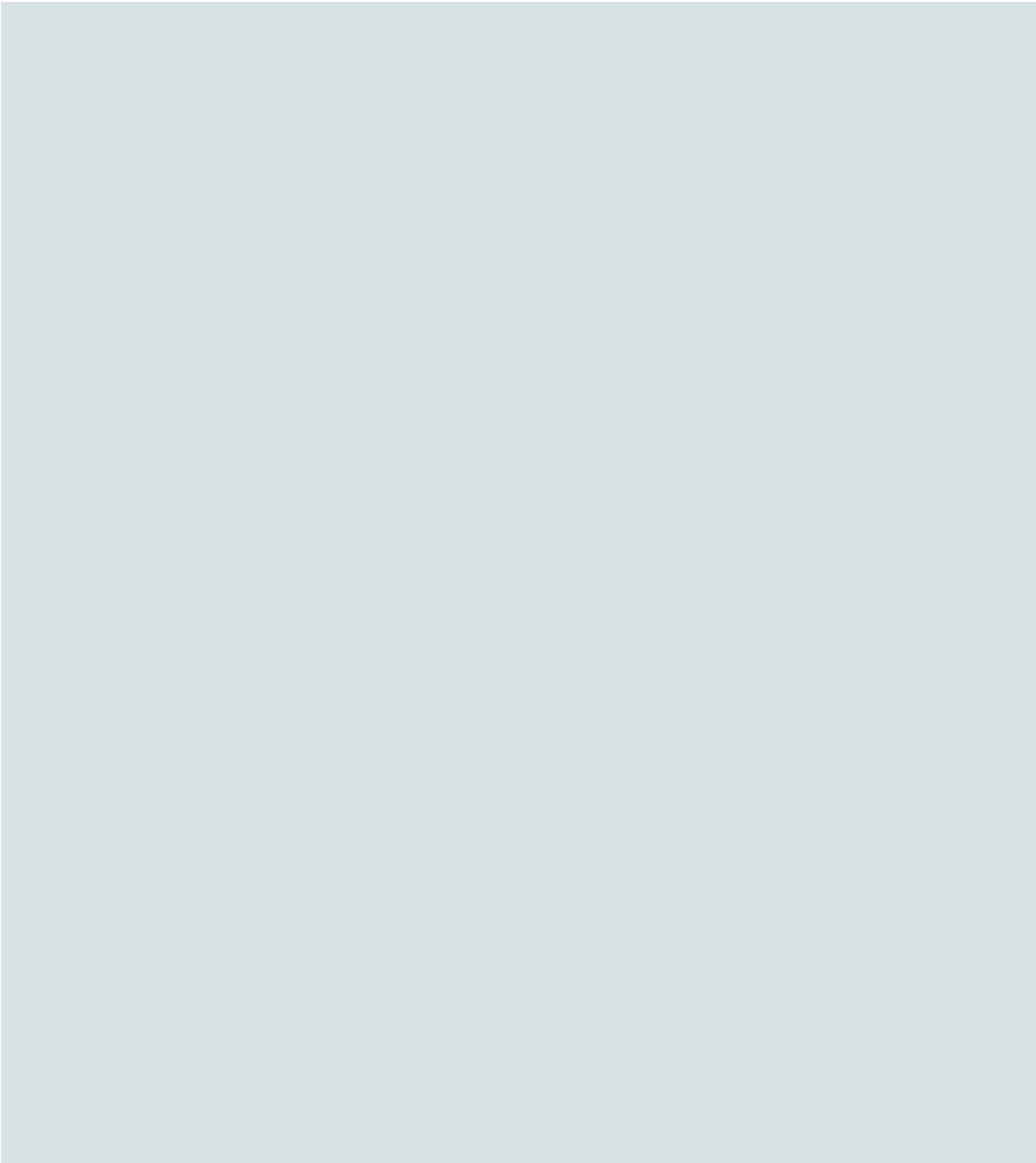


VILLAGE OF PELHAM COMPREHENSIVE PLAN

April 2008





ACKNOWLEDGEMENTS

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Mia Homan, Deputy Mayor
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Peter Potocki

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Nancy Davis, Resident
Tom James, Resident
Henry Hayes, Resident
Doug Hearle, Resident
Kevin Healy, Resident
Stephen Quintin, Resident
Patrick Shiels, Resident
Alyssa Talanker, Resident

Photographers

Domenica Comfort, Carey Weiss,
Barbara Bartlett, Peter Goldschmidt,
Ed Hotchkiss, Rich Slingerland

Photo Design Layout

Domenica Comfort

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TABLE OF CONTENTS

SECTION 1 – Introduction	13		
1.1 Purpose	13	5.4 Evaluation of Retail Opportunities/Leakage and Analysis	44
1.2 Vision	14	5.5 Commercial/Office Trends and Opportunities ..	48
1.3 Background and Process	14	5.6 Recommendations	48
1.3.1 Public Outreach	14	5.7 Recommendations Summary	51
1.4 Regional and Local Planning Efforts to Date	14		
1.4.1 County Planning	15	SECTION 6 – Mobility, Wayfinding and Parking	52
1.4.2 Local Planning	15	6.1 Goals	53
1.5 Contents	16	6.2 Summary of Existing Conditions	53
		6.2.1 Vehicular Circulation and Travel Patterns	53
SECTION 2 – Major Themes	18	6.2.2 Parking	54
2.1 Maintaining Village Character	19	6.2.3 Transit	54
2.2 Promoting Economic Development in Downtown	19	6.2.4 Bicycle and Pedestrians	54
2.3 Sustaining and Promoting the Prosperity and Unique Qualities of Pelham	19	6.2.5 Wayfinding	55
		6.3 Recommendations	55
SECTION 3 – Setting	20	6.3.1 Vehicular and Circulation	55
3.1 Location	21	6.3.2 Parking	56
3.2 History	21	6.3.3 Alternate Modes of Transportation.....	56
3.3 Demographics	22	6.3.4 Wayfinding	57
		6.4 Recommendations Summary	59
SECTION 4 – Land Use and Zoning	26		
4.1 Goals	27	SECTION 7 – Housing and Residential Districts	60
4.2 Summary of Existing Conditions	27	7.1 Goals	61
4.2.1 Land Use	27	7.2 Summary of Existing Conditions	61
4.2.2 Zoning	29	7.2.1 Housing Availability	61
4.2.3 Community Character	30	7.2.2 Housing Trends	62
4.3 Recommendations	31	7.3 Recommendations	63
4.4 Recommendations Summary	35	7.4 Recommendations Summary	63
SECTION 5 – Economic Development ...	36		
5.1 Goals	37	SECTION 8 – Open Space, Culture & Recreation ...	64
5.2 Summary of Existing Conditions	37	8.1 Goals	65
5.2.1 Resource Assessment	37	8.2 Summary of Existing Conditions	65
5.3 National and Regional Retail Trends	44	8.2.1 Open Space Resources and Programs	65
		8.2.2 Historic and Cultural Resources	66
		8.3 Recommendations	66
		8.4 Recommendations Summary	66

SECTION 9 – Natural Resources 68

- 9.1 Goals 69
- 9.2 Summary of Existing Conditions 69
 - 9.2.1 Air Quality 69
 - 9.2.2 Noise 69
 - 9.2.3 Topography and Geography 69
 - 9.2.4 Water Resources 69
 - 9.2.5 Significant Habitat 69
- 9.3 Recommendations 70
- 9.4 Recommendations Summary 70

SECTION 10 – Community Services 72

- 10.1 Goals 73
- 10.2 Summary of Existing Conditions 73
 - 10.2.1 Government 73
 - 10.2.2 Emergency Services 73
 - 10.2.3 Educational Facilities 74
 - 10.2.4 Arts..... 74
 - 10.2.5 Health Care 75
 - 10.2.6 Senior Services 75
 - 10.2.7 Government–Owned Property 75
 - 10.2.8 Utilities 76
- 10.3 Recommendations 76
- 10.4 Recommendations Summary 77

SECTION 11 – Implementation Matrix 78

- Ongoing Actions 79
- Immediate Actions 80
- Short–Term Actions 81
- Intermediate–Range Actions 82
- Long–Range Actions 84

Appendix A: Maps

- Figure 1: Location Map
- Figure 2: Aerial Map
- Figure 3: Land Use Map
- Figure 4: Zoning Map
- Figure 5: Wolfs Lane/Fifth Avenue Commercial Districts
- Figure 6: Mobility and Parking Map
- Figure 7: Neighborhoods Map

Appendix B: Meeting Notes





EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The Village of Pelham (hereafter referred to as “the Village”) is a small suburban community located in southern Westchester County, New York. Less than one square mile in area, the Village, along with the Village of Pelham Manor to the south, constitute the Town of Pelham. Originally incorporated in 1896, the Village was reincorporated in 1975, combining the municipalities of the Village of Pelham and North Pelham into a single Village. With its relatively dense population, historic homes, and close proximity to New York City, the Village contains many residents who commute daily to New York. Pelham is predominantly residential in character, also containing retail, professional and services primarily directed to its residents.

The Village of Pelham commenced this update of its Comprehensive Plan in early summer 2007. Its previous plan was adopted in 1989 (from here on referred to as the “1989 Plan”) and many of its goals are relevant today. The Village’s population has increased, albeit slowly—with an approximately two percent increase—since the previous plan, and the Village is largely built out. As the physical conditions described in the previous plan have not changed dramatically in the past eighteen years, much of the baseline data remains the same as

well. This update is largely driven by the Village’s need for a comprehensive downtown improvement strategy. To increase the Village’s tax base, this Plan aims to identify appropriate development patterns and policies that will strengthen the Village’s assets and locate new ones. An updated Comprehensive Plan will be a guide for the Village’s leaders and residents in planning for their future.

COMMUNITY VISION AND THEMES

The recommendations within this Comprehensive Plan will direct the Village of Pelham toward achieving its vision. The Plan has been developed with the intent of achieving a balance between suburban residential and downtown economic perspectives and a balance between growth and conservation of the existing quality of life. The following major themes have been identified during the preparation of this Plan:

- > Maintain Village character
- > Promote Economic Development Downtown
- > Sustain and Promote the Prosperity and Unique Qualities of Pelham

These themes are further explained in Section 2. A range of recommendations and

implementation strategies relating to these themes is discussed in the remaining sections. The recommended actions are based in part on Pelham’s strengths, such as its convenient location and historic character. Other strengths include its access to regional transportation, open space resources, compact downtown, and proximity to New York City.

RECOMMENDATIONS

Detailed background and explanation of the recommendations listed appear in their respective sections.

Land Use and Zoning

The Village is primarily residential in character, with a commercial corridor providing neighborhood businesses. In implementation of this plan, Village should seek to provide a specialized and diversified shopping experience in a vibrant, relatively dense downtown, while maintaining the lower density of its residential districts, by adjusting its zoning code accordingly.

Recommendations:

- > Implement a design standards palette for new development.
- > Investigate ways to upzone underutilized properties to increase property values.
- > Create a Schedule of Uses in

- the Zoning Code.
- > Rewrite the variance section of the Zoning Code.
 - > Revise the definitions in the Zoning Code to be more precise.
 - > Consider changing the zoning designations in Downtown Pelham from “Business” to “Retail,” and modifying allowed uses to ensure a vibrant and economically viable mix of businesses and services.
 - > Prohibit new drive-thru businesses in the Village.
 - > Improve enforcement of all Village regulations, including litter, signage, and lighting.
 - > Provide strict enforcement of Village signage guidelines, and reexamine signage guidelines as necessary.
 - > Promote lighting standards that have a minimum adverse impact on the environment and the community.

Economic Development

The commercial corridor in the Village serves the entire Town of Pelham, and additionally seeks to serve the spillover growth resulting from development in neighboring communities such as New Rochelle and Mount Vernon. The approach to improving the business district is complex and involves general planning strategies, such as the examination of the zoning and desired types of businesses, intertwined with design strategies such as streetscape and open space improvements.

Recommendations:

- > Develop a Market Position Statement, Marketing Slogan and Logo.
- > Establish a Business Recruitment Team.
- > Make the community attractive to businesses.
- > Improve the appearance of Pelham’s commercial area.
- > Encourage a variety of housing types downtown by rezoning targeted areas and/or strategizing with developers.
- > Consider clustering of similar businesses.
- > Establish more prominent gateways into the Village.
- > Utilize the Village website more effectively.

Mobility, Wayfinding, and Parking

Pelham’s circulation patterns have been long established due to its size, density, and age of the street network. Because Pelham is almost entirely built out, little opportunity remains for change to the existing vehicular circulation and transportation system. However, changes made to Pelham’s parking availability will benefit the community for both downtown shopping and commuter parking. Similarly, improvements to the wayfinding and bicycling environment can strengthen the Village’s identity, connectivity, and unique sense of place.

Recommendations:

- > Continue to monitor traffic and congestion in key areas.
- > Investigate the possibility of pedestrian and vehicular connections from Wolfs Lane to the parking lot behind Village Hall.
- > Explore alternate parking strategies such as the installation of Muni-meters or angled on-street parking.
- > Explore possible locations for decked parking.
- > Encourage visitors and local business employees to use transit to access Pelham where available.
- > Make the Village more bicycle-friendly.
- > Enhance Pelham’s pedestrian environment for improved safety and accessibility.
- > Implement a cohesive wayfinding system in the Village.
- > Develop a visually distinctive logo and signage for downtown Pelham, incorporated into a comprehensive signage plan.
- > As a Greenway Compact Community, continue to support the goals of the Hudson River Greenway.

Housing and Residential Districts

The Village of Pelham, which is primarily residential in nature, is comprised of four neighborhoods—Chester Park, Pelham Heights, Pelville and Pelhamwood. Most of the residential units in the Village of Pelham are single-family detached

structures. As the Village is mostly built out, the trend is to increase the number of bedrooms, bathrooms, and overall square footage. These increases may lead to inflated prices and lack of availability of lower-priced, starter, empty-nester, and retirement homes—desirable residents who do not add a burden to the school system. One disadvantage of the Village’s convenient location and high housing quality is the high cost of housing and lack of affordable options. In addition to the cost of housing, the choices of housing types often do not meet the needs of the existing population. Recently, residential development has focused on multi-family and infill housing, such as the successful Marbury Corners townhomes, lofts and condominiums on a former factory site.

Recommendations:

- > Continue to monitor the effectiveness of residential bulk regulations and adjust accordingly.
- > As underutilized downtown sites are developed, encourage mixed-use buildings that provide housing appropriate for intergenerational residents with a variety of income levels.

Open Space, Culture and Recreation

Although the Village of Pelham is less than one square mile in area, it contains approximately nine acres of open space (excluding school grounds). The Town of Pelham sup-

ports programs throughout the community, both Villages, and beyond, including after-school sports, tennis lessons, and programs for senior citizens. However, some of Pelham’s parks could be better utilized.

Recommendations:

- > Establish a committee to implement programming in Pelham’s parks.

Natural Resources

The Village of Pelham is located in a suburban area that is largely built out; therefore, it does not possess any major parcels of undeveloped, natural land, or natural resources such as wetlands or waterbodies that require significant oversight. However, Pelham’s propensity for flooding in major storm events has continued to present problems for some of its residents.

Recommendations:

- > Implement the recommendations of the 2007 Multi-Hazard Mitigation Plan.
- > Develop and implement restrictions on impervious surfaces into the zoning code or site plan review process.
- > Incorporate into the capital budget projects designed to alleviate flooding in areas of the Village that have been chronically affected. Pursue funding for projects to mitigate the flooding situation.

Community Services

Community Services within the Village of Pelham include school systems, fire and emergency services, a library, one post office, and senior services. In addition, the Village supports a variety of programs as a service to the community. Residents of the Village of Pelham receive services from several entities: the Village of Pelham, the Town of Pelham, the Pelham Union Free School District, and the County.

Recommendations:

- > Increase efforts to enforce signage and litter regulations.
- > Continue to address infrastructure needs.
- > Investigate ways in which to achieve on-site collection of stormwater drainage for entire properties, not just new or modified sections.
- > Plan for a new Municipal Center.
- > Recommend that new Village facilities and residential and commercial developments be sustainable.
- > Develop a strategy to provide amenities for the senior population.
- > Investigate options for the unused Highbrook Bridge.
- > Coordinate with Westchester County on its comprehensive plan update.

IMPLEMENTATION

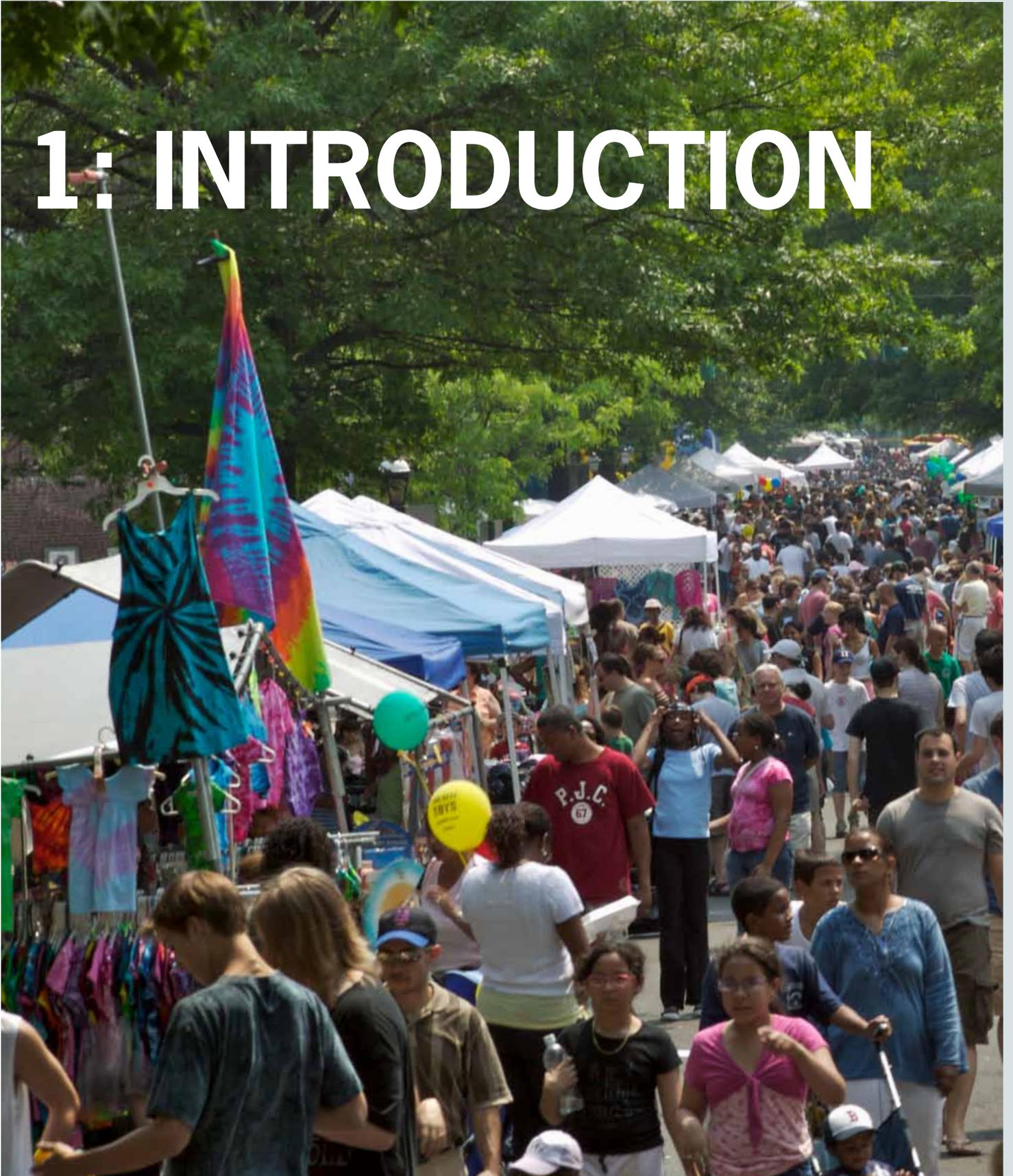
Implementation of this Plan will require the delegation of responsibility to various parties. While this document focuses on efforts that are within the Village’s jurisdiction (including zoning amendments and design guidelines), many actions require steps by Westchester County or New York State agencies. In other instances, it will be the role of private organizations or developers to take action. When actions are outside of the Village’s jurisdiction, the Village should continue to coordinate with these outside agencies or organizations. This collective effort will help bring the Plan to life. A detailed implementation matrix, including immediate, short-term, intermediate-term, long-term, and ongoing timeframes appears in Section 11 of the Plan.

American Planning Association New York Upstate Chapter of the Awards Committee awarded the Village of Pelham Comprehensive Plan the Outstanding Planning Award under the Comprehensive Planning category October, 2008.





1: INTRODUCTION



INTRODUCTION

1.1 PURPOSE

The Village of Pelham (hereafter referred to as “the Village”) is a small suburban community located in southern Westchester County, New York (See Figure 1, *Location Map*, and Figure 2, *Aerial Map*). Less than one square mile in area, the Village, along with the Village of Pelham Manor to the south, constitutes the Town of Pelham.¹ Originally incorporated in 1896, the Village was reincorporated in 1975, combining the municipalities of the Village of Pelham and North Pelham into a single Village. With its relatively dense population, historic homes, and close proximity to New York City, the Village contains many residents who commute daily to New York. Pelham is predominantly residential in character, also containing retail, professional and services primarily directed to its residents.

Villages in New York State are granted the authority to prepare and adopt a comprehensive plan in accordance with New York State Village Law §7-722. A comprehensive plan is defined as “the materials, written and/or graphic, including but not limited to

maps, charts, studies, resolutions, reports ... that identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of the village.” The effect of adopting a comprehensive plan is that a Village’s land use regulations, which provide a mechanism to implement the Village vision, must be in compliance with its plan. In addition, all plans and projects by other governmental agencies must also consider the plan.

The Village of Pelham commenced this update of its Comprehensive Plan in early summer 2007. Its previous plan was adopted in 1989 (from here on referred to as the “1989 Plan”) and many of its goals are relevant today. The Village’s population has increased, albeit slowly—with an approximately two percent increase—since the previous plan, and the Village is largely built out. As the physical conditions described in the previous plan have not changed dramatically in the past eighteen years, much of the baseline data remains the same as well. This update is largely driven by the Village’s need for a comprehensive downtown improvement strategy. To increase the Village’s tax base, this Plan aims to identify appropriate development patterns and policies that will strengthen the Village’s assets and locate new

ones. An updated Comprehensive Plan will be a guide for the Village’s leaders and residents in planning for their future.

1.2 VISION

The recommendations within this Comprehensive Plan will direct the Village of Pelham toward achieving its vision. The Plan has been developed with the intent of achieving a balance between suburban residential and downtown economic perspectives and a balance between growth and conservation of the existing quality of life. The following major themes have been identified during the preparation of this Plan:

- > Maintain Village character
- > Promote Economic Development Downtown
- > Sustain and Promote the Prosperity and Unique Qualities of Pelham

These themes are further explained in Section 2. A range of recommendations and implementation strategies relating to these themes is discussed in the remaining sections. The recommended actions are based in part on Pelham’s strengths, such as its convenient location and historic character. Other strengths include its access to regional transportation, open space resources, compact downtown, and proximity to New York City.

¹ References to the Town of Pelham, rather than the Village of Pelham, are noted as such.

Implementation of this Plan will require the delegation of responsibility to various parties. While this document focuses on efforts that are within the Village's jurisdiction (including zoning amendments and design guidelines), many actions require steps by Westchester County or New York State agencies. In other instances, it will be the role of private organizations or developers to take action. When actions are outside of the Village's jurisdiction, the Village should continue to coordinate with these outside agencies or organizations. This collective effort will help bring the Plan to life.

The Plan is designed to be comprehensive, general, long-range and flexible. It is comprehensive in that it addresses many elements that affect the Village's quality of life. It is general in that it establishes policies and strategies rather than detailed designs. It is long-range in that it looks beyond current issues, and it is flexible since it is subject to review or change as new information or ideas become available. With the Plan's guidance, Pelham will continue to be a desirable place to live, work and visit.

1.3 BACKGROUND AND PROCESS

The Comprehensive Planning Process began in 2007 when Saratoga Associates was hired to revisit and update the 1989 Master Plan. A number of field visits were

held to complete the inventory and analysis sections of the Plan and craft the Plan objectives. The purpose of the visits was to better understand the issues identified in the workshop and study the issues that most concern the Village.

This document is intended to build on the existing recommendations of the 1989 Plan—to revisit them and update them accordingly. Much of the information and issues contained in the 1989 Plan remain just as relevant today, and in that sense, it is most productive to continue from there rather than start from scratch. Village officials have expressed the need for this plan to focus above all on Pelham's downtown. Consequently, this document is as much of a downtown development plan as a Comprehensive Plan, addressing the variety of issues in the Village but centering on downtown improvement.

1.3.1 Public Outreach

Preparation of the Comprehensive Plan included an outreach participation process in which the public was involved to identify issues and opportunities and generate ideas. Descriptions of the community involvement and outreach components are as follows:

- > Village Walk and Tours. On June 14, 2007, the Mayor led the consultant team on

a walk through Downtown. This visit assisted in an initial identification of issues and opportunities along the Wolfs Lane/Fifth Avenue corridor, and allowed them to capture the streetscape elements that are missing or intact on camera. On July 18, 2007, the Mayor led the consultant team on a street-by-street tour by car of the Village in its entirety, in order to provide a larger sense of context, and to see areas beyond the central business district as well as sections of neighboring communities.

- > Client meetings. The consultant team met with the Village Board and advisors on several occasions; first, on July 17, 2007 to discuss the scope of the project; later, on September 25, 2007 to discuss zoning and land use options. Further meetings were held throughout the process via conference call to discuss specific issues in the draft Plan as it developed.

Meeting notes, as well as minutes from the public hearings, are included in the Appendices.

1.4 REGIONAL AND LOCAL PLANNING EFFORTS TO DATE

The following provides an overview of past and present efforts to gain some control of and plan for County and Village growth.

1.4.1 County Planning

In 1995, the Westchester County Planning Department devised a comprehensive plan, *Patterns for Westchester: The Land and the People*, in response to previous Countywide planning strategies developed in the 1970s and 1980s. Previous plans had focused primarily on density patterns within the County; owing in part to the environmental and economic pressures experienced in the 1990s, *Patterns* aimed to address the County's issues in a more subtle and nuanced manner, taking into account issues such as watershed health and water quality, existing patterns and corridors of development, and open space, among others. As of the time of this writing, *Patterns* is currently being revised to become its new incarnation, *Westchester 2025*; no further information on the plan is available.

The Plan is based on the concept of centers, corridors, and open space, containing appropriate levels of development ranging in scale from hamlets to major centers. This concept limits intensive growth to areas around the existing urban concentrations (primarily cities, towns, and villages), leaving those areas that are not near major highways or water and sewer services relatively free of denser development. In the Plan, the Village of Pelham is considered a "local center," meaning that it has a well-defined downtown business district,

plus small-scale offices and retail, as well as mixed use development. In addition, it is located along a principal corridor for transportation, development, and scenic qualities. Overall, the Village is considered to be "medium density suburban," which, according to the plan, has "significant capacity for economic development in other intermediate, local and hamlet centers—and in several corridors with a developed character—that have adequate infrastructure and relatively few environmental constraints." Pelham's desire to seek and provide economic development opportunities works in concert with the County's stated goals. Ultimately, this Plan provides the "big picture" guidance for municipalities' regulation of land use, in order to plan in a County-wide context.

1.4.2 Local Planning

The Village of Pelham's first Master Plan was adopted in 1981—and a subsequent zoning plan in 1984—resulting from the consolidation of the Villages of Pelham and North Pelham in 1975. The Plan was revised in 1989; its three focal points were the preservation of residential Village character, the reinforcement of the downtown shopping area, and the development of guidelines for appropriate increased development in areas where it is feasible.

The Plan noted a relatively high turnover rate in downtown

businesses as well as a number of vacant stores. It cited a 1986 marketing report that assessed the potential for economic development in the Central Business District, which indicated the types of businesses that were appropriate. For instance, a bookstore would likely be well received downtown. A similar plan was developed and updated in 2004.

In terms of housing, the 1989 plan noted that the residential areas of Pelham were largely built out. Instead, the trend at the time was to build additions to existing homes to provide more living space. This created the need for such plans to be brought under review by the Architectural Review Board. The 1989 Plan cited the need for additional recreational facilities and amenities in existing parks. While Wolfs Lane Park, for instance, was underutilized at the time, it was largely due to the lack of recreational facilities there. Simple elements ranging from landscaping to benches were recommended.

The revised Comprehensive Plan was adopted in 1989. The Village zoning is revised regularly. While the goals of the current Plan remain largely similar to the 1989 Plan, it is necessary to continually re-examine the Village in order to further refine its needs.

1.5 CONTENTS

This document examines the major goals related to the Village's population and community character. These are expressed in the **Major Themes** section. The Plan then describes existing land use patterns in the **Setting** section. Several of the key components to achieving these goals are addressed in the **Land Use and Zoning** section, including recommendations for revisions to the zoning code. Issues related to the local economy are discussed in the **Economic Development** section. This is followed by strategies to improve mobility (**Traffic and Transportation**) and the Village's recreational facilities and open spaces (**Open Space, Culture and Recreation.**) Specific strategies regarding housing and neighborhood vitality issues are then provided in the **Housing and Residential Districts** section. The environmental setting is considered in the **Natural Resources** section. The **Community Services** section discusses the infrastructure and services provided to residents of the Village. Lastly, key action items needed to implement the Plan are presented in the **Implementation** section.







2: MAJOR THEMES

MAJOR THEMES

The Village of Pelham has identified the following themes as the major goals of its Comprehensive Plan. These themes and the Plan as a whole will help the Village to strategize its physical, social and economic development for the next ten years and more. The following statements describe the general way that residents desire development and growth in the Village to occur. Subsequent sections of the report will expand upon these goals and delineate strategies for achieving them.

2.1 MAINTAINING VILLAGE CHARACTER

The Village's neighborhoods—Chester Park, Pelville, Pelhamwood and Pelham Heights—all have special architectural and topographical features and should be preserved. The Comprehensive Plan will address the necessary regulations, protections and enforcement required to assure this preservation. It will also consider special architectural and landscape treatments for those areas outside of residential district; for example, the use of planning and design mechanisms to enhance Pelham's open space and commercial areas.

2.2 PROMOTING ECONOMIC DEVELOPMENT IN DOWNTOWN PELHAM

Downtown Pelham should be strengthened into a convenient, attractive and viable shopping district. The Comprehensive Plan will address necessary land use, wayfinding and parking, regulatory, and enforcement provisions required to achieve this goal. The band of commercial uses comprising Wolfs Lane and Fifth Avenue has the potential to become a lively shopping district with retail choices that can accommodate the needs of Pelham residents and new visitors. The Plan will discuss strategies such as business retention and branding that will capitalize on Pelham's economic development potential.

2.3 SUSTAINING AND PROMOTING THE PROSPERITY AND UNIQUE QUALITIES OF PELHAM

The 1989 Plan states that the Village is "characterized by a physical and social environment that should be preserved and that reflects the values of the families and individuals residing in the Village." This statement holds true with respect to development of this Comprehensive Plan, which will put forth strategies encompassing land

use, zoning, transportation, open space, and infrastructure. Laced throughout this flexible plan will be references to sustainability, which all municipalities interested in balancing quality of life with responsible growth and development must prioritize. As this Comprehensive Plan is implemented, Pelham will continue to evolve into a more healthy and diverse place to work, shop, play and dwell.





SETTING

3.1 LOCATION

The Village of Pelham is located in lower Westchester County, New York, adjacent to the northern boundary of the Bronx. The Village, which is approximately 0.8 square miles in area, is triangular in shape and bordered by the Village of Pelham Manor to the south, the City of Mount Vernon to the west, the City of New Rochelle to the east, and the Town of Eastchester to the north. The City of White Plains, the Westchester County seat and home of the County government offices, is located approximately 11 miles north of Pelham. The Hutchinson River Parkway travels in a north/south direction along the Village's western boundary, and Interstate 95 (the New England Thruway) travels in a north/south direction to the east of the Village.

In its day-to-day operations, the Village of Pelham is involved with several layers of government, which may occasionally appear confusing to those unfamiliar with the system. The Village of Pelham, along with the Village of Pelham Manor to the south, comprise the Town of Pelham. Each Village has its own police, fire, and government/administrative services. There are no unincorporated areas within the Town of Pelham. The Pelham Union Free School District boundaries

are the boundaries of the Town of Pelham, thereby encompassing the Village of Pelham and the Village of Pelham Manor. Further elaboration of the division of services appears in Section 10, Community Services.

3.2 HISTORY²

Pelham was founded in 1654, when Thomas Pell of Fairfield, Connecticut, bought land from the Siwanoy Indians. This land included all of the current Town of Pelham, plus what is now the Bronx east of the Bronx River and all of Eastchester and New Rochelle. Later, Pell sold Eastchester and New Rochelle; he received a patent from the Colony of New York for the remaining land, which he named "Pelham," in honor of his tutor, Pelham Burton.

Until the Revolution, Pelham was inhabited only by the Pells and their tenants, and included all of today's town plus City Island and Pelham Bay Park. The only roads in the area were the Shore Road, the Boston Post Road (Colonial Avenue) and the old Indian Trail, which connected them (Split Rock Road and later Wolfs Lane).

The Town of Pelham was incorporated in 1788; during the 19th century, its population was

centered on City Island, particularly on the wealthy South Shore. During this time, City Island continued to thrive with shipbuilding and oystering industries, while the interior of Pelham was limited to a few homesteads along Colonial Avenue. Wolfs Lane was a dirt road leading to the Wolf farm at what is now Third Street and Fifth Avenue. The new Boston Post Road was constructed in 1802. When the New York, Hartford, and New Haven Railroad came through Pelham in 1849, it brought new settlement to the area, particularly in the area by the post office, in Pelhamville. One of the earliest houses still standing is the Old Stone House, built by Alexander Diack at 463 First Avenue in 1851.

The railroad brought further development along the esplanade with the opening of the New Haven branch line in 1873. Many homes from this period are still standing along the Esplanade, Prospect, and Highland Avenues. In 1891, the Village of Pelham Manor was incorporated in order to deliver services to these new residents.

In 1895, New York City annexed City Island and Pelham Bay Park, and Pelham became the size it is today. A new Town Hall was built on Fifth Avenue at the same time. A year later, the Village of North Pelham incorporated, including all of Pelham north of the railroad. The Village of Pelham, located between North Pelham and Pelham Manor

² Adapted from "Pelham's Setting and History," by Susan Swanson

was incorporated the same year, with only nine voters, making it the smallest village in the United States for some time. In 1975, the Villages of Pelham and North Pelham merged into the Village of Pelham in 1975.

Pelham grew rapidly after 1900, with a trolley linkage between the Manor and downtown. The electric New York Westchester and Boston Railway began operation in 1912 and operated stations in Pelhamwood and Fifth Avenue, connecting to the Bronx, Mt. Vernon, New Rochelle and White Plains. The railroad was discontinued in 1937.

Pelham continued to expand rapidly in the 1920s; it was during this period that the majority of the Village's structures were built, including the Wolfs Lane and Fifth Avenue shopping area as well as homes in Pelham Heights and Pelham Manor. This was the peak population growth period for the Village, and its overall architectural character remains rooted in this prosperous era.

The postwar era was a period of rapid growth throughout the area, as people moved beyond the central cities into Westchester and Fairfield Counties and later, beyond. Since then, and particularly since the 1980s, Pelham has been a desirable suburb for those who want or need to remain close to New

York City, be it for work, culture, or any other reason, and yet take advantage of the historic character and natural beauty of the oldest town in Westchester County. Its relative density supports a feeling of community and neighborliness, yet its tree-lined streets and distinctive homes are uniquely peaceful, continuing to make it an attractive and sought-after place to live.

More about the history of Pelham can be found on www.historicpelham.com and in *Pelham, New York: Memories of a Century After Incorporation*, by Tom Fenlon.

3.3 DEMOGRAPHICS

Examining the demographic characteristics of Pelham is important in order to understand its current growth trends. This section will describe existing conditions regarding population characteristics such as age, educational attainment and median household income. In many cases, the data for the Town of Pelham is the most relevant, as the Villages of Pelham and Pelham Manor often function together in terms of commercial activity and development patterns, since residents of both Villages use Pelham's downtown.

Table 3-1 BASIC CHARACTERISTICS

County	Westchester
PMSA (Primary Metropolitan Statistical Area)	New York-Northern New Jersey-Long Island, NY-NJ-PA MSA
NYS Dept. of Labor Market Region	Hudson Valley
Distance to Midtown Manhattan, New York City	20 Miles
Distance to Albany	150 miles
Transportation Network	Road: Hutchinson River Parkway Exit 9; Rail: Metro North (New Haven Line) Air: 16 miles south of Westchester County Airport (HPN); 20 miles north of John F. Kennedy International Airport (JFK)
2007 Population Estimate	6,584
Source: NYS Department of Labor, Google, U.S. Census	

POPULATION, AGE, AND RACE

While the Village has experienced a small yet steady population decline since its peak population of 7,290 in 1960, current estimates indicate that this decline has leveled, and the Village has experienced a slight population gain of 2.9 percent since 2000. Despite the Village’s current relative density—particularly compared to Westchester communities to the

north—it is apparent that even with strategies to further increase this density, the Village will still be less populated than at its peak in 1960. At the same time, this same density is what affords downtown Pelham’s compact, walkable “village center” feel and its potential for a vibrant downtown. The Village’s median age of 37.5 is slightly younger than that of Westchester County and the Town of Pelham but largely comparable.

The Village of Pelham is approximately 81 percent white, a slightly higher figure than the County overall (72%). The next most populous races are African American and Asian. In terms of ethnicity, approximately 9 percent of Pelham residents identify themselves as Hispanic.

Table 3-2 POPULATION AND POPULATION CHANGE 1960 TO 2007

Municipality	1960	1970	1990	2000	2007 (Estimate)	Change 1990-2000	Change 2000-2007	2012 Projection
Village of Pelham	7,290	7,260	6,413	6,400	6,584	-0.2%	2.9%	6,635
Town of Pelham	13,404	13,933	12,060	11,866	12,031	-1.6%	1.4%	12,016
Westchester Co.	808,891	894,104	874,866	874,866	950,393	5.6%	2.9%	959,611

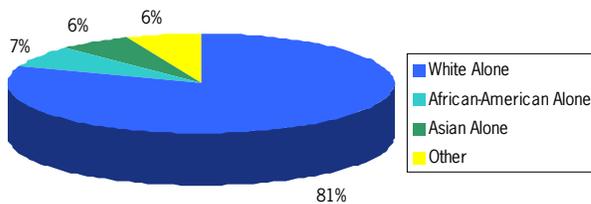
Source: U.S. Census Bureau; Westchester County Department of Planning, EASI Demographics (2007 estimate and 2012 projection), Village of Pelham 1989 Master Plan (1960 Village population)

Table 3-3 MEDIAN AGE, 2007

	Median Age
Village of Pelham	37.5
Town of Pelham	38.7
Westchester County	38

Source: EASI Demographics

Race, Village of Pelham, 2007



HOUSEHOLD INCOME AND EMPLOYMENT

The Village of Pelham median household income reflects many factors, including office and retail employment, the educational attainment of its residents, the presence of dual-income households, and a population consisting largely of residents in their peak earning years. According to the 2000 Census, Pelham had a median household income of \$94,274 in January 2007. This number is significantly higher than that of Westchester County as a whole (\$73,199) and also may represent the potential for additional spending power within the Village. The Town of Pelham’s median household income was \$105,824 in 2007.

Similarly, the Village of Pelham has a particularly high labor force participation rate (67.2%) compared to the County, which is another factor in its favor, contributing to a high quality of life and overall economic vitality.

The most popular employment industries for Pelham Village and Town residents mirror those of Westchester County, with Educational, Health, and Social Services first, employing approximately one-quarter of residents in both geographic areas.

Table 3-4 SHARE OF WORKERS BY MAJOR INDUSTRIES, 2007 (WORKING POPULATION AGED 16 AND OVER)

Industry	Westchester County	Town of Pelham	Village of Pelham
Educational, Health and Social Services	26.1%	23.8%	23.4%
Professional, Scientific, Management, Admin.	14.9%	18.6%	17.7%
Finance, Insurance, Real Estate	11.0%	14.7%	11.5%
Information	5.1%	8.1%	9.6%
Retail Trade	7.6%	7.0%	9.3%
Other Services	8.6%	6.8%	6.4%
Construction	6.9%	4.1%	5.3%
Arts, Entertainment, Accommodation, Food Svc.	6.1%	5.3%	5.0%
Manufacturing	5.5%	4.6%	4.8%
Public Administration	3.8%	3.5%	4.1%
Transportation and Utilities	4.2%	3.4%	2.8%

Source: EASI Demographics

Table 3-5 MEDIAN HOUSEHOLD INCOME, 2007

Municipality	Income
Village of Pelham	\$94,274
Town of Pelham	\$105,824
Westchester County	\$73,199

Source: U.S. Census Bureau



Table 3-6 LABOR FORCE PARTICIPATION RATE, 2007

	Population 16 and Over	In Labor Force	Labor Force Participation Rate
Village of Pelham	4,959	3,334	67.2%
Town of Pelham	8,954	5,933	66.3%
Westchester County	739,526	467,379	63.2%

Source: U.S. Census Bureau, EASI Demographics

Approximately 43 percent of Pelham residents commute less than 30 minutes to their place of employment, and nearly all of this is by a mode other than public transit. As travel time increases, however, so does use of public transportation. Owing to Pelham’s proximity to New York City (and the Metro-North Railroad station in the center of the Village), it is likely that a large portion of the Pelham population commutes to New York City for work. White Plains, the county seat and another regional employment center, is located approximately eleven miles north of Pelham.

Education data is important to understand, as education levels strongly influence the economic success of a community. As shown in Table 3-8, Educational Attainment, higher education (i.e. beyond high school) levels in Pelham are higher than both the state and county averages, a statistic with great merit. Approximately 57% of the Village’s 25+ population has a 4-year college degree or graduate degree, significantly higher than both the state and county. In addition to its high level of educational attainment, Pelham has a reputation for its excellent public schools, another community asset.

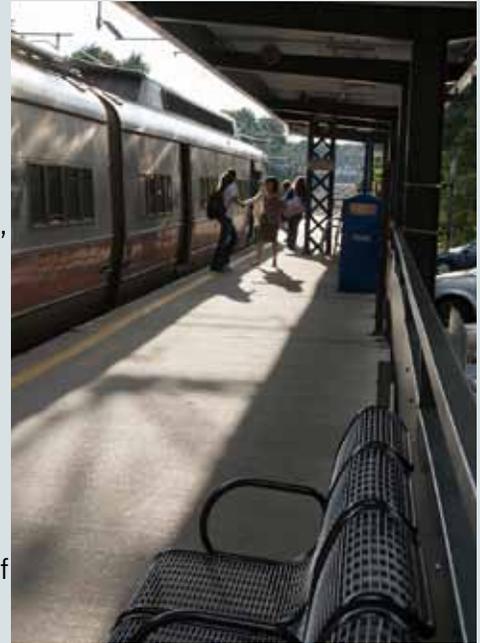


Table 3-7 TRAVEL TO WORK, VILLAGE OF PELHAM

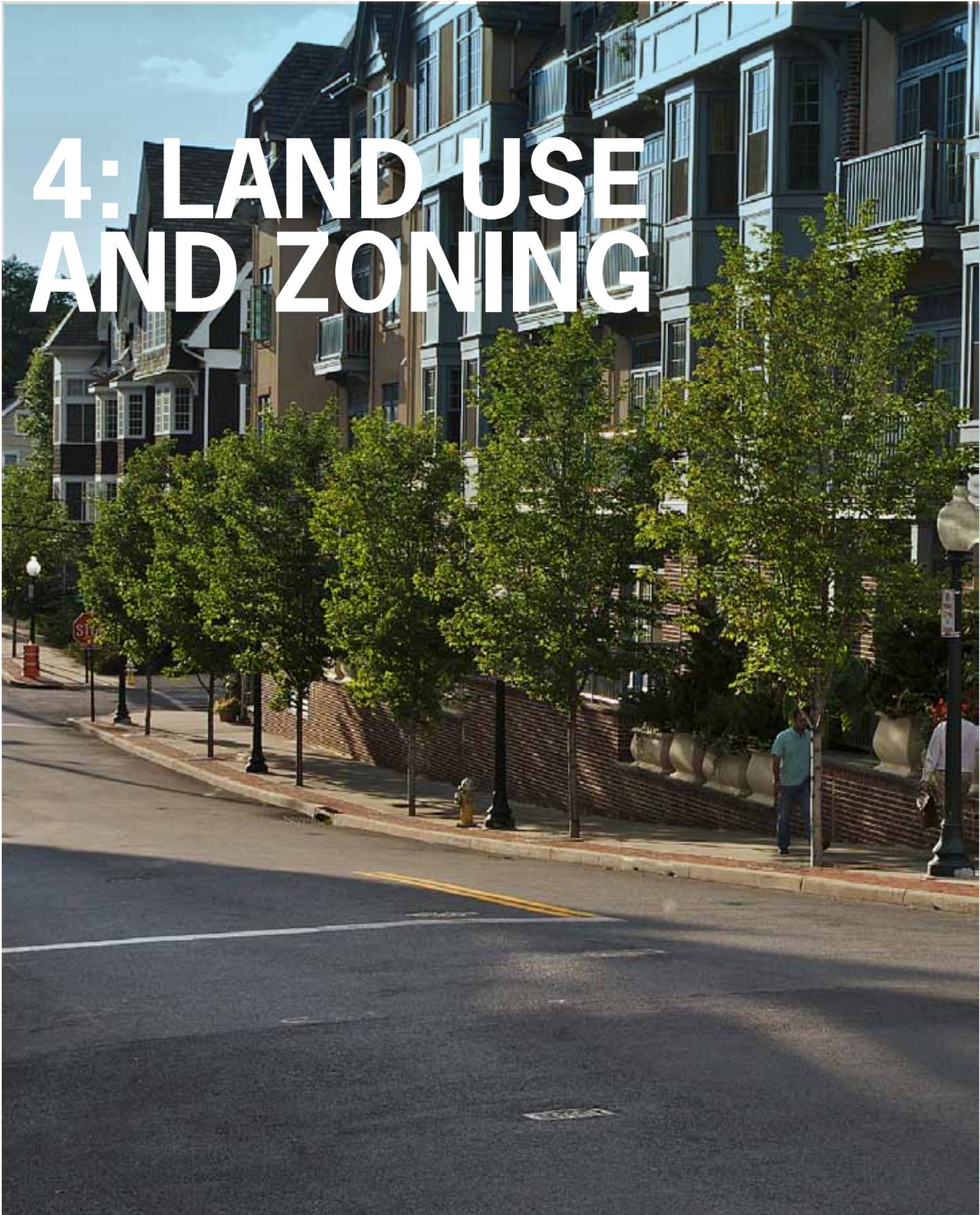
Travel Time to Work Pelham Residents 16+		Means of travel to Work Pelham Residents 16+	
		Public Transit	Other Means
Less than 30 minutes	42.5%	2.3%	97.7%
30 to 44 minutes	20.7%	35.3%	64.7%
45 to 59 minutes	17.3%	57.4%	42.6%
60 or more minutes	19.4%	70.5%	29.5%

Source: U.S. Census 2000

Table 3-8 EDUCATIONAL ATTAINMENT, 2007

Level of Attainment (Population Aged 25+)	Westchester County	Town of Pelham	Village of Pelham
Less than High School Graduate	14.7%	7.0%	8.5%
High School Graduate	21.4%	14.8%	16.9%
Some College (No Degree)	15.9%	12.0%	11.8%
Associate Degree	5.6%	5.6%	5.4%
Bachelor’s Degree	22.0%	29.6%	28.2%
Graduate Degree	20.4%	31.0%	29.3%

Source: U.S. Census Bureau, EASI Demographics



LAND USE AND ZONING

4.1 GOALS

- > Maintain a balance of residential development, commercial development and open space.
- > Strengthen the visual character of the commercial corridor, resulting in a more vibrant district.

4.2 SUMMARY OF EXISTING CONDITIONS

4.2.1 Land Use

Figure 3, *Land Use Map*, shows the location of the Village's existing land uses. For this Plan, eight categories of land use have been utilized based on data obtained from the New York State Office of Real Property Services. Definitions of the land use categories are:

LAND USE CLASSIFICATIONS	
Commercial	Property used for the sale of goods and services, including hotels, restaurants, storage facilities, retail services, office buildings, multi-family housing, and multi-purpose properties.
Community Services	Property used for the well being of the community, including schools, religious facilities, health care facilities, and government facilities.
Industrial	Property used for the production and fabrication of durable and non-durable goods. Includes manufacturing and processing uses.
Public Services	Property used to provide services to the general public, including utility, communication and transportation services (excluding roads) and waste disposal facilities.
Recreation, Culture & Entertainment	Property used by groups for recreation, amusement, culture or entertainment, including athletic facilities, beaches, marinas, and parks.
Residential	Property used for human habitation including single- and multi-family, year-round and seasonal residences.
Roadway	Property used for streets, roads, and highways.
Vacant	Property that is not in use or lacks permanent improvement.



Looking at current GIS data by acreage, the Village’s land use is primarily (76.5%) residential, as it was in the 1989 Plan. The commercial district, which includes a mix of small-scale retail and service businesses, functions primarily as an accessory to the residential uses. Some light manufacturing takes place in the Pico building, near Village Hall; this is primarily accounted for by the Tiffany & Co. production facility. Wolfs Lane and Fifth Avenue, which make up the north-south spine of the Village, is the primary commercial corridor along which most village retail and service-oriented uses are located.

Table 4-1 illustrates the full breakdown of land uses.

Table 4-1 LAND USE, VILLAGE OF PELHAM		
Land Use Categories	Acres	%
Residential	404.59	76.5 %
Commercial/Industrial	34.54	6.6%
Institutional	18.79	3.6%
Parks/Open Space/Culture	51.50	9.6%
Transportation Utility	14.92	2.8%
Undeveloped	4.09	0.8%
TOTAL	528.43	100.0%

For the purposes of this Plan, this commercial corridor is divided into three commercial districts: the North Commercial District (Lincoln Avenue to Willow Avenue), the Central Commercial District (railroad tracks to Lincoln Avenue), and the South Commercial District (Boulevard to railroad tracks), as shown in

Figure 5. The North Commercial District is primarily lower-density office and commercial businesses with some residential buildings interspersed within. The Central Commercial District is primarily comprised of retail buildings—some with upper-story residential units—and several larger apartment buildings. The Pelham Town Hall, Village of Pelham Fire Department and Post Office are located on this stretch, although the Post Office is slated to move off of Fifth Avenue to First Street in the near future. The South Commercial District is the location of several buildings with storefront retail and upper-story apartments, several gas stations, the historic Pelham Picture House and Wolfs Lane Park. Pelham

Memorial High School and Pelham Middle School are located at the south end of Wolfs Lane at Colonial Avenue, which is the boundary between the villages of Pelham and Pelham Manor. Aside from the Village’s commercial corridor, land uses within the

village are limited by geography and infrastructure: its boundaries are articulated by the Hutchinson River, whose parallel parkway provides a band of green space (although not public open space) to the west, and bisected by the Metro North New Haven line along Pelhamwood Avenue. Pelham’s four residential neighborhoods (from north to south) are Chester Park, a quiet neighborhood centered around a village green; Pelville, a larger, higher-density neighborhood; Pelhamwood, a hilly area with large homes near the train station, and Pelham Heights, the area south of the train line with elegant homes on large lots. Section 8, Housing and Residential Districts, includes detailed descriptions of each neighborhood.

In terms of land use, Pelham has a number of issues of concern. The South Commercial District has several underutilized properties that are counterproductive to achieving the Village’s long-term plan of a vibrant downtown. Its three consecutive gas stations interrupt the streetwall and sidewalk, making for a less pleasant pedestrian experience. The vacant lot just south of the rail line has a similar effect. In the Central Commercial District, the quantity of retail banks is becoming a major issue. Retail banks and other chain stores are desirable tenants for developers; however, Pelham will soon have a half-dozen of them within three blocks. The overrepresentation of any type of business has a negative

effect on sustaining a walkable downtown, and in implementation of this plan, Village should seek to provide a “specialized and diversified shopping experience” rather than “cookie-cutter monotony.”³

4.2.2 Zoning

As shown in Figure 4, the majority of the Village is comprised of residential zoning districts, in particular the Residential A-1 district, which allows low-density detached single-family development on lots at least one quarter-acre in size. This district is located primarily in the southern portion of the Village, in Pelham Heights. Other residential zones are located throughout the Village, predominantly in the eastern sections but also on the western side near the Hutchinson River. The more dense B-1, B-2, M, and M-1 residential districts are primarily located in the center of the Village, closer to the train station. Zoning districts are regulated by lot size and allowable use. In addition, new commercial development must have adequate parking and meet site plan approval by the Planning Board and Architectural Review Board (ARB).



³ Gruen, Vanessa and Jasper Goldman, “Chain Store Creep,” Municipal Art Society, October 27, 2006.

Table 4-2 VILLAGE OF PELHAM ZONING DISTRICTS

ZONING DISTRICT	GENERAL DESCRIPTION	LOT SIZE/FAR CHARACTERISTICS	ACRES	% OF VILLAGE
Res A-1	Detached single-family residential	10,000 sf minimum lot size; 35% maximum FAR	192.83	36.5%
Res A-2	Detached single-family residential	6,000 sf minimum lot size; 40% maximum FAR	71.14	13.5%
Res A-3	Detached single-family residential	5,000 sf minimum lot size; 40% maximum FAR	138.60	26.2%
Res B-1	Detached and semi-detached single-family residential	5,000 sf minimum lot size; 45% maximum FAR	9.19	1.7%
Res B-2	Detached single- and two-family residential	5,000 sf minimum lot size; 45% maximum FAR	59.42	11.2%
Res M	Detached single- and two-family and multi-family residential	5,000 sf minimum lot size for dwelling; 10,000 sf for multifamily or nonresidential	4.66	0.9%
Res M-1	Detached single- and two-family and multi-family residential	5,000 sf minimum lot size for dwelling; 10,000 sf for multifamily	2.59	0.5%
Off-1	Office Buildings	40,000 sf minimum lot size	5.57	1.1%
Off-2	Single- and two-family residential and restricted Office uses	40,000 sf minimum lot size	5.48	1.0%
Bus-1	Restricted Retail	5,000 sf minimum lot size for residential, 2,500 sf mixed-use	15.70	3.0%
Bus-2	General Retail and Multifamily Residential	5,000 sf minimum lot size for residential, 2,500 sf mixed-use	10.47	2.0%
Bus-3	General Retail, Service and Restricted Industrial	5,000 sf minimum lot size for residential, 2,500 sf mixed-use	12.78	2.4%
TOTAL			528.4	100.0%

Source: Westchester County Department of Planning

To control unwanted bulk that can sometimes occur with existing homes that receive additions, the Village instituted Floor Area Ratio (FAR) requirements in its residential districts in 2007 after a comprehensive residential zoning review in order to address density. These requirements dictate the total allowable square footage in a building; when combined with lot coverage requirements, FAR rules aim to ensure that there will not be “too much house” on a disproportionately small lot, while still giving owners design flexibility. The Village does not have commercial FAR regulations in its code, as the existing restrictions on building footprint and height have sufficiently managed commercial density. In general, Pelham’s zoning aims to limit density in its residential areas, maintaining the attractive and historical qualities it is known for, but increasing density in its commercial areas, in order to generate a livelier and economically robust downtown shopping district.

As stated in New York State Village Law §7-722, “Among the most important powers and duties granted by the legislature to a village government is the authority and responsibility to undertake town comprehensive planning and to regulate land use for the purpose of protecting the public health, safety

and general welfare of its citizens.” As a result, a village’s zoning law must comply with its Comprehensive Plan. The Village must take this into account when changes are made to either the Comprehensive Plan or the zoning.

The zoning may require amendments to implement specific strategies of the Plan. These may include changes in district boundaries, creation of new districts and modifications of the allowable use lists in existing districts. These refinements are discussed more fully in Section 4.3.1.

4.2.3 Community Character

STREETSCAPE

In the residential sections of Pelham, the streetscapes are generally attractive, featuring sidewalks, lighting at appropriate scales, street trees and homes of varying sizes and setbacks. Rather than catering to automobiles, these traditional neighborhoods are conducive to bicycle and pedestrian activity and a generally active street life. Because the streetscapes within residential neighborhoods are by and large not an issue that needs to be addressed in the Comprehensive Plan, this discussion focuses mostly on the commercial corridor of Wolfs Lane and Fifth Avenue.

The commercial corridor is fortunate to possess cultural and historic buildings, street trees, sidewalks and walkable blocks; the sum of these parts equals a pleasant downtown area. However, the South Commercial District, located on the high-visibility blocks adjacent to the train station, suffers from an inconsistent streetwall. Several underutilized and vacant lots, as well as three consecutive service stations that function as a divide between the First Street stores and the others near Boulevard, presents an obstacle to the Village as it attempts to enliven this Commercial District. Although vacancy rates are respectable, the Central and North Commercial Districts also suffer from a lack of visual continuity, and several “weak” corners exist throughout the commercial corridor.



The buildings that make up Pelham’s downtown reflect the Village’s growth in the 1920s and 1930s, both in character and condition. Their small scale conveys the inti-

mate, historic feel of the downtown. Predominantly one and two stories, many buildings are constructed in a Tudor revival style, often with decorative half-timbered facades. Other more contemporary buildings still retain the intimate feel, with shingled or clapboard-style facades and pitched roofs. Upper stories, when present, are often smaller than the ground floor due to the sloping roofs.

Despite the notable architectural and historic character of Pelham's downtown buildings, upon a closer look, the passage of time is apparent. Many buildings have crumbling facades, peeling paint, decaying wood, and other evidence of disrepair on facades and signage, which detracts from the potential vibrancy and sense of well being in downtown Pelham. This is in part due to the age of many structures—dating from well before much of the postwar development of surrounding communities—but also speaks to a need for design guidelines, upkeep standards, and an overall need for investment. Often, the sidewalks echo this need for attention, with poor maintenance and a lack of continuity with neighboring stores.

4.3 RECOMMENDATIONS

This Plan recommends a balance of conservation and preservation

where it makes sense to do so, and development at higher densities where the infrastructure can support such development. To preserve and improve upon the existing character of Pelham, several steps should be taken, starting with the revisions to the zoning code.

IMPLEMENT A DESIGN STANDARDS PALETTE FOR NEW DEVELOPMENT. Creating an attractive and unified aesthetic for Pelham's downtown will increase opportunities for economic development. Design standards should be written and applied to all new development, to mandate setbacks, curb cuts, and connectivity, fence, windows and façade treatments, landscaping, and signage, resulting in aesthetically pleasing shopping areas that bring economic growth and services to the Village. Design standards can direct the way a new development should look and feel as well as how it relates to adjacent uses. They can address each aspect of construction—from materials to window sizes to colors—to ensure that new or rehabilitated buildings complement older ones. They can also specifically state required sidewalk widths, fence styles and sizes, and specify how many trees need to be preserved on a lot during construction, among other issues.

Pelham currently has a small brochure of storefront design guide-

lines; however, the guidelines are voluntary, broad and conceptual, rather than practical. In order to be effective, they must be mandatory and specific. Pelham's design standards should present a "menu" of options for each design category, giving developers flexibility but still adhering to aesthetic goals for the district by providing an extensive design palette.

Examples of specific issues in the Village that could be addressed by design standards are listed in Table 4-3.

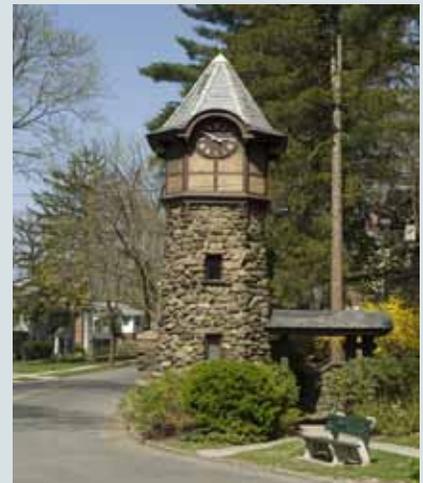


Table 4-3 DESIGN ISSUES AND STRATEGIES FOR DOWNTOWN PELHAM

Issue	How to Address in Design Standards
Streetwall on Wolfs Lane is weak; Storefronts are out of character with surroundings in terms of style, form	Uniform setbacks, mandatory “build-to” lines Sidewalk standards Specified façade materials, fenestration and doors
Need for overall aesthetic improvements on Wolfs Lane and Fifth Avenue	Site furniture Decorative paving Specified utility poles/light poles Improved signage standards Façade standards: materials, color, design Landscaping requirements Removal of unattractive elements e.g., cracking planters on sidewalks Landscape screening regulations for mechanical equipment, garbage cans
Unattractive chain-link fences downtown	Implement standards for fences: style, material, height (wrought iron)
Façade improvements needed on many buildings south of train station	Façade standards (materials, color, design) Fenestration and doors Awning regulations

To develop these policies, the Village Board of Trustees may appoint a committee made up of various officials and members of the community, including Board of Trustees members, Planning and Zoning Board members, residents and business owners. Alternatively, the Village could select a consultant to develop the policies in coordination with a local committee. Once these standards have been developed and adopted by the Village Board, they should, at minimum, be incorporated

by reference into the Zoning Code.

INVESTIGATE WAYS TO UPZONE UNDERUTILIZED PROPERTIES TO INCREASE PROPERTY VALUES. Downtown Pelham has several underutilized lots in attractive locations, which are counterproductive to Pelham’s long-term plan and may be put to better use if rezoned to increase their potential value. The Village should consider increasing height and density restrictions for specific areas of underutilized property, thereby providing better

opportunities for development. For instance, one strategy of upzoning—increasing the allowable building height in certain areas—could potentially attract developers that might not have considered those parcels before. In some locations with existing undesirable uses, such as the three gas stations on Wolfs Lane, giving these lots more underlying value may encourage the purchase of such properties by developers.

CREATE A SCHEDULE OF USES IN THE ZONING CODE. Most zoning codes include a table/schedule of uses, delineated by district, in addition to the text itself. Such tables clearly indicate what uses are allowed, what require special permits, and what is prohibited, all in a single chart. This makes the interpretation of zoning law easier for the planning and Zoning Boards as well as the public, or potential developers. Pelham should modify its Zoning Code to include such a table.

REWRITE THE VARIANCE SECTION OF THE ZONING CODE. The variance section needs to be rewritten so that the “variance test” conforms to state statute. In seeking a use variance, New York State requires an applicant to satisfy and document four “tests” (primarily regarding building character and financial hardship on the applicant). In contrast to a use variance, there is no specific “test” that an applicant has to prove to receive an area variance.

REVISE THE DEFINITIONS IN THE ZONING CODE TO BE MORE PRECISE. Some of the definitions within the zoning code should be rewritten to allow the extent of uses within districts.

CONSIDER CHANGING THE ZONING DESIGNATIONS IN PELHAM’S CENTRAL COMMERCIAL AREA FROM “BUSINESS” TO “RETAIL,” AND MODIFYING ALLOWED USES TO ENSURE A VIBRANT AND ECONOMICALLY VIABLE MIX OF BUSINESSES AND SERVICES. As discussed in Section 5, Economic Development, some types of businesses in Pelham, such as retail banks, are overrepresented and contribute little to community character. Similarly, some uses such as bookstores or apparel stores are underrepresented, and would be advantageous to have in Pelham. The Village should explore ways in which to discourage new businesses that are already overrepresented in order to increase and sustain a healthier assortment of businesses. One way to do this may be to designate downtown as a Retail area with specific types of shops on the ground floor, while encouraging those businesses that don’t require window displays, such as medical or insurance offices, to move to upper stories. As a result, the street will be more interesting and attractive to shoppers yet the downtown will continue to provide services that the Village requires.

The Village of Bronxville has enacted zoning rules that identify locations—streets or sections of

streets—where banks and real estate offices are prohibited, and specifying additional design guidelines for such businesses that are located elsewhere, in an effort to provide contextual design. Pelham should utilize these models this for its own overrepresented businesses.

If the Village decides to zone out certain business uses that are considered incompatible to future development and community character or to mitigate undesirable development patterns, the issue of the continuation of non-conforming issues would have to be addressed. The Village may wish to negotiate with the owners of businesses in non-conformance by recommending alternative sites that are suitable for such uses, and adding tax incentives that may compel them to move to those other locations.

PROHIBIT NEW DRIVE-THRU BUSINESSES IN THE VILLAGE. Drive-thru establishments range in use from banks with drive-up tellers to fast-food establishments with takeout windows, to gas stations, depending on how it is defined in the zoning code. Often, such businesses consist of a structure that is set back from the street, surrounded by parking or driveways. Such site design does not fit into Pelham’s desired commercial state—that is, walkable, relatively dense, with attractive and uninterrupted streetwalls. The curb cuts necessary for drive-thrus

compromise the streetwall, both in terms of safety and aesthetics. Parking areas and driveways reduce density and create more impervious surfaces, which contributes to stormwater runoff. New drive-thru businesses should not be permitted in any zoning district in the Village in order to maintain the desired community character.

IMPROVE ENFORCEMENT OF ALL VILLAGE REGULATIONS, INCLUDING LITTER, SIGNAGE, AND LIGHTING. See Section 10.3 for recommendation.

PROVIDE STRICT ENFORCEMENT OF VILLAGE SIGNAGE GUIDELINES, AND REEXAMINE SIGNAGE GUIDELINES AS NECESSARY. Signage is an important part of creating a cohesive Village identity and maintaining its desired character. Good signage will help identify downtown areas, open spaces and other features; signage guidelines will help commercial development remain contextual in scale and design. Chapter 77 of Pelham’s code is devoted to signs, awnings, canopies, marquees, and barber poles. These regulations should be re-examined for their efficacy and changed as necessary. For instance, the Village may want to place further regulations on signs in the downtown business district in terms of size or style, in order to give downtown a distinct retail identity.

Enforcement of the signage guidelines is critical for success. Cur-

rently, Pelham’s enforcement of its signage regulations is lacking, and is widely cited as a significant and continuous obstacle in creating an attractive downtown shopping area. The Village Board should explore ways for improved enforcement, including its inspection schedules and the fee system. The Village Board of Trustees should work with the Planning and Zoning Boards to determine how to improve the enforcement process for existing and new construction. This may include imposing more severe penalties and/or writing a fine and fee schedule into the code. The Village should increase its inspection staff and provide training for these employees.

PROMOTE LIGHTING STANDARDS THAT HAVE A MINIMUM ADVERSE IMPACT ON THE ENVIRONMENT AND THE COMMUNITY. Outdoor lighting is used to illuminate

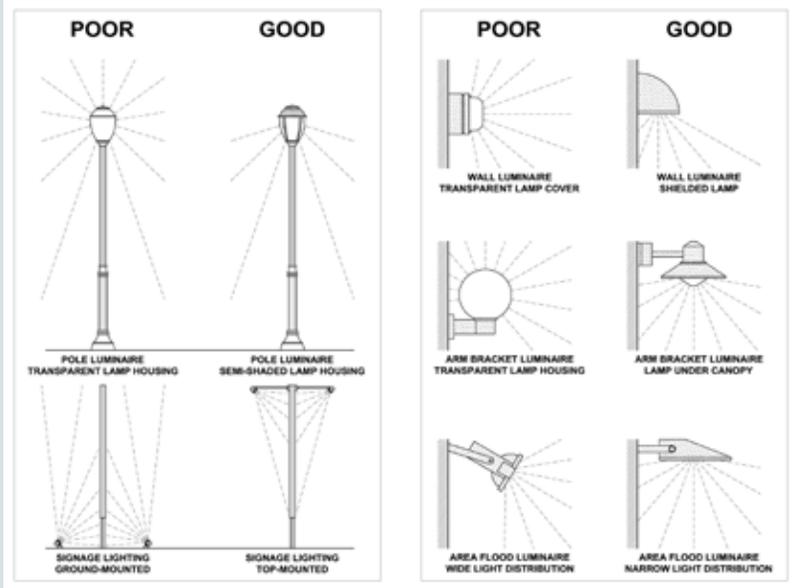
roadways, parking lots, yards, sidewalks, public meeting areas, signs, work sites, and buildings. It provides for better visibility and a sense of security. However, if outdoor lighting is badly designed and/or improperly installed, it can be costly, inefficient, unpleasant, and harmful to the nighttime environment. “Good lighting,” as described by the New England Light Pollution Advisory Group and the International Dark-Sky Association, has four distinct characteristics:

1. It provides adequate light for the intended task, but never over-lights.
2. Fully-shielded lighting fixtures, which control the light output in order to keep the light in the intended area, are used.
3. Lighting fixtures are carefully installed to maximize their effectiveness on the targeted

property, and to minimize the area and/or point of illumination’s adverse effects on neighboring properties.

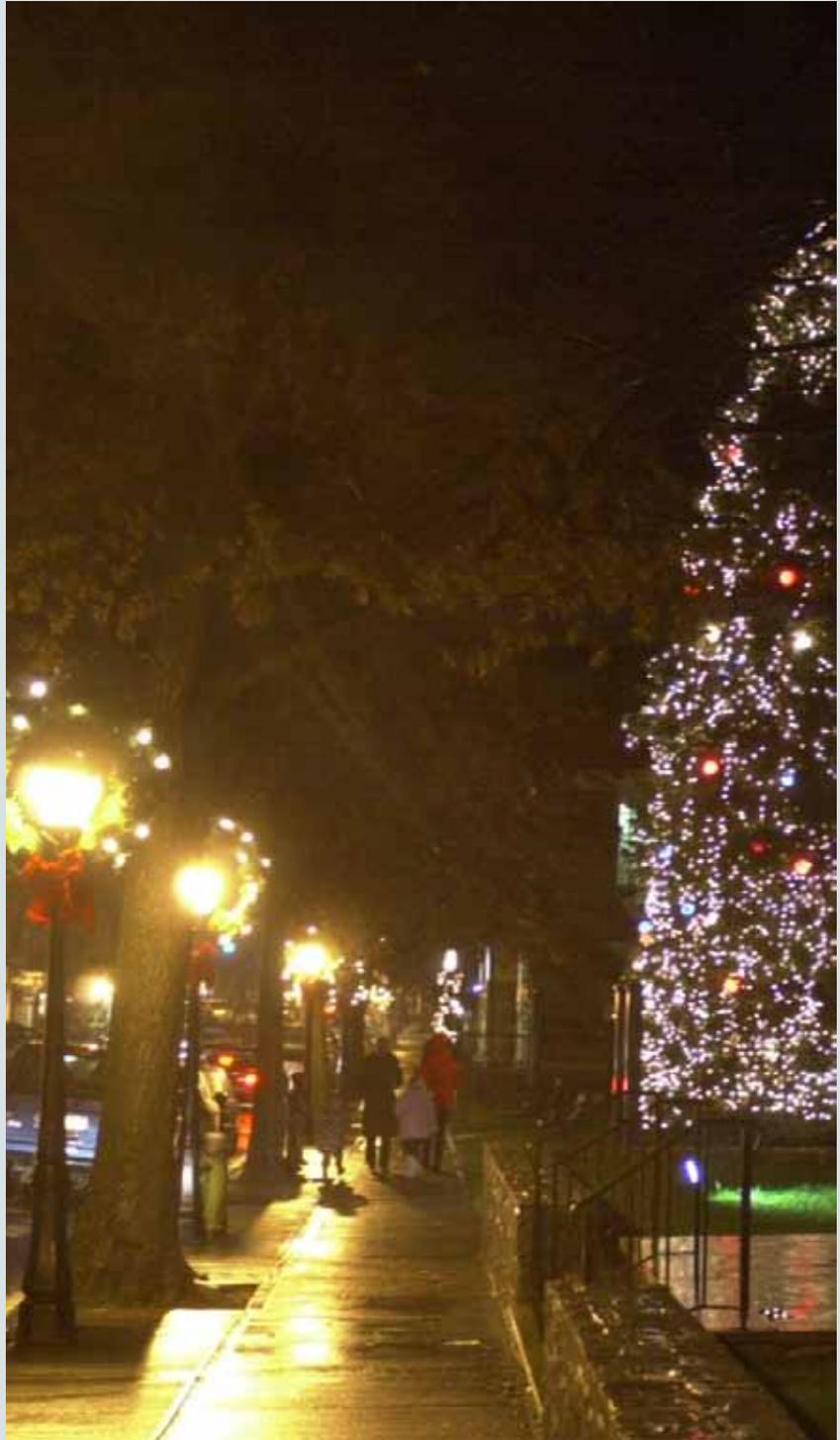
4. It uses fixtures with high-efficiency lamps, while still considering the color and quality as essential design criteria.
5. Use of off-site lighting should not be allowed.

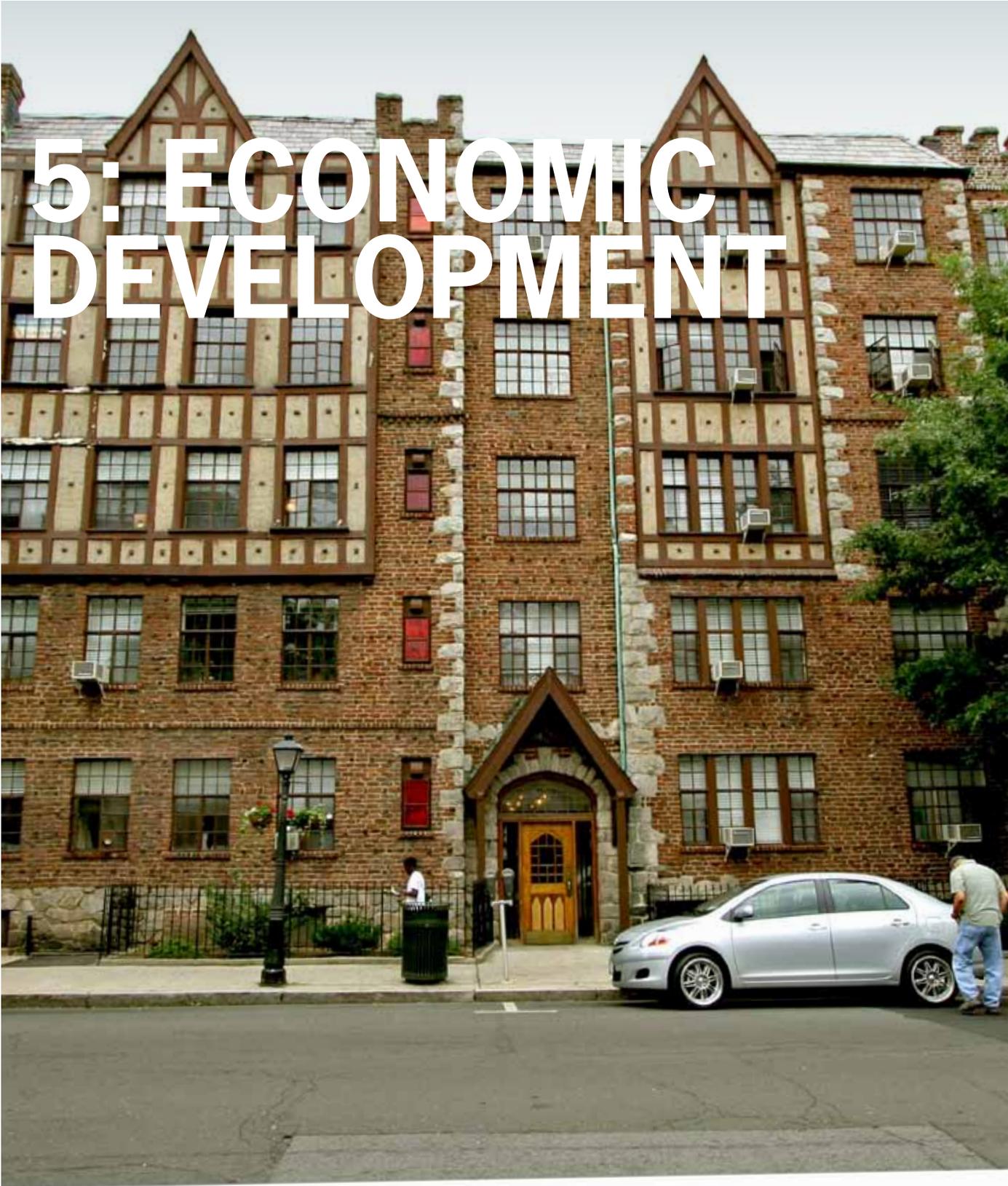
Promoting good lighting characteristics throughout Pelham would minimize the adverse visual impact of current and future development. Sensitive areas such as the downtown commercial area can be accentuated through lighting standards. This can be accomplished through the provision of information to property owners, and through the Site Plan Review process for new development.



4.4 RECOMMENDATIONS SUMMARY

- > Implement a design standards palette for new development.
- > Investigate ways to upzone underutilized properties to increase property values.
- > Create a Schedule of Uses in the Zoning Code.
- > Rewrite the variance section of the Zoning Code.
- > Revise the definitions in the Zoning Code to be more precise.
- > Consider changing the zoning designations in Pelham's central commercial area from "Business" to "Retail," and modifying allowed uses to ensure a vibrant and economically viable mix of businesses and services.
- > Prohibit drive-thru businesses in the Village.
- > Improve enforcement of all Village regulations, including litter, signage, and lighting.
- > Provide strict enforcement of Village signage guidelines, and reexamine signage guidelines as necessary.
- > Promote lighting standards that have a minimum adverse impact on the environment and the community.





5: ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT

5.1 GOALS

- > To improve the appearance of Wolfs Lane/Fifth Avenue and the surrounding streets.
- > To promote retail, commercial and residential growth in Downtown Pelham.

5.2 SUMMARY OF EXISTING CONDITIONS

Land used for commercial purposes only accounts for seven percent of the Village's area, and is generally found in the form of small-scale, locally oriented businesses, much of it along the Wolfs Lane/Fifth Avenue corridor. For the purposes of this Plan, the commercial corridor is divided into three commercial districts: the North Commercial District from Lincoln Avenue to Willow Avenue, the Central Commercial District from the railroad to Lincoln Avenue, and the South Commercial District from Boulevard to the railroad (See Figure 5, *Wolfs Lane/Fifth Avenue Commercial Districts*). The North Commercial District is primarily lower-density office and commercial businesses with some interspersed residential buildings. The Central Commercial District is primarily retail, with some upper-story residential units and several larger apartment buildings.

The Town of Pelham Town Hall, Village of Pelham Fire Department and post office are located on this stretch, although the post office is slated to move. The South Commercial District is the location of several buildings with storefront retail and upper-story apartments, several gas stations, the historic Pelham Picture House and Wolfs Lane Park. (See Figure 5, *Wolfs Lane/Fifth Avenue Commercial Districts*).

The approach to improving the business district is complex and involves general planning strategies, such as the examination of the zoning and desired types of businesses, intertwined with design strategies such as streetscape and open space improvements. Given the Village's interest in designing a downtown that meets the needs of its residents, this Plan strives to apply development strategies, described in this section, that carefully integrate shopping, dwelling, and working in the appropriate areas. It is important to note that the Village's downtown area serves not only the Village of Pelham, but also the Village of Pelham Manor—in essence, the entire Town of Pelham. Pelham Manor lacks a traditional downtown shopping area; therefore, its residents utilize Pelham's downtown as a common one to both Villages. The result is that more population—with more spending power—can be reached in the Village's downtown than is apparent at first glance. In addition, the

anticipated spillover from the rapid development occurring in nearby communities such as New Rochelle presents even greater incentives and opportunity for economic development in Pelham.

5.2.1 Resource Assessment

FINDINGS OF 2004 RETAIL INVENTORY

In 2004, the Village conducted a Retail Inventory, Assessment and Recommendations for its Downtown, which is the stretch of Wolfs Lane/Fifth Avenue from Boulevard to 7th Street. The report presented a retail inventory of existing businesses and types of businesses, noting the underserved categories. It then recommended that strategies be implemented to address these underserved business types, including children's clothes, toys, housewares, kitchen wares, sporting goods, bookstores, athletic and sportswear, to name several. Additional recommendations included:

- > Avoid leasing to those categories that are over-represented or do not add vitality to the area (banks, drugstores, bars, pizzerias, florists, cleaners, etc.)
- > Fill vacancies with quality retailers that are appropriate and offer uses needed in the market, or who see Pelham as an opportunity
- > Make leasing proactive (i.e. recruitment)
- > Hire a part-time retail leasing person who would seek out prospects, help fill vacancies and

- work on all retail related issues
- > Enforce the current zoning codes and establish design guidelines for facades and signs
- > Encourage merchants to improve existing storefronts' conditions
- > Work to improve the appearance of off-street parking lots
- > Develop a professionally designed marketing and recruitment package
- > Continue and expand promotional events
- > Enhance and support the promotion of cultural events and opportunities in Pelham's downtown.

EXISTING BUSINESS MIX AND CLIMATE⁴

An inventory of assessed commercial properties using data from the Town of Pelham indicates that the existing business mix in the Village of Pelham is heavily weighted toward services and small-scale retail. The Village is primarily a residential community whose Downtown contains accessory retail stores and services designed to serve local residents. Pelham has relatively few employment opportunities, and few businesses employ over 100 people. Names and characteristics of Pelham's top employers are listed in Table 5-1.



⁴ 12 of the 75 Village of Pelham employees are part-time crossing guards.

Table 5-1 MAJOR EMPLOYERS IN PELHAM

Company	Address	# of Employees	Industry
Pelham Union Free School District	575 Colonial Avenue	312	Elementary and Secondary Schools
Tiffany & Co.	143 Sparks Ave	300	Jewelry and Gifts; production facility
Village of Pelham	195 Sparks Ave	75 ⁴	Government Executive Office
Monsignor Murphy Parish Ctr.	19 2nd Ave	61	Elementary and Secondary Schools
Family Services Of Westchester	507 Fifth Ave	60	Individual & family social services
Pennysaver Group, Inc.	510 Fifth Ave	56	Community newspaper
Eifert French & Ketchum	330 Fifth Ave	54	Insurance agents, brokers, & services
De Cicco Marketplace	43 Fifth Ave	50	Groceries, general-line
A G Williams Co	411 Fifth Ave	50	Special trade contractors, n.e.c.
Ammirati	500 Fifth Ave	30-40	Coffee and coffee equipment importers
Barksdale Health Care Services	327 Fifth Ave	15 full-time; 300 field workers total	Home health care

Source: Westchester County Office of Economic Development

A detailed table of commercial properties in Pelham appears in the Appendix, illustrating the property owner, business type according to New York State Assessor's Office categories, year built, and so on. This assessment does not go into deep detail on the types of businesses (i.e., a description indicates "small retail" but not what type of retail). For this type of information, the leakage and capture rate analysis gives more of an indication about

the revenue and demand of specific types of businesses in the Village.

PROPERTY TAXES

The Village and Town of Pelham, Westchester County, and the Pelham Union Free School District levy real property taxes on properties throughout the Village. The following summarizes the existing tax base and tax revenues, and the real property tax levy (or money raised) for each taxing jurisdiction.

The property tax rates shown in Table 5-2 are based on a tax rate per \$1,000 assessed valuation for the fiscal year ending 2006. As indicated in the table, the Town taxes represent the smallest component of the overall property tax range, and the school district taxes represent the largest component. Residents within the Village of Pelham are likely to pay approximately \$26.80 in annual property taxes per \$1,000 assessed valuation. It is important to note that residents pay taxes to either the Village of Pelham or Pelham Manor, plus the Town of Pelham, the school district, and the County.



Table 5-2 PROPERTY TAX RATES: FISCAL YEAR ENDING 2006

Taxing Jurisdiction	Tax Rate per \$1,000 assessed valuation
Village of Pelham	6.53
Town of Pelham	0.54
Westchester County	2.92
Pelham Union Free School District	16.81
Total Overall Range	26.80
Equalization Rate	1.0000
Total Full Range	26.80

Source: NYS Office of Real Property Services

Table 5-3 REAL PROPERTY TAX LEVY: FISCAL YEAR ENDING 2006

Taxing Jurisdiction	Tax Levy
Village of Pelham	\$6,992,352
Village of Pelham Manor	\$8,774,002
Town of Pelham	\$1,440,454
Westchester County	\$10,688,583
Pelham Union Free School District	\$40,729,602

Note: Village taxes are paid only by those in the respective Village; residents of the Town (i.e. both Villages) pay taxes to the Town of Pelham, the school district, and the County.
Source: NYS Office of Real Property Services

In 2006, the Village of Pelham levied roughly \$7.0 million, whereas the Town levied roughly \$1.4 million (from residents of the Villages of Pelham and Pelham Manor), and the County levied approximately \$10.7 million from property taxes paid by residents and businesses within Pelham. The Pelham Union Free School District levied over \$40 million from residents of the Villages of Pelham and Pelham Manor.

SALES TAX REVENUE

Sales tax revenue is an important component of a municipality, and especially to a village's fiscal stability. The higher the revenue from sales tax, the lower property taxes will be, adding incentives for homeowners and prospective buyers to stay in or relocate to an area.

Villages cannot pre-empt and levy their own sales tax; these revenues result from sales tax sharing agreements between counties and their

municipalities. In Fiscal Year 2004, sales taxes accounted for about 5 percent of all village revenues in New York State. In the same year, Westchester County levied over \$398 million in sales taxes. Nearly \$80 million, or 20% of the sales tax, was shared with local governments throughout the County. In 2004, Westchester County retained roughly 2.2% of the County's 3% tax rate. Approximately 0.6% of the tax rate was distributed to towns, villages, and the Cities of Rye and Peekskill, while roughly 0.2% was distributed to school districts. Municipalities and school district shares of sales tax revenue are based on population.⁵ That is, even if an individual municipality generates a disproportionately high amount of sales tax revenue, all sales tax revenue is received by the County, which then redistributes it to municipalities on a per-capita basis.

BUSINESS INCENTIVES

Countywide incentives are available to businesses that wish to locate within the area, and follow specific guidelines. The Westchester County Industrial Development Agency (IDA) can be an important source of financial assistance to both existing businesses and those relocating to the area. A variety of incentives are available to corporations and small

companies, as well as educational institutions, libraries, affordable housing developments, and other not-for-profit organizations. The County IDA has provided benefits totaling over \$200 million in the past twenty-five years to both large corporations and small businesses.

Depending on an organization's growth needs, the acquisition, construction, reconstruction, equipping and/or furnishing of certain manufacturing, commercial, R&D and not-for-profit projects can be funded from the proceeds of taxable and non-exempt securities issued by the IDA. The agency can also provide exemptions from use and sales taxes for certain pre-approved expenditures related to construction, furnishings, business equipment and related capital improvements.

Businesses could also apply for a Business Incentive Rate with the Westchester County IDA, whereby the County IDA, through Con Edison, provides reduced utility rates for eligible businesses.⁶

RETAIL DEMOGRAPHICS

For purposes of this study, demographic and income information were analyzed to determine the viability of retail in the Village of Pelham. Demographic factors such

as population growth, age profile, income and education were examined.

POPULATION⁷ : Population data allow quantification of current market size and examine future growth. Increasing population and household growth indicate a fertile market for retail goods and services. Typically, demand is generated by individual or household purchases with family members influencing household purchases. As noted in Section 3, Pelham's population is growing, though slowly.

However, Pelham and Pelham Manor do not exist in a vacuum. Neighboring communities, particularly the City of New Rochelle, are already experiencing and poised for even more rapid residential growth. High-rise developments such as Trump Plaza and Avalon-on-the-Sound are creating significant population growth that is expected to continue, the spillover of which will undoubtedly be felt in Pelham, especially its downtown shopping district. Therefore, it is in the Village's best interest to provide shopping, cultural and business opportunities for this influx.



⁷ University of Wisconsin Cooperative Extension, Center for Community Economic Development, "Downtown and Business Market Analysis," <http://www.uwex.edu/ces/cced>

⁵ New York State Office of the State Comptroller, Financial Report on Villages, October 2006.

⁶ Westchester County Industrial Development Agency, <http://economic.westchestergov.com/IDA-Site/index.html>. Accessed September 4, 2007.



as an indicator of the type of residential development that could be located in the mixed-use development districts. For example, a high percentage of younger working adults and seniors point to the need for low-maintenance, high-density housing such as townhouses, condominiums,

The Village has experienced a decline in its 18-34 and 65-84 year-old population, and an increase in its 45-54 year-old population.

The population can be broken down into cohorts or groups, by age. An analysis of these age cohorts is an

Table 5-4 POPULATION AND POPULATION CHANGE 1990 TO 2007

Municipality	1960	1970	1980	1990	2000	2007 (Estimate)	Change 1990-2000	Change 2000-2007	2012 Projection
Village of Pelham	7,290	7,260	6,848	6,413	6,400	6,584	-0.2%	2.9%	6,635
Town of Pelham	13,404	13,933	12,060	12,060	11,866	12,031	-1.6%	1.4%	12,016
Westchester Co.	808,891	894,104	874,866	874,866	923,459	950,393	5.6%	2.9%	959,611

Source: U.S. Census Bureau; Westchester County Department of Planning, EASI Demographics (2007 estimate and 2012 projection), Village of Pelham 1989 Master Plan (1960 Village population)

AGE: Age is an important factor to consider as an individual changes. Trade area age profiles provide indicators for the target market segments for retail, as well as the type of stores that could be brought in or attracted to locate to the community. A high percentage of those in the 35–54 year-old cohort and Empty Nesters (ages 55–64) indicate a community with higher percentage of heads of households that are in the relatively more established life stage and have higher purchasing power and more disposable income. A drugstore would do well in area with a large population of seniors, while an area with a high number of households with children would be target for toy and baby care retailers. Age profile could also serve

two-family homes, or single-family-homes in smaller lots.

- > Pelham’s median age (37.5) is slightly younger than that of the County.
- > The Village has experienced a decline in its 18-34 and 65-84 year-old population, and an increase in its 45-54 year-old population.

important component in determining the demographic profile of the geographic areas under study. Following typical age cohort profiles, Baby Boomers are those born from 1946 to 1964. Those that belong to Generation X were born from 1965 to 1976, while the Generation Y were born from 1977 to 1994. As the decade moves on, these age cohorts mature and take on the

Table 5-5 VILLAGE POPULATION CHANGE BY AGE GROUP 1990 TO 2000

Age	1990	2000	% Change
0 to 5	433	584	34.9%
6 to 11	525	617	17.5%
12 to 17	423	587	38.8%
18 to 24	666	412	-38.1%
25 to 34	1175	794	-32.4%
35 to 44	1033	1108	7.3%
45 to 54	698	1012	45.0%
55 to 64	602	631	4.8%
65 to 74	491	375	-23.6%
75 to 84	317	271	-14.5%
85 and older	77	115	49.4%

Source: U.S. Census Bureau

characteristics of older generations, therefore changing the population trends and needs over time. As a result of these population adjustments, age cohorts help determine the types of development that a community might demand to adapt to future change.

For purposes of this discussion, age cohort profiles are examined based on the following classifications:

- > Pre-school: less than 6 years old
- > School Age: 6-17 years old
- > College Age: 18-24 years old
- > Working Adults: 25-54 years old
- > Empty Nesters: 55-64 years old
- > Seniors: 65+ years old

As seen in Table 5-6, the age cohort profile seen within a 0.5-mile radius of the Village center is reflective of the Village, Town, and the County on the whole. There are approximately 7,800 persons residing within a 0.5-mile radius of the center of the Village. The Village and Town of Pelham have a larger pre-school and school age population than Westchester County. On the other hand, Westchester County has a larger empty nester and senior population than the Village. The relatively large percentages of working adults, empty nesters and seniors within the 0.5-mile radius of the Village center is reflective of a large portion of the population who generally has more disposable income and make major purchasing decisions for their families. These three groups also

have the income to spend for leisure and recreational activities.

Westchester County. Approximately 53% of households within the 0.5-

Table 5-6 AGE COHORT PROFILE, 2007

Age Cohort	0.5-Mile Radius	Village of Pelham	Town of Pelham	Westchester County
Pre-School	8.5%	9.2%	9.5%	8.5%
School Age	17.8%	18.5%	19.2%	16.3%
College Age	7.4%	6.5%	5.5%	7.8%
Working Adults	44.4%	43.8%	41.8%	42.8%
Empty Nesters	10.9%	10.3%	11.4%	11.0%
Seniors	11.0%	11.7%	12.6%	13.5%
Median Age	37.2 years	37.5 years	38.7 years	38.0 years

Source: EASI Demographics

INCOME: Household income is a good indicator of spending power. Household income directly correlates with retail expenditures. Retailers generally consider the median or average income of households within a trade area or they may also look at the number of households within a specific income range. For example, traditional department stores generally consider trade areas with incomes over \$35,000, while households with income of \$75,000 and above serve as target markets for upscale retail and Lifestyle Centers. Pelham's median household income of \$105,824 shows that the entire Town has a great deal of spending power, particularly for upscale retail establishments.

mile radius, 60.6% of households in the Village, 65% of households in the Town, and 48.9% of households in the County have incomes of \$75,000 and higher.

The income distribution of the households within a 0.5-mile radius is reflective of the income distribution seen in the Village, Town, and



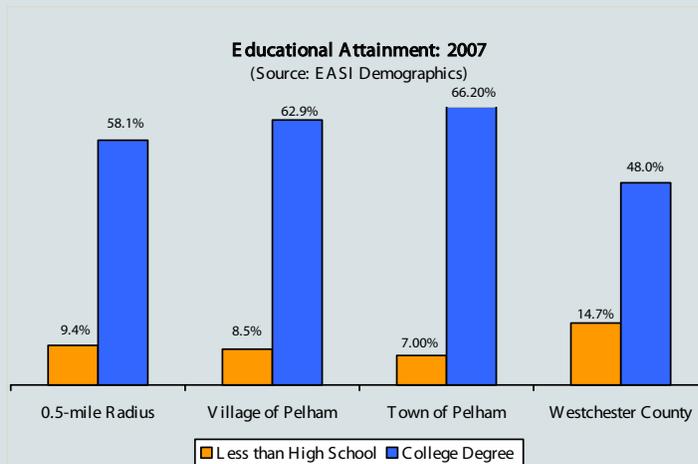
Table 5-7 HOUSEHOLD INCOME DISTRIBUTION: 2007

Income Level	0.5-Mile Radius	Village of Pelham	Town of Pelham	Westchester County
Less than \$15,000	8.7%	6.1%	4.9%	10.2%
\$15,000 - \$24,999	5.1%	3.8%	4.0%	7.3%
\$25,000 - \$34,999	7.5%	6.3%	5.4%	7.3%
\$35,000 - \$49,999	11.7%	10.2%	8.6%	10.7%
\$50,000 - \$74,999	13.9%	12.9%	12.2%	15.6%
\$75,000 - \$99,999	13.1%	13.8%	12.4%	12.4%
\$100,000 - \$149,999	17.4%	19.9%	18.2%	16.1%
\$150,000 - \$199,999	7.3%	7.8%	8.9%	7.2%
\$200,000 or more	15.2%	19.2%	25.5%	13.2%
Median Household Income	\$80,800	\$94,274	\$105,824	\$73,199

Source: EASI Demographics

Education: Education is also considered another indicator of socioeconomic status in a Trade Area. Income generally advances with educational attainment. Communities with high percentages of individuals with college or graduate degrees, generally shows a community that is relatively more affluent. Approximately 57% of Pelham’s 25 and over population has a 4-year college degree or graduate degree, significantly higher than both the state and county, driving the Village’s affluence.

Educational attainment refers to the highest level of education that a person has attained, whether it is the highest grade completed or the highest degree received. Education levels are closely tied to household income distribution, and as such they strongly influence the economic success of a community. As seen in the accompanying chart, educational attainment levels amongst those residing within the 0.5-mile radius of the Village center are quite high, with over 58.1% of the population having a degree – be it Associate, Bachelor, Graduate or Professional. This is reflective, yet slightly lower than the levels seen in the Village. The Town of Pelham has even higher education levels.



5.3 NATIONAL AND REGIONAL RETAIL TRENDS

Emerging trends in retail reflect the efforts of developers, retailers and service providers that adjust their real estate products to suit the market. These developments that are most relevant to Pelham include the following:

- > **Farmers Markets and Arts Markets.** Many communities are developing alternative shopping areas that sell local products, crafts, art, and fresh produce. Many farmers markets are open-air and operate only during certain seasons of the year. Crafts and arts markets are becoming mainstays for festivals and events in many communities. At the time this plan was being written, the Village entered into a contract with the Community Markets organization, to host a Farmer’s Market in the center of the Village of Pelham along Harmon Avenue, every Sunday morning running from June 15th through Thanksgiving, November, 2008.
- > **Small Grocers Going Out of Business.** Many small grocers are impacted by the rise of superstores, and shopping center operators are hard-pressed to find replacements for small supermarkets that have gone out of business.
- > **Emergence of the Super**

Corner Store. Retail experts forecast that new convenience store concepts will emerge that bring shopping closer to neighborhoods, combining grocery shopping, convenience retail, café dining and other services.

- > **E-commerce, Direct Marketing and In-Home Shopping.** Increasing numbers of people are shopping online, and continuing to purchase from mail order catalogs and television channels, which has the potential to reduce foot traffic in establishments such as bookstores and gift shops.

Other general retail trends that likely have a secondary impact on Pelham include:

- > **Fewer General Merchandise Chains.** The overbuilding of retail space has resulted to consolidation with chains shrinking or going out of business, creating more competition between municipalities for existing chains.
- > **Malls Face Difficulty while Open Air Centers Gain Strength.** Between 7% and 12% of all U.S. shopping malls are economically obsolete, and not many are being built today. Many retailers have instead opted for open-air shopping centers, which are drawing customers away from malls. Pelham’s small size generally accommodates neither type, but spillover from larger neighboring municipalities could

present opportunities.

- > **The Growth of Freestanding Retail.** Retail experts estimate that 80% of new retail developments are freestanding stores built near a larger (big box) store. Despite their proximity to other stores, these developments do not generate significant foot traffic. Pelham’s small-scale downtown is not designed to accommodate this style of development, so it must look to strengthen its existing, increasingly unique pattern of small-scale shopping.

5.4 EVALUATION OF RETAIL OPPORTUNITIES/LEAKAGE ANALYSIS

When purchases are made outside the area and merchants capture the expenditures that local residents, businesses, or employees could otherwise have made with local merchants, this is called a leakage. When non-residents, businesses or employees outside the local area make purchases from local businesses, this is called an *injection of retail sales*. When retail sales exceed what local residents, businesses and employees expended, this indicates a “surplus,” meaning that local merchants have captured sales from consumers outside the local area. Leakage indicates an opportunity for a specific merchandise line or retail type, while a surplus indicates that the local need

is already being met and that there is possible saturation for a specific retail type or merchandise line. To identify retail opportunities in the Village of Pelham, sales leakage analyses were undertaken to help determine in which retail categories the Trade Area is strong and where it is losing potential sales. A Leakage Analysis looks at a variety of merchandise categories and determines if the district is capturing its full retail sales potential. This is done by comparing demand, in terms of consumer expenditures, and supply, in terms of retail sales, within the Trade Area. For goods that are not readily available within the identified Trade Area, or when greater selection and/or better prices are available elsewhere, residents will travel outside the area to make purchases.

Leakage Analyses were undertaken for the following Trade Areas: Drawing Radius of up to 0.5 miles: to determine opportunities/surplus for Neighborhood Centers;

Table 5-8 LEAKAGE ANALYSIS SUMMARY

	0.5-Mile Radius
Total Consumer Expenditures	\$129.29 Million
Total Retail Sales	\$72.34 Million
Total Retail Opportunity/Leakage	\$56.86 Million
Source: Bureau of Labor Statistics, U.S. Economic Census	

The Leakage Analysis compares consumer expenditures from the Consumer Expenditure Survey⁸ versus Retail Sales from the Census of Retail Trade⁹ to determine opportunities and surplus for retail store classifications. Numbers that are negative (indicated in red parentheses) indicate that residents' spending power in that category is being spent outside of Pelham; therefore the Village would benefit by encouraging these retail categories to settle in Pelham, keeping residents' dollars in Pelham.

Pelham's demographic makeup, coupled with the composition of its commercial area, resulted in some noteworthy findings. Data from the Census of Retail Trade indicates that within a half-mile radius, local residents spent approximately \$129.2 million (total) while just over \$72 million were sold locally, indicating opportunities for almost \$57 million in sales. This is a tremendous amount of buying power in terms of how it might (and should) be harnessed to benefit the Village of Pelham and fund additional community services.

⁸ The Consumer Expenditure Survey from the Bureau of Labor Statistics, provides information on the buying habits of American consumers, including data on their expenditures, income, and consumer unit (families and single consumers) characteristics.
⁹ The Census of Retail Trade from the U.S. Economic Census, provides data useful in analyzing actual business activity at the community level. The Census of Retail Trade provides a useful starting point for analyzing business gaps and resulting opportunities in a community.

The Leakage Analysis and anecdotal information from the Village indicates opportunities in the following retail types:

- > Computer and software stores
- > Camera and photographic equipment stores
- > Specialty food stores
- > Cosmetics, beauty supply and perfume stores
- > Clothing stores
- > Shoe stores
- > Luggage and leather goods stores
- > Musical instruments and supplies stores
- > Book stores and news dealers
- > Gifts, novelty and souvenir stores
- > Full service restaurants
- > Special food services

Of these, the Village should decide which stores it would prefer to see in its downtown and seek to attract them. Retail types such as clothing stores, shoe stores, gift stores and bookstores may be particularly appropriate for the scale of Pelham's commercial buildings and the composition of its population. Similarly, incubator/start-up businesses should also be encouraged in the Village, particularly for those small, independent businesses that want to gain a foothold in lower Westchester County.

RETAIL STORES	0 - 0.50 MILES, TOTAL		
	DEMAND (CONSUMER EXPENDITURES)	SUPPLY (RETAIL SALES)	OPPORTUNITY GAP/ SURPLUS
Total Retail Sales Incl. Eating and Drinking Places	\$129,203,773	\$72,341,220	\$56,862,553
Motor Vehicle and Parts Dealers--441	\$21,347,769	\$4,632,047	\$16,715,722
Automotive Dealers--4411	\$18,194,842	\$0	\$18,194,842
Other Motor Vehicle Dealers--4412	\$1,535,660	\$0	\$1,535,660
Automotive Parts/Accs., Tire Stores--4413	\$1,617,267	\$4,632,047	(\$3,014,780)
Furniture and Home Furnishings Stores--442	\$4,065,503	\$2,143,044	\$1,922,459
Furniture Stores--4421	\$2,217,832	\$416,289	\$1,801,543
Home Furnishing Stores--4422	\$1,847,672	\$1,726,755	\$120,917
Electronics and Appliance Stores--442	\$3,444,600	\$5,376,817	(\$1,932,217)
Appliances, TVs, Electronics Stores--44311	\$2,589,855	\$5,376,817	(\$2,786,962)
Household Appliances Stores--443111	\$537,288	\$2,293,832	(\$1,756,544)
Radio, Television, Electronics Stores--443112	\$2,052,568	\$3,082,985	(\$1,030,417)
Computer and Software Stores--44312	\$704,296	\$0	\$704,296
Camera and Photographic Equipment Stores--44313	\$150,449	\$0	\$150,449
Building Material, Garden Equip. Stores--444	\$13,950,610	\$24,721,080	(\$10,770,470)
Building Material and Supply Dealers--4441	\$12,626,136	\$22,637,527	(\$10,011,391)
Home Centers--44411	\$4,805,104	\$0	\$4,805,104
Paint and Wallpaper Stores--44412	\$355,698	\$633,563	(\$277,865)
Hardware Stores--44413	\$1,000,920	\$472,492	\$528,428
Other Building Materials Dealers--44419	\$6,464,415	\$21,531,472	(\$15,067,057)
Building Materials, Lumberyards--444191	\$2,259,984	\$7,342,471	(\$5,082,487)
Lawn, Garden Equipment, Supplies Stores--4442	\$1,324,474	\$2,083,554	(\$759,080)
Outdoor Power Equipment Stores--44421	\$184,917	\$0	\$184,917
Nursery and Garden Centers--44422	\$1,139,557	\$2,083,554	(\$943,997)
Food and Beverage Stores--445	\$14,998,463	\$12,864,844	\$2,133,619
Grocery Stores--4451	\$13,506,194	\$11,860,780	\$1,645,414
Supermarkets, Grocery (Ex. Conv.) Stores--44511	\$12,866,058	\$11,815,696	\$1,050,362
Convenience Stores--44512	\$640,136	\$45,084	\$595,052
Specialty Food Stores--4452	\$486,600	\$361,429	\$125,171
Beer, Wine, and Liquor Stores--4453	\$1,005,668	\$642,636	\$363,032
Health and Personal Care Stores--446	\$5,770,284	\$2,558,495	\$3,211,789
Pharmacies and Drug Stores--44611	\$4,936,214	\$2,365,595	\$2,570,619
Cosmetics, Beauty Supplies, Perfume Stores--44612	\$197,559	\$0	\$197,559
Optical Goods Stores--44613	\$276,081	\$0	\$276,081
Other Health and Personal Care Stores--44619	\$360,430	\$192,900	\$167,530
Gasoline Stations--447	\$12,155,544	\$4,311,242	\$7,844,302
Gasoline Stations with Conv. Stores--44711	\$9,096,652	\$1,482,581	\$7,614,071
Other Gasoline Stations--44719	\$3,058,892	\$2,828,661	\$230,231

RETAIL STORES	0 - 0.50 MILES, TOTAL		
	DEMAND (CONSUMER EXPENDITURES)	SUPPLY (RETAIL SALES)	OPPORTUNITY GAP/ SURPLUS
Clothing and Clothing Accessories Stores--448	\$7,571,386	\$1,393,758	\$6,177,628
Clothing Stores--4481	\$5,293,216	\$1,393,758	\$3,899,458
Men's Clothing Stores--44811	\$329,999	\$0	\$329,999
Women's Clothing Stores--44812	\$1,410,918	\$0	\$1,410,918
Children's, Infants Clothing Stores--44813	\$262,133	\$0	\$262,133
Family Clothing Stores--44814	\$2,789,450	\$1,393,758	\$1,395,692
Clothing Accessories Stores--44815	\$141,039	\$0	\$141,039
Other Clothing Stores--44819	\$359,677	\$0	\$359,677
Shoe Stores--4482	\$949,250	\$0	\$949,250
Jewelry, Luggage, Leather Goods Stores--4483	\$1,328,920	\$0	\$1,328,920
Jewelry Stores--44831	\$1,236,999	\$0	\$1,236,999
Luggage and Leather Goods Stores--44832	\$91,921	\$0	\$91,921
Sporting Goods, Hobby, Book, Music Stores--451	\$2,739,529	\$556,964	\$2,182,565
Sporting Goods, Hobby, Musical Inst. Stores--4511	\$1,929,120	\$556,964	\$1,372,156
Sporting Goods Stores--45111	\$1,037,086	\$556,964	\$480,122
Hobby, Toys and Games Stores--45112	\$587,829	\$0	\$587,829
Sew/Needlework/Piece Goods Stores--45113	\$122,496	\$0	\$122,496
Musical Instrument and Supplies Stores--45114	\$181,709	\$0	\$181,709
Book, Periodical and Music Stores--4512	\$810,408	\$0	\$810,408
Book Stores and News Dealers--45121	\$567,905	\$0	\$567,905
News Dealers and Newsstands--451212	\$31,570	\$0	\$31,570
Prerecorded Tapes, CDs, Record Stores--45122	\$242,503	\$0	\$242,503
General Merchandise Stores--452	\$16,575,332	\$872,226	\$15,703,106
Department Stores Excl. Leased Depts.--4521	\$8,189,612	\$0	\$8,189,612
Other General Merchandise Stores--4529	\$8,385,720	\$872,226	\$7,513,494
Warehouse Clubs and Super Stores--45291	\$7,116,343	\$0	\$7,116,343
All Other General Merchandise Stores--45299	\$1,269,377	\$872,226	\$397,151
Miscellaneous Store Retailers--453	\$3,600,242	\$2,972,107	\$628,135
Florists--4531	\$266,486	\$331,847	(\$65,361)
Office Supplies, Stationery, Gift Stores--4532	\$1,467,143	\$1,665,279	(\$198,136)
Office Supplies and Stationery Stores--45321	\$825,459	\$1,274,946	(\$449,487)
Gift, Novelty and Souvenir Stores--45322	\$641,684	\$390,333	\$251,351
Used Merchandise Stores--4533	\$336,833	\$156,204	\$180,629
Other Miscellaneous Store Retailers--4539	\$1,529,781	\$818,778	\$711,003
Non-Store Retailers--454	\$9,478,916	\$1,693,429	\$7,785,487
Electronic Shopping, Mail-Order Houses--4541	\$6,267,418	\$0	\$6,267,418
Vending Machine Operators--4542	\$345,613	\$291,847	\$53,766
Direct Selling Establishments--4543	\$2,865,886	\$1,401,582	\$1,464,304

RETAIL STORES	0 - 0.50 MILES, TOTAL		
	DEMAND (CONSUMER EXPENDITURES)	SUPPLY (RETAIL SALES)	OPPORTUNITY GAP/ SURPLUS
Foodservice and Drinking Places--722	\$13,505,595	\$8,245,166	\$5,260,429
Full-Service Restaurants--7221	\$6,152,701	\$5,169,048	\$983,653
Limited-Service Eating Places--7222	\$5,655,358	\$3,053,694	\$2,601,664
Special Foodservices--7223	\$1,087,294	\$0	\$1,087,294
Drinking Places-Alcoholic Beverages--7224	\$610,241	\$22,424	\$587,817
GAFO*			
General Merchandise Stores--452	\$35,863,493	\$12,008,088	\$23,855,405
Clothing and Clothing Accessories Stores--448	\$16,575,332	\$872,226	\$15,703,106
Furniture and Home Furnishings Stores--442	\$4,065,503	\$2,143,044	\$1,922,459
Electronics and Appliance Stores--443	\$3,444,600	\$5,376,817	(\$1,932,217)
Sporting Goods, Hobby, Book, Music Stores--451	\$2,739,529	\$556,964	\$2,182,565
Office Supplies, Stationery, Gift Stores--4532	\$1,467,143	\$1,665,279	(\$198,136)

* GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

5.5 COMMERCIAL/ OFFICE TRENDS AND OPPORTUNITIES

Pelham's downtown area includes small-scale commercial establishments, with assorted first- and second-floor offices as well, particularly along Fifth Avenue. Demand for office and commercial space in Pelham has been relatively flat, with little change over recent years. The impression of a lack of nearby parking has been cited as one obstacle; the overall quality of the downtown area in terms of litter, signage and façade enforcement is another factor. Often, offices or businesses choose to locate in communities without these impediments—real or perceived. New development in nearby communities, such as Mt. Vernon and New Rochelle, can potentially bring customers to downtown Pelham; conversely, they can also draw commercial and office opportunities away from Pelham if the Village does not improve its downtown.

5.6 RECOMMENDATIONS

The guiding principles behind the proposed economic development strategies include the following:

- > Maintain and develop the commercial districts as mixed-use, multi-purpose centers.
- > Encourage entrepreneurship.
- > Strengthen businesses and the business mix to enable the districts and the community to compete in the market.

DEVELOP A MARKET POSITION STATEMENT, MARKETING SLOGAN AND LOGO.

The community leadership, together with the Business Recruitment Team, should articulate a market position statement that distinguishes the Village of Pelham shopping district from other commercial shopping/business districts. The community could embark on a “market branding” or market-positioning program that involves the creation of a slogan and a logo that conveys a marketing message. The branding should

be carried through to a Village-wide signage program (for directional signs and other visitor information). Activities such as a “Downtown Pelham” street fair could be tied into the introduction of the marketing program.

ESTABLISH A BUSINESS RECRUITMENT TEAM.

A proactive plan should be established for the purpose of attracting new business establishments to the Village of Pelham. The Team could ideally compose of five to seven members who have familiarity with the types of businesses that are needed in Pelham based on the Leakage Analysis. A first step would be to create a “wish list” of potential businesses that the Village would like to recruit, based on both the needs and desires of residents and the Leakage Analysis results.

MAKE THE COMMUNITY ATTRACTIVE TO BUSINESSES.

- > **Make the Physical Environment Appealing.** The adoption and implementation of Design Standards allows the community to achieve a degree of consistency in development that results in a pedestrian-friendly, safe and visually cohesive district. The Design Standards address various aspects that impact the character and quality of the built environment, such as where buildings and parking lots are to be located, the means of providing pedestrian access on-site, and the character of building design. Developers could use the standards when preparing their development plans and applications, and subsequently submitting them to the Planning Board for plan review and approval. Implementation of Design Standards will contribute to the overall enhancement of Pelham's community character. A more in-depth discussion of Design Standards is found in Section 4.3.
- > **Overcome Barriers to Business Investment.** The recruitment team should understand barriers, both perceived and real, that serve as impediments for businesses to relocate to Pelham. This could be determined through interviews with potential business owners to determine their perceptions. Upon understanding these

barriers, community leaders should work to minimize them. Sometimes creative incentives can be developed to make the district more competitive from a business investment perspective.

IMPROVE THE APPEARANCE OF PELHAM'S COMMERCIAL AREA.

- > Pelham's commercial area lies in close proximity to transportation corridors, including the Hutchinson River Parkway and a commuter rail link to New York City. This commercial area remains the focal point for creating a vital gathering center. From an economic and community perspective, the revitalization of the viable commercial area would provide needed goods and services to local residents.
- > The businesses along Wolfs Lane/Fifth Avenue do not attract a critical mass of pedestrians. At the entrances to Downtown, creative paving patterns, banners and/or local plantings should be put in place to indicate pedestrian activity and provide enhanced visual appeal. It is important to remember that the three sections of Downtown (North, Central and South) each have their own identity and land use; signage and streetscape amenities should reflect this.
- > Within Downtown, additional streetscape improvements would include those pedestrian amenities that make walking

more interesting and enjoyable. Benches offer pedestrians a place to rest, talk, and people watch, and should be distributed widely. Attractive human-scale lighting enhances the aesthetic and engenders a sense of security. Trees, planters, hanging flower baskets, banners, and attractive pavement also help enhance the pedestrian environment. Pelham already has some of these elements functioning to make the Downtown an attractive place. The design standards discussed in Section 4 elaborate upon how to make these needed improvements.

- > Downtown Pelham has the potential to represent the small town experience that people seek while also offering a wider variety of residential options. Although less than a mile long, this District could provide a variety of conveniences and services for residents as well as specialized shops and restaurants that would attract both Pelham residents and those from adjacent nearby communities such as Mount Vernon and New Rochelle (particularly with an influx of residents to developments such as Trump Plaza and Avalon by the Sound East in New Rochelle). Since the buildings, parks and shops in Downtown become a focus for civic, commercial and recreational activities, layout, connectivity, and design must be a priority.

OFFER INCENTIVES.

The Village of Pelham could consider the provision of incentives to help attract new businesses to locate in the community.

Some of these incentives could include the following:

- Negotiation and leasing of space if the prospect is not working with a broker or not familiar with the area.
- Financing of building improvements, facades, displays, fixtures, inventory and start-up costs including a low interest pool. The Village of Pelham could apply for CDBG funds from the Governor's office of Small Cities or the NY Main Street Program from the NYS Division of Housing and Community Renewal (DHCR) to have seed funding for façade improvements and loan pools.
- Counseling with financial institutions and assistance in completing loan applications.
- District wide and marketing programs and advertising and promotion assistance for individual teams.
- Utilize the Chamber of Commerce to foster effective business-to-business networking.
- Technical assistance including market and feasibility analysis, business plan development, governmental regulations, advertising and physical design.
- Consider establishing a busi-

ness incubator, in which small businesses are housed in the same building and can share services, to help establish new businesses at a reasonable cost.

ENCOURAGE A VARIETY OF HOUSING TYPES DOWNTOWN BY REZONING TARGETED AREAS AND/OR STRATEGIZING WITH DEVELOPERS TO CREATE A MORE VIBRANT AREA.

The Village does not currently have a large number of housing units for households wishing to "start small" or downsize from a larger single-family home. The need for a variety of housing is only expected to increase over time, particularly as the baby boom generation ages. Locating multi-family residential units downtown will reduce the need for additional trips by car and enhance the feeling of community. In addition, for seniors that may be attracted to downtown, the increased density will lessen the isolation that often affects this age cohort. While such development is not discouraged by the current zoning, making the construction of multi-family housing more attractive to developers will encourage and speed up such development. The Village may work with developers to accomplish this by offering incentives such as density bonuses, fast-track site plan review, or tax abatements. Similarly, rezoning or creation of a zoning overlay can simplify the process for developers who would normally require a variance or special use permit for

certain types of multi-family housing. Two potential Village-owned sites for such development are the parking lot on 5th Avenue and 3rd Street, and the parking lot next to the firehouse, the latter of which is currently underutilized.

CONSIDER CLUSTERING OF SIMILAR BUSINESSES.

Clustering involves geographically grouping certain businesses together so that both the customers and business operators benefit. Strategic placement of businesses could help achieve synergy and competitiveness for a business district clusters must be physically located so that they are compact and not interrupted by incompatible space uses. The cluster must encourage the customer to shop the entire cluster and conform to the way people shop. Clustering could be achieved by zoning (provide a discussion on how to do this).

Cluster types could either be compatible clusters, complementary clusters, or comparison clusters. Compatible clusters relate to groups of businesses that share a particular market segment but offer unrelated goods and services. Complementary clusters are groups of businesses that share customers and market segments, but offer complementary goods and services. Comparison clusters are groups of businesses that carry the same or similar goods and often appeal to the same

markets.¹⁰ For example, an Arts and Entertainment District could be created in the Central Commercial District. This would involve the area from the Pelham Picture House to the Pelham Art Center. The district could include antique stores, art galleries, art studios, as well as restaurants, boutique shops, shoe stores, jewelry, and accessory stores. A Commercial/Office cluster could be created in the North Commercial District where office buildings could be developed, while a Neighborhood Convenience cluster could be located in the South Commercial District. An enhanced Neighborhood Convenience Center (pieces of which are already located there) could serve as location for a market, pharmacy, and other convenience needs.

ESTABLISH MORE PROMINENT GATEWAYS INTO THE VILLAGE.

The degree to which a community shapes this first impression can say a great deal to visitors about the values of residents and businesses. The entrances into Pelham from the Hutchinson River Parkway and Lincoln Avenue should be noted by distinctive signage and landscaping. These sites should be treated as important focal points with a more prominent sign and plantings welcoming visitors into the community and giving drivers a signal to reduce speed. The Village should work with

local businesses and volunteers to fund and maintain signage and landscaping at the gateways. A local business organization (or perhaps a future Business Improvement District) should be encouraged to contribute funding for gateway and streetscape beautification.

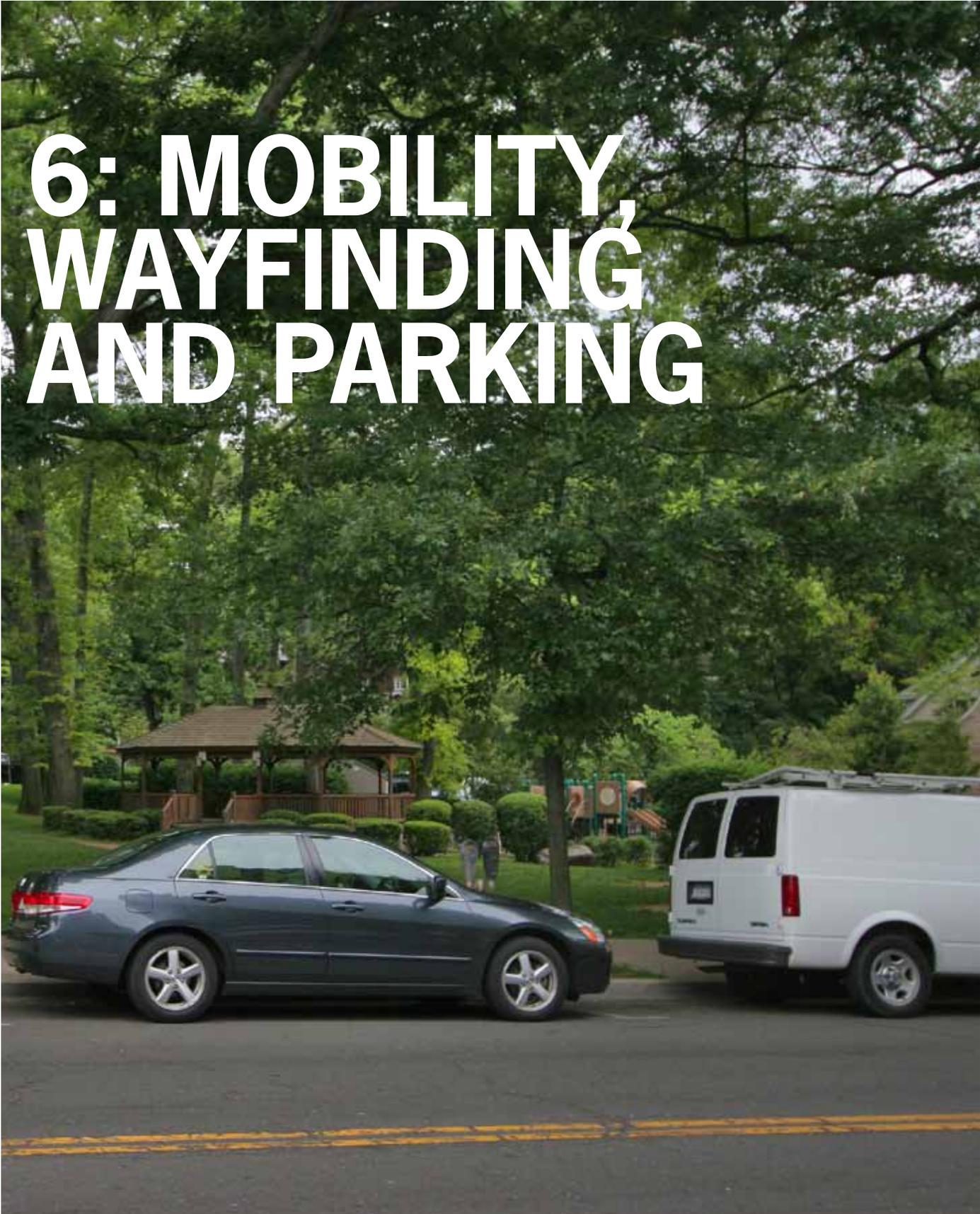
UTILIZE THE VILLAGE WEBSITE MORE EFFECTIVELY. Another responsibility of the Business Recruitment Team may be to utilize the Village website as a business recruitment tool. First, the website should reflect the branding system, as discussed above. Second, a list of all vacant or underutilized (and available) parcels should be displayed clearly online as a link to the municipal website. Potential business owners should be able to easily understand what parcels are available, along with their location and other useful characteristics.

SUMMARY

- > Develop a Market Position Statement, Marketing Slogan and Logo.
- > Establish a Business Recruitment Team.
- > Make the community attractive to businesses.
- > Improve the appearance of Pelham's commercial area.
- > Encourage a variety of housing types downtown by rezoning targeted areas and/or strategizing with developers.
- > Consider clustering of similar businesses.
- > Establish more prominent gateways into the Village.
- > Utilize the Village website more effectively.
- > Enhance and support the promotion of cultural events and opportunities in Pelham's downtown.



¹⁰ Center for Community and Economic Development, University of Wisconsin Cooperative Extension.



6: MOBILITY, WAYFINDING AND PARKING

MOBILITY, WAYFINDING AND PARKING

6.1 GOALS

- > To improve circulation in the Downtown area and provide more efficient, accessible parking.
- > To invest in improved access to public transportation and enhancements to non-motorized modes of travel such as bicycling and walking.
- > To provide useful and attractive signage and wayfinding systems to guide residents and visitors.

6.2 SUMMARY OF EXISTING CONDITIONS

6.2.1 Vehicular Circulation and Travel Patterns

Automobiles are the primary means by which people travel through and around the Village. Although the community is relatively walkable, automobiles will likely continue to be the primary mode of travel to the CBD. As noted in the 1989 Plan, Pelham's circulation patterns have been long established due its size, density, and age of the street network. Because Pelham is almost entirely built out, little opportunity remains for change to the existing vehicular circulation and transportation system.

Pelham is served by a variety of roadway classifications ranging from arterial highways to local streets. In terms of arterial highways, the Hutchinson River Parkway runs parallel to Pelham's western boundary and provides direct access to the Village. Although not located within or directly adjacent to Pelham, the New England Thruway (I-95) and the Cross-County Parkway are other arterial highways that provide access to and from New York City and other areas of Westchester County. The next classification of streets is collector streets, which include Lincoln Avenue, Wolfs Lane/Fifth Avenue, Boulevard, Colonial Avenue, Highbrook and Ancon Avenue. Lincoln Avenue, which runs east-west between Mount Vernon and New Rochelle, and Wolfs Lane/Fifth Avenue, which run north-south under the Metro North Railroad tracks, form the traditional axis of the CBD.

The local street network is the third level of street hierarchy in the Village, and provides access to all of its residential and commercial neighborhoods. This network functions relatively well during most periods, and its scale reflects the Village character. As noted in the 1989 Plan, Pelham's traditional street grid facilitates easy access to most parts of the Village by automobile.

During off peak periods, the road network can generally accommodate traffic demand. The period of highest traffic volume generally occur during peak periods, when

congestion occurs along the Lincoln Avenue corridor and to a lesser extent along the Wolfs Lane/Fifth Avenue corridor. The Pelham station of the Metro North Railroad's New Haven line is located in the central area of the Village, between First Street and Pelhamwood Avenue, west of Wolfs Lane. Traffic flows are high during the morning and evening peaks, leading to congestion around the station and on Wolfs Lane. At peak periods, congestion also occurs on First Avenue, from both the entrance to and exit from the Hutchinson River Parkway, as well as the approach to the Hutchinson River Parkway.

Pelham's flooding problems have been noted elsewhere in this Plan. This flooding, however, affects traffic as well. Every year, in heavy rains of 2-3 inches or more, the Hutchinson River floods and backs up above the dam at Wilson's Woods Lake. This flooding causes the Hutchinson River Parkway (HRP) to close at the Lincoln Avenue overpass. This flooding and closure occurs on average two to four times a year. For years, the New York State Department of Transportation has closed the HRP at the Lincoln Avenue overpass, diverting traffic into Pelham. The DOT has also closed the parkway northbound at the Wolfs Lane exit in Pelham. In either scenario, all northbound traffic is diverted through Pelham. It has overburdened Village streets and traffic has been shut down in the Wolfs Lane/Fifth Avenue corridor,

the Village’s main north/south thoroughfare. These traffic shut downs are a severe restriction on emergency management and response in the Village of Pelham.

6.2.2 Parking

As shown in the Mobility and Parking Map (Figure 6), the Village owns and operates two parking decks on Lincoln Avenue—one at Fourth Avenue and the other at Sixth Avenue. In addition, parallel parking is located on both sides of Wolfs Lane and Fifth Avenue for almost the entire length of the CBD. Commuter parking is also located adjacent to the Pelham train station. The total Village-regulated lot and on-street parking capacity is as follows:

A number of these spaces are utilized as on-street prepaid parking meter zones, predominantly for merchants, as delineated in Village Code § 90-56.1. Such spaces are generally located in more underutilized areas of Pelham’s downtown, and are not governed by the time limits set forth elsewhere in Pelham’s parking policy.

6.2.3 Transit

Pelham is located on the New Haven line of the Metro North Railroad. Trains run several times per hour south to Grand Central Terminal in New York and north to Stamford, Connecticut.

As shown in the Mobility and Parking Map, two transit routes operated by the Westchester County Bee-Line

system serve Pelham. Route 7 runs continuously from Mount Vernon to New Rochelle, stopping at the intersection of Fifth Avenue and Lincoln Avenue in Pelham. Route 53 runs less frequently from Mount Vernon to Chester Heights. In addition to stopping at Fifth and Lincoln, it also stops at the train station and at the intersection of Wolfs Lane and Boulevard West. These routes connect Pelham to surrounding communities and transfer points.

6.2.4 Bicycles and Pedestrians

The Village of Pelham is well suited for bicycling. Its traditional street grid pattern, typically low traffic volumes, attractive streetscapes, abundant landscaping, and relatively flat elevations create an attractive

Table 6-1: VILLAGE-OWNED PARKING LOTS

Lot Number	Lot Location	Number of Spaces
1	First Street, behind Pelham Post Office	17 spaces
2	Third Street and Fourth Avenue	192 permit spaces in parking deck structure; 27 additional in open metered lot
3	Third Street and Sixth Avenue	56 permit spaces
4	Fourth Avenue	20 permit spaces
7	Sparks Avenue, behind Village Hall	62 permit spaces
9 (on-street)	Near Sanborn Map Company building	13 metered spaces
10 (on-street)	Wolfs Lane	33 metered spaces (17 on Blvd West, 16 on Wolfs Lane, east side, south of Boulevard)
Unnumbered (on-street)	“Long-term” 12-hour meters near Train Station	12 on Harmon Avenue 17 on First Street (Wolfs Lane/Nyac Avenue); 11 on Nyac Avenue



Table 6-2: ON-STREET PREPAID PARKING METER ZONES

ZONE 1				
Name of Street	Side	No. of Meters	Hours of Use	Location
First Street	North	All	8:00 a.m. to 6:00 p.m., Saturdays only	East of Wolf's Lane, to the taxi stand
Second Street East	North	3	6:00 a.m. to 6:00 p.m.	East of Wolf's Lane
Wolf's Lane	East	15	6:00 a.m. to 6:00 p.m.	North of Second Street East
ZONE 2				
Fourth Avenue	East	10	6:00 a.m. to 6:00 p.m.	Between Third Street and Lincoln Avenue
ZONE 3				
Fifth Avenue	East	14	6:00 a.m. to 6:00 p.m.	Between 330 Fifth Avenue and 412 Fifth Avenue
Fifth Avenue	West	7	6:00 a.m. to 6:00 p.m.	Between 415 Fifth Avenue and 401 Fifth Avenue

bicycling environment. The street grid's high degree of connectivity gives cyclists a choice of routes and the ability to easily reach local destinations. Its streets, which generally operate at low traffic volumes (outside of Lincoln Avenue and Wolfs Lane/Fifth Avenue at peak periods) make for a safe environment for cyclists. Pelham is also fortunate to have a bicycle shop on Wolfs Lane that frequently coordinates cycling events and promotions.

Pelham is also a very walkable community, with plenty of sidewalks, crosswalks and commercial and recreational destinations in close proximity to residential areas. One notable issue in terms of walkability is that in a prominent location on Wolfs Lane near the train station, three contiguous auto service stations create a large break in the

street wall. This several hundred-foot gap in the midst of commercial uses, along with several other storefront gaps, deter from the pedestrian experience. They may also discourage pedestrians unfamiliar with the area to assume that Downtown Pelham effectively stops near the train station, when in fact there are numerous stores and other places of interest (such as the Pelham Picture House) located to the south of these service stations.

6.2.5 Wayfinding

Wayfinding refers to a signage and other graphic communication that assists people in orienting themselves and navigating a place. Wayfinding systems (also known as environmental graphics) are used not only functionally, but also as a mechanism to market and evoke a sense of

downtown history and character. Traditional downtowns frequently incorporate environmental graphics into their streetscape improvements. As it is currently difficult for visitors to easily locate parking lots and services, Pelham would be an ideal place for such a system to be implemented.

6.3 RECOMMENDATIONS

Although the Village is largely built out, leaving little room for the improvement of vehicular circulation, improvements can be made to traffic flows—primarily to reduce the number of auto trips on Wolfs Lane/Fifth Avenue.

6.3.1 Vehicular Circulation

Continue to monitor traffic and congestion in key areas. Moderate congestion has already been

documented in some areas in the Village, including Boulevard, Colonial, and Lincoln. Traffic may increase contingent on several factors: new residents may come to Pelham; large new developments in neighboring communities, such as New Rochelle, may bring in additional traffic; economic development in Pelham as well as neighboring communities may also generate more congestion. As Pelham and neighboring communities change, historically troubled traffic areas should be closely monitored, in order to address new traffic issues in a proactive manner.

Investigate the possibility of connections from Wolfs Lane to the parking lot behind Village Hall.

Currently, those visiting Wolfs Lane by car park either in metered, on-street spaces or in the large lot behind Village Hall. However, one must walk a somewhat circuitous route from the latter—out to Sparks Avenue and left up to Wolfs Lane—in order to reach the shopping area. Having a through connection near the train station/First Street would improve access to Wolfs Lane, the train station, and Fifth Avenue. The Village Board should continue working with owners in the vicinity (particularly the Pelpark property) to find a better solution for vehicular and pedestrian access.

6.3.2 Parking

A better managed parking supply

means that fewer vehicles would need to circle streets looking for a place to park. This plan recommends the exploration into alternate parking strategies such as:

- > Installation of **Muni-meters** to replace the existing street meters. This centralized system of parking meters would reduce the number of individual meters on streets such as Wolfs Lane, and simultaneously increase the number of available parking spaces.
- > Implementation of the proposed **Angled On-Street Parking** on Wolfs Lane between 2nd Street and Boulevard. This scheme, presented as “Scheme A” by Village consultants Cherbuliez/Munz in 2005, would add 24 parking spaces to this area along with several landscaped islands and improved access to Wolfs Lane Park.
- > Review the parking requirements in the Village Zoning to determine their adequacy.
- > Put a system of **wayfinding signage** in place to guide visitors to Village-owned and operated parking lots (see Wayfinding recommendations, below).

EXPLORE POSSIBLE LOCATIONS FOR DECKED PARKING. Certain locations in the Village may present opportunities for parking decks, which would improve access to downtown businesses, increase much-needed commuter parking, while minimizing disruption

to downtown’s small-scale character. One possible location is at Lot 1, on First Street between the Post office and the Lofts, between Third and First Avenues; the slope of this site makes it practical for a parking deck that would minimize stair climbing. Other decks, such as Lot 2, could potentially be required of developers as part of other projects, either commercial or residential, or even as part of the Housing Implementation Fund, which provides funding for infrastructure in support of newly created affordable homeownership or rental housing. This type of deck could be considered hand-in-hand with development on sites such as Third Street and Fourth Avenue; the lower level of the deck could partially be used for retail but the Village could still increase its monthly spaces.

6.3.3 Alternate Modes of Transportation

ENCOURAGE VISITORS AND LOCAL BUSINESS EMPLOYEES TO USE TRANSIT TO ACCESS PELHAM WHERE AVAILABLE. The increased use of transit has an overall environmental benefit by decreasing auto trips, reducing the pressure on parking, road congestion, and overall traffic. Efforts should be made to ensure that future transit lines (if and when they are developed) in Pelham connect appropriate areas both within and outside the Village; that transit routes are outfitted with signal-priority systems and

other means to speed services to their maximum safe potential; and that rider convenience and comfort is a priority.

MAKE THE VILLAGE MORE BICYCLE-FRIENDLY. In terms of bicycles, the intimate, well laid-out street network in Pelham leaves little room for recommendations. However, quiet streets are not necessarily enough; people are often discouraged from using bicycles as a means of transportation by a lack of bicycle infrastructure, such as storage and signage. The Village is lacking, and could easily install, attractive and plentiful bicycle racks. Currently there are few places for cyclists to safely leave their bicycles while they take advantage of shopping, dining, entertainment, or even employment opportunities downtown. Bicycle racks should be provided throughout the Wolfs Lane/Fifth Avenue corridor, located in appropriate and well-illuminated places that do not obstruct pedestrians. Successful bicycle-oriented communities place bicycling infrastructure in prominent locations, not just settling for the leftover marginal space not used by automobiles. Physically separated lanes have been proven to be the safest type of bike lane, particularly when placed in between the parking lane and the sidewalk, rather than between the roadway and parking lane as commonly done elsewhere. Prominent, safe bike lanes—along Wolfs Lane, Lincoln Avenue, Bou-

levard and Colonial Avenue—will encourage more cycling. The Village should work with the County to explore the feasibility of connecting the Pelham Bay Park bike path with the riding paths on California Road, utilizing the green areas along the Hutchinson River Parkway. Finally, many European cities offer extremely popular bicycle-sharing programs that provide rental bicycles in multiple designated locations available by the hour for a small fee. By instituting measures such as these, Pelham could choose to make itself known within the region for its innovative and progressive bicycling policies, while promoting sustainable living and planning.

ENHANCE PELHAM'S PEDESTRIAN ENVIRONMENT FOR IMPROVED SAFETY AND ACCESSIBILITY. Just as bicycling can help reduce pollution and congestion and improve overall public health and quality of life, so can walking. Improved walkability improves access to shops and services, in turn strengthening the Village's economic base. Pelham's density is a great advantage, making the creation of a pedestrian-oriented village a very real possibility.

Potential future implementation strategies to enhance Pelham's pedestrian environment include:

- > Infill of vacant/underutilized lots along Wolfs Lane/Fifth Avenue
- > Improvement of Wolfs Lane Park (better sidewalks, higher utilization rate). Improve the sidewalks

around the train station so that it feels like a pedestrian zone rather than an automobile zone. A better-utilized Wolfs Lane Park at First Street would improve the pedestrian experience.

- > Widening of sidewalks where appropriate.
- > Fewer obstructions on Wolfs Lane (move planters to within property lines in front of Chinese restaurant, for example).

6.3.4 Wayfinding

IMPLEMENT A COHESIVE WAYFINDING SYSTEM IN THE VILLAGE. Currently, the only wayfinding in Pelham is in the form of standard street signs. A well-conceived wayfinding system will orient visitors to Pelham by pointing out attractions and specific businesses, adding historical explanations, directing vehicles and bicycles to municipal parking facilities, and locating amenities. A coordinating system of simple and elegant entry signs should greet travelers approaching Pelham from Lincoln Avenue or the Hutchinson River Parkway, giving the traveler a sense of arrival and community.

DEVELOP A VISUALLY DISTINCTIVE LOGO AND SIGNAGE FOR DOWNTOWN PELHAM, INCORPORATED INTO A COMPREHENSIVE SIