



Local Planning Committee (LPC)

Meeting 2

June 25, 2025



NY Forward

Agenda

Welcome, Introductions, and Presentation (105 minutes)

- › Welcome
- › LPC Code of Conduct
- › NY Forward Timeline
- › Public Engagement Update
- › Dobbs Ferry NY Forward Vision and Goals
- › Overview and Qualities of Strong NY Forward Projects
- › Project Match
- › Project Evaluation Criteria
- › Open Call for Projects

Public Comment (15 minutes)

- › Next Steps

LPC Code of Conduct

“ *Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today’s meeting.*

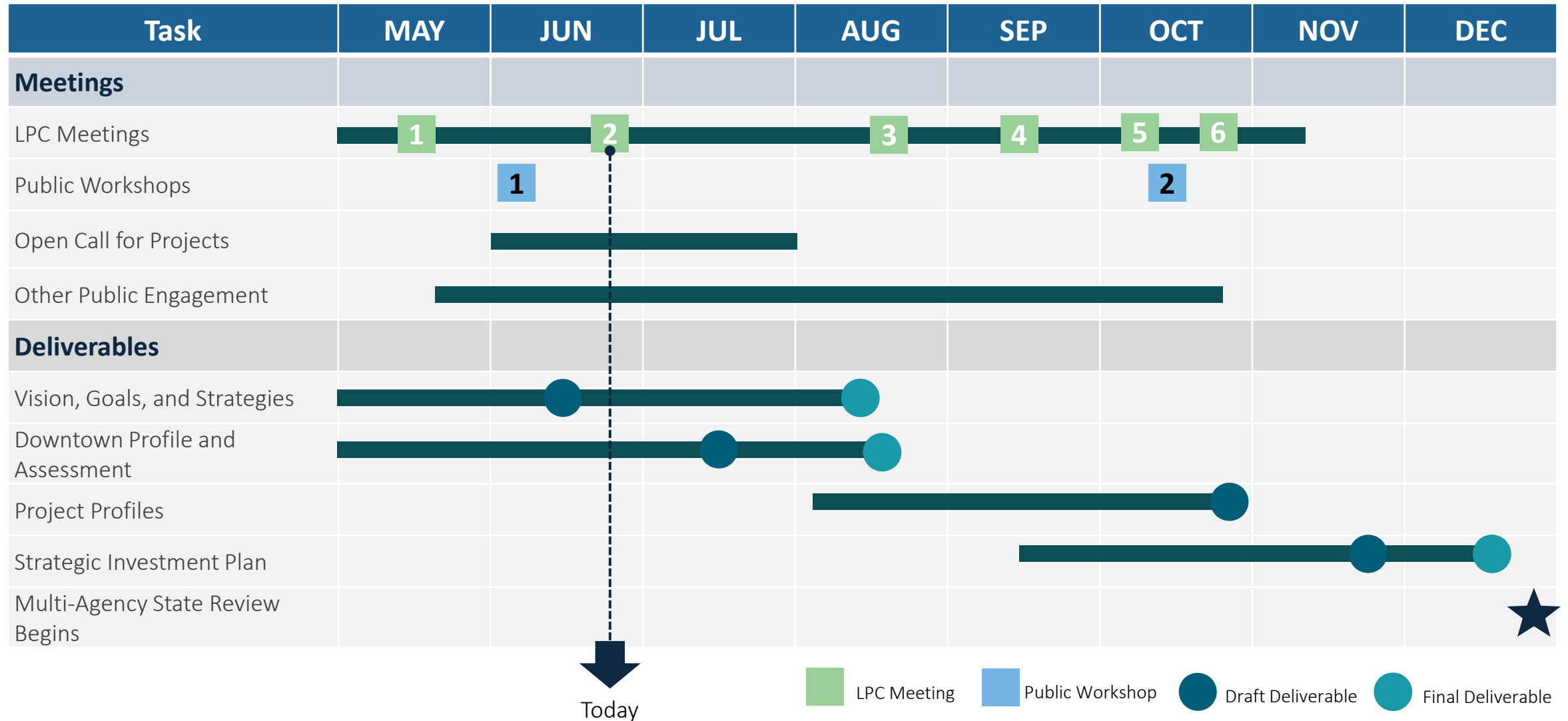
If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.

