



Pleasantville Comprehensive Plan Update

Opening Public Workshop: Meeting Summary

Prepared on behalf of:

The Village of Pleasantville
80 Wheeler Avenue
Pleasantville, NY 10570

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Date: June 24, 2016

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Appendix: Public Workshop Presentation

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Introduction

As part of the planning process for updating its Comprehensive Plan, the Village of Pleasantville hosted an opening public workshop June 16, 2016. The workshop was attended by approximately 30 participants, including most of the Board of Trustees; the Village Administrator; representatives of the Planning Commission, Conservation Advisory Council and the Architectural Review Board; and members of the downtown business community. Many participants were knowledgeable about the Village's existing Master Plan and issues related to zoning and land use. All of the participants provided ideas that will help to inform the planning process.

Mayor Peter Scherer opened the workshop with introductory remarks explaining the overall process and introducing members of the BFJ Planning consultant team. Next, BFJ Principal Susan Favate and planner John Douglas presented an overview of the process, an outline of the components of the plan, existing conditions in Pleasantville, and some ideas and concepts from around the country about how communities are enhancing their downtown environments.

Following the presentation and a brief coffee break, the participants were welcomed to visit a series of open house stations, which were organized around different visioning questions seeking input on goals and objectives for the plan. At these stations, participants wrote down their ideas and concerns and discussed issues and opportunities; content from the discussions is summarized below.

The next steps in the Comprehensive Planning process involve coordination between the BFJ team and the Village to finalize the planning goals and objectives, develop a vision statement and to draft chapters of the plan together with the Village Board. A second public workshop will be held in the fall to discuss the draft chapters and recommendations.



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Workshop Agenda

1. Welcome

2. Presentation

- Overview of Comprehensive Plan process
- Outline of the Plan
- Preliminary goals
- Existing conditions: land use and zoning
- Downtown assets and challenges
- Transit-oriented development
- Planning concepts
 - Streetscaping
 - Pedestrian plazas
 - Downtown signage
 - Wayfinding
 - Downtown open space
 - Bicycle and pedestrian planning

3. Coffee Break/Visioning Exercise

- What places in Pleasantville tell the story of the Village and why?
- What three words would you use to describe Pleasantville?
- What are some of the Village's most important social and economic assets?
- How can Pleasantville build a more sustainable community?
- What are the most important changes you would like to see in Pleasantville in the next 10 years?

4. Q&A Session

Presentation

Below is a summary of the consultant team's presentation by BFJ Planning.

1. Overview of the Comprehensive Plan Process

Susan Favate, Principal of BFJ Planning, provided an overview of the Comprehensive Plan update process, including a discussion of the reasons for conducting an update of the Village's 1995 plan. The overview also included a description of the project timeline, which includes a second public workshop and a public hearing before the Village Board adopts the plan. Ms. Favate then described the concepts that will be addressed in the Plan, including the Village's economy, land use, circulation, infrastructure and future recommendations.

2. Planning Concepts and Goals

John Douglas, planner at BFJ, discussed previous plans and studies completed by the Village, indicating a robust history of planning that can be drawn on for this Plan update. Mr. Douglas also presented a set of six preliminary goals for the Plan. Next, he provided an overview of current land use and zoning for Pleasantville as a whole as well as the downtown area. Mr. Douglas also discussed key assets and challenges facing the downtown. Assets include the large size and diversity of the central business district, the train station, the Jacob Burns Film Center, an engaged community and significant areas of Village-owned property. Challenges include issues of walkability at major intersections, parking, the presence of large surface parking lots and buildings that are not consistent with the historic scale and character of downtown Pleasantville.

3. Transit-Oriented Development and Planning Concepts

Ms. Favate discussed the advantages of transit-oriented development (TOD) and examples of this type of development elsewhere in Westchester County. She identified a number of "soft sites" in downtown Pleasantville, representing properties that are vacant, underutilized and/or Village-owned. Ms. Favate also presented a range of planning strategies that communities are using around the country to activate and revitalize their downtown areas. Not all strategies may be appropriate for the Village, but the intent was to jump-start the conversation about what tools Pleasantville may use.

The presentation concluded with a discussion of the next steps in the planning process, which is anticipated to be complete in the late fall. After the presentation, participants took a coffee break and browsed among a series of "stations" where draft goals and objectives and visioning questions were presented for feedback. The following section summarizes that input.

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Visioning Exercise

Draft Goals and Objectives

1. Preserve Pleasantville as an attractive, welcoming and family-oriented community.
 - Maintain the quality and character of Pleasantville's residential neighborhoods.
 - Preserve and enhance the community assets, such as schools, parks and municipal services and facilities that attract families from the region to call Pleasantville "home."
 - Promote a diversity of housing choices for current and prospective residents of varied ages and incomes.
2. Support a thriving business community in Pleasantville.
 - Expand the tax base in order to support a high level of services while maintaining the Village's attractiveness for both residents and business development.
 - Support the Village business districts, especially the downtown, so that they may serve Village and area residents, provide employment, contribute to the Village's tax revenue, and provide a source of community identity and pride.
 - Make Pleasantville an easy place to do business.
3. Position Pleasantville as a regional destination for arts and culture.
 - Build on the success of the Jacob Burns Film Center, promoting additional complementary uses that support an artistic, culture-oriented place.
 - Attract visitors to Pleasantville for shopping, culture and leisure.
 - Explore opportunities to brand the Village as an attractive place for people involved in creative industries such as the arts, writing and crafts.
4. Use urban design strategies to improve the user experience in the business districts.
 - Create a more unified and cohesive streetscape for the Downtown, Old Village and Marble Avenue areas.
 - Promote an attractive appearance, through harmonious architectural treatment of structures, sign control, landscaping and streetscaping and through the establishment of community gateways and focal points.
5. Improve traffic circulation while minimizing impacts on the environment and community character.
 - Support roadway improvements as needed to enhance vehicle safety and improve traffic circulation.
 - Promote viable alternatives to automobile travel by promoting strategies that increase bicycle and mass transit use.
 - Improve pedestrian safety and walkability in the Village, particularly in the business districts, around the train station and near bus stops.

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6. Protect and enhance Pleasantville's natural resources.

- Protect important natural assets such as water bodies, wetlands, steep slopes and open spaces.
- Maintain and improve the quality and function of the Saw Mill River by addressing stormwater management issues, reducing sources of water pollution and improving access to and awareness of the river.
- Encourage the use of sustainable development and green infrastructure practices.

Participants were asked to place a sticker (of any color) on the goals and objectives most important to them. Based on the results of that exercise, all of the draft goals and objectives received support. However, attendees identified supporting the business districts; improving pedestrian safety and walkability; encouraging sustainable development; and promoting bicycle and mass transit use as the highest priorities.

Pleasantville Comprehensive Plan Update		
PLACE A STICKER NEXT TO THE GOALS & POLICIES MOST IMPORTANT TO YOU		
Goal #1	Preserve Pleasantville as an attractive, welcoming and family-oriented community. <ul style="list-style-type: none"> Maintain the quality and character of Pleasantville's residential neighborhoods. Preserve and enhance the community assets, such as schools, parks, and municipal services and facilities that attract families from the region to call Pleasantville "home." Promote a diversity of housing choices for current and prospective residents of varied ages and incomes. 	
Goal #2	Support a thriving business community in Pleasantville. <ul style="list-style-type: none"> Expand the tax base in order to support a high level of services while maintaining the Village's attractiveness for both visitors and business development. Support the Village business districts, especially the downtown, so that they may serve Village and area residents, provide employment, contribute to the Village's tax revenue, and provide a source of community identity and pride. Make Pleasantville an easy place to do business. 	
Goal #3	Position Pleasantville as a regional destination for arts and culture. <ul style="list-style-type: none"> Build on the success of the Jacob Burns Film Center, promoting additional complementary uses that support an artistic, culture-oriented place. Attract visitors to Pleasantville for shopping, culture and leisure. Explore opportunities to brand the Village as an attractive place for people involved in creative industries such as the arts, writing and crafts. 	
Goal #4	Use urban design strategies to improve the user experience in the business districts. <ul style="list-style-type: none"> Create a more unified and cohesive streetscape for the Downtown, Old Village and Marble Avenue areas. Promote an attractive appearance, through harmonious architecture treatment of structures, sign control, landscaping and streetcapping and through the establishment of community gateways and focal points. 	
Goal #5	Improve traffic circulation while minimizing impacts on the environment and community character. <ul style="list-style-type: none"> Support roadway improvements as needed to enhance vehicle safety and improve traffic circulation. Promote viable alternatives to automobile travel by promoting strategies that increase bicycle and mass transit use. Improve pedestrian safety and walkability in the Village, particularly in the business districts, around the train station and near bus stops. 	
Goal #6	Protect and enhance Pleasantville's natural resources. <ul style="list-style-type: none"> Protect important natural assets such as water bodies, wetlands, steep slopes and open space. Maintain and improve the quality and function of the Saw Mill River by addressing stormwater management issues, reducing sources of water pollution and improving access to and awareness of the river. Encourage the use of sustainable development and green infrastructure practices. 	

