobs in the arts sector. The Art Center will help support the City's broader economic development objectives of capturing a greater share of the regional creative arts industry and attracting new creative entrepreneurs and multi-media companies to its downtown.

The art center's educational programs, public gallery and two art cinema spaces, one convertible to theater or rentable soundstage, will become a destination supporting local restaurants and other sectors of the regional economy. It will also secure Peekskill's place as an emerging hub for the multimedia industry and reinforce its identity as an arts community. This prime location would allow visitors to easily visit other cultural and culinary attractions. The 30 new apartment units would also add new residents to downtown Peekskill, adding to its energy and vitality, and supporting the City with their tax dollars. The façade renovations would make the "Busy Corner" intersection of Main Street and Division Street ("Restaurant Row") more attractive, and its design would show people that is an institutional anchor in Peekskill.

Public Support

This project has evolved, per the Project Description, since public input was gathered during the DRI planning process. The public support that was delivered during public workshops and on the public survey related to two separate projects. At the time, the 41 North Division Street project included HV MOCA as the tenant, instead of the Peekskill Arts Center. Also, at the time the Peekskill Arts Center was a separate project on a different site.

The 41 North Division Street project received solid support throughout the DRI planning process, including at public workshops and in the public survey. Some 54% of survey respondents showed support, with 24% indicating

disapproval and 22% neutral. Most participants who were less supportive expressed concerns about funds going to a private property owner, while some had site planning questions such as parking and the design of the building improvements. Some of the comments specifically expressed support for relocation of HV MOCA, which is no longer a component of this project. One commenter recognized the importance of renovating this strategic building in downtown Peekskill, noting that the project “will bring an amazing focal point to the downtown and make great use of such a large empty space.”

The Peekskill Arts Center also received strong support at public workshops and in the public survey. Many who responded to the survey recognized this project’s value in building on Peekskill’s arts community as a job creator and attraction for visitors. One respondent noted that the project “creates critical mass for an ‘art town’,” while another suggested it “could be a really great way to centralize the arts community in Peekskill.” Another survey response said, “If you want to build a creative community/town you have to have inviting resources for people to want to live and feel they are building something special.” Other participants supported the activation of an empty

downtown space, and that it would “attract visitors (and future residents) and help raise neighborhood property values.”

Jobs Created

In total, the project is expected to create 47-70 jobs. The Peekskill Art Center would employ between 7 and 10 people, approximately 10 to 20 educators would teach classes in the educational spaces, and commercial tenants are expected to employ an additional 30 to 40 people. The Center would also work with the Keon Center of Peekskill, which provides vocational services for individuals with developmental disabilities, to assist with cleaning the facility.

Acquisition of Real Property

No acquisition of real property is required.

Feasibility and Cost Justification

Construction costs have been estimated by the project sponsor, based on its significant experience in comparable projects within the region. The property owner and Peekskill Art Center are negotiating a letter of intent that outlines

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Phase 1: Approvals	Month 1 - 2
Phase 2: Design Development	Month 1 - 2
Phase 3: Bidding and Contracting	Month 1 - 2
Phase 4: Construction Peekskill Art Center Gallery, classrooms, cinema/performance space	Month 3 – 14
Total Timeframe:	14 months

The project sponsor has initiated preliminary site design. These designs, including interior plans and exterior renderings, have been presented to the Peekskill Common Council and the Peekskill Planning Department. Renovations could begin within months of receiving a funding commitment from DRI, with construction beginning at the end of 2020 or early 2021. Using this timeline, the PAC would move in to the first floor in the third or fourth quarter of 2021, and the apartments would open for leasing in late 2021 or early 2022.

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Build-out of Micro Apartments based on 30 units target	Bank Finance	\$2,300,000
Building Façade and Exterior Improvements	Bank Finance	\$700,000
Architect, Engineering and other soft costs for residential component	Bank Finance	\$200,000
Interior reconstruction. for gallery an; partitions, etc.	DRI	\$220,000
Cinema / soundstage construction		
Control booth counter	DRI	\$3,000
Acoustic rated control room windows	DRI	\$10,000
Raised stage including steps	DRI	\$35,000
Elevators	DRI	\$150,000
Cinema / theater seating	DRI	\$74,700
Projection equipment	DRI	\$30,000
Ticketing and concession / Cinema	DRI	\$36,000
Lobby – atrium, inner entrance, food / beverage and retail area	DRI	\$145,000
Rubber base floor	DRI	\$3,312
Carpet throughout (cinema/ theater)	DRI	\$8,640
Theater power requirement	DRI	\$16,600
Theater lighting	DRI	\$41,500
HVAC (Art Center only)	DRI	\$135,000
Lighting	DRI	\$120,000
Architect (Art Center)	DRI	\$95,000
IT, alarms art center level, cameras	DRI	\$85,000
Floor refinishing for gallery and classrooms	DRI	\$75,000
Demolition (lower level and ground floor)	DRI	\$70,000
Art Center Entrance Doors and Interior Doors	DRI	\$65,000
Service elevator in rear repair or replace to code	DRI	\$55,000
Built in furnishings lobby, classes etc. (Art Center Only)	DRI	\$45,000
Clean, paint (Art Center Only)	DRI	\$40,000
Misc. construction (Art Center Only)	DRI	\$40,000
Signage outside, pendants, inside signage (Art Center Only)	DRI	\$25,000
Plans and approvals (Art Center Only)	DRI	\$15,000
Total DRI Funds Requested		\$1,638,752
Total Funding from Other Sources		\$3,200,000
Total Project Cost		\$4,838,752

the basics of a long-term (20-year) lease agreement and provides for a low market, along with payment of common area maintenance charges.

The Peekskill IDA has indicated that the project could be eligible for a PILOT and/or sales and mortgage tax exemption for the PAC portion of the space. These incentives would allow the property owner to pass through tax cost savings to the tenant to facilitate the below-market rent. An IDA application is normally submitted toward the end of the Planning Board review process, which would be contingent upon the project receiving DRI funding. The IDA incentives would also require a public hearing and IDA approval, and the Common Council would have to approve any PILOT incentives.

Both the below-market rent and DRI funding are necessary to alleviate the current funding gap necessary to build out the ground and basement levels for a nonprofit tenant, and to facilitate the PAC's relocation into the space at 41 North Division. Without such funds, PAC would not be able to establish itself at this site.

