

Village of **Croton-on-Hudson** New York



NEW YORK
STATE OF
OPPORTUNITY™

NY Forward

NY Forward Town Hall Event – Monday, September 23rd, 2024

NY Forward Program Overview

- Grant Program introduced by Governor Hochul to revitalize smaller communities in New York State.
- Now in its third round with \$100 million in funding.
- Focused on creating vibrant downtowns and boosting local economies.
- Mid-Hudson Regional Economic Development Council (REDC) can recommend two communities per Round for \$4.5 million award.

NY Forward Program Goals

- 1. Create an Active Downtown/Establish a strong sense of place**
- 2. Attract New Businesses**
- 3. Enhance Public Spaces**
- 4. Build a Diverse Population**
- 5. Grow Local Property Tax Base**
- 6. Improve Quality of Life for Residents**
- 7. Reduce Greenhouse Gas Emissions**

Round 3 Application Timeline



Eligible Project Categories

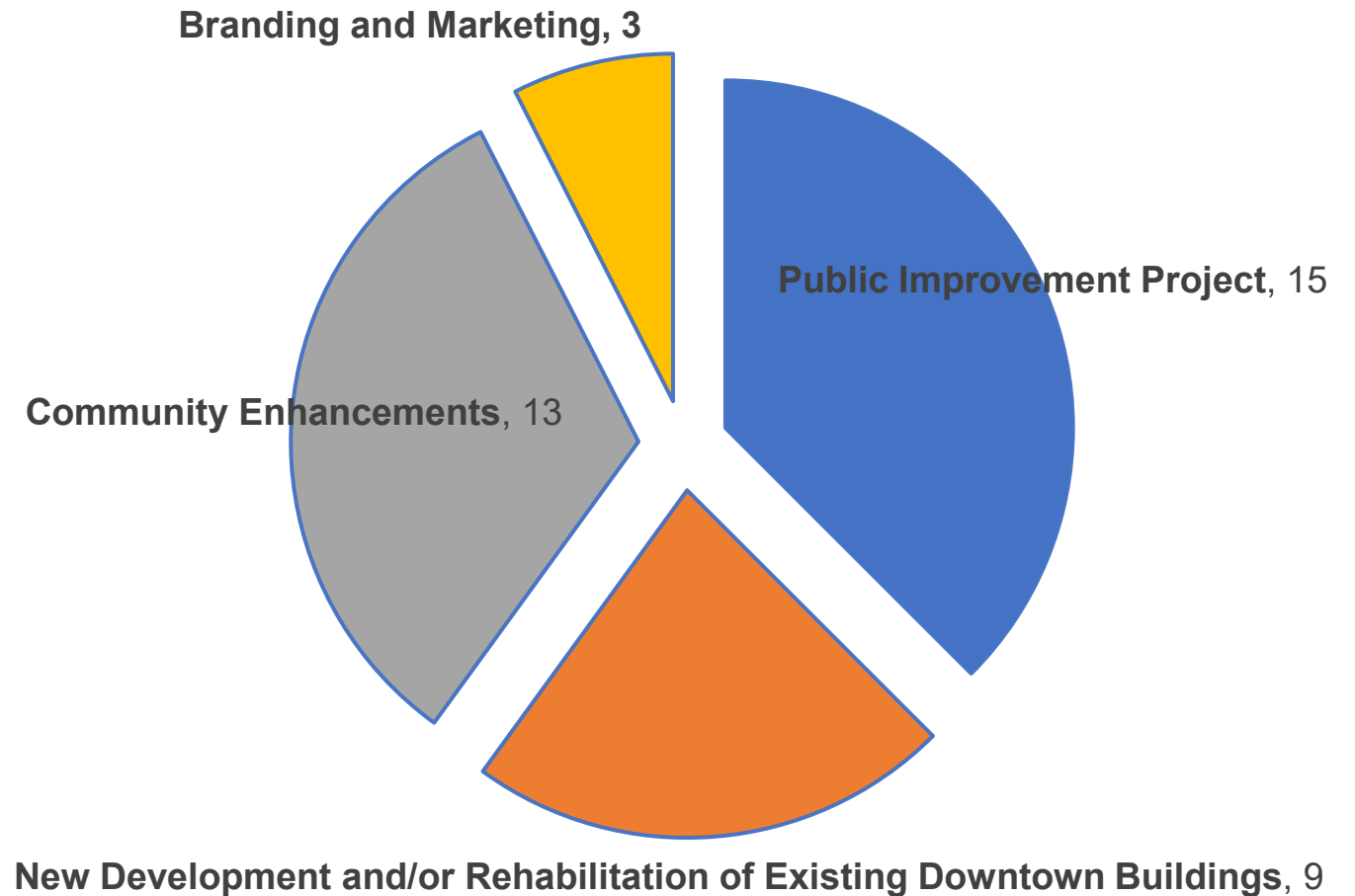
- 1. Branding and Marketing:** Promotional materials and campaigns to enhance visibility and attract visitors
- 2. Community Enhancements:** Projects that elevate specific cultural, historical qualities, such as public art, updating community spaces, and façade improvements
- 3. New Development/Rehabilitation:** Mixed-use, commercial, parking or public redevelopment projects that visibly impact the downtown.
- 4. Public Improvement Projects:** Streetscape enhancements, transportation and recreational upgrades including trails, parks, plazas, sidewalks, and green infrastructure

Project Evaluation Criteria:

- 1. Well-Defined Boundaries**
- 2. Past Investments & Future Potential**
- 3. Recent or Impending Job Growth**
- 4. Quality of Life**
- 5. Supportive Local Policies**
- 6. Public Support**
- 7. Project Opportunities & Readiness**
- 8. Administrative Capacity**

Call for Proposals

- The Village of Croton-on-Hudson published an **Open Call for Proposals** on September 6th, inviting residents to submit their own project ideas for consideration
- A total of **43 submissions** were received, broken down into the following categories:



Branding and Marketing



“I would like to see all landlords in Croton on Hudson, NY participate in a Business Improvement District...”