Pleasantville Comprehensive Plan Update

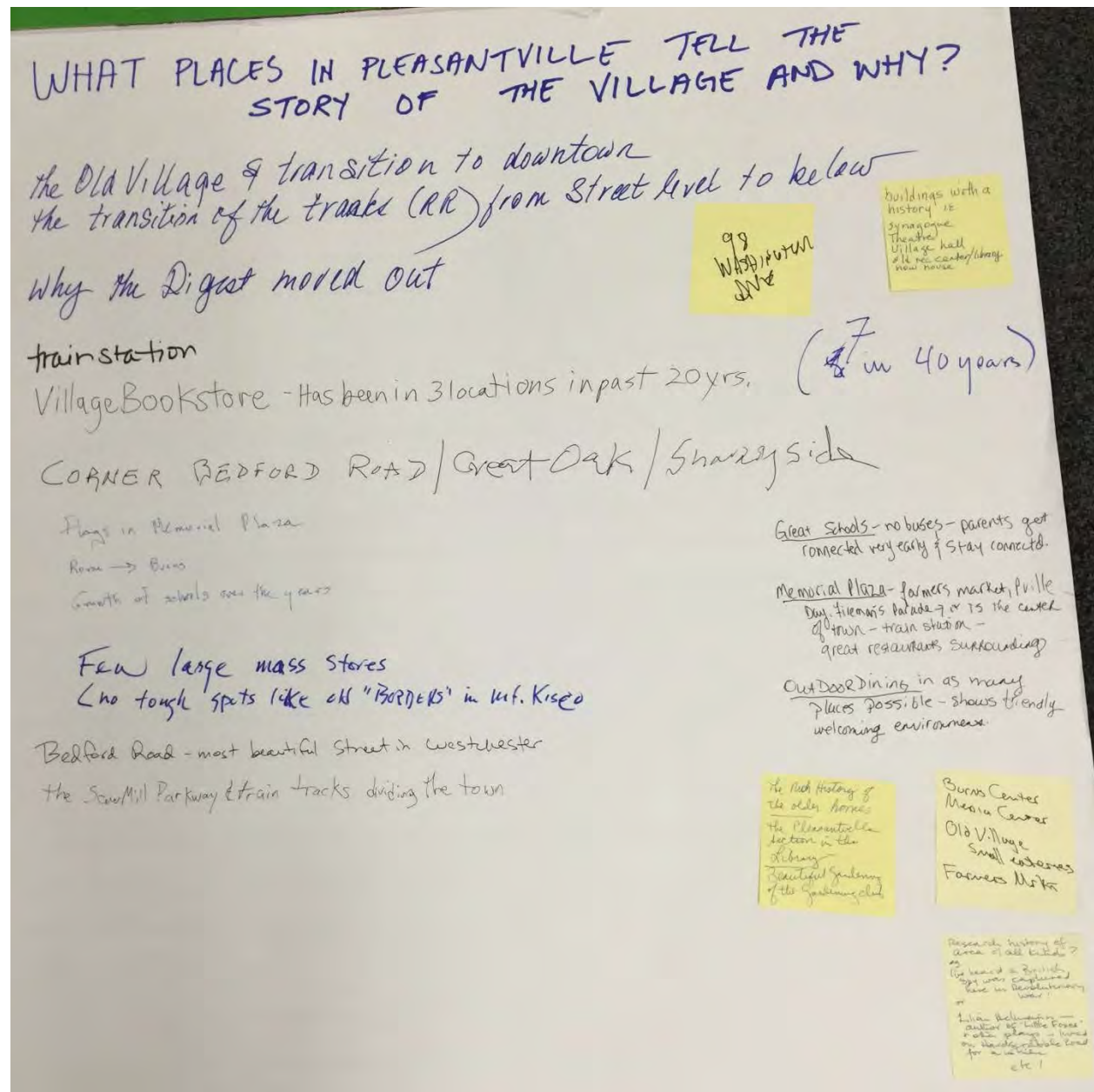
PLACE A STICKER NEXT TO THE GOALS & POLICIES MOST IMPORTANT TO YOU

<p>Goal #1</p> <p>Preserve Pleasantville as an attractive, welcoming and family-oriented community.</p> <p>Policies</p>	<ul style="list-style-type: none"> • Maintain the quality and character of Pleasantville's residential neighborhoods. • Preserve and enhance the community assets, such as schools, parks, and municipal services and facilities that attract families from the region to call Pleasantville "home." • Promote a diversity of housing choices for current and prospective residents of varied ages and incomes. 	
<p>Goal #2</p> <p>Support a thriving business community in Pleasantville.</p> <p>Policies</p>	<ul style="list-style-type: none"> • Expand the tax base in order to support a high-level of services while maintaining the Village's attractiveness for both residents and business development. • Support the Village business districts, especially the Main Village and area residents, provide employment, contribute to the Village's tax revenue, and provide a source of community identity and pride. • Make Pleasantville an easy place to do business. 	
<p>Goal #3</p> <p>Position Pleasantville as a regional destination for arts and culture.</p> <p>Policies</p>	<ul style="list-style-type: none"> • Build on the success of the Jacob Burns Film Center, promoting additional complementary uses that support an artistic, culture-oriented place. • Attract visitors to Pleasantville for shopping, culture and leisure. • Explore opportunities to brand the Village as an attractive place for people involved in creative industries such as the arts, writing and crafts. 	
<p>Goal #4</p> <p>Use urban design strategies to improve the user experience in the business districts.</p> <p>Policies</p>	<ul style="list-style-type: none"> • Create a more unified and cohesive streetscape for the Downtown, Old Village and Marble Avenue areas. • Promote an attractive appearance, through harmonious architectural treatment of structures, sign control, landscaping and streetcapping and through the establishment of community gateways and focal points. 	
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<p>Goal #6</p> <p>Protect and enhance Pleasantville's natural resources.</p> <p>Policies</p>	<ul style="list-style-type: none"> • Protect important natural assets such as water bodies, wetlands, steep slopes and open spaces. • Maintain and improve the quality and function of the Saw Mill River by addressing stormwater management issues, reducing sources of water pollution and improving access to and awareness of the river. • Encourage the use of sustainable development and green infrastructure practices. 	

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What places in Pleasantville tell the story of the Village and why?