Regulatory Requirements

- Zoning variance for minimum size of residential units
- Special permit to allow upper-floor dwelling units in existing buildings
- SEQRA
- Site plan review

Project Reporting

- Occupancy: Number of new units leased to new residential tenants
- Tax revenue: Increase in revenue collected from residents
- Property Values: Change in assessed value of adjacent properties
- Exhibits: Increase in number of displays and exhibitions

5B: TRANSFORM THE KILEY YOUTH CENTER AS A NEW LOCATION OF THE BOYS & GIRLS CLUB OF NORTHERN WESTCHESTER



Existing Photos

Cost Estimate

DRI Funding Request	\$1,500,000
Other Funding	\$2,500,000
Total Project Cost	\$4,000,000

Project Description

The proposed project would use DRI funds to renovate the Kiley Youth Center so that it can become a new location of the Boys & Girls Club of Northern Westchester (Boys and Girls Club). The Kiley Youth Center is located at 709 Main Street, directly west of Bohlmann Towers, on a property owned by the Peekskill Housing Authority. The building has three levels that need a complete renovation, including interior and exterior features, utilities, and structural repairs. The new spaces in the renovated building would include offices, an art room, computer labs, multipurpose spaces, and a cafeteria.

The Boys and Girls Club currently provides a wide range of services for children and youth aged 3 to 18 at its Mount Kisco Location. This renovation would allow the Boys and Girls Club to offer child care and after-school activities to children and teenagers in Peekskill beyond what the Kiley Center currently provides. Boys and Girls Club programming targets urban youth and families who



Location: 709 Main Street

may not have access to affordable academic support and after-school care. Its programming includes leadership and service, education, the arts, health and wellness, and sports and recreation.

The Peekskill community has many low- and middle-income working families that need support, and the Boys and Girls Club would have hours that extend beyond traditional after-school care and would be open on the weekend to serve working families. The building is ideally situated across from Oakside Elementary School, west of Bohlmann



Proposed Rendering

Source: TA Studio

Towers and east of an approved mixed-income housing development on Main Street developed by Wilder Balter Partners.

Renovation Details

DRI funds would be used to renovate and upgrade the Kiley Youth Center to meet current federal, state, and local regulations. The necessary structural upgrades require partial demolition and excavations and interior renovations, new roofing, and new and restored masonry. Building infrastructure upgrades include work on the elevator, HVAC, plumbing, and electrical systems. The gymnasium also needs renovations including floor refinishing, bleacher upgrades, new safety padding, and acoustical tiles. Other proposed renovations include updating bathrooms and windows.

Proposed improvements:

- A new entrance from Main Street that provides a reception area with required access controls for youths, teens, parents, workers, and the public, with a new elevator to ensure that the building is handicapped-accessible at all three levels.
- An addition off of Main Street that creates a new teen center.

- Interior demolition.
- Creation of a significantly expanded third building level, which will connect to the new teen center.
- New bathrooms and kitchen.
- New mechanical systems, including plumbing, HVAC, electrical and sprinklers as necessary.
- New roofing.
- Complete cosmetic upgrading of the building.
- Landscaping and hardscaping.

Property Owner/Sponsor

Boys & Girls Club of Northern Westchester, Affiliate of Boys & Girls Club of America

Capacity

The Boys and Girls Club of Northern Westchester, currently located in Mount Kisco, has served over 10,000 children and families from the area during its 80-year history. The Mount Kisco location has an annual operating budget of \$3.6 million and a fundraising budget of \$1.8 million. The Boys and Girls Club has been able to use grant funding to leverage other sources of funding, including funds from private entities, Federal, State, and County sources.

Wilder Balter Partners and its associated companies Griffon Associates and WB Residential have successfully developed residential buildings in the Hudson Valley for over 30 years.

The Boys and Girls Club has spent approximately two years preparing for this renovation and opening of a new club. The preparation includes feasibility studies, marketing, architectural and construction analyses, and budget projections. Boys and Girls Club staff have taken multiple tours of the Kiley Youth Center and the Boys and Girls Club facility in Mount Kisco. The Peekskill Housing Authority has passed a resolution allowing the Authority to negotiate a 50-year ground lease to the Boys and Girls Club, and roughly one-and-a-half years' worth of operating funds have been identified. Wilder Balter Partners, a key partner in this renovation, is also closing on the funding for an 82-unit affordable housing development at 645 Main Street, directly adjacent to the Kiley Youth Center.

Project Partners

- Kiley Center
- City of Peekskill
- Peekskill Housing Authority
- Wilder Balter Partners

Strategies

The proposed project will advance the following DRI Strategies:

- Provide civic spaces that can be programmed for multiple public uses throughout the year
- Improve the downtown environment by supporting upgrades to downtown buildings and businesses
- Increase resources for community organizations that provide services for Peekskill's youth and underserved populations

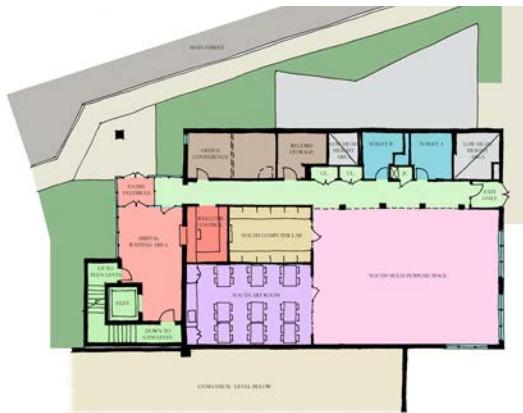
Anticipated Revitalization Benefits

DRI funds that support the Boys and Girls Club will directly serve the children and families of Peekskill by providing affordable after-school services for Peekskill youth. The Boys and Girls Club will help families by saving them



Second Floor Plan

Source: L&M Design LLC



First Floor Plan

Source: L&M Design LLC



Lower Level Plan

Source: L&M Design LLC



money on childcare and providing a safe and nurturing child-care option, including meals, with extended hours that especially help working parents with non-traditional work schedules.

The Boys and Girls Club seeks to serve the Peekskill community and has been working with City officials to ensure they provide programming that is tailored to the needs of Peekskill youth. The Boys and Girls Club has experience working with similar communities through its location in Mount Kisco. The Peekskill community would benefit from the Boys and Girls Club's services, which are tailored to urban youth. In 2019, Peekskill High School had a graduation rate of 68 percent, and 74 percent of students came from families who are low-income. Students from low-income households often do not have the same opportunities that other students do, and therefore lag behind academically. The Boys and Girls Club programming focuses on academic achievement and has experience in working with communities where English is a second language. The organization has a 100 percent high school graduation rate where students go on to college, technical school, or the military.

