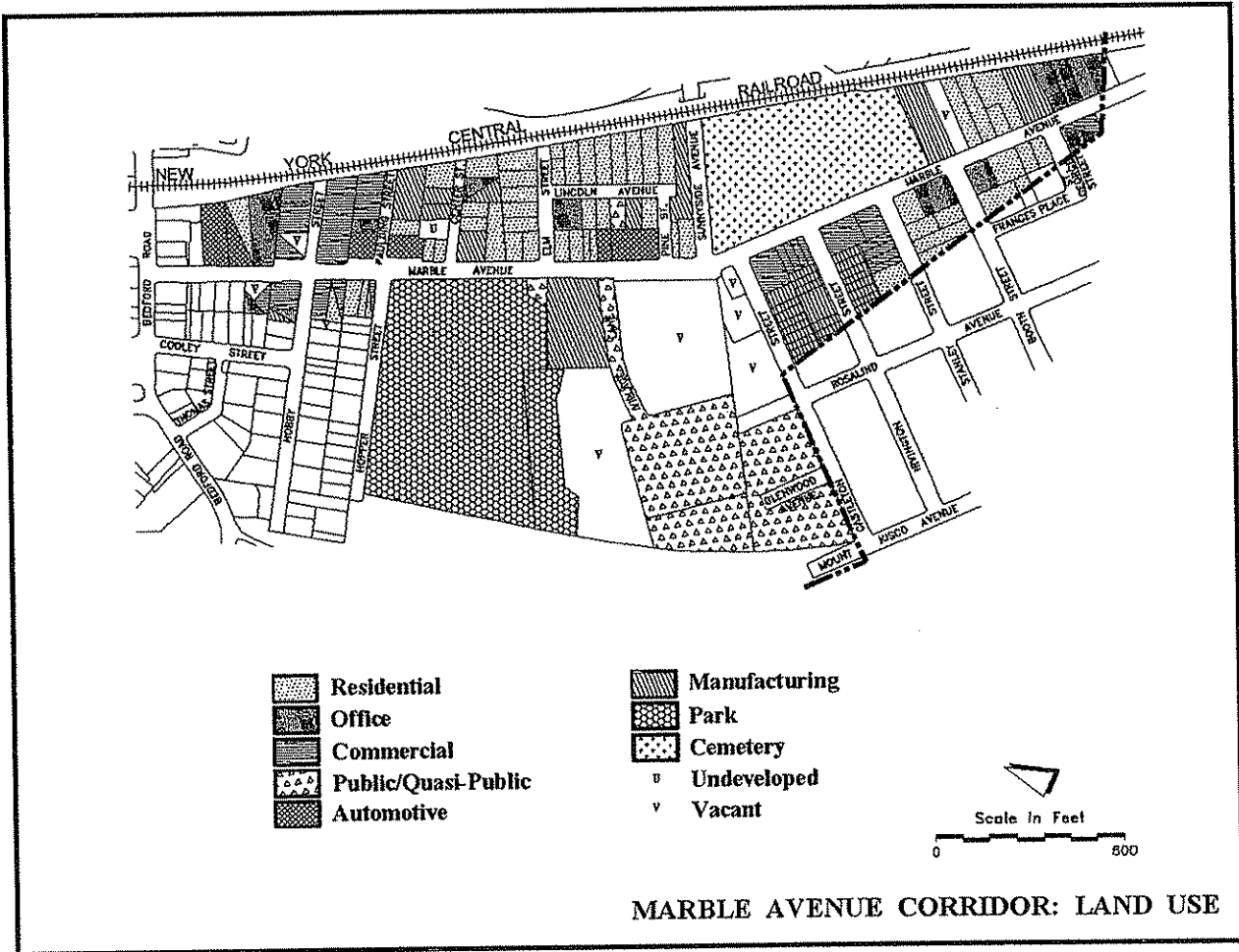


*Final Adopted Amendments
Relating to Marble Avenue Corridor Study*

**VILLAGE OF PLEASANTVILLE
MASTER PLAN UPDATE – 1995**