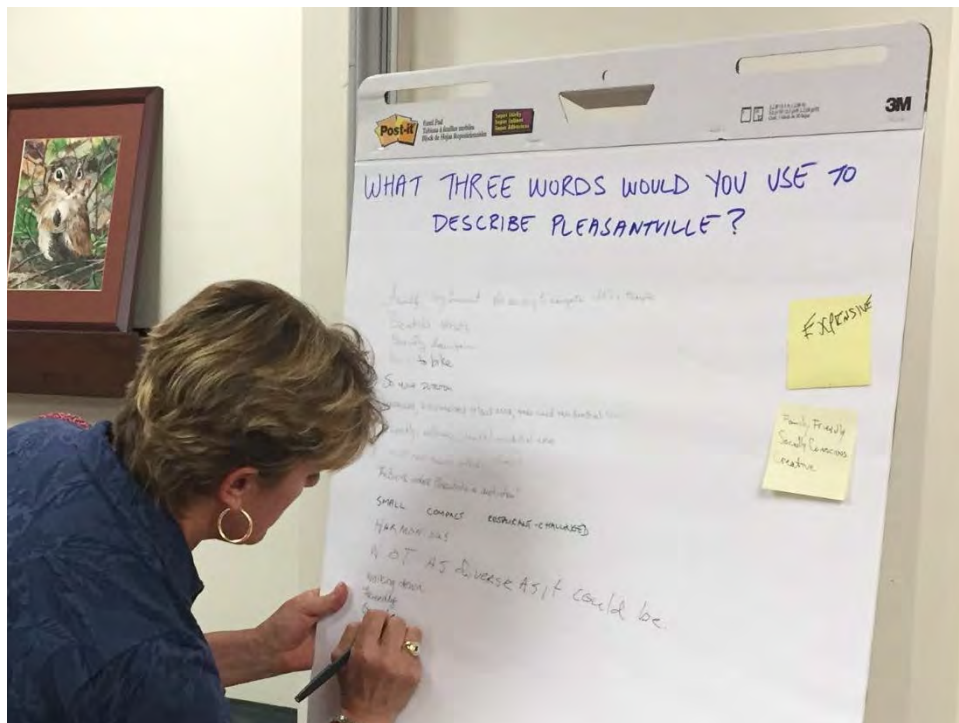
- The Old Village and transition to downtown
- The transition of the railroad tracks from street level to below
- Why the Digest moved out
- Train station
- Village Bookstore – has been in three locations in past 20 years, seven in 40 years
- Corner of Bedford Road/Great Oak/Sunnyside
- Flags in Memorial Plaza
- Growth of schools over the years
- Few large mass stores (no tough spots like old “Borders” in Mt. Kisco)
- Bedford Road – most beautiful street in Westchester
- The Saw Mill Parkway and train tracks dividing the town
- 98 Washington Avenue
- Buildings with a history, such as: synagogue, theatre, Village Hall, old rec center/library
- Great schools – no buses, parents get connected very early and stay connected
- Memorial Plaza – farmer’s market, Pleasantville Day, Fireman’s Parade. It is the center of town – train station. Great restaurants surrounding.
- Outdoor dining in as many places as possible shows friendly, welcoming environment
- The rich history of the older homes
- The Pleasantville history section in the library
- Beautiful gardens of the Gardening Club
- Burns Center
- Media Center
- Old Village – small stores
- Farmer’s Market
- Extensive history – e.g. Revolutionary War role, literary connections



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What three words would you use to describe Pleasantville?

- Friendly, very convenient, not too easy to navigate (it's a triangle)
- Beautiful streets, scruffy downtown, hard to bike
- Small, friendly
- Walkable, disconnected retail area, tree-lined residential streets
- Friendly, walkable, beautiful residential areas
- Locally owned businesses, walkable, close-knit
- The Burns makes Pleasantville a destination!
- Small, compact, restaurant-challenged
- Harmonious
- Walking town, friendly, good for families (might also be good for those without kids due to train and wide range of nightlife)
- Family-friendly, socially conscious, creative
- Expensive
- So much potential
- Not as diverse as it could be
- Community, connected, collaborative
- Visually interesting (i.e. diverse streetscapes), small enough to know your neighbors, eclectic
- Un-snobby, no chain stores, mostly quaint (except for leaf blowers which are pretty awful). But could be prettier with more flowers.



WHAT THREE WORDS WOULD YOU USE TO DESCRIBE PLEASANTVILLE?

Friendly, Very convenient Not so easy to navigate It's a triangle

Beautiful streets
Scruffy downtown
Good to bike

So much potential

workable, disconnected retail area, tree-lined residential streets

Friendly, walkable, beautiful residential areas

Local owned houses, walkable, clean

The Burns makes Pleasantville a destination!

SMALL COMPACT RESTAURANT-CHALLENGED

HARMONIOUS

NOT AS Diverse AS it could be.

walking down

Friendly

Good for families

MIGHT also be good for those w/o
kids due to Train & wide range of
night life.

visually interesting i.e. diverse streetscapes
small (enough to know your neighbors)
eclectic

EXPENSIVE

Family Friendly
Socially Conscious
Creative

community
expected
collaborative

friendly!
good
No chain stores
Mostly quiet
(except for
leaf blowers
which are
pretty annoying)
Could be better
w/ more trees

friendly

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What are some of the Village's most important social and economic assets?

- Electric car plug-in stations
- Interesting, unique places: Burns, bookstore, bike shop
- Train – access to New York City and also points north
- Unique independent businesses – not chains, local ownership
- Size
- Historic district, Bedford Road
- Schools, proximity to City, train station
- Walking paths
- Walkable downtown area, smaller retail establishments (no big box stores)
- No school buses, walkable
- Book store, peaceful, train
- Wide range of eateries and drinkeries! Independent retailers – critical and provides unique flavor
- The historical overlay is being threatened by current development
- We need business-friendly policy to support independent businesses (both current and potential)
- Compact, TOD form
- ARC Stages (2)
- Farmer's Market
- Interfaith community links
- Fireman's Parade
- Independent bookstore, Burns theatre, ARC Stages, Henckels
- Farmer's market, some great restaurants, pool
- We have a historic village with lots of style
- Ping Pong! Burns (both locations), farmer's market every Saturday
- Glass Onion, Lucios, Jean-Jacques
- Prom night send-off
- Local banks and restaurants
- Independent bookstore, Burns, great library, train access, farmer's market
- Music Fest!



WHAT ARE SOME OF THE VILLAGES MOST IMPORTANT SOCIAL AND ECONOMIC ASSETS?

Electric car plug in station +1
 Interesting, unique places: Burns, Bookstore, Bikeshop
 Train - access to NYS + also points north
 Unique, independent businesses - not chains - Local ownership
 SIZE
 Historic District
 Bedford Road

the changes in the historical overlay are being threatened by current development
 We need business friendly policy to support independent business both current + potential
 We have a historic village with lots of style
 independent bookstore, Burns, theatre, ARC stages, Henkels

Peaceful
 TRAIN
 ARC STAGES
 FROM NIGHT SENDOFF
 LOCAL BARS RESTAURANTS
 FARMERS MARKET
 Interfaith community links
 Fireman's Parade

Walking paths
 No School Buses WALKABLE
 Book STORE
 Wide Range of eateries & drinkeries!
 Independent retailers critical & provides unique flavor
 GLASS ONION
 LUCIOS
 JEAN-JACQUES
 Independent Bookstore
 Burns
 Great Library
 Train Plaza
 Farmers Market

Block de Hojas Reposicionables

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How can Pleasantville build a more sustainable community?

- Support the community garden
- Encourage walking, biking, with more sidewalks and bike paths, safer intersections
- Start a garden for residents or plant in verges e.g. on Washington Avenue (“guerilla gardening”)
- Safer and defined intersections – the Pleasantville experiences seems to hover in the center. It could radiate out toward the Old Village and toward McDonald’s.
- Bicycle lanes, more sidewalks (all the way to the pool), loop bus to Old Village
- All the streetscaping discussed could transform us from car-oriented to livable and attractive future
- Sidewalks or walk paths to allow safe walking and biking to school
- Re-paint the crosswalks
- Plant more trees
- Observe wetland buffer laws!
- More real green open space, save what we have
- Create a sustainable tax base
- Encourage parents to let kids walk to school
- Parking and zoning have to support independent business
- Renewable energy!
- 10-15 minutes of free parking to support local businesses
- Solar farm
- Create path on street or sidewalk all along Washington – walk from train to train
- Promote more biking by closing Bedford Road on Sunday mornings – “Open Streets” like Bronx River Parkway
- Join Sustainable Westchester now and solarize
- Sustainable streets component of bicycles needed, we have cars and pedestrian access, but no sharrows, bike lanes and few bike racks – no bike signs!
- Dedicated car-share spots at train
- Add recycling next to trash bins
- Extend sidewalk in front of Jacob Burns and add seating
- All parking meters should be two hours, not one. This encourages people to stop and stroll.
- Learn what constitutes invasive species (plants, not us) and make an effort to remove them



HOW CAN PLEASANTVILLE BUILD A MORE SUSTAINABLE COMMUNITY?