For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.

Do any LPC members need to make a disclosure to the Committee?

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

NY Forward Timeline





Public Engagement Update

Spring Public Engagement Events



Public Workshop #1 and Online Survey

- › 43 attendees + 28 survey responses
- › Key themes that emerged:
 - Desire for downtown to have a welcoming and charming atmosphere with diverse restaurants and retail options, and improved streetscaping
 - Create a more pedestrian-friendly environment through increased sidewalks, more wayfinding signage, and better connections between the downtown and waterfront/train station
 - Desire for a live music/performing arts venue with particular interest in the reopening of the theater on Cedar Street
 - Interest in enhanced public spaces where members of community could gather, including improvements of the existing parks within the Village

Station 1: NY Forward Process & Open Call for Projects

Station 2: Dobbs Ferry Vision & Goals

- Create a downtown that is vibrant and inclusive with a strong aesthetic appeal
- Create a welcoming and historically connected atmosphere for residents and visitors

Station 3: What's missing in downtown Dobbs Ferry?

- Top three suggestions:
 1. Dobbs Ferry Theater Reopening (15)
 2. Public Art (11)
 3. Mixed-use Development (10) and Affordable Housing (10) (tied)

Station 4: Opportunities & Constraints

- Consistent, design aesthetic throughout downtown
- Additional and enhanced communal gathering spaces
- Improved the pedestrian experience

Business Roundtable – June 18

- › 15 attendees
- › Improvements Suggested
 - Public amenities (public bathrooms; seating at viewing areas, shelters for transit riders).
 - Digital marketing campaign promoting local patronage of retail stores but also aimed at increasing visitors/tourists from the broader region.
 - Promotional map of local businesses
 - Design regulations / best practice guidelines that would help small business owners make small improvements to their places of operation.
- Support for façade improvements and improvements to the streetscape (i.e., installation of plantings, facilities for dogs)
- Creation of an attractive crosswalk (“Abbey Road” style)
- Historical signage or digital kiosks that celebrate local heritage
- More events such as street fairs or a farmers’ market

Call for Projects Informational Session and Office Hours



Open Call for Projects Informational Session

June 18, 2025



Visita dobbsferrynyf.com para ver esta presentación en español.

Project Form | Page 12 – Cost Estimate Table

› Example:

Activity	Amount	Funding Source	Status of Funds
Architecture, Design and Permitting	\$194,000	Private Funds and Personal Assets	Secured
Site Construction and Utilities and Charles Street Sidewalks	\$806,000	Bank Loan	Anticipated
Building Shell Construction	\$950,000	NY Forward	Requested
Interior Utilities	\$1,278,000	Bank Loan	Anticipated
Interior Finishes	\$722,000	Bank Loan	Anticipated
Total NY Forward Funding Request	\$950,000		
Total Funding from Other Sources	\$4,000,000		
Total Project Cost	\$4,950,000		
NY Forward Request % of Total Project Cost	19%		

All site preparation activities and related non-building infrastructure are grouped

Funding source identified as "Bank Loan"; if NY Forward funds are requested for this item, instead list "NY Forward" as funding source and change status to "Requested"

Status of funds is "Anticipated" because the sponsor reasonably believes they can receive a bank loan but has not yet applied or secured financing. If they had a loan already in place, the status should be "Secured"

Project Form | Page 10 – Project Description

› Provide a detailed project description including:

- Proposed use
- Goal of the project
- Previous work completed
- Project size
- Proposed project activities

The more information you can provide, the better!