Beyond academic achievement, The Boys and Girls Club focuses on the arts, mental and physical wellness, athletics and recreation, and civic advocacy and leadership. Mental

and physical wellness is especially important for youth who are afflicted by mental health conditions, chronic stress, and trauma. These youth are more prone to risky behaviors, including drugs and alcohol, and the Boys and Girls Club programming helps at-risk youth build their resiliency and improve their overall health.

Public Support

This project has received consistently high public support, with 65% of survey respondents indicating approval, just 10% disapproval, and 25% neutral. Several of the survey comments indicated the strong community support: "I strongly support this project because it benefits Peekskill's youth. This is where money needs to go!" and "Giving children a safe place to learn and grow is the ONE thing that will make Peekskill thrive." Another participant noted, "THE most important project, in my opinion, is this one. The one focusing on our future generation. This will impact our schools, realtors, image, reputation, etc. We NEED this!" while another simply said, "Wonderful. Necessary."

Jobs Created

None



Aerial View of the Existing Kiley Center

Acquisition of Real Property

The Kiley Youth Center is owned by the Peekskill Housing Authority, which has agreed to lease the property to the Boys and Girls Club of Northern Westchester for 50 years. No acquisition of real property is required.

Feasibility and Cost Justification

The project cost estimate is the result of research and planning that includes multiple tours of the Kiley Youth Center and meetings with City of Peekskill officials. The budget estimate was provided by Griffon Associates, Inc., which is the contracting arm of Wilder Balter Partners.

For the funding commitment by Westchester County, Peekskill's County Legislator has requested that \$2.5 million be included in the 2021 budget and the County Planning Board has subsequently recommended that the funding be included in the budget. The final budget will be released by

the County Executive on October 15. The County Legislator and County Planning Commissioner have both submitted letters expressing their support for the project.

Regulatory Requirements

- Site Plan Approval
- SEQRA
- Building Permits

Project Reporting

- Number of youth enrolled in Boys and Girls Club programs
- Impact: Number of parents/families using Boys and Girls Club after-school programs; graduation rates of participating youth
- Employment: Number of jobs created or relocated to the renovated facility

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Construction	DRI Westchester County	\$1,500,000 \$2,500,000
Total DRI Funds Requested		\$1,500,000
Total Funding from Other Sources		\$2,500,000
Total Project Cost		\$4,000,000

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Total Timeframe: 12 months	
Phase 1: Approvals	Month 1 - 2
Phase 2: Completion of Construction Plans	Month 1 – 3
Phase 3: Bidding and Contracting	Month 2 – 4
Phase 4: Construction Peekskill Boys and Girls Club	Month 4 – 12

Total Timeframe: 12 months

The Boys and Girls Club has spent approximately two years preparing for this renovation and opening of a new club. The preparation includes feasibility studies, marketing, architectural and construction analyses, and budget projections. Boys and Girls Club staff have taken multiple tours of the Kiley Youth Center and the Boys and Girls Club facility in Mount Kisco. The Peekskill Housing Authority has passed a resolution allowing the Authority to negotiate a 50-year ground lease to the Boys and Girls Club, and roughly one-and-a-half years worth of operating funds have been identified. Wilder Balter Partners, a key partner in this renovation, has also begun construction on a 82-unit affordable housing development at 645 Main Street, directly adjacent to the Kiley Youth Center.

5C: CONSTRUCT MIXED-USE BUILDINGS ON NORTH DIVISION STREET INCLUDING AFFORDABLE HOUSING



Cost Estimate

DRI Funding Request	\$942,000
Other Funding	\$942,000
Total Project Cost	\$1,884,800

Project Description

The Family Resource Center of Peekskill (FRC) is seeking DRI funding to match their leverage for the construction of two new mixed-use developments located along North Division Street. The Family Resource Center is a nonprofit affordable housing provider and the new construction would provide a total of eight to ten affordable housing units and eight to ten commercial spaces.

The new buildings would be located on vacant lots at 123 North Division Street and 168 North Division Street. Both developments will create commercial spaces on the ground floor as well as residential units on the upper floors.

This project will help to expand Peekskill's current housing stock through the development of energy-efficient affordable housing units in the heart of downtown. The newly created commercial spaces will provide small businesses with a space to run their businesses and provide employment opportunities for local residents.



cost-burdened (those who may more than 50 percent of their monthly income on housing) as any municipality in the county.¹

Project Details

123 North Division Street

123 North Division Street is a 2,090 square foot lot that is currently vacant. DRI funds would be used to construct two 1,428 gross square foot (gsf) mixed-use residential and commercial developments (2,856 gsf total). The proposed three-story buildings would be prefabricated modular and would include ground-floor commercial space, with one live/work affordable artist unit on the upper two floors of each building. The second floor of the building would be an artist studio, and the third floor would be the residential unit.

168 North Division Street

168 North Division Street is a 4,668 square foot lot that is currently vacant. Similarly to 123 North Division Street, DRI funds would be used to construct three-story mixed-use residential and commercial modular developments. 168 North Division Street is a larger lot, and therefore could have four mixed-use units that would each be 1,540 gsf (6,160 gsf total). The upper floor units in this development can be configured as an artist loft with workspace, or as a two-bedroom residential unit. This development would create four ground-floor commercial spaces and four affordable apartments.

Property Owner/Sponsor

Family Resource Center of Peekskill

Capacity

The Family Resource Center was established in 1986 as a 501(c)(3) nonprofit that provides affordable housing and supportive services to people in Peekskill and surrounding areas. The Family Resource Center currently has 16 affordable apartments in Peekskill and Mohegan Lake, NY. Elizabeth McCorvey is the Executive Director of the Family Resource Center and is also a licensed General Contractor

who has over 20 years of experience managing multifamily residential properties and constructing and renovating mixed-use commercial and residential properties.

The Family Resource Center is working with Badley & Watson Surveying and Engineering, and Feeney Engineering to produce architectural sketches and site plans. Custom Building Systems, LLC would produce modular housing for 123 North Division Street and 168 North Division Street. Custom Building Systems has been producing modular housing for 15 years and produces over 1,000 residential units per year out of their Middleburg, Pennsylvania factory.

Project Partners

None

Strategies

The proposed project will advance the following DRI Strategies:

- Improve the downtown environment by supporting upgrades to downtown buildings and businesses
- Stimulate economic development by activating vacant or underutilized downtown properties
- Provide resources to assist existing property owners and businesses
- Increase resources for community organizations that provide services for Peekskill's youth and underserved populations
- Support mixed-use development that provides a range of housing types and retail/commercial options that support local priorities

Anticipated Revitalization Benefits

The project would improve the urban design of Peekskill by constructing new developments on lots that are currently vacant. Replacing the vacant lots with new mixed-use buildings would make the area north of Main Street more cohesive and attractive.