Support The Community Garden

- Encourage walking, biking w/ more sidewalks, bike paths, safer intersections
- START A GARDEN FOR RESIDENTS OR PLANT IN VERGES - esp on WASHINGTON AVE
- Quercus GARDENS
- safer and defined intersections - the plantable quercus plants from the center - it would radiate outwards the old village and towards the woods

Bicycle lanes. More sidewalks — all the way to the pool!!

loop bus → old village

All the suggestions discussed could transform US from car oriented to livable & attractive force

Sidewalks or walk paths to allow safe walking to school

Re paint the crosswalks

PLANT MORE TREES

OBSERVE WETLAND BUFFER LAWS!

MORE REAL GREEN OPEN SPACE. SAVE WHAT WE HAVE

ENCOURAGE PARENTS to let kids walk to school!

Parking & zoning have to support independent business

Renewable energy

10-15 minutes of free parking to support local business

CREATE PATH on street or sidewalk ~~through~~ All Along WASHINGTON - walk from town to town

Promote more biking by closing Bedford Rd Sunday mornings - "Open Streets" - like Bronx River Pkwy

Join SUSTAINABLE WESTCHESTER and SOLARSEEK

Sustainable streets component of bicyclist needed, we have cars and pedestrian access but no shoulders, bike lanes and few bike racks - no bike signs!

DEDICATED GARDEN SPACE

ADD RECYCLING NEXT TO TRASH RNS

EXTEND SIDEWALK IN FRONT OF J. BURNS : ADD SEATING

Learn what constitutes an invasive species (grasses, weeds) and make an effort to remove them

Create a Sustainable Town

Our parking meters should be 2 hours not 1 - this encourages people to shop & stroll.

SOLAR FARM

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What are the most important changes you would like to see in Pleasantville in the next 10 years?

- Streetscape beautification downtown (2)
- Senior-friendly housing
- Solar panels
- Encourage more diverse streetscape design – encourage a bit of quirkiness and interest, move away from the regimented look
- More walkable, wider sidewalks
- What is the population limit to preserve Pleasantville’s character?
- Bike lanes – fully connected network to north (2)
- Attractive downtown with shops and eateries – make more of a destination
- More development downtown
- More pedestrian paths/shortcuts to encourage walking downtown and to the train
- Locally owned unique businesses
- Consider “parkifying” curve in front of Memorial Plaza into trees and seating
- More open space
- Develop Memorial Plaza into the Village Center
- Build parking facility
- Improve walkability
- Pedestrian walkway/crosswalk with light between Mountain Road and Weskora so kids can cross from “Pleasantville Heights” to playground without getting hit on Pleasantville Road (2)
- Remove box signs on businesses
- Sustainable focus - embrace solarize, put in EV charging and streetscaping all downtown
- Sidewalks! So all can walk to/from the village
- I want to see a sidewalk/path from Pleasantville to Chappaqua train station on Washington
- Make Memorial Plaza the Village Center – little parking, big open green space, retail façade on west side (3)
- Expand the commercial tax base in a way that adds to Pleasantville’s charm
- In 10 years, can there be an alternative to commuter parking? Efficient loop buses to meet the train schedule?
- Better traffic pattern – pedestrian walkway in front of Burns
- Recycling bins for downtown
- More walking, biking
- Outdoor seating at restaurants
- “Boulevard” at Washington Avenue
- All downtown parking meters must be two hours, not one, to encourage and allow people to shop and dine
- Walkways/sidewalks to allow all school children to walk safely – Nanahagen, Washington, Church St., etc. Or pathway/cut-throughs (like behind Girl Scouts)
- Library should be improved with speakers and other events
- Rec department could improve camp
- “Sunday Streets” (close Wheeler/Bedford to cars twice a month)

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- Better Village website and communication is vital
- Local businesses need central website to promote what they can offer

WHAT ARE THE MOST IMPORTANT CHANGES YOU WOULD LIKE TO SEE IN PLEASANTVILLE IN THE NEXT 10 YEARS?

SOLAR PANELS
encourage more diverse streetscape design - encourage a bit of quirkiness and interest - move away from the regimented look

Streetscape beautification downtown
More walkable - wider sidewalks

What is the population limit to preserve rural character?
Bike lanes - fully connected network to North
More development downtown
More pedestrian paths/shortcuts to encourage walking downtown to train.
more open space

Locally owned unique businesses
Pedestrian walking/crosswalk w/light between Mountain Rd & Westboro so kids can cross from "Pleasantville Heights" to playground w/out getting hit on Pville Rd
I second that

Two level parking garage behind Post Office → move from parking → from Memorial Plaza into village green with real grass
- Remove bus signs on businesses
Sustainable Focus → reduce solarize, get to EV charging, : STREETScape ALL DT.

MAKES MEMORIAL PLAZA THE VILLAGE CENTER
Little parking - big open green space, retail facade on West Side.
10 years, can there be an alternate to commuter parking? Efficient loop busses to meet the train schedule?

Traffic calming on Mainville (at Washington Ave)
more walking, biking — bike outdoor seating @ restaurants.

"Boulevard" - Washington Ave
⇒ All downtown parking meters must be 2 hours, not 1, to encourage & allow people to shop & dine.
⇒ Walkways (sidewalks) to allow all school children to walk safely → Mainhagan, Washington, etc. Church St.
Library should be improved w/speakers and other events
Rec department could improve camp.

Carried "Pleasantville" name to name of Mainhagan River
Senior-friendly housing

attractive downtown w/shop + eatery make more of a destination
Dedicated Memorial Plaza into the Village Center
Bike-sharing facility

Improve walkability
So all can walk to/from the village

Better Village website and communication is vital
Local businesses need central web site to promote what they can offer -

RECYCLING BINS FOR DOWNTOWN! where

"Snow Streets" CLOSE WALKER/REPEND TO ONE'S 24 A-MONTH

OR PATHWAY / CUT THROUGHTS
(bike behind girl scout)

Expanded the Commercial Tax base in my town adds to Pleasantville's charm

Better Traffic Pattern
Pedestrian Walkways on front of Town - where you can cross safely way of the town

Recycling BINS FOR DOWNTOWN!

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Q&A Session

Following the visioning exercise, workshop participants reconvened for an informal question-and-answer session. Many of the comments echoed those made during the visioning exercise, and may be summarized as follows:

Downtown

- Should be open to more density downtown – Pleasantville needs a range of housing to serve all ages and ranges of incomes.
- Transform Memorial Plaza into the Village Center with green space, parking removed, upgraded facades.
- Need better wayfinding to help people know where to go.
- Concern that overly restrictive branding can lead to a boring, monotonous downtown look that is too “samey.” Business and property owners should be encouraged to create variety and interest. But some structure is still needed. Saratoga Springs and Nyack cited as good examples.
- Vacant downtown stores are an eyesore – could these be turned into temporary galleries or pop-up stores to activate them? Construction fencing could also be made more attractive – Toll Bros. project cited as a good example.
- Potential to cover MTA tracks to create a village green?

Transportation

- Desire for traffic calming, upgrading crosswalks and sidewalks and promoting bike paths and pedestrian links. Could be a safer walking and biking environment in all parts of the Village.
- Difficult for older children to bike to destinations around the Village and the region – they often have to ride on sidewalks.
- There are great biking destinations near Pleasantville – Pace, Graham Hills, etc. – getting to these assets needs to be safer and easier.
- Downtown revitalization, especially at Memorial Plaza, will require creative thinking about parking. Parking structure could alleviate a lot of problems if there were an incentive for people to use it.
- Potential for one-way streets so that they can be narrowed or closed for pedestrians?
- Could there be local transit (trolley, self-driving bus) that meet every train? This could reduce the need for parking at the station.
- Trend is for fewer cars, need to encourage non-auto transportation.
- Concern about traffic on Washington Avenue – would like to see a path or sidewalk from Pleasantville train station to Chappaqua station.
- Interest in car-sharing, electric cars.
- Tompkins Avenue has become a “physical culture” area – parking is hard to find and congestion is an issue (e.g. at Tompkins/Sunnyside).
- Potential for parking structure behind Lucy’s or behind post office. Could be tied to requirement that business owners can’t feed the meter. Residential uses could take a quota of parking structure – this would create a revenue stream.
- Commuters could park a bit farther away from the station rather than taking up prime parking all day.

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Urban Design

- Reinforce Village gateways.
- Emphasis should be on good design and good architecture. Henckels is a good example, vacant building on Washington Avenue isn't.
- Desire for more streetscaping, e.g. in Armonk.
- Pleasantville doesn't have design guidelines. There is always a tension between property owners and Village boards on design issues.
- Building height is issue downtown – some people in residential areas along the periphery are concerned about losing views. Feeling is that 3 stories should be limit in these areas.
- Idea of tapered building heights, with taller buildings at train station and lower heights going toward residential areas.
- Some single-story buildings, e.g. along Wheeler, don't contribute to downtown character.

Quality of Life/Tax Base

- Address noise issues, e.g. leaf blowers.
- Need to balance a sense of community with a strong tax base.
- Need better enforcement of building code and construction.
- Local retailers need support to compete with online shopping. Need a retail clearinghouse on web, better online communication.
- Concerns about overdevelopment, possible "tipping point." Could this point be defined?
- Need to address potential to build upon expansion of Pace.
- Business parking permits should be reduced to support local stores.
- Possibility for a performing arts space?
- Residential tax burden is high because commercial tax base is small.
- Potential to attract empty nesters and millennials to downtown housing. Need a broader range of housing – smaller units for people downsizing, assisted living, condos and rentals. Need to serve a range of bedroom mixes and incomes.

Sustainability/Environment

- Need more recycling bins.
- Village should do more to promote green building, e.g. using EnergyStar standards.

Conclusion

The public workshop was successful in attracting an engaged group of residents and stakeholders who were eager to discuss a range of issues. Within the wide array of elements discussed at the workshop, several key issues emerged as areas of focus for the Comprehensive Plan:

- There is great pride in Pleasantville’s downtown, with people citing the locally owned stores, dining options, the Burns Center and unique character as key assets for the Village. However, many participants expressed a desire for improvements including creation of a village green area, streetscaping, better wayfinding, promoting additional arts and cultural uses, and more amenities such as outdoor dining. To help achieve these improvements, some participants pointed to a need for more development (including housing) downtown to create a more active, 24/7 environment. However, others were concerned about the Village reaching a “tipping point” at which development threatens Pleasantville’s character.
- There is general consensus that the major impediments to downtown development are building height restrictions and parking. Attendees were generally open to adding structured parking, including at specific areas such as at the existing municipal lot on Wheeler and behind the post office, particularly if this could allow Memorial Plaza to be reimagined as a public open space. There was less agreement on the appropriate maximum building height. Some participants felt that three stories was high, particularly along the edges of downtown abutting residential neighborhoods. However, most people seemed open to heights of up to four stories at certain areas closest to the train station (such as Memorial Plaza), with heights tapering down as they approach residential areas.
- Many people felt that Pleasantville’s existing parking could be better managed, including wayfinding to help people know where to park, discounted permits for merchants and their employees, and extending the meters to two hours.
- There was significant interest in creating more walking and biking opportunities throughout Pleasantville, especially in and around downtown and along Washington Avenue. Attendees cited more sidewalks and pathways and intersection/crosswalk improvements as steps the Village should take to promote greater walkability.
- Participants were also interested in enhancing sustainability in the Village, including promoting green buildings and infrastructure such as solar panels, car-sharing and provision for electric cars.



Pleasantville Central Business District Master Plan

Opening Public Workshop
June 16, 2016

BFJ Planning

Agenda

1. Welcome (7:00 - 7:10)
2. Presentation (7:10 – 7:45)
3. Coffee Break/Visioning Exercise (7:45 – 8:00)
4. Q&A Session (8:00 – 8:45)

Introductions

Village Board

Mayor Peter Scherer

Mindy Berard

Steven Lord

Joseph Stargiotti

Colleen Griffin-Wagner

Village Staff

Patti Dwyer, Village Administrator

BFJ Planning

Frank Fish, FAICP, Principal

Susan Favate, AICP, Principal

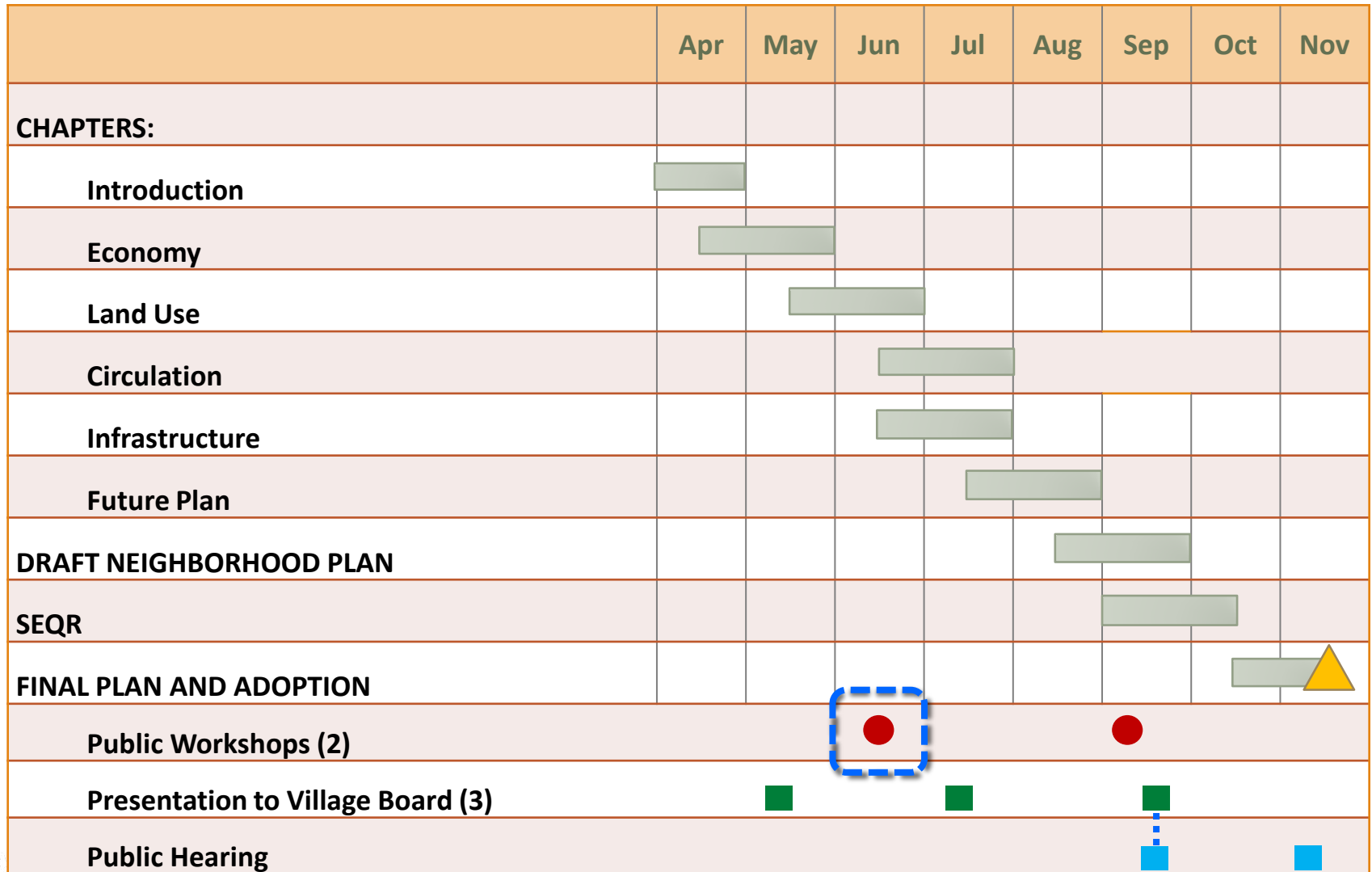
John Douglas, Planner

Comprehensive Plan Update

Why update Pleasantville's Plan now?

- Goal is to update the Plan every ten years to ensure that it reflects current demographics, recent planning efforts and development proposals.
- Recent development activity has highlighted need to revisit key aspects of 1995 Master Plan.

Project Schedule



Comprehensive Plan Chapters

1. Introduction

- Background & Process
- Regional Context
- Goals & Principles

2. Economy

- Commercial Market
- Housing Market
- Tax Base

3. Land Use

- Commercial & Mixed Uses
- Residential Uses
- Institutional Uses
- Government Uses

4. Circulation

- Roads & Traffic
- Pedestrians, Bicycling and Transit
- Parking

5. Infrastructure

- Village Infrastructure
- Utilities
- Capacity to Support Development

6. Future Plan

- Land Use
- Circulation
- Priorities for Action

Planning Background

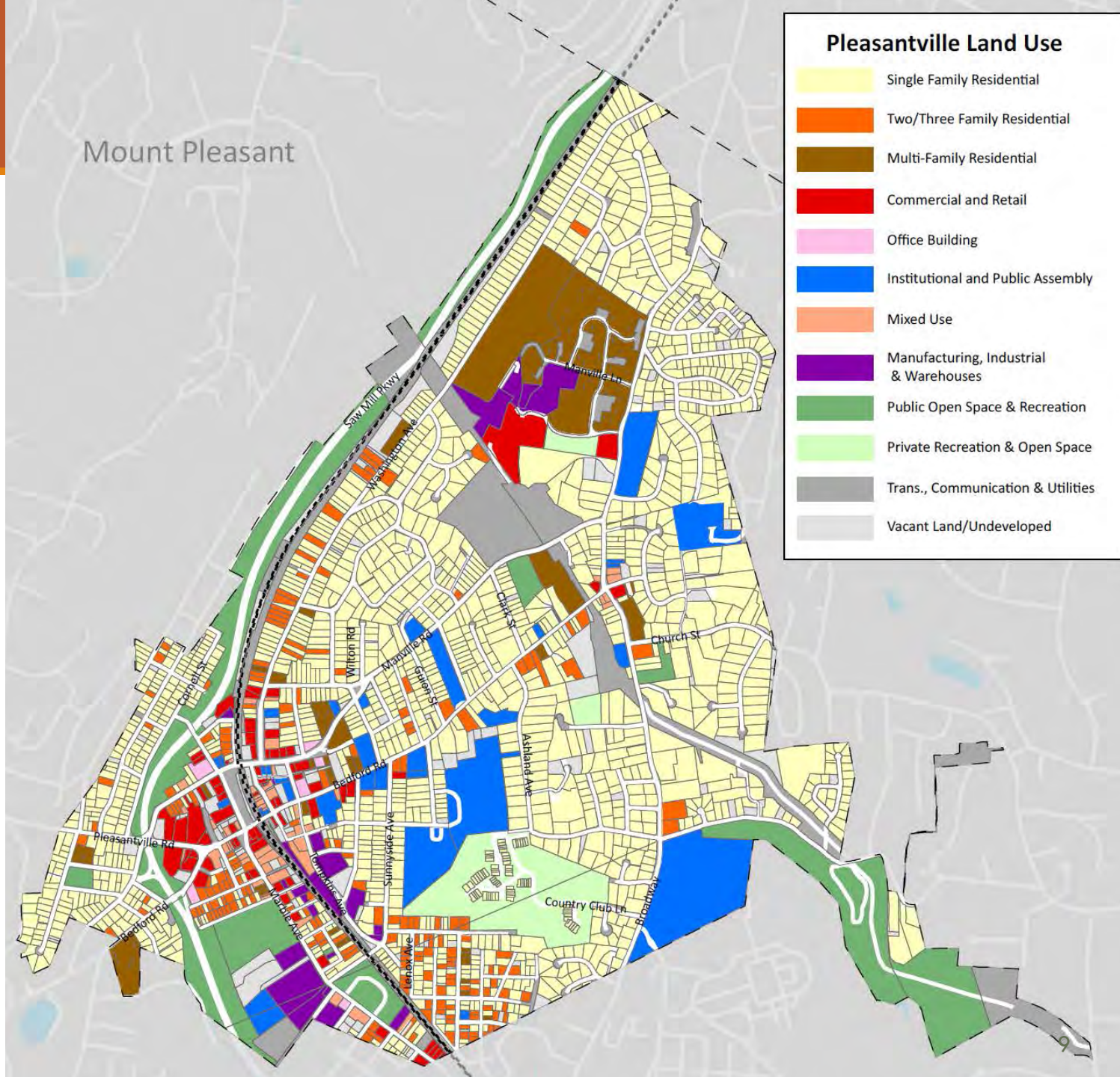
Previous Plans and Studies

- 1959 Central Business District Plan
- 1961 Comprehensive Development Plan
- 1973 Long-Range Development Plan
- 1995 Master Plan Update
- 2000 Landscape Plan for Memorial Plaza
- 2003 Chamber of Commerce *Visions for Pleasantville*
- 2005 Branding Study
- 2006 CBD Streetscape Plan & Design Guidelines
- 2007 Marble Avenue Corridor Update
- 2007 Westchester County Memorial Plaza Intermodal Planning Study
- 2008/2009 CBD Master Plan Update Project

Preliminary Goals

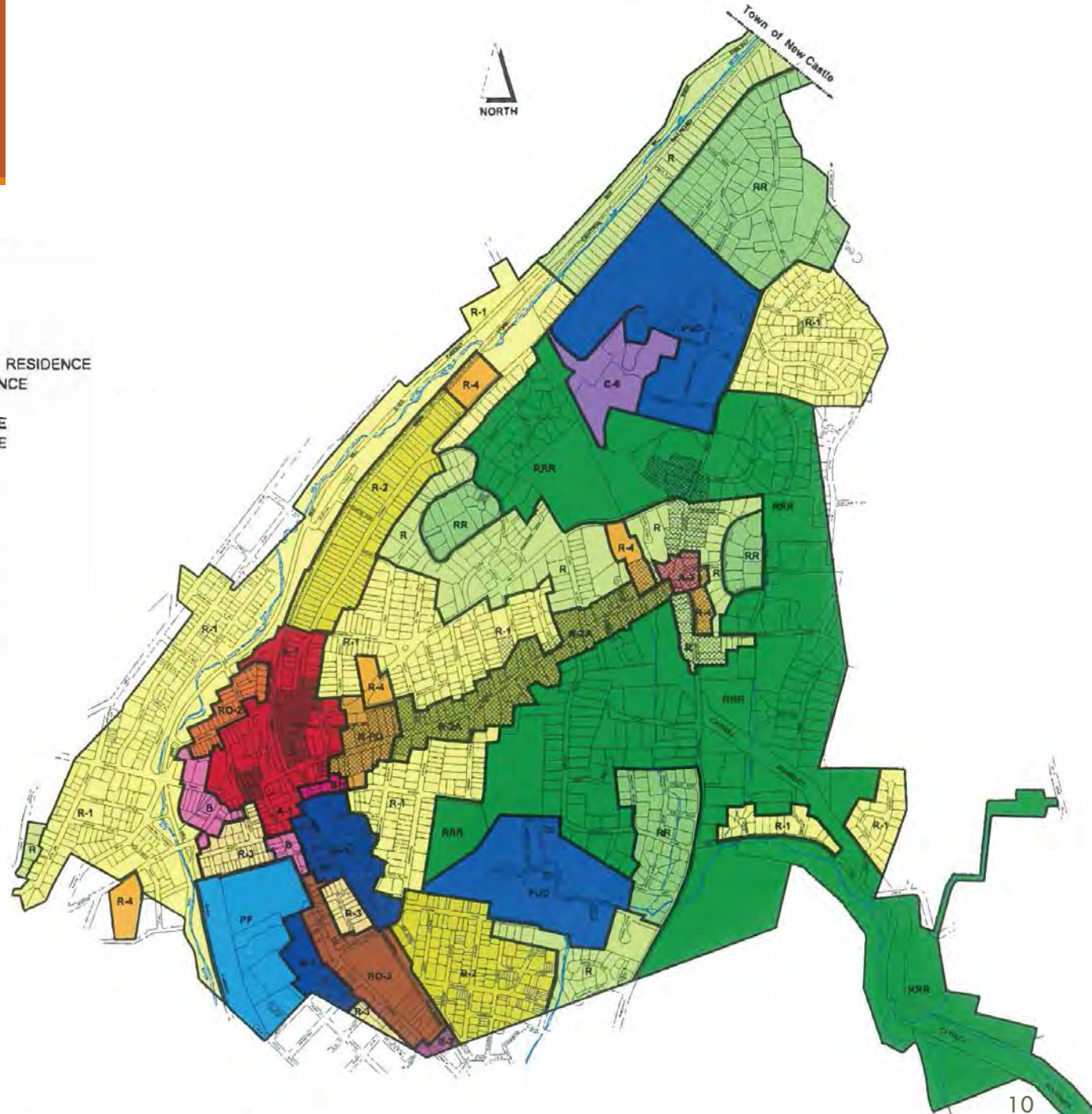
1. Preserve Pleasantville as an attractive, welcoming and family-oriented community
2. Support a thriving business community in Pleasantville
3. Position Pleasantville as a regional destination for arts and culture
4. Use urban design strategies to improve the user experience in business districts
5. Improve traffic circulation while minimizing impacts on the environment and community character
6. Protect and enhance Pleasantville's natural resources

