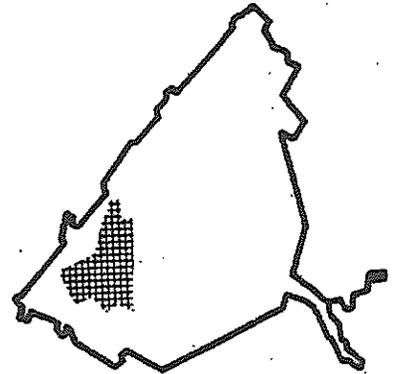


VILLAGE OF
PLEASANTVILLE
NEW YORK

**CENTRAL
BUSINESS
DISTRICT**



PLAN

RAYMOND & MAY ASSOCIATES PLANNING & URBAN RENEWAL CONSULTANTS
PLEASANTVILLE NEW YORK

VILLAGE OF PLEASANTVILLE
Westchester County, New York

CENTRAL BUSINESS DISTRICT PLAN

A Report By:

Raymond & May Associates
42 Memorial Plaza
Pleasantville, New York

March 30, 1959

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GEORGE M. RAYMOND, A.I.P.
RICHARD MAY, JR., A.I.P.

March 30, 1959

The Board of Trustees
Village of Pleasantville, New York

Gentlemen:

In fulfillment of our contract with the Village, we take pleasure in submitting herewith a long range development plan for the Central Business District.

This report contains our recommendations for land use, traffic circulation and off-street parking. The report also contains the detailed analysis of retail trade on which our land use and parking proposals were based.

We would like to stress our belief that the preparation of this Plan constitutes only the beginning of a planning process. Its continuation will demand close coordination of activities of the many and various agencies in the Village with such private efforts as may be made in the area under discussion. Particularly important will be the activities of the Village Planning Commission. Also essential to the vitality of the planning process will be numerous meetings with civic organizations, business men and property owners, in order that the Village as a whole may be taken into partnership in the formulation and execution of such plans for the Central Business District as may be ultimately agreed upon. In recognition of the key role of the Planning Commission in this process, we have suggested the mandatory referral to it, for study and recommendation, of all Site Development Plans for apartments, business, and industrial developments.

Throughout the preparation of the material submitted herewith we have enjoyed the closest cooperation of all municipal agencies and their staffs, including the Mayor and Board of Trustees, Planning Commission, Village Manager, Village Engineer, Building Inspector and Assessor. We wish to take this opportunity to thank these and all others who have so generously assisted us in this rewarding task of helping the Village of Pleasantville visualize a better future for its vital core, the Central Business District.

Respectfully submitted,

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Table of Contents

| | Page |
|---|------|
| Summary of Recommendations | i |
| I. RETAIL MARKET ANALYSIS | 1 |
| A. Geographical Extent of Pleasantville's Trading Area | 1 |
| B. Present and Proposed Major Highway Pattern | 2 |
| C. Present and Future Trade Area Population | 3 |
| D. Income and Expenditure Patterns | 5 |
| E. Characteristics of the Three Prominent Classifications of Shopping Centers - Pleasantville As A Neighborhood Shopping Center | 7 |
| F. Shopping Center and Existing Business District Development Trends in Pleasantville's Trading Area | 9 |
| G. Pleasantville's Retail Sales | 10 |
| II. APPRAISAL OF PLEASANTVILLE'S CENTRAL BUSINESS DISTRICT. | 17 |
| A. Characteristics of a Modern Neighborhood Center | 17 |
| B. The CBD Lacks A Strong Retail Focus | 17 |
| C. Inadequate Traffic Circulation | 18 |
| D. Parking Is Inadequate | 18 |
| E. Ribbon Development of the CBD | 19 |
| F. Presence of Uses Incompatible With Retail Business | 19 |
| G. Multiple Ownership of Property And Lack of Overall Design Control | 21 |
| H. Existing Zoning Ordinance Inadequacies | 21 |
| III. PROPOSED CENTRAL BUSINESS DISTRICT PLAN | 23 |
| A. Principles of Provision of Parking Facilities In the Central Business District | 23 |
| B. Proposed Increase In Off-Street Parking Area | 25 |
| C. Improved Vehicular and Pedestrian Access | 26 |
| D. Expansion of Retail, Office, Wholesale and Light Manufacturing Uses | 29 |
| E. Proposed Zoning Districts and Amendments. | 30 |
| F. General Action Program | 35 |

Tables, Maps and Sketches

| | | Page |
|----------------|--|------|
| Table 1 | 1975 Population Projections and 1957 Census Figures | 4 |
| 2 | Total Retail Sales - Pleasantville and Westchester County, 1948, 1954, 1957 | 6 |
| 3 | Per Capita Retail Sales and Per Capita Retail Expenditure- Pleasantville and Westchester County, 1948, 1954, 1957 | 7 |
| 4 | Retail Sales By Major Group Types - 1948, 1954, 1957 | 11 |
| 5 | Total Retail Sales - Pleasantville, 1939-1980 | 12 |
| 6 | Retail Sales - Comparison Between Pleasantville and White Plains, 1954 | 12 |
| 7 | Retail Sales By Trade Area - Past, Present and Future, Pleasantville | 14 |
| 8 | Selected Services 1948, 1954, Pleasantville | 15 |
| 9 | Central Business District Retail Stores - 1958 | 16 |
| 10 | Existing Parking Space Supply Serving Central Business District | 20 |
| 11 | Proposed Pleasantville Parking Lots | 25 |
| Following Page | | |
| Map | Proposed Plan of Central Business District | 25 |
| Sketches | Proposed "Triangle Green" At Marble Avenue-Bedford Road Intersection | 27 |
| | Manville Road Entrance to Proposed Parking Lot | 36 |
| | Cooley Street Entrance To Proposed Parking Lot | 36 |

Summary of Recommendations

The Central Business District Plan sets forth objectives and methods for the redevelopment of the CBD, over a period of years, with the ultimate aim of enabling it to successfully compete with similar facilities in the surrounding area and thereby to satisfy the needs of the Village residents as fully and conveniently as possible. The plan includes the following:

1. IMPROVEMENT OF TRAFFIC FLOW THROUGH:

- a. Widening of Marble Avenue;
- b. Extension and improvement of Cooley Street from Manville Road to Marble Avenue;
- c. Minor widening and improvements to Tompkins and Wheeler Avenues, and Clinton and Vermilye Streets;
- d. Widening of existing Sunnyside Avenue railroad underpass from one to two lanes.

2. NEW OFF-STREET PARKING LOTS:

- a. The development of 12 new off-street parking lots to serve business and commuter needs, in two stages:
 - (1) Early development of 6 lots, accommodating about 280 short-term business and 100 long-term commuter parking spaces.
 - (2) By 1980, the development of 6 additional lots having a total of about 470 business and 70 commuter parking spaces.

3. EXPANSION OF RETAIL, OFFICE, APARTMENT, WHOLESALE AND LIGHT MANUFACTURING USES:

- a. Rezoning for limited office and low density garden apartment uses westward along Manville Road from the present Business District zoning limits to the Parkway;
- b. Rezoning for limited office and low density garden apartment uses from the present limits of the Business District zone northward along Grant Street to the Parkway;

- c. Rezoning of the triangular parcel of property at the intersection of Grove Street and Manville Road, and of the land across Manville Road therefrom to permit either office or low density garden apartment use. (It should be noted, however, that the preferred first priority use recommendation is that the triangular parcel be used as a landscaped commuter parking lot.)
- d. Land along both sides of Tompkins Avenue, from Sunnyside Avenue to Clinton Street, and all the land lying between Marble Avenue, the New York Central Railroad, Sunnyside Avenue, and a line just north of Hobby Street, is recommended for Light Manufacturing use, the realization of which would enhance the Village's tax base and provide jobs for local people.

4. ABOLITION OF PRESENT RESIDENCE "D" DISTRICT

The elimination of the existing Residence "D" District (due to the excessive density it permits) and its replacement by a modified Residence "C" District.

5. NEW ZONING DISTRICTS AND AMENDMENTS

The creation of the following new zoning districts, to replace the present inadequate Business and Industrial Districts, is recommended:

- a. Central Business "A" District, permitting only retail, personal service and office uses;
- b. Peripheral Business "B" District in addition to the same uses as the Business "A" District, permitting commercial uses of a service nature (e. g. wholesale, storage and warehousing) but only in buildings fully enclosed on all sides; and also permitting limited craft occupations and manufacturing such as are provided for in the existing Business District;
- c. Limited Office "O-1" District permitting office and low density apartment uses;
- d. Planned Light Manufacturing "M-1" District; a highly restrictive district designed to encourage industries of a high quality, with the lowest possible nuisance potential, located on well landscaped lots, and characterized by low building coverage and generous setbacks.

It is also recommended that each of the above proposed new districts including the modified Residence "C" District require that the Site Development Plan of all construction therein be subject to approval by the Planning Commission. This would insure proper location of buildings, layout of off-street parking areas, proper vehicular access and egress to and from the site onto public streets, assure proper screening, landscaping, lighting and drainage of sites.

6. GENERAL ACTION PROGRAM

It is recommended that:

- a. The Village continue in its efforts to secure a comprehensive Development or Master Plan for the entire Village. Such a Master Plan would include the formulation of overall highway planning recommendations, a new zoning ordinance, a capital improvement program and would otherwise help in the effectuation of the Central Business District Plan;
- b. The Board of Trustees appoint a Central Business District Action Committee, composed of all leading citizens, business men and property owners who may indicate a desire to aid in the eventual adoption and effectuation of a CBD Plan.
- c. The formulation of an approach to the gradual enhancement of the visual attractiveness of the CBD.

I. RETAIL MARKET ANALYSIS

The formulation of any Central Business District (or CBD) Plan must be preceded by a thorough retail market analysis. Such an analysis must take into consideration the geographic extent (or radius of influence) of the CBD's trading area. It must analyze the existing and proposed major highway pattern in view of the fact that not distance, but driving time, to any given retail center, largely determines the limits of its trading area. Existing and probable future trading area population, its purchasing power and shopping patterns are other factors which affect total retail sales. Competition offered by existing and probably future shopping centers and business districts tends to reduce the extent of a trading area. Other factors which must be analyzed are: the existing stores (by type, number and floor area); their sales volumes; and the land area available for the CBD's expansion. An analysis of all these factors is presented below.

A. GEOGRAPHICAL EXTENT OF PLEASANTVILLE'S TRADING AREA

The area which has been assumed to be tributary to the Village's present retail facilities is divided into two zones: primary and secondary. The primary zone includes the Village and the area immediately outside the Village limits but within the Pleasantville, Union 9 School District. The secondary zone is composed of the area bounded by a roughly circular area approximately 4 1/2-5 miles in diameter, limited by, and including, Chappaqua and Hawthorne, on the north and south and lying between the easterly line of the Town of Ossining and the westerly line of the Town of North Castle's western boundary line.

The delineation of these zones recognizes the fact that the Village's competitive effectiveness is strongest in its immediate vicinity and somewhat reduced in the outer limits of its trading area. Their extent depends upon the area of influence (based more on driving time, rather than distance) of competing major and minor shopping facilities in their vicinity. Also used in gauging the extent of these trade areas was a sampling of addresses of customers of some of the larger retail stores in the Village.

