

# The Village of Pleasantville, NY

Excerpts from

The Village Master Plan Update – 1995

Adopted February 5, 2006

And including

The Final Adopted Amendments

Relating to

Marble Avenue Corridor Study

Adopted October 8, 2007

Prepared as a Study Document

for the

CBD Master Plan Update Committee

October 1, 2008



*Chapter One - INTRODUCTION*

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## **INTRODUCTION**

### ***Purpose of the Master Plan Update***

The Village Law of the State of New York gives the Village Board the authority to prepare and change a comprehensive plan or master plan for a community<sup>1</sup>. The master plan should describe the physical development of the community and present a "vision" of what is desired in the near future.

The first formal plan for the village was adopted in August, 1961 as the *Village of Pleasantville, New York COMPREHENSIVE DEVELOPMENT PLAN 1961*. That plan was updated in February, 1973 in *A Long-Range Development Plan for the Village of Pleasantville, New York*. The purpose of this Master Plan Update- 1995 is to re-visit the policies and goals that were established in earlier Master Plans, to reiterate those goals that are still important to the community and establish new goals and policies to address new issues.

The **Master Plan Update-1995** is not equivalent to a revised zoning ordinance. Although zoning changes may be a logical follow up to the adoption of the Master Plan Update, the purpose of a Master Plan and the purpose of a zoning ordinance are different.

A Master Plan is a policy document that speaks of community goals and objectives. Zoning is site specific and imposes legal restraints on private property rights. As such,

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<sup>1</sup> Effective July 1, 1994, New York State adopted legislation requiring comprehensive plans be adopted by the legislative body for a municipality. Formerly comprehensive plans were adopted by Planning Boards.

it is one of the tools for implementing the goals and policies of the Master Plan. Zoning changes may be made by the Village Board subsequent to the adoption of a Master Plan.

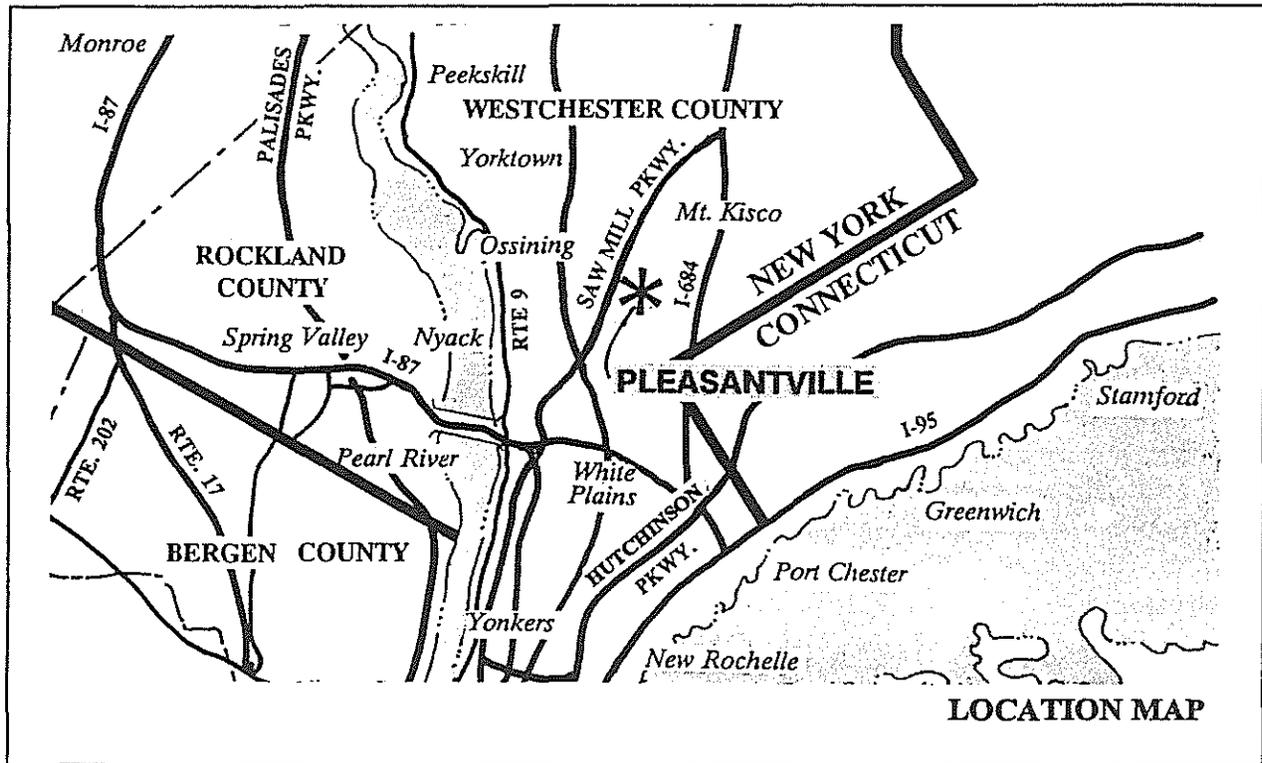
### ***Summary of the Master Plan Process***

This Master Plan Update is the result of efforts by the Village of Pleasantville working through its Master Plan Advisory Committee, Planning Commission, Village Board and village staff, in conjunction with the planning consulting firm of Saccardi & Schiff, Inc. One of the first steps in updating the Master Plan was to review previous master plans (1961 and 1973) and existing data, and inventory existing land use conditions. This first step also identified issues of concern to the community that were to be covered in the Master Plan.

During the development of the Update, the planning consultants conducted detailed studies including: a land use inventory; a population profile and housing inventory; an analysis of recent zoning actions; and studies of specific areas within the village. The findings from each of the studies were presented in a series of public meetings.

The second step of the update process involved identifying historical and contemporary issues facing the Pleasantville community. This process evolved into the formulation of recommendations for addressing the issues of concern to the community.

Subsequent to several meetings with the Master Plan Advisory Committee, and with input from the public, preferred alternatives were identified and are being presented as



recommended **Master Plan Update** actions and strategies.

◆ The Plan for Village Infrastructure

**Organization of the Master Plan**

The findings, recommended actions and implementation strategies included in the **Master Plan Update-1995** are based upon detailed background studies. These studies have focused on either specific issues confronting the village or on specific study areas. These "issues" and "study areas" form the Master Plan elements and include:

- ◆ The Plan for Land Use
- ◆ The Plan for Housing

Each element is presented in a similar way. First, the *issue or purpose* for being included in the Master Plan is described. Second, a background of *existing conditions* and observations is presented. Third, *recommended actions and strategies* are provided for addressing the needs and opportunities that were identified in the existing conditions and observations section. Following these elements, a summary of recommended actions is provided along with a discussion of what has to be done to implement such recommendations.

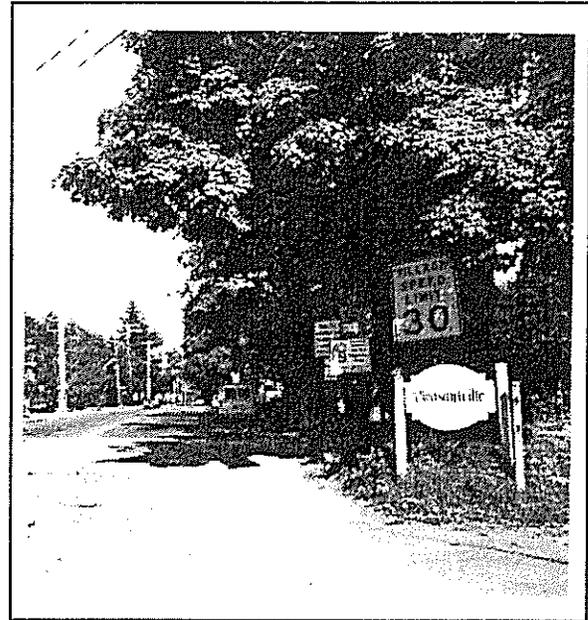
## *Village of Pleasantville*

**Local and Regional Context** The Village of Pleasantville is located in central Westchester County, some 35 miles from New York City. Regional access to the village by automobile is from the Saw Mill River Parkway or New York State Route 117. Railroad access is provided by Metro North's Harlem Division.

The New York City Metropolitan region has the most intense concentration of population and financial resources in the country. The metropolitan area is a region where global politics, business and culture are all brought together.

The influence of New York City, both positive and negative, is indisputable. Yet, in spite of its commanding presence, people have been drawn to communities, like Pleasantville, that are the antithesis of New York City. Small, self contained, family oriented villages have drawn thousands of people to their borders as a kind of "safe haven." These communities have their focus on human rather than mega scale activities and projects, and local politics over global politics. And, with the convenience and efficiency of a commuter railroad right in the middle of downtown, Pleasantville is still within reach of most everyone's working, social and cultural interests.

**Historical Focus** The Village of Pleasantville was originally part of the extensive 17th century Philipsburgh Manor landholding. After the American Revolution, the land was resold to American patriots to pay the war debt of New York State.



Pleasantville became part of the Underground Railroad during the Civil War, helping runaway slaves from the South on their journey to freedom in Canada.

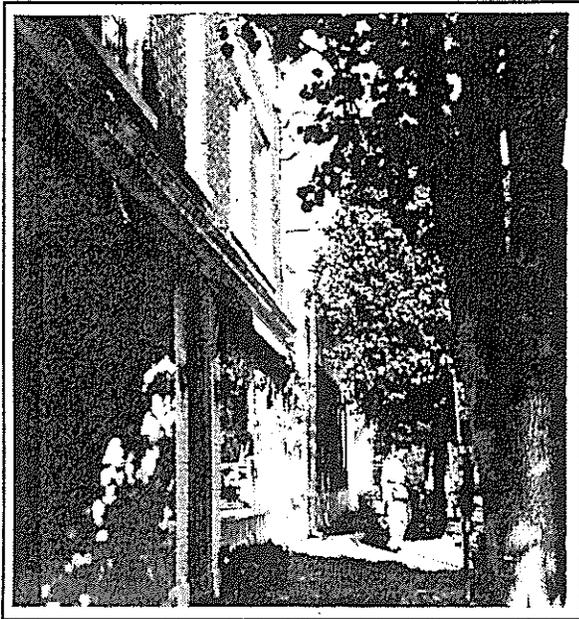
The Town of Mount Pleasant, of which Pleasantville is a part, was created out of the Upper Philipsburgh Manor in 1788.

With New York City markets close by, farming was the principal occupation in the area. By the middle of the 18th century, the village was busy with shoe factories, a marble quarry, pickle factories and a chocolate establishment.

In 1847, the New York Central ran a railroad track through Pleasantville and began to pull the village's population away from the original center of the village, what is now referred to as the Old Village. After years of controversy, the Old Village conceded its role as the village center to what is now downtown Pleasantville.

Pleasantville became an incorporated village within the Town of Mount Pleasant on March 16, 1897.

Between 1928 and 1932, Henry Romer, the first postmaster, proposed the name Pleasantville for the new gathering of homes.





*Chapter Two - THE PLAN FOR LAND USE*

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## *THE PLAN FOR LAND USE*

The purpose of **The Plan for Land Use** is to designate the general distribution and location of land for housing, commercial development, government services and recreation. The Land Use Map that is the culmination of this element is a graphic expression of the present status of land use in the village and a vision of how the village should develop in the future. It must be emphasized, however, that the land use map *does not* represent recommended changes to the village zoning map. Zoning will be one of several tools for carrying out the recommendations in the Master Plan.

Planning for the village's land use has been an important part of Pleasantville's history. Master Plans dating from 1961 have returned repeatedly to a common theme relating to the desired character of the village. That theme is to protect the "small village" atmosphere that is the essence of Pleasantville. Protecting this character includes preserving attractive single family neighborhoods and supporting downtown businesses and services. Protecting the character of the village also means maintaining a strong tax and employment base, but at a scale consistent with existing development patterns.

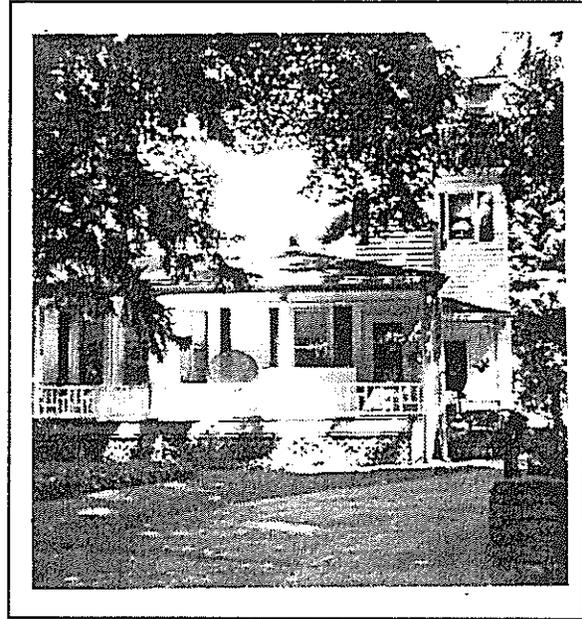
### *Current Land Use*

Land use patterns in Pleasantville have changed relatively little since the first Master Plan was adopted in 1961.

The dominant land use is single family residential in attractive and well maintained neighborhoods. Approximately 56 percent of the village is used for residential purposes. Residential densities range from two dwellings per acre in the northern and western areas of

the village to high density multi-family units in the central and eastern portion of the village.

Since the 1973 *Long Range Development Plan*, there have not been any new large single family subdivisions. New residential development has consisted of subdividing small estates and building on individual lots scattered throughout the village.



The number and distribution of multi-family developments, townhouses and cooperative apartments has also remained relatively constant since the 1973 Plan, with a few notable exceptions. One is the Foxwood planned community in the northern portion of the village on Bedford Road. Another is the Trophy Ridge development (formerly the Pleasantville Country Club) that is being developed as a townhouse community integrated with a 9-hole golf course.

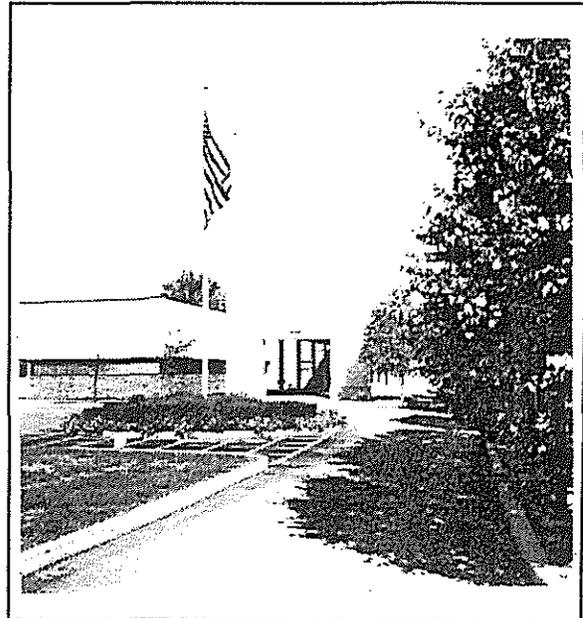
Two-family homes continue to represent a prominent part of the residential landscape along Washington Avenue and Bedford Road, although only a few new conversions have been approved since 1973. A recently enacted accessory apartment ordinance might also provide a small increase in the number of two family units.

Second to residential land use is a relatively large and diverse downtown business district. The downtown has been the historic heart of the village with a full complement of retail and service uses; it is also where village government is located. The presence of the Metro-North railroad station attracts a commuter population that values the ability to live close to the train station. At the same time, the railroad cuts through the middle of the downtown, inhibiting downtown businesses from becoming a cohesive shopping hub for village residents. Instead of there being a single downtown for shoppers, there are several relatively independent shopping strips. This physical constraint has had a deleterious impact on the economic vitality of the downtown.

The other commercial hub, the "Old Village", is located at the intersection of Broadway and Bedford Avenue. Once a prominent shopping area, it is now characterized by an unrelated mix of businesses as well as vacant stores.

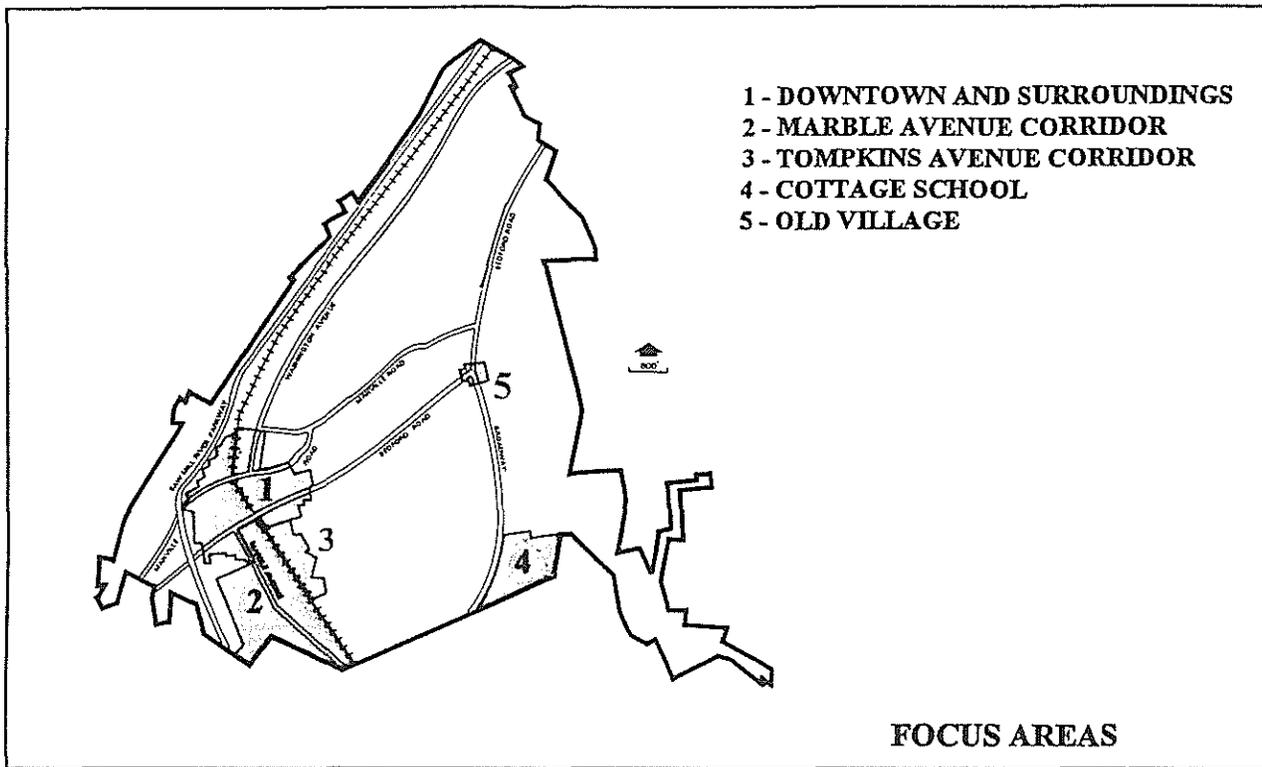
Research and development, light industrial and manufacturing uses account for eight percent of the land area in the village. These areas are located in the northwestern portion of the village (between Bedford Road and Washington Avenues) and along both sides of the railroad tracks on Marble Avenue and Tompkins Avenue.