Land Use

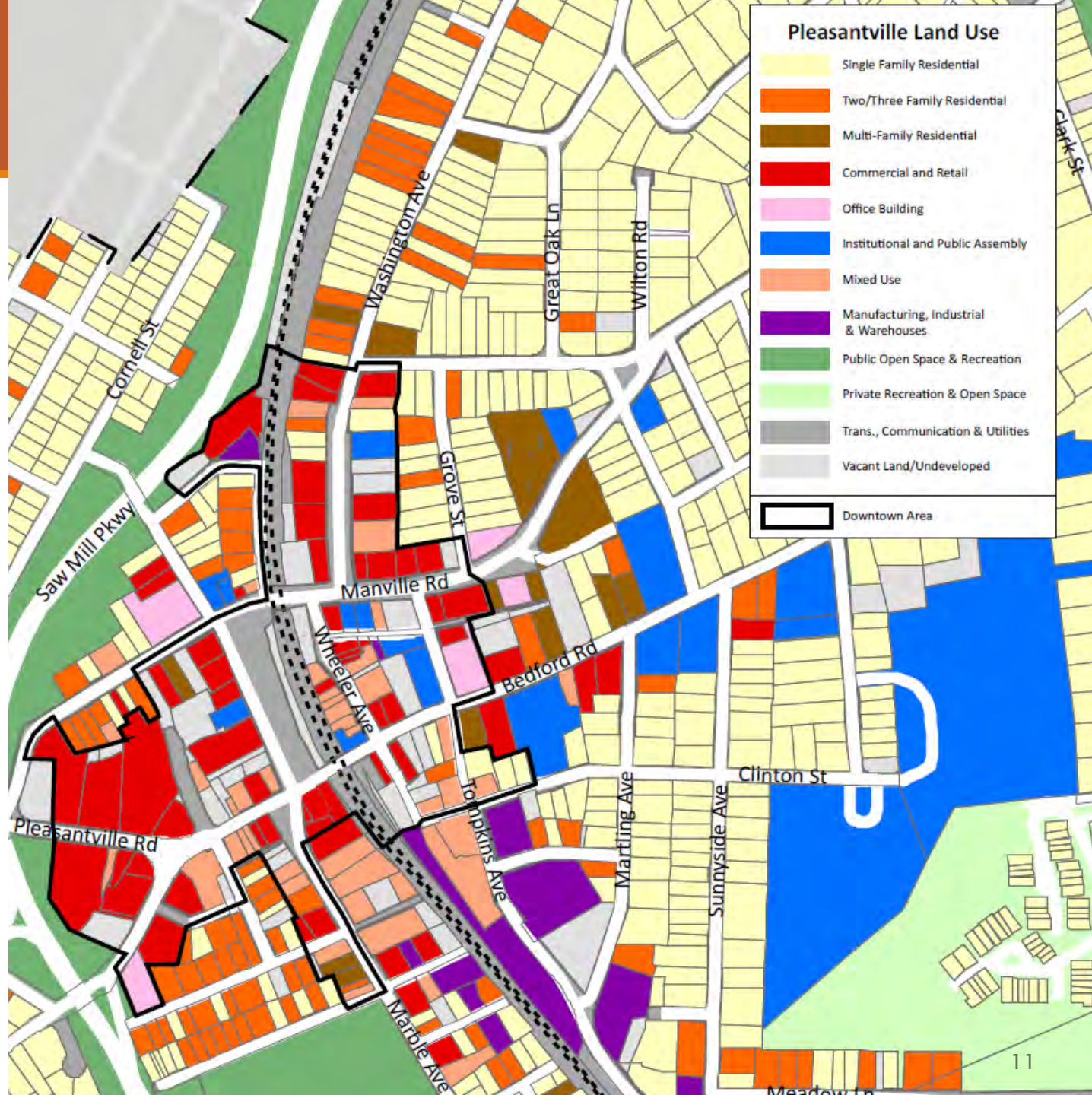


Zoning

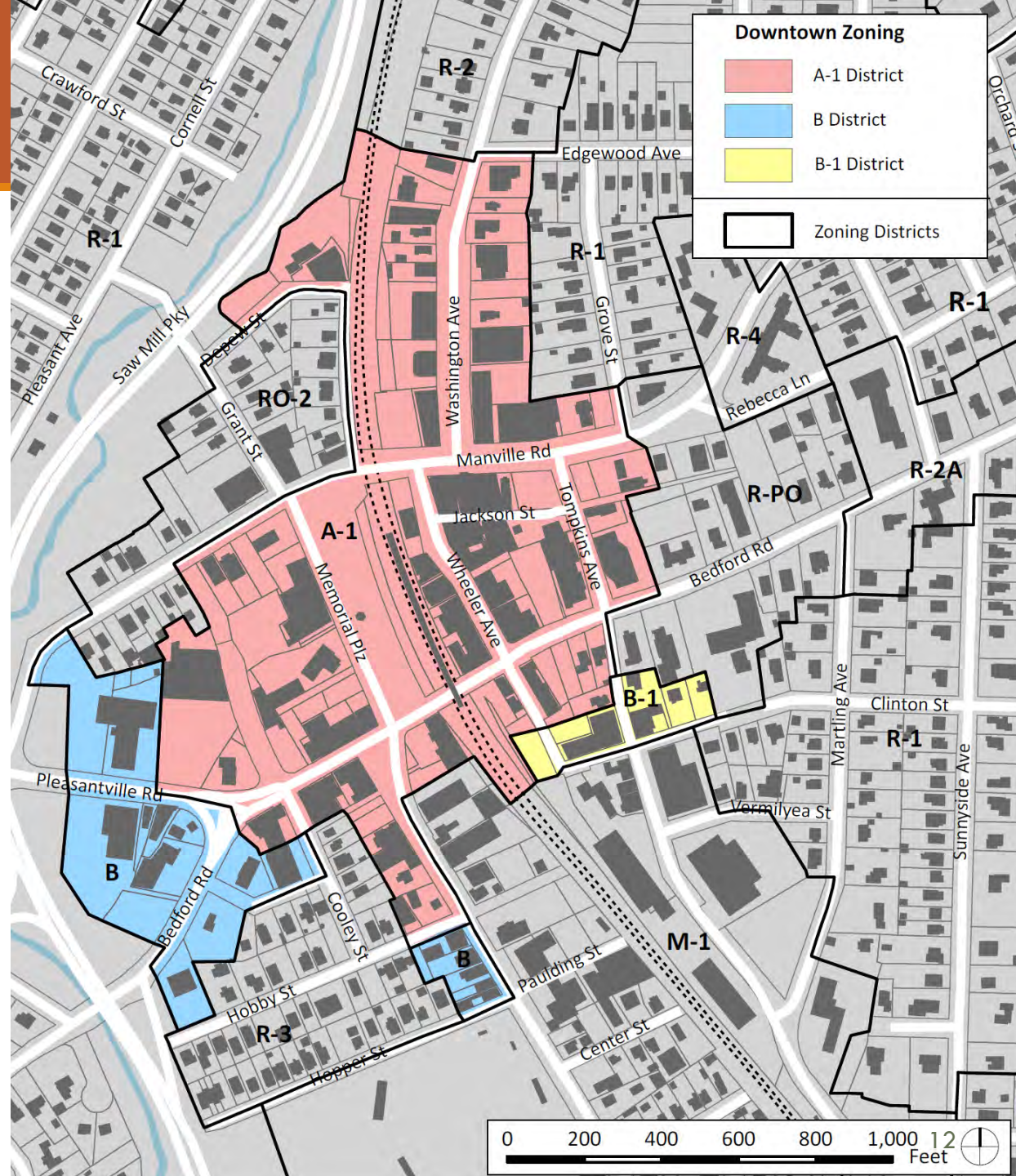
RRR	ONE - FAMILY RESIDENCE
RR	ONE - FAMILY RESIDENCE
R	ONE - FAMILY RESIDENCE
R-1	ONE - FAMILY RESIDENCE
R-2	TWO - FAMILY RESIDENCE
R-2A	TWO - FAMILY RESIDENCE
R-3	MULTIPLE DWELLING THREE - FAMILY RESIDENCE
R-4	MULTIPLE DWELLING FAMILY RESIDENCE
R-PO	RESIDENCE - PROFESSIONAL OFFICE
RO-2	MEDIUM DENSITY RESIDENCE / OFFICE
RO-3	MEDIUM DENSITY RESIDENCE / OFFICE
C-O	CAMPUS OFFICE
A-1	CENTRAL BUSINESS
A-2	CENTRAL BUSINESS
B	PERIPHERAL BUSINESS
B-1	PERIPHERAL BUSINESS
B-2	PERIPHERAL BUSINESS
M-1	PLANNED LIGHT MANUFACTURING
PF	PUBLIC FACILITIES
PUD	PLANNED UNIT DEVELOPMENT
	SPECIAL CHARACTER OVERLAY
	CENTRAL BUSINESS PARKING OVERLAY
	ZONING DISTRICT BOUNDARY
	VILLAGE BOUNDARY



