

# UNLOCKING THE VALUE OF HUDSON VALLEY MAIN STREET

## CASE STUDY: TARRYTOWN

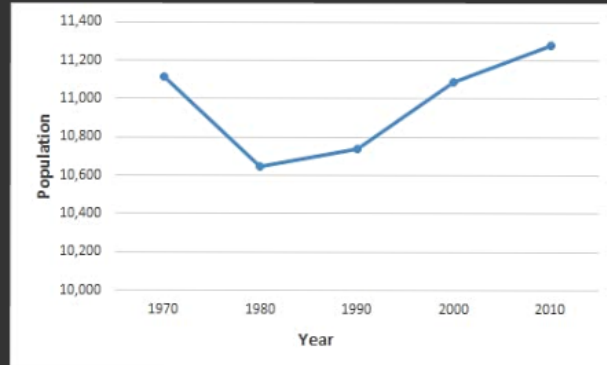
Melissa Kaplan-Macey, AICP, Principal  
Collaborative Planning Studio

Pace Land Use Law Center Conference  
December 5, 2014





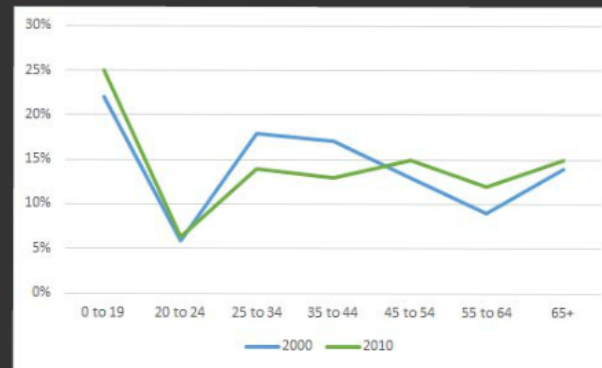