Public and semi-public uses occupy a small portion of the village's land. These include a portion of the Cottage School on Broadway Avenue, public schools, parks, cemeteries and religious institutions. In addition, a segment of the Croton Aqueduct traverses the village. Such uses occupy approximately four percent of Pleasantville's land area.



Consistent with current land use, over 85 percent of the village is zoned for residential uses. The majority, 72 percent, lies within single family detached zoning districts. Single family residential that permits two-family conversions occupies seven percent of the village and multi-family residential zoning (three units and greater) accounts for five percent.

About 15 percent of the village is zoned for non-residential purposes. This includes eight



percent zoned for retail, professional and service uses and six percent for light manufacturing and heavy commercial uses.

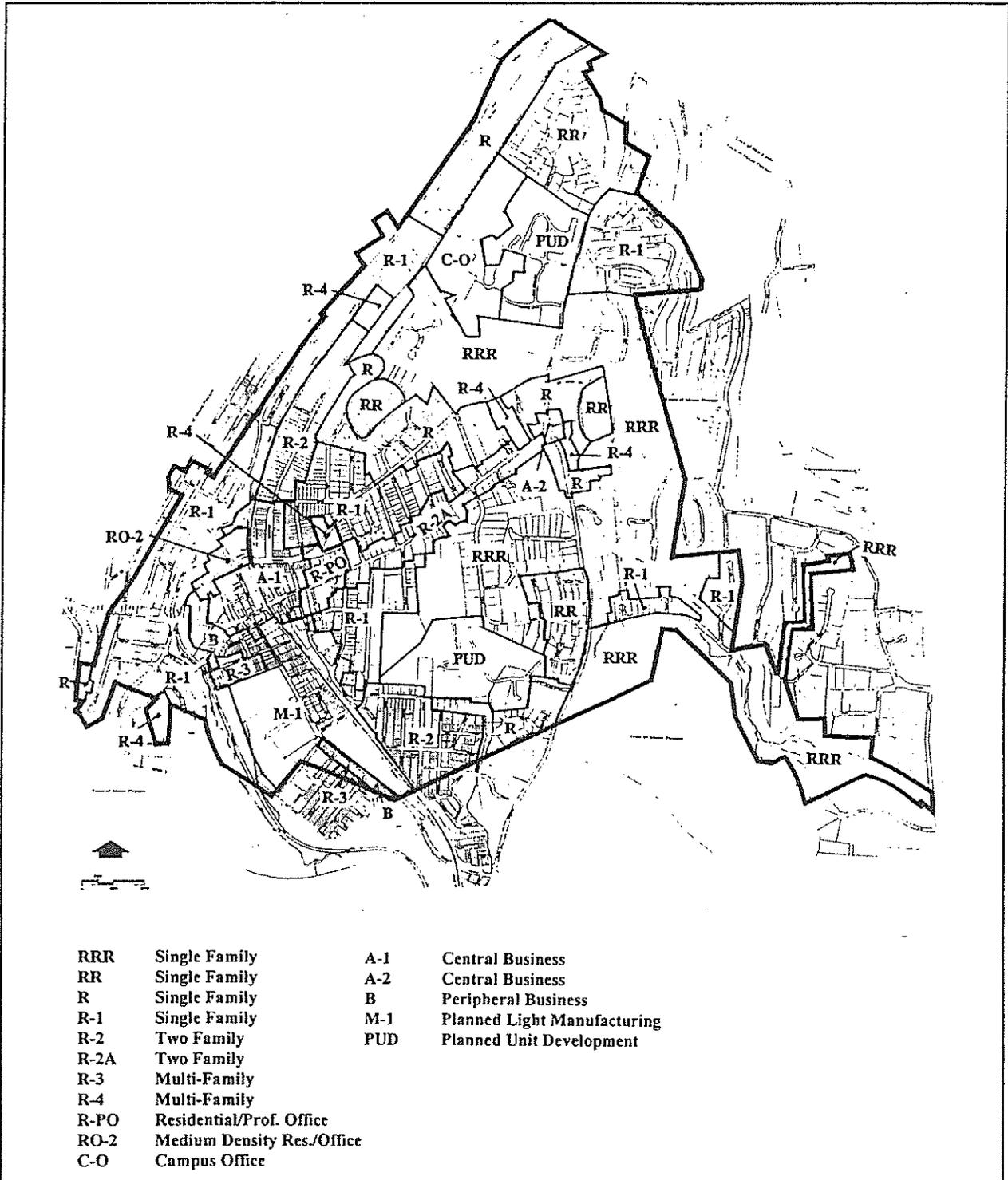
The Zoning Map for the village is shown on the following page.

Even though the distribution of land use in Pleasantville has changed very little in the past 30 years, the village is at a crossroads in terms of maintaining a healthy and diverse community. In 1995, issues facing the village relate to the quality and future of several specific areas rather than land use issues village-wide. It is for these reasons that the village commissioned the subject **Master Plan Update**. As part of this update, it was understood that, given the relatively stable land use pattern in the village, a conventional

Master Plan covering the entire village would be counter-productive. Instead, the Master Plan Advisory Committee requested that the Update be targeted to areas in the village which were selected as the result of initial field surveys and subsequent meetings with the Village Board and the Advisory Committee.

The areas that are the focus of this **Master Plan Update** include:

- Downtown
- Marble Avenue
- Tompkins Avenue
- The Old Village
- The Cottage School



Village Zoning Map

Within these areas the Master Plan Update addresses a variety of socio-economic issues. These include: strengthening the village's tax base; revitalizing the downtown; protecting the integrity of single family neighborhoods; and preserving a balanced housing stock. Many of these issues are interrelated and will be dealt with in several sections of this Update. At the conclusion of this document, these issues will be consolidated into a single statement of recommended actions.

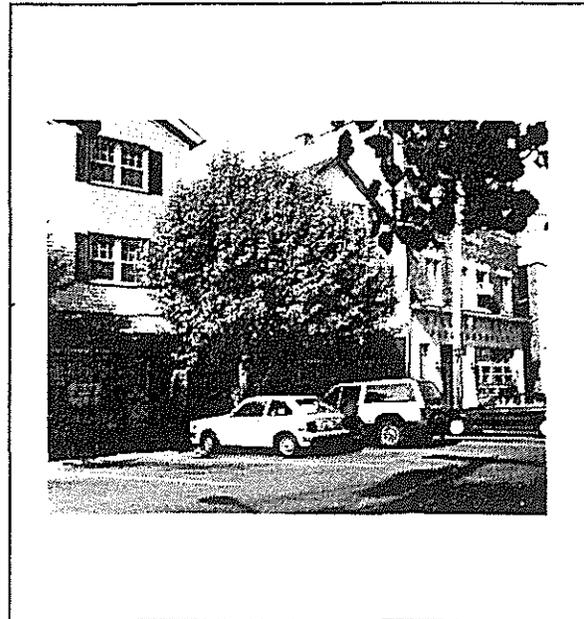
### A. *The Downtown*

#### *Study Area Issues*

The role of the downtown within a community is multi-faceted, covering social, economic and aesthetic elements. Despite the difficulties experienced by downtowns of all sizes in recent decades, communities such as Pleasantville continue to define themselves, to a great extent, by the character and vitality of their central business districts.

Pleasantville's downtown fulfills roles which include:

- Historic community center, providing a public image.
- Location for interactions among various segments of the village's population as well as with shoppers, workers and others from outside Pleasantville.
- Provider of goods and services.
- Generator of jobs and tax revenues.



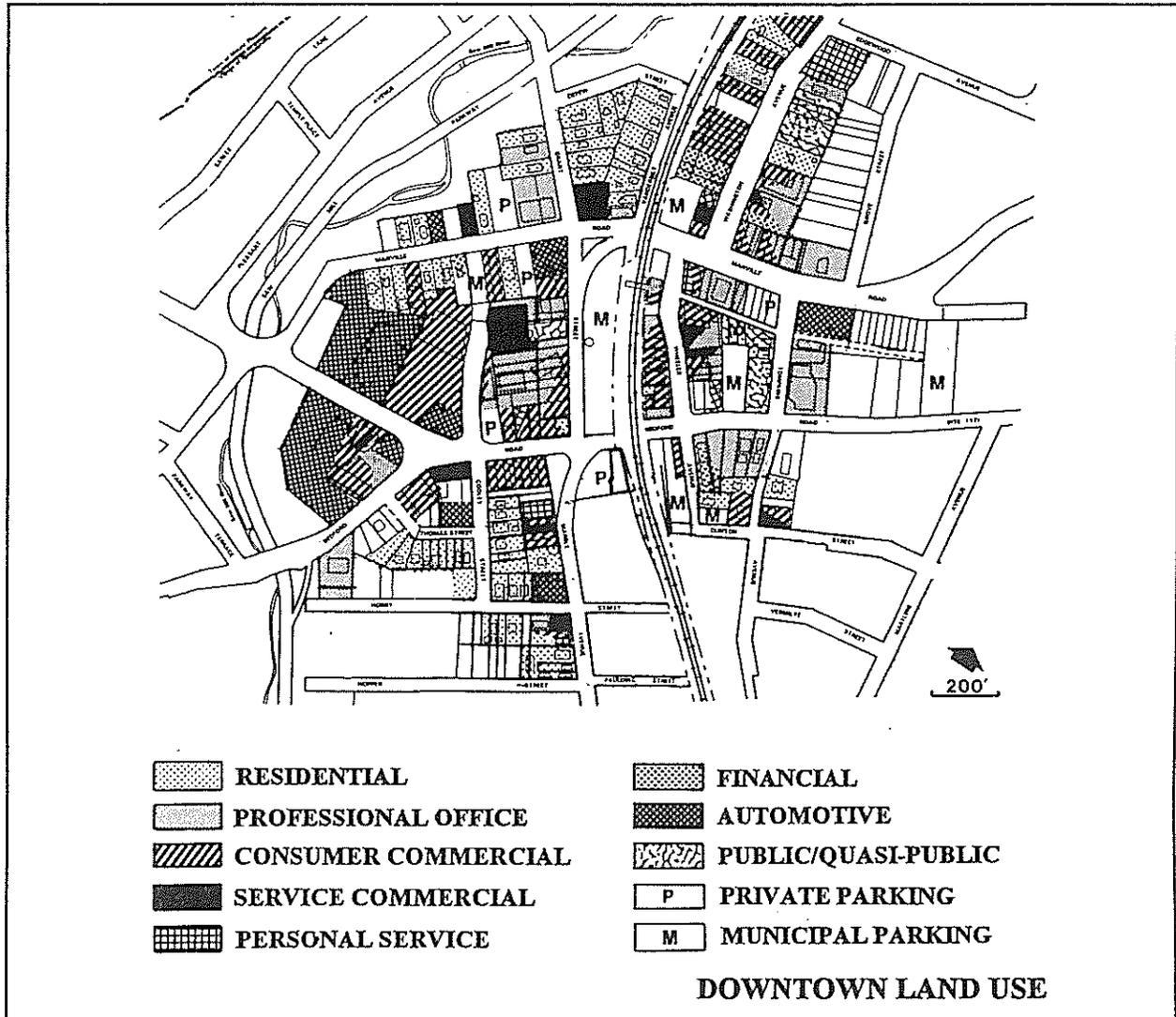
- Transportation node where key access roads intersect with the commuter rail line.

The importance of downtown in the life of the village is reflected in the various concerns that have been raised about its current condition -- whether actual or perceived. These concerns include:

- Increasing vacancies
- Lower quality stores
- Lack of convenient parking
- Difficult traffic circulation
- Deterioration of buildings
- New construction out of character with the downtown

#### *Existing Conditions*

The objective of this section of the Master Plan Update is to evaluate conditions in the



downtown and to determine how they could better meet local needs. This has entailed examining not only the physical characteristics of the area, but also the manner in which the business district functions.

For the purposes of this analysis, downtown was defined as shown on the above map. The core area is the area zoned A-1, Central Business District; also some of the stores on

Marble Avenue are located in the adjacent B district.

The A-1 District permits a variety of uses appropriate to a downtown, principally retail, office and service. Residential uses are not permitted and, where they occur (along Cooley Street south of Bedford Road; on Manville Road; on Washington Avenue; and above stores on Wheeler Avenue), they are

non-conforming.

The B District has a range of permitted uses. It allows all A-1 uses plus automobile sales, research laboratories, wholesale/storage operations, limited manufacturing and car washes. The zone provides a transition between the Central Business District (CBD) and nearby residential and manufacturing zones. Many of the permitted uses, however, would be incompatible with the residential neighborhoods they abut. This has not become a problem because much of the B District, particularly along Thomas, Cooley and Hobby Streets, has remained non-conforming residential. The potential exists, however, for future redevelopment of these areas to heavier, non-residential uses which could negatively impact on adjacent homes.

The RO-2 District was created to implement the recommendations of earlier Master Plan efforts. The intent was to create a higher density residential and office zone adjacent to the downtown core. In practice, the zoning has had little effect, and the area remains predominantly single and multi-family residential. The area's marketability for multi-family housing and for office space does not appear to have been sufficiently strong to make redevelopment with such uses economically feasible.

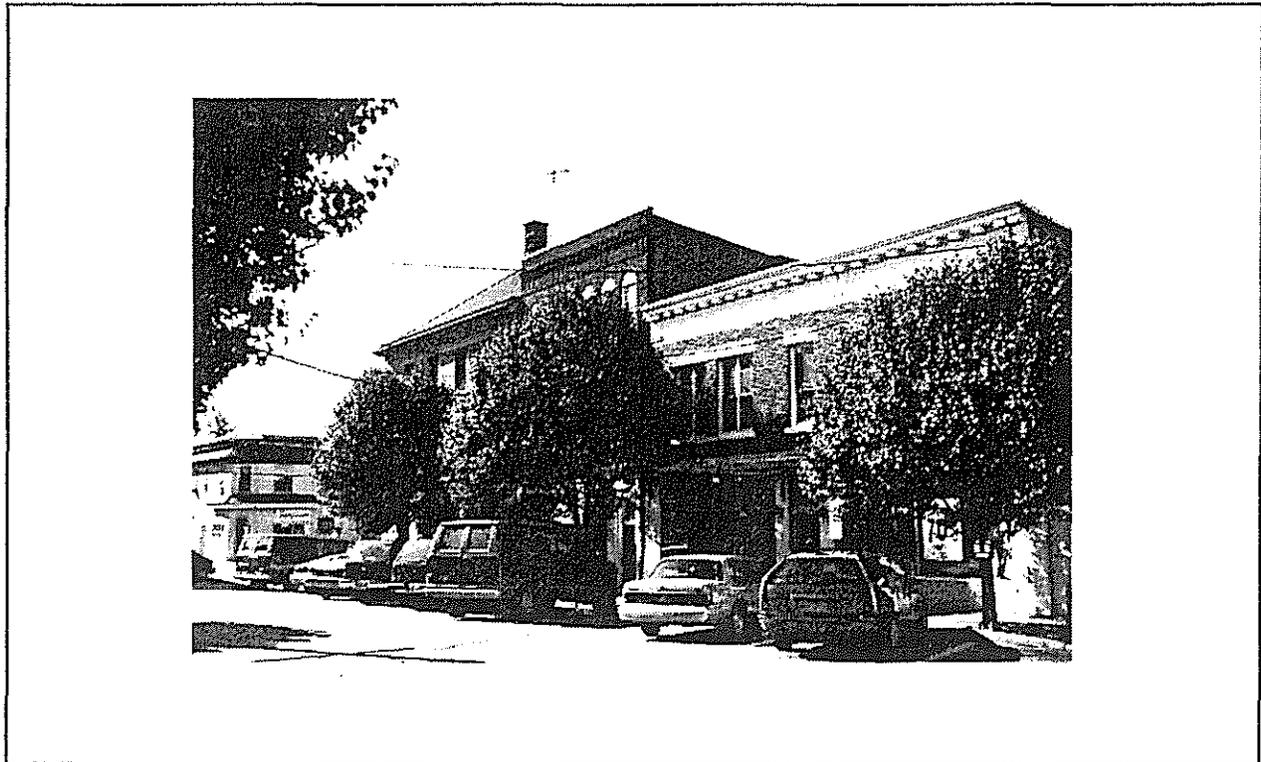
To determine the mix of businesses and non-business uses currently found within downtown Pleasantville, a field inventory was performed (see Appendix ). Its findings are summarized in the chart.

In addition, there are a substantial number of office uses, including both single user and multiple tenant structures. Insurance brokers, real estate agents, attorneys, medical

		Number of Establishments
<b>Consumer Commercial (providing goods for shoppers)</b>		74
clothing	8	
jewelery	2	
home furnishings	6	
home appliances/electronics	5	
restaurant/takeout/tavern	25	
food	7	
gifts/specialty	17	
pharmacies/medical supplies	2	
liquor	3	
<b>Personal Services (services for individual, e.g., haircutting, tailors, cleaners)</b>		26
<b>Service Commercial (services for homes businesses, e.g., printing, home improvement)</b>		15
<b>Automotive (sales/service)</b>		15
<b>Public and Institutional (government, religious, etc.)</b>		5
<b>Financial (banks)</b>		4
<b>TOTAL</b>		139

professionals and a variety of other office uses are found throughout the CBD. These employment generators complement and support the retail sector by attracting to the area clients, visitors and other people - who may also shop while downtown - and by providing workers who are also customers for local stores and restaurants.

Examining the 100 consumer commercial and personal service uses more closely provides insight into Pleasantville's downtown. While a variety of goods and services are available, the



variety of goods and services are available, the largest category (with 25 uses) is restaurant/takeout/ tavern; this represents 25 percent of those 100 uses that make up the essence of a central shopping area. As a contrast, an industry standard for neighborhood or community shopping centers - the types of centers that often compete directly with older downtowns - is for six to eight percent of gross leasable area to be concentrated in these kinds of uses. Although such data are not directly comparable, they suggest what both local residents and outside observers have noted: the downtown has an overabundance of places to eat and drink, and not enough stores to shop for items including hardware, men's clothing and general merchandise.

