

NYACK: Gateway to the Hudson Valley

REDC REGION: Mid Hudson

PROGRAM: NYF Round 3

MUNICIPALITY: Village of Nyack

DOWNTOWN NAME: Historic
Downtown Nyack

COUNTY: Rockland

APPLICANT CONTACTS

Joe Rand
Mayor
joerand@nyack-ny.gov

Andy Stewart,
Village Administrator:
administrator@nyack-ny.gov

Pro-Housing Status:

CERTIFIED

June 13, 2024.

NYACK NYF COMMITTEE

Susan Wilmink, The Angel Nyack
Phil Donnelly, Nyack YMCA
Kim Cross, Nyack Center
Mark Davidoff, Rockland Community College
Hospitality and Culinary Arts Center
Paul Adler, Rand Realty
Thomas Schneck, Visit Nyack
Pastor Carl Washington, Pilgrim Baptist
Church
Elliott Forrest, Arts Rockland
Terry Clark, Black Parakeetz
Joe Rand, Mayor
Don Hammond, former Mayor
Sylvia Welch, grant writer
Andy Stewart, Village Administrator

1. INTRODUCTION

Nyack’s NYF area benefits from its prime geographical location near NYC, overlooking the spectacular Hudson River, easily accessed via NYS Rte 9W, NYS Rte 59 and the NYS Thruway with its new Shared Use Path in South Nyack and two vehicle entrances in Nyack. This setting enhances the village’s appeal as a vibrant destination, drawing visitors and residents alike to experience the natural beauty and urban convenience it offers. Ample cultural resources and waterfront parks make Nyack a popular tourist destination and a great place to live. High density housing within the Downtown and a dense pattern of single and multifamily structures within short walking distance of the Downtown provide a ready market and labor supply for local business. Nonetheless, Nyack needs support to fully leverage its geography, in particular to overcome certain serious challenges captured in the proposed NYF project portfolio. Poverty, vacant and struggling businesses, a very ugly gateway, a paucity of public art, unaffordable housing, and inequitable and physically difficult access to our waterfront pose obstacles to the full realization of Nyack’s potential. Our proposed NYF project portfolio will advance the Regional Economic Development Council’s vision for regional development in specific ways that leverage Nyack’s natural advantages and further investment:

- 1. **Tourism:** Our gateway project, downtown murals project, streetscaping and wayfinding projects will effectively project Nyack’s brand of “Art and Soul on the Hudson” throughout the metropolitan region, building on Nyack’s strong record of street fairs and other tourism activities. These projects leverage Nyack’s tradition of street fair events dating to the 1970s when the Village reinvented itself as an arts and antiques destination. Nyack has its own local destination marketing nonprofit agency, VisitNyack.org, funded largely by the Chamber of Commerce from the proceeds of street fair vendor fees. VisitNyack.org administers marketing grants for local tourism promotion events and projects, using funds from the Village’s recently adopted hotel bed tax.
- 2. **Affordable Housing:** Our Fire Department’s proposal to transform a vacant Catholic convent into an affordable housing project for volunteers will aid in the recruitment, retention and training of fire fighters, insuring the continued affordability and effectiveness of fire protection. As a Pro-Housing Certified community, Nyack has adopted inclusionary zoning, Good Cause Eviction, approved hundreds of new housing units, and pursued passage of the ETPA, all in an effort to meet local and regional housing needs.
- 3. **Jobs:** Our waterfront restaurant and marina commerce center development will create over 20 permanent jobs on-site, and create further opportunity for small business development on the waterfront. The Angel Nyack hub for wedding business will also generate dozens of new jobs for event contractors of various types (photographers, caterers, etc.) as well as increased hotel stays. Our new pedestrian zone on Main Street will leverage Nyack’s food, entertainment and street fair talents to attract and retain restaurants, creating further employment close to high density public and private housing.
- 4. **De-Carbonization:** Our Main Street Streetscape Project will feature low-carbon concrete, pollinator gardens and of course, facilitate walking instead of driving between the waterfront and the commercial center. Our removable bollards project will enable the Village to easily close streets for street fairs and music events without driving heavy DPW trucks to use as security barriers, further enhancing the pedestrian experience and minimizing vehicle use and therefore carbon emissions. Our marina restaurant will feature state of the art energy efficient and climate resilient architecture, as well as a raingarden

treating runoff from the parking lot and promoting biodiversity. These projects leverage Nyack's very active Nyack 2030 Climate Action Plan, a comprehensive community engagement project establishing Nyack as a regional leader on sustainability.

NYS support for certain key, transformative projects, and a planning process, will catalyze a broad community-based effort to revitalize the Downtown. The Downtown is the beating heart of Nyack's diverse, vibrant and progressive community, and yet it faces extreme retail competition from nearby malls and online retail. Without external support from NYS and federal sources, the Village is unable to undertake sufficient planning and capital projects to revitalize the Downtown. The Village's capacity to implement funded projects is amply demonstrated by its record of community-based planning and recent and on-going infrastructure projects targeting water mains, sidewalks and parks improvements.

2. GEOGRAPHICAL AREA AND JUSTIFICATION

Nyack has the energy and diversity of a small city and the intimacy of a small country town. Our historic Downtown is home to an ethnically, economically and culturally diverse population. Nyack's high concentration of subsidized housing – there are 283 Sec. 8 rental units, plus another 57 affordable units, constituting 35% of total rentals in the Village - ensures a stable working-class population amidst a steadily more expensive housing market driven by proximity to NYC.

Our NYF project area and portfolio is tightly delineated to maximize impact where it is most needed, on and near Main Street, and supporting affordable housing, with the exception of such Downtown-wide projects as Marketing and Wayfinding, Murals, and the Removable Bollards, which extend the length of Broadway to cover the footprint of Nyack's famous street fairs. The geography of this corridor divides into several parts, each of which has distinct challenges, and for each of which we are proposing a transformative NYF project.



- 1. Gateway/NYS Route 59/Thruway overpass:** Nyack's principal gateway, at the western end of Main Street, where hundreds of thousands of people per year enter the village by driving through the dark and glowering Thruway underpass on Rte 59. Here we are proposing an underpass lighting, mural and sidewalk project that will totally transform the experience of entering Nyack, creating synergy with the iconic lighted Mario Cuomo Bridge, and further mural projects downtown.
- 2. Upper Main Street:** This area's high concentration of deteriorated retail facades is the target area for our Small Projects Fund and a private mural project. These improvements will synergize with the Gateway project, and leverage recent residential

apartment building construction to make this corridor a more successful retail zone, and foster further in-fill commercial and residential development.

3. **Middle Main Street/Broadway intersection area:** A high restaurant vacancy rate in the heart of the downtown calls for a bold business-boosting project of repaving “Restaurant Row” with decorative asphalt and installing removable bollards to make a weekly street closure for expanded outdoor dining and entertainment. The nearby Angel Nyack project on South Broadway will convert an historic brick church to a wedding business and cultural event space, bringing thousands of overnight guests to Nyack and promoting the Hudson Valley as a wedding destination.
4. **Lower Main Street:** A bold streetscaping plan will turn this imposing slope into an inviting pedestrian connection between Broadway and the Waterfront, via a range of improvements, including expanded sidewalks, benches, lighting, pollinator gardens and public art. The enhanced streetscape will synergize with the restoration of the historic John Green House as a public museum gallery and artist studio space, another amenity drawing pedestrians along Lower Main Street.
5. **Foot of Main Street/Marina:** The conversion of River Street to a one-way road with a broad pedestrian promenade will link the proposed Marina Commerce Center with Clermont Pier and the proposed 130 unit Tidewater apartment building, its waterfront park and café, all at the foot of Main Street. This project truly “connects the dots” across Nyack’s waterfront, from the proposed Tidewater park, across the newly built Marina Walkway and pedestrian bridge and into Memorial Park.
6. **Broadway:** The NYF area extends the length of Broadway to capture the footprint of Nyack’s famous street fairs, where removable bollards will replace DPW trucks for security barriers at key cross streets to protect against vehicle-based attacks or accidents.
7. **Northside:** The NYF area also covers a densely built section of the Village just north of Main Street, dominated by two large church complexes, including a Catholic school, houses of worship, rectories and parking areas. Here, the Fire Department is converting a vacant convent to affordable volunteer housing and a fire fighter training center.
8. **Southside:** The NYF area extends to the retail area on South Franklin, where a mural project on a high traffic corner will boost pedestrian and retail activity.

3. VISION STATEMENT FOR DOWNTOWN REVITALIZATION

The Nyack community’s vision for the Downtown has developed through comprehensive planning, waterfront planning, and the regular engagement of civic, business and appointed advisory groups:

Nyack is a historic Hudson River village that cares deeply about social and cultural diversity, the arts, affordability, walkability and sustainability. We view our NYF mixed-use business and civic area,

which includes our picturesque waterfront, as the beating heart of our community – its vitality and growth is essential to our quality of life and Nyack’s continued evolution as a destination for shoppers and tourists, and a place where talented people come to live, start businesses, have families and grow old together. Our proposed investments in business growth, affordable housing, gateway improvement and equitable access to the waterfront, among others, will capitalize on Nyack’s unique history and geography and catalyze further private investment leading to increased employment and an improved tax base. Taken together, these investments will make Nyack exemplify the “live, work, play” ideal.

4. PAST INVESTMENT & FUTURE POTENTIAL

Nyack has made public investments and invited business growth that leverage its existing infrastructure and create the population density needed to support local businesses. The proposed NYF projects synergize with a wide range of recent improvements and investments in the Village, including public infrastructure, and commercial and residential developments. These investments and opportunities within the NYF area are presented below as they relate to the segments of Main Street defined above.