For purposes of this analysis, an assumption was made that 75% of total Village retail sales were from residents of the primary, and 25% from residents of the secondary area. Primary trade area residents make almost all their purchases of "convenience goods" (food, drugs, etc.) at the outlet or outlets most conveniently located to their homes. Since expenditures for this type of purchase represents most of the family's total expenditures, and since residents of the secondary trading area probably make such purchases in their vicinity, the above 75%-25% breakdown is deemed to be a reasonable approximation.

The extent of the secondary zone is limited by the influence of the Ossining, Mount Kisco, and White Plains shopping districts, while the primary zone is limited by the existence of the smaller retail centers in Briarcliff Manor, Chappaqua, Armonk, Thornwood and Hawthorne. Such neighborhood centers as these usually account for a large percentage of local food, drug and hardware sales, and thus reduce the dependence of these areas on outside facilities.

The outlines of both the primary and the secondary retail trade zones are, of course, only vaguely determined. Such factors as greater convenience in parking, better driving conditions in reaching it, greater variety of stores and goods, lower price levels, better service, and superior general appearance and overall attractiveness of a particular shopping area, can all contribute to the extension of its zones of influence.

In its primary trading area, with the exception of department store sales for which the entire area depends on White Plains, other suburban centers and New York City* the existing Pleasantville retail stores are believed to almost pre-empt the convenience goods** (food, drugs, gas station sales) field and to be only slightly less dominant in the shopping goods** (clothing, eating and drinking place sales, furniture, appliances, variety and general merchandise) and "other goods"*** (automotive, and other miscellaneous goods) fields.

Sales in the secondary trade area are, of course, secondary in all categories, and represent only a small proportion of the Village's total sales in each.

B. PRESENT AND PROPOSED MAJOR HIGHWAY PATTERN

1. Present Routes. Pleasantville is advantageously located in respect to the major highway network of central Westchester County.

It is located only about 3 minutes driving time north of Hawthorne Circle, which is the point of intersection of the Saw Mill River, Bronx River and Taconic State Parkways and Routes 9A, 100, and 141.

*Gimbel's and Wanamaker's at the Cross County Shopping Center; Bloomingdales, Miller's and Sears Roebuck & Co. in Stamford; Macy's, B. Altman's, Bonwit Teller, Alexander's, etc. in White Plains.

***"Convenience", "shopping" and "other" are the three retail sales categories widely recognized in the field of retail trade analysis.

The following major roads pass through the Village: the Saw Mill River Parkway, the Ossining-Pleasantville Road, Bedford Road, and Manville Road (Route 117). Of more local importance are Washington Avenue (which connects the Village with Chappaqua); Marble Avenue (which leads to Thornwood) and, via Kensico and Nannyhagen Roads, to King Street-Route 120; and Church Street-Bear Ridge Road, which leads to King Street.

2. Possible Future Major Routes. The only possible major route in this area is an east-west expressway from Armonk (and Route 22) to the vicinity of Briarcliff Manor proposed in the 1956 "Preliminary Plan For Major Thoroughfares In Northern Westchester" prepared by the Westchester County Department of Planning. Starting at Route 9 (along a new alignment) in the west, this route would provide interchanges with both the Taconic State and Saw Mill River Parkways. While no exact location for this route has been determined by the County Planners as yet, such a road would have to pass close to Pleasantville. Studies show that a desirable location can be found by-passing the Village entirely. As the area's population increases, such a road would have a beneficial effect on the Village's retail sales, as well as on its competitive position as a wholesale, industrial and office center. It would also enable a significant amount of through traffic which now uses local east-west streets to by-pass the Village's congested center. However, to date there are no indications that this road is being seriously considered for construction in the foreseeable future.

C. PRESENT AND FUTURE TRADE AREA POPULATION

According to the U. S. Census, the Village's 1957 population was 5, 656. This represented a gain of 795 (or 16. 4%) over its 1950 population of 4, 861. In this same period, Westchester County grew by over 20% (from 625, 816 to 752, 406) while the population of the unincorporated Town of Mount Pleasant rose by 42. 5% (from 12, 014 to 17, 123). The Westchester County Department of Planning has made the following projections* for 1975:

*Crude projections based on recent Regional Plan Association projections for Westchester County and general trends in local development within the County.

TABLE I

1975 POPULATION PROJECTIONS AND 1957 CENSUS FIGURES

| | 1975 Projection | 1957 Census Figure |
|---|-----------------|--------------------|
| Westchester County | 972, 900 | 752, 406 |
| PLEASANTVILLE | 7, 000 | 5, 656 |
| Mount Pleasant (unincorporated town area) | 27, 000 | 17, 123 |
| Ossining (unincorporated town area) | 4, 600 | 2, 669 |

The trade area population figures presented in Table VII, were derived from available U. S. Census data, Westchester County Department of Planning projections, dwelling unit estimates for school districts serving Pleasantville and surrounding areas* and local development trends.

Table VII indicates that between 1957 and 1980 the Village's primary trade area population may grow from about 7, 300 to close to 10, 000 and that of the secondary trade area from about 9, 500 to almost 16, 000. These figures indicate that there is a greater growth potential in the region immediately surrounding the Village than within the Village itself. In 1954, the estimated total trade area population was about 14, 600. By 1957, this figure is estimated to have reached almost 16, 800 (for a gain of 15. 1%), and, by 1980, about 25, 700. Thus the total 1957-1980 increase may amount to about 53%. It should also be noted that, with time, a greater percentage of the total trade area population will reside in the secondary zone. By 1980 the secondary zone population will represent about 62%, whereas in 1954 the secondary zone accounted for only 55% of the total.

Clearly, the validity of the above assumptions as to the Village's trade area population potentials (which determine its retail sales potential) depends primarily upon the validity of assumptions regarding development of its surrounding region. There seems to be little doubt, however, as to the

*Made for the Mount Pleasant Town Planning Board by Frederick P. Clark and Associates.

probability of suburban growth in the New York Metropolitan Region. Forecasts by the Regional Plan Association contemplate a 1955-1975 regional population growth of over 4, 100, 000 persons, almost all of whom are expected to settle outside the boundaries of New York City. More distant forecasts by Mr. Luther Gulick, President of the American Institute of Public Administration predict a national population growth of some 130, 000, 000 by the year 2000, of whom some 80%-90% are expected to settle in and around existing metropolitan concentrations. If this prediction comes true, and if the New York Metropolitan Region absorbs a percentage of the increase equal to that which it now represents of the nation's total population, it can be expected that in the next 45 years the population of this region will grow by some 10, 000, 000.

D. INCOME AND EXPENDITURE PATTERNS

According to Sales Management Magazine*, the 1957 "net effective buying income" **** per consumer spending unit***** in Westchester County was \$8, 402, and per capita, **** \$2, 648. According to the 1950 U. S. Census, the median income of families and unrelated individuals for New York State, Westchester County, and Pleasantville was \$3, 055, \$3, 699 and \$4, 071, respectively. There is little reason to believe that the relationship between the State, Westchester, and Pleasantville income levels has changed since 1950.

Tables II and III compare total retail sales, per capita retail sales and per capita retail expenditures in the County with those in Pleasantville. The considerably higher per capita sales in Pleasantville are accounted for the fact that its center serves a substantial population which resides in a tributary area, outside of the Village's municipal boundaries, rather than to a higher rate of spending by Pleasantville residents. Some differential in per capita

*May 10, 1958, Sales Management - "Survey of Buying Power".

**Disposable income available for spending - after taxes.

***Consumer spending units are composed of primary family (family including among its members the head of a household), subfamily (so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives), or unrelated individuals (persons, other than institution inmates, who are not living in family groups).

****Per capita sales equals total sales in a given governmental unit divided by its total population.

expenditures* is undoubtedly present because of the higher income level in Pleasantville as compared to the County. ** For the Village in 1954 an average total per capita expenditure of \$1,300 has been assumed, and for 1957 some \$1,500.

The above income levels and expenditure patterns have been used as a partial basis for estimating the Village's retail sales potential.

TABLE 2

TOTAL RETAIL SALES

Pleasantville and Westchester County
1948, 1954, 1957

| | 1948 | 1954 | 1957 |
|--------------------------------------|-----------------|-----------------|---------------------|
| Westchester County | \$643, 195, 000 | \$894, 243, 000 | \$1, 089, 152, 000* |
| PLEASANTVILLE | 5, 677, 000 | 8, 659, 000 | 11, 013, 505*** |
| PLEASANTVILLE as % of Westchester | 0. 8826 | 0. 9683 | 1. 0112** |

Sources: 1948 and 1954 U. S. Census of Business except as follows: *1957 figure from May 10, 1958 "Sales Management" magazine; **derived figure based upon straight line projection of Pleasantville as percent of Westchester to 1957 (or 1. 011%); and ***1. 011% times 1957 Westchester sales.

*This is the assumed average expenditure made by trade area residents in all stores, both within the Village's trade area and beyond (e. g. Mount Kisco, White Plains, Cross County Center, New York City, etc.

**For the County as a whole, per capita retail sales are assumed to equal per capita retail expenditures.

TABLE 3

PER CAPITA RETAIL SALES AND PER CAPITA RETAIL EXPENDITURESPleasantville and Westchester County
1948, 1954, 1957

| | 1948 | 1954 | 1957 |
|--|------------|------------|-------------|
| Per Capita Retail Sales (or Expenditures) Westchester County | \$1,082* | \$1,286* | \$1,447** |
| Per Capita Retail Sales PLEASANTVILLE | \$1,220* | \$1,665* | \$2,008**** |
| Per Capita Retail Expenditures by PLEASANTVILLE'S Trade Area Population In All Stores Both Within and Outside of Trade Area | \$1,100*** | \$1,300*** | \$1,500*** |

Sources: 1948 and 1954 U. S. Census of Business, and: *total sales in the respective governmental unit divided by its total population; **which is based on the total sales for Westchester County for 1957 from May 10, 1958 "Sales Management" Magazine; ***which are assumed figures, based on the fact that Pleasantville income levels are higher than the County-wide average; and ****which is pro-rated from previous years in comparison with the County-wide figure.

E. CHARACTERISTICS OF THE THREE PROMINENT CLASSIFICATIONS
OF SHOPPING CENTERS - PLEASANTVILLE AS A NEIGHBORHOOD
SHOPPING CENTERS

As a general background for this section of the report, and to clarify further the meanings of various terms normally used in this business district retail trade potential analysis, it would be helpful to identify the differences between various types of shopping centers. In order to reduce the possibility of confusion of terms, a general classification has been made of three distinct shopping center types: neighborhood (or convenience), community (or sub-regional), and regional shopping center.

These classifications are generally accepted and, although designed to be descriptive of new shopping "centers", are also applicable (within minor differences, which are noted) to older established "business districts".

The Neighborhood Center features mostly convenience goods and personal services (such as foods, drugs, and sundries for everyday needs and gas and auto service). It is built around a supermarket or drugstore as the major tenant. It usually has from 10 to 15 stores. An existing "neighborhood center" requires the support of not less than 1,000 families, and can serve 7,500 to 20,000 people within 5 or 6 minutes driving time. Frequently it depends on pedestrian trade, also. The average aggregate building area is 40,000 square feet, ranging from 30,000 square feet to 75,000 square feet. Its site requirement amounts to between 4 and 10 acres.

An established neighborhood business district normally covers a greater area than a newly designed shopping center, and can be expected to contain a larger number of retail stores and small service establishments.

The Briarcliff Manor, Chappaqua, Armonk, Thornwood, Hawthorne, Yorktown Heights and Valhalla Business Districts are all "neighborhood" type shopping centers or business districts.

The Community Center features soft lines (wearing apparel, etc.) and hard lines (hardware, appliances, etc.) in addition to convenience goods and personal services. It offers a greater variety in sizes, styles, colors, prices, etc. than the neighborhood center. It generally has two or three major tenants (a variety store or junior department store in addition to one or two supermarkets). The total number of stores in a "community" type center can vary from 20 to 40. Such a center can serve 20,000 to 100,000 people. The average aggregate building area is 150,000 square feet, with a range of from 100,000 to 300,000 square feet. The site requirement ranges between 10 and 30 acres or more.

The "community" center is the most difficult to estimate for size and pulling power. Because of the shoppers' invariable desire to compare prices and styles in the case of shopping goods the "community" center is open to competition from regional centers. This is not equally true for the neighborhood center since, while the average shopper is more erratic in this shopping pattern for clothes or appliances, he will generally go to the nearest supermarket to satisfy the household's daily convenience needs.

The new Beach Shopping Center on Route 6 in Peekskill is typical of this type of center. The existing central business district of Mount Kisco is also of the "community" type.

The Regional Center - features general merchandise, apparel, furniture and home furnishings. It is built around one or more major department stores. It usually contains from 50 to 100 stores. The average aggregate building area is 400,000 square feet, ranging up to 1,000,000 square feet or more. The largest regional center built to date has 1,600,000 square feet in gross building area. A site of between 35 and 80 acres or more is required. A regional center needs the support of a population of at least 100,000 to 250,000. Because the regional center offers shopping goods in great depth and variety, its pulling power is based on the opportunity for comparative shopping which it offers, modified by the factor of time spent in travel with the least amount of irritation to reach it. The regional center comes closest to reproducing the shopping facilities once available only in downtown areas of large cities.

The new Cross County Shopping Center in Yonkers exemplifies this type of center. The business district of White Plains can be deemed to also be of a "regional" character.

Pleasantville As a Neighborhood Shopping Center

The Business District of Pleasantville can be identified as a large "neighborhood" shopping center, as defined above. This is confirmed by the large percentage of total retail sales in "convenience goods" (see Table 4 and Section H, following).

F. SHOPPING CENTER AND EXISTING BUSINESS DISTRICT DEVELOPMENT TRENDS IN PLEASANTVILLE'S TRADING AREA

The Village's retail trade potential is bound to be affected by the development of new, competitive, shopping centers and by the expansion of existing business district shopping areas within and adjacent to the Village's trade area.

In recent years there have developed the following shopping facilities, all of which compete with the stores in the Pleasantville CBD* to a greater or lesser extent: the A & P Shopping Center in Thornwood, the A & P Shopping Center in Briarcliff Manor; the Daitch Shopwell Center in Briarcliff Manor; several new stores in Armonk's CBD; Master's "discount" store in Elmsford; a considerable number of stores of all types in the Mount Kisco CBD (including a large new Food Fair); and, finally, the many large department store developments in White Plains.

*CBD = Central Business District.

As population continues to grow, new facilities continue to spring up to serve it. In the planning or construction stage there are: a new Grand Union in Chappaqua, a large new shopping center in North White Plains, and continued development of the Mount Kisco CBD (where construction is about to begin on a large new A & P) and of that of Armonk.

The above seems to indicate that, at no time in the foreseeable future, can Pleasantville expect to become a "community" shopping center by the extension of its primary or secondary trading area.

G. PLEASANTVILLE'S RETAIL SALES

1. Retail Sales Trends. Table 4 shows retail sales by store group and the three major retail sales categories (convenience goods, shopping goods and other goods*) as well as other related data, for the Village, for the years of 1948 and 1954 and the number of stores for 1958. It can be seen that substantial percentage gains occurred between 1948 and 1954 in various sales categories (such as apparel and accessories, gas station, automotive, and furniture). The two store group categories having the highest percentage of total sales in 1948 (food and automotive) totaled some 61% of total sales. In 1954 the total percentage of these two groups dropped to 49% of total Village retail sales, and accounted for a total of over \$4,000,000 in sales. The drop in the percentage which food sales represent of total sales is indicative of a greater diversification of stores and goods in the Village.

Table 5 shows total existing and estimated Village retail sales from 1939 to 1980. Note that there was roughly a doubling of total sales between 1939 and 1948, and between 1948 and 1957.

*Convenience Goods - items that are purchased frequently and are generally available in neighborhood establishments e. g. food, drugs, gasoline, etc. ;
Shopping Goods - items that are purchased less frequently and which are generally purchased in the larger, centrally located, business districts or in regional shopping centers e. g. clothing, furniture, appliances, etc. ; and
Other Goods - a miscellaneous category of which automotive sales constitute the largest part.

TABLE 4
RETAIL SALES BY MAJOR GROUP TYPES - 1948, 1954, 1957*
 Village of Pleasantville, New York

| | 1948 | | | 1954 | | | % Increase In Sales 1948-1954 | 1958 |
|-------------------------------------|-----------------------|------------------|------------------------|-----------------------|------------------|------------------------|-------------------------------------|-------|
| | # Estab- lishments | Sales (\$000) | % of Total Sales | # Estab- lishments | Sales (\$000) | % of Total Sales | | |
| <u>Convenience Goods</u> | | | | | | | | |
| Food Stores | 21 | 2,766 | 49 | 13 | 3,033 | 33 | 10 | 13 |
| Gas Stations | 7 | 347 | 5 | 10 | 604 | 7 | 74 | 14 |
| Lumber, Building Materials, etc. | 2 | w/h | - | 3 | 764 | 9 | | 9 |
| Drug & Proprietary | 3 | 245 | 4 | 2 | w/h | | | 5 |
| | 33 | (3,358) | | 28 | (4,401) | | | 41 |
| <u>Shopping Goods</u> | | | | | | | | |
| Eating & Drinking Places | 10 | 306 | 5 | 11 | 603 | 7 | 97 | 9 |
| General Merchandise | 1 | w/h | - | 3 | w/h | | | 2 |
| Apparel & Accessories | 10 | 202 | 4 | 11 | 1,137 | 13 | 463 | 7 |
| Furniture & Appliances | 4 | 173 | 3 | 3 | 204 | 2 | 18 | 4 |
| | 25 | (681) | | 28 | (1,944) | | | 22 |
| <u>Other Goods</u> | | | | | | | | |
| Automotive | 3 | 691 | 12 | 4 | 1,353 | 16 | 96 | 7 |
| Other Retail | 13 | 618 | 11 | 10 | 559 | 6 | 10 | 14 |
| Non-store Retailers | n. a. | n. a. | - | 5 | 74 | 1 | - | n. a. |
| | 16 | 1,309 | 23 | 19**** | 1,986 | 23 | | 21 |
| Totals* | | (5,348) | | | (8,331) | | | |
| Totals** | 74 | 5,677 | 75 | 75 | 8,659 | | 53 | 84 |
| Totals*** | | 5,293 | | | | | | |

*Figures enclosed in parentheses are totals minus the withheld information.

**Totals on this line represent true totals or totals including information withheld on an individual establishment basis.

***The 1954 Census was based on slightly different coverage factors than the 1948 Census. Using the 1954 factors, the totals for 1948 would be as shown in this line.

****Including the 5 non-store retailers.

w/h - Information withheld to avoid disclosure.

Source: U. S. Bureau of Census, Census of Business, Retail Trade, New York, 1948, 1954, and the New York State Department of Commerce, Business Fact Book, 1957, Westchester and Rockland Counties.

TABLE 5

TOTAL RETAIL SALES

Village of Pleasantville, New York

| | | <u>Source</u> |
|------|----------------|-----------------------------------|
| 1939 | - \$3,040,000 | U. S. Census |
| 1948 | - \$5,680,000 | U. S. Census |
| 1954 | - \$8,659,000 | U. S. Census |
| 1957 | - \$11,358,000 | Raymond & May Associates Estimate |
| 1980 | - \$16,240,000 | Raymond & May Associates Estimate |

A comparison of the amount of sales in each category as a percentage of the Village trade, as compared to White Plains (see Table 6) is most revealing. The high percentage of convenience goods sales for Pleasantville (at least 51%) and the high percentage of shopping goods sales for White Plains (45%) confirms the fact that Pleasantville is a local shopping center and that White Plains is a regional center. A relative volume of convenience goods sales similar to that in Pleasantville is found in such communities as Irvington, Hastings-on-Hudson, Larchmont, Ossining, Tuckahoe, Rye and most of the other smaller shopping centers and business districts located in the non-incorporated town areas of Westchester County.

TABLE 6

RETAIL SALES - COMPARISON BETWEEN PLEASANTVILLE AND WHITE PLAINS
1954

| | <u>Percent of Total Retail Sales in</u> | | |
|---------------|---|-----------------------|--------------------|
| | <u>Convenience Goods</u> | <u>Shopping Goods</u> | <u>Other Goods</u> |
| PLEASANTVILLE | 51* | 26 | 23 |
| White Plains | 25 | 45 | 30 |

*Information as to the individual sales of certain establishments selling convenience goods and shopping goods was withheld, through this information was given for the purpose of totalling all retail sales. For purposes of this tabulation, it was assumed that all information withheld (amounting to 4% of the total) dealt with shopping goods. Any error in this assumption would increase the relative magnitude of convenience goods sales.

Source: U. S. Bureau of the Census, Census of Business, 1954.

2. Potential Retail Sales. As shown in Table 7, in 1954 there were some 6,510 persons in the Village's primary trade area, and 8,060 in the secondary trade area, giving a total of 14,570 persons whose retail expenditures were tributary to the Village in varying degrees. According to the 1954 U. S. Census of Business, retail sales in the Village equalled \$8,660,000. Assuming* that 75% of total Village retail sales were from persons residing in the primary, and 25% from persons in the secondary trade area, then the amount spent in the Village from the primary area would have been \$6,495,000 and from the secondary area, \$2,165,000. Dividing these figures by the respective trade area populations for 1954 (6,510 and 8,060) results in a per capita expenditure in the Village by primary area residents of some \$998 and by secondary area residents of some \$269.

Using the previously derived total average per capita expenditure figure of approximately \$1300, we find that each person in the primary trade area spends some 76.8% of his total retail expenditures in the Village, and each secondary area resident some 20.7% of his total retail expenditures. The differences in each case between the total expenditure of \$1300 and expenditures made in the Village is accounted for by purchases made elsewhere.

If future retail sales in the primary and secondary trade areas increase in direct proportion with the probable future population increase therein, and the percentage of total retail expenditures per capita** in each trade area spent in the Village is assumed to remain constant,*** the estimated retail sales for the year 1980 would approximate the figures given in Table 7. If substantial improvements were made to Pleasantville's Business District (such as increased parking, better merchandising, "shopping environment" improvement, etc.) this assumption would be a conservative one.

*This assumption is based in part on normal estimating practice and in part on a sample survey of retail businesses in Pleasantville by the consultants.

**Although based upon the rise in per capita retail sales for Westchester County from \$1,286 in 1954 to \$1,447 in 1957 it is assumed that the per capita expenditure in Pleasantville in 1957 and through 1980 will be \$1,500 (see Table 7).

***The fact that our estimates are most conservative is further supported by a comparison of 1954 with 1957 sales. During that period sales rose not in direct proportion with, but at a rate more than three times as fast as, population (sales rose by 53% while total trade area population rose by only some 15%).