While the bars and restaurants attract Pace University students, it does not appear that

other downtown businesses look to this potential market. Stores selling youth-oriented items (jeans, music, etc.) are not generally found in the area.

Despite the problems noted above, available data suggest that, from a historic viewpoint, Pleasantville's retail sector has not fared poorly. As shown in Table 1, between 1982 and 1987 (the most recent years for which such figures are available), retail sales in the village grew by 84 percent. During the same period, countywide sales increased only 44.5 percent. This occurred while the number of retail establishments in the village grew only slightly. In more recent years, increased competition from the new shopping center in Thornwood and from other locations may have put a more negative slant on the picture. Moreover, total sales tell only part of the story; it does not indicate the type of goods

being sold.

Table 1

**RETAIL ESTABLISHMENTS AND SALES (\$000's)  
1982-1987**

	1982		1987		Change 1982-1987			
	Est.	Sales	Est.	Sales	Est.	Absolute Sales	Est.	Percentage Sales
Village of Pleasantville	72	36,604	76	67,337	4	30,733	6	84
Westchester County	5,609	4,679,929	6,224	6,764,497	615	2,084,568	11	45

Source: US Census of Retail Trade (1982, 1987)

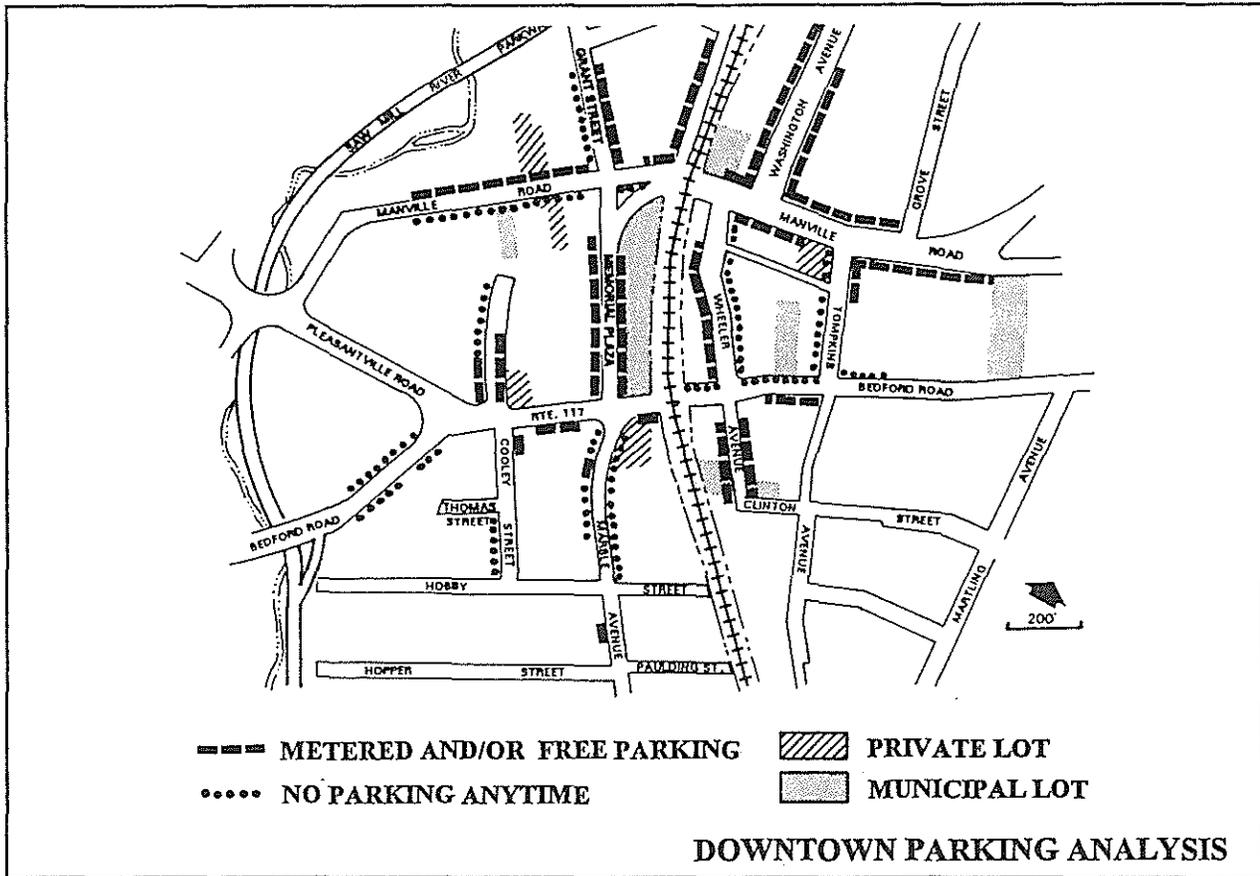
**Parking** In nearly every older downtown, parking is a major concern and Pleasantville is no different. Beyond the usual issues regarding shopper and employee parking, however, the village must also accommodate railroad commuters who occupy a substantial number of spaces in the CBD. To determine how the downtown parking supply is functioning, an inventory was made of all available public spaces; their utilization was surveyed in the field on two weekdays, one morning and one afternoon. The results are shown on the map on the following page and in Tables 2 through 5.

The village provides 314 permit parking spaces in eight lots (Table 2); all but the 10 spaces in the Bedford Terrace lot are downtown. Six month permits are available to residents for \$160.13. Businesses and non-residents pay more (\$281.82). Permits for the Rebecca Lane lot, which is more remote from

downtown and the railroad station, are less expensive (\$102.48/\$149.91).

During the two survey periods, the highest utilization of permit spaces was found in the Manville and Wheeler lots adjacent to the railroad tracks; in both cases, 39 of 48 spaces (81%), were in use at the peak. The Memorial Plaza lot, the largest with 116 spaces, had a maximum occupancy of 89 (77%). Rebecca Lane - with 58 spaces the second largest facility -was less than half full on both occasions, indicating that the reduced cost of a permit there is not sufficiently attractive to most commuters or downtown workers.

Overall, only about two-thirds of the permit spaces downtown were filled during each of the surveys; more than 100 spaces were



available on either day. Because the surveys were performed during a period of national and regional economic recession, it is likely that the demand for spaces was somewhat depressed. It appears, however, that in terms of total supply there are sufficient permit spaces in downtown Pleasantville to accommodate demand. Location, cost and permit availability, however, also need to be considered in overall business district planning.

In 1994, spot checks were made of selected parking locations to determine whether improved regional economic conditions, and the increase in employment which accompanied them, had affected parking utilization. Although the village reported that

additional permits had been sold, and in fact, that permits were actually oversold, neither the permit lots nor the metered spaces in downtown Pleasantville appeared to have been significantly impacted. Therefore, the conclusions of the earlier parking surveys remain valid.

In addition to the permit spaces, downtown has an equivalent supply of metered parking (Table 3). Some 306 spaces are available, predominantly on street but including 44 spaces in the Holy Innocents lot. Most of the meters have two hour limits; shorter time limits (½ hour and one hour) are found on Wheeler Avenue north of Bedford Road where parking is generally perceived as being

particularly tight. On Manville Road east of Tompkins Avenue, 19 ten hour meters are available for all day users who do not have permits.

Overall, usage of the metered spaces was found to be similar to that of the permit areas. As expected, the tightest conditions for short term parking were generally found along the Wheeler, Washington and Manville shopping streets. The Holy Innocents Church lot, which has a direct driveway through to Wheeler, was

heavily utilized on one of the days, but was 40 percent empty on the other. (Informal observations of this strategically located facility at other times have noted a general availability of spaces for shoppers.)

Along both sides of Memorial Plaza, there were a substantial number of two hour meters available. Thus, the Plaza area appears to have more than adequate spaces both for commuters and for shoppers.

Table 2

**PERMIT PARKING UTILIZATION**

LOT	No. of Spaces	Usage Tues. 9/15/92; 1:30 p.m. # cars/% of capacity	Usage Wed. 9/16/92; 10:45 a.m. # cars/% of capacity
Memorial Plaza	116	84/72%	89/77%
Manville	48	39/81%	36/75%
Wheeler	48	39/81%	36/75%
Wheeler East	10	8/80%	6/60%
Cooley (Bedford)	10	4/40%	3/30%
Cooley (Manville)	14	7/50%	9/64%
Rebecca Lane	58	26/45%	21/36%
Bedford Terrace*	10	0/0	-
<b>TOTAL</b>	<b>314</b>	<b>207/68% (downtown)</b>	<b>200/66%</b>

(\*Bedford Terrace is across Broadway at the end of Bedford Road. Ten spaces in the lot were set aside to accommodate nearby apartment dwellers, but only three permits are currently issued in that lot.)

Source: Saccardi & Schiff, Inc. field survey, 1992

Table 3

**METERED PARKING UTILIZATION**

LOCATION	No. and Time	Occupancy Tues. 9/15/92 1:00 - 1:30 p.m.	Occupancy Wed. 9/16/92 10:15 - 10:45 a.m.
Manville (e. of Tompkins)	19--10hr	18	17
Manville (north side)	14--2hr.	12	9
	4--1/2hr.	4	2
Manville (south side)	15--2hr.	15	8
Washington (east side)	28--2hr.	22	12
Washington (west side)	28--2hr.	20	12
Memorial Plaza (east side)	43--2hr.	21	24
Memorial Plaza (west side)	11--2hr.	6	4
Wheeler (n. of Bedford)	21--1hr.	20	15
	11--1/2hr.	11	10
Wheeler (s. of Bedford)	11--2hr.	5	7
Lot e. of Wheeler (Holy Innocents)	44--2hr.	28	38
Bedford (w. of Marble)	7--2hr.	4	7
Bedford (e. of Marble)	11--2hr.	2	1
Cooley (n. of Bedford)	21--2hr.	13	8
Cooley (s. of Bedford)	4--2hr.	2	2
Marble (west side)	14--2hr.	5	5
<b>TOTAL</b>	<b>306</b>	<b>208/68%</b>	<b>181/59%</b>

Source: Saccardi & Schiff, Inc. field survey. 1992.

Table 4

**OTHER VILLAGE-REGULATED PARKING IN BUSINESS DISTRICT**

Lot	No. of Spaces	% of Occupancy Tues 9/15/92 1:00 - 1:30 p.m.	% Occupancy Wed 9/16/92 10:15 - 10:45 a.m.
SE corner of Marble and Bedford*	approx. 18 unmarked 2 hours free	9	8
SW Corner of Tompkins and Manville	25 -- 1 hr. free	18	14
Memorial Plaza	4 --15 min free	3	1
Cooley (w. side of Bedford)	approx 8 --15 min free	-	1
Wheeler (w. side s. of Manville)	5 --15 min free	5	4
<b>TOTAL</b>	<b>60</b>		

Also, one hour parking is posted along one side of several streets: Tompkins between Bedford and Manville, Vanderbilt and Grant between Bedford and Depew, Manville w. of Grant, and Wheeler south of Bedford - about 50 spaces total.

\* Lot has since become a private lot for Tutor Time

Source: Saccardi & Schiff, Inc. field survey, 1992.

The downtown parking supply also includes some 110 spaces regulated by the village, providing from 15 minutes to two hours of free parking. Although some of these are well utilized, the rationale for their designation is not always readily apparent. In considering the business district's overall parking needs, these 110 spaces should be specifically reevaluated.

Finally, surveys noted approximately 555 spaces in private parking areas designated for customers or employees of specific businesses. (Additional private areas not observable from the street would likely add to this total.)

Combined with the public parking described above, this gives a total of approximately 1,275 parking spaces in downtown Pleasantville.

Table 5

**SUMMARY OF BUSINESS DISTRICT PARKING  
(A-1, B and RO-2 ZONES)**

Type of Parking	Number of Spaces
Permit	304
Metered	306
Other Regulated	110 (approx.)
Private Customer	225 (approx.)
Private Employee	330 (approx.)
<b>TOTAL</b>	<b>1275</b>
Source: Saccardi & Schiff, Inc. field survey, 1992	

**Observations**

Utilizing the information described above, supplemented by a series of field observations and discussions with village staff and business people, a series of observations was made regarding downtown Pleasantville. These are shown on the map on the following page and discussed below.

Downtown comprises four areas that function as separate commercial areas:

- Bedford/Marble
- Washington/Manville
- Wheeler
- Grand Union

The causes of this separation are among the items noted below. The effects include an overall weakening of the downtown's drawing power due to the dispersion of businesses. Shoppers who come to one of the four sections are discouraged from also visiting the

other three due to the barriers that exist. Once shoppers are back in their automobiles, they can just as readily drive outside of Pleasantville.

Although downtown is reached by several routes - particularly Marble Avenue, Bedford Road, Pleasantville Road and Manville Road - the sense of entry to the CBD is not well defined. For motorists approaching the area, neither land use patterns nor urban design treatments signal that the commercial core has been reached. Moreover, signage to shopping and to parking areas is either lacking or inadequate, both in conveying information and as aesthetic elements.

On Marble Avenue, a key downtown entry, B and M-1 zones are on either side of the street. Because M-1 zoning does not attract downtown type uses, its heavier commercial uses detract from the more village-like image of the CBD. As a result, there is little incentive for shoppers to stroll between the



Much of RO-2 Zone Remains Low Density Residential

New Retail Building Has Rented Poorly

Railroad Tracks Create a Physical and Psychological Barrier Between Downtown Sectors

Long Term Parking Area Dominates Center of Downtown

Few Opportunities to Capture Commuter Spending

Confusing Access/Parking and Non-Conforming Use

Intersection Not Conducive to Pedestrian Movements

Pedestrian Access from Parking Area to Wheeler is Uninviting

Non-Conforming Residences in B District

Long Term Parking Underutilized

Pedestrian Oriented Shopping Street

Topography and Uses Orient Area Away from CBD

B and M-1 Zones Exist on Either Side of Key Downtown Entry

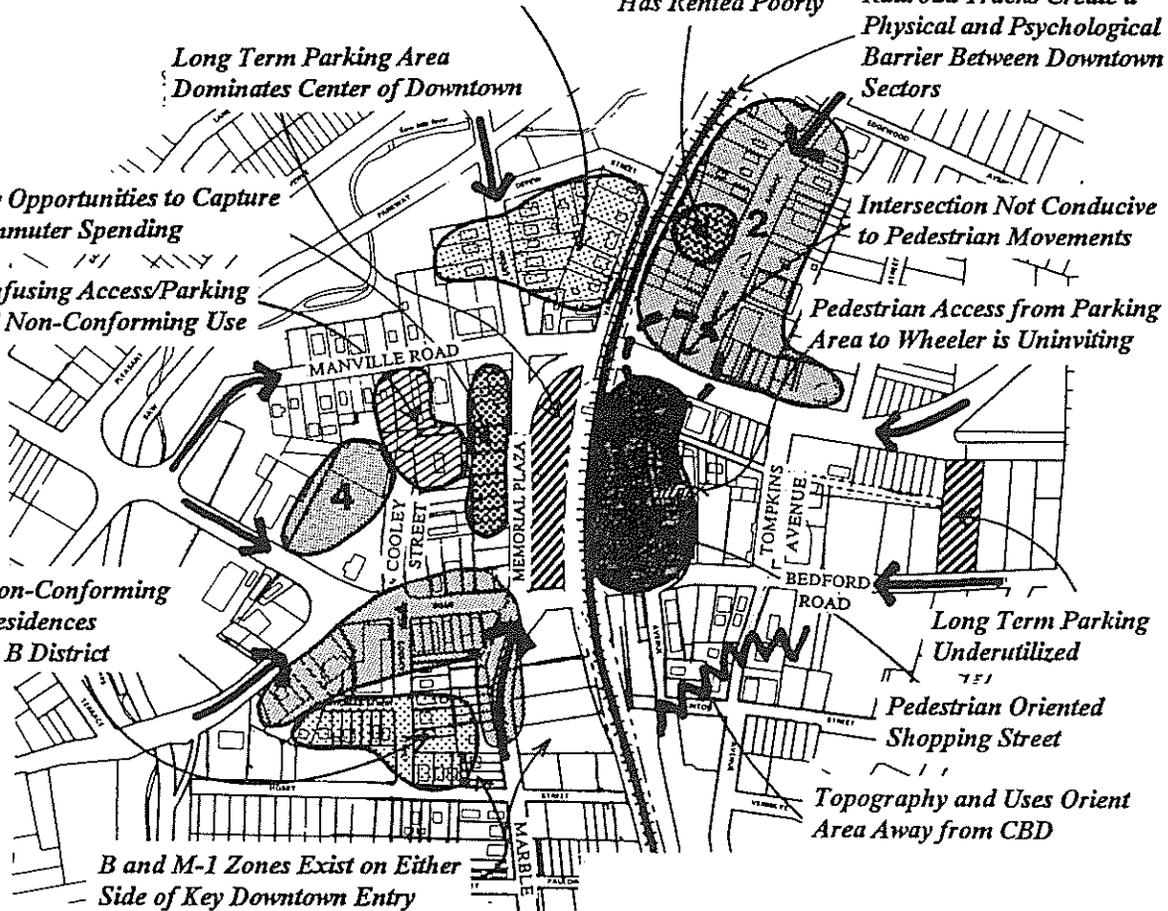
**DOWNTOWN ACCESSED BY SEVERAL ROUTES:**

- Sense of Entry to CBD Not Well Defined
- Signage to Shopper Parking is Lacking or Inadequate

**SHOPPING AREAS FUNCTION SEPARATELY:**

- 1 - Bedford/Marble
- 2 - Washington/Manville
- 3 - Wheeler
- 4 - Grand Union

**DOWNTOWN OBSERVATIONS**



Bedford/Marble and Wheeler areas.

The pedestrian access to Wheeler Avenue from the Holy Innocents Church parking area is unattractive and uninviting. This discourages use of that lot and encourages shoppers to seek spaces on Wheeler Avenue where parking is often in short supply.

Wheeler Avenue is the most pedestrian oriented of the four shopping areas, providing a pleasant place for shoppers to walk and spend time. As a result, demand for on-street parking is extremely high. Ironically, business turnover and vacancy rates are also high along Wheeler Avenue.

The long-term parking lot on Rebecca Lane is underutilized; as such, it represents an opportunity for increasing the number of short term parking spaces in downtown.