- 1. Gateway/NYS Route 59/Thruway overpass:** This area offers tremendous potential and is particularly important as a visitor’s first impression of Nyack. Although a few new businesses recently opened here (Tree House, Taco Boys), it is marked by outdated and half-empty strip malls, used car lots, and auto body shops. The Village Comprehensive Plan calls for the re-zoning of this area for higher density, mixed use development. This Transit Oriented Development planning project is a major legislative item for the Village board in 2025. Ultimately, this project will incentive the consolidation of parcels into a well-designed mixture of multifamily apartments and ground floor retail, and help to connect the Village’s public housing development in Central Nyack to the downtown area.
- 2. Upper Main Street:** This area has seen remarkable apartment building construction in the past five years, adding over 100 new units at the Gateway Lofts, Diana Place, the Montclare and Glenmare Mews, including affordable units. A few underdeveloped parcels remain on this segment of Main Street with more projects likely in the coming year. The Village recently amended zoning in this area to foster better building design and a more attractive streetscape. The opening of Black Parakeetz, a Black-owned karaoke and entertainment venue on the corner of Main Street and NYS Route 9W adds life to the Upper Main Street area which overall suffers from a dilapidated series of facades in need of improvement. The proposed Small Projects Fund targets this area. The Village’s “Safe Routes to School” sidewalk project will improve sidewalks in this area in 2025.
- 3. Middle Main Street/Broadway intersection area:** The recent opening of a new supermarket on Main Street, Nyack Fresh Market, ended a decade of vacancy in Main Street’s largest retail site, a \$3M investment with 29 employees. Despite the new supermarket and several other building expansion projects either completed or in development, this area is afflicted with a high rate of chronic retail and restaurant vacancies. Our proposed “Restaurant Row” pedestrian zone will support the existing restaurants and shops and catalyze the re-tenanting of long vacant restaurants. The Angel Nyack project, located just around the corner on South Broadway, is building the wedding business, drawing on restaurants for catering and promoting cultural performances in the downtown. This plan leverages the Village’s robust music scene, anchored by such

businesses as Maureen's Jazz Cellar, Casa del Sol, ArtsRock, and the Rock Shop, Long Island Drum Center and Nyack Beats. The new supermarket, improved Veterans Park Gazebo, new EV charging ports, weekly farmers market, recent sidewalk repairs, new pollinator gardens and a planned rehabilitation of the iconic "Riverspace" pylon sign are key elements of making Middle Main Street more worthy of private investment.

- 4. Lower Main Street:** A bold streetscaping plan, plus the restoration of the John Green House, will turn this imposing slope into an inviting pedestrian connection between Broadway and the Waterfront. This segment of Main Street is anchored at the top by the Rockland Community College Hospitality and Culinary Arts Center, a 15,000 sq. foot, \$3.5 million investment providing a state-of-the-industry venue for education and workforce development and other food and beverage initiatives supporting growth in this Mid-Hudson Valley priority sector. The Center continues to evolve, recently adding the Burger Loft restaurant and brewery as a tenant. A major new yoga center opened part way down the hill, and the 130 unit Tidewater project is planned for the waterfront, a massive investment that includes a new waterfront park and café, all privately funded. The vacant restaurant at 65 Main Street is zoned for mixed use and represents a significant development opportunity, due to its large parking lot, as does the parcel behind Village Hall, including a vacant office building and private parking lot.
- 5. Foot of Main Street/Marina:** The conversion of River Street to a one-way street and pedestrian promenade will link the planned Tidewater project to the proposed Marina Commerce Center, and leverage the existing Clermont Pier for much more public activity. The Marina restaurant site will be the only restaurant actually on the water in Nyack, and as such, will be an extraordinary asset for tourism. The Village recently completed a waterfront walkway linking the marina restaurant site to Memorial Park to the south, across a pedestrian bridge, and has secured additional funding for the extension of this waterfront walkway along the front of Memorial Park all the way to the Viewing Platform, offering stunning views of the Mario Cuomo Bridge and the Tappan Zee. Over the last year, the Village used grant funds to build a new playground, ADA paths and Great Lawn in the park. It bears noting that the Village owns an easement for public access on Clermont Pier, but this pier, and the commercial space alongside it, are generally underutilized, due to lack of wayfinding signage and the off-putting design of the gated entryway. Ultimately, this pier could play a pivotal role in the attraction of larger tour boats, such as the Hudson River Sloop Clearwater and American Cruise Lines, to dock in Nyack, but substantial feasibility work is needed to understand this opportunity. The Village recently repaved the Marina parking lot and actively manages and maintains a 43 slip commercial marina and boat launch. The Village has installed kayak storage racks for 32 boats by the boat launch.
- 6. Northside:** The NYF area also covers a section of the Village just north of Main Street, including the Fire Department's affordable housing project. In this densely built residential area, the Village will use Community Development Block Grant funds for an extensive upgrade of sidewalks, and is also investing in new water mains and paving. This area is largely occupied by two church complexes, one Episcopal and the other Catholic, including a somewhat underutilized former Catholic elementary school. Though the current religious institutional land use seems stable, the Village is considering expanding the existing nearby multifamily zoning to include this area so that any future redevelopment will align

with the need for more affordable housing. The Village is a Pro-Housing Certified community and strongly supports affordable housing development.

Private investment adjacent to the NYF area:

- **About 400 new apartment units** added in the last five years, with plans for 150 more units in the next few years. This includes about 55 affordable units.
- **Montefiore Nyack Hospital's** 24,250 square-foot remodeled ER and its new Medical Village and five story parking garage.
- **Rockland PRIDE Center's** rehabilitation of a long vacant building has fortified the Village's longstanding tradition of hosting the largest Gay Pride event in the region outside of NYC and promoting an inclusive and vibrant local culture.
- **Chase Bank** built a bank on a long-vacant parcel on NYS Route 59 in Nyack.
- **Hotel Nyack** has made major renovations.
- **Carson McCullers House** and **Edward Hopper Museum** improving their public facilities.

Public investments in and around the NYF area:

- **Waterfront Park** - \$800k invested in facilities, another \$500k planned.
- **New Sidewalks** - The length of Broadway and several side streets.
- **Street Trees** - 350 trees planted by volunteers.
- **Lighting** - Conversion of all streetlights to LEDs and installation of decorative string lighting.
- **EV chargers** – Installed near Main Street and at Marina

These public and private investments have increased housing, both market rate and affordable, made Nyack's Downtown more walkable and sustainable, added jobs and created greater population density, thereby improving the market for the local goods and services provided by many small businesses. The Village recently surpassed 9000 points in the NYS Clean Energy Communities program, becoming eligible for grant money sufficient to make Village Hall a net zero carbon emissions building.

5. RECENT AND IMPENDING JOB GROWTH

Recent job growth has followed the opening of the new supermarket on Main Street (29 jobs), the opening of Tree Houe Cannabis (20 jobs), Taco Boys (10 jobs) and the expansion of Nyack Hospital, the Village's largest employer. The proposed 130 unit Tidewater development on the waterfront will include a café and create about 12 permanent jobs. Nyack's growth potential centers on creating optimal conditions for the seven vacant restaurant sites in the Downtown to re-open, creating about 140 jobs. This is the expected result of the proposed portfolio of transformative projects in the NYF. The Village meets regularly with owners of vacant restaurant sites to identify any barriers to lease or sale and address construction permitting concerns. Also, building owners are adding additional stories to several existing buildings in the Downtown, expanding residential rental units that will add to the market for local eateries, through adaptive reuse. The upzoning of the commercial zone on Route 59 west of the Thruway overpass to include multifamily residential, as recommended in the Village's Comprehensive Plan, would create significant temporary and permanent employment.

6. QUALITY OF LIFE

Nyack's NYF area has great assets to build on. Nyack has a strong place-based identity, due to its historic architecture, amazing geographical location on the banks of the Hudson River, in the shadow of the majestic Hook Mtn and with clear views of the stunning Mario M. Cuomo Bridge and its nightly lightshow. The village is green, walkable, close to NYC, and offers an abundance of nightlife and cultural entertainment, all concentrated in the NYF area.

The Village works with event sponsors to close Main Street and Broadway, key streets in the NYF area, for 5 street fairs per year, three music festivals, the Phoenix (theater) Festival, and other events generating over 100,000 visitors per year, including the biggest Halloween and Pride parades outside NYC. The Village hosts a strong and growing artistic community, offering community-wide art shows, exhibits at Hopper House and small galleries, musical events at various venues, including free concerts in Memorial Park and at Hezekiah Easter Square on Main Street, which attract visitors throughout the year. A strong and cohesive volunteer and civic sector underpins this vibrant cultural "scene," including the Chamber of Commerce and Antique Dealers Association, who organize street fairs, the Pride Center that organizes Pride Day, and the Parks Conservancy that organizes free concerts in the waterfront park. A nonprofit destination marketing group, VisitNyack.org, provides promotional support to many tourism-related projects sponsored by local businesses, using a special grant for marketing costs funded by the Village's Hotel Occupancy Tax.

Our eminently walkable NYF area is within a short walk of the Hudson River shoreline where walkways link key amenities, from south to north: the bridge Viewing Platform, the waterfront picnic area, the marina and kayak racks, the proposed Marina Commerce Center, the Clermont Pier, and the proposed Tidewater development and park. The generous amount of subsidized housing in Village, due largely to Urban Renewal, but several other large apartment buildings as well, located within the NYF area, ensures the continuation of the Village's diversity and offers the opportunity to "age in place," with easy access to a host of services listed below.

As a responsible government with diverse communities, the Village of Nyack is supportive of and in compliance with all laws and policies relating to equal opportunity and nondiscrimination, and takes every opportunity to adopt policies and practices that advance quality of life and decarbonization goals.