Other factors tending to indicate that our figures are conservative are the current inflationary tendencies and the long-range outlook for increasing consumption of all types of goods and services. Of course, only the second of these factors would actually mean increased per capita sales.

Table 7 indicates that Pleasantville could reasonably expect total retail sales of slightly over \$16 million in 1980 and of about 14 million 10 years from now. Obviously, the achievement of trade of this magnitude will depend upon many presently unforeseeable events and therefore these future sales figures should be considered as indicative of general trends rather than as accurate predictions. From time to time, as new population and sales becomes available, our assumptions, sales potentials resulting therefrom and plans based on such potentials should be reviewed and modified as needed.

TABLE 7

RETAIL SALES - BY TRADE AREA - PAST, PRESENT AND FUTURE

Village of Pleasantville, New York

| | <u>Primary Trade Area</u> | <u>Secondary Trade Area</u> | <u>Total</u> |
|-------------------------------|---------------------------|-----------------------------|----------------|
| <u>1954 Population</u> | 6, 510 | 8, 060 | 14, 570 |
| % of Pop. In Trade Area | 44. 7 | 55. 3 | 100. 0 |
| Total* Per Capita Expenditure | \$1300 | \$1300 | - |
| % Spent in Village | 76. 8 | 20. 7 | - |
| Amount Spent in Village | \$998 | \$269 | - |
| Total Sales in Village | \$6, 496, 980 | \$2, 168, 140 | \$8, 665, 120 |
| | | | |
| <u>1957 Population</u> | 7, 298 | 9, 489 | 16, 787 |
| % of Pop. In Trade Area | 43. 5 | 56. 5 | 100. 0 |
| Total* Per Capita Expenditure | \$1500 | \$1500 | - |
| % Spent in Village | 76. 8 | 20. 7 | - |
| Amount Spent in Village | \$1152 | \$311 | - |
| Total Sales in Village | \$8, 407, 296 | \$2, 951, 079 | \$11, 358, 375 |
| % of Total Sales | 75. 0 | 25. 0 | 100. 0 |
| | | | |
| <u>1980 Population</u> | 9, 818 | 15, 851 | 25, 669 |
| % of Pop. in Trade Area | 38. 2 | 61. 8 | 100. 0 |
| Total* Per Capita Expenditure | \$1500 | \$1500 | - |
| % Spent in Village | 76. 8 | 20. 7 | - |
| Amount Spent in Village | \$1152 | \$311 | - |
| Total Sales in Village | \$11, 310, 336 | \$4, 929, 661 | \$16, 239, 997 |
| % of Total Sales | 75. 0 | 25. 0 | 100. 0 |

* Expenditures in Pleasantville and in all other areas, e. g. Mount Kisco, White Plains, New York City, etc.

3. Service Trade Trends and Potentials. Table 8 gives data regarding selected services in Pleasantville in 1948 and 1954. While the number of establishments in this period grew by only three, the total receipts more than doubled (to slightly over three quarters of a million dollars). The number of employees also increased significantly.

When compared with data so far given on retail sales, it would appear that the growth of service trade may be taking place at a faster rate than that of retail sales (retail sales in the Village doubled between 1948 and 1957, while service trade receipts doubled between 1948 and 1954).

We feel that there is no reason to assume that future growth in this area of the Village's commercial development will not continue to be as strong as heretofore.

TABLE 8

SELECTED SERVICES 1948, 1954

Village of Pleasantville, New York

| | <u>1948</u> | <u>1954</u> |
|---|-------------|-------------|
| Number of Establishments | 35 | 38 |
| Personal Services | 22 | 22 |
| Automobile repair services, garages | 6 | 4 |
| All other selected services* | 7 | 12 |
| Receipts | \$349,000** | \$767,000 |
| Number of paid employees (work week ended nearest Nov. 15) | 47** | 68 |
| Proprietors (unincorporated business only) | 34** | 44 |

*Includes business services, miscellaneous repair services, amusement and recreation services (including movies).

**Excluding amusement data which is not available.

Source: U. S. Census of Business - 1948 and 1954 - "Service Trades".

4. Existing and Potential Retail Sales Space. A field survey of existing retail sales space in the Village's Central Business District was made by us and its findings are summarized in Table 9. A general idea of the scope of the Village's retail trade is given by the fact that its Central Business District* contains a total of almost 60 retail stores with a combined area of 84,000 square feet of retail sales space. The CBD contains almost all of the Village's stores, a minor exception being the small group of stores* and service establishments located in the "Old Village" (at the intersection of Bedford Road with Broadway).

If we divide the total estimated 1957 retail sales by the Village's total number of square feet of retail sales space (exclusive of automotive, gasoline service stations sales and floor space, and non-store retailers sales) we derive an \$103 in sales per square foot of sales area. Using this \$103 sales volume per square foot, the estimated 10-year increase in sales by 1959 (of about \$2.7 million) would justify the establishment of 26,000 square feet of additional retail sales store floor area. The corresponding figure for 1980 would be about 47,000 square feet which would be added to the 1957 Village total (including the "Old Village" establishments) of some 86,000 square feet.

TABLE 9

CENTRAL BUSINESS DISTRICT RETAIL STORES*
1958

Village of Pleasantville, New York

Number of Outlets, by Type and Floor Areas

| Retail Stores (by Type) | Number of Outlets | Square Feet of Floor Area |
|--|----------------------|------------------------------|
| Food Stores | 11 | 27,000 |
| Eating & Drinking Places | 9 | 11,000 |
| Lumber, Building Materials, Hardware, etc. | 9 | 9,000 |
| Apparel & Accessories Stores | 7 | 9,000 |
| Drug & Proprietary Stores | 4 | 5,000 |
| Furniture, Home Furnishings & Appliances | 4 | 6,500 |
| General Merchandise Group | 2 | 5,500 |
| Other Retail Stores | 12 | 11,000 |
| Total Retail Stores* | 58 | 84,000 |

*Excluding new and used automobile dealers, gasoline stations, and automotive parts stores, All figures on retail stores obtained by direct field survey and inspection of tax maps and Sanborn insurance maps.

*An additional 5 stores are located in the "Old Village".

II. APPRAISAL OF PLEASANTVILLE'S CENTRAL BUSINESS DISTRICT

A. CHARACTERISTICS OF A MODERN NEIGHBORHOOD CENTER

Most new neighborhood shopping centers incorporate the following features:

1. One or more dominant retail establishments (such as a food chain, 5 & 10, or both), which act as a magnet to attract shoppers to the area.
2. Easy access to the center (especially by automobile) and ample off-street parking located conveniently to all stores.
3. Compact, uninterrupted retail area to facilitate one-stop shopping.
4. A supporting population of between 7,500 and 20,000 people residing within 5-6 minutes driving time.
5. Continuity of retail ground floor use (achieved by means of exclusion of all non-retail or service uses).
6. Exclusion of all wholesale and storage activities, lumber yards and manufacturing uses.
7. Attractive appearance, through harmonious architectural treatment of the structures, sign control, and landscaping.

Despite the interest, initiative and financial ability of individual property owners and merchants who operate within a CBD, there are many seemingly insurmountable obstacles in the way of the effectuation of major improvements. Some of these obstacles are listed below:

B. THE CBD LACKS A STRONG RETAIL FOCUS

At the present time, there is no dominant, centrally located, major retail establishment of the food chain or 5 & 10 variety store type which would attract shoppers from all parts of the trade area. The only food chain store of over 10,000 square feet in Pleasantville (the new Grand Union) is located at the extreme westerly fringe of the CBD. There is no sizeable variety store of any kind.

C. INADEQUATE TRAFFIC CIRCULATION

The present temporary inconveniences caused by the railroad grade crossing elimination will, within a relatively short time, be corrected. The opening of Manville Road to traffic should relieve much of the present congestion, However, there will still remain a number of impediments to smooth and efficient traffic flow in the CBD.

The fact that curb parking is permitted on almost all CBD streets seriously restricts traffic flow, and therefore limits its desirability in competition with other nearby neighborhood centers (such as Chappaqua, Thornwood, Hawthorne, Briarcliff Manor). The one lane available for moving traffic in each direction on most CBD streets is often blocked by cars attempting to maneuver in and out of curb parking spaces. Loading and unloading on the street causes similar tie-ups. Bedford Road is narrow, and its intersection with Marble Avenue and Memorial Plaza is particularly poor. The diameter of the traffic circle at the intersection of Bedford Road and Ossining Road is too small to permit a smooth traffic flow. Sections of Tompkins Avenue, Clinton Street and Wheeler Avenue are too narrow. The narrowness of the most congested portion of Marble Avenue is particularly damaging to good circulation.

D. PARKING IS INADEQUATE

As stated hereinbefore, the Pleasantville CBD now contains about 84,000 square feet of retail sales space. Assuming that 2-3 square feet of parking space is needed to satisfy the parking demand generated by each square foot of retail floor space, the CBD would need between 480 to 720 parking spaces.* In addition, there would have to be provided spaces to satisfy the demand generated by service, office, or other commercial or industrial uses located in the CBD.

A more refined and accurate figure of parking need could be derived by deducting the 100 spaces provided by the Grand Union to take care of the needs of its 12,000 square feet of sales space. Subtracting these 12,000 square feet from the CBD retail sales space leaves about 72,000 square feet of retail sales floor area

*Two square feet is considered to be the absolute minimum required and 3 square feet is considered to be a desirable minimum. The Village's new Grand Union has a parking ratio of 3.0 to 1, and the new Beach Shopping Center in Peekskill has a ratio of about 4.4 to 1. A figure of 350 square feet per parking space has been used in determining the number of necessary parking spaces. This figure includes needed area for aisles.

to be served, which amount of space requires from 411 to 617 parking spaces. This figure again is exclusive of the needs of service, office, and other commercial or industrial uses. Also, no provision is made in this figure for any future growth.

Table 10 itemizes the present supply of parking spaces in the CBD. Approximately 370 of the total of 567 spaces are available and usable to serve the needs of retail and service establishments. The remaining spaces are used by all day parkers (e. g. commuters, proprietors and their employees, office and other workers) or are inconveniently located with respect to existing business frontages. Of the 370 spaces considered to be available, 100 serve the needs of the Grand Union store, exclusively.

There is, therefore, a present minimum deficit (to serve the needs of retail stores alone) of between 140 and 350 spaces.

E. RIBBON DEVELOPMENT OF THE CBD

Most of the retail stores in the CBD are strung out along Bedford Road, Manville Road, Wheeler Avenue, Marble Avenue, Cooley Street and Washington Avenue. The railroad tracks split the CBD into two separate retail areas. In recent years both areas have shown signs of renewed growth. In the area east of the tracks new stores and offices have developed along Washington Avenue, while the area west of the tracks has experienced development along the Pleasantville-Ossining Road and Cooley Street. In view of these developments it would appear wholly unrealistic to plan on the future development of either of these areas at the expense of the other. However, in planning the future around both areas, it should be realized that this can only be done at the sacrifice of any chance of achieving a compact and physically unified retail commercial center. However, substantially improved appearance and visual unification can be achieved by various means such as architectural treatment of buildings, landscaping etc. (see III-E following).