The Washington/Manville/Wheeler intersection is wide and is perceived as being difficult to cross. The recent installation of a traffic signal at this location has reduced this barrier to some extent. However, there are few physical or visual elements that connect these two shopping areas.

With some exceptions, much of the RO-2 zoned area near Manville Road has remained as low density residential, despite the higher density uses permitted.

The uses located across from Memorial Plaza offer few opportunities - other than the diner - to capture commuter spending. Thus, those utilizing the railroad parking area are not encouraged to detour from their morning car-to-station and evening station-to-car trips. Commuters pull into the station in the

morning, leave the village, and return in the evening without venturing away from the train station parking lot.

The area at the north end of Cooley Street, behind the post office, presents a confusing access and parking condition; it is unclear as to where vehicular traffic is permitted. Plans to extend Cooley Street should alleviate much of the confusion. In addition, a non-conforming use is located in the middle of the parking area.

The center of downtown is dominated by a long-term parking area adjacent to the railroad station. A major parking resource, therefore, is not available for shoppers during most of the week. Moreover, the downtown's visual image at this key location is dominated by asphalt and automobiles.

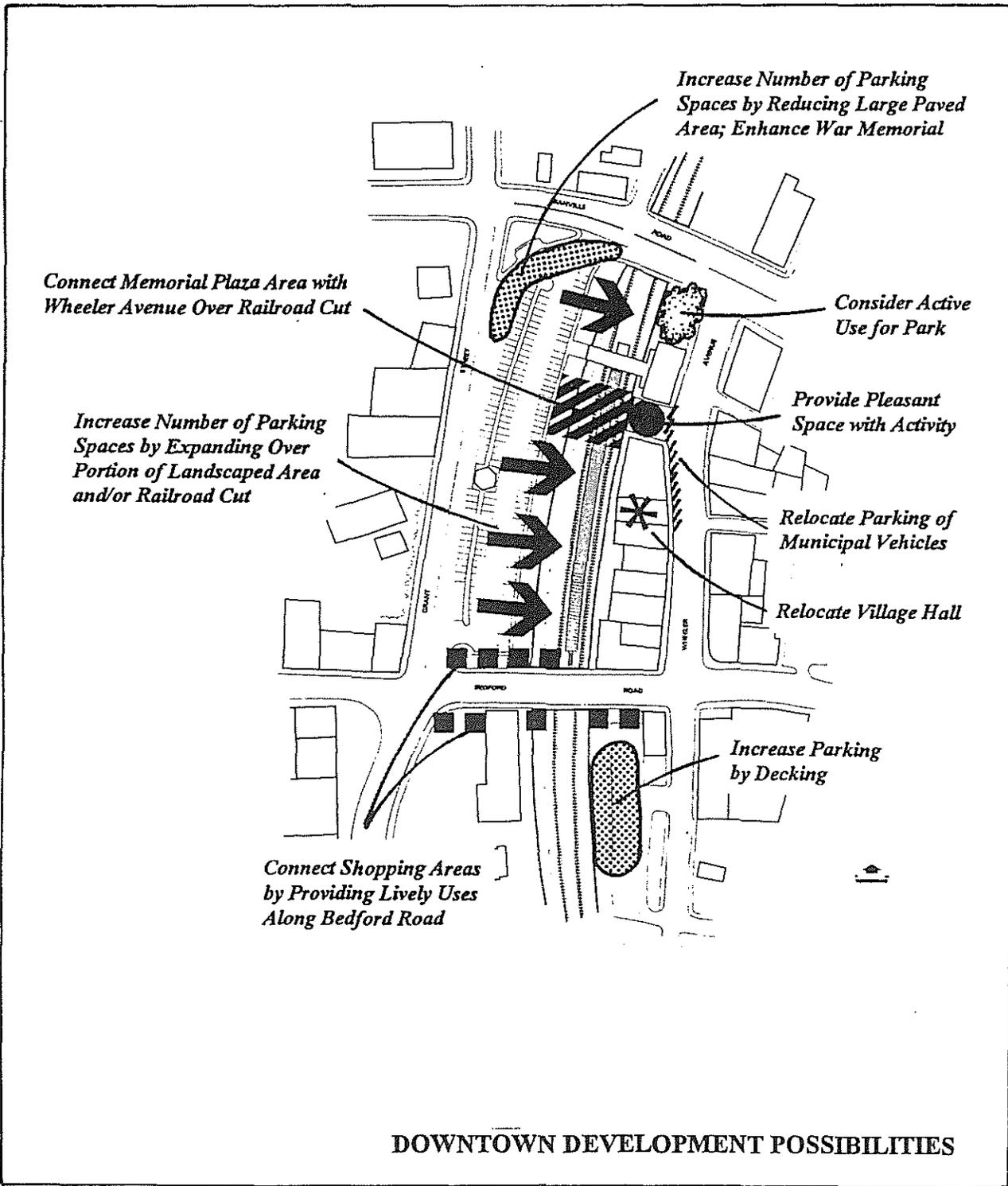
Around Cooley and Hobby Streets, non-conforming residences are found in the B District.

Last but not least, the railroad tracks create a physical and psychological barrier between the east and west sections of the CBD.

These observations provided a basis for an analysis of the downtown and for discussions with the Master Plan Committee. As a result, a series of objectives for the CBD was formulated. These served as guidelines for considering and evaluating various options for the downtown's future.

### *Recommended Actions and Strategies*

1. **Maintain the existing scale and development density to reflect Pleasantville's ambiance.**



*Connect Memorial Plaza Area with Wheeler Avenue Over Railroad Cut*

*Increase Number of Parking Spaces by Expanding Over Portion of Landscaped Area and/or Railroad Cut*

*Increase Number of Parking Spaces by Reducing Large Paved Area; Enhance War Memorial*

*Consider Active Use for Park*

*Provide Pleasant Space with Activity*

*Relocate Parking of Municipal Vehicles*

*Relocate Village Hall*

*Increase Parking by Decking*

*Connect Shopping Areas by Providing Lively Uses Along Bedford Road*

**DOWNTOWN DEVELOPMENT POSSIBILITIES**

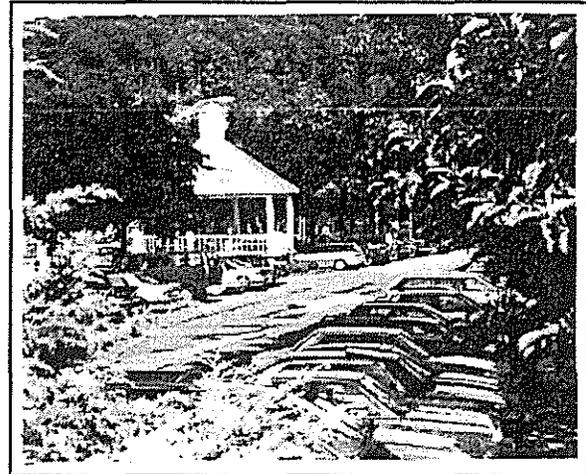
There is a consensus that the downtown should not be redeveloped with larger buildings or higher intensity uses than those which currently exist. Rather, improvements should be made within the context of the area's historic development parameters. Central to this recommendation is the evaluation of existing downtown zoning to ascertain the extent of differences between existing downtown development and the development potential of current zoning. In the event that the development potential under existing zoning is significantly greater (or less) than the scale of existing development, the zoning for the downtown area should be adjusted accordingly.

2. **Integrate the four separate retail areas to enhance drawing power.**

By increasing the physical and functional interrelationships among the four areas, downtown can be strengthened without major expansion or redevelopment. This could be facilitated through the development of a Business Improvement District, per Article 19-A of the General Municipal Law, improved signage, thematic connections, and/or landscaping and lighting.

3. **Create a central focus that is more than just a commuter parking lot.**

The Memorial Plaza parking area is too strategically located within the downtown to remain totally committed



to all day parking. Some change in the use of this area is necessary to facilitate the integration of the separate retail areas. This should include cost-benefit analyses of the convenience of station-close parking versus more turnover parking for the convenience (and enticement) of shoppers and downtown employers and employees.

4. **Ensure adequate and convenient shopper parking to reinforce the commercial base.**

Downtown parking resources need to be allocated and controlled in a manner that provides shopper parking where it is best suited, while also allowing adequate parking for employees of downtown businesses. This should include consideration of revisions to the existing parking requirements for downtown businesses which would reduce or eliminate the number of on-site spaces provided where it is determined that adequate parking exists nearby to meet demand.

Payment of a fee in-lieu-of providing on-site parking could also be considered as a means of helping to finance expansion of the public parking supply downtown.

- 5. Delineate and beautify entries to downtown through signage, landscaping and land use.**

Downtown should be a special place in the community, providing a clear sense of arrival for motorists, pedestrians and railroad passengers.

- 6. Facilitate and encourage pedestrian flow between retail areas and to and from parking.**

By making the pedestrian experience pleasant, shoppers can be induced to come downtown more frequently, visit more stores and spend more time. Pedestrian access to and from parking -- such as that provided between Wheeler Avenue and the Holy Innocents lot -- must be perceived as attractive, convenient and secure in order to encourage its utilization.

- 7. Provide a wider range of shopper goods to create a full-service commercial area for the community.**

Physical improvements in the business district will not be sufficient to solidify its competitiveness; it will also be necessary to provide shoppers with a better selection of stores, comparable to those offered in competing malls or business areas.

- 8. Capture commuter and college student spending power that is already in or near downtown.**

These two target markets represent unique opportunities in Pleasantville. If fully capitalized upon, they could provide a boost to downtown business.

- 9. Create opportunities for residential uses in and around downtown.**

Increasing the residential population in the area would provide a built-in market for local businesses. Moreover, residential overnight parking demands can often be dovetailed with business and commuter day time parking needs, creating multiple use of parking areas.

To help maintain the existing housing supply immediately adjacent to downtown, consideration should be given to rezoning to a lower density residential category those portions of the RO-2 area which have remained low density residential. Any such rezoning, however, should recognize the need to permit existing businesses in the area to continue to operate.

Similarly, the B zoned properties along Thomas, Hobby and Cooley Streets should be considered for rezoning to a residential designation where such uses pre-dominate.

**10. Encourage retail and service uses on the first floor of downtown buildings, rather than office uses.**

Incentives should be explored that would encourage pedestrian oriented uses on the first floor of downtown businesses.

The first of these objectives - maintaining downtown's pleasant scale - should serve as an overarching policy, guiding the design of proposals that can meet the other objectives. In that manner, the improvement of the CBD and the expansion of shopping opportunities would be accomplished without changing those features of downtown that make it appealing to village residents. As part of these efforts, the village should evaluate the bulk restrictions of the A-1 zone to determine whether the permitted height (4 stories or 48 feet) and floor area ratio (2.0) should be reduced to more closely reflect existing conditions.

***Development Opportunities***

Within the downtown, many opportunities exist to make physical improvements that could help to meet the established objectives. As shown on the exhibit following this page, these improvements are generally focused on one or more of the following:

- Connecting the various sections of downtown by providing physical or activity linkages.
- Reallocating and improving the parking supply.

- Upgrading the visual environment.

Along Bedford Road, there are several locations where active uses could be developed to connect existing shopping areas to the east and west. Potential sites include: (1) the south end of the Memorial Plaza parking lot; (2) the air rights over the Metro-North right-of-way; and, (3) the Bedford Road frontage between the tracks and the Surfside Tavern on Wheeler Avenue.

Locating stores, services and/or offices in one or more of these locations would create pedestrian activity and would give people a reason to stroll between the Wheeler Avenue and Bedford Road shopping areas.

Possibilities for expanding parking for commuters and/or downtown business needs generally relate to expansion of existing facilities; acquisition of properties and demolition of buildings to create new lots do not appear to be either readily achievable or consistent with local objectives. Expansion could be achieved by:

- Utilizing a portion of the landscaped area between the Memorial Plaza parking and the railroad cut.
- Building over the cut. This could also provide a direct vehicular and pedestrian connection between Memorial Plaza and Wheeler Avenue.
- Redesigning the paved area between the Memorial Plaza parking and the War Memorial.

- Constructing a deck over the Wheeler Avenue parking lot. Because this lot is below the grade of Bedford Road, it could be designed in a way that would limit its visual intrusiveness in the downtown.

The manner in which additional parking is provided could be as significant to the character and functioning of downtown Pleasantville as the number of spaces added. Construction of a parking structure could, if not sensitively sited and designed, substantially alter the village atmosphere which residents of Pleasantville are so anxious to maintain. Moreover, a structure is better suited to long term users such as commuters or local employees, rather than shoppers who generally park for shorter periods of time and who must be attracted with convenient parking. Therefore, if a parking structure were to be developed, it should be located and designed to serve long term users and to be visually unobtrusive.

Parking needs in downtown Pleasantville could also be met, to some degree, by reallocating existing parking spaces. For example, some of the commuter spaces in the Memorial Plaza lot, not all of which are utilized by commuters, could be converted to metered shopper parking. All day meters, which appear to be in heavy demand by those without permits, might be provided in a portion of the Rebecca Lane lot which is not now heavily utilized.

A smaller scale improvement project would entail a redesign of the park at the corner of Wheeler Avenue and Manville Road. In its present form, it does not provide an active or visual linkage between the Manville

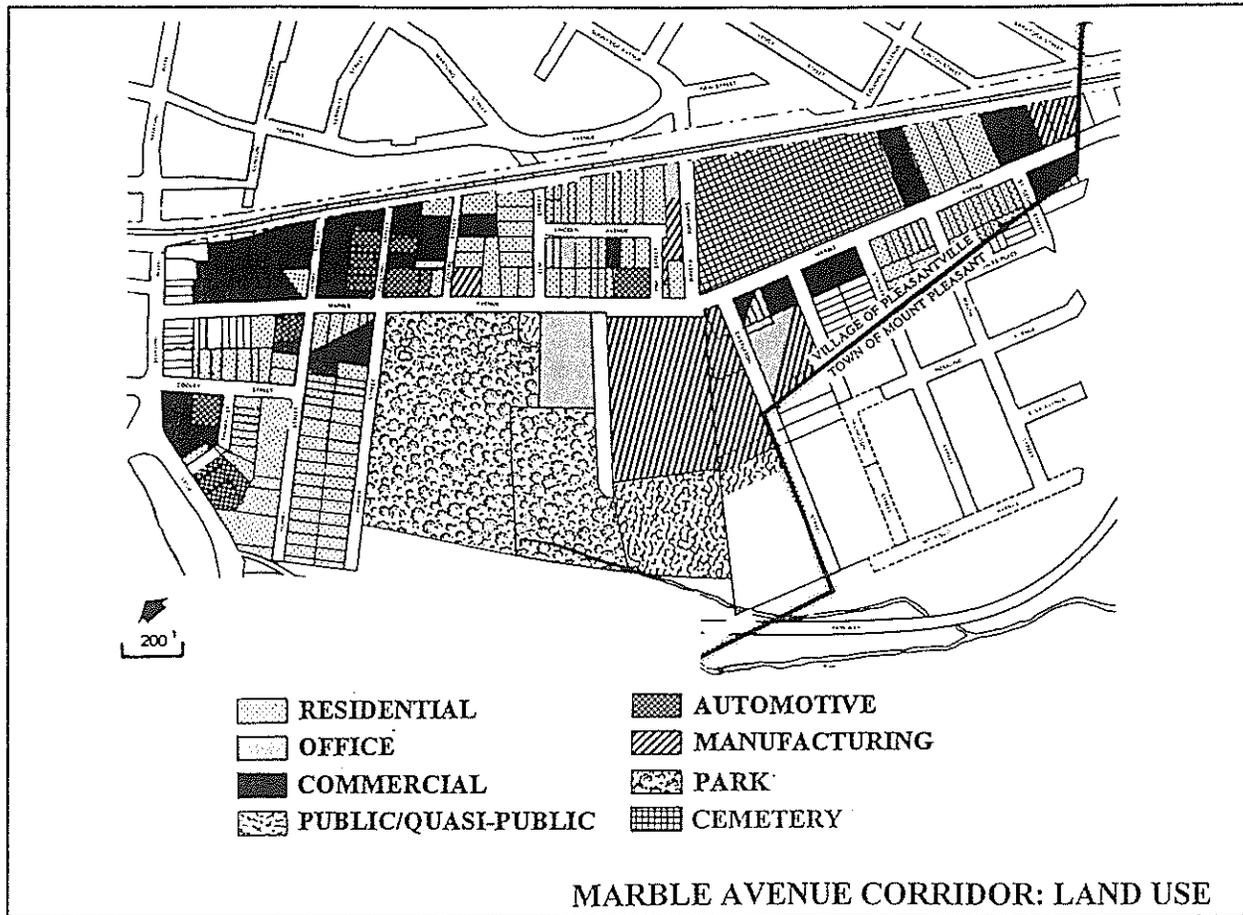
Road/Washington Avenue area and Wheeler Avenue.

Because Village Hall's physical condition requires a substantial investment to bring it up to standard, and to meet the requirements of the recently enacted Federal Americans with Disabilities Act, the village is considering the possibility of relocating the municipal offices. As part of the Master Plan, several downtown locations were evaluated with regard to how well they would advance the objectives for the CBD.

Moving Village Hall from its present site would open up the possibility of reusing that building, perhaps for affordable housing. It would also lead to the relocation of municipal vehicles from spaces on Wheeler Avenue, helping to free up seven to nine spots for shoppers in a highly desirable location. The village would also be able to upgrade the unattractive paved area just south of the railroad station, providing plantings and pedestrian amenities.

Consideration of whether and where to move the Village Hall should recognize both the municipal functions that must be accommodated and the importance Village Hall has in downtown. It should be a recognizable symbol of the community, signaling to motorists and pedestrians that they have arrived at Pleasantville's center. In addition, the people who work at or visit Village Hall should be viewed as potential customers for downtown businesses.

