

TOWN OF CORTLANDT  
DOWNTOWN REVITALIZATION INITIATIVE (DRI)  
MARCH 22, 2022



# WHAT IS THE DOWNTOWN REVITALIZATION INITIATIVE (DRI) ?

A cornerstone of the State's economic development program, the DRI program is in its fifth year and will invest \$200 million in up to 20 downtowns statewide. Communities will be selected by the state's ten Regional Economic Development Councils (REDCs) based on the downtown's potential for transformation. Within each region, the REDC will nominate either two downtowns to receive \$10 million each or one downtown to receive an award of \$20 million to develop a downtown strategic investment plan and implement key catalytic projects that advance the community's vision for revitalization.



# DRI OBJECTIVES

- Transform downtown neighborhoods into vibrant centers with a high quality of life
- Create downtown areas that are magnets for redevelopment, business, job creation, and economic and housing diversity.
- Create compact, walkable downtowns
- Help New York State rebuild its economy from the effects of the COVID-19 pandemic
- Achieve the State's bold climate goals by promoting the use of public transit and reducing dependence on private vehicles.



## Benefits of Mixed-Use Development

Increased Economic Vitality

Lower Infrastructure Costs

Increased Tax Revenue

Budget Cost Savings



# Potential DRI Boundary



# PREVIOUS DRI MID-HUDSON REGION WINNERS

- City of Peekskill
- Village of Ossining
- City of New Rochelle
- Village of Haverstraw
- City of Middletown
- City of Kingston
- City of Middletown



# DRI CASE STUDIES







# DRI CASE STUDY - CITY OF PEEKSKILL

Examples of Catalyst Projects funded by the DRI



**Project:** Create a Marketing and Branding Strategy with Wayfinding Signage

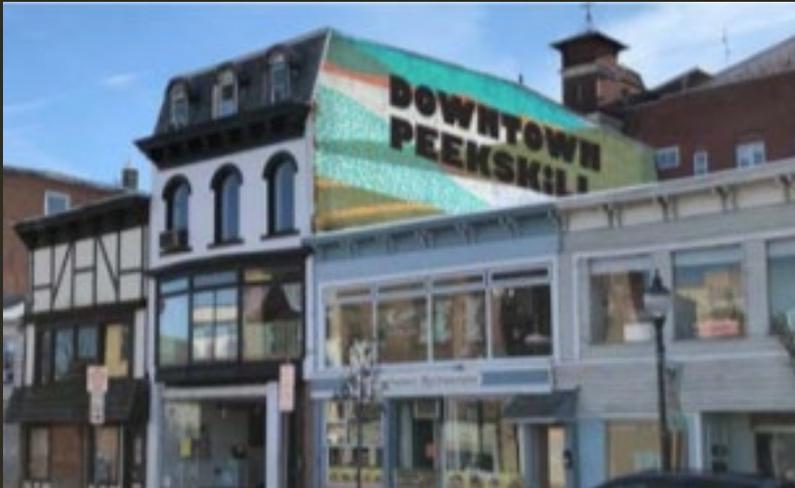
**Total Cost:** \$500,000

**DRI Funding:** \$500,000

Three-part strategy to establish a brand that illustrates Peekskill's identity, develop a marketing strategy, and implement a wayfinding and signage strategy.

# DRI CASE STUDY - CITY OF PEEKSKILL

Examples of Catalyst Projects funded by the DRI



**Project:** Downtown Revitalization Fund

**Total Cost:** \$770,000

**DRI Funding:** \$700,000

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

**TOWN OF CORTLANDT  
POTENTIAL CATALYST PROJECTS** |

# MIXED-USE ANCHOR BUILDING MONTROSE CENTER



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

# NEW RECREATION FEATURE ON MEMORIAL DRIVE

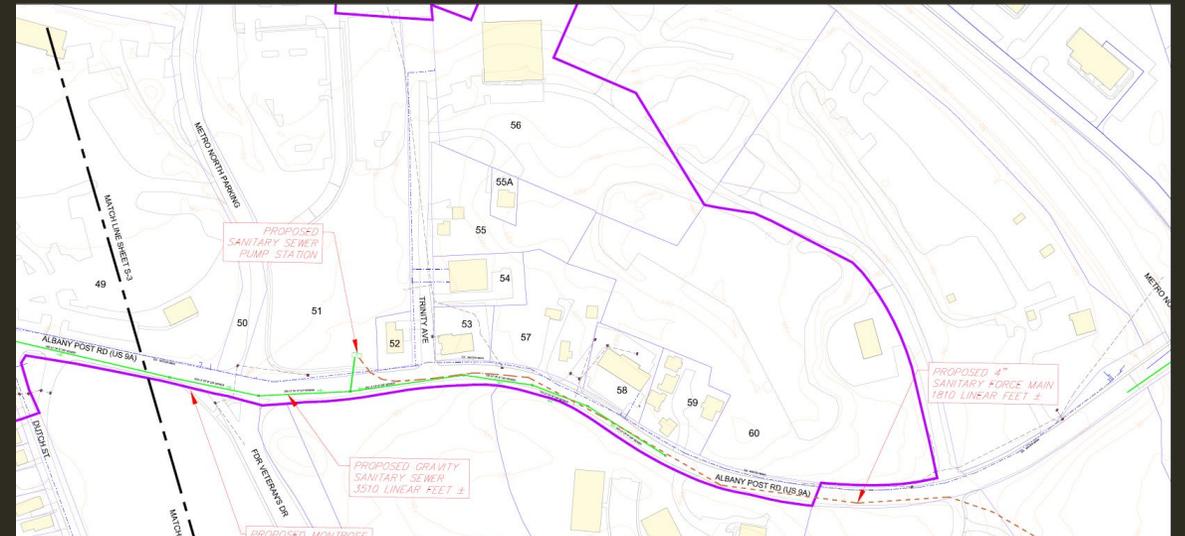


**Project:** Construct new recreation feature at roller hockey rink off possibly include new synthetic ice skating rink.



# SEWER INFRASTRUCTURE IMPROVEMENTS

- Install sewer mains to service the Montrose Central Business along Route 9A between the Village of Buchanan municipal border and the Travis Avenue intersection incorporating all adjacent and abutting parcels (34 total).