F. PRESENCE OF USES INCOMPATIBLE WITH RETAIL BUSINESS

To some extent, residential, general commercial (e. g. wholesale, lumber yard), and industrial uses are inter-mixed in a somewhat haphazard manner in the heart of the Village CBD. Such mixture of uses detracts from the quality of the shopping environment by interrupting and extending the retail frontage across dead spaces and by thus making the entire area less convenient and attractive. Also, this intermingling fosters relatively undesirable conditions for residential and industrial growth.

TABLE 10

EXISTING PARKING SPACE SUPPLY SERVING CENTRAL BUSINESS
DISTRICT

Village of Pleasantville, New York

| | Curb Parking | | | | Parking Lots | | |
|---|--------------|--------|-------------|-------------|-----------------------------|-------------|-----|
| | Metered | | Non-Metered | | Public | Private | |
| | 2 HR. | 10 HR. | 1 HR. | NO RESTRIC. | (all metered) 2 HR 10 HR | (no meters) | |
| Memorial Plaza | 36* | 80 | | | | | |
| Manville Rd. (from 400' west of Grant St. to Grove St.) | 31 | 13 | 24 | | | 28 | |
| Bedford Rd. (Saw Mill River Park- way to Tompkins Ave.) | 9 | | | 10 | 33 | 15 | |
| Washington Ave. (Firehouse to Manville Rd.) | 43 | | | | | | |
| Wheeler Avenue | 36 | | 3 | | | | 15 |
| Cooley Street | 26 | | 5 | 17 | | | |
| Ossining Rd. (from 200' east of Manville Rd. to Bedford Rd.) | 2 | | | 10 | | | 100 |
| Vanderbilt Avenue | | | | | | | |
| Grant St. (Depew St. to Manville Rd) | | | 19 | | | | |
| | 195 | 93 | 51 | 37 | 33 | 43 | 115 |

*Includes 4-15 minute spaces set aside for Post Office use.

G. MULTIPLE OWNERSHIP OF PROPERTY AND LACK OF OVERALL DESIGN CONTROL

The efficient and attractive design of new shopping centers is possible because they are developed under single ownership. Consequently, the number, location and type of stores, as well as parking areas can be determined in whatever way is of greatest benefit to the project. Also appearance of all stores can be treated harmoniously. In order to achieve a similar character in an existing business district, such as that of Pleasantville, and to assure more efficient use of the land therein, a high degree of cooperation by all property owners, as well as municipal leadership of various kinds, will be required.

H. EXISTING ZONING ORDINANCE INADEQUACIES

The Village's present zoning ordinance was adopted in 1927. Despite the adoption of numerous constructive amendments since then, this ordinance is still basically obsolete in many respects. Among some of its inadequacies, insofar as they may affect the proper future development of the CBD, are the following:

1. The ordinance provides for only one Business Zone, which permits manufacturing and which requires that off-street parking be provided in connection with the development of each lot. In a congested area, where small lots prevail, such parking requirements have been found to be unworkable. There should be at least two Business Zones, one for the very center of the CBD, restricted to retail stores, offices, services and similar uses, and without any off-street parking requirement. In this zone, such parking as may be needed should be provided by the Village, preferably in cooperation with the benefited business property owners. The second business district should be more flexible, permitting wholesale and limited light manufacturing uses, and should require provision of off-street parking facilities.
2. The present Industrial Zone, which is too permissive* should be tightened so as to require proper coverage, street setback, etc., or replaced with a more restrictive light manufacturing zone.
3. Neither the present Business or Industrial Zones, nor the existing Apartment Zones, contain modern Site Development Plan Approval legislation, which would enable the Planning Commission to insure proper

*It permits 100% ground coverage, has no set back requirement etc.

location of buildings on a site, safe access to and egress from a site, and proper landscaping and buffer areas where such are needed.

4. The present Residence C, and especially the Residence D District, both of which are mapped in portions of the CBD, fall far short of guaranteeing good development of multiple dwellings. For instance, the D Zone permits 50% ground coverage which is far too high.
5. The present Zoning Map as it pertains to the CBD is deficient in many respects. Some blocks which are suitable for light industry are zoned in part for business, in part for two family use, and in part for the highest density multiple family development. Other blocks, which preferably should be set aside for high quality low density apartments, are also zoned for highest density.

III. PROPOSED CENTRAL BUSINESS DISTRICT PLAN

It should be pointed out that any such sales volumes as those indicated for future years in Table 7 depend entirely on the provision not only of the necessary new stores and/or increased sales space, but also a dynamic parking program and on the provision of all the other necessary attributes of a modern shopping center. Unless this is done, potentials may remain potentials and may never be translated into dollar sales. Furthermore, inaction on the part of the Village to revamp its Central Business District to make it truly competitive may well result in the growth of competition offered by other centers outside the Village boundaries, with a consequent probably deterioration and obsolescence of existing facilities.

While the general responsibility for improving the CBD rests with the community as a whole, a special measure of responsibility can be laid at the door of the CBD business property owners and merchants.

Certain actions, such as the improvement of individual properties, including the remodelling of retail stores, are obviously the sole responsibility of the individual property owner. The provision of parking space can be undertaken by property owners wherever space permits and by the Village in the form of municipal parking areas. Village and County action will be required to widen streets or otherwise improve the flow of traffic through the CBD. To conserve space in the CBD for retail, service and office purposes, and to achieve and later preserve the gains to be achieved in the proposed CBD plan, improved zoning controls will be needed.

These basic concepts have been used as a basis in the development of the proposed Central Business District Plan described below.

A. PRINCIPLES OF PROVISION OF PARKING FACILITIES IN THE CENTRAL BUSINESS DISTRICT

This section sets forth the principles underlying the recommended plan for the eventual achievement of adequate off-street parking facilities for shoppers, shopkeepers, clerks, office workers and commuters in the Pleasantville CBD.

The existing Pleasantville zoning regulations require each use to provide off-street parking space in a certain ratio, on the same lot or on a lot within 500 feet of the entrance to the said use. A requirement of this sort is generally effective in an as yet undeveloped area, or if used in a developed area, only where the prevailing lots are large enough to enable them to comply therewith. However, in the case of a built-up area of small lots and where the ownership

is widely diffused, the existing off-street parking can only inhibit development, if, indeed, they can be enforced at all. By making it impossible, in many instances, to improve property, these requirements may lead to the progressive obsolescence of the CBD as a whole.

Recent experience shows that the problem of providing adequate off-street parking space in a highly built-up central area can only be solved by the use of public powers (but not necessarily entirely at public cost, as explained below). Private property owners or business concerns lack the power of eminent domain -- and, therefore, are more often than not stymied in their efforts to assemble property by negotiation, at a reasonable price. Since the provision of off-street public parking is a public use, the Village can assemble the necessary properties by negotiation or condemnation. By doing so, the Village can insure the location of such parking areas where they will do the most good and cause the least interference with vehicular or pedestrian traffic flow (in this connection, it should be stressed that full compliance with the present zoning requirements may well result in a multiplication of curb cuts to a point where crossing of sidewalks by vehicles at frequent intervals would present a definite hazard to pedestrian traffic).

In the event that the Village agrees to use the powers vested in it for the provision of off-street parking lots, the most direct beneficiaries of any such program should be required to assist in their financing. Thus the cost of acquisition and construction of the lots might be assessed (1) against benefited properties (the building potential, and, consequently, market value of which would be greatly enhanced by the elimination of present zoning requirements); (2) paid for, in part, through the collection of meter fees from users (shoppers, office workers, commuters, etc.); and (3) possibly, paid for, in part, by the community as a whole, through real estate taxes, inasmuch as the entire community would benefit from elimination of congestion and hazards, from the enhancement of accessibility and convenience of its CBD and from the increased taxes CBD properties would pay as a result of the enhancement of their value.

We are not proposing a specific scheme of financing the establishment of parking facilities. Examples of various methods used elsewhere for the establishment of various types of lots can be found and studied for their applicability to Pleasantville.

B. PROPOSED INCREASE IN OFF-STREET PARKING AREA

(See "Proposed Plan of Central Business District" map)

From 140 to 350 additional parking spaces would have to be provided to satisfy present needs generated by retail stores and by commuters. By 1969 there may be a need of between 150 and 220 additional spaces and by 1980 the deficiency may again increase by between 120 and 180 spaces. Thus, by 1980, the total deficiency would reach between 410 and 750 spaces. We therefore recommend that a continuous municipal parking area development program be carried out in the years to come. The intensive use being made of the two existing municipal lots give clear evidence of their popularity with the residents and of the need therefor.

The Central Business District Plan includes 12 new parking lots containing a total of 834 spaces (663 to serve retail stores and 171 for use by commuters). Some 87 spaces would be added to the 663 shopper spaces if, as proposed, this many spaces will be converted from commuter to shopper use. The total of 750 thus achieved equals the number deemed to be required by 1980. Of the existing commuter spaces, 53 would remain in such use and, when added to the 171 proposed commuter spaces, give a total of 224 commuter spaces (or about 1 1/2 times the present supply) which would be made available by 1980. Table 12 indicates the number of spaces in each lot and the approximate distribution of spaces for shopper-worker as against commuter use.

TABLE 11

PROPOSED PLEASANTVILLE PARKING LOTS

| Lot No. | Number of Parking Spaces | | | |
|---------|--------------------------|----------|-------|-----|
| | Retail | Commuter | Total | |
| 1 | - | 34 | 34 | |
| 2 | 110 | - | 110 | |
| 3 | 71 | - | 71 | |
| 4 | 86 | - | 86 | |
| 5 | 18 | 20 | 38 | |
| 6 | 27 | 22 | 49 | |
| 7 | 81 | - | 81 | |
| 8 | 35 | 20 | 55 | |
| 9 | 64 | - | 64 | |
| 10 | 37 | - | 37 | |
| 11 | 77 | - | 77 | |
| 12 | 57 | 75 | 132 | |
| | Total | 663 | 171 | 834 |
| | | +87* | | |
| | Grand Total | 750 | | |

*Existing commuter spaces converted to business use.

Early development is recommended for lots numbered 1, 2, 4, 5, 6 and 8 (totaling 276 business and 96 commuter spaces) to meet present needs as well as to enable the conversion of 87 commuter parking spaces on Memorial Plaza and in the two existing municipal lots to short term use. Of the commuter spaces now in use in all three places it is recommended that only about 40 spaces located nearest to the proposed pedestrian overpass over the railroad tracks on Memorial Plaza be designated to remain in such use.

C. IMPROVE VEHICULAR AND PEDESTRIAN ACCESS

(See Proposed Plan of Central Business District" map)

1. Proposed New Streets, Street Extensions and Street widenings. Our study of the CBD circulation system indicates that significant improvements in its existing street network and traffic circulation pattern will be necessary to meet the probable increased future traffic volumes. To meet the future demands which will be imposed upon CBD streets and also to improve present traffic circulation, we suggest the following:
 - a. We recommended that existing Colley Street be entirely rebuilt* and that it be extended from its present northern terminus to Manville Road. Cooley Street should also be extended south to connect with Marble Avenue as shown on the CBD Plan. The improved and extended Cooley Street should be made one-way southbound, and paired with Marble Avenue which would become one-way northbound from its proposed intersection with Cooley Street, extended, to Bedford Road. This scheme would simplify and improve the movement of traffic in the western half of the CBD. The effectiveness of these recommendations would be enhanced if the intersection of Marble Avenue and Bedford Road were rebuilt as described below.