## Total Population



## Race/Ethnicity

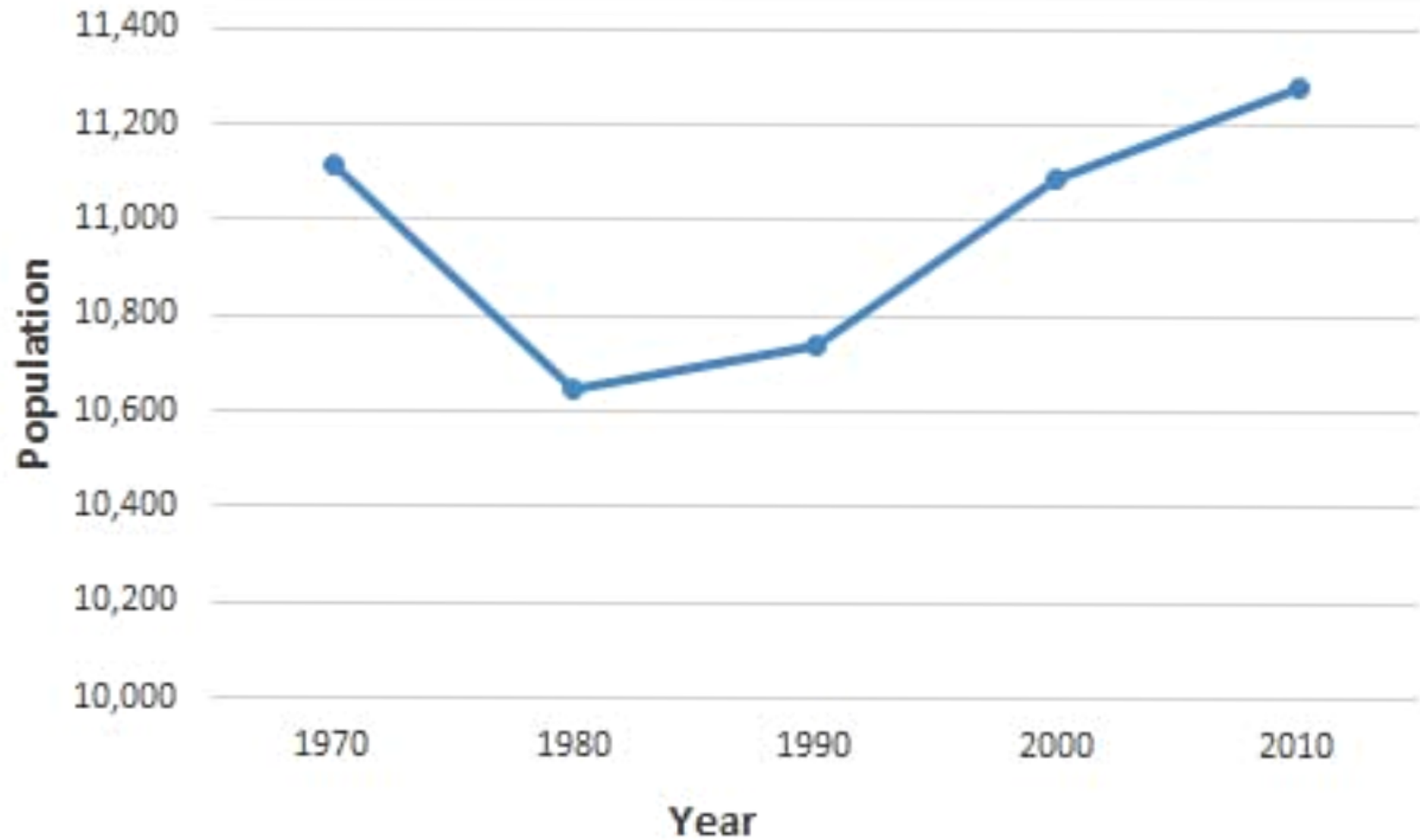


## Age

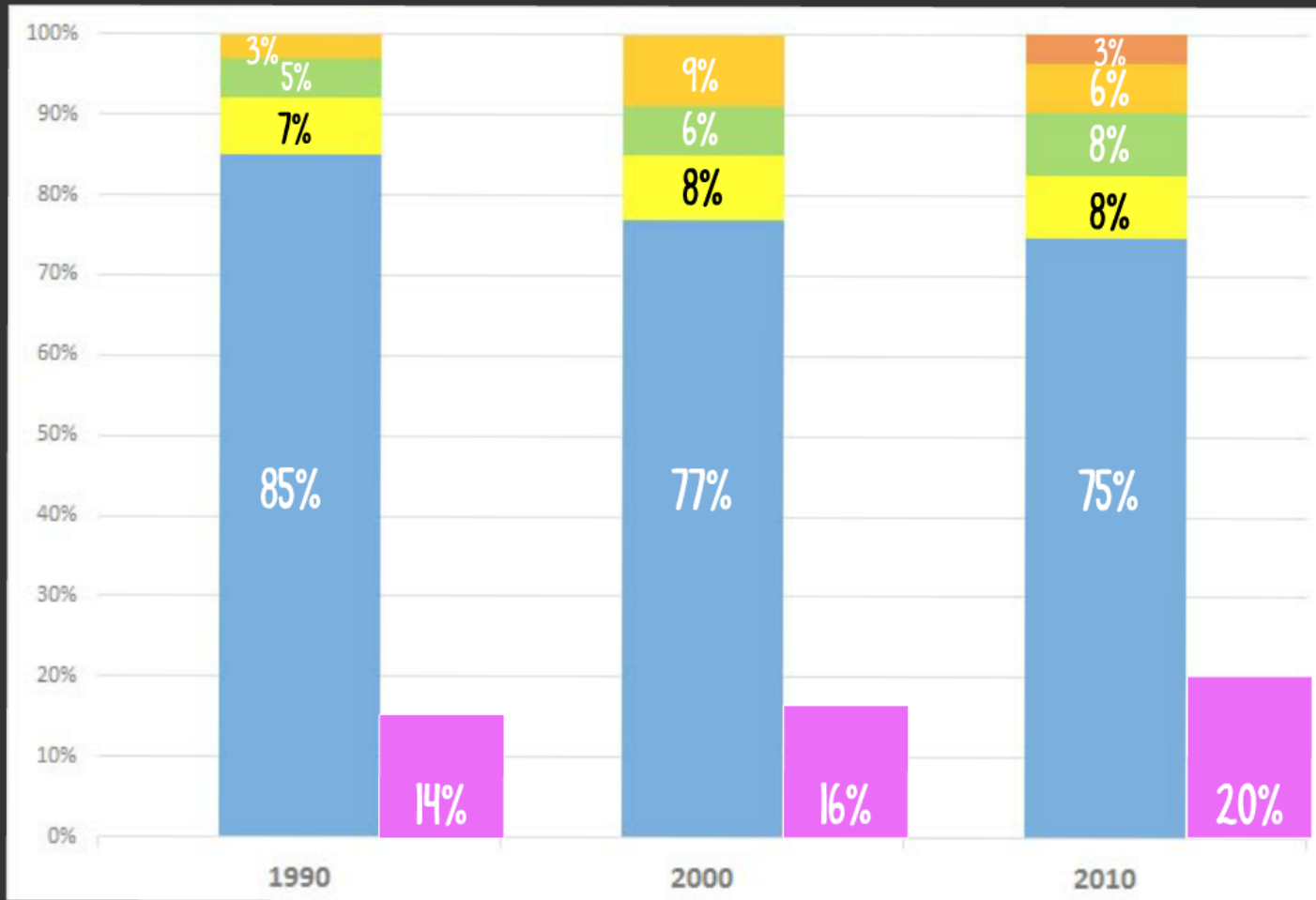


# Demographics

# Total Population



# Race/Ethnicity



- White
- Black/African-American
- Asian or Pacific Islander
- One other race