One possible way for implementing downtown improvement projects and programs is to create a Business Improvement District (BID),



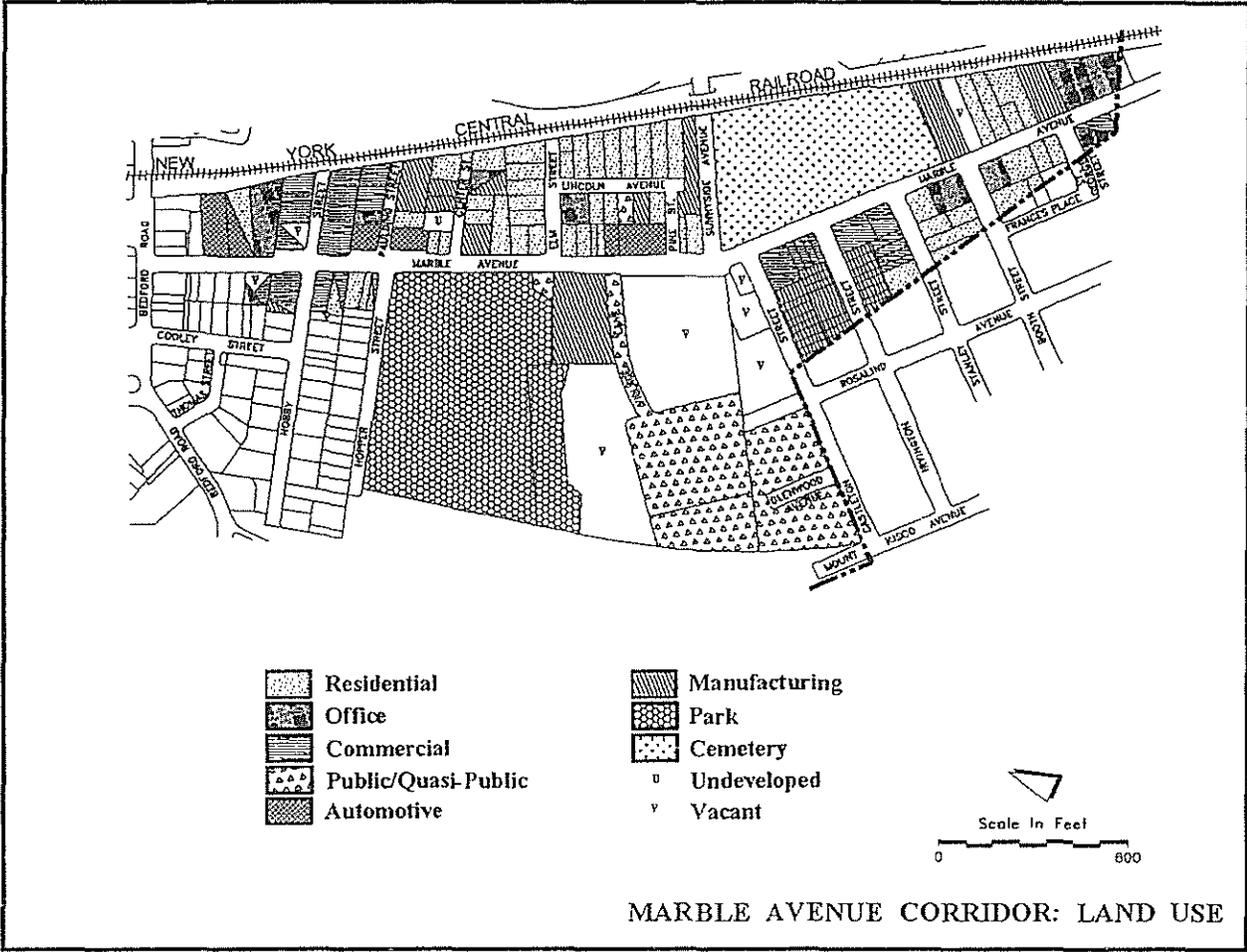
per Article 19-A of the New York State General Municipal Law. A BID is a tool that is available to local governments in New York State to improve downtowns by using the municipality's taxing power to "assess" property owners in a geographically defined district. The funds received from the BID assessment are collected by the municipality and subsequently returned to the BID to fund downtown improvements, projects and services beyond those being provided by government. These downtown improvement projects, programs and services can include aesthetic improvements (signage, landscaping, parking lots and lighting, etc.), marketing and

promotion activities, and physical improvements (construction of sidewalks, plazas, pedestrian malls and park areas).

### *B. Marble Avenue*

#### *Study Area Issues.*

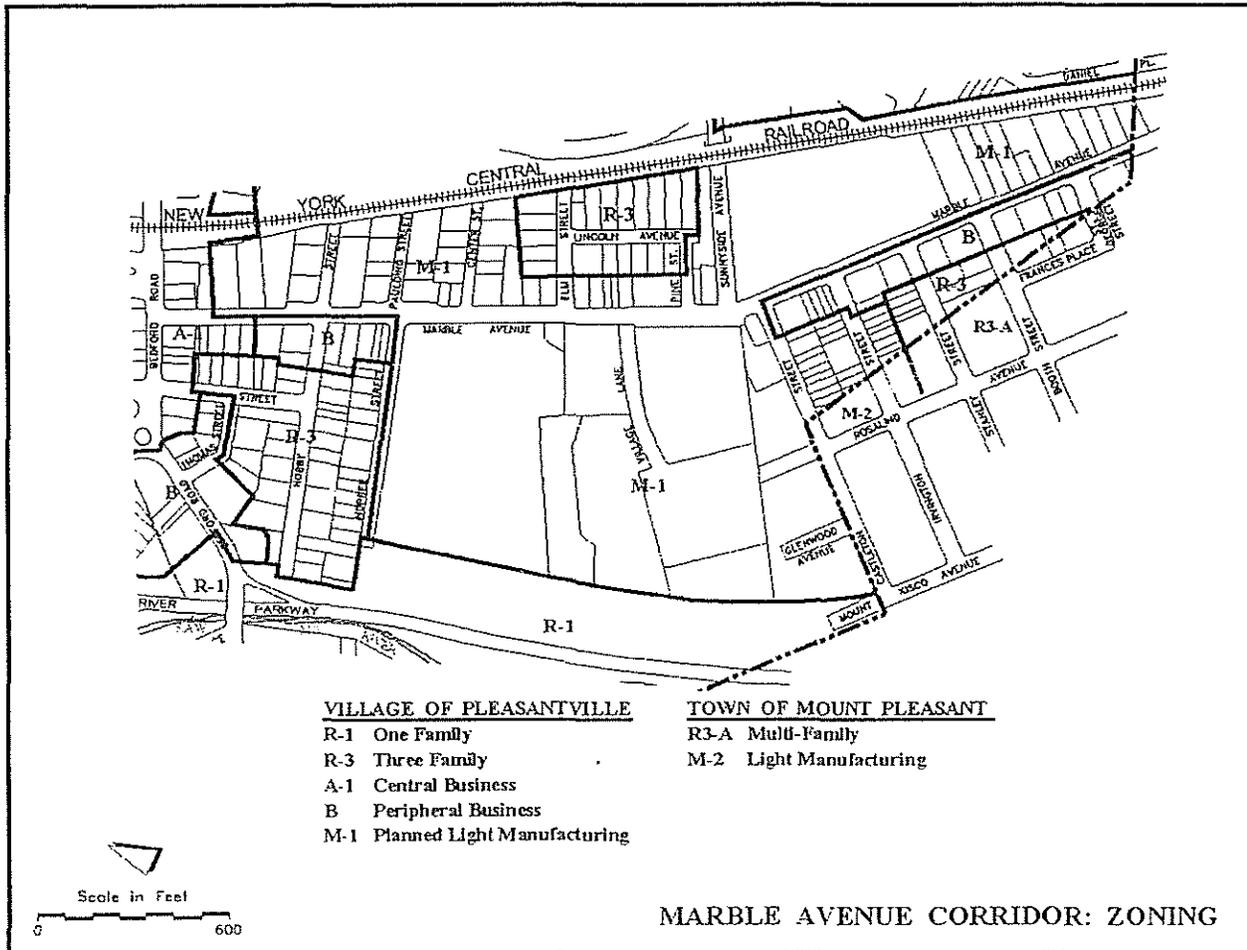
The Marble Avenue corridor was selected as a specific study area because of land use compatibility issues raised by area residents during initial Master Plan meetings and as a result of a land use inventory and visual survey conducted during the initial stages of the Master Plan Update. There also had been



**B. Marble Avenue**

*Study Area Issues.*

The Marble Avenue corridor was selected as a specific Study Area because of land use compatibility issues raised by area residents during initial Master Plan meetings and as a result of a land use inventory and visual survey conducted during the initial stages of the Master Plan Update. There also had been



several variance requests in recent years that had sparked controversy among area residents regarding the effectiveness of existing zoning controls.

**Existing Conditions**

The Marble Avenue area is located in the southwestern portion of the Village. It extends northward along Marble Avenue from the Mount Pleasant-Pleasantville border to the Village’s downtown. On the westerly side is the Mount Pleasant border, on the easterly side are the Metro-North railroad

tracks. The area encompasses approximately 75 acres of land.

It should be noted that what functions as the Marble Avenue corridor also includes areas within the Town of Mount Pleasant. This issue becomes relevant as one considers the relationship of residential land uses on Marble Avenue (between Stanley Street and St. George Street) that are zoned “B” (Peripheral Business) and the abutting residentially zoned neighborhoods in Village of Pleasantville and in the Town of Mount Pleasant.

Similarly, the commercial uses along Castleton Street function as a single commercial district, yet are divided between two municipalities – the Village of Pleasantville and the Town of Mount Pleasant.

The Marble Avenue area is a confusing mix of commercial, light industrial and residential uses. As the southerly entry point into the village, there are no indications that one is either entering the Village of Pleasantville or headed toward the central business district. Marble Avenue lacks a definition and an “identity.”

Historically, the most prominent land use within the Marble Avenue corridor has been Medical Laboratories Associates (MLA). When it was fully operational, MLA was a 144,000 square foot biotechnical research, manufacturing and assembly facility on the corner of Marble Avenue and Castleton Street. MLA was the largest employer in Pleasantville and was one of the largest land users. At the time of preparation of the 1995 Master Plan Update, MLA was viewed an important part of the village’s tax base as well as a keystone property along Marble Avenue. Subsequent to the February 1996 adoption of the Master Plan Update, however, MLA terminated its operations in the village. A new property owner acquired the site in 2001 and proposed the construction of a Super Stop & Shop supermarket on the site, a use that is not permitted in the zoning district in which the site is located. No formal application for approval of a supermarket was ever submitted, and the building has remained unoccupied since MLA left the village.

Over the past few years, there have been a number of additional land use changes

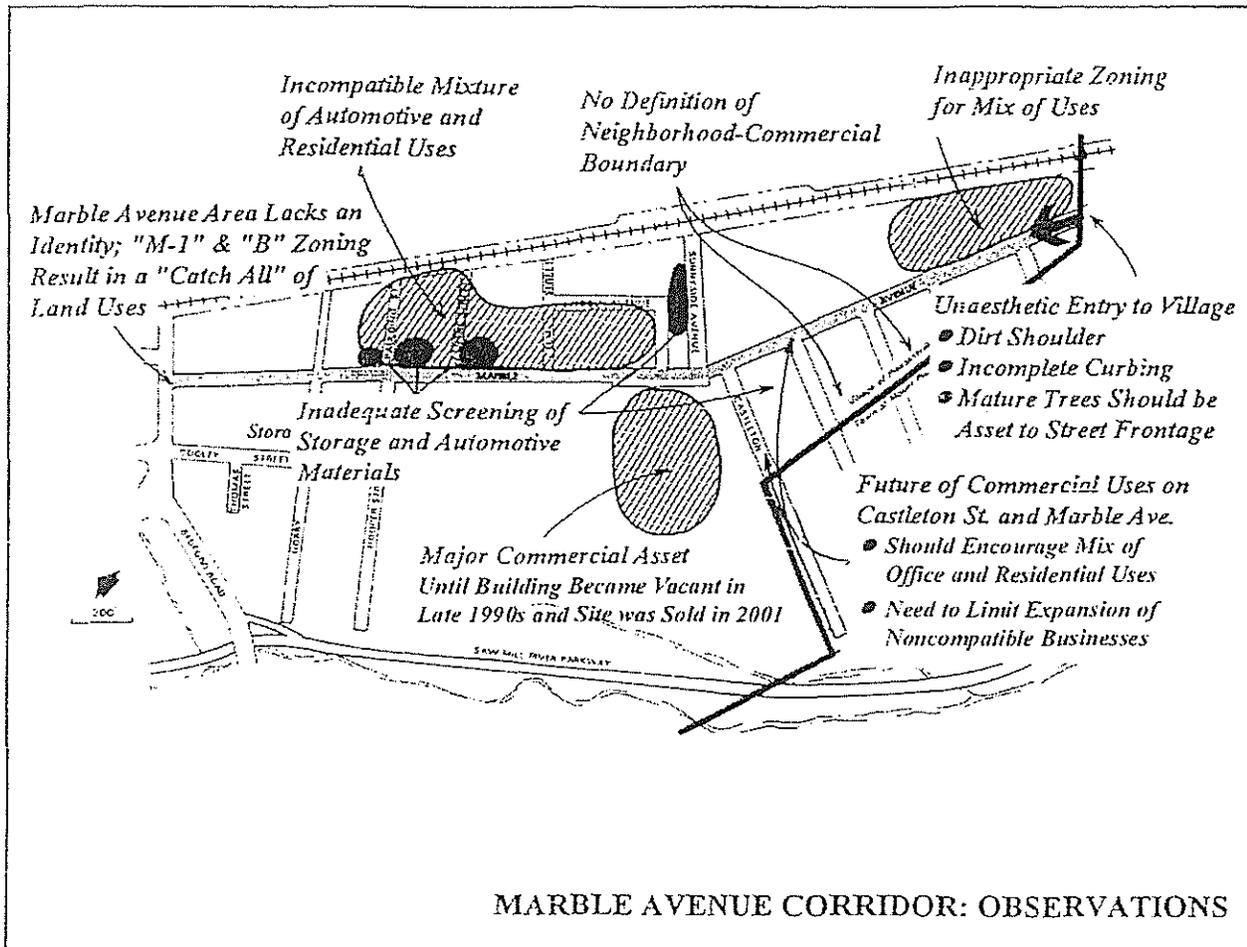
resulting from a publisher, antique store and furniture outlet leaving the area. Remaining businesses currently include a local utility sub-station, a restaurant, auto body and auto repairs, building and construction suppliers, professional office buildings, warehousing and wholesale to the public, light manufacturing, the Pleasantville Ambulance Corps, the Pleasantville Public Works garage and a cemetery.

Along Castleton Street there are several large commercial buildings formerly occupied by large tenants. In recent years these tenants have been replaced by smaller tenants including some unique businesses, such as a microbrewery.

Most of the area had been zoned for single family residential use until the 1950s when it was rezoned to the Peripheral Business and Planned Light Manufacturing districts. This rezoning was done to adapt to a growing demand for commercially zoned property as a means of strengthening the village tax base. However, in spite of this non-residential zoning, conversions from residential to non-residential uses have been very slow, and what has been the result are several zoning designations that are ill-fitting for an important area of the Village.

The majority of the area is currently zoned Planned Light Manufacturing (M-1) along the eastern side of Marble Avenue to the railroad tracks, on the western side of Marble Avenue between Hopper Street and Castleton Street, and along Castleton Street. (The westerly end of Castleton Street, in the Town of Mount Pleasant, is zoned “M-2”).

Peripheral Business “B” is the second largest zoning category. The “B” District includes property fronting on Marble Avenue from

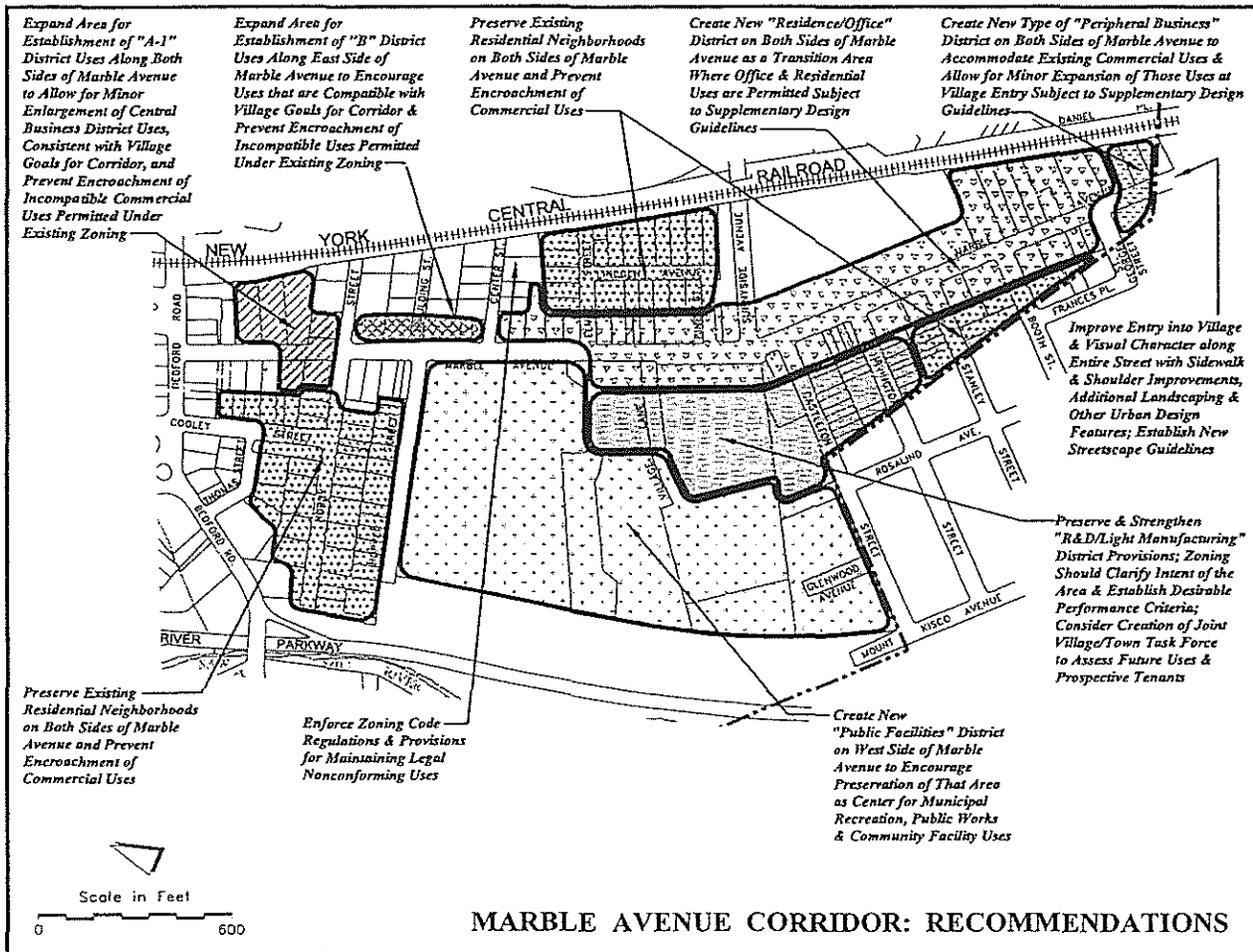


Castleton Street to the village/Mount Pleasant border, and on the west side of Marble Avenue between Bedford Road and Hopper Street.

At the time of preparation of the 1995 Master Plan Update, one small portion of the area was zoned Multiple Residence District ("R-3"). That "R-3" District includes the properties fronting on Stanley and Booth Streets. (Adjacent zoning in the Town of Mount Pleasant is R3-A). Following the adoption of the Master Plan Update in February 1996 and comprehensive review of the village zoning

policies, the zoning of an area encompassing the Elm Street and Lincoln Avenue neighborhood was changed from the "M-1" District to the "R-3" District, consistent with the recommendations of this plan.

The "M-1" District zoning permits an almost unrestricted range of uses including professional office, research laboratories, wholesale sales, building and lumber supply, athletic clubs, animal hospitals and restaurants. Minimal lot and bulk controls, and performance standards are required for uses in the "M-1" District.



The "B" District zoning permits all uses permitted in the downtown area along with printing establishments, car sales, research laboratories, wholesaling, manufacturing uses, and car washes.

The "R-3" District permits one, two and three family residential uses, and townhouses at a density of 18 units per acre.

**Observations**

The most significant observation as one surveys the Marble Avenue area is that it is difficult to discern what kind of an area it is.

The mix of industrial-commercial-residential land uses presents a confused identity for this end of the village. This observation is underscored by the visual condition of the roadway as one enters the village from Marble Avenue: dirt shoulders, incomplete curbing and disorganized on-street parking patterns.

Instead of the stately specimen trees providing an attractive entry canopy, the lack of pruning and trimming contributes to the entry "clutter." In addition, several automotive related uses inadequately screen disabled vehicles and auto parts visible from Marble Avenue, and building/contractor supply yard

businesses store supplies and machinery along Marble Avenue.

Many of the businesses have converted and/or adapted residential structures to commercial use. From an aesthetic standpoint, some of these conversions have been effective; others have not. Some have maintained the village scale of the structure from the front and concentrated the addition in the rear. Others have added-on to formerly residential structures in a piecemeal fashion, and paved large areas in front for parking and storage. In addition, many of the business owners routinely store or display products, such as building materials and auto parts outside, without adequate screening. This situation has an adverse impact on the appearance of the commercial district as one enters the village from Marble Avenue, and adversely impacts abutting properties.

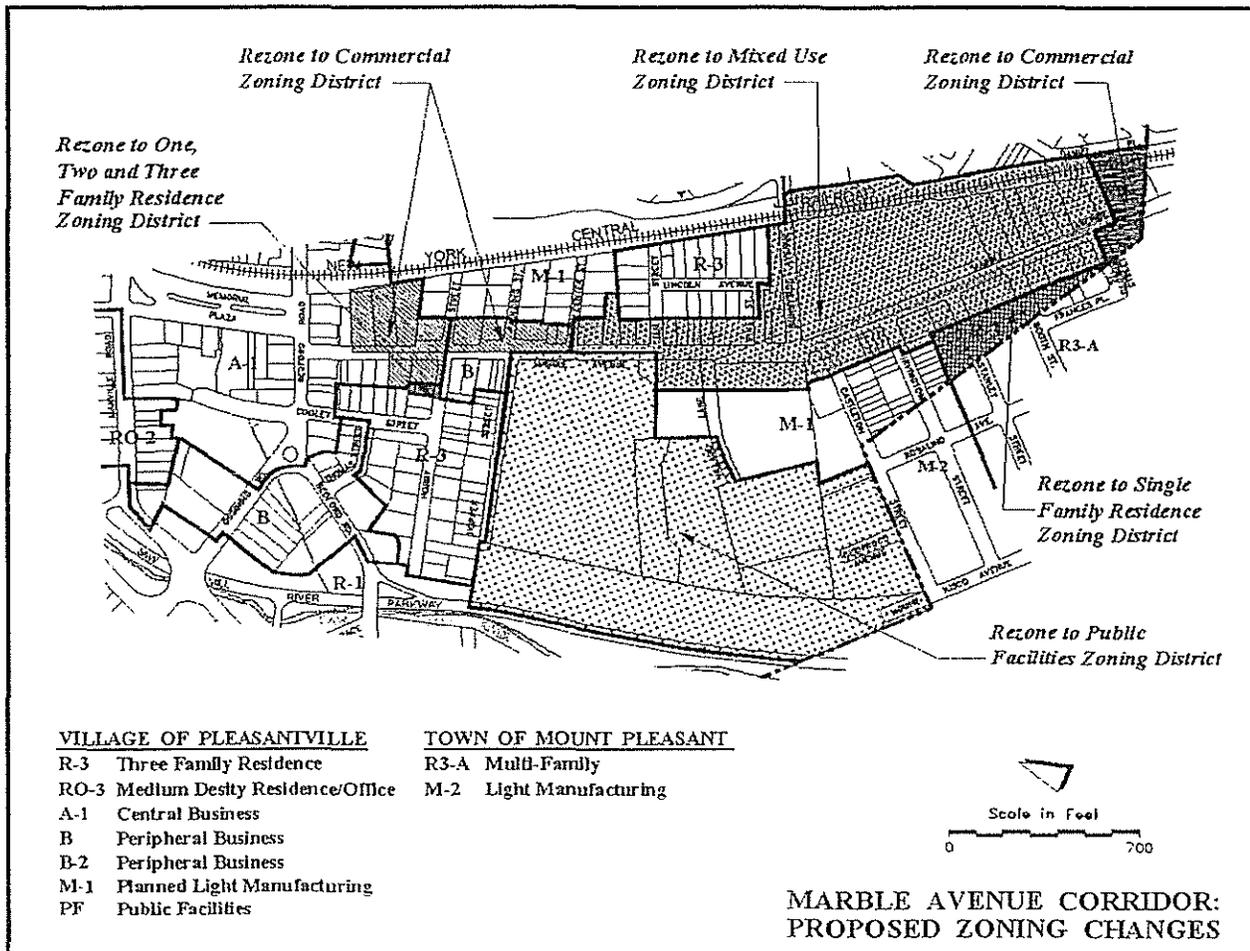
Further contributing to a lack of visual appeal and economic vitality along Marble Avenue is the site of the former MLA facility. What was once viewed as a major commercial asset in the village, is now in some ways detracting from the village's efforts to upgrade the overall character of the area because of the length of time the building has remained unoccupied. Since the current property owner acquired the site in 2001, no new tenants have been found for the building. The proposal to construct a Super Stop & Shop supermarket on that site, which would have required zoning amendments, was abandoned during the early stages of preliminary discussion when it was not well-received by the community. The unanticipated departure of MLA from Pleasantville clearly has presented the Village with new challenges and opportunities relating to the future of that site in particular as well as the desired long-term character of the southwestern portion

of Pleasantville generally.

Owing to the length of time that the former MLA building has been vacant, it appears that the site may no longer be considered suitable by the real estate market for research, light manufacturing and/or office space. Faced with that prospect, the village began to thoroughly reexamine the land use and zoning policies affecting properties along Marble Avenue, completing Part I of that study in 2002 and Part II of that study in 2003. The second study was devoted to an evaluation of possible alternative land uses for the former MLA site, including a comparative analysis of potential population, traffic and village/school property tax impacts.

As an outgrowth of those prior studies, the village has focused its current long-range planning efforts on defining an updated 'vision' for the Marble Avenue area, which is composed of the following primary goals:

- Enhance the overall streetscape character of Marble Avenue through a combination of strategies relating to land use, vehicular and pedestrian circulation, building bulk, site planning, landscaping and public improvements.
- Establish a streetscape character that is consistent with the objective of better defining the southerly gateway to the Village.
- Improve the functioning and appearance of Marble Avenue.
- Encourage land uses that do not directly compete with those permitted in the Downtown.
- Encourage creation of additional opportunities for municipal parking.



*Recommended Actions and Strategies*

1. **Rezone residential properties on the west side of Marble Avenue between Stanley Street and St. George Street from Peripheral Business "B" District to a mixed use district, and residential properties along Stanley Street and Booth Street from Multiple Residence "R-3" District to a single family residence district.**

The residential neighborhoods on both sides of Marble Avenue are stable and important parts of the village's housing stock and

should be preserved, protected and buffered from surrounding commercial development. In the 40+ years since these areas were zoned for commercial and multiple family development, only four properties have converted to a non-residential use. A more village scale zoning would be more appropriate, with permitted uses including single family residential, professional and medical offices, restaurants, antiques stores, art galleries and financial institutions. Uses that would not be consistent would be convenience stores, automotive uses, gas stations, fast food, delis or uses that stay open 24-hours.

In addition, the "M-1" and "B" Districts that are now designated for this area are the least restrictive zoning districts in the village and function as "catch all" zoning districts. They not only permit a broad range of commercial and manufacturing uses but do so with very few lot and bulk regulations.

Consequently, as-of-right zoning would permit the type of commercial development that could devastate stable and well maintained neighborhoods such as those found on Lincoln Avenue, Elm Street, Cooley Street and Thomas Street.

2. **Rezone the residential neighborhood along Elm Street and Lincoln Avenue from Planned Light Manufacturing "M-1" District to a one, two and three family residence district.**

This neighborhood represents a solid and well maintained residential area that should be protected from the encroachment of non-residential uses.

3. **Preserve and strengthen the "R&D/ Light Manufacturing" District provisions for parcels fronting on Castleton Street.**

This commercial area is an important component of the village tax and employment base, and its integrity must be protected through zoning and other types of development strategies. As with other commercial areas in the region, commercial development on Castleton Street reflects a sluggish regional economy. Deferred maintenance of buildings, grounds and parking areas is one visible consequence. These conditions are likely to adversely affect the ability to attract and maintain high

quality tenants. Indirectly, if these conditions continue, the economic malaise could irreparably harm the entire commercial district.

The focus of this endeavor should be to maintain existing notable businesses and attract new businesses of a similar caliber. Such uses should not be established along Marble Avenue itself, where a different type of streetscape character is desirable.

4. **Extend the Business District zoning southerly along both sides of Marble Avenue, excluding residential blocks, to allow for modest expansion of the Central Business District and to prevent expansion of commercial uses that are incompatible with the desired streetscape character along Marble Avenue.**

Extending the "A-1" District and/or the "B" District to encompass a few additional properties fronting on Marble Avenue between Bedford Road and Center Street, would provide an opportunity to encourage uses that are more compatible with the Central Business District, without expanding that core business center of the village to such an extent that it would have the effect of diluting the effectiveness of ongoing strategies for revitalizing and strengthening the Central Business District. These properties are now located in other types of nonresidential zoning districts. Additional site planning and design guidelines should also be established to ensure that such development is compatible with the desired streetscape character and functioning of Marble Avenue.

5. **Create a new mixed-use district along both sides of Marble Avenue between Parkway Field and St. George Street to permit a combination of office and residential uses on properties fronting on Marble Avenue, and to encourage uses that are more compatible with a major village entryway and will have less impact on traffic conditions.**

The existing “M-1” and “B” District zoning along Marble Avenue in this area has the potential to encourage uses that are not compatible with the village’s long-range goals for the area and could result in a proliferation of commercial uses that are not appropriate for the village’s southern gateway, such as automotive uses, contractor yards and light manufacturing enterprises, among others. The focus of future planning initiatives should be to prevent the expansion and/or establishment of incompatible commercial uses and to encourage the establishment of more office development and/or residential uses, either alone or in combination with each other. Additional site planning and design guidelines should also be established to ensure that all development—whether existing or proposed—is compatible with the desired streetscape character and functioning of Marble Avenue.

6. **Create a new Business District for both sides of Marble Avenue at the southern gateway of the village to accommodate existing commercial uses and allow for modest expansion of those uses.**

A modest amount of commercial development at this location is appropriate if it is limited in area and the uses permitted are

similar to those now allowed in the Old Village business district. However, given the location of these properties at the village gateway, additional site planning and design guidelines should also be established to ensure that all development is compatible with the desired streetscape character and functioning of Marble Avenue. Standards are needed to prevent the creation of front yard parking lots, to require adequate buffering of parking and/or outdoor storage areas, and to encourage the construction of buildings of appropriate scale.

7. **Create new “Public Facilities” District for properties on west side of Marble Avenue between Hopper Street and Castleton Street.**

Properties in this area now include the Parkway Field recreational facilities, the Pleasantville Volunteer Ambulance Corps building and the Village Public Works Department. To encourage the preservation of these properties for municipal and/or community facility use, a new special purpose zoning district should be established and applied to these properties.

8. **Evaluate permitted and special permit uses, lot and bulk regulations and performance standards for the “M-1” and “B” Districts.**

The evaluation should clearly articulate the intent of land uses in these districts. The current “M-1” and “B” Districts are the least restrictive zoning districts in the village and provide little incentive for new construction to contain attractive landscaped buffers and village-scale development. In addition, the physical relationship of commercial to residentially zoned property should be

addressed through increased building setbacks, defined building mass requirements, landscaping and buffering requirements, and more specific definitions of permitted, special permit and prohibited uses.

9. **Consider the expansion of permitted uses in the M-1 District to foster village youth oriented sports and athletics, e.g., basketball, hockey, baseball and soccer.**
10. **Establish site planning and design guidelines for properties along both sides of Marble Avenue.**

Standards are needed to prevent the creation of front yard parking, to require landscaping, to require adequate buffer screening of parking and/or outdoor storage areas, to prevent the erection of unsightly fences, and to encourage the construction of buildings of appropriate scale. To the maximum extent possible, opportunities to upgrade existing conditions should also be pursued.

11. **Improve the conditions of sidewalks, and roadway edges and the overall ambiance of the Marble Avenue corridor entrance from the south.**

The Marble Avenue entryway into the village should be enhanced to reflect the character of a small village. This gateway should not only define the boundary of the village limits, but should also set a tone for the character and lifestyle in Pleasantville. An overall program of aesthetic improvements would provide an extremely appealing entry statement. These improvements should include additional landscaping, trimming of

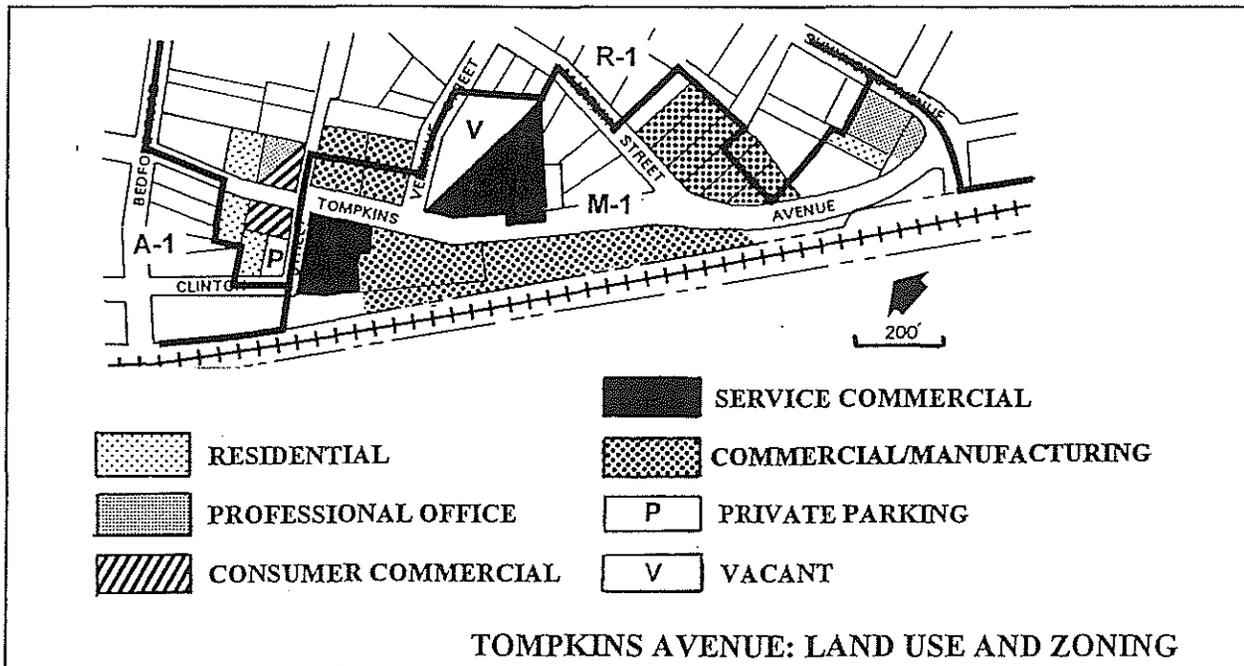
existing specimen trees, an attractive village sign and other similar urban design elements.

12. **Develop a code enforcement program to identify noncomplying uses and improperly maintained properties.**

A visual survey revealed opportunities for enhancing the Marble Avenue area through code enforcement of conditions of site plan approval. A program should be developed with ideas from property owners and tenants in the Marble Avenue area. Reasonable periods to abate such uses should be developed.

13. **Develop a plan for the creation of a joint Village of Pleasantville/Town of Mount Pleasant Task Force to assess the future of light manufacturing land uses, and existing and prospective tenants for properties fronting on Castleton Street.**

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**C Tompkins Avenue**

**Study Area Issues**

The Tompkins Avenue area is strategically located adjacent to downtown and to the Marble Avenue corridor. It is, however, separated from these nearby parts of the village by physical features -- topography, railroad tracks -- and by differences in zoning and land use. Although it is bordered by downtown on the north, the Marble Avenue corridor on the west and residential neighborhoods to the south and east, the character of Tompkins Avenue differs from each of these areas. In considering the future of this corridor, planning issues are focused on how it relates to each of the neighboring areas. For example, can it and should it be an extension of downtown? How would further development along Tompkins impact nearby

residences? And, should vehicular access to and from Marble Avenue be improved?

**Existing Conditions**

As shown on the above map, the Tompkins Avenue area has been defined by the railroad tracks and the limits of the M-1 zoning. Uses, for the most part, are industrial, warehousing and service commercial. Higham Press is a major use located at Tompkins Avenue and Vermilye Street. The multi-tenant building south of Vermilye has a mix of tenants and some vacancies. Adjacent to the tracks are a large storage facility, and the Data Path Technologies building. On Clinton Street, closer to downtown, the uses are smaller scale commercial, including Whiffen Electric, Vail & Simpson and Fairchester Builders.