# TRANSIT ORIENTED DEVELOPMENT (TOD)



- Project: Develop concept plan and fund infrastructure for TOD centered on the Cortlandt Manor Train Station. TOD is a type of mixed-use development that maximizes the amount of residential, business and leisure space within walking distance of public transport.

# MIXED-USE INFILL DEVELOPMENT



- Project: Construction of new mixed-use structures on existing, undeveloped/underutilized sites in the hamlet centers.

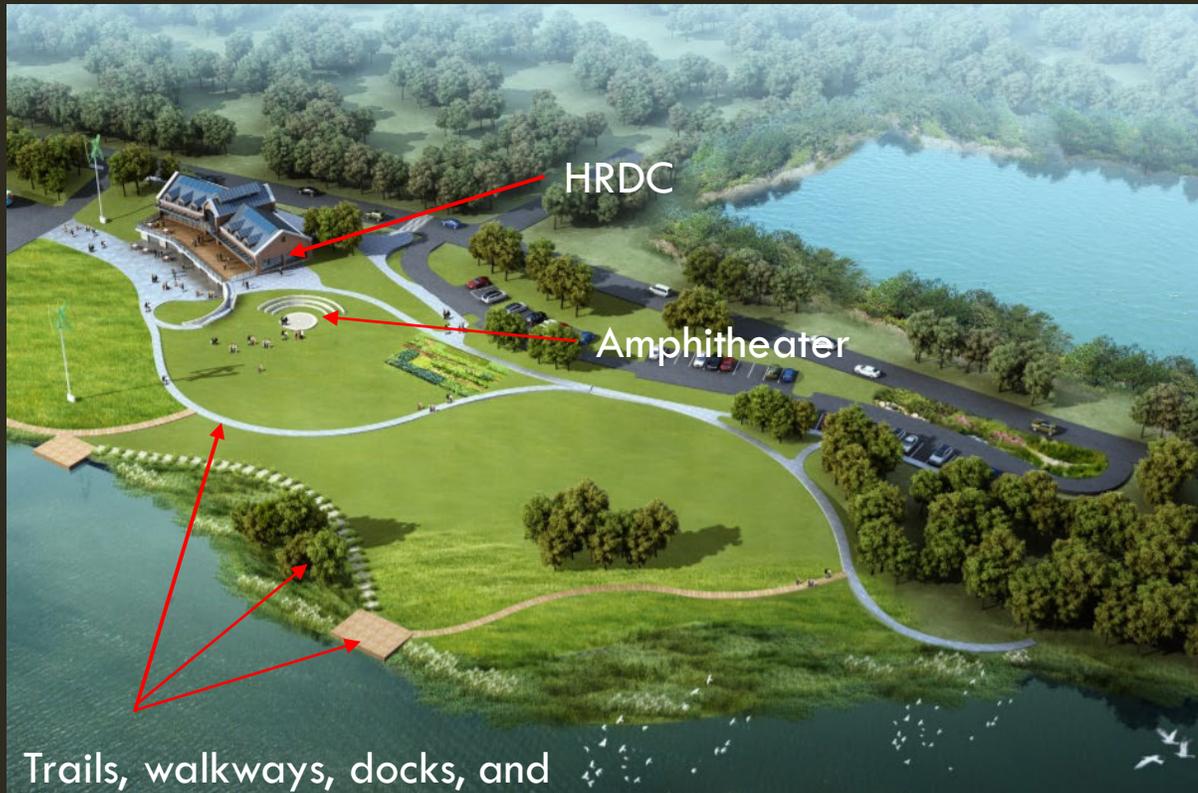


# CORTLANDT WATERFRONT PARK IMPROVEMENTS

- Hudson River Discovery Center (HRDC)
- Site Improvements including outdoor amphitheater, walkways, trails, landscaping, lighting, etc. in support of future (HRDC)
- Improvements to the Clay Hole & Nature Preserve and trails



# CORTLANDT WATERFRONT PARK SITE IMPROVEMENTS AND AMPHITHEATER



Trails, walkways, docks, and landscaping

**Project:** Site Improvements including outdoor amphitheater, walkways, trails, docks, landscaping, lighting, etc. in support of future (HRDC)



# HUDSON RIVER DISCOVERY CENTERV (HRDC)



Rendering of Hudson River Discovery Center

**Project:** A three-story, 15,000 sf boomerang shaped structure with the interior designed with a high level of flexibility to allow for a variety of functions. The building design will aim to achieve a LEED platinum rating, meet the Passive House standard, and achieve goals set by the Living Building Challenge. The building's shape will capitalize on Hudson River views through angled glass walls and a wide terrace facing the river. A lower level plaza immediately adjacent to the riverfacing façade of the building will be a plaza-type space for café seating, flexible programming, community events and festivals.

# NEXT STEPS

- Create DRI Website
- Establish DRI Boundary
- Discuss Public Outreach
- Encourage Committee Members to take photos of places and events within the DRI boundary in support of application