- Two or more races
- Hispanic Origin

# Age



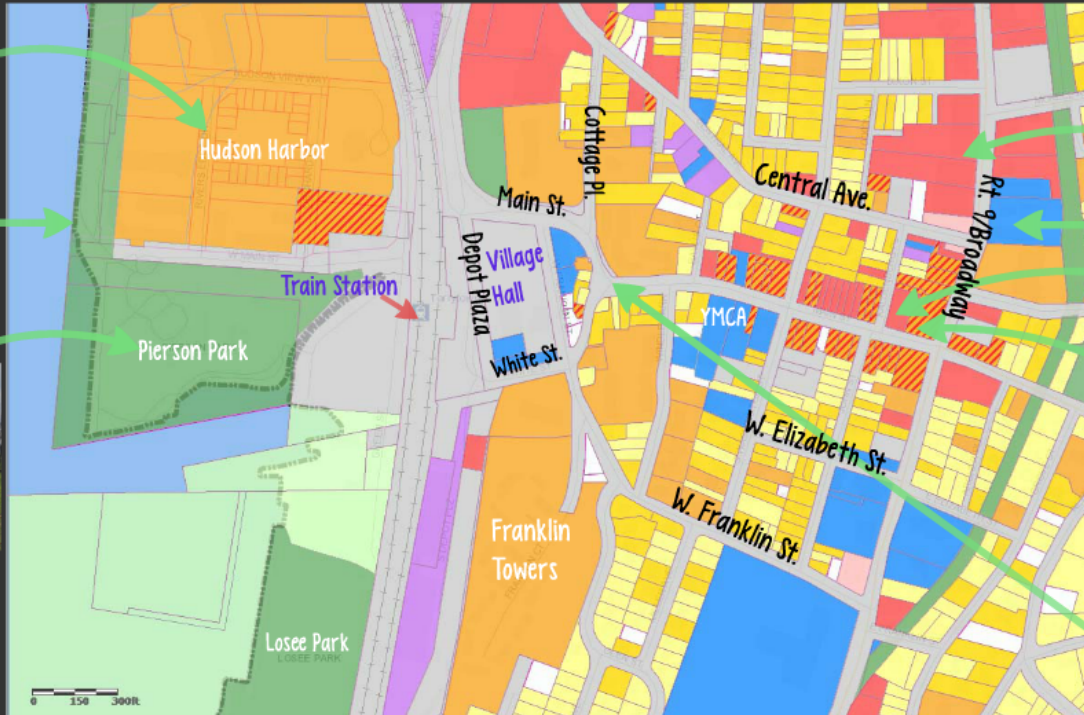
# Building Stock/Historic Character



# Land Use



Riverwalk



Hudson Harbor

Train Station

Pierson Park

Losee Park

Franklin Towers

Village Hall

W. Elizabeth St.

W. Franklin St.

YMCA

Central Ave.