3 Project Description

Please provide a detailed description of the proposed project's scope of work, as applicable:

- The proposed use (e.g., commercial, industrial, public improvement, mixed-use)
- The goal of the project
- Any work or planning done previously on the proposed project
- The size of the project (e.g., square footage of the building and space to be retrofitted (if applicable), number of floors, average number of units, type of housing, commercial tenants, etc.)
- The types of activities to be completed as part of this project (e.g., sidewalk construction, replacement of flooring, interior wiring, interior walls, painting and wallpaper to interior walls, etc.)

It is important to provide as much detail on the proposed project scope as possible. The information submitted on this form does not need to be final and may be subject to change.

*If your project involves new construction or renovation of a building, please complete Question 12 regarding documentation.**

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Project Form | Page 14 – Project Timeframe

› Identify work completed to date, such as feasibility studies, market studies, preliminary site design, etc.

› Has any environmental investigation occurred on the site, or will it be necessary to proceed?

› List the permits or approvals your proposed project will require

- For example: Site plan approval, SEQRA, building permits, etc.

› Provide a timeline for implementation and any known challenges

• Example:

Project Stage	Timeframe
Conceptual Design <ul style="list-style-type: none">Develop project scopeEstimate preliminary construction costs	Completed
Engineering and Design <ul style="list-style-type: none">Regulatory Approvals<ul style="list-style-type: none">Obtain local permits and approvals (e.g., site plan approval)	4 months
Construction <ul style="list-style-type: none">Build out of mixed-use buildingBuild out of pedestrian amenities along Charles Street	24 months
Total Timeframe	32 Months

11 Project Readiness and Timeline for Implementation

Describe any work that is underway or has already been completed to advance the project, such as feasibility studies, market studies, preliminary site design, permits obtained, and/or funding or financing that has been secured.

Is there any environmental investigation or cleanup needed for the project to proceed? If yes, please explain:

If known, please list the permits or approvals your proposed project will require:

What challenges or issues, if any, would affect the implementation of your proposed project?

All out the proposed timeline for project implementation by milestone, as applicable:

Project Stage	Completion Date (Month/Year)
Project Financing	
Sketch Plan / Preliminary Design	
Regulatory Approvals (Permitting and Approvals)	
Design, Engineering and Selection of Contractor	
Construction or Implementation	
Other	

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LPC Questions and Answers



Demographic Snapshot (Part 2)

Demographics Profile (2013-2023)

Key Findings:



7% increase in total population in the 10-year span; whereas the population in the Village of Dobbs Ferry increased by only 4%

Racially diverse community



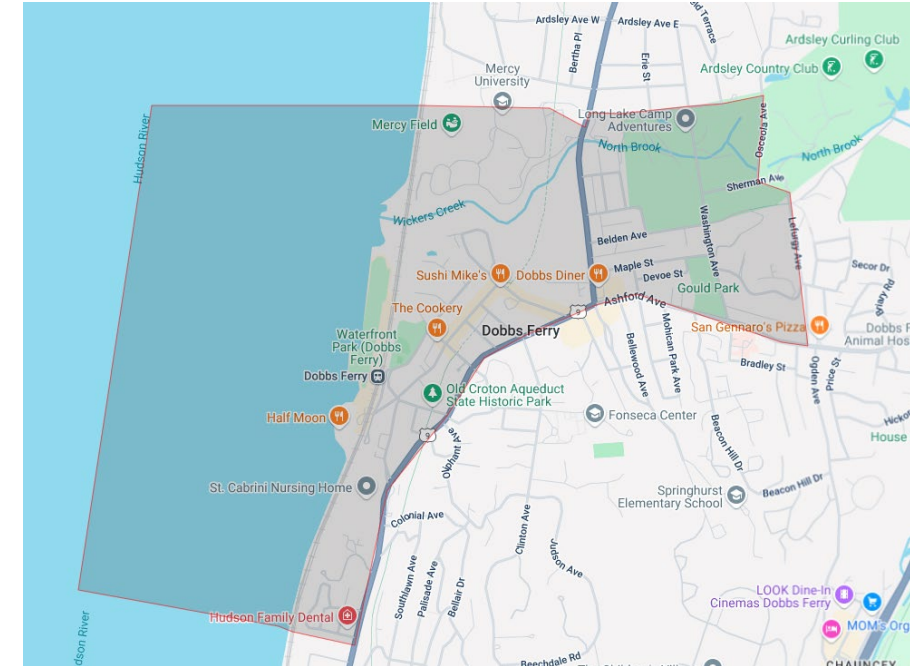
- 66% White; 5% Black; 21% Other/Multi Racial; 7% Asian
- One-quarter of the community identifies as Hispanic or Latino