1 <https://thebcw.org/wp-content/uploads/2019/12/WESTCHESTER-FINAL-FULL-REPORT-NOV-19.pdf>

The additional commercial spaces and residents will add vitality to the heart of downtown Peekskill, as these developments are less than two blocks north of the intersection of Main Street and Division Street.

Public Support

This project has mixed support, with 31% of survey respondents expressing approval, 37% disapproval, and 32% neutral. While there was general support for additional affordable housing in Downtown Peekskill, some participants questioned DRI funds going to a private property owner, while others were concerned about the project's cost and implementation. Several commenters supported the concept of infill development in this portion of the downtown, with one noting that the project "seems worthwhile in terms of both additional housing and site improvements to North Division Street," while another said, "N. Division St. development is a good idea. Too many empty lots." One participant simply said, "Please do this. This area is neglected and depressed."

Jobs Created

None

Acquisition of Real Property

Elizabeth McCorvey, the Executive Director of the Family Resource Center, is the owner of 123 North Division Street and 168 North Division Street. Ms. McCorvey owns 150 North Division Street and 158 North Division Street with her siblings.

Feasibility and Cost Justification

Project costs were provided by the project sponsor, based on their capacity as a licensed general contractor (BDBL Construction LLC). The Family Resource Center of Peekskill is a non-profit organization that has been operating in Peekskill since 1986. FRC manages affordable rental



housing units and supportive housing, provides education about purchasing a home, and accepts referrals for Section 8 housing.

Regulatory Requirements

The project sponsor has discussed with the City of Peekskill the permit approval processes needed to commence the new developments and renovations.

- SEQRA
- Site Plan Approval
- Building Permits

Project Reporting

- Occupancy: Number of units leased to new residential tenants; square footage leased to new commercial tenants
- Property Values: Change in assessed value of adjacent properties
- Energy: Reduction in energy costs due to new windows and boilers

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
123 N. Division Street Construction Costs + Design Fees	DRI Private Lender	\$385,250 \$385,250
168 N. Division Street Construction Costs + Design Fees	DRI Private Lender	\$557,150 \$557,150
Total DRI Funds Requested		\$942,400
Total Funding from Other Sources		\$942,400
Total Project Cost		\$1,884,800

Timeframe for Implementation and Project Readiness

Project Phase	Timeframe
Phase 1: Design Finalize construction plans; Solicit multiple bids; Review bids and award contract; Project kickoff.	Month 1 - 3
Phase 2: Pre-Construction Obtain permits; Prep grounds for excavation.	Month 4 - 12
Phase 3: Construction Dirt removal, excavate basement spaces, pour concrete foundation, bring in modular units, use apprentices to paint tape and seal basement windows, install steps, engage apprentices adults + youths + area contractors to finish the dwellings.	Month 13 - 15
Phase 4: Post-Construction Building dedication ceremony, Commercial + Residential Certificate of Occupancy's for business and residential habitation.	Month 16
Total Timeframe:	16 months
The project sponsor is ready to proceed with seeking approvals from the City of Peekskill, pending some key points of clarification. Notably, the project requires clarification on the configuration of residential and commercial units, whether tenants have been secured for commercial units, and specific levels of affordability on the residential units.	

5D: EXPAND FIELD LIBRARY TO BETTER SERVE THE PEEKSKILL COMMUNITY



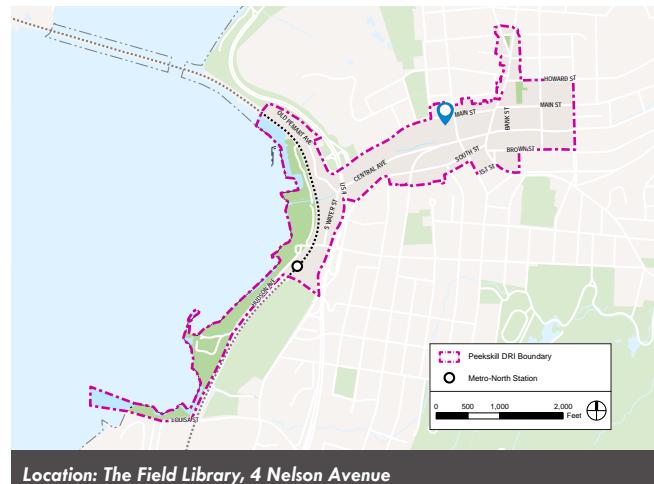
Cost Estimate

DRI Funding Request	\$1,000,000
Other Funding	\$280,000
Total Project Cost	\$1,280,000

Project Description

The City of Peekskill would use a combination of DRI funding, grant funding, and local funds to expand the Field Library so it can offer more programming for the Peekskill community. Long-term, the proposed expansion would increase the library's size by approximately 10,000 square feet. The expansion would include new interior lighting, HVAC, and other utilities; a historical archive and gallery space; and rooms dedicated to multimedia and science, technology, engineering, arts, and math (STEAM) activities.

This project will be implemented in three phases. Phase 1: Internal Renovation and Expansion would include DRI funding. Phase 2 and Phase 3, which both involve external expansion into the plaza, would require funding from other sources. The first phase would be entirely interior renovation, including the mezzanine and other spaces that are currently being used by other community groups. The second and third phases, which could be implemented within the next five years, would include additional expansion into Library Plaza.



The Field Library is located within the Neighborhood Center on Nelson Avenue between Main Street and Central Avenue. This 16,000-square-foot institution provides the community with book lending and dedicated library spaces for children, teenagers, and adults. It also provides community services like homework help, children's reading hours, science demonstrations, and computer help at no cost. The Field Library serves a larger population and offers more programming than other similar-sized libraries.



in Westchester County, and is currently limited by its space. Some programs have to be hosted in other venues because of space limitations.

