

Nyack New York Forward

Review of Village Applications

Nyack Village Board - Workshop Meeting,
August 21, 2025

Basic background info

- Village won NYF (\$4.5M in NYS grants, to be distributed among public and private projects, focused on downtown revitalization).
- <https://www.nyacknyf.com/> - project website: goals, eligibility, applications.
- Local Planning Committee (LPC)- Next meeting: 8/25/25, 5:30 PM, Village Hall, Agenda: Presentation by VHB of project portfolio.
- LPC will propose final project portfolio and funding levels to NYS via a Strategic Investment Plan, to be completed this Fall, for NYS funding decisions spring of 2026.
- Private project applications were due August 1, 2025.
- Community engagement has taken place via workshops, surveys, public meetings and private meetings with applicants and stakeholders.
- VHB planning consultants are coordinating the planning process.

Local Planning Committee Members

- Joe Rand (Co-Chair), Mayor of Village of Nyack
- Al Samuels (Co-Chair), Rockland Business Association/REDC
- Cheryl Baun, Rockland County
- Bill Batson, Chamber of Commerce
- Elliott Forrest, ArtsRock Rockland
- Joe Garreffa, Scott & Joe's Culinary; Creative Arts Workshop
- Brianne Higgins, Maureen's Jazz Cellar
- Brooke Malloy, Phyllis Frank Pride Center of Rockland
- Marcella Mazzeo, Salonniere Coffee Bar
- Tracie McLee, Montefiore Nyack Hospital Foundation
- Jenna Nazario, Rockland County
- Mike Oates, Hudson Valley Economic Development Corporation
- Thomas Schneck, Visit Nyack

Village-Proposed Projects

1. Waterfront Restaurant and Park Project
2. Gateway Beautification/Thruway Underpass Project
3. Main Street Streetscape, Broadway to Waterfront
4. Marketing and Wayfinding Project
5. Small Project Fund
6. Commercial Corridor Re-Zoning Planning Project

NOTE: Cost estimates include about 10-20% “contingencies”.

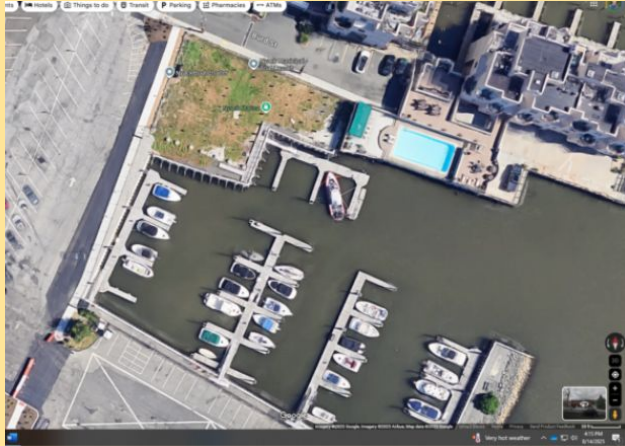
1. Waterfront Restaurant and Park Project

- Unique waterfront restaurant site of former River Club (razed in 2019)
- Goals:
 - Affordable “concession-style” indoor/outdoor eatery
 - Family friendly, low-impact park amenities - trees, benches, Bocce/Cornhole/Horseshoes/etc.
 - Public bathrooms
 - Repair bulkhead wall
 - Re-balance marina slip rentals toward transient docking for visitors.
- Cost estimate: \$3.9M (\$2.7M Village match)

Inspiration: Madison Square Park Original “Shake Shack”



Waterfront Restaurant and Park





Toller - 200 SF

Kitchen - 300 SF

Outdoor seating Area - 2650 SF

Note - 200 SF for circulation

2. Gateway Beautification/Thruway Underpass

- 7M cars/year pass this unsightly gateway to Nyack.
- Goals:
 - Improve sidewalks in the underpass by stabilizing the eroding embankments
 - Install sidewalk lighting for an attractive and safe pedestrian experience
 - Install shade trees and wildflowers and solar landscape lighting along sidewalks
 - Install crosswalk at bottom of Kilby St.
 - Improve highway media aesthetics
 - Improve “Welcome to Nyack” sign and landscaping design
- Cost Estimate: \$900K (\$90K Village match)