Increasing population of children, slight decrease in the senior population



Median household income has increased by 70% within the downtown; lower than overall Village of Dobbs Ferry; higher than Westchester County



Census Tract 104

Demographics Profile (2013-2023) - *Housing*

Key Findings:

Housing Inventory: The number of housing units increased by 5%, a rate of change higher than that for the Village (3%) and slightly lower than that of the County (6%)

Housing Type: 2/3 of the total number of units are located within multifamily buildings (residential buildings with at least two housing units). For the Village and County, only half of the total units are multifamily

Housing Market Conditions: Based on the most recently available census data (2023), 6.7% of the housing units in Census Tract 104 and 5.4% of the housing units in the Village of Dobbs Ferry are vacant.

Housing Cost Burden: Census data indicates that the percentage of housing cost burdened renters in Census Tract 104 fell from 62% in 2013 to 50% in 2023 while housing cost burdened homeowners with mortgages increased from 37% to 47%.

Demographics Profile (2013-2023) – *Economic Context*

Key Findings:

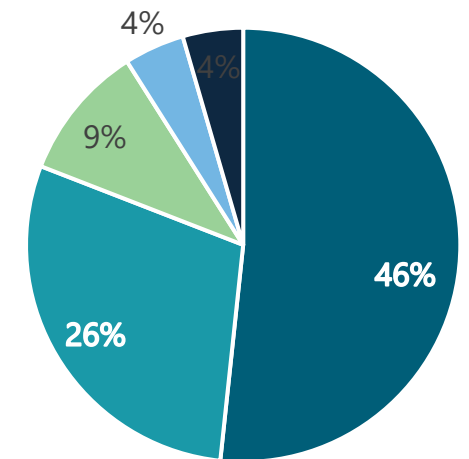
Total Jobs: Over the past two decades, the total number of jobs in the Village of Dobbs Ferry has risen by 32% from 4,674 jobs in 2002 to 6,171 jobs in 2022.

Residential Location of Workers: Only 8% of those working in Dobbs Ferry live in Dobbs Ferry. Almost 23% of Village workers reside in New York City while another 14% live in Yonkers.

Sales Tax Revenue: The amount of sales tax revenue collected by the Village has steadily risen from \$1.8M in 2017 to \$3.5M in 2023. No decline in sales tax revenue occurred during the pandemic.

Commercial Vacancies: The business community has long-standing concerns about vacant commercial storefronts. However, the total number of vacant storefronts based on the most recently completed inventory of downtown businesses is less than 10 commercial spaces.

Employment Sectors in
Dobbs Ferry



■ Education ■ Healthcare ■ Hospitality
■ Services ■ Retail



Dobbs Ferry NY Forward Vision and Goals

Dobbs Ferry NY Forward Vision Statement from Application



The Village seeks to fully realize its potential by redeveloping and improving key properties and open space in the downtown area and the pedestrian corridor linking the Metro-North station to the downtown. The Village seeks to energize the downtown by:

- Creating a new cultural arts destination to increase tourism,*
- Expanding residential development, especially affordable development,*
- Increasing access to gathering spaces, recreational opportunities and parks,*
- Improving pedestrian connections and experiences, and*
- Redeveloping, and renovating key properties to provide for additional mixed-use, commercial, restaurant, and community uses.*

The Village will expand economic opportunities and create a more sustainable, walkable, and vibrant downtown. With its core of attractive and renowned restaurants, high walkability, connections to the region through easy access to regional roadways, public transit systems, and trails, there is no limit to what our downtown can and will become.

Dobbs Ferry NY Forward Revised Vision



Downtown Dobbs Ferry will be a welcoming and walkable destination, home to a diverse range of residential and commercial, and cultural offerings, vibrant open spaces, and an inviting pedestrian experience linking the Metro-North Station to the downtown. By building on the downtown's core of attractive and renowned restaurants, redevelopment opportunities, high potential for walkability, and multimodal connections to the larger region, there is no limit to what Dobbs Ferry's downtown can and will become.

Draft NY Forward Goals



Diversify Downtown's Commercial Offerings

Promote a vibrant and resilient downtown economy by fostering a diverse mix of retail and dining while supporting the growth of small businesses, attracting a variety of tenants, and transforming spaces to accommodate evolving commercial needs.



Enhance the Pedestrian Experience

Enhance the pedestrian environment by prioritizing accessibility, safety, and enjoyment of the downtown through the implementation of a comprehensive approach to create a seamless pedestrian experience that connects the downtown core to the Metro North Station and the Hudson River Waterfront.



Enliven Downtown Through Creative Placemaking

Activate downtown's open spaces and public realm through creative placemaking to foster a vibrant, welcoming environment that enhances the cultural and aesthetic appeal of the downtown while also fostering a sense of identity in turn attracting both residents and visitors.



Increase Housing Opportunities

Foster a more inclusive downtown by supporting redevelopment that results in the creation and expansion of mixed-income housing opportunities to create a more diverse and equitable community.



Overview and Qualities of Strong NY Forward Projects

What Makes a Strong Project?

1. Goes beyond the common public improvement projects and deferred maintenance
2. Addresses multiple challenges or opportunities
3. Involves synergies between different programs and stakeholders
4. Creates a sense of place that is unique to each community
5. Clearly adds activity and foot traffic to downtown
 - New commercial businesses
 - New tourist opportunities
 - New housing units
 - New entertainment, leisure, arts, and culture activities

Types of Typical Public Projects

- › Streetscape improvements
- › Parks/open space improvements
- › Connectivity/transportation improvements
- › Public art
- › Branding, marketing, and wayfinding
- › Small Project Fund
- › Upgrades to community centers
- › Rezoning

Project Example:

Mixed Use Development

Montgomery – Construct a Mixed-Use Development on an Underutilized Parking Lot at 71-73 Clinton Street

Construct a three-story mixed-use building that includes ground floor commercial and 11 residential apartments on the upper floors as well as pedestrian improvements.

Total Project Cost: \$4,950,000

Total DRI Award: \$950,000

Existing:



Proposed:



Project Example:

Branding, Marketing, and Wayfinding

Plattsburgh – Branding, Marketing, and Wayfinding

This project included a cohesive marketing, branding and signage strategy that tied together and built upon the Downtown's existing strengths. It included:

- **Targeted Downtown Marketing:** Map of Downtown attractions and seasonal, institution-specific, or program-specific banner or signage materials
- **Wayfinding Investments:** Integration of the City logo on physical signage and wayfinding installations, historical and art installations, city gateway signage

Total Project Cost: \$250,000

Total DRI Award: \$250,000

Wayfinding Installation:



Project Example:

Façade Improvements

Middletown – Façade and Storefront Signage Improvements

The Façade and Storefront Signage Improvement Program provided property and business owners with incentives to improve façades within Middletown.

Total Project Cost: \$1 Million

Total DRI Award: \$1 Million

Before:



After:



Project Example:

Commercial Renovation

Village of Hoosick Falls – Rehabilitation of Existing Building

This project includes renovation of an old firehouse and adjacent vacant lot into a function and inviting restaurant with outdoor patio seating. The second floor will be transformed into an event space accommodating 80-120 people

Total Project Cost: \$278,000

Total DRI Award: \$209,000

Existing:



Proposed:



Project Example:

Public Art

Peekskill – Public Art

This project proposed a series of public art installations (sculptures, murals, panels, and banners) throughout downtown Peekskill.

Total Project Cost: \$681,826

Total DRI Award: \$500,000





Project Development

What are the Eligible Project Types?



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, wayfinding signage, and other public realm projects.



Small Project Grant Fund

A locally managed matching small project fund (up to \$600,000 depending on demand) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors. Should be for overall branding and marketing of downtown, not individual businesses or other entities

Ineligible Project Types and Activities

- › **Planning Activities:** Funds must be used to implement the SIP.
- › **Operations and Maintenance:** Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.
- › **Pre-award Costs:** Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.
- › **Property Acquisition:** Funds cannot be used for property acquisition.
- › **Training and Other Program Expenses:** Funds cannot be used to cover continuous costs, such as training costs and program expenses.

Project Requirements

- › Shovel-ready in 2 years from project award
- › Project size/scale
 - Standalone NY Forward projects have a minimum total project cost of \$75,000
- › Project sponsor capacity – public, non-profit, private entities
- › Financing
- › Matching and leverage
 - Private project sponsors are required to contribute a minimum of 25% of the total project cost (includes Small Project Fund)
- › Site control
- › Building decarbonization
- › Reimbursement

Strong NY Forward projects are catalytic, transformational, able to be implemented in the near-term, and create synergies between different projects and programs in the downtown.

Located Within the Dobbs Ferry NY Forward Boundary





Project Match

NY Forward Project Match

- › Required minimum 25% match for private NY Forward projects.
- › Match not required for non-profit or public projects.

LPC Questions

- › Should the minimum 25% match for private NY Forward projects be raised? If so, to what percentage?
- › Should there be a match for non-profit projects? If so, what percentage?
- › Should there be a match for public projects? If so, what percentage?



Project Evaluation Criteria

Project Evaluation Process

LPC Meeting #2 (June)

- › The LPC determines the project evaluation criteria to be used to refine the project list.

LPC Meeting #3 (August)

- › The Project team will present the projects received through the Open Call for Projects and will assist the LPC in determining the following:
 - Project eligibility
 - Project readiness
 - LPC may refine initial project list

LPC Meeting #4 (September)

- › Projects will be presented to LPC with additional information (updates, detailed budgets, etc). LPC will use project evaluation criteria to continue to refine the project list.

LPC Meeting #5 or #6 (October)

- › LPC determines the final slate of projects worth \$6-\$8M to be included in the Strategic Investment Plan.

Project Evaluation Criteria

To be included in the Project Evaluation Criteria:

- › **State and Local Goals.** The project should be aligned with State and local goals and demonstrate strong community support
- › **Project Readiness.** The project should be well-developed and poised to proceed in the near-term in a way that will jump start the redevelopment of the NY Forward area
- › **Catalytic Effect. The** project is likely to have a significant positive impact on the revitalization of the downtown by attracting other investment at a scale appropriate for the community
- › **Co-Benefits.** The project will result in benefits to both the community and project developer, such as generating additional economic activity and improving quality of life
- › **Cost Effectiveness.** NY Forward investment in a project would represent an effective and efficient use of public resources

Project Evaluation Criteria – *State and Local Goals*

New York State Goals:

- › Create an active downtown with a strong sense of place.
- › Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.
- › Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.
- › Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.
- › Grow the local property tax base.
- › Provide amenities that support and enhance downtown living and quality of life.
- › Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

Project Evaluation Criteria – *State and Local Goals*

REDC Goals:

- › Set a **strong foundation for economic growth** by investing in infrastructure, transportation, and housing.
- › Incentivize local planning and technical assistance to speed up review times, create shovel-ready development sites, and administer economic development funds.
- › **Revitalize downtowns and community centers through adaptive reuse and packaged investments in the public realm** that will further establish our walkable communities as economic engines for the region.
- › Attract **new companies and support the growth of existing businesses** in the Mid-Hudson region, with a special focus on priority sectors that are likely to stay, expand, and pay a living wage for the region.
- › Support the region's workforce by taking steps to **attract and retain people, providing them with affordable access to education, training, and wraparound services**, and by exposing them to regional workforce opportunities at an earlier age.
- › **Preserve and create outdoor spaces** that make the Mid-Hudson region an attractive place to live and visit. Recognize the imperative need to protect our natural resources from degradation, while also leveraging them for tourism, agriculture, and the development of sustainable businesses.