Expansion Details

Phase 1 Internal Renovation and Expansion (DRI Funding)

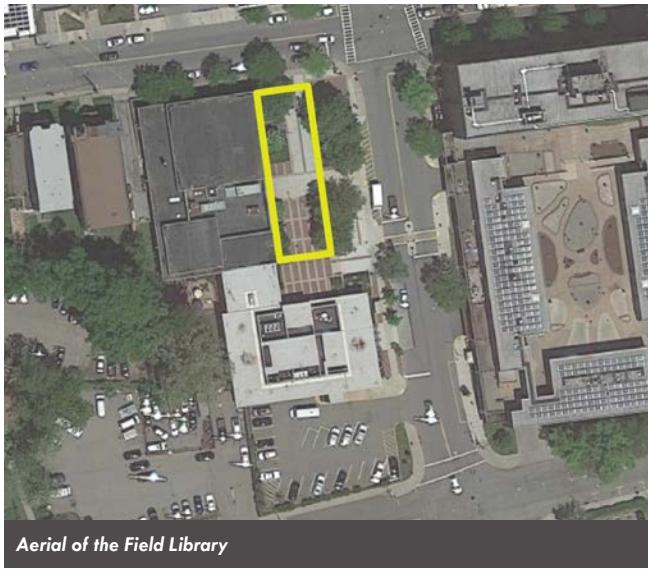
The primary objective of the phasing plan is to incorporate the technology, computer lab, STEAM and study room elements of the project first, which will enable the Library to better serve the technology and study needs of the teen and adult populations. The first phase improvements will also allow the facility to meet new public health requirements stemming from the COVID-19 pandemic, as current space constraints require staff to share cubicles and do not allow for social distancing provisions.

Phase 1 includes an internal expansion at the library mezzanine level over the entire first floor, which will provide an additional 2,000 square feet. In addition, this phase includes expanding into and renovating other interior

spaces of the Neighborhood Center. The interior expansion allows for library staff offices to relocate and to create a safer environment by eliminating shared workspaces and creating a work meeting room that is more appropriate for maintaining social distancing. The vacant first floor space created by relocating the existing staff work spaces will be renovated into the program space needed for adult or STEAM technology lab and program space. Lastly, the Phase I plan will also consider expanding the existing small staff restroom into a dedicated patron restroom once the staff offices are moved to the lower level.

The specific elements of the Phase I plan are as follows:

- Collaborative work space that is soundproofed with a glass/windowed wall to allow teen patrons to work without disturbing others or being distracted and allow library staff to have a clear view of what is happening in the space and monitor proper use. Inclusion of tables, whiteboard, projection screen and map, and space to store test prep books.



Aerial of the Field Library

- Teen computer lab with 15 computer workstations, a smart board and projector, and instructor terminal to conduct computer classes, 3D printing classes, and other technology skills. Separate space from the regular teen computers to be used for coding classes, dedicated quiet homework time, or individual creative design. Flexible space to allow robotics and other STEAM programs.
- Study rooms available for group study in the teen area, separate from the adult study rooms, soundproofed with glass walls, and available for individual tutoring.

Phase II External Expansion (Future Funding)

Phase II expansion encompasses an external expansion of the children's library, totaling approximately 3,000 square feet, into the plaza and incorporate the following:

- STEAM Lab used for organized programs and independent exploration. Extra storage for STEAM manipulatives and supplies, work tables, and non-carpeted flooring for messy art and science projects.
- Story time Room for youngest library uses, with comfortable seating and storage for puppets, props, musical instruments, and AV equipment. The room could be divided with a movable wall, allowing the

library to host up to 30 children in one program. Built-in puppet stage, drop down screen, and AV equipment for different programs and age groups.

- Performance space for live musical performances, educational events, animal shows, magic shows, annual Tour Around the World, Bingo Night, Movie Night, and theater, yoga, and dance classes. Space for collaborating with community partners (Peekskill Schools, Peekskill Head Start, Aunt Bessie's Open Door, Peekskill Basics, Child Care Council of Westchester, WJCS, Hudson Valley Health Care Center, etc.). Movable wall to allow multiple programs simultaneously or larger programs up to 80 people.
- ADA compliant bathrooms the meet building and plumbing codes, with a family bathroom with changing table and two gendered bathrooms.
- Nursing room adjacent to the family restroom to allow for privacy for nursing mothers, also outfitted with a changing table.

Phase III External Expansion (Future Funding)

The final phase of the expansion is expanding the adult side of the library into the plaza. This phase will be further studied as the Library monitors the progress of the first two phases. Conceptually, this expansion could involve only expanding the mezzanine level into the plaza, thereby creating a covering over a portion of the plaza and allowing for more public uses of the plaza.

Property Owner/Sponsor

Field Library

Capacity

This project would be led by the Library Director, who has prior experience in building a library, under the jurisdiction of the Library Board of Trustees and in partnership with the City of Peekskill. The library has undertaken the initial first steps of design and engineering evaluation and has control of endowment funds that resulted from the sale of the former library building and could support a portion of the project costs.



OPTION A: FITTING THE 10,017 gsf PROGRAM ON THE SITE

**steinberg
hart**
holzman moss bottino
architecture

THE FIELD PUBLIC LIBRARY
4 Nelson Avenue
Peekskill, New York

CONCEPTUAL DIAGRAM #2
FEBRUARY 26, 2020

Conceptual Site Plan

Source: Steinberg Hart|Holzman Moss Bottino Architecture

Project Partners

City of Peekskill

Strategies

The proposed project will advance the following DRI Strategies:

- Provide resources to arts and cultural organizations to ensure that they can provide programming and generate revenue to expand and sustain themselves
- Provide civic spaces that can be programmed for multiple public uses throughout the year
- Improve the downtown environment by supporting upgrades to downtown buildings and businesses

- Increase resources for community organizations that provide services for Peekskill's youth and underserved populations

Anticipated Revitalization Benefits

The Field Library is a modern library that is much more than a book lending facility. The Field Library acts as a bedrock of the Peekskill community by providing free adult, teen, and youth programming that is used by types of people who live in Peekskill. The Field Library supports the Peekskill community with an art gallery/exhibition space and free computer and internet service that many families use as their only internet access. With additional space, the Field Library would be able to provide more community programming that could include adult and senior career and educational services, study rooms, and

Project Budget and Funding Sources

Use of Funds	Funding Sources	Amount
Construction	DRI Library Funds Westchester County Grant	\$1,000,000 \$200,000 80,000
Total DRI Funds Requested		\$1,000,000
Total Funding from Other Sources		\$280,000
Total Project Cost		\$1,280,000

The Phase I expansion cost is estimated at \$1,280,000, and DRI funding is being requested at \$1,000,000. Of the remaining amount, the Library would fund \$200,000, and a grant was submitted to the Westchester Library System (WLS) in late August 2020 to fund another \$80,000 to cover broadband and wiring costs. WLS notifies grant applicants by the end of the year.

Construction costs for the Phase II expansion are estimated at \$1,058,400 and would be funded by a City bond for which the Library would reimburse the City annually. This cost has been factored into the Library's budget, and there is general agreement by the City Manager and Common Council that as long as the Library reimburses the City for the annual bond costs, the City can include this project with its bonded projects. Furnishings for the Phase II expansion would be paid for by the Library.