- Bus service, both commuter and local
- Nyack Community Center
- Head Start
- Nyack Senior Center
- YMCA
- Farmers Market
- Supermarket
- Pharmacy
- Medical services and Hospital
- Pride Center
- Theatre
- Yoga Studios
- Nyack Library (a Carnegie building)
- Two bookstores
- Four banks
- Jazz Club
- Restaurants & Bars
- Workforce Development at BOCES and RCC
- Hopper House and art galleries


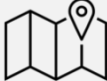

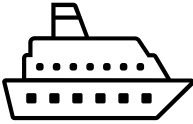
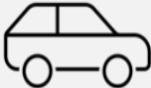

- Soup Kitchen and Food Pantries
- Volunteer Fire Department and Ambulance Corps

7. SUPPORTIVE LOCAL POLICIES/DE-CARBONIZATION

In 2022, the Village adopted a Hotel Occupancy Tax that generates \$200,000 annually and most of these funds go into a competitive grant program that funds just the marketing costs of select privately sponsored special events, such as Jazz Fest, Oktoberfest and the Phoenix Festival, projects that drive thousands of new visitors to Nyack’s downtown. The project is administered through an agreement with Visit Nyack, a local nonprofit that develops destination marketing strategies, such as billboards in NYC, outreach to tour operators, and a weekly event calendar email list. This highly successful marketing cost grant program is just one example of how Nyack seeks to deploy all available resources to promote the vitality of its Downtown.

This NYF proposal fits squarely within the framework provided by the Nyack Comprehensive Plan and the LWRP, as well as our Nyack 2030 Climate Action Plan. For example, the NYF portfolio aims to complete a key goal of these plans, that is, to create a walkable connection between Broadway and the Waterfront, and on the Waterfront, between the Foot of Main Street and Memorial Park, via the Marina.

In recent years, the Village of Nyack has developed a clear sense of its needs and opportunities through an extensive community dialogue informed by considerable thoughtful and technically detailed planning work. This **Planning** work involved:

Comprehensive Plan Update (2018) 	Bicycle/Pedestrian Master Plan 	Zoning Build Out Analysis 	Tree Inventory 
LWRP Update (2021) 	Parking Studies 	Nyack Climate Change Vulnerability and Adaptation Plan 	Nyack 2030 Climate Action Plan 

The overarching goals of the adopted Nyack Comprehensive Plan and LWRP is to protect and enhance the Village’s historic and residential neighborhoods; facilitate revitalization of the Gateway, Downtown, and Waterfront areas; and chart a path toward a more sustainable and resilient future. Key Comprehensive Plan recommendations include zoning amendments to the Downtown Mixed Use district to facilitate a pedestrian oriented environment consistent with Nyack’s historic Downtown development; zoning amendment to the Corridor Commercial zone on NYS Route 59 for mixed use development and housing; improving bicycle circulation; creating a

pedestrian master plan for constructing and renovating sidewalks and pathways; exploring the potential for larger boats to visit Nyack, including seasonal and commuter ferry service; and enhancing Nyack Marina through a public-private partnership.

Not content to make plans that gather dust on a shelf, the Village has adopted new local laws and developed programs to accomplish its revitalization goals, such as:

- The Hotel Occupancy Tax and Nyack Tourism Grant program mentioned above.
- Affordable Housing, in the forms of: Inclusionary Zoning with Density Bonuses; Good Cause Eviction; ETPA (in-progress); support for the Nyack Housing Authority.
- Economic Development, in the form of: Allowing retail cannabis; prohibiting ground floor residential units in the Downtown; convening a business council; closing streets for special events such as street fairs.

De-carbonization/sustainability

The Village recently surpassed 9000 points in the Clean Energy Communities program, creating eligibility for \$375,000 in grant funding to make Village Hall a net zero GHG emissions building. This achievement is just an indicator of the breadth and depth of the community’s sustainability work, which includes many related actions:

Nyack 2030 Climate Action Plan	Tree Inventory	EVs for the Building Department and Water Department
Climate Change Vulnerability and Adaptation Plan (in-progress)	Tree Planting and Watering (350 new street trees, so far)	EV Chargers in Municipal Parking Lots
Climate Smart Community - Bronze Level	Pollinator Pathway gardens in Downtown, replacing traditional landscaping	Curbside Recycling – shared services agreement with nearby villages
NY Stretch Energy Code (adopted)	Gas Powered Leaf Blower (banned)	Bidding new sidewalks with Low Carbon Concrete
Hired a Sustainability Coordinator	Food Waste Collection/Composting	Provide free layover space to buses.
Community Choice Aggregation/Community Power	Streetlight LED conversion, LEDs in Village Buildings, Renewable Energy Purchasing	Complete Streets

8. PUBLIC SUPPORT

For the NYF visioning process, the Village formed a racially diverse NYF Planning Committee (members listed on the title page above) representing business and property owners, nonprofits, the faith community, and tourism promotion, the majority of whom are Nyack residents who are actively engaged in the civic life of the village. The Committee, supported by a

dedicated page on the village website, called for project proposals, hosted two well-attended public meetings (10/8/24; 10/10/24), announced its activities via social media, made presentations to local groups, and met individually with project developers to achieve a shared view of opportunities to transform and revitalize the Downtown area.

Public engagement changed our NYF proposal in key ways:

- Switched from a DRI to a NYF proposal with greater focus on Main Street.
- Elicited a proposal from local architect Drazen Cackovic for a Main Street streetscaping project. This concept had not been considered before, and helps to connect waterfront and business district, and create synergy across Nyack’s various exciting waterfront amenities, both existing and proposed.
- Elicited a proposal from the Fire Department for an affordable housing project. Due to its shovel readiness, this project replaced a more conceptual affordable housing project that has not progressed sufficiently to merit inclusion.
- The identification of Clermont Pier as the possible future location of a tour boat docking facility, with more feasibility work needed to understand this opportunity.
- The need to review and refresh Nyack’s existing marketing logo, “Art and Soul on the Hudson,” as well as use wayfinding signs to make finding municipal parking lots easier.

9. TRANSFORMATIVE PROJECT OPPORTUNITIES

The Village faces serious challenges that the proposed projects aim to remedy, building synergistically on our strengths. The site of the former River Club marina restaurant remains vacant and requires extensive site preparation before this amazing waterfront investment opportunity can move ahead. Extensive religious real estate is underutilized due to aging of congregations. The Village has experienced loss of businesses, vacant restaurant and retail spaces. Small businesses often lack the resources to invest in their facades and capital equipment to take advantage of growth opportunities. Inadequate wayfinding signage frustrates visitors, residents and small businesses, especially as it pertains to parking. Affordable housing is increasingly out of reach for middle- and lower income people, especially young people struggling to start families while paying off educational debt. The village’s western gateway, the Thruway underpass, is terribly ugly.

The NYF proposal includes outstanding projects targeting the above-described challenges for a total investment of \$14M, with shovel ready options for NYS funding totaling \$6M. Letters of support from project sponsors and supporters provide further detail in the Appendix. All projects include matching sponsor’s funding contribution.

Project #	Project Name	Applicant	Purpose	Total Cost	NYF Funds
1	Gateway Improvement	Village of Nyack	Make Rte 59/ Thruway underpass attractive and artistic	\$550,000	\$400,000
2	Main Street Streetscape Project	Village of Nyack	Connect waterfront to Broadway,	\$1,908,475	\$1,500,000

			including pedestrian zone		
3	Marina Commercial Center & Pocket Park Project	Village of Nyack	Building with restaurant, boat businesses and boater services	\$3,500,000	\$1,050,000
4	John Green House	John Green House	Rehab historic building for exhibit space and artist studios	\$1,000,000	\$625,000
5	Affordable Housing for Fire Dept. Firefighters	Nyack General Fire Protection Company 2	Rehab vacant convent for affordable housing and training center for volunteers	\$1,600,000	\$700,000
6	The Angel Nyack	Village of Nyack	Retrofit church for performing arts and wedding business.	\$4,500,000	\$1,000,000
7	Public Murals Project	Hudson Valley Mural Arts	Install five murals on buildings in the downtown area	\$150,000	\$100,000
8	Street Fair Security Removable Bollards	Village of Nyack	Decorative security barriers for street closures for street fairs and festivals.	\$300,000	\$225,000
9	Marketing & Branding strategy with wayfinding signage	Village of Nyack	Clarify Nyack's brand, build wayfinding signage	\$150,000	\$150,000
10	Small Projects Fund	Village of Nyack	Capital projects grants for local businesses	\$400,000	\$300,000
			TOTAL	\$14,058,475	\$6,050,000



1.Nyack Gateway Improvement– Thruway Underpass Mural, Lighting, Landscaping and Sidewalk Project

Location: NYS Route 59/Thruway underpass, Nyack, NY 10960 **Sponsor:** Village of Nyack

Description: First impressions count. This project will turn Nyack’s dreary underpass gateway into a vibrant artwork transforming the experience of entering Nyack and making an attractive environment for people moving among the three hotels, bus stops and other facilities at this key junction of NYS Route 59, NYS Route 9W, the Thruway and Main Street. Besides adding landscaping to the highway median and improving sidewalks in the vicinity, it will add a huge dose of art & design to provide a friendly and memorable welcome to everyone visiting Nyack.

Taking inspiration from the Mario Cuomo Bridge lighting design, as well as the lighting and murals



featured on the entrance to the Shared Use Path on the Mario Cuomo Bridge, the Project will use lighting and printed digital mural “wraps” to transform the Thruway underpass on Rte 59, a mere 550 feet from the top of Main Street, into a vibrant experience for both drivers and pedestrians. This foreboding gateway underpass is approximately 300 feet long, with poorly lit sidewalks on both sides, plus wide highway medians with no trees or shrubs. The project is adjacent to commercial and residential development, including two Thruway on/off ramps,

as well as bus stops, a supermarket, three hotels and various small shopping centers, and large apartment buildings. An aesthetic overhaul of this key gateway will leverage an extraordinary traffic count to project Nyack’s vibrant cultural brand to the Hudson Valley and beyond. Hudson Valley Mural Arts is the project subcontractor, with expertise in community-engaged public arts and cadre of experienced muralists. These include Nyack artist Chris Soria, whose mural “The Flux of Being” adorns the Cuomo Bridge walkway underpass into South Nyack. Design will take place through a community outreach process to create artwork representative of Nyack’s social diversity

and unique history. Installation will be via an application of digitally printed vinyl “wraps” on piers and along walls, plus colored LED lights. This project, including streetscape improvements, supports the development of Nyack as a tourist destination and center of cultural arts on the Hudson River.