Gateway Beautification/Thruway Underpass Project



3. Main Street Streetscape to Waterfront

- Connecting Broadway to Waterfront is a key to downtown revitalization.
- Goals:
 - Improve and widen sidewalks on north side of Main Street from Broadway to River Street
 - Add trees for shade and beauty
 - Add Victorian lamp posts, with banner, flag and flower basket brackets
 - Add sidewalk bronze medallion art/sculptures
 - Add crosswalks where needed
- Cost estimate: \$1M (\$100K Village match)

Main Street Streetscape, Broadway to Waterfront



4. Marketing and Wayfinding Project

- Create a coherent brand design and marketing strategy
- Hire consultants for planning process
- Analyze visitor trends and develop approach to destination marketing
- Plan and install wayfinding signage of various types:
 - Directional signs
 - Information kiosks
 - Historical/interpretive signs
 - Arrival/welcome signs
 - Parking lot signs
- Cost estimate: \$500KM (\$50K Village match)

Marketing and Wayfinding Project - Sign Samples

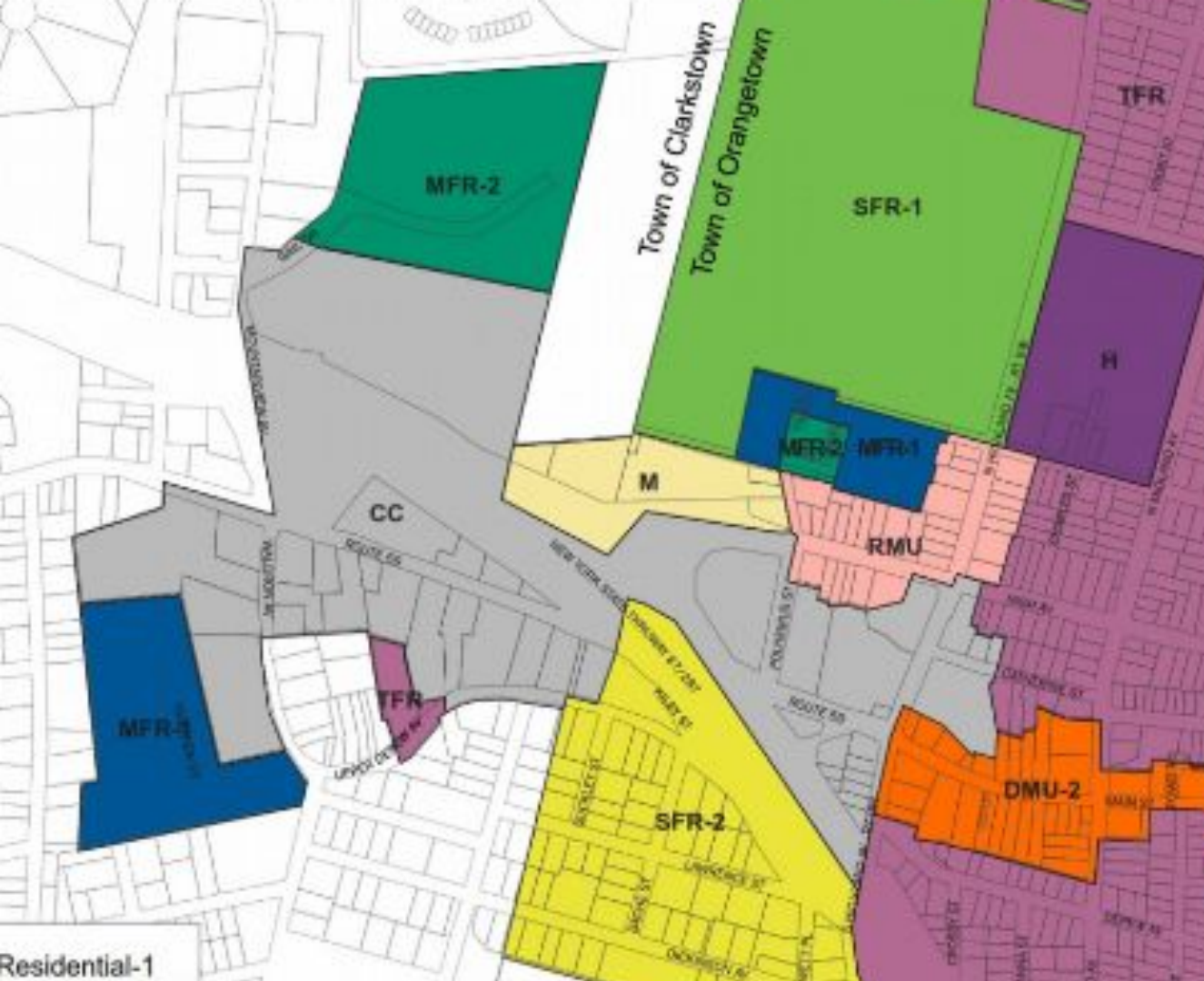


5. Small Project Fund Project

- Support small business with capital investments to improve downtown
- Goals:
 - Facades
 - Public art/murals
 - Awnings and/or lighting
 - Kitchen improvements
 - Apartment improvements
- Eligibility: max of \$75K for each grant
- Call for Letters of Interest - September 2025
- A consultant will administer the grants