Downtown Land Use



Downtown Zoning



Downtown Assets



Large CBD with diverse offerings



Train station



Cultural anchor



Engaged community



Village-owned property

Downtown Challenges



Significant crossing distances impede walkability



Parking



Inconsistency with Village character



Large surface parking areas

Transit-Oriented Development

What is a TOD?

- Transit-oriented development (TOD) is a type of community development that includes a mix of housing, office, retail and/or other commercial development and amenities integrated into a walkable neighborhood and located within a half-mile of public transportation.
- Idea is to capitalize on transit assets to create vibrant, “24/7” neighborhoods that both serve residents and attract new activity.
- Involves building on existing advantages with infill development, not wholesale clearance for new development.

Transit-Oriented Development

TOD Benefits

- Downtown residential population can support local retail, restaurants and cultural amenities.
- Walkable communities, promoting healthier, more active lifestyles.
- Greater mobility choices that can reduce automobile dependence and increase transit ridership.

Transit-Oriented Development

Examples of TODs



Christie Place, Scarsdale



Kensington, Bronxville

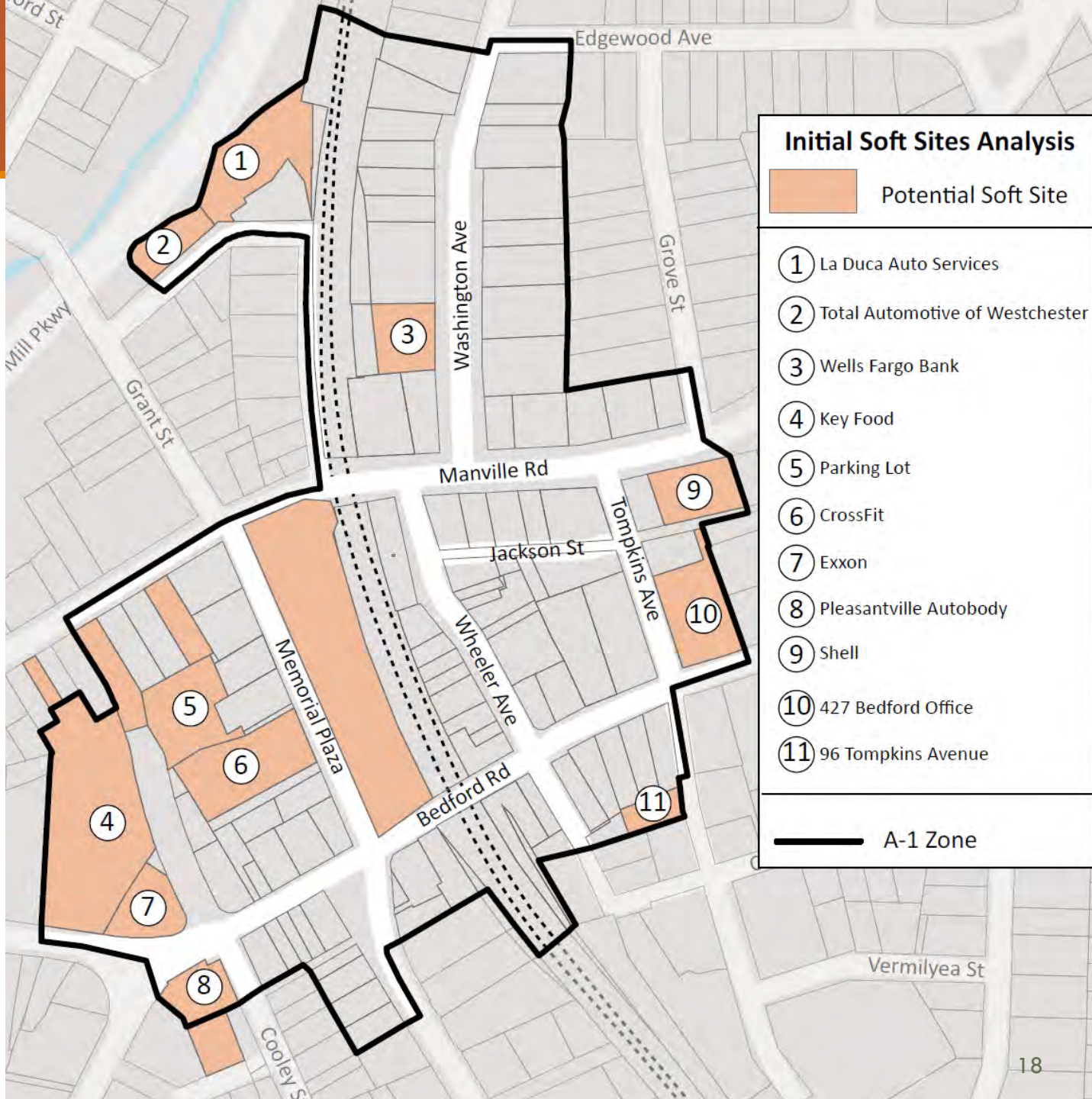


Mamaroneck Ave., Mamaroneck



Harrison Station, Harrison

Infill Sites



Streetscaping



Claremont, CA



Sleepy Hollow, NY



Bethlehem, PA

Pedestrian Plazas



Church Street, Burlington, VT



Washington Street, Cape May, NJ

Downtown Signage



Hudson, NY



Lancaster, PA



Greenwich, CT

Wayfinding



Raleigh, NC



Bellevue, WA



Charlotte, NC

Downtown Open Space



Henderson, NV



Philadelphia, PA



Yonkers, NY

Bicycle and Pedestrian Planning



Seattle, WA



Alexandria, VA



Sleepy Hollow, NY

Next Steps

1. Finalize Goals & Objectives and Craft Vision Statement
2. Draft Plan Chapters with Village Board
3. Second Public Workshop in September
4. Environmental Review/Final Plan

What Happens Now?

Coffee Break/Visioning Exercise

- Review draft Goals & Objectives.
- What is your future vision for Pleasantville?
- Let us know what other issues or opportunities you'd like the Plan to cover.

How can You Get Involved?

- Check Village's website
(CBD Master Plan page)
www.Pleasantville-ny.gov
- Send Comments to Village Board
 - masterplan@pleasantville-ny.gov