“I propose we make Croton a Plein Air Painting destination...promote the Arts and bring in Art collectors in from all over the Country...”

“A map should be posted on a permanent structure at the Metro North train station... this, along with a very much increased shuttle bus presence would be beneficial to our local businesses...”

“Our natural beauty; The Hudson River, the Croton Dam and surrounding areas provide an ideal place for artists to show, sell, and promote Croton as a real destination...”

Branding and Marketing Themes

- 1. Arts and Culture Promotion:** Whether through a Business Improvement District, signage for local businesses, or a Plein Air Painting event, there's a focus on celebrating and showcasing Croton's connection to the arts.
- 2. Tourism Enhancement:** The village's natural beauty, arts scene, and unique offerings can be positioned as a draw for tourism.

Community Enhancements



A word cloud of community enhancement ideas. The words are arranged in a roughly circular shape, with varying font sizes and colors. The colors include blue, purple, and black. The words are: Commercial Façade Improvement, Community Spaces, Quonset hut, Dummy Light, Murals, Arts Programming, Welcome Sign, Pocket Park, Common Spaces, Creative Crosswalks, Upgrade the Library, Railroad History, Public Art, and Quaint Aesthetic.

Commercial Façade Improvement

Community Spaces

Quonset hut

Dummy Light

Murals

Arts Programming

Welcome Sign

Pocket Park

Common Spaces

Creative Crosswalks

Upgrade the Library

Railroad History

Public Art

Quaint Aesthetic

Space for Outdoor Dining

“Gouveia House could be, and the Croton Free library is already wonderful venues for musical events...”

“Banners along Grand street with photos of the building of the dam since the materials were brought to the dam this way...”

“Art panels which could be created to make the Riverside Avenue commercial area more attractive by screening it from the Rte. 9 parkway...”

“More murals on commercial buildings.”

“Upgrade and standardize shopping centers...to have more of a quaint village aesthetic.”

Community Enhancement Themes

- 1. Community Gathering Spaces:** There is a strong emphasis on creating and enhancing spaces where people can gather and socialize.
- 2. Arts and Culture Promotion:** Many proposals emphasized the importance of having spaces for arts and cultural programming, as well as more public art.

New Development

Bus Shelters and Seating

Senasqua Park Waterfront Dining Facility

Mixed-Use Performance Venue

Arts-Oriented

Artist Kiosks

Solar Panels

“Rehabilitate and upgrade an existing downtown building to create a new mixed-use performance venue with an emphasis on theatre, live music, and variety...”

“Solar panels on older buildings so that we can make business more affordable...”

“Former train station can be renovated and enlarged and/or new structures built as a backdrop to the soccer fields that currently line the waterfront...”

“Common space for the community with permanent food stalls, artist kiosks and wooden play-scapes for children...”

New Development Themes

- 1. Public Spaces and Amenities:** Proposals suggest enhancing waterfront areas and creating communal spaces where residents can gather, enjoy activities, and support local businesses.
- 2. Aesthetic Improvements:** Many comments expressed the need for facelifts and enhancements to commercial buildings, strip malls, and public spaces to make the community more attractive but maintain the small-town appeal of Croton.
- 3. Sustainability and Innovation:** Proposals for solar panels and mixed-use performance venues highlight a focus on sustainability and the artistic character of Croton.

Public Improvement Projects



A word cloud of public improvement projects. The words are arranged in a cluster, with 'Sidewalks' being the largest and most central. Other prominent words include 'Fishing Pier', 'Pedestrian Safety', and 'Accessibility'. Smaller words like 'Park Facilities', 'Pickleball Courts', 'Playgrounds', 'Traffic Calming', 'Undergrounding Power Lines', 'Flooded Prevention', 'Sand Courts', 'Improved Pedestrian Crossings', 'Stage at Senasqua', and 'Pedestrian Areas' are also included. The colors used are black, blue, and purple.

Park Facilities
Pickleball Courts
Fishing Pier
Playgrounds
Pedestrian Areas
Traffic Calming
Undergrounding Power Lines
Flooded Prevention
Sidewalks
Stage at Senasqua
Pedestrian Safety
Sand Courts
Accessibility
Improved Pedestrian Crossings

“Senasqua park needs an infrastructure overhaul to mitigate flooding...”

“I would love to see the Croton River become more accessible. If Silver Lake had an ADA accessible path, and Mayo’s Landing had permanent steps, it would be a great improvement!”

“Completion of missing sidewalks: New sidewalk at Shoprite entrance, missing link near Croton Commons, Nordica Drive, etc.”

“Parking for the upper village/Grand street is always an issue on weekends nights and during events. The village could promote safer parking and pedestrian accessibility by adding parking and/or sidewalk from Mt. Airy Woods Rd. to 67 Mt. Airy Rd South...”

Public Improvement Themes

- 1. Pedestrian Safety & Accessibility:** Many of the proposals highlight the need for new or improved sidewalks, particularly near schools and heavily trafficked areas (e.g., PVC Middle School, CET, Maple Street).
- 2. Parking & Traffic Calming:** Several suggestions point to the need for safer parking options and better traffic management, particularly through traffic-calming measures, improvements to intersections, and enhanced parking availability.
- 3. Public Spaces & Recreation:** Recommendations for the improvement of parks, like Senasqua Park and Croton River, focus on making recreational areas more accessible and resilient to flooding.

Open Comment