- Cost estimate: \$367K (25% applicant match)

6. “Gateway” Re-Zoning Planning Project

- Research feasibility of transforming Route 59 Commercial Corridor with mixed use development.
- Goals:
 - Planning process with community engagement
 - Analyze existing existing land use and traffic data
 - Identify development opportunities, commercial and residential
 - Develop streetscape standards for walkability and beauty
 - Draft legislation for zoning amendment
 - Conduct SEQR review
 - Implement new zoning
- Cost estimate: \$200K (\$20K Village match)

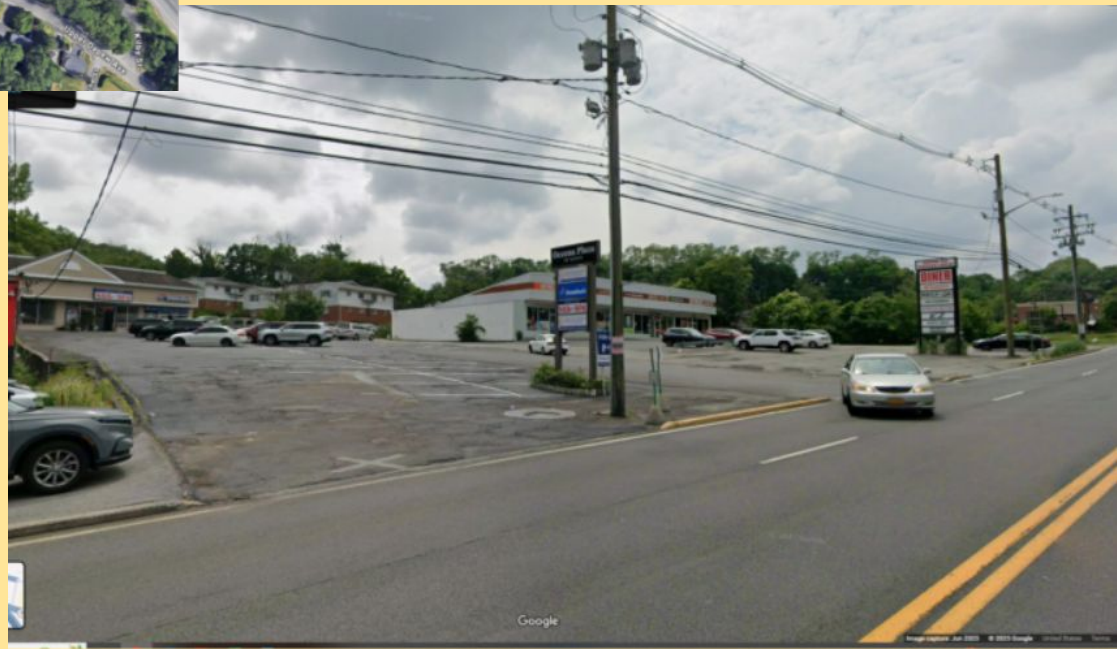


Rte 59 Corridor

- CC Zone
- McDonald's to Wallgreens
- Poor sidewalks
- Many driveways
- Single story buildings
- Clarkstown is considering zoning amendments to Central Nyack.



“Gateway” Re-Zoning Planning Project



Next steps: 2025-2026

Fall 2025

- LPC to review, prioritize, and propose projects for NYS funding.
- VHB to develop Strategic Investment Plan (“SIP”) based on LPC findings.
- Submission of SIP to NYS for review.
- Solicitation of Small Project Fund “Letters of Interest”

Spring 2026

- NYS funding decisions for each proposed project in the SIP.
- NYS funding contracts.

Summer/Fall 2026

- RFPs/Contracts for design work.
- Contracts for construction/planning/design work.
- Construction/Implementation of plans.
- If SPF funded by NYS, call for applications.