The Phase III expansion is roughly five years out, as it is dependent on analyzing the needs of communal gathering spaces in a post-COVID environment. The essential technology-based elements of the Library's plan have been incorporated into Phases I and II. At this time, the Phase III expansion cost is estimated at \$2.2 million, and the Library would look at a combination of State grants and City bonding for this Phase.

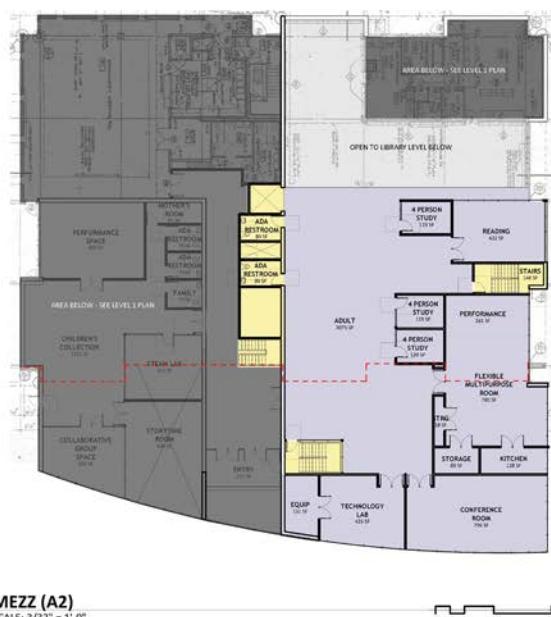
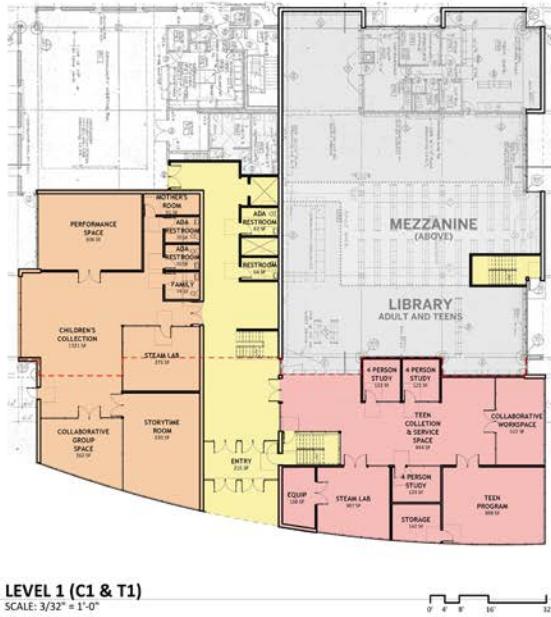
Timeframe for Implementation and Project Readiness

Total Timeline:	TBD
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The Field Library is currently updating its 2000 strategic plan. This effort incorporates a community survey being conducted through much of 2020 and active as of August 2020, which will help inform decisions about how to design the expansion and existing library space. Conceptual drawings have been prepared by a professional architect, and more detailed plans can be developed once the City of Peekskill approves of the expansion concept.

It is noted that the Library's expansion plans may impact other users of the Neighborhood Center, including City departments and BOCES. Further information on the proposed internal configuration is necessary to confirm these impacts, and the coordination and approval will be required from the City and BOCES.

In addition, further detail and confirmation is required about other sources of funds. For Phase 1 funding (DRI), the Westchester County grant has not yet been awarded. For Phase 2 funding (non-DRI), the Field Library has initiated discussions with the City of Peekskill about a potential bond issue in order to provide funding. These discussions are ongoing.



Conceptual Diagram A

Source: Steinberg Hart|Holzman Moss Bottino Architecture

space for community engagement activities. The proposed expansion would also allow the Field Library to display some of the historic documents that it currently has to keep in the basement. The Library would also be better equipped to offer vocational training and workforce development programs that can in turn help residents find more meaningful employment or launch businesses within the city.

The Field Library is located in the heart of Peekskill, across Main Street from City Hall. If the Library could expand, it could offer more programs, which in turn would drive more people into downtown, adding to its vitality. The unique programming that is offered at no cost encourages people of different economic means and applies to everyone in Peekskill, but is uniquely attractive to families, seniors, and all people with low-incomes.

Public Support

This project has been strongly supported by the public at workshops and in the survey, where 62% of respondents indicated approval, 18% disapproval, and 20% were

neutral. While a number of participants raised questions about the project's readiness and the specifics of design, many recognized the value of an expanded library for the community. One commenter noted, "Libraries are the new town centers. They offer something valuable for all demographics." Another said, "Improvements to our library are needed and can attract additional programming and new residents," while another noted that the city "needs better meeting spaces," and another said an expanded library "could be another 'jewel' in the community."

Jobs Created

Not known at this time, as expanded programming could be staffed by a mix of paid and volunteer positions.

Acquisition of Real Property

The City of Peekskill owns the Field Library building and the plaza. The Field Library leases the library space from the City of Peekskill through a permanent lease that was signed in 2020. No acquisition of real property is required.

Feasibility and Cost Justification

The Library has commissioned conceptual architectural drawings and construction cost estimates. The mezzanine expansion provides the library an additional 2,000 square feet at an estimated construction cost of \$325 per square foot, for a total cost of \$650,000. The downstairs renovation is an estimated \$200 per square foot for 2,151 square feet, for a total cost of \$430,200. The staff area renovation is estimated at \$200 per square foot for 600 square feet or \$120,000. These construction costs will be covered by a combination of DRI and Library funds. In addition, the project will require an upgrade to the broadband and wiring of the lower level, totaling \$80,000, for which a grant has been applied.

The plans have been analyzed so that the three phases are independent of each other. Although Phase I is not dependent on completing future phases, Phase II is a very high priority and has been incorporated into the Library's budget. Since it is better to work on one side of the Library at a time, Phase II would not commence until Phase I is

completed. The space that the Field Library anticipates for the interior expansion is currently being used by other community groups. There would need to be an agreement by the City to not renew the lease of other community groups before the Field Library would have access to expand into those spaces. Such an agreement has not yet been secured.

Regulatory Requirements

- SEQRA
- Site Plan
- Building Permits

Project Reporting

- Programming: Increase in number of events.
- Visitors: Number of visitors to the library.
- Users: Increase in number of library card holders.



Conceptual Sketches

Source: Steinberg Hart|Holzman Moss Bottino Architecture

PROJECT SUMMARY TABLE

The project summary table lists all projects recommended for funding from the DRI award. Projects are organized by goal in the same order that they appear in the Strategic Investment Plan.

Table 9: Project Summary Table

No.	Project Name	Project Description	Responsible Party	Estimated Total Cost	DRI Funding Request	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
1A	Implement Public Wi-Fi in Lepore and Pugsley Parks and Low-Cost Internet Service for Bohlmann Towers and Barham Senior Houses	Construct a mesh Wi-Fi network that provides low-cost broadband internet to residents of Bohlmann Towers and Barham House Apartments; free access to a local resource gateway; and free, ad-supported internet along the Main St corridor, parts of N Division St, and Pugsley and Lepore Parks.	Neture	\$533,610	\$380,000	DRI Neture	Spring 2021	Fall 2022	4
1B	Create a Marketing and Branding Strategy with Wayfinding Signage	Three-part strategy to establish a brand that illustrates Peekskill's identity, develop a marketing strategy, and implement a wayfinding and signage strategy.	City of Peekskill	\$500,000	\$500,000	DRI	Spring 2021	Fall 2022	0
1C	Solar Power Generation on N. Water Street	Install solar arrays on the rooftops of two buildings on North Water Street that are being renovated for use as an incubator workspace for light manufacturing "maker" industries and artisans.	Bre&Co	\$2,625,000	\$145,000	DRI Bre & Co.	Spring 2021	Winter 2021	0
2A	Improve Connections for Pedestrians and Cyclists between the Waterfront and Downtown	Improve sidewalks and crosswalks, add landscaping and bike lanes on Railroad Ave, S Water St, Central Ave, and South St.	City of Peekskill	\$1,102,000	\$1,102,000	DRI	Spring 2021	Spring 2022	0
2B	Create a Downtown Civic Hub and Improve the Downtown Public Realm	Create the Peekskill Plaza on S Division St by converting two lanes to a pedestrian civic space. Redesign the Gazebo Plaza as the civic heart of Peekskill. Improve downtown streetscapes to enhance pedestrian safety and beautify downtown Peekskill.	City of Peekskill	\$1,626,000	\$1,626,000	DRI	Spring 2021	Spring 2022	0
2C	Implement the RIDE! Peekskill Hyper-Local Green Mobility System	Create a hyper-local transportation system for Peekskill that would consist initially of an electric bicycle share network, with the potential to expand to include electric shuttle trolleys and a locally managed ride-hailing service.	Vecto	\$80,000	\$68,000	DRI Vecto	Spring 2021	Fall 2021	0
3A	Revitalize the Paramount Theater	Renovations of the historic Paramount theater, including building façade and marquee, improved interior spaces for audience and artists, expanded hospitality programs, and upgraded equipment and utilities. Interior upgrades include lighting and sound equipment, stage rigging, accessible seating, flexible seating, and box office renovations.	Paramount Hudson Valley Arts Inc.	\$1,250,000	\$1,000,000	DRI Paramount Hudson Valley Arts	Spring 2021	Spring 2023	3 full time 16 part time

5 Projects Recommended for DRI Funding

Table 9: Project Summary Table

No.	Project Name	Project Description	Responsible Party	Estimated Total Cost	DRI Funding Request	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
3B	Transform Downtown Peekskill with Public Art	Series of public art installations throughout Downtown Peekskill through a locally administered selection process involving long-time arts organizations in the city. The joint venture includes three proposals, Enlighten Peekskill, Making Connections, and the Five Arches Mural.	HV MOCA	\$681,826	\$500,000	DRI HV MOCA Peekskill Arts Alliance	Spring 2021	Spring 2023	0
3C	Create a Library and Cultural Center within the HRH Care Health Center	Create a library and cultural center to honor founders of HRH and celebrate the history of the surrounding community and Great Society programs. The Heritage Library and Cultural Center will include an archive, exhibition spaces, interactive educational displays, an oral history recording studio, and renovation to better accommodate cultural programming and community events.	Hudson River Healthcare, Inc	\$92,500	\$81,000	DRI New York FolkLore Society Wheelabrator	Spring 2021	Fall 2021	1
4A	Reconstruct Fleischmann Pier as a Premier Waterfront Destination	Improvements to Charles Point Park to accompany upgrades to Fleischmann Pier (funded through CFA). Park improvements include floating docks, seating areas, landscaping, signage, lighting, and expanded parking.	City of Peekskill	\$3,865,000	\$1,200,000	DRI CFA	Spring 2021	Spring 2023	0
4B	Create a Community Paddling and Environmental Education Center	Construction of facility in Peekskill Landing to activate the park with a water-dependent use. The center will provide permanent storage facility for water-based sports, including changing rooms; environmental education informational kiosk with a focus on water quality and aquatic life; paddleboard and kayak lessons.	City of Peekskill	\$260,000	\$260,000	DRI	Fall 2021	Fall 2022	0
4C	Enhance Pugsley Park as a Downtown Attraction	Improvements to Pugsley Park including creation of new plazas and seating areas; pedestrian-scaled lighting; small-scale play equipment to attract children; trash cans; bike parking; plantings of trees, shrubs, and flowers; and infrastructure to support power hook-ups and watering.	City of Peekskill	\$500,000	\$500,000	DRI	Summer 2021	Summer 2022	0

5 Projects Recommended for DRI Funding

Table 9: Project Summary Table

No.	Project Name	Project Description	Responsible Party	Estimated Total Cost	DRI Funding Request	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
4D	Downtown Revitalization Fund	Creation of a fund to help small businesses in the DRI area make capital improvements. The fund would be available to owners of existing small businesses, owners starting new businesses, and owners of buildings that include commercial spaces. Eligible activities include facade improvements, small business creation and expansion, solar installations, and adaptation to social distancing guidelines.	City of Peekskill	\$770,000	\$700,000	DRI Private Funding	Spring 2021	Fall 2022	TBD
4E	Enhance Monument Park, a Gateway into Downtown Peekskill	Monument Park would be enhanced by lighting and maintenance improvements to improve the quality of the public space for daily use by residents. The project proposal seeks DRI funding for lighting; landscaping; and an LED informational sign at the bus stop.	City of Peekskill	\$260,000	\$260,000	DRI	Fall 2021	Fall 2022	0
5A	Redevelop 41 North Division Street as a Mixed-Use Building Housing the Peekskill Arts Center, Multi-media Production Spaces, and Apartments	Redevelopment of 41 North Division Street, located in the heart of Downtown Peekskill, as the primary home of the Peekskill Arts Center (PAC) on the ground floor, multi-media production spaces in the basement level, and new micro-apartments on the two upper floors.	North Division Main LLC	\$4,838,752	\$1,638,752	DRI North Division Main LLC	Winter 2020	Spring 2022	47 - 70
5B	Transform the Kiley Youth Center as a New Location of the Boys & Girls Club of Northern Westchester	Renovate the Kiley Youth Center as a new location of the Boys & Girls Club of Northern Westchester. Renovations will include interior and exterior upgrades, utilities, and structural repairs. The new spaces in the renovated building would include offices, an art room, computer labs, multipurpose spaces, and a cafeteria.	Boys & Girls Club of Northern Westchester	\$4,000,000	\$1,500,000	DRI Westchester County	Spring 2021	Spring 2022	0
5C	Construct Mixed-Use Buildings on North Division Street Including Affordable Housing	Construction of two mixed-use buildings on N Division St, providing ground floor commercial space and a total of six affordable units.	Family Resource Center of Peekskill	\$1,884,800	\$942,400	DRI Family Resource Center of Peekskill	Summer 2021	Fall 2023	0
5D	Expand Field Library to Better Serve the Peekskill Community	Expand the Field Library to expand programming for the Peekskill community. Expansion would include lighting, mechanical upgrades; archive and gallery space; and space for STEAM activities.	The Field Library	\$1,280,200	\$1,000,000	DRI Field Library	Fall 2021	TBD	0

ADDITIONAL PROJECTS PROPOSED FOR OTHER FUNDING SOURCES

This section presents several projects that may help the City of Peekskill realize its community vision, goals and strategies for revitalization, but that were not eligible for DRI funding because they are located outside of the DRI boundary and/or were not ripe for funding due to site control or project readiness issues. By including these projects in the Strategic Investment Plan, the City recognizes and supports the importance of these projects in furthering Peekskill's economic, community, and revitalization goals established through the DRI process. These projects should be considered for other funding opportunities, as pursued by the project sponsors in coordination with other public or private partners.

Peekskill Coffee Roastery and Training Facility

The Peekskill Coffee House ("Peekskill Coffee"), located at 101 South Division Street in downtown Peekskill, submitted an application through the DRI Open Call for Projects to develop a Peekskill Coffee Roastery and Training Facility. The business currently roasts its own coffee at a cooperative facility in Queens, where it can rent time on a roaster. Peekskill Coffee plans to expand the business to include a local roasting facility, allowing it to provide coffee throughout the Hudson Valley and beyond. The Coffee Roastery and Training Facility would bring in wholesale customers for business training and development, as well as offer consumer-based training and tastings to the general public. As of the fall of 2019 (pre-COVID), Peekskill Coffee had four full-time employees and 16 part-time employees. The business estimated that the proposed Coffee Roastery and Training Facility would create an additional 1-3 full-time positions and 3-5 part-time jobs within its first year.

In its Open Call for Projects submission, Peekskill Coffee identified two potential sites in Peekskill for the Coffee Roastery and Training Facility. One site, at 190 Water Street, is within the DRI boundary but would require a full plumbing, natural gas, and electrical build-out. The second

site, at 610 Requa Street, is outside the DRI boundary but requires less extensive work and would provide a larger space for future growth. Peekskill Coffee does not have control of either site.

As of the fall of 2019, Peekskill Coffee had secured a line of credit for the roastery plans and indicated that site design, permitting, and other approvals activities could be started upon the receipt of additional funding, which was requested at \$200,000. The LPC, while supportive of the overall concept, determined that the project lacked readiness and site control, and encouraged the sponsor to seek alternative funding sources.

Peekskill Museum

The Peekskill Museum is located at 124 Union Avenue in the Herrick House, one of the few homes designed by William Rutherford Meade, a founding partner of noted architectural firm McKim, Meade and White. The building, constructed circa 1877, is within Peekskill's historic district and, for over 70 years, has housed the Peekskill Museum, a collection of local artifacts and photographic materials.

The museum requested \$119,000 in DRI funding through the Open Call for Projects to install air conditioning to allow comfortable year-round visitation and better preserve the artifacts; improve the driveway and parking lot for ease of use and handicap-accessibility, and construct a side porch addition to expand museum space and restore the house to its original design. Currently, the museum is unable to host special events in July and August due to the lack of air conditioning, while its archival spaces are vulnerable to degradation because of humidity. The dirt and gravel parking lot is in poor condition and not in keeping with the ground of a historic home. Finally, restoration of the original side porch would add approximately 1,000 square feet, enclosed with glass windows, to be used for entertaining, visitor orientation, or other museum purposes, as well as potentially other community uses.

The Peekskill Museum is located outside of the DRI boundary. While the LPC was supportive of the project, it determined that the proposal was not sufficiently catalytic to warrant a boundary expansion. However, the museum was encouraged to seek other funding sources.

Hudson Valley MOCA

Hudson Valley Museum of Contemporary Art (Hudson Valley MOCA), founded in 2004, is located at 1701 Main Street, in a 12,000-square-foot former industrial building. The non-profit organization submitted an application for DRI funding as part of the proposed mixed-use project at 41 North Division Street. Due to the impacts of COVID-19 and other operational factors, the museum elected to withdraw its plans to relocate primary operations to the downtown site. Instead, Hudson Valley MOCA plans to make improvements at its existing location.

The planned improvements include a redesign of the exterior building, putting a cap on the existing structure that can be lit (in various colors) from behind a semi-transparent material. The museum also plans to expand the building at the rear by about 2,500 square feet, to create space for an education center. The improvements would also create a new covered front entrance and landscaped entry path.

Hudson Valley MOCA's building expansion plans would require purchase of the lot to the rear of its building. The proposed improvements, including purchase of this property, are estimated at \$1.8 million.

Community Solar

Ecological Citizen's Project submitted a proposal in the Open Call for Projects to install a 350-kilowatt community-owned solar array on the James Street parking garage. The solar development would create renewable energy and generate revenue that would be used for local projects to benefit the Peekskill community. Unlike conventional solar development where a for-profit solar developer receives the profit generated by the sale of the electricity, this solar array would be owned by a locally administered cooperative. Under the proposal, Peekskill residents and businesses would be able to purchase the renewable

energy generated by the solar array at a 10 percent discount compared to their current electricity bill, and the local cooperative would administer the profits in ways that help revitalize Peekskill. As one idea for a project that could be funded by solar-generated revenue, the project sponsor envisioned an urban farming project.

Ecological Citizen's Project withdrew the proposal based on recent solar developments in the region that suggested it may make sense for the City of Peekskill to explore alternative municipal leasing models to determine how it could best maximize municipal solar revenue on the James Street garage. The overall concept of placing solar panels on municipal facilities – with savings and possible revenue going back into the community – was well-received by both the public and the Peekskill Common Council. The project sponsor expressed its intent to continue working with the City to explore options for community-owned energy and an urban farming project, utilizing other potential funding sources such as NYSERDA.