Adopted October 8, 2007

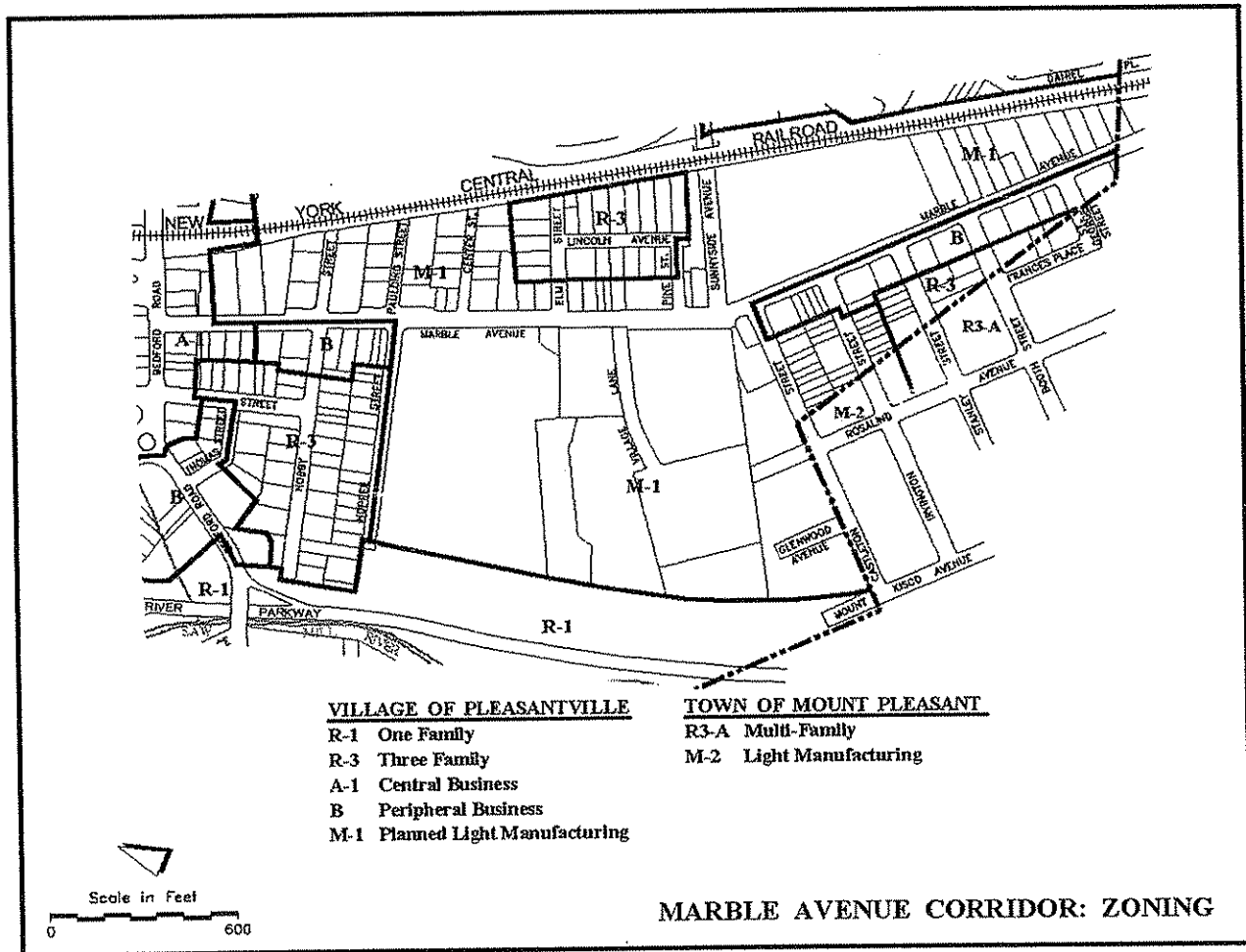
Saccardi & Schiff, Inc.
Revised by Frederick P. Clark Associates, Inc.