Marble Avenue south of its proposed intersection with Cooley Street, extended, should eventually be widened to a right-of-way of at least 64 feet (as is indicated on the present Village Plan), with a 44-foot wide pavement permitting eventually the development of 4 moving lanes of traffic (with parking prohibited on both sides of the (street). This major Village street may carry significantly more traffic in the future especially if the proposed industrial uses on the east side of the street materialize. North of its intersection

*Eliminating the present "hump" just south of Manville Road.

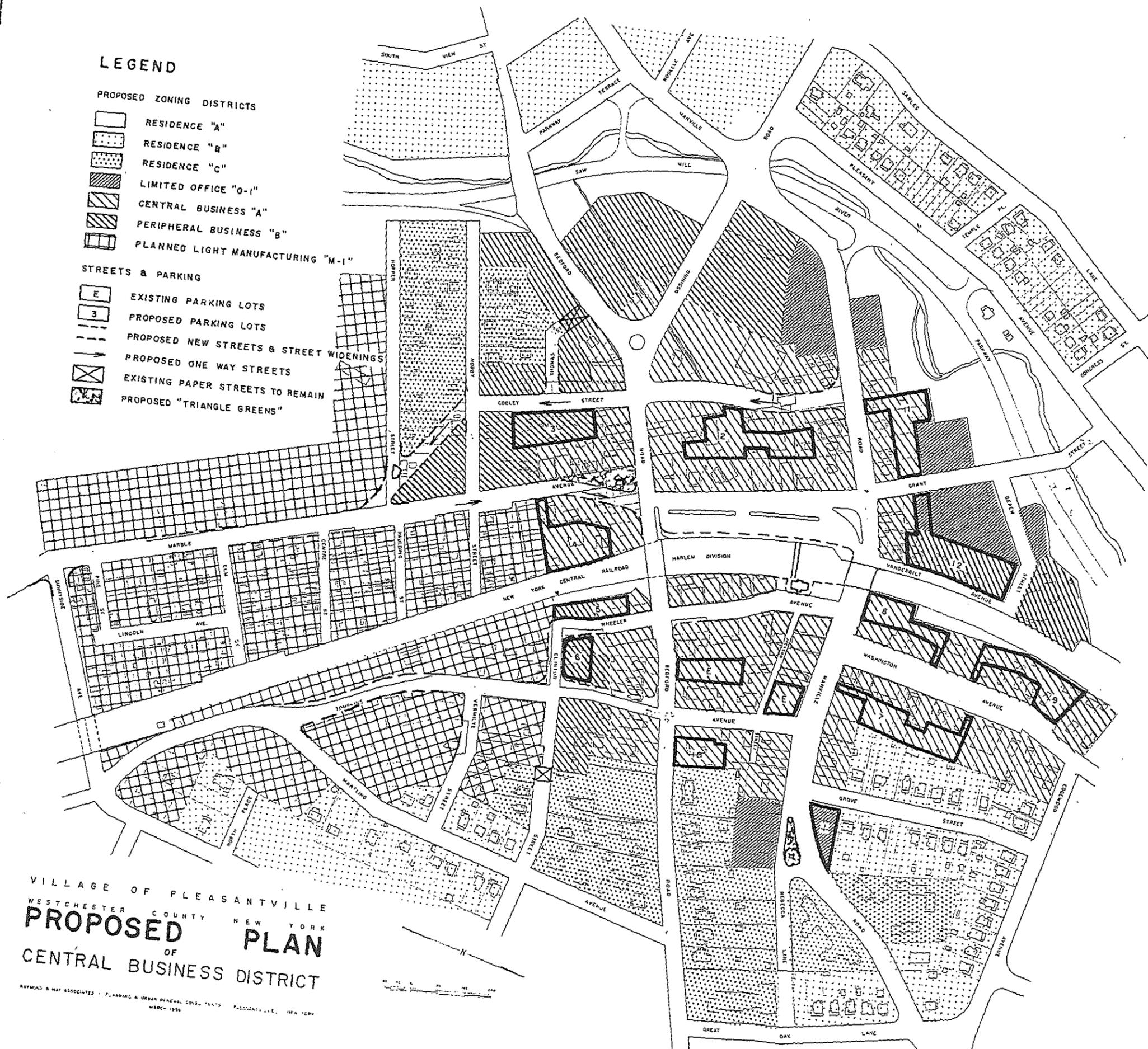
LEGEND

PROPOSED ZONING DISTRICTS

-  RESIDENCE "A"
-  RESIDENCE "B"
-  RESIDENCE "C"
-  LIMITED OFFICE "O-1"
-  CENTRAL BUSINESS "A"
-  PERIPHERAL BUSINESS "B"
-  PLANNED LIGHT MANUFACTURING "M-1"

STREETS & PARKING

-  EXISTING PARKING LOTS
-  PROPOSED PARKING LOTS
-  PROPOSED NEW STREETS & STREET WIDENINGS
-  PROPOSED ONE WAY STREETS
-  EXISTING PAPER STREETS TO REMAIN
-  PROPOSED "TRIANGLE GREENS"



VILLAGE OF PLEASANTVILLE
 WESTCHESTER COUNTY NEW YORK
PROPOSED PLAN
 OF
CENTRAL BUSINESS DISTRICT

RAYMAD & HAY ASSOCIATES - PLANNING & URBAN GENERAL CONSULTANTS - 100 W. 42ND ST. - NEW YORK 36, N.Y.
 MARCH 1958

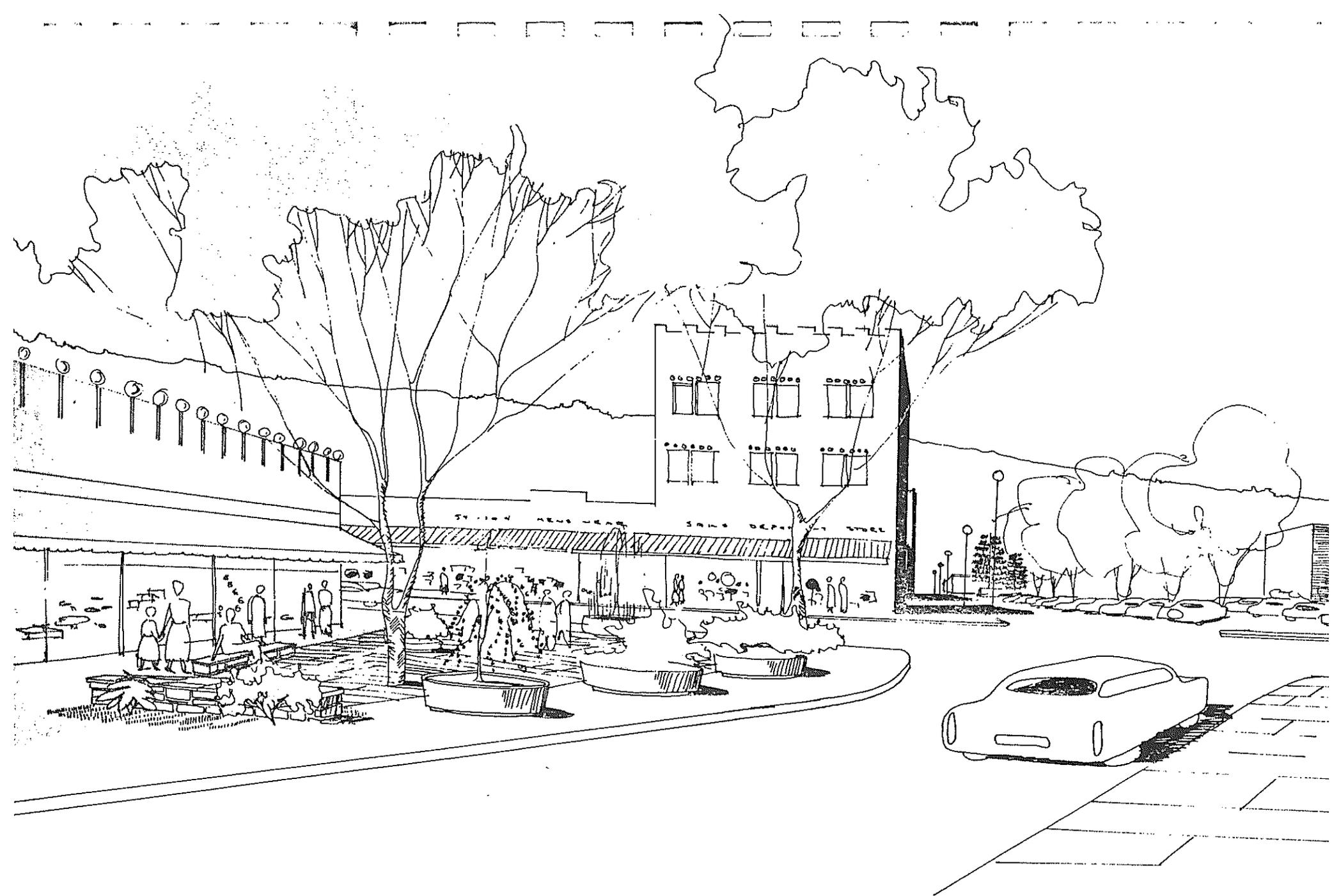
with Cooley Street, extended, Marble Avenue could be widened to only 58 feet, to accommodate two moving and two parking lanes on a 38 foot wide pavement.

The intersection of Marble Avenue and Bedford Road should be rebuilt generally as shown on the CBD Plan. The creation of a new traffic "triangle green" at this intersection would eliminate the present jog between Marble Avenue and Memorial Plaza. Left turn movements into Bedford Road from Marble Avenue would be made from the lane closest to the west side of the proposed "triangle green".

Suitably landscaped, the "triangle green" would not only improve traffic flow but would become a significant visual attraction at one of the important entrances to the CBD (see sketch following).

In the event that it is found that the improvement and extension of Cooley Street cannot be accomplished for some time, the need for widening Marble Avenue to 64 feet for its entire length would have to be attended to much sooner than otherwise. Also since Marble Avenue would have to be used as a two-way street, the "triangle green" at Bedford Road could no longer be provided in the manner described above, but rather would have to assume the less satisfactory form of a traffic island.

- b. It is recommended that the existing hazardous one-lane Sunnyside Avenue underpass beneath the New York Central Railroad tracks (just east of Marble Avenue) be rebuilt, eventually, to two lane capacity with added overhead clearance. The possibility of increased industrial development on Marble Avenue and along Tompkins Avenue (see CBD plan), would greatly enhance the importance of this underpass and street connection between the east and west portions of the Village. Improvement of this underpass would also reduce the volume of through traffic in the heart of the CBD.
- c. It is recommended that sections of the rights-of-way and pavements of Tompkins and Wheeler Avenues and Clinton Street be widened and improved as indicated on the CBD plan. These important streets now have a capacity of less than their maximum potential due to inadequate pavement widths and, in some instances, inadequate corner radii.
- d. Another esthetically pleasing landscaped "triangle green" should be located at the intersection of Manville Road and Rebecca Lane. At present, this area is a large dead highway space, collecting



VILLAGE OF PLEASANTVILLE NEW YORK
PROPOSED "TRIANGLE GREEN" AT IMPROVED MARBLE AVENUE-BEDFORD ROAD INTERSECTION

DAYMOND & MAY ASSOCIATES

PLANNING & URBAN DESIGN CONSULTANTS

NORMAN VIEIN AIA

ARCHITECTURAL CONSULTANT

dust and debris. Cars parked at right angles to the southerly side of Manville Road back out into this area which is adjacent to the northbound traffic lane of Manville Road. Installation of a landscaped area here would permit better channeling of traffic on Manville Road. The attractiveness of the area would be still further enhanced if the proposed commuter lot on the north side of Manville Road, opposite the proposed "triangle" were also landscaped.

- e. The diameter of the present traffic circle at the Bedford Road and Ossining-Pleasantville Road intersection is too small to allow it to fulfill its function adequately. No significant enlargement of this circle seems possible without excessive property condemnation costs. A traffic "triangle" at this intersection would be even more inadequate in that it would create even more potential traffic conflicts and insufficient weaving distances than does the existing traffic circle. Some measure of improvement of traffic movement around the circle might be accomplished if larger and clearer signs announcing the traffic circle, accompanied by clear "bear right" warnings were to be properly placed, on the approaching streets. Night lighting of same would also help the situation.

2. Recommended Procedure in Regard to Proposed New Streets and Street Widenings. The Official Map powers of the Village, as stated in section 179-e of the Village Law (Chapter 64 of the Consolidated Laws, Article VI-A Building Zones), enable the Village to place on the Official Map such street rights-of-way as it deems necessary for its proper future development and thus prevent future construction therein.

The new street locations and street widenings proposed as part of this Plan do not purport to be exact. In order to establish the most desirable alignment, we recommend that, following adoption of the CBD Plan, a detailed engineering survey of all approved right-of-way and pavement recommendations be made, and the resulting proposals placed on the Official Map. Once so determined and given legal effect, one copy each of all such surveys should be filed with the Building Inspector who would thus have an accurate guide as to future building lines, and as to the proposed street lines from which set back zoning requirements, if any, would be measured.

D. EXPANSION OF RETAIL, OFFICE, WHOLESALE AND LIGHT
MANUFACTURING USES

1. CBD Master Plan. The CBD Plan indicates several important possible additions to the Village's supply of land for future retail and office, wholesale and other general commercial and light industrial development. Notable among the possibilities for expansion of such uses are the following:
 - a. Three lots are recommended for early rezoning (to the proposed Central Commercial "Business A" District). These lots numbered 11, 12 and 13 on Section 2, Sheet 4 located on the north side of Manville Road. Such rezoning would bring the zoning district boundary on the north side of the street opposite the similar boundary on the south. The remaining area between this proposed boundary and the parkway should be rezoned to the proposed Limited Office "O-1" District.
 - b. Extension, in a northerly direction along Grant Street to the Parkway of the proposed Limited Office "O-1" District. This would create the possibility of using existing houses for more profitable purposes in an area with a definitely commercial future. It would, of course, also permit new office building construction of a restricted nature.
 - c. The triangular parcel of property at the intersection of Grove Street and Manville Road and the land on the opposite side of this property across Manville Road should be rezoned to the proposed Limited "O-1" District, thereby permitting this area to develop in either office or low density apartment use (both of which uses would be compatible with the apartment developments further east on Manville Road. In this connection, it should be noted that the acquisition by the Village of the triangular corner of Grove Street and Manville Road is recommended as a first priority commuter parking lot. We strongly recommend that a decision with respect to this recommendation precede any zoning action in this area.
 - d. The strip of land between the west side of Tompkins Avenue and the New York Central tracks and between Sunnyside Avenue and Clinton Street; all of the block surrounded by Tompkins Avenue, Vermilye Street and Martling Avenue (except the two residential lots on the northeast corner thereof); the southeasterly corner of the block bounded by Tompkins Avenue, Martling Avenue, Clinton Street, and Sunnyside Avenue; the westerly end of the block surrounded by Tompkins Avenue, Vermilye Street, Martling Avenue and Clinton Street and all the land lying between Marble Avenue, the New York Central

tracks, Sunnyside Avenue, and a line just north of Hobby Street, are recommended to be placed at an early date in the proposed Planned Light Manufacturing "M-1" zoning classification.

If nurtured with care and worked out in detail with the property owners concerned, this area (which is adjacent to both rail and highway) could accommodate a first class, quality, planned industrial development of a type which would enhance the Village's tax base, provide jobs for local people and, aesthetically, be a credit to the community. It is of utmost importance that the recommended Site Development Plan approval power* be granted to the Planning Commission to insure achievement of the above described goals.

The Village now owns a substantial amount of land in this area in the form of the several dead end streets which enter into and divide the area. Due to the fact that maximum consolidation of the many separate small parcels of land (including streets) into larger plots would be desirable if maximum flexibility of development is to be achieved, it is recommended that the Village work towards the establishment of a property owners association and in cooperation with it, formulate a policy for the eventual development of the recommended planned light industrial district.

Following the adoption of basic policy decisions more detailed architectural studies and publicity material might then be prepared to encourage the development of the area along the lines outlined above.

E. PROPOSED ZONING DISTRICTS AND AMENDMENTS

The proposed CBD Plan recommends various changes in land use, and is assuming the availability of several new or revised zoning districts to give it effect. While it is not within the scope of this overall CBD study to draft the exact wording of such zoning legislations, the general intent and scope of such districts as are recommended are presented below.

1. Central "Business A" District. This District is envisioned as a partial replacement for the present broad Business District. It should have the following basic characteristics:

*See Section E, paragraph 6, below.

- a. That it limit uses permitted by right to retail, personal service stores, office uses and theatres; public and commercial off-street parking lots and parking garages.
- b. It should include a restriction on automobile service stations and gasoline pumps, prohibiting any new such uses on any lot that is within 600 feet of another lot on which there is an existing automobile service station or gasoline pump (existing stations or gasoline pumps should be excepted from such provisions so as not to make same non-conforming and thereby enabling them to make necessary improvements).
- c. Permit 100% land coverage.
- d. That it require Site Development Plan approval by the Planning Commission.

This District has been recommended for the central core of the CBD where prevailing small lot areas make provision of off-street parking facilities by the individual private lot owner impractical.

2. Peripheral "Business B" District. This District is designed for those fringe areas of the CBD where lot sizes are larger than in the core and where it may be desirable to locate some of the commercial uses of a service nature (e. g. storage or repair garages, wholesale, storage and warehousing, but only in buildings fully enclosed on all sides). Also provided for would be certain very limited craft occupations and manufacturing such as are provided for in the existing Business District e. g. carpenters, cabinet making, electrician shop, manufacturing of jewelry, watches, optical, professional and scientific instruments and similar non-nuisance industrial production). Some of the characteristics of this District would be as follows:
 - a. In addition to all uses permitted in the Business "A" District, it would permit limited light manufacturing as described above, with a limit of 20 to 25 or so set on the number of employees in any craft or manufacturing operation.
 - b. It should contain the same restriction on automotive service stations and gasoline pumps as outlined in the Proposed Business "A" District.
 - c. It would require adequate provision of off-street parking and loading and unloading facilities on the lot.
 - d. It would limit building coverage to about 40% to 50% of the lot.

e. It would require Site Development Plan approval by the Planning Commission.

3. Limited Office "O-1" District. This District is designed for those areas of the Village where: (a) continued single family residential use of property is no longer economic or desirable (due to geographic location or obsolescence of residential structures); (b) where vacant property is presently zoned residential but where, due to the Village's development over the years (including the increase of traffic on main roads) single family residential use is no longer the best and most desirable use; and (c) where it is desirable to locate office type developments, or apartments of a low density type, but where it would be undesirable to open an area to retail or general commercial activity.

Characteristics of this district would be as follows:

- a. It would permit residential uses including low density garden apartment use (with a permitted coverage of 25%, require 2500 square feet of lot area per apartment, * 2 story height limitation, adequate setbacks etc.) and business, professional and governmental offices (coverage limited to 25% of lot, strict height limitation etc.).
- b. It would require provision of off-street parking and loading and unloading facilities.
- c. It would require Site Development Plan approval by the Planning Commission.

4. Planned Light Manufacturing "M-1" District. To replace the present "wide open" Industrial District now in effect in Pleasantville we recommend the adoption of a modern type of Planned Light Manufacturing District designed especially for the type of small, slowly developing community of which Pleasantville is an example. We feel that there is no need for a generally weak industrial district in the Village, and that the type of industry that Pleasantville should encourage should all be of the high quality, low nuisance type, located on well landscaped lots, and characterized by low building coverage and generous setbacks.

*This requirement is a stricter and more exact method of assuring a low density (of approximately 17.4 dwelling units per acre) than the requirement in the present Village zoning ordinance allowing only 20% ground coverage. This is because with only a "percentage of ground coverage" restriction of more small apartments might be built on any given parcel of land than under a restriction requiring so many square feet of land area per apartment.

The following are some of the recommended characteristics of this district:

- a. It would permit offices, research laboratories or light manufacturing uses free of any noxious or offensive characteristics (such as emission of odor, dust, noise, smoke, gas, fumes or radiation) or hazards to public health or safety. It would also permit, but only upon issuance of special permit by the Zoning Board of Appeals, building contractors and lumber yards and similar open uses (but excluding junk yards).
 - b. It would require the provision of off-street parking and loading and unloading facilities.
 - c. It would limit building coverage to about 50%-60% of the area of a lot, and impose reasonable height restriction and generous setbacks from property and street lines.
 - d. It would require Site Development Plan approval by the Planning Commission.
5. Abolition of Residence "D" District. The high percentage of ground coverage (50%) and hence the excessive density permitted by this District seem unwarranted in a community such as Pleasantville. We recommend, therefore, that this District be eliminated from the Village Zoning Ordinance. Residence "C", modified to include the aforementioned regulation of 2500 square feet of lot per apartment unit (see Limited Office "O-1" District), should be substituted for the "D" District, but only following a complete reevaluation of the entire Zoning Map. This should preferably be done as a part of, or following the development of a complete Master Plan for the entire Village.
6. Site Development Plan Approval Zoning Amendment. Because of the importance we place upon the early adoption of such an amendment to the existing zoning ordinance, we offer a proposed draft of a Site Development Plan zoning amendment as part of this report. This amendment would have to be accompanied by a clause establishing a requirement for such approval in each of the present apartment, business and industrial zoning districts.

PROPOSED ZONING AMENDMENT TEXT

Site Development Plan Approval by the Planning Commission. In all cases where this ordinance requires approval of a Site Development Plan by the Planning Commission, three prints of such plan, showing the proposed location on the lot and use of the building or buildings and/or the use of land, general layout of any off-street parking and/or loading areas, all means of vehicular access and egress to and from the site onto public streets, and proposed lighting, screening, if any, landscaping, drainage of the site, and existing topography and proposed grades, shall be submitted to the said Commission, by the Building Inspector and no building permit or certificate of occupancy shall be issued by him except in conformity with the approved Site Development Plan. The said Site Development Plan shall be approved by the Planning Commission in the same manner as is prescribed by State Law for the approval of subdivision plats.

In considering and approving the Site Development Plan, the Planning Commission shall take into consideration the public health, safety and general welfare, the comfort and convenience of the public in general and of the residents immediate neighborhood in particular, and may attach such conditions and safeguards as a precondition to approval of the said Plan as, in its opinion, will further the general purpose and intent of this ordinance, be in harmony therewith, and particularly with regard to achieving:

- (a) Maximum safety of traffic access and egress;
- (b) A site layout (including the location, power, direction and time of any outdoor lighting of the site) which would have no adverse effect upon any properties in adjoining residence districts by impairing the established character, or the potential use, of properties in such districts;
- (c) The reasonable screening, at all seasons of the year, of all playgrounds, parking and service areas from the view of adjacent residential properties and streets;
- (d) General landscaping of the site in character with that generally prevailing in the neighborhood.