Partners: The Hudson Valley Mural Arts Project, the Rockland Community Foundation, the Arts Council of Rockland (ACOR), Hopper House and other local arts organizations. NYS DOT and Thruway Authority have permitting authority with regard to the overpass. Village of Nyack

currently maintains the lights under the bridge. Nyack Pollinator Pathway will advise on landscaping of medians and embankments.

Total investment: \$550,000

NYF Funding: \$400,000 for design, electrical, installation of mural and streetscape. **Village**

Funds: \$150,000

Timeframe for Completion: 1 year



2. Main Street Streetscape Improvement Project

Locations: Main Street from Cedar Street to River Street, River Street, Burd Street. **Sponsor:** Village of Nyack

Description: This project has three parts: “Restaurant Row,” Lower Main Street and Foot of Main Street.

Middle Main Street – Pedestrian Zone Paving for Restaurant Row Weekend Dining Closure - A high restaurant vacancy rate in the heart of the downtown calls for a business-boosting project of repaving “Restaurant Row” with decorative asphalt

and installing removable bollards to make a weekly street closure for expanded outdoor dining and entertainment both efficient and attractive.



Lower Main Street – Shrinking the driving or parking lane in favor of an expanded sidewalk on the north side of Main Street will permit the construction of an inviting walkway connecting Broadway to the waterfront, including benches, lighting, public art, and the continuation of Nyack’s well-established Pollinator Pathway down this part of Main Street. This work will synergize with the ongoing rehabilitation of the John Green House into a public exhibit space to create an additional

amenity of this walkway. The improved streetscape will enhance the walkability of the hill between the waterfront and Broadway.

Foot of Main Street – Here is where Main Street meets up with the Clermont Pier, the planned



Tidewater 130 unit development, new waterfront park and cafe, and River Street. River Street leads one block south to the proposed Marina Commerce Center and new pocket park there, and the recently built

marina walkway to Memorial Park. Tidewater is a waterfront apartment complex that has final site plan approval, including a privately funded public waterfront park, from the Nyack Planning Board. Making River Street one-way will enable a bold expansion of the sidewalks for an inviting and walkable connection among waterfront amenities to the south and north of the Clermont condominiums.

Partners: Main Street businesses and restaurants, Tidewater Project/DCAK-MSA Architecture, John Green House, Clermont Condominiums, Nyack Parks Commission, Marina Commerce Center site developer.

Total investment: \$1,908,475

NYF Funding: \$1,500,000 **Village Funds:** \$408,475

Timeframe for Completion: One year.



3. Marina Commerce Center and Pocket Park Project

Location: 11 Burd St, Nyack, NY 10960 (Village property) **Sponsor:** Village of Nyack

Description: Prepare Village-owned site for lease or sale as a center for waterfront restaurant, commerce and services and public access features to the development. Project includes construction of a new pocket park in front of the Marina Commerce Center to create more inviting pedestrian linkage between the new

restaurant and the new Tidewater park to the north and Memorial Park to the south, and also function as a pick-up/drop-off point for the Village's proposed "Hopper Shuttle" running between the waterfront, Main Street and Time Hotel. The pocket park will feature a rain garden demonstration project treating runoff from the parking lot, to further educate the public about



water quality, biodiversity and climate change. Marina Commerce Center to include: a restaurant with outdoor patio dining overlooking the marina and Hudson River, space for marina business operations (Fliteboard, Nyack Boat Charter, kayak rentals), bathrooms/shower in support of marina users, and dock redesign to accommodate transient boats. The work will include replacement of 80 feet of failed bulkhead at the restaurant site, plus construction of the pocket park and possible addition of a lighthouse feature to the end of the breakwater with some improvement to the walkway along the breakwater. Several restaurant investors have toured the site, noting the bulkhead issue as a major impediment to development.

Fliteboard and Nyack Boat Charter businesses both already use the marina and support further investment. The site offers sweeping views of the Hudson River and Mario M. Cuomo Bridge, and is immediately adjacent to ample parking, kayak storage racks, boat launch, and a pedestrian walkway and bridge connecting to Nyack Memorial Park. All construction will be energy efficient and climate change resilient.

Partners: The Village will continue efforts to market the site to investors who may also be interested in managing the marina slip rentals and related services and facilities.

Total investment: \$3,500,000 (5000 sq ft building) **NYF Funding:** \$1,050,000 for design and construction of bulkhead, new pocket park, public bathroom/shower space, dock improvements for transient boats, and a lighthouse feature at end of the breakwater. **Village Funds:** \$200,000 **Timeframe for Completion:** Bulkhead and pocket park in Year 1, restaurant construction Year 2.



4. John Green House Art Gallery Project

Location: 23 Main St, Nyack.

Sponsor: John Green Preservation Coalition

Description: The John Green House is the oldest remaining Dutch Colonial Sandstone structure in the Village, built by John Edward Green (1772-1842) in the year 1819. It is listed on both the New York and National Registers of Historic Places, and is a Village of Nyack Historic Landmark. Its location on Main Street between the waterfront and Broadway make its opening as a cultural center a key element linking the downtown to the waterfront. The effort is

underway to return the building to its beautiful appearance from the early 1800s during which it served as business home for John Green, sloop captain, lumber dealer, steamboat entrepreneur, church founder and turnpike trustee. As the house is restored and made safe, it will be architected - both inside and out - to serve the community in exciting ways, as an exhibition space and artists studios. The John Green Preservation Coalition has completed or planned over \$500,000 in repairs on the exterior walls, including \$90,000 in private foundation funding. Repair of the remaining two walls, and interior work to create a ground floor public exhibit room and 4-5 art studios for rent on the second and third floors are estimated to cost another \$625,000. Providing affordable space for working artists is a proven strategy for urban revitalization.

Partners: John Green House Preservation Coalition, Nyack Historical Society, Edward Hopper House Museum.

Total investment: \$1,000,000 **NYF Funding:** \$625,000

Timeframe for Completion: One year.



5. Nyack Fire Department Affordable Housing Project

Location: 146 Third Ave

Sponsor: Nyack General Fire Protection Company #2, Inc.

Description: The all-volunteer Nyack General Fire Protection Company #2 has purchased a former convent building from the Roman Catholic Church of St. Paul and St. Ann of the Assumption, to be converted from a dormitory to eight affordable apartments for volunteer firefighters, plus a training facility. This project will help the fire department retain and recruit volunteers, which have been declining in numbers in recent years, imperiling the survival of the fire department. Renovation plans include conversion of the former sanctuary space into a state-of-the-art training facility for volunteer firefighters. This facility will enable volunteers to meet increasingly stringent mandatory training requirements while staying close to home, work and families. This affordable housing project is critical to maintaining local emergency response capabilities.

Partners: Rockland County Fire Training Center.

Total investment: \$1,600,000

NYF Funding: \$700,000

Timeframe for Completion: One year.



6. The Angel Nyack Project

Location: 18 S Broadway, Nyack, NY 10960

Sponsor: Angel Nyack

Description: The Angel Nyack was launched in 2022 to transform a historic former church into a unique event space where residents and visitors can enjoy weddings, milestone celebrations, and the arts.

The weddings held here are expected to attract 6,000 additional visitors per year, many staying overnight for multiple days and spending at downtown businesses and in the region. The Angel Nyack will generate jobs through construction, site management, marketing as well as support many more at the many vendors that each wedding uses (florists, caterers, photographers, DJ, hair/makeup, etc). It will bring much-needed attention to the wedding options in this part of the Mid-Hudson region that are often overlooked.

When not being used for celebrations, the Angel Nyack will be used by local arts organizations and Soup Angels, a group that has been serving meals with dignity and kindness to neighbors in this building for the past 20 years.



The NYF funds will specifically target improvements to make the beautiful former sanctuary space useable for celebrations year-round and make the project financially sustainable.

The Angel Nyack currently has \$ 2.5 million in funds to purchase the building and begin Phase 1 renovations (roof repairs, electrical infrastructure, security system, etc.). Plans for the project have been drawn up by Anderson Design Group and bid on by three contractors. Based on this input, additional funding will be required to transform the former

sanctuary and make the space useable for the community year-round.

Partners: The Angel Nyack (nonprofit developer), ArtsRock (nonprofit arts organization), Soup Angels (nonprofit meals program), Music For Life (nonprofit arts program for teens and young adults with cognitive disabilities), The Nyack Wedding Collective (association of wedding venues and vendors).

Total investment: \$4.5M **NYF Funding:** \$1M to transform former sanctuary into a multi-purpose space that can be used year-round (remove pews and replace with chairs; add/reinforce flooring; upgrade electrical service; add ambient lighting; retool stage; add HVAC & fans; add ADA compliant ramp; renovate and light front garden): 1 year



7. Public Mural Project

Locations: 5 buildings in the NYF zone

Sponsor: Hudson Valley Mural Arts

Description: Public art, especially murals, are known to increase foot traffic in retail areas and add dramatically to pride of place locally and destination visibility regionally and nationally. This project harnesses the talent of local artists and community stakeholders and joins them with professional muralists with a proven record of creating durable and meaningful public

art, all on private properties with high visibility throughout Nyack's downtown NYF area. The project sponsor, Hudson Valley Mural Arts, has the experience in community engagement, administrative capacity through its fiscal sponsorship agreement with the Rockland Community Foundation, and agreements with local property owners to implement this project rapidly. The Village Board will appoint a local public art advisory committee and the Building Department will review plans for murals through a new process outside of the Architectural Review Board, involving the public art advisory committee, to expedite design review and approval. The owners of the following buildings have agreed to host and support mural projects: 4 Depew Ave, 13 S. Broadway, 60 S. Broadway, 40 S. Franklin Street, 143 Main Street. The project will begin with the refurbishing of local artist John Elliot's much admired "Yesteryear on the Hudson," dating to the 1980s, located at 13 South Broadway. This project synergizes with the Gateway project to dramatically boost the visibility and memorability of the arts in Nyack, a place that has built its business culture around arts and crafts since the 1970s.

Partners: Nyack School District, Edward Hopper House Museum, Nyack Artists Collective, Nyack Historical Society, various property owners.

Total investment: \$150,000

NYF Funding: \$100,000 **Private Donors:** \$50,000

Timeframe for Completion: One year.



8. Street Fair Security Removable Bollard Public Art Project

Locations: Street Fair event footprint on Main Street and Broadway.

Sponsor: Village of Nyack

Description: Nyack hosts about a dozen major street closure events per year, including street fairs, music

festivals, Pride and Oktoberfest, the Halloween Parade, and more. These events are a critical piece of the Village’s partnership with local business to drive tourism and pedestrian traffic. Following vehicle-into-crowd terrorist incidents at similar events elsewhere, security standards now include blocking access routes with garbage trucks and other DPW vehicles that are unsightly, a hindrance to pedestrian and ADA accessibility, and costly to staff. Removable bollards are the most cost effective and ADA compliant method of blocking streets. Adding artworks to the bollards transforms this security measure into a cultural attraction itself. Because the bollards will make it easy for volunteers to help close the streets, the Village plans to experiment with weekly closures of “Restaurant Row” on Main Street between Broadway and Cedar St. to create further opportunity for outdoor dining and entertainment from Spring through



Fall, drawing on the diverse culinary and musical talents of businesses such as the Rock Shop, Casa del Sol, and Maureens Jazz Cellar, among others.



Partners: Hudson Valley Mural Arts, local arts organizations, ACADA, the Chamber of Commerce, NAACP, Pride Center, Fire Department, and other groups coordinating street closure events.

Total investment: \$300,000

NYF Funding: \$225,000 bollard installation and artwork **Village Funds:** \$75,000

Timeframe for Completion: One year.



9. Create a Marketing and Branding Strategy with Wayfinding Signage

Location: NYF area, NYC and internet

Project Description: Downtown Nyack has a wealth of assets including the arts, history, and entertainment. However, there is a lack of visual markers that identify Nyack as a unique community in the region, and signage to guide residents and

visitors through Nyack's Downtown center, to public parking lots and to waterfront amenities. The three parts of this strategy are as follows: 1. Establish Nyack's Brand 2. Develop a Marketing Strategy 3. Create Wayfinding Design and Signage Strategy. The removal and/or rehabilitation of existing deteriorated or aesthetically inconsistent signs and posts is an important part of this project, as is the installation of electronic information kiosks, offering public WiFi and updated special event information. For example, an abandoned pylon sign on Main Street can be redesigned to include a digital public information sign and welcoming images. VisitNyack.org is an energized local marketing effort that has included a tagline "Nyack: Art and Soul on the Hudson," website with local events, promotion of special events, placement of billboards in NYC and other destination marketing efforts. Despite the strength of this effort, the village struggles to project its identity to prospective visitors and to make wayfinding within the village and among its amenities as seamless as possible. In order to be successful, the comprehensive branding, marketing, and wayfinding signage strategy would need to include all parts of the Nyack community, which includes women- and minority-owned businesses, and businesses owned by and serving Nyack's Latino, African American and LGBTQ+ community. This project would be implemented by first creating a Request for Proposals (RFP) to contract with an experienced branding and marketing firm.

Partners: Visit Nyack, Nyack Chamber of Commerce, ACADA, Nyack Business Council.

Total Investment: \$150,000

NYF Funding: \$150,000 for consulting services and public sign construction

Timeframe for Completion: One year.



10. Small Projects Fund

Location: Focus on Upper Main Street and Downtown business area

Description: The fund will be used to provide the community with an additional opportunity to apply for funds to support capital projects that will further enhance the vitality of Downtown Nyack. Eligible activities include facade improvements, small business creation and expansion, disconnecting roof drains from sewer lines, solar and other energy efficiency measures, fixed asset acquisition or improvement

(kitchens, HVAC), public art, conversion of second floor offices to residential units, and bringing fire alarms and suppression up to code. The focus of the Small Projects Fund is on capital projects that will create a physical and visible impact to buildings and businesses within Downtown Nyack, especially Upper Main Street. The fund would be available to owners of existing small businesses, owners starting new businesses, and owners of buildings that include commercial spaces. The fund would be targeted at Main Street between Franklin St and the Thruway overpass, due to the aging facades in this corridor and its importance as a gateway to the Village, as well as S. Franklin between Main Street and Hudson Ave, also a high visibility commercial corridor pockmarked with deteriorated facades. A few examples of buildings with outdated facades are: 148 Main St., 194 Main St., 258 Main St., 260 Main St. (see photo).

Partners: Chamber of Commerce, Nyack Business Council, ACADA, Rockland County Small Business Development Center.

Total Investment: \$400,000

NYF Funding: \$300,000 **Village Funds:** \$100,000

Timeframe for Completion: Two years.

10. ADMINISTRATIVE CAPACITY

The Village has a small, skilled administrative team with extensive experience in project management, led by Andy Stewart, Village Administrator, who has prior experience as Peekskill City Manager during that city's DRI implementation process. Village Planner Robert Galvin and Chief Building Inspector Manny Carmona offer invaluable expertise on planning and construction processes, while Village Engineer Eve Mancuso of Weston and Sampson will continue to consult on infrastructure design and contract procurement. Should the Village be included in the NYS NYF program, additional administrative support would be needed, probably via an RFP for contract services, to coordinate the Small Projects Fund small business application and implementation process, and for the Wayfinding and Marketing project. The Village currently contracts with Visit Nyack to administer its tourism grant program, funded by the new Hotel Bed Tax. Visit Nyack, along with the Chamber and the Business Council stand ready to assist the Village and the NYF committee in its planning and community engagement work. The Village's ability to contract for and oversee projects is amply demonstrated by the major sidewalk overhauls that have taken place on Broadway over the last year, as well as the \$10M water main replacement project, on-going.

It is important to note that the Village has always relied heavily on NYS and federal grants to make comprehensive planning possible (Comp Plan, LWRP, etc.) and to fund actual improvements in streetscapes. As much as the Village has the civic and organizational capacity to coordinate and lead projects, the Village really needs NYS support to make projects financially feasible.



Village of Nyack

6.2K followers • 210 following

Nyack NYF Application – Letters of Support

1. Wilmink LOS for Angel Nyack
2. Drazen Cackovic LOS for Streetscape project
3. Hank Hovorka LOS for Marina Commerce Center project
4. Robert Sorensen LOS for John Green House project
5. Keith Taylor LOS for Nyack Fire District affordable housing project
6. Karon Shovers LOS for Murals project
7. Supervisor Kenny LOS for Nyack NYF application
8. Thomas Schneck, Visit Nyack, LOS for Nyack NYF application
9. John Dunnigan, ACADA, LOS for Nyack NYF application
10. Beth Davidson, RC Legislature, LOS for Nyack NYF application
11. Pro-Housing Certification



October 2, 2024

18 S. Broadway

Nyack, NY 10960

(845) 548-0232

hello@theangelnyack.com

Ms. Linda Malave, Regional Director
Mid-Hudson Regional
Economic Development Council
33 Airport Center Drive, 201
New Windsor, NY 12553

Dear Ms. Malave,

I am writing to lend my enthusiastic support for Nyack's New York Forward application. I am the Board President and lead investor of the Nyack Angel project. I want to use this Letter of Support to provide some more details about our plans, because I think they fit well with the revitalization goals of the Village's NYF initiative and the vision of the Mid-Hudson REDC.

The Angel Nyack Inc. was launched in 2022 to purchase and transform a historic former church into a unique event space where residents and visitors to New York's Mid-Hudson Region can enjoy weddings, milestone celebrations, and the arts.

This project will bring in 6,000 visitors to the region per year (40 weddings x avg 150 guests) who will shop, eat and stay overnight. It will create good paying and flexible jobs in construction, site management, and at the 14 vendors per wedding hired on average by couples. All of this activity directly supports the state's efforts to spark broad economic activity through tourism, adaptive re-use, and making the most of walkable downtowns.

The Angel Nyack is located at 18 S. Broadway, the heart of Nyack's commercial district. The building is a few steps away from municipal parking and Main Street, as well as a busy bus stop connecting to Metro North.

Built in 1901, the building was well cared for by the congregation of the First Reformed Church, which traces its origins in the state to the Dutch era. They have been excellent stewards in preserving the Haverstraw brick exterior, vaulted wood ceilings, and other architectural features.

Long used for celebrations and performances, there will be no change in use for the building. The renovation simply enhances this. It will not require a variance or zoning change. The building does not have landmark status. With the pews removed, the space will be able to accommodate 175 guests, including space for a dance floor. For a cocktail party setup, the former sanctuary plus the adjacent "Pitkin Room" together will have a capacity for 300 guests.

Our organization is requesting a grant amount of \$1,000,000 as part of the Village of Nyack's NY Forward application to transform the current sanctuary and make it useable for weddings and many different

kinds of events for the community. This will be approximately 50% of what is needed to make the key renovations and upgrades to ensure that the space is functional, safe, and welcoming for all. The organization has raised and set aside \$1,000,000 for this project and with grant support would be able to complete this project well within one year.

Construction documents were developed for the project by Anderson Design Group, including Architectural, Structural, Mechanical, Electrical, and Plumbing disciplines. These drawings were competitively bid in Q2/2024 by three general contractors which resulted in the average costs listed below:

1. Floor Reinforcement & Flooring (\$413,120)
2. Electrical Upgrades & Ambient Lighting (\$457,930)
3. Overhead Fans (\$25,280)
4. HVAC (\$457,960)
5. Stage Retooling (\$75,675)
6. Interior ADA Ramp & Gate (\$86,300)
7. Exterior Lighting & Landscaping (\$183,735)

Beyond celebrations, we are excited to partner with outstanding nonprofit arts organizations in our community, such as ArtsRock (run by Elliott Forrest, a Peabody Award winning Broadcaster, Producer & Director), to promote the use of the space for cultural events and programs as well as continue the 20-year history of hosting and supporting the “Soup Angels” soup kitchen twice a week – after all, this amazing group of volunteers helped inspire the name.