Access into and out of the area is generally by way of Tompkins Avenue and Wheeler Avenue to and from downtown, and by Sunnyside Avenue under the railroad tracks to Marble Avenue. Although previous Master Plans have called for widening of Sunnyside Avenue, it has remained one lane with little obvious impact on the viability of businesses along Tompkins Avenue.

### ***Recommended Actions and Strategies***

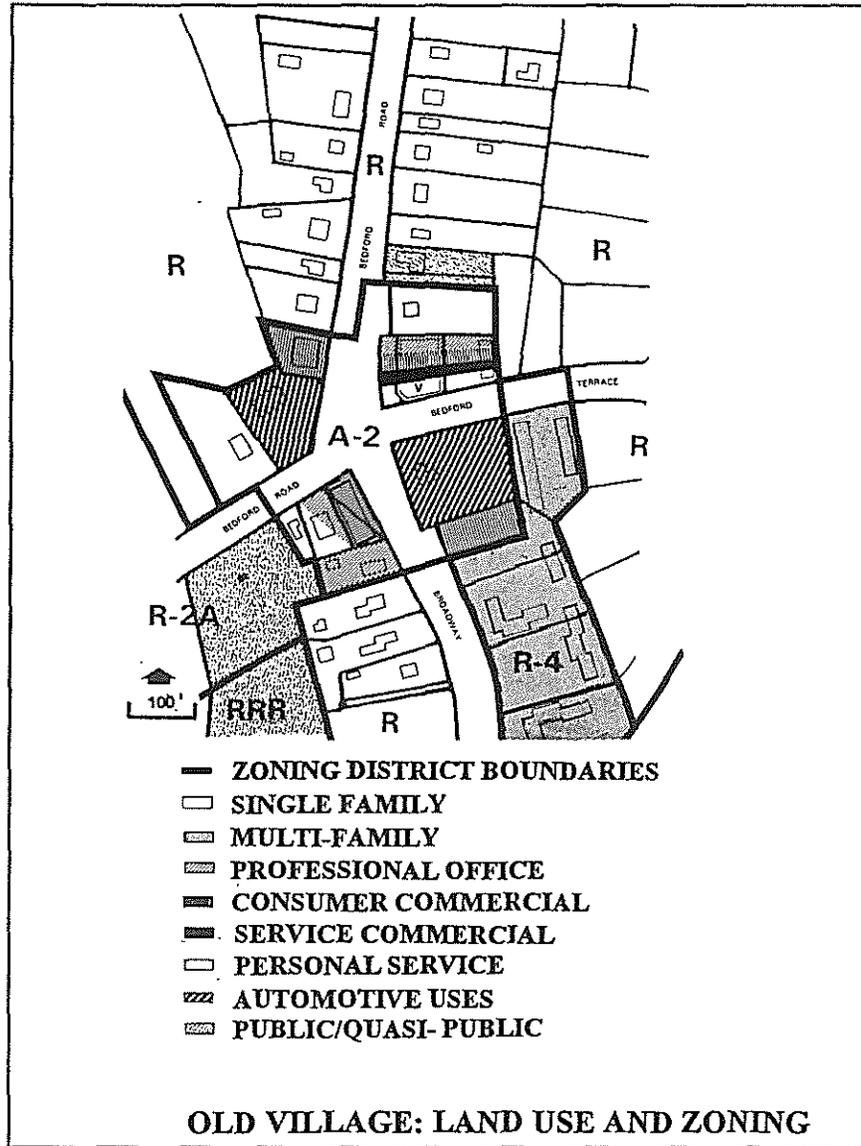
For the reasons noted above, Tompkins Avenue serves as a transition area at the edge of downtown. Although it primarily contains light industrial and heavy commercial uses, topographical separation and access patterns appear to limit the intrusion of these uses on the environment of the adjacent R-1 zoned residential area.

Because of its proximity to downtown and the railroad tracks, there has been some thought given to this area's potential as a parking resource for commuters. Parcels closest to the existing public parking area on Wheeler Avenue might potentially be appropriate for such parking. Based on the analysis of parking needs, previously discussed in this chapter, and the lack of readily available property in this area on which to locate parking, this possibility is not viewed as a high priority alternative at this time.

The area itself exhibits some need for additional off-street parking to serve businesses such as Higham Press. The potential exists for this situation to be exacerbated should any of the area's warehouse buildings be converted wholly or

partially to retail outlets. The village should consider making retail a special permit use in the M-1 district and establishing criteria relative to the provision of adequate off-street parking and other factors.

The vacant property at Martling and Tompkins can be a significant resource in Pleasantville where available land is at a premium. It could be developed commercially in a manner consistent with its M-1 zoning and with other businesses on Tompkins Avenue. Its location adjacent to and facing residential uses suggests, however, that a sensitively designed residential development of six to eight townhouse units could also be feasible, perhaps for affordable housing. The design of any development on the site would have to recognize the presence of an on-site stream.

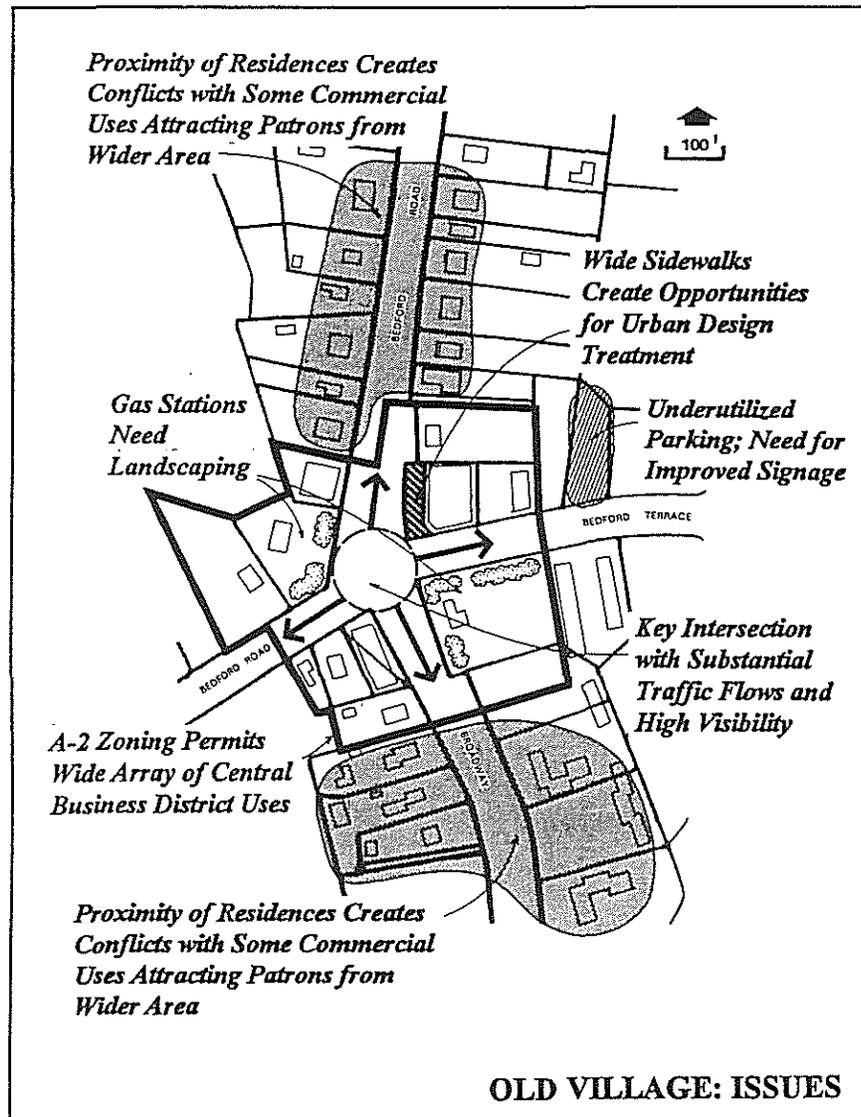


*D. The Old Village*

*Study Area Issues*

Despite its historic significance in Pleasantville, the Old Village today occupies a limited role in the village's commercial life. The number of

businesses in the area is small, and few of them serve the needs of nearby residents. The areas is located at the intersection of two heavily traveled roads (Bedford Road and Broadway) and is within the Special Character Overlay District, an indication that its physical appearance is a significant factor in the village's overall aesthetic character.



**Existing Conditions**

As shown on the Map, the Old Village's non-residential uses are clustered around the intersection of Bedford Road/Bedford Terrace and Broadway. The two most prominent uses are the automobile service stations which face each other diagonally across the intersection.

Included among the commercial uses are a restaurant/tavern, a deli, a ski equipment outlet and a travel agency. A firehouse is located on Bedford Road, just north of the commercial uses. Surrounding the business hub are residential uses, both single and multi-family. There are also a limited number of apartments on the upper levels of Old Village commercial

buildings.

The issues raised by existing conditions in and around the Old Village are shown on the Exhibit and summarized above.

1. The A-2 zoning of the Old Village permits a range of uses nearly identical to those allowed in the A-1, Central Business District zone. This is despite the substantial differences between the functions of the downtown and the Old Village.
2. There are residences located within close proximity to the Old Village. This creates conflicts with those commercial uses which attract patrons from a wider area and which are open beyond the normal business hours for typical neighborhood stores and services.
3. While there is a municipal parking area located off of Bedford Terrace, it is often underutilized. This is due, in part, to a lack of clear signage directing motorists to this lot.
4. The Bedford Road/Broadway intersection handles substantial traffic flows, predominantly through traffic not destined for the Old Village. This provides the area with high visibility and makes its aesthetics an important village concern.
5. The wide sidewalk in front of the businesses on the east side of Bedford Road, north of Bedford Terrace presents an opportunity to implement an attractive urban design treatment consistent with the desired ambiance of

the area. Such treatment should encourage easy pedestrian access into and through the Old Village.

6. The two service stations are prominent visual features and should be landscaped to soften their appearance.
7. The Special Character Overlay District creates design controls which can help to enhance the visual character of the Old Village. Strict adherence to the objectives of this district would be beneficial to the future of the Old Village.

The overall thrust of the above relates to two overriding concerns in the Old Village.

- Compatibility of commercial and residential uses.
- Visual character of the Old Village

### *Recommended Actions and Strategies*

Planning for the future of the Old Village should be predicated on the concept that it is different from downtown and, therefore, its zoning should reflect that difference. To meet that objective, it is proposed that the Central Business A-2 District be redefined as the Neighborhood Business A-2 District and its provisions redrafted based on the following principles:

1. Commercial uses should be compatible with the surrounding residential neighborhood.

2. Uses should principally be limited to businesses serving local shopping and service needs.
3. A pedestrian orientation should be encouraged.

As an indication of how the A-2 zoning could be revised in accordance with these principles, on the following page is a list of uses, how they are presently handled in the A-1 and A-2 Districts and proposed changes for the new A-2.

In support of these zoning revisions, it is recommended that various visual improvements be undertaken or encouraged. These should include:

1. Improved signage to and at the municipal parking lot.
2. Landscaping of the two service stations
3. An Urban Design plan, including plantings, pavement treatments and lighting consistent with the Special Character Overlay District.

### *E. The Cottage School*

#### *Study Area Issues*

One of the few remaining large open parcels of land in Pleasantville is a portion of the Cottage School property.

#### *Existing Conditions*

The school is operated by the Jewish Child Care Association of New York and is located off Broadway and Lake Street in the southeastern corner of the village. It is a live-in treatment center for some 200 children with emotional problems. The property also houses the Edenwald Center, which serves about 100 retarded and emotionally disturbed children, and an outpatient clinic for people from Pleasantville and other areas. The school places very limited demands on village services.

The property covers 175 acres, of which approximately 55 acres are developed. About 20 percent of the Cottage School site is in the village. This includes 11 acres next to the village pool off Lake Street that Pleasantville leases for one dollar a year. The remainder of the property within Pleasantville is predominantly vacant with only a few small buildings. Although during the 1980's there were many inquiries from developers regarding the property, the Association has no current plans to sell any of its land.

Within Pleasantville, the Cottage School property is zoned RRR, the lowest density single family residential district in the village. Besides houses, this zone also permits municipal parks and playgrounds, places of worship and public and private non-profit schools. The zoning is appropriate both for the current use and for possible future development should the property be sold.

#### *Recommended Actions and Strategies*

At the present time, no specific planning actions need to be taken by the village with regard to the Cottage School as the RRR

**Existing and Proposed Uses for the Old Village**

Uses	Existing Business A-1 & A-2 District	Proposed A-2 District
Banks	Permitted as of Right	Permitted as of Right
Retail	Permitted as of Right	Permitted as of Right
Professional Office	Permitted as of Right	Permitted as of Right
Medical Office	Permitted as of Right	Permitted as of Right
Medical Clinics	Permitted as of Right	Not Permitted
Gas Stations	Permitted as of Right	Not Permitted
Auto Repair	Accessory to a Permitted Use	Not Permitted
Theaters	Permitted as of Right	Not Permitted
Assembly Halls	Permitted as of Right	Not Permitted
Taverns/Cabarets	Permitted as of Right	Special Permit
Funeral Parlors	Permitted as of Right	Permitted as of Right
Laundromats	Permitted as of Right	Special Permit
Dry Cleaners/Laundry Establishments	Permitted as of Right	Not Permitted
Dry Cleaners/Laundry Counter	Permitted as of Right	Permitted as of Right
Hospitals	Permitted as of Right	Not Permitted
Hotels	Permitted as of Right	Not Permitted
Schools	Permitted as of Right	Not Permitted
Houses of Worship	Permitted as of Right	Not Permitted
Commercial Parking	Permitted as of Right	Not Permitted
Bus, railroad, taxi stations	Permitted as of Right	Not Permitted
Printing/Photo (1-5 employees)	Permitted as of Right	Permitted
Printing/Photo (5+ employees)	Permitted as of Right	Permitted
Manufacturing, assembly (accessory to)	Special Permit	Not Permitted
Restaurants	Permitted as of Right	Special Permit
Fast Food	Permitted as of Right	Not Permitted
Upper level residential	Not Permitted	Permitted as of Right

zoning is appropriate and should remain in place.

To ensure continued use of the property in a manner which is compatible with village objectives, communications between the village and the school should be improved. Such communications could alert the village to any interest by the school in disposing of any portion of the property. In particular, Pleasantville should seek to protect its recreational interests by purchasing the 11 acres it leases when, and if, the property becomes available. The village might also consider negotiating a "right of first refusal" with the Cottage School as further protection.

*Chapter Three - THE PLAN FOR HOUSING*

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## THE PLAN FOR HOUSING

Although Pleasantville has a substantial commercial sector - primarily represented by downtown, the Old Village and the Marble Avenue corridor - the village is principally a residential community.

Over the last two decades, Pleasantville's population has experienced a slow but continuing decline that is projected to continue. (Table 6) Westchester County's population, meanwhile, has stabilized in recent years.

After declining sharply during the 1970's (from 3.10 to 2.66) average household size in the village has leveled off, reflecting both countywide and national trends (Table 7).

Because households are the basic unit of housing demand, Pleasantville's smaller household size helped to balance off the population decline and maintain the level of total housing demand. The type of units required, however, shifted away from traditional single family toward smaller units and rentals.

One of Pleasantville's distinguishing characteristics as a place to live is the wide variety of housing types available. As shown in Table 8, only 55 percent of the village's dwelling units are single family detached, the generic suburban home. This is a significantly smaller proportion than in the surrounding Town of Mount Pleasant (86.3%) or in the nearby Village of Briarcliff Manor (77.8 %).

Table 6

### POPULATION TRENDS

Year	Pleasantville		Westchester County	
	Population	Average Annual % Change	Population	Average Annual % Change
1970	7110	-	894,406	-
1980	6749	(0.5)	866,599	(0.3)
1990	6592	(0.2)	874,866	0.1
1996 (proj.)	6328	(0.7)	877,965	0.1

Source: U.S. Census; National Planning Data Corp.; Saccardi & Schiff, Inc.

Table 7  
HOUSEHOLD TRENDS

Year	Pleasantville			Westchester County
	No. of Household	Average Annual % Change	Average Household Size	Average Household Size
1970	2214	-	3.10	3.07
1980	2527	1.4	2.66	2.74
1990	2489	(0.2)	2.59	2.64
1996 (proj.)	2381	(0.7)	2.60	2.57

Source: U.S. Census; National Planning Data Corp.; Saccardi & Schiff, Inc.

Table 8  
DISTRIBUTION OF HOUSING UNITS BY UNITS IN STRUCTURE, 1990

	Units In Structure %									Total
	Single Family Detached	Single Family Attached	2 Family	3-4 Family	5-9	10-19	20-49	50+	Other	
Village of Pleasantville	55.0	2.6	10.6	10.3	9.5	6.2	3.7	0	2.1	100.0
Village of Briarcliff Manor	77.8	5.0	1.0	2.6	2.4	2.9	0	7.1	1.1	100.0
Town of Mount Pleasant*	86.3	2.5	4.7	1.9	1.3	1.5	1.5	0	0.6	100.0
Westchester County	43.7	4.2	9.1	8.9	5.5	5.0	5.0	14.5	1.6	100.0

\*Excluding Villages

Source: 1990 U.S. Census; Saccardi & Schiff, Inc.

Another aspect of diversity in Pleasantville's housing stock is shown in Table 9 which indicates the relative proportions of owner and renters. Pleasantville's percentage of rental units (34.9%) is significantly higher than figures for Mount Pleasant (13.6%) and Briarcliff Manor (15.2%) Westchester County's rental population of nearly half is heavily influenced by urban areas in the county's southern tier where rental units are concentrated.

Within the owner occupied category, Pleasantville's housing is heavily concentrated (55%) in the middle price range (\$250-399,000) (Table 10). As a comparison, Briarcliff Manor, Mount Pleasant and Westchester County all have significantly greater proportions of high end homes (\$400,000+). At the low end of the price range (below \$250,000), the difference between Pleasantville (34.3%) and Briarcliff (10.8%) is particularly striking.

Table 9

HOUSING TENURE

	Owner*	Renter	Total
Village of Pleasantville	1,239 (65.1%)	664 (34.9%)	1,903
Village of Briarcliff Manor	1,539 (84.8%)	276 (15.2%)	1,815
Town of Mount Pleasant	5,569 (86.4%)	878 (13.6%)	6,447
Westchester County	132,018 (51.5%)	124,201 (48.5%)	246,219
*non-condominium Source: U.S. Census; Saccardi & Schiff, Inc.			

Table 10

DISTRIBUTION OF OWNER - OCCUPIED NON-CONDOMINIUM HOUSING UNITS  
BY VALUE RANGE, 1990

	Housing Value Range in Thousands						Median Value	Mean Value
	\$0-200	\$200-249	\$250-299	\$300-399	\$400-499	\$500+		
Village of Pleasantville	13.0%	21.3%	24.9%	29.4%	8.2%	3.3%	\$281,300	\$295,400
Village of Briarcliff Manor	3.7	7.1	14.2	29.0	20.2	25.8	386,211	408,057
Town of Mount Pleasant	12.5	19.5	23.1	23.3	10.3	11.3	288,926	322,320
Westchester County	21.0	18.1	16.3	20.2	9.9	14.6	283,500	320,123
Source: 1990 U.S. Census; Saccardi & Schiff, Inc.								

In rentals, conversely, Pleasantville's housing is weighted more heavily toward high rent apartments than in the comparative areas (Table 11). While nearly 60 percent of the village's rentals cost \$700 per month or more, very few (11.4%) were available at less than \$500. Briarcliff's high concentration of low rent apartments is related to the presence of

Northhill, a 97-unit subsidized elderly housing project built by the New York State Urban Development Corporation. Pleasantville's seniors do not have a similar resource available to them.

Table 11

DISTRIBUTION OF RENTER - OCCUPIED HOUSING UNITS  
BY MONTHLY CONTRACT RENT, 1990

	Rental Ranges						Median Rent	Mean Rent
	\$0-299	\$300-399	\$400-499	\$500-599	\$600-699	\$700+		
Village of Pleasantville	0.5%	3.8%	7.1%	14.3%	15.7%	58.7%	\$740	\$802
Village of Briarcliff Manor	29.3	6.2	4.3	7.2	8.0	44.9	631	662
Town of Mount Pleasant	6.6	5.2	7.5	16.4	11.8	52.4	721	789
Westchester County	13.2	12.6	16.0	16.2	13.3	28.8	543	593

Source: 1990 U.S. Census; Saccardi & Schiff, Inc.

As a result of Pleasantville's high rent structure, nearly half of village renters pay more than 30 percent of their incomes for housing. Among renters with incomes of \$35,000 or less, the figure is 89 percent. It is these low and moderate income households that are most strained financially by the rental market in Pleasantville.

Besides the generally high cost of housing in Westchester, two other factors contribute to upward pressure on rents in the village. One is the presence of Pace University nearby; students sharing apartments can often afford higher rents than local households. A second factor is the shortage of multi-family rental buildings in the village; nearly all of Pleasantville's apartment buildings are now cooperatives or condominiums.

In recent years, both public and private groups have identified a need for additional "affordable" housing in Pleasantville. The Westchester Housing Implementation Commission, utilizing a statistical formula, allocated to Pleasantville 25 units as its "fair

share" of the county's housing goal. The target market defined by the Commission is households with incomes from approximately \$22,000 to the county median of \$52,000. Some Westchester communities, in their own affordable housing ordinances, have tied allowable housing costs to salary levels of municipal workers or teachers.

Based on its Affordable Housing Survey, the Mount Pleasant League of Women Voters found relatively strong interest in affordable housing in the village, both for owners and renters, with particular emphasis on housing for local volunteers. The LWV survey focused on those earning \$25,000 to \$50,000 per year.

Table 12

GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME, 1989

Income	Percentage of Household Income					Not Computed
	0-19%	20-24%	25-29%	30-34%	35% +	
Less than \$10,000	0	0	0	0	91	0
\$10,000 - \$19,999	0	0	5	0	89	9
\$20,000 - \$34,999	0	9	20	24	62	5
\$35,000 - \$49,999	57	59	7	15	28	14
\$50,000 or more	144	36	21	14	0	0
Total Units	201	104	53	53	270	28

Source: 1990 U.S. Census

**Recommended Actions and Strategies**

In considering what role, if any, the village should play in the development of affordable housing, it would first be necessary to establish objectives. This would require deciding which group or groups the village would hope to assist (seniors, first time home buyers, local volunteers/municipal employees, etc.). With these objectives in place, specific goals could be defined, including:

- number of units
- type of units (owner vs renter)
- targeted income groups
- relation to village land use policies

Whichever approach is selected, the number of units involved is likely to be small. With limited land resources available, affordable housing development in Pleasantville would be expected to occur in small increments, perhaps utilizing a combination of techniques.

Over the years, the village has attempted to encourage additional housing development within the confines of its land supply. In

previous Master Plans, more intensive residential development was recommended in and around downtown. The RO-2 and RP-O zones, which were designed to meet these objectives (as well as to serve as transitional districts), have generally been unsuccessful in stimulating new housing development.

This was true even during the boom years of the 1980's, when demand for housing in the county was strong. Consideration should, therefore, be given to either: increasing densities to make housing development more economically attractive; eliminating multi-family housing as a permitted use; or splitting the zone to limit the areas where multi-family housing can be developed.

More recently, the village enacted Accessory Apartment regulations to encourage the provision of small, rental housing units. It is too soon to evaluate the effectiveness of this ordinance.

Efforts should continue to preserve the integrity of single family and two-family neighborhoods, such as in the Washington

Avenue area. This should include requiring owner occupancy of two-family residential units.

Another possibility for the development of new housing within Pleasantville's limited land resources is to permit, or encourage, the reuse of vacant and/or underutilized upper stories in downtown commercial buildings for apartments. If residential building codes could be met, such housing would provide a rental resource currently in limited supply in the village. It would also add to downtown activity by providing additional customers for stores and services. Housing might similarly be encouraged above businesses in the Old Village.

Development of such housing would face several obstacles, both physical and non-physical:

- Zoning would have to be rewritten to permit residential use that is currently prohibited in the A-1 and A-2 zones.
- The separation of residential and non-residential uses would have to be accomplished in a way that provides an environmentally acceptable living environment without interfering with business operations. Garbage storage areas would be a particular concern.
- Provisions would have to be made for resident parking. Because residents would generally leave in the morning, joint use of business parking spaces or the provision of overnight parking permits in public lots might be utilized.

- The financial viability of such conversions would have to be examined with consideration given to required densities and available public subsidies among other factors.

*Chapter Four - THE PLAN FOR VILLAGE INFRASTRUCTURE*

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## THE PLAN FOR INFRASTRUCTURE

The village's infrastructure systems and services - including roads, water supply, drainage, sewage and solid waste disposal - are important elements of the community's environment. Their current conditions, capacity to accommodate future demands and need for upgrading must be considered within the context of the Master Plan and its proposals.

**Water Supply** The most significant infrastructure issue facing the village concerns the water supply system. Pleasantville gets its water from two sources: (1) New York City's Catskill Aqueduct, and (2) wells near the village pool. (The Pleasantville Water District extends beyond the village into part of the Town of Mount Pleasant). Under a mandate from the Federal Environmental Protection Agency (EPA), the village has until 1996 to ensure filtration of the water supply. Possible approaches studied by the village include:

1. A joint plant with one or more of the water districts (Thornwood, Hawthorne, Valhalla) which are nearby.
2. Construction of its own plant adjacent to the existing pumping station at Lake Street.
3. Purchase of filtered water from New Castle. This would entail construction of a pipeline to tie into the New Castle supply.

Pleasantville's water distribution system is generally in good condition. The village is half way through a 10 year capital budget program of pipe relinings.

**Drainage** During the 1980's, a study was made of village drainage conditions. Problem areas were identified and have been addressed as funds became available; approximately 12 such areas remain to be improved. Presently, attention is focused on the Cedar/Brookside area.

**Sanitary Sewers** The sanitary sewer system in Pleasantville comprises village sewer mains connecting to county trunk lines which carry the effluent to the county treatment plant in Yonkers. Except for a few isolated houses, which are on septic because they are inaccessible for sewer main construction, all of the village is sewered. No major system expansions are planned, although the county is currently surveying sewer system conditions.

**Solid Waste** Within the village, residential solid waste is collected by public employees. Garbage is taken to the county's Charles Point incinerator; recyclables go to the Materials Recovery Facility in Yonkers. The village recycles glass, metal, newspapers and some kinds of plastics. Expansion into additional plastics will occur according to county policies.

**Highways** Reconstruction of Pleasantville's streets is financed both with village funds and with New York State CHIPS (Comprehensive Highway Improvement Program) grants.

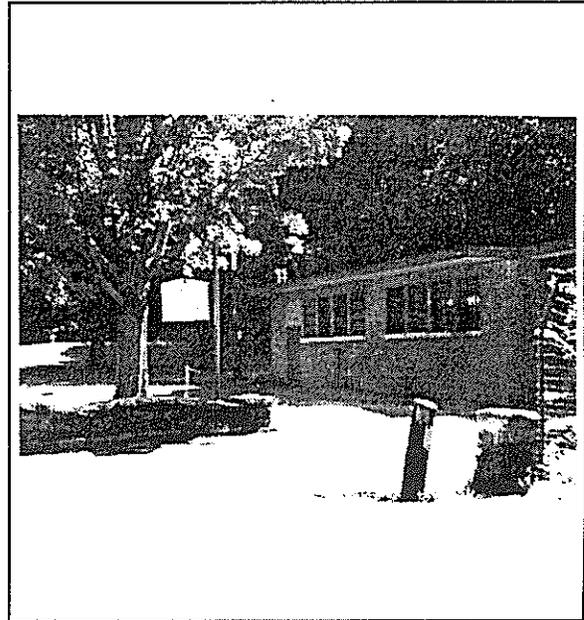
Roadways are anticipated to have a useable life of 10 to 15 years. The village's goal is to eliminate any backlog of street reconstructions and, within the next two to three years, establish a regular capital program. This would ensure that streets are rebuilt at the appropriate time.

***Electric and Gas*** Con Edison supplies both electricity and gas service within Pleasantville. There are no noteworthy problems with these services.

***Recommended Actions and Strategies***

Ensuring filtration of its water supply is Pleasantville's main infrastructure concern. The village has been examining various options for accomplishing this end; a final decision will need to be made in time to permit compliance with EPA mandates.

While Pleasantville's systems have generally been well maintained, the village should integrate all infrastructure improvements to the capital program to guarantee that conditions are not permitted to deteriorate.



*Chapter Five - NEXT STEPS - IMPLEMENTATION*

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## ***NEXT STEPS - IMPLEMENTATION***

### ***Introduction***

Master Plan implementation involves focusing the powers of local government on carrying out Master Plan policies and realizing its goals. Implementation is primarily the responsibility of the Village Board, with the assistance of other governmental entities.

A key objective of implementing the Master Plan Update is to encourage the entire governmental organization to cooperate in carrying out the Plan. Village officials and staff have participated in the development of this Plan and are encouraged to assist in its implementation by creating development programs, revising zoning and making major capital budgeting decisions which reflect the policies set forth in the Master Plan.

This chapter defines basic Plan implementation concepts and summarizes the major implementation powers available to the village. The chapter also contains specific implementation actions recommended for the various elements of the Plan.

### ***Plan Implementation and Consistency***

The need to maintain consistency between Master Plan policies and implementation actions stems from New York State law which requires existing zoning, rezoning actions and land use decisions to be consistent with a master plan (also known as a comprehensive or general plan). To ensure consistency in day-to-day decision making relative to zoning issues, land use decisions and other development permits, it is necessary to make the land control mechanisms consistent with the adopted plan.

The overall intent of the Master Plan and its individual chapters is the critical factor in determining the consistency of specific development proposals. The intent is established by examining all relevant expressions of goals, policies and strategies in the Plan, starting with basic village policy statements and maps and proceeding to more specific plans and village actions. Since all Plan policies cannot be mapped, the mere examination of land use and other policy maps is insufficient to determine consistency.

### ***General Implementation Powers***

The Village of Pleasantville possesses a range of existing and potential capabilities for carrying out Plan policies. The following summarizes the major powers and/or authority the village has available to implement the Plan.

#### **1. Citizen Participation**

Public involvement was a major feature of every phase of Plan development. Continued citizen participation and support for Plan implementation activities will be essential if Plan goals and objectives are to be realized.

#### **2. Legislation**

The Village's power to enact and influence legislation is an important capability. The village not only enacts codes and ordinances, but also sponsors and takes positions on state and Federal legislative proposals.

#### **3. Regulation**

The authority to regulate the conduct of various activities, such as land use,

through the **zoning** and **subdivision** ordinances, has been traditionally recognized as an important plan implementation instrument. However, in addition to land use regulations, there are many other regulatory ordinances, such as the building, fire and health codes, which also can help carry out Plan policies.

4. **Impact Analysis**

The State Environmental Quality Review Act (SEQRA) requires the preparation of environmental impact statements for all village actions and projects which may have a significant effect on the environment. The EIS is an informational device but acts indirectly as a useful tool for encouraging development in accordance with the Plan.

5. **Raising Revenues**

Another implementation power is the authority of the Village Board to raise (or forego) revenue through such activities as such issuance of bonds, collection of fees, levying of taxes and grant or loan applications.

6. **Expenditure of Revenues**

The Village Board has the authority to spend money which is in the capital and annual budgets. The opportunity exists to more directly link this capability to carrying out Plan intent.

7. **Investigative Authority**

The power to investigate problems and issues and take positions on them is a significant capability for carrying out the Plan. An example is the power to conduct hearings on issues of public concern.

8. **Research and the Dissemination of Information**

The village has the ability to collect, analyze and disseminate information which influences public attitudes and opinions on key issues. The availability and use of information can contribute significantly to Plan implementation.

***Summary of Recommended Actions***

The following recommended actions represent measures necessary to implement the objectives and strategies within each chapter. The following list is not intended to be exhaustive and additional programs may be added to those outlined below.

The following recommended actions are not being presented in a prioritized format. They are also not being presented as a single package that must be acted upon in toto to implement the Master Plan. Instead, they are presented to provide a direction and a course of future action for the land use decisions facing the village.

**1. Zoning Ordinance Amendments.**

The adoption of the Master Plan Update will be followed by a comprehensive review of the village's zoning regulations. Whereas the Master Plan sets forth major land use objectives and strategies, the zoning regulations are the primary means for translating the plan into reality. The zoning map and zoning ordinance must reflect the objectives, policies and strategies specified in the Master Plan Update.

The majority of the village's current zoning ordinance dates back to 1981. In the subsequent years, several major amendments and additions have been made. The impetus for such amendments and additions has been the need to upgrade or extend adopted zoning regulations to reflect evolving land use trends and development policies.

The existing zoning regulations provide for 16 separate districts, a special character overlay district and numerous provisions related to each district. Even with these provisions, however, the regulations fall short of their potential as a positive, guiding influence for development. Several of the standards set forth by the ordinance are inadequate and in some cases the controls afforded by the regulations have not been developed effectively. Weak points need to be revised, the standards upgraded to reflect the objectives and policies contained in the Master Plan, and new concepts incorporated to make the zoning ordinance a fully effective tool.

**2. New/Revised Zoning Districts and Ordinances.**

In addition to the review and upgrading of existing ordinances, existing zoning districts should be either substantially revised or replaced per the policies contained in the Master Plan. The specific zoning districts and ordinances that should be revised include:

M-1(Planned Light Manufacturing) District  
B (Peripheral Business) District  
A-2 (Central Business) District  
A-1 (Central Business) District  
R-PO (Residence-Professional Office) District  
R-2 (Two-Family Residence) District  
Bulk and Parking Regulations  
Signs and Outdoor Display Structures

**3. Zoning Map Amendments.**

Several areas of the village need to be re-zoned to either a new district or one more consistent with existing land use and land use trends. Most significant are residential areas within the Marble Avenue corridor, zoned M-1; adjacent to downtown, zoned RO-2; and, in the Cooley, Hobby, Thomas Street area, zoned B.

**4. Zoning Map.**

The base map for the current zoning map is difficult to read which makes it hard for property owners and the public to understand. It should be updated and re-drafted.

**5. Specific Plans.**

The various studies and proposals by way of the Master Plan indicate the need for detailed plans pertaining to particular areas of the village. These areas include: 1) the Marble Avenue Corridor, 2) the Old Village, 3) a new Village Hall, and 4) a Business Improvement District (BID) for the downtown.

The specific plans for each area should further advance the location, extent and design of the various uses as proposed by the chapter on Land Use and other chapters in the Master Plan. Such features as building site locations, design guidelines, landscaping, circulation, and off-street parking, etc., may be detailed by each specific plan. Once such plans are prepared, subjected to public review, and officially adopted, each area would be zoned and developed accordingly.

**6. Creation of a Business Improvement District.**

The Village Board should consider authorizing the creation of a Business Improvement District for the downtown, the Old Village and Marble Avenue, pursuant to NYS General Municipal Law. Merchants and downtown property owners have already been investigating strategies to halt the loss of businesses and shoppers from downtown. A marketing and promotion based BID could develop strategies for retaining existing businesses, attracting new businesses and improving the retail mix, and developing promotional programs and activities designed to reacquaint Pleasantville residents with the convenience and pleasure of shopping in their downtown.

**7. Master Plan Consistency**

Efforts should be taken to ensure that land use plans and policies developed outside of this master plan effort are consistent and compatible with the policies and recommended actions contained within this document.

## **ACKNOWLEDGEMENTS**

### **Village of Pleasantville**

#### **Village Board**

John Nonna, Mayor  
Bernard Gordon, Trustee  
Martin Friedman, Trustee  
Steve Harrigan, Trustee  
Pauline Duff, Trustee  
Richard Kersten, Trustee (former)  
Susan Fasnacht, Trustee (former)  
Gail Grimaldi, Mayor (former)

#### **Planning Commission**

Robert Murphy, Chairman  
Greg Fleming  
Stephen Monaco  
Richard Murphy  
Daniel Sweeney  
Donald Tripp  
Malcolm Netburn  
Richard Vastola (former)  
Stan Mroczkowski, Chairman (former)

#### **Master Plan Review Committee**

Monica Bradbury, Conservation Advisory Commission  
Austin Campriello, Chairman, ZBA  
Peter Eschweiler  
Susan K. Fasnacht, Trustee  
Greg Fleming, Recreation Commission  
Bernard Gordon, Trustee  
Steve Harrigan, Trustee  
Steven Lopez  
Stephen Monaco, Planning Commission  
Stan Mroczkowski, Planning Commission  
Richard Murphy, Planning Commission  
Jeff Osterman  
Joyce Richter, Chamber of Commerce  
Edward Rodgers, Pleasantville School Board  
Peter Skrobela, PRAB  
Michael Testa, Building Inspector  
Donald Tripp, Planning Commission  
Richard Vastola, Planning Commission

#### **Master Plan Consultants**

Saccardi & Schiff, Inc.