- (e) Conformance of the proposed Site Development Plan with such portions of the master plan of the Village of Pleasantville as may be in existence from time to time; and
- (f) In applicable cases, a drainage system and layout which would afford the best solution to any drainage problems.

F. GENERAL ACTION PROGRAM

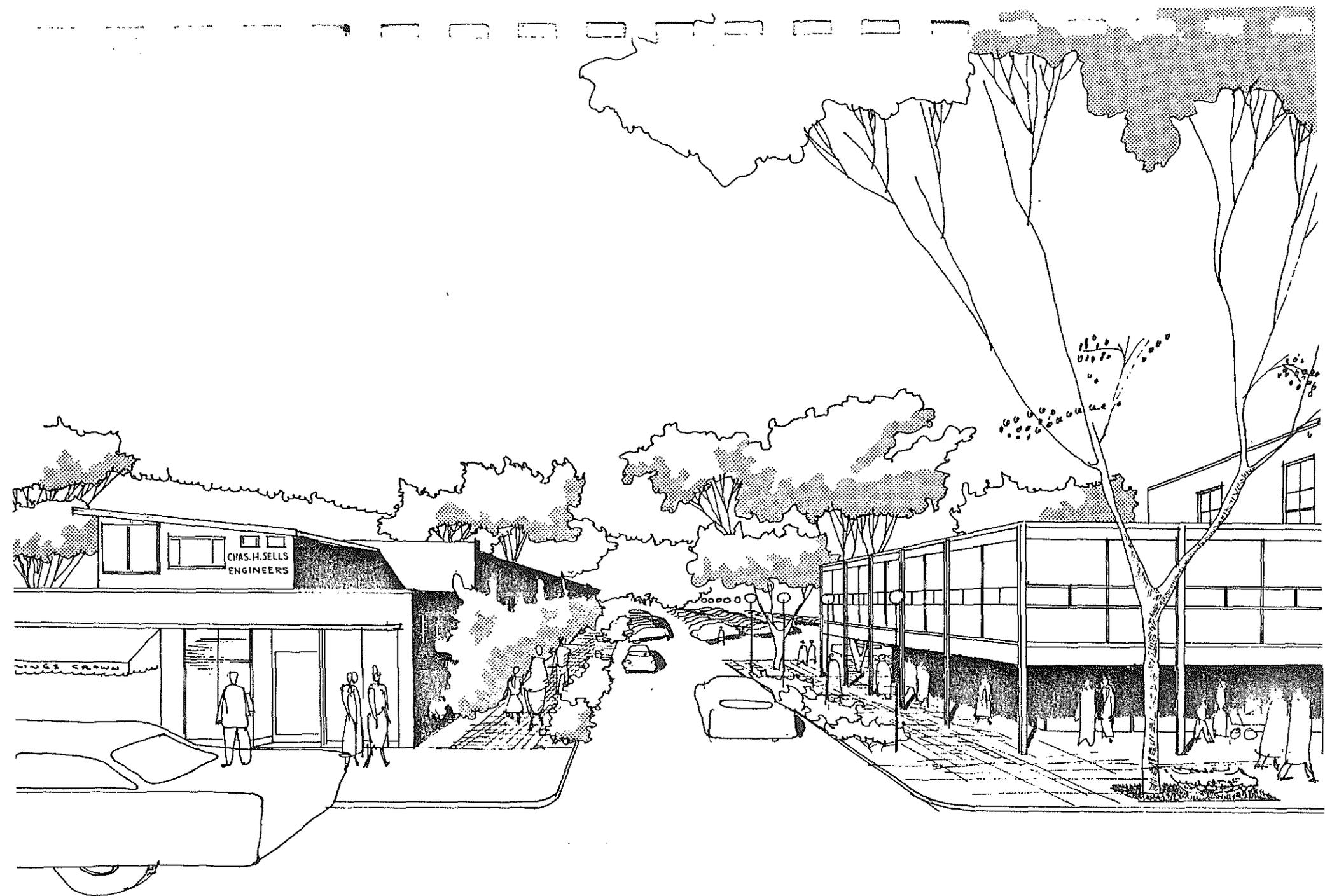
1. Preparation of Village Master Plan. It is imperative that the Village continue in its efforts to secure a Comprehensive Development Plan or Master Plan for the entire Village. Such a study would provide the over-all highway planning, zoning ordinance, capital improvement program and other tools of effectuation necessary to implement this CBD study. Furthermore, findings which may be made in the cause of such a Master Plan study may indicate the need for some modification of this CBD Plan.
2. Central Business District Action Committee. We recommend that there be established by the Village Board a CBD Action Committee, composed of all leading citizens, business-men and property owners who may indicate a desire to aid in the eventual adoption and effectuation of a CBD Plan. This Committee would be advisory to the Planning Commission and report to same. Such Committee might also study ways and means of improving the overall appearance of the CBD and help devise design standards to guide individual property owners.

Pleasantville is a gracious community, containing many fine homes in the midst of park-like surroundings. Unfortunately, however, the truly outstanding character of the residential areas stops on the fringes of the Central Business District. While some new stores of good modern design have been built, primarily on, and near, Cooley Street and Washington Avenue, many of the retail stores and offices in the Village are becoming visibly obsolescent. Substantial improvements of such establishments is essential if they are to help the Village compete successfully for its share of the central Westchester market.

New stores, new store fronts and other building modernization is not enough. As with private homes, the general setting in which commercial buildings are located has a frequently decisive influence on the degree of desirability of the buildings themselves. With a few significant exceptions, the general level of the existing landscaping in the CBD is poor. There are few if any street trees, and no evergreen or other shrubbery, or flower boxes to enhance the visual aspect of its blocks of stores or streets. The exceptions (such as the fine planting found in the

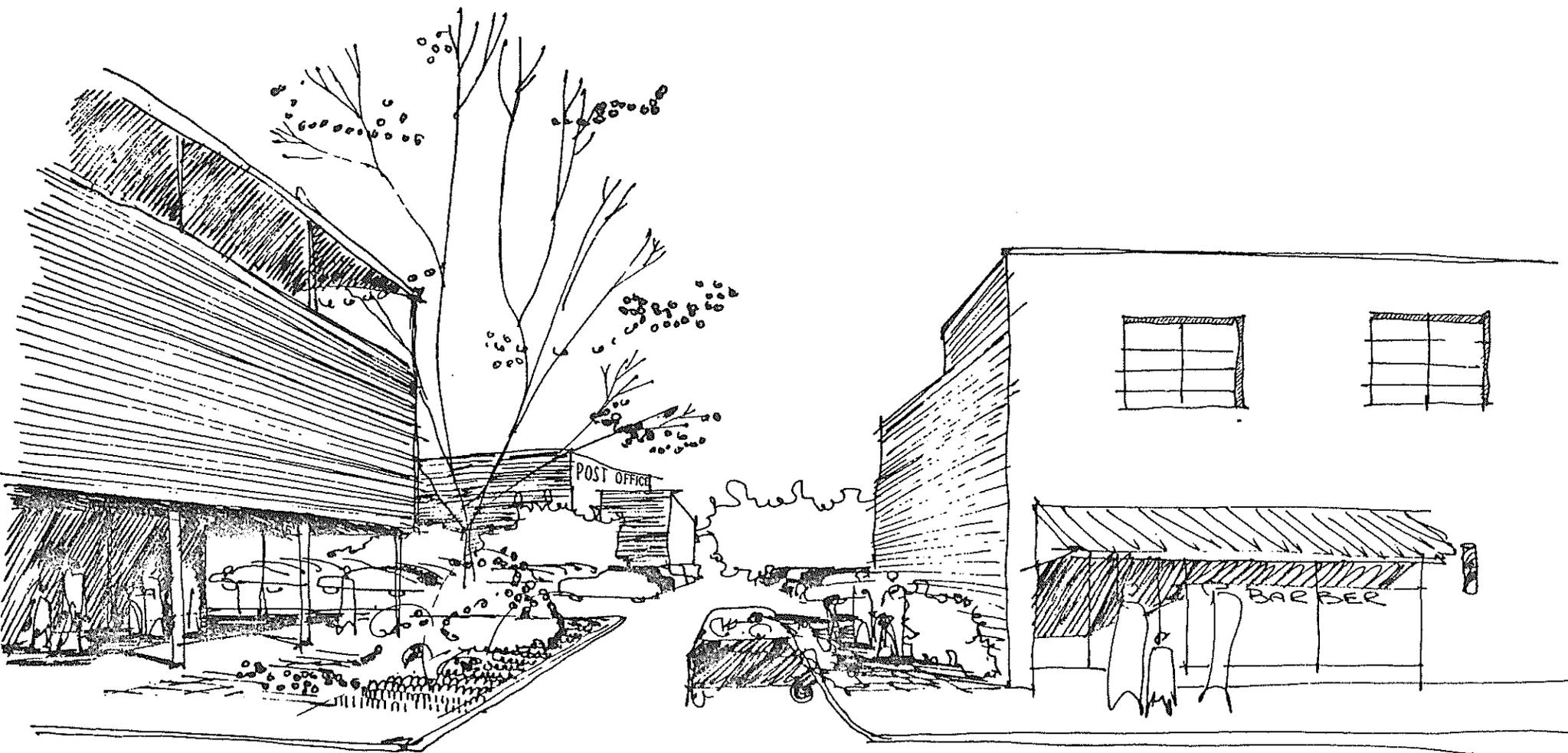
War Memorial, the trees down the center of Memorial Plaza and the planting in the traffic circle at the Bedford Road, Pleasantville-Ossining Road intersection) give a tantalizing taste of what the entire CBD could look and feel like were more thought and care devoted to the enhancement of its visual attractiveness. This aspect of the CBD plan may well be one of the most important tasks to which the proposed Action Committee could devote itself. Among the measures studied might be the provision of show windows and store entrances opening directly onto the proposed parking lots; the placement underground of all existing surface utility poles and wires; etc. Architectural and landscape studies could establish related designs for show windows, signs, and cornice lines, as well as produce suggestions for landscaping, street lighting standards and other decorative "street furniture". These studies would also embrace all municipal areas, including parking lots and should be pursued along both utilitarian and esthetically pleasing lines. This could be accomplished by the planting of trees and shrubs in strategic locations, thereby creating a more restful, parklike environment as against the more usual unrelieved blacktop effect. Also very important is the design of the entrances and exits to parking lots and of the pedestrian ways from such lots leading to surrounding streets (see the following sketches of two proposed parking lot entrances).

Other specific areas that could benefit from especially careful design are the backs of the buildings fronting on the west side of Wheeler Avenue (between Bedford and Manville Roads) and the slope on the east side of Memorial Plaza which will shortly result from the grade crossing elimination project. The former now presents an unsightly appearance when viewed from the Plaza, while the latter presents a welcome opportunity to extend the quality treatment of the War Memorial for the enhancement of the general appearance of the entire area.



VILLAGE OF PLEASANTVILLE NEW YORK
MANVILLE ROAD ENTRANCE TO PROPOSED PARKING LOT

RAYMOND & MAY ASSOCIATES PLANNING & HUMAN RENEWAL CONSULTANTS NORMAN KLEIN AIA ARCHITECTURAL CONSULTANT



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