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

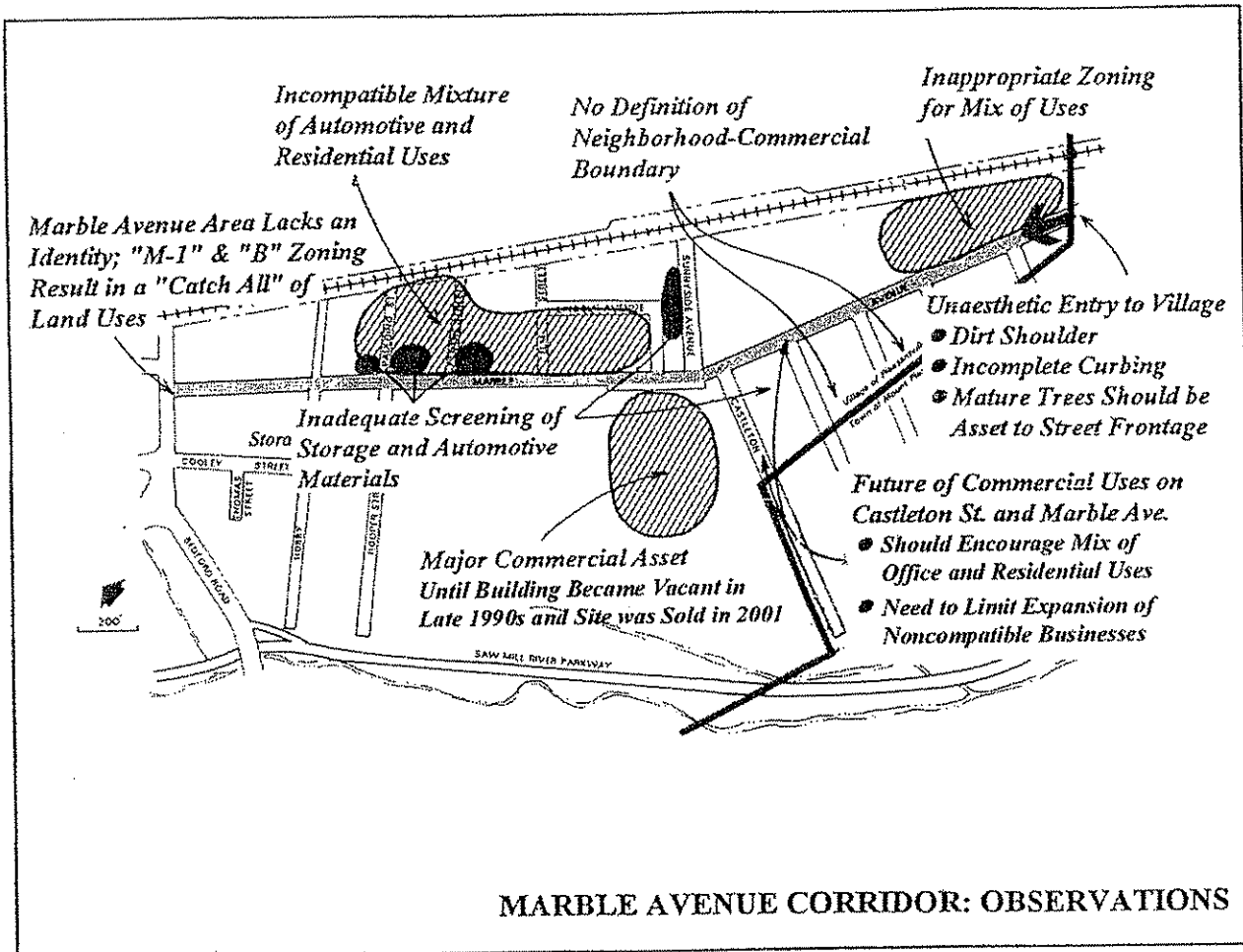
resulting from a publisher, antique store and furniture outlet leaving the area. Remaining businesses currently include a local utility sub-station, a restaurant, auto body and auto repairs, building and construction suppliers, professional office buildings, warehousing and wholesale to the public, light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