Rt. 9/Broadway



Mrs. Green's Natural Market



Post Office

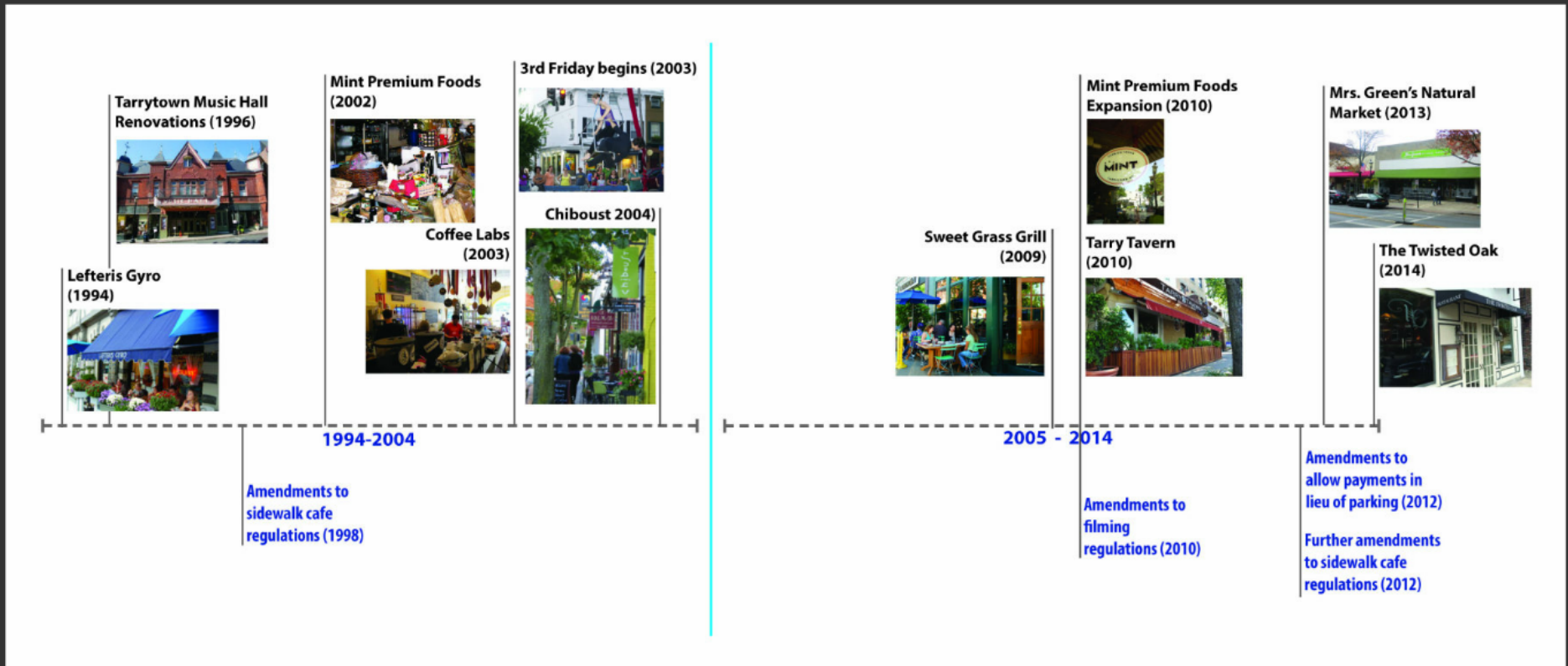
Tarrytown Music Hall

Leteris Gyro  
Coffee Labs



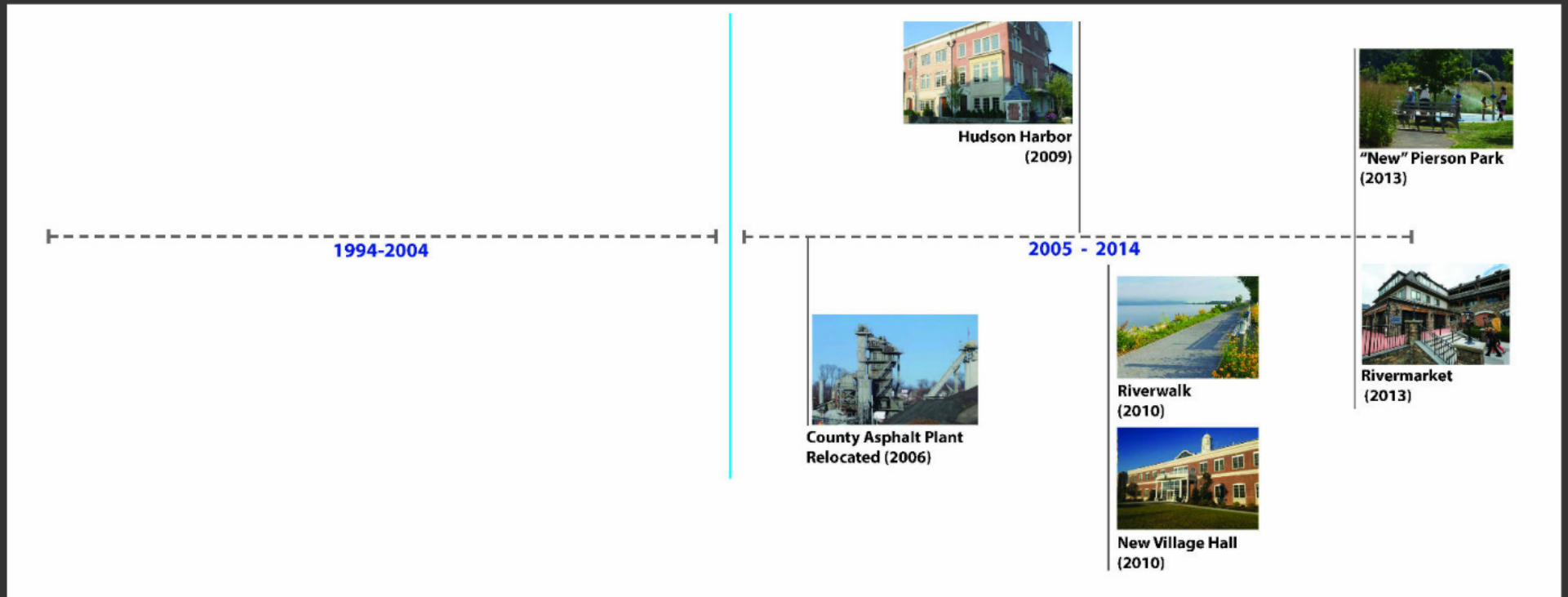


# Main Street/Broadway



# Waterfront

# Waterfront



# Cultural Tourism

# Cultural Tourism

- Washington Irving's Sunnyside
- Philipsburg Manor
- Kykuit
- Van Cortlandt Manor
- Lyndhurst
- Old Dutch Church
- Sleepy Hollow Cemetary
- Stone Barns



Jack-O-Lantern Blaze  
(2005)

Irving's Legend  
(2010)



Christmas Carol  
(2011)

CORNucopia  
(2013)



Lightscapescapes  
(2014)