As you can see, this is a shovel ready project, largely privately funded, with wonderful economic and tourism impacts. We can’t wait to see the love flow here as it becomes a unique option for couples (and more) to celebrate in the Hudson Valley.

Lastly, I will close by simply saying how proud I am of this little Village and how excited I am to support this wonderful portfolio of projects. Thank you for your consideration!

Sincerely,

A handwritten signature in black ink, appearing to read 'Susan Wilmink', written in a cursive style.

Susan Wilmink,
Board President

October 2, 2024

Ms. Linda Malave, Regional Director
Mid-Hudson Regional Economic Development Council
33 Airport Center Drive, 201
New Windsor, NY 12553

Dear Ms. Malawe,

I write to lend my enthusiastic support for the Nyack New York Forward application. I am the owner and architect of the proposed Tidewater project on the Nyack waterfront referenced in the application – a 128 unit apartment building with a public waterfront park and a café. While we have planning board site plan approval, a range of factors have delayed construction for several years. As we are working through our building permit, I got involved in the Village’s application for NYF funding and provided streetscape designs which the local committee saw fit to include in the application you are reviewing.

In brief, I have provided conceptual drawings and cost estimates for streets, sidewalks, landscape, lighting, and signage improvements that I think will go a long way towards linking the waterfront amenities and connecting the waterfront to the Broadway/Main Street business area. These streetscape improvements include:

1. A pedestrian zone on Main Street between Cedar and Broadway to function as a weekend evenings-only street closure and pedestrian promenade. Because traffic can circulate easily around this block, and it is dense with restaurants, both active and vacant, I believe this proposal is the most efficient and impactful way to expand outdoor dining and pedestrian space to boost local business and add jobs. I know from experience our local businesses are eager to program this space with dining, music and other activities. This weekly closure would complement Nyack’s calendar of streetfairs that close all of Broadway and Main Street. It would also enable the removal of restaurant “bump outs” on this block that, while popular, do reduce parking spaces and may impede emergency response.
2. Expanded sidewalks down Main Street from Broadway and River St, and the conversion of River Street to a one-way street, for big expansions in sidewalks.
 - a. The River Street promenade will link the Tidewater residential project and its new public waterfront park, with the proposed Marina Commerce Center to the south. The Village recently built a walkway from this restaurant site across the marina parking lot to connect to the pedestrian bridge to Memorial Park. The Village has grant funding for the completion of this walkway across the front of Memorial Park to the bridge Viewing Platform. This project will finally connect all the

“dots” of waterfront amenities from Tidewater, to Clermont Pier, to the Marina Commerce Center, boat launch, and beautiful Memorial Park.

- b. The sidewalk on Main Street between Broadway and River Street is narrow and in poor condition, yet it is a main connection to the Nyack waterfront. With a small reduction in lane width and loss of a parking lane, the village can make a major improvement in this key connector walkway, including landscaping, lighting and public art. Finally, a direct walkable connection would invite pedestrians to move freely between Nyack’s shopping area and the waterfront recreation areas, long a goal of the Village’s Comprehensive Plan and LWRP.
3. Pocket park in front of Marina Commerce Center – this would provide for a much more attractive entryway into the Marina, adding greenery to the parking lot and making the restaurant site integrate better into the walkway.
4. Gateway/Thruway Underpass – here the Village is planning a mural and lighting project that will provide an extraordinary change in the look and feel of this drab but heavily trafficked gateway. My recommendation is to include some work on sidewalks, which are in terrible shape, and the median, which is wide enough to add some trees and other greenery. I have provided cost estimates for this part of the gateway project. As a developer and village resident, I also support the idea of taking a critical look at the zoning in this corridor for a possible overlay zone incentivizing mixed use development on larger lots, versus the current jumble of strip malls and drive-thrus, due to the need for housing and better planned development overall.

Future work should consider improvements to the Clermont Pier, owned by the condominium association, but subject to a Village owned easement for public access. The gateway to this Pier does not invite public access, from a design perspective. This Pier could also function for large tour boat access, subject to some modification and, of course, cooperation from the owners. This concept is worth considering for the future.

Lastly, I will close by simply saying how proud I am of this little Village, and how excited I am to support this wonderful portfolio of projects. Thank you for your consideration!

Sincerely,



Drazen Cackovic, Architect/Developer

Hovorka Hospitalities, LLC
485 Piermont Avenue
Piermont, NY 10968

October 2, 2024

Ms. Linda Malave, Regional Director
Mid-Hudson Regional Economic Development Council
33 Airport Center Drive, 201
New Windsor, New York 12553

Re: Nyack Marina Restaurant Bulkhead

Dear Ms. Malave,

I have been a restaurateur/chef for the past 30 years, operating a very successful restaurant group in Nyack for 20 plus years. I am also a restaurateur/investor, ready to move forward to develop a much needed beautiful waterfront restaurant in the Village of Nyack, but for the desperate need of repairing/replacing the bulkhead protecting this crucially important commercial asset of the village of Nyack from the Hudson River. I hope you will support Nyack's application for funding to repair/replace the bulkhead.

Apart from the failing bulkhead, Nyack's marina restaurant site is an extraordinary opportunity for our restaurant investment, creating a key amenity to anchor the waterfront experience and help drive tourism dollars, not only to the Village of Nyack, but to all of the Hudson Valley. We are working closely with the Village of Nyack on the proposed build out of the site overlooking the quaint Nyack marina. The site has expansive views of the Tappan Zee estuary and the iconic Mario Cuomo bridge, with direct walkway connections to Memorial Park and downtown Nyack.

A new restaurant site here will create jobs and add to the tax rolls, while removing the current eye sore left by the closure of the former River Club restaurant, which operated for 30 years until its closure and its subsequent demolition in 2015.

Currently operating in Piermont, NY and living in Blauvelt, NY, I love visiting Nyack and look forward to the day when I can look out from the patio at the new vision I have and share with the Village of Nyack. A restaurant that will not only be a source of pride for the Village of Nyack, and myself, but to all of the Hudson Valley. As an investor in fine dining establishments, I know this site is DOA until that bulkhead situation is addressed!

I want to thank you for your long standing support for Nyack's waterfront revitalization efforts and those through other communities throughout the Hudson Valley.

Thank you for your consideration of funding this project!

In Good Taste,



Hank Hovorka
845-661-7757

Bio

Graduated Culinary Institute of America (CIA) 1987 Executive

Chef IL Mulino's Westchester/NYC six years

Heather's Open Cucina, Nyack, NY, 1993, restaurant received multiple awards from NYT to Wine Spectator.

LuShanes, Nyack, NY 1998, restaurant also received multiple awards, still revered by Foodies all over the metro area.

Hunter's Steakhouse, Nyack, NY 2000, restaurant also received multiple awards for food and beverage.

The Whiskey Kitchen, Valley Cottage, NY 2014, featured on News 12 Restaurant Hunter, fun Gastro/Brew Pub.

Market Kitchen & Bar, Piermont, NY 2017, Recruited by the Village of Piermont to reopen their long loved Community Market. Also featured on News 12 Restaurant Hunter, currently it operates 30% market 70% Kitchen & Bar, local and Foodie Favorite.

Our vision is an establishment that serves the entire Hudson Valley community. Through the collaborative efforts of the Village of Nyack and Hovorka Hospitalities, LLC, we envision a 5000 square foot building, 60% enclosed/40% open air, with overhead doors opening to take full advantage of the majestic Hudson River views.

The concept will be a lobster House theme, serving locally sourced seafood, meats, and vegetables. The beverage service will focus on Hudson Valley and NYS sourced beer/wine/spirits, with an emphasis on craft cocktails.

Hovorka Hospitalities , LLC and the Village of Nyack, along with its Mayor Joseph Rand and Village administrator Andy Stewart, are very excited and anxious for this project to become a reality! All we need is a Bulkhead. I thank you in advance.



The John Green Preservation Coalition, Inc.

P.O. Box 378, Nyack, NY 10960

<https://www.johngreenhouse.org>

thejohngreenhouse@gmail.com

Andy Stewart

p.1

Village Administrator, Village of Nyack

(1-3)

5 North Broadway, Nyack, NY 10960

Saturday, October 5, 2024

Dear Mr. Stewart,

Thanks for your interest in the John Green House project. Our organization, the John Green Preservation Coalition (JGPC), has a supporter mailing list of over 350 persons that has always been growing and a board of directors of 12 persons. As detailed below, we have raised around \$600, 000 for the project over several years, but we still have a lot to do. We welcome the prospect of additional support through the revitalization and development efforts on behalf of the village of Nyack.

Here are details about the John Green House project.

1. JGH (John Green House) corporate status - The John Green House Preservation Coalition (JGPC) was created as a 501c3 non-profit "S" corporation in 2015.
2. JGPC accomplishments and investments so far - Since its founding in 2015, the JGPC has many accomplishments, starting with the acquisition of the property and the building at no cost. Several grants have been awarded, to be listed below. These, along with the in-kind work contribution of many volunteers over several years and the financial and in-kind contributions of many supporters have allowed:
 - stabilization of the inside and outside of the building (2015); a new period-correct cedar-wood-shingle roof (2017); the removal of modern elements on the inside of the house: walls, ceilings, and floor coverings (2015 to present); installation and painting of a temporary front door to the house (2023); installation of a historic marker from the William G. Pomeroy Foundation (2023); excavation and grading of the basement (2023); restoration of the front sandstone wall of the building (2023); reconstruction of the stone stairway to the basement (2023); installation of new windows and purchase of a new front door for the building (2024); replacement of rotted floorboards on the 2nd floor (2024), and installation of electrical services to the building. (2024)

The JGPC has proceeded in all cases with the professional support of architects and specialists in old stone buildings, at the expense to the JGPC currently of \$55,500.

The JGPC has no investments other than a \$100,000 bank CD for funds designated for work on the west wall of the building to begin this fall.

3. Plans for the further restoration of the building are extensive: restoration of the west, south, and east walls of the building and the two wood gambrels (money is in hand for the first and second items); 18 windows and two additional doors for the building; walls, ceilings, and doors for the interior of the building; two toilets and one kitchenette; heating and cooling, and electrical systems (for which we hope for some in-kind donations for material and labor.) Floors will be sanded and refinished, and the walls will be insulated.
4. Future use of the building. The inspiration for members of the JGPC since 2015 has been to provide for the restoration of this unusual, historical sandstone building so that it can be used by the public of the village of Nyack. It is unique in the village, and it stands as a reminder of the special role of the 19th century businessman, John Green, in the development of the village. We envisage gallery space on the ground floor of the building that will allow for changing exhibits on Nyack history, as on John Green, for example, local Nyack artists, or aspects of Nyack's environmental situation as with the Hudson River and climate change. This would provide, in addition to the beautiful view of the early 1800s sandstone building for passers-by, a place of interest for tourists and other visitors to Nyack's Main Street or its planned "River Walk" as a special place in the center of the village.
Our plan is for the upper two stories of the building to provide six studio spaces for artists or other professionals. Income from the rental of these spaces would pay utility and tax expenses for the John Green House.
5. Funding for the John Green House. The JGPC has received about \$478,000 in grants for its efforts with the John Green House, of which \$99,800 has had to be matched. The JGPC currently has an application in with the NYS Office of Parks, Recreation, and Historic Preservation for an additional grant of \$90,000, which, if awarded, will have to be matched. We applied for this grant several times and finally were successful last year. Fingers Crossed for another success! These monies would have to be matched, which we feel is within our capabilities.

Our first significant grant was a New York State Community Benefit Grant for \$130,000 from the New York State Thruway Authority. This was used for our new roof.

We have received two \$10,000 grants from the Preservation League of New York State which were used for architectural planning.

We received an \$80,000 Crest grant from New York State that was used for the restoration of the north wall of the John Green House. (Our cost: over \$90,000.) And we received the \$90,000 grant from the New York State Office of Parks, Recreation, and Historic Preservation, Environmental Protection Fund, which requires a match that we do have, and which will be used for the restoration of the west wall of the house.

An \$8,000 grant from the Daughters of the American Revolution also required a match, to be used for 8 windows and a door for the front of the John Green House. (Our cost was \$34,600, even though we received donated labor for installation.)

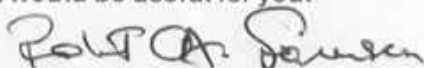
\$150,000 has come from a private foundation which chooses to be anonymous. This money will be used for the west, east, and southern walls.

Another \$126,000 has come from our individual supporters, for which we are enormously grateful, through fundraising appeals and three fundraising social events.

But we still have a lot to do, and we anticipate these additional costs will be in the range of 450 to \$500,000.

6. The JGPC understands there is a 25% match on the NYS grant prospect through the village and sees this as well within our capabilities.

Thank you, Mr. Stewart, and please let me know if I can provide any further information that would be useful for you.



Robert C.A. (Chris) Sorensen, Vice President of the Board of Directors

John Green Preservation Coalition (JGPC)



Andy Stewart
Village Administrator
Village of Nyack
9 North Broadway
Nyack, New York 10960

October 2, 2024

Hi Andy,

We wanted to follow up with you regarding the details surrounding Nyack General Fire Protection Company #2, Inc.'s (NGFPC#2I) purchasing of 146 Third Avenue, Nyack NY, and the possibility of being included in the Village's Downtown Revitalization Grant proposal currently being prepared by the Village for the October 19th submission date.

Top line details regarding the Nyack General Fire Protection Company #2, Inc. (NGFPC#2I):

- Incorporated in the state of NY on September 12, 2024 as a Domestic Not-For-Profit; File #240916001256
- All Legal Representation: Donald J. Feerick Jr., ESQ at Feerick, Nugent, MacCartney PLLC in Nyack, NY.
- Directors of the Corporation: Keith Taylor (nyack@hannemannfuneralhome.com); Robert Van Cura (vancura@rcpin.net); Annie Hekker Weiss (anniehekker@me.com)
- The five Commissioners of the Nyack Joint Fire District approved the certificate of incorporation on August 21, 2024
- MISSION STATEMENT: "Our mission is to provide a dedicated facility to house and support volunteer firefighters, offering them a safe and welcoming space as they serve our community. Through this building, we also aim to foster a collaborative environment for fire safety education and professional training, equipping both current and aspiring volunteer firefighters with the essential skills and resources to protect lives and property. We are committed to strengthening our community's essential volunteer firefighter base while bolstering local emergency response capabilities and preparedness."

Top line details regarding the land – 146 Third Ave, Nyack, NY (Section 66.30, Block 1, Lot 2):

- Owned by the Roman Catholic Church of St. Paul and St. Ann of the Assumption.
- Formerly a convent, this 10,454 sq ft brick building was constructed in 1959.
- It currently has 16 bedrooms and 5 full bathrooms, a chapel, and a large meeting space as well as extensive parking in the rear of the building.
- It was placed on the market in August 9, 2024 with a sale price of \$740,000.



Top line details regarding the purchase and renovation of 146 Third Ave, Nyack, NY (Section 66.30, Block 1, Lot 2) by the Nyack General Fire Protection Company #2, Inc (NGFPC#2I):

- A final offer of sale was approved by the church at \$850,000 and a downpayment of \$63,750 was accepted on September 17, 2024 with an agreement to take the property in "as is" condition. We currently have a signed purchase contract with the seller.
- The closing of the property will occur **prior** to the end of January 2025.
- The building is being used by NGFPC#2I in support of its non-profit mission (see mission statement above).
- In the winter of 2025, the building will be converted to eight (8) one bedroom/one bath apartments for volunteer firefighters, and the bottom floor will be converted to a state-of-the-art firefighter training facility.
- We are working to secure a final bid from an architect regarding construction but the work is currently estimated to be between \$700,000-\$800,000. Since there is a 25% match for any project funded by NYS through this program, we would ask for a \$600K grant with the intent to raise \$200k via additional resources.
- This will be a self-sustaining facility in that Volunteer Firefighters would be required to pay rent of \$500 per month.
- There will be no community space created in the building since each firehouse has community spaces for volunteers to gather. The current footprint of the building will not be altered.
- There will be no fire horn on the building.
- It is important to note: Current Nyack taxpayers benefit from having a volunteer fire department since it is estimated (based on similar villages) that the cost for paid fire departments would burden the village with an \$8 million dollar bill.

Andy, thank you for your consideration, and your commitment to improving our beloved village. Please let us know your thoughts, and if you need additional information.

Best,
Keith Taylor, Robert Van Cura and Annie Hekker Weiss

HUDSON VALLEY MURAL ARTS

October 2, 2024

Ms. Linda Malave, Regional Director
Mid-Hudson Regional Economic Development Council
33 Airport Center Drive, 201
New Windsor, NY 12553

Dear Ms. Malawe,

I write to lend my enthusiastic support for the Nyack New York Forward application. My group is a private project sponsor for the mural project and we believe our project - painting 5 murals in the downtown - complements the overall revitalization effort. Please note the following:

1. Public murals have been shown to increase foot traffic and tourism, helping to attract visitors and shoppers to local businesses and giving places a highly visible and creative image.
2. Our murals will be partially funded through private fundraising, including contributions of not only wall space, but money, from our cooperating building owners and other corporate sponsors.
3. We have preliminary access agreements from our building owners. These are high visibility locations on main thoroughfares into the Village.
4. Our team includes professional, internationally acclaimed muralists as well as experts in community-driven design processes, arts education and fundraising, including well-established relationships with local school art departments, local artists, business and civic community in Nyack.
5. In particular, we have a wealth of experience navigating the balancing of public involvement with allowing artists to create unique and outstanding art works. We are committed to creating works of art that will remain relevant and appreciated for decades.
6. Technically, we have expertise working on various surfaces (concrete, brick, wood, etc.) at both ground level and using lifts and scaffolding, when necessary.
7. We are dedicated to involving local youth and aspiring artists through a well-honed school curriculum, led by an experienced arts educator. Research shows this involvement improves career options.
8. We are ready to start work in 2025, having laid the groundwork for this project over several years of community outreach, team building, and completion of mural projects elsewhere.

I will close by noting how amazing the mural is at the entrance to the shared use path on the Mario Cuomo Bridge. This mural, which lights up a short tunnel onto the bike path, complements the amazing bridge lights, and shows how transformative public art can be. In particular, we look forward to collaborating with the Village in designing a similar transformation of the Thruway underpass on NYS Route 59, at the top of Main Street. This is an amazing opportunity for us all to work together to fundamentally upgrade the "Gateway to the Hudson Valley"!

Sincerely,

Alice Mizrachi, Deborah Reich and Karon Shovers
Founders, HVMA

Town of Orangetown

Town Hall • 26 West Orangeburg Road • Orangeburg, NY 10962
Telephone: (845) 359-5100 ext. 2293
Fax: (845) 359-2623
e-mail: supervisor@orangetown.com
website: www.orangetown.com



Teresa M. Kenny
Town Supervisor

October 2, 2024

Ms. Linda Malave, Regional Director
Mid-Hudson Regional Economic Development Council
33 Airport Center Drive, 201
New Windsor, New York 12553

Dear Ms. Malave:

I write to lend my enthusiastic support for the application submitted by the Village of Nyack to the Mid-Hudson Regional Economic Development Council (MHREDC) for funding through the State's New York Forward program.

The Village of Nyack is an outstanding example of the MHREDC's focus on historic downtowns as the cornerstone of economic development in the Hudson Valley. With its historic Hudson River geography and rich array of cultural arts, music, crafts and recreational amenities, Nyack plays an important role as a gateway to the Hudson Valley. The Village is committed to building on its strengths in creative talent, social diversity and historic architecture to foster more business growth and job creation while promoting tourism development.

Nyack's application includes a wonderful array of projects, with substantial private investment, ranging from gateway and streetscape improvements, public art, affordable housing, and improved connections between the waterfront and the downtown.

Thank you for your consideration of the Village of Nyack's application.

Very truly yours,

A handwritten signature in black ink, appearing to read "Teresa M. Kenny". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Teresa M. Kenny
Supervisor, Town of Orangetown



Visit Nyack

October 15th, 2024

Ms. Linda Malave, Regional Director
Mid-Hudson Regional Economic Development Council
33 Airport Center Drive, 201
New Windsor, New York 12553

Dear Ms. Malave,

I am writing to lend my enthusiastic support for the application submitted by the Village of Nyack to the Mid-Hudson Regional Economic Development Council (MHREDC) for funding through the State's New York Forward program.

The Village of Nyack is an outstanding example of the MHREDC's focus on historic downtowns as the cornerstone of economic development in the Hudson Valley. With its historic Hudson River geography and rich array of cultural arts, music, crafts and recreational amenities, Nyack plays an important role as a gateway to the Hudson Valley. The Village is committed to building on its strengths in creative talent, social diversity and historic architecture to foster more business growth and job creation while promoting tourism development.

Nyack's application includes a wonderful array of projects, with substantial private investment, ranging from gateway and streetscape improvements, public art, affordable housing, and improved connections between the waterfront and the downtown.

Thank you for your consideration of the Village of Nyack's application.

Sincerely,

A handwritten signature in black ink, appearing to read "Thomas Schneck".

Thomas Schneck, President Visit Nyack

The Legislature of Rockland County



BETH DAVIDSON
Legislator – District 10

Chair – Environmental Committee
Multi-Services Committee

Vice-Chair - Economic Development & Housing Committee
Special Committee on Transit

October 15, 2024

Ms. Linda Malave, Regional Director
Mid-Hudson Regional Economic Development Council
33 Airport Center Drive, 201
New Windsor, New York 12553

Dear Ms. Malave:

As the Rockland County Legislator representing Nyack, NY, the Vice Chair of the Legislature’s Housing and Economic Development Committee, and a 20-year resident of Nyack, I write to lend my enthusiastic support for the application submitted by the Village of Nyack to the Mid-Hudson Regional Economic Development Council (MHREDC) for funding through the State’s New York Forward program.

The Village of Nyack is an outstanding example of the MHREDC’s focus on historic downtowns as the cornerstone of economic development in the Hudson Valley. With its historic Hudson River geography and rich array of cultural arts, music, crafts, educational offerings, recreational amenities, and publicly supported sustainability initiatives, Nyack plays an important role as a gateway to the Hudson Valley.

Having already completed critical infrastructure projects and facilitated important new public-private partnerships around education, training, and supportive and clinical services, the Village is committed to building on its strengths in creative talent, socio-economic diversity, and historic architecture. The Village is confident this strategy will foster additional business growth and job creation while promoting tourism development.

Nyack’s application includes a wonderful array of projects with substantial private investment, ranging from gateway and streetscape improvements to public art, affordable housing, and improved connections between the waterfront and the downtown.

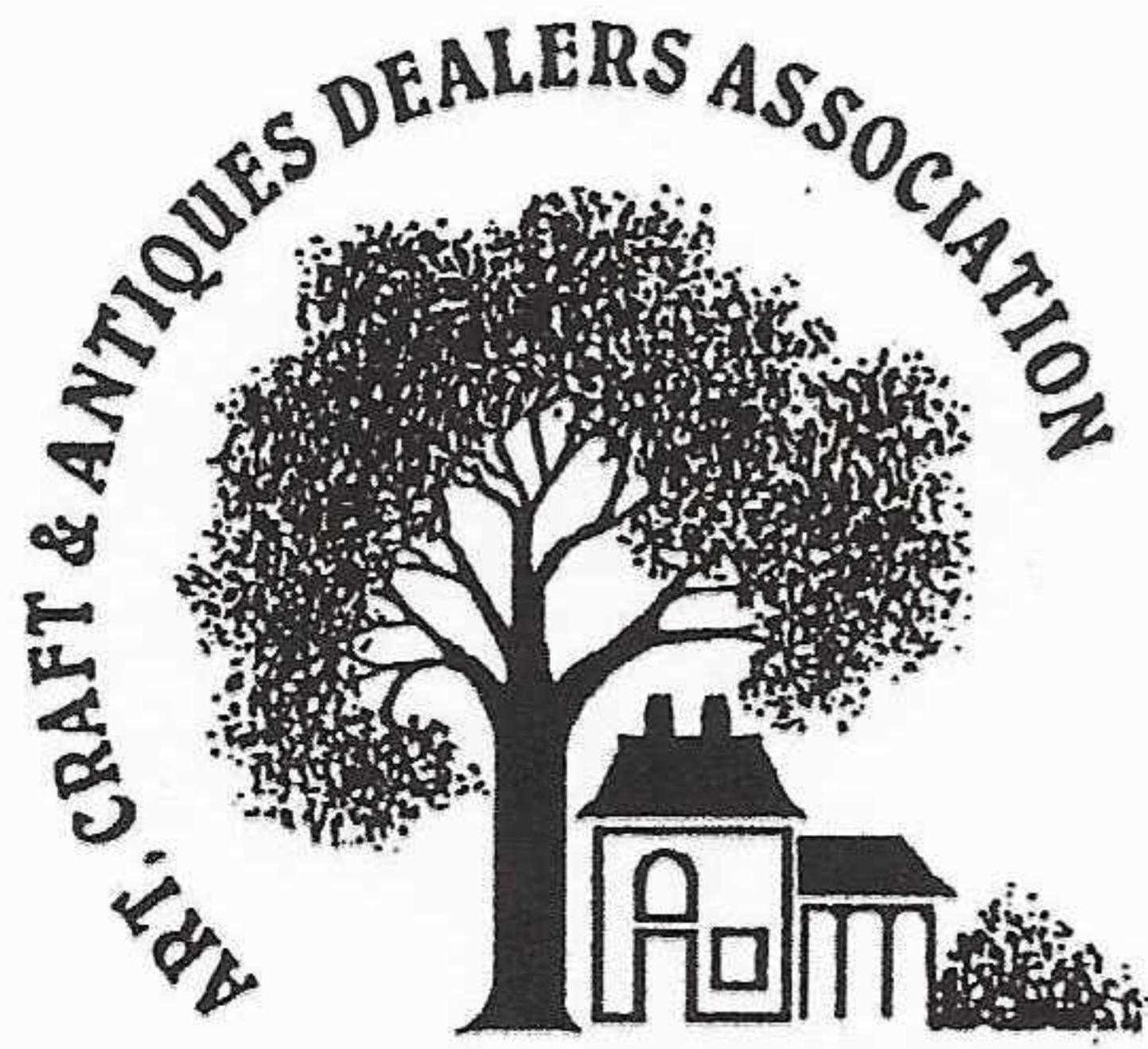
Thank you for your consideration of the Village of Nyack’s application.

Kind regards,

A handwritten signature in cursive script that reads "Beth Davidson".

Beth Davidson
Rockland County Legislator
District 10

BD/ps



Art, Craft & Antiques Dealers Association
PO Box 223
Nyack, New York 10960

October 15, 2024

Ms. Linda Malave, Regional Director
Mid-Hudson Regional Economic Development Council 33 Airport Center Drive, 201
New Windsor, New York 12553

Dear Ms. Malave,

I write to lend my enthusiastic support for the application submitted by the Village of Nyack to the Mid-Hudson Regional Economic Development Council (MHREDC) for funding through the State's New York Forward program.

The Village of Nyack is an outstanding example of the MHREDC's focus on historic downtowns as the cornerstone of economic development in the Hudson Valley. With its historic Hudson River geography and rich array of cultural arts, music, crafts and recreational amenities, Nyack plays an important role as a gateway to the Hudson Valley. The Village is committed to building on its strengths in creative talent, social diversity and historic architecture to foster more business growth and job creation while promoting tourism development.

Nyack's application includes a wonderful array of projects, with substantial private investment, ranging from gateway and streetscape improvements, public art, affordable housing, and improved connections between the waterfront and the downtown.

Thank you for your consideration of the Village of Nyack's application.

Sincerely,

John J. Dunnigan
President
Arts, Craft & Antiques Dealers Association (ACADA)



Homes and Community Renewal

Division of Housing
and Community
Renewal

KATHY HOCHUL

Governor

RUTHANNE VISNAUSKAS

Commissioner/CEO

June 13, 2024

Village of Nyack
Attention: Mr. Joe Rand
9 N. Broadway
Nyack, New York 10960

Dear Joe Rand,

Thank you for submitting the Village of Nyack's application to New York's Pro-Housing Communities Program. We are delighted to inform you that we have completed the review of your application and the Village of Nyack has been certified as a Pro-Housing Community.

The housing shortage that faces New Yorkers affects residents of all ages and income levels, and the urgent need to take action to address the issue is only growing. In New York State, rents have risen 40 to 60 percent since 2015 and home prices have risen 50 to 80 percent. More than half of New York renters are rent-burdened, meaning that they pay more than 30 percent of their income on rent – the second-highest rate in the nation. Here at HCR, we understand the nexus between supply and affordability. In order to achieve true equity of opportunity and to erase the gaps in access to health, education, and wealth-building, we must guarantee that people have a choice as to where they live and raise their families. So much of the housing progress we have made and want to make is dependent on the support of municipalities like yours who are on the front lines helping families fight for housing that meets their needs.

As a certified Pro-Housing Community, the Village of Nyack will now be eligible to apply for various discretionary funding programs with up to \$650 million in funding available. Please be on the lookout for additional details about how to maintain your certification for calendar year 2025.

We are excited that the Village of Nyack has chosen to join the Pro-Housing Communities Program and we look forward to continuing to work with the Village of Nyack to ensure that all New Yorkers have access to a safe, affordable, equitable place to live.

Sincerely,

RuthAnne Visnauskas
Commissioner/CEO