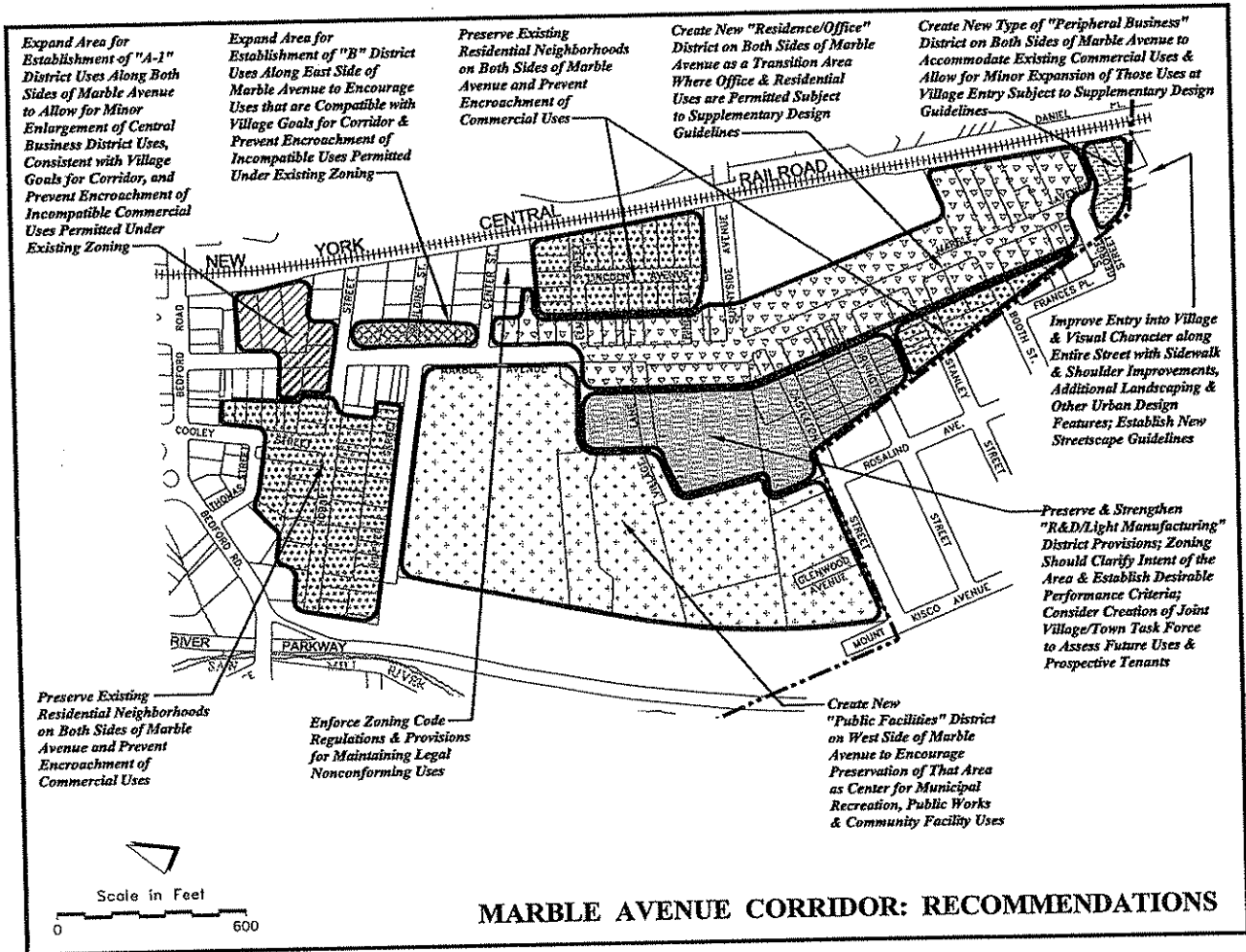
MARBLE AVENUE CORRIDOR: OBSERVATIONS

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

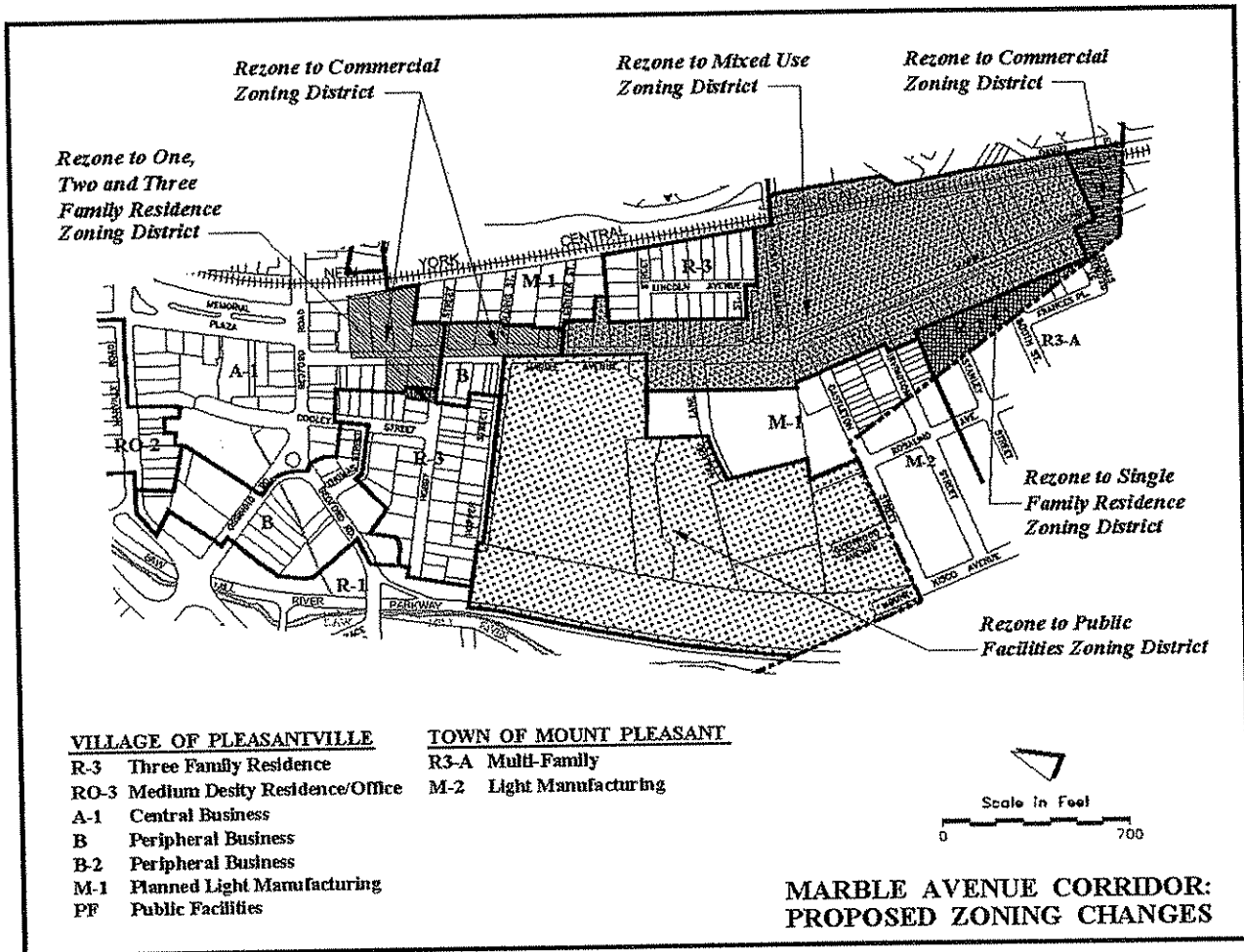
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of Pleasantville generally.

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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