Draft NY Forward Goals



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Increase Housing Opportunities

Foster a more inclusive downtown by supporting redevelopment that results in the creation and expansion of mixed-income housing opportunities to create a more diverse and equitable community.

Project Evaluation Criteria - *Project Readiness*

The project should be well-developed and poised to proceed in the near-term in a way that will jump start the redevelopment of the NY Forward area.

- › Is the project scope clearly defined, or is it still just an idea?
- › Does the project sponsor have the capacity to implement and maintain the project, and manage a state contract?
- › Can this project begin implementation in the near term?
- › Does the project sponsor have other funding available for this project?
- › Can the project proceed without any significant regulatory hurdles?
- › Does the sponsor have site control?

Project Evaluation Criteria - *Catalytic Effect*

The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other investment at a scale appropriate for the community.

- › Will this project significantly enhance downtown Dobbs Ferry?
- › Will this project have long-term beneficial impact?
- › Does this project have the potential to attract other investment or create benefit beyond the NY Forward boundary?

Project Evaluation Criteria - *Co-Benefits*

- › The project will result in benefits to both the community and project sponsor, such as generating additional economic activity and improving quality of life
- › Co-benefits from projects result in secondary benefits to the community
- › Are there co-benefits that should be prioritized when evaluating projects? Examples include:
 - Potential to attract regional visitors
 - Increases accessibility and affordability
 - Enhances community connectivity and cohesion
 - Generates new jobs and employment opportunities

Project Evaluation Criteria - *Cost Effectiveness*

NY Forward investment in a project would represent an effective and efficient use of public resources.

- › Is there a demonstrated need for NY Forward funds?
- › Did the sponsor provide adequate budget information?
- › Does this project have the potential to leverage other private or non-state investment?
- › Is the sponsor providing matching funds?

Project Evaluation Criteria - *Public Support*

The public supports and understands the benefits of the project.

- › Does the public support the project?
- › Does the public understand the project and its proposed benefits?
- › Is the NY Forward funding request consistent with public priorities?



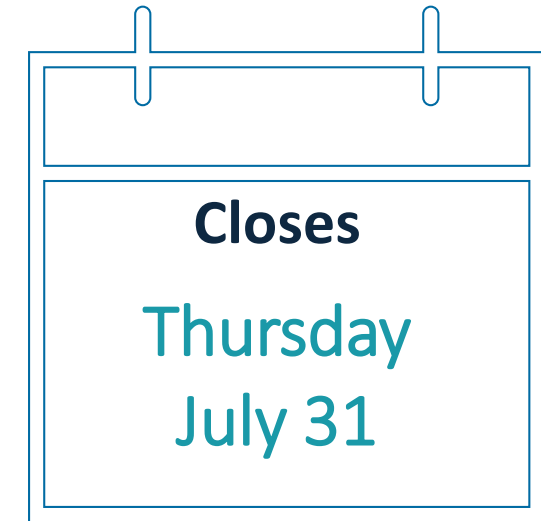
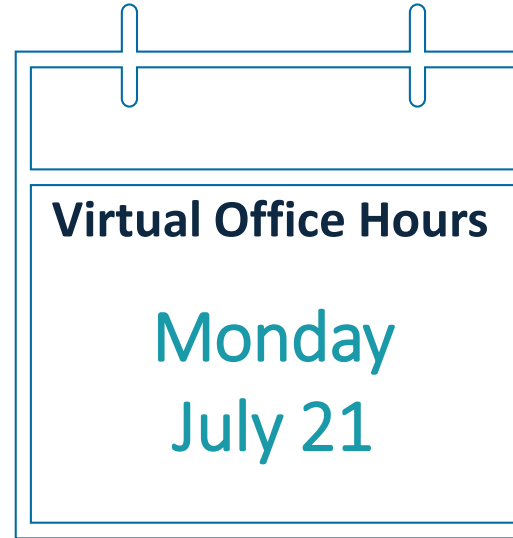
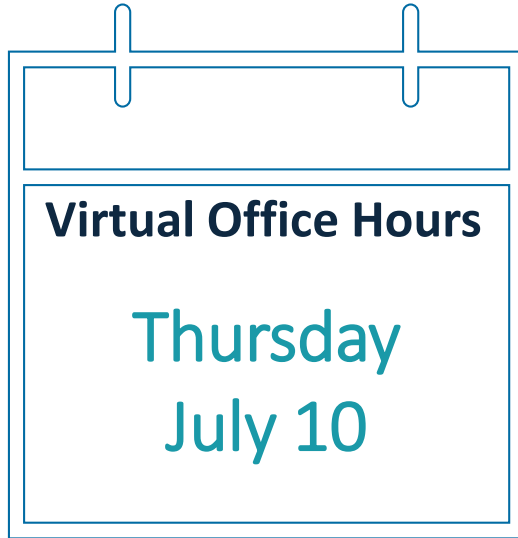


LPC Questions and Answers



Open Call for Projects

Open Call for Projects



The submission form is linked on the Dobbs Ferry's NY Forward website – www.dobbsferrynyf.com

- › Open Call began after Public Workshop #1
- › Open Call information will be updated after the LPC has established a draft vision, goals, and local evaluation criteria at LPC Meeting #2



LPC Questions and Answers



Upcoming Meetings

LPC Meetings

Meeting #1 – May 15, 2025

Meeting #2 – June 25, 2025

- › Review feedback from Public Workshop #1
- › Downtown Profile and Assessment key findings/takeaways
- › Vision and Goals
- › Project Match
- › Project Evaluation Criteria
- › Open Call for Projects

Meeting #3 – August 21, 2025

- › Downtown Profile and Assessment key findings/takeaways
- › Project Evaluation Criteria
- › Proposed Projects

Virtual Working Session – September 4

Meeting #4 – September 17, 2025

- › Refine Project List
- › Preparation for Public Workshop #2

Meeting #5 – October 15, 2025

- › *Proposed Date: October 23, 2025*
- › Review feedback from Public Workshop #2
- › Review Project List
- › Vote on Final Project List

Meeting #6 (if needed) – October 29, 2025

- › Review Project List
- › Vote on Final Project List

Public Workshops/Outreach

Workshop #1 – June 3, 2025

- › What is NYF?
- › Input on Downtown Opportunities and Challenges
- › Introduce Open Call for Projects

Public Engagement – June 18, 2025

- › Call for Projects informational Session and Office Hours
- › Business Roundtable

Public Engagement – Fall 2025

- › Ferry Festa - October 4, 2025
 - Obtain feedback on the list of projects

Workshop #2 – October 6, 2025

- › Update on NYF planning process
- › Update on finalized Vision and Goals
- › Feedback on the list of projects
- › Next steps



LPC Questions and Answers



Public Comment

Next Steps and Important Dates

LPC Members

- › Promote Open Call for Projects
- › Review NY Forward Guidebook

Project Team

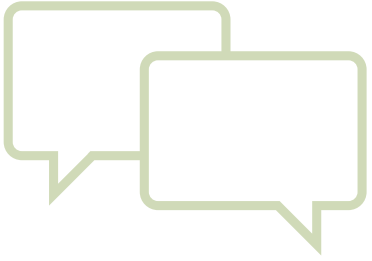
- › Downtown Profile and Assessment
- › Open Call for Projects Virtual Office Hours
- › Compiling project information for LPC Members

Important Dates

July 31, 2025 – Open Call for Projects ends

August 21, 2025 – LPC Meeting #3





Questions?

 DobbsFerryNYF@vhb.com

 **For Code of Conduct submissions, email:**

Susan.Landfried@dos.ny.gov

 www.dobbsferrynyf.com