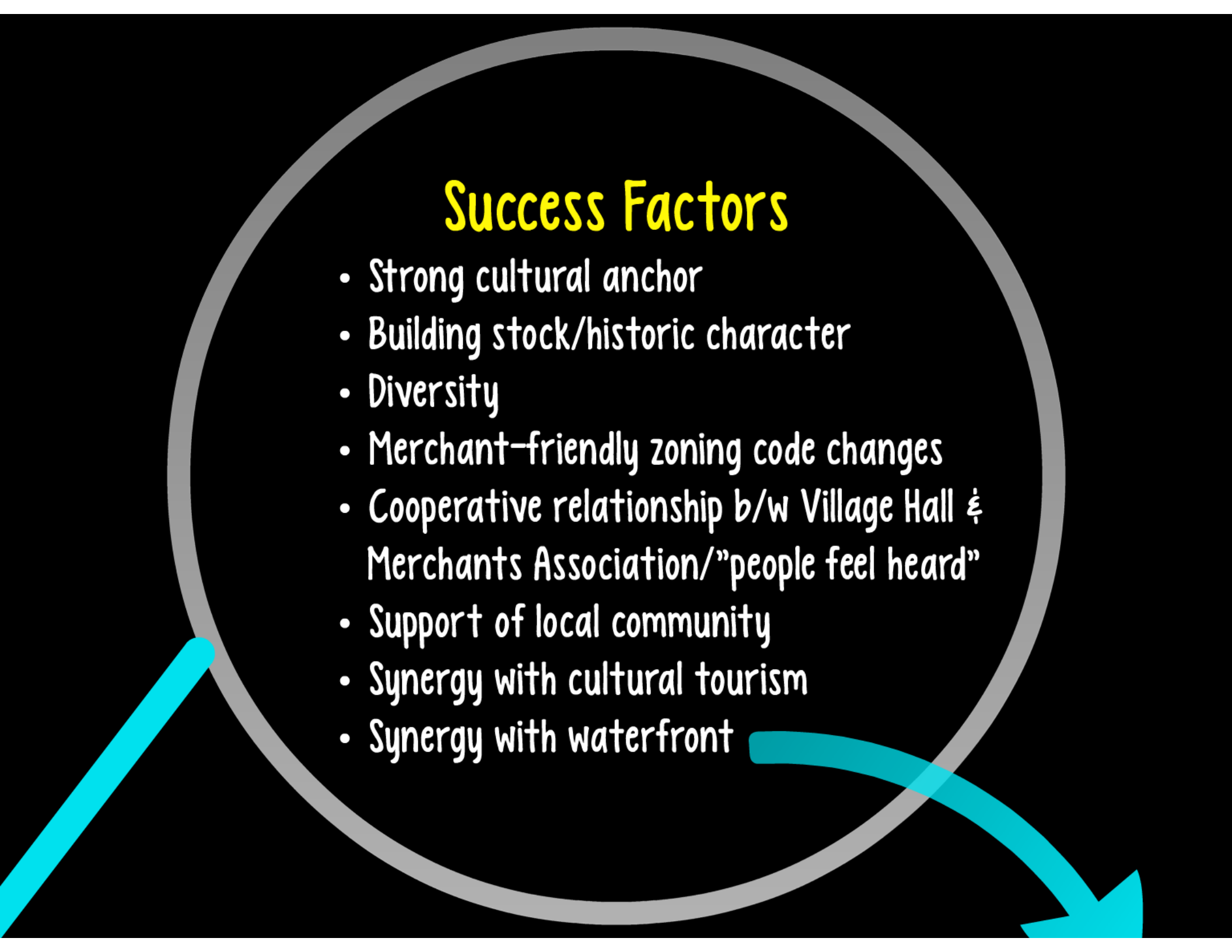
Visitors: 200,000  
(2000)

Visitors: 187,000  
(2004)

Visitors: 215,000  
(2009)

Visitors: 280,000  
(2014)

## Success Factors

- Strong cultural anchor
  - Building stock/historic character
  - Diversity
  - Merchant-friendly zoning code changes
  - Cooperative relationship b/w Village Hall & Merchants Association/"people feel heard"
  - Support of local community
  - Synergy with cultural tourism
  - Synergy with waterfront
- 

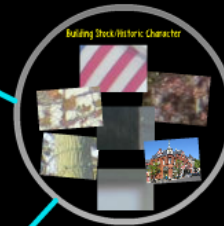
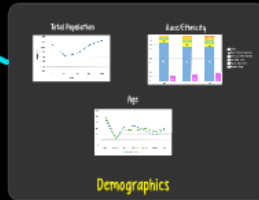
# Main Street/Waterfront Connectivity



- Distance from station to Main Street = 0.38 miles
- Topographic barrier b/w station area & Main Street
- Connectivity opportunities
  - Improve wayfinding/implement branding program
  - Make station area more pedestrian friendly
  - Implement local transit circulator

**UNLOCKING THE VALUE OF HUDSON VALLEY MAIN STREET  
BASE STUDY: TARRYTOWN**

Missoula/Kajander/Mary, A&J Firm/and  
Collaborative Planning Studio  
Part 1: Lead for Lee Center Conference  
December 5, 2017



**Main Street/Broadway**

**Waterfront**

**Cultural Tourism**

- Antiques in every boutique
- Midway Market
- Market Street Market
- Landmark
- Midway Church
- Shop, Silver Jewelry
- Stone Barns

**Success Factors**

- Strong cultural anchor
- Building stock/historic character
- Diversity
- Pleasant-friendly zoning code changes
- Cooperative relationship in the Village Hall & Merchants Association "people feel heard"
- Support of local community
- Synergy with cultural tourism
- Synergy with waterfront

**Main Street/Waterfront Connectivity**

- Restore from historic to Main Street & 12th Street
- Topographic barrier to be eliminated at Main Street
- Constructly open habitats
- Create a waterfront-oriented branding program
- Make it all an even more pedestrian friendly
- Implement local transit connection