

TOWN OF CORTLANDT
NEW YORK FORWARD (NYF) PROGRAM
SEPTEMBER 30, 2024



NEW YORK FORWARD (NYF) PROGRAM

The New York Forward (NYF) was developed by NYS to invigorate and enliven downtowns in New York's smaller and rural communities—the type of downtowns found in villages, hamlets and other small, neighborhood-scale municipal centers. NY Forward is an off-shoot of the [Downtown Revitalization Initiative \(DRI\)](#) but for less urban and more suburban/rural downtown areas. In its third year, the NYF Program will again invest \$100 million. Each of the State's ten Regional Economic Development Councils (REDCs) will have the option of recommending two communities for \$4.5 million NY Forward awards.



NEW YORK FORWARD

- Potential NY Forward communities are those towns that lost the industry around which their town grew – we often think of these as crossroads or bedroom towns characterized by small business districts along corridors that connect major employment centers and magnet cities in their region. These communities provide neighborhood scale, local goods and services with iconic boutiques and mom and pop shops that enrich the unique character of that community.



NYF COMMUNITY CHARACTERISTICS

- Smaller, walkable, less dense geographical area with amenities that serve the immediate local community
- More vehicle dependent; patrons mainly arrive by car
- Community center that's service-oriented
- Small-town charm – with heritage, antiques, cottage, agriculture and other niche based tourism.
- Vehicle dependent with limited public transportation potential. Residential, or rural agricultural centric development
- Low-density: building height, units, acres, etc., tight commercial strip
- Lower density – 2-4 story buildings with opportunities for upper story housing



PROPOSED NYF BOUNDARY

Downtown Montrose



PREVIOUS NYF MID-HUDSON REGION WINNERS

■ Village of Sleepy Hollow (2023)



\$1.2 Million to improve streetscaping along Cortlandt Street

■ Village of Cornwall (2023)



\$382,000 to establish and implement a branding, marketing, and wayfinding strategy

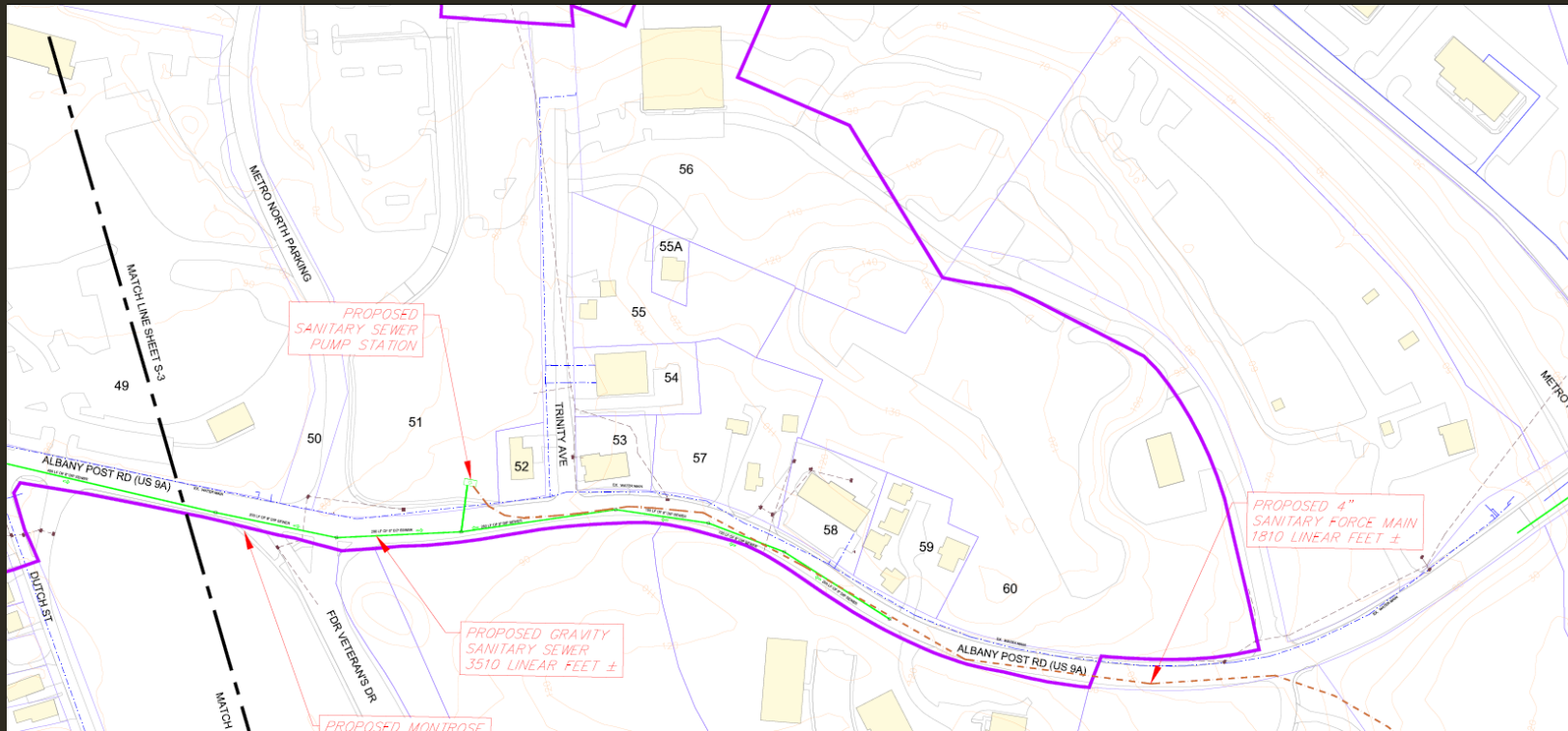
NYF CONCEPTUAL
TRANSFORMATIVE PROJECTS
FOR THE MONTROSE HAMLET

MIXED-USE ANCHOR BUILDING MONTROSE CENTER



Project: Construct a mixed-use anchor building in the center of Montrose

SEWER INFRASTRUCTURE IMPROVEMENTS



Project: Install and improve sewer infrastructure to service the Montrose Hamlet

INFILL WITH RESIDENTIAL MIXED-USE AT CORNER OF MONTROSE STATION ROAD AND ALBANY POST ROAD (ROUTE 9A)



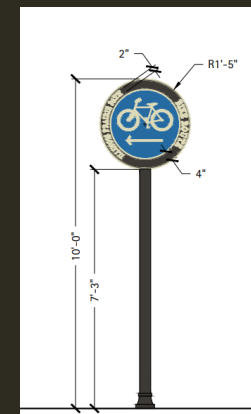
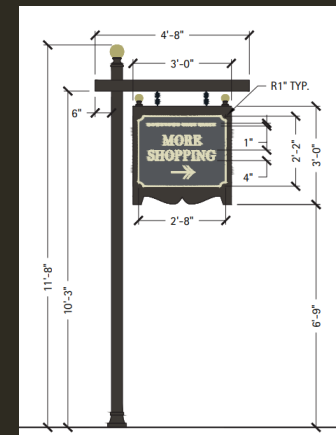
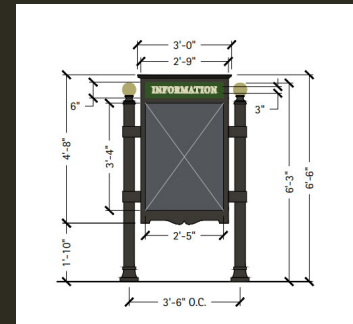
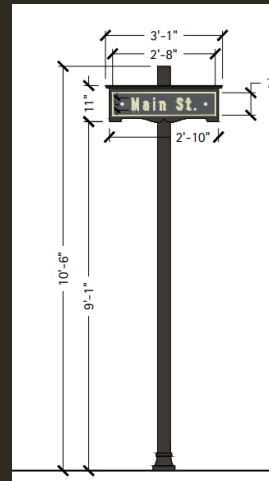
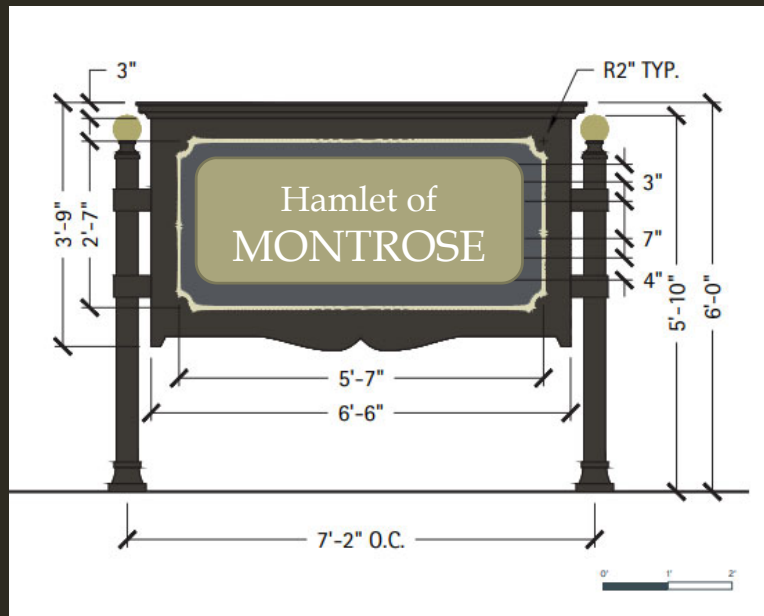
Concept Building



Existing Street View

Project: Construct new residential building with ground floor commercial use(s) on an existing, undeveloped/underutilized site in the center of the Montrose Hamlet

DEVELOP BRANDING, MARKETING, AND WAYFINDING STRATEGY FOR MONTROSE



Project: Use signs, colors, and other design elements to improve the sense of place in Montrose, promote economic growth, and help visitors and residents navigate the downtown space.

BUILDING IMPROVEMENT FUND



Project: Create a designated fund for small businesses to provide financial assistance related to façade improvements, site design & landscaping improvements, operation enhancements, and expansions.

EXAMPLES OF CONCEPTUAL FAÇADE IMPROVEMENTS



Proposed Façade Improvements – Post Office

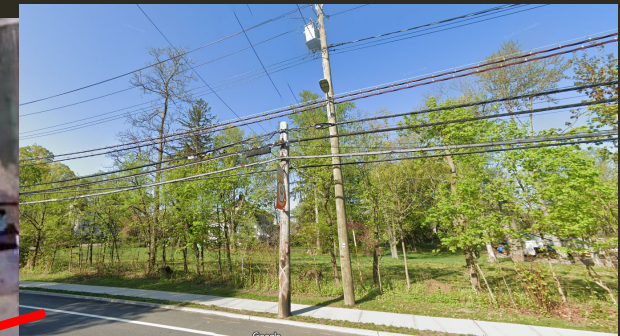


Proposed Façade Improvements - Deli

DEVELOP MIXED-USE INFILL DEVELOPMENT ON NORTH SIDE OF TRAVIS AVENUE AND ALBANY POST ROAD (ROUTE 9A)



Conceptual Mixed-Use Buildings



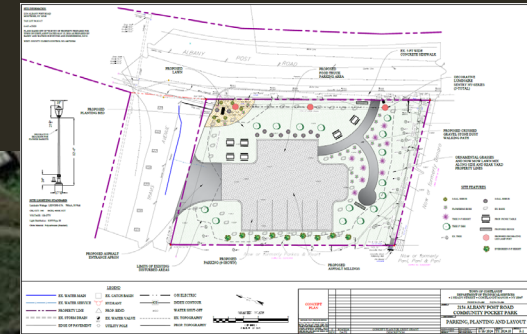
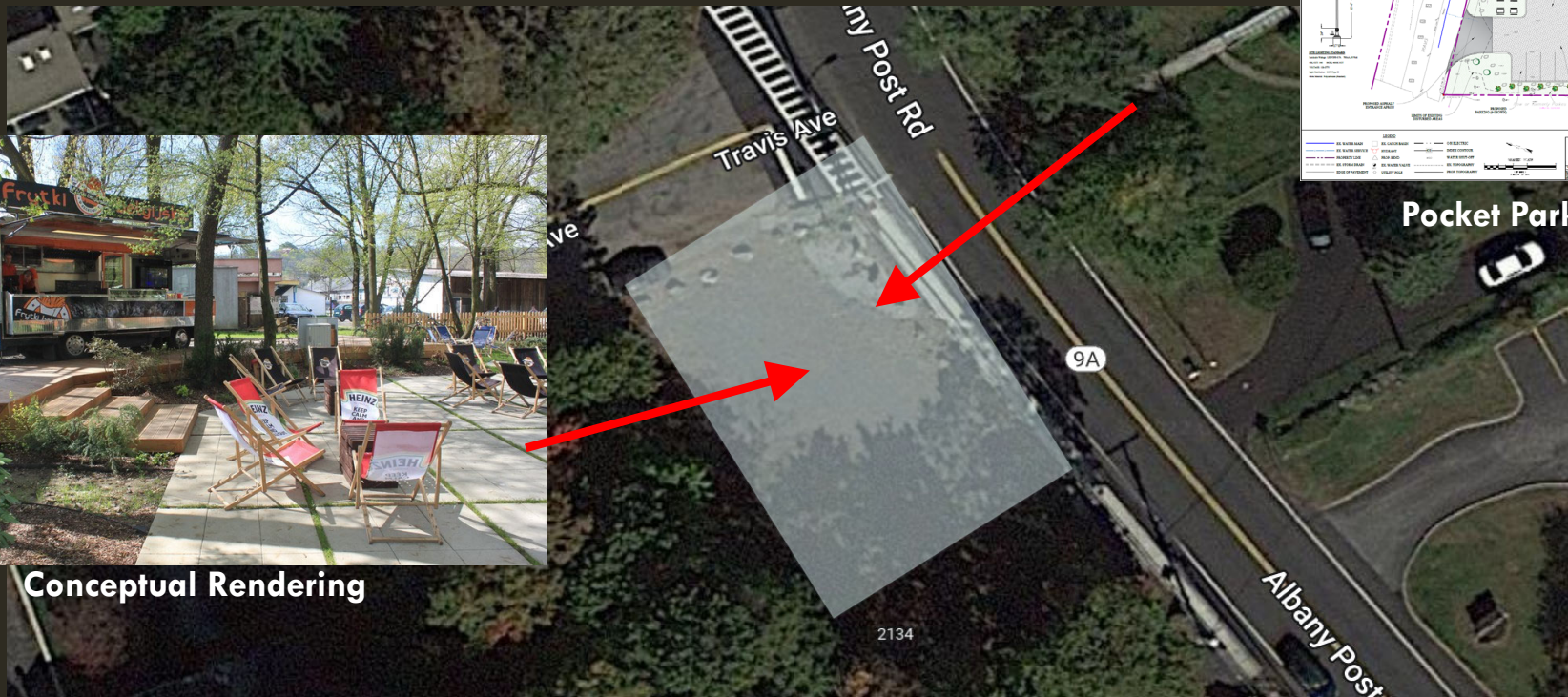
Existing Street View

Project: Construct new mixed-use structures on existing, undeveloped/underutilized sites in the Montrose Hamlet

ESTABLISH POCKET PARK AT TRAVIS AVE AND ALBANY POST ROAD (ROUTE 9A)



Conceptual Rendering



Pocket Park Design

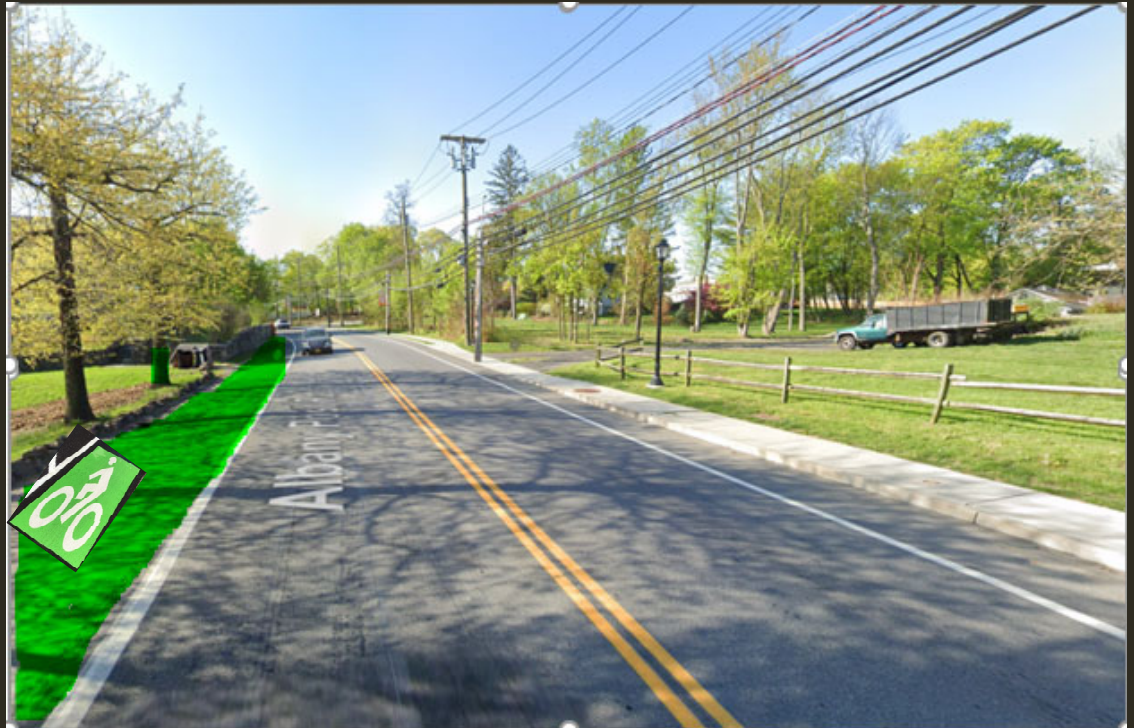
Project: Develop a pocket park with food truck court in the Hamlet Center

ESTABLISH BIKE SHARE PROGRAM



Project: Develop a bike share program to facilitate the movement of people in and around the Hamlet of Montrose to the Cortlandt Train Station, Buchanan, and Verplanck

DEVELOP BIKE LANES CONNECTING MONTROSE TO TRAIN STATION



Project: Develop Bike Lanes to connect Montrose Hamlet with the Train Station

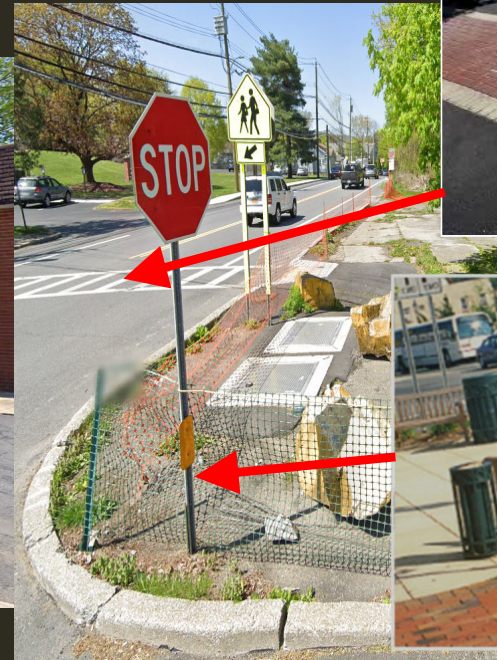
IMPROVE DOWNTOWN SAFETY AND STREETSCAPES FOR PEDESTRIANS & CYCLISTS



Lighting



Streetscape



Pavers



Amenities

Project: Improve and complete sidewalk/bike lane connections for pedestrians and cyclists throughout the Montrose Hamlet and add streetscaping and other amenities

NEXT STEPS

- Submission of NYF Application due October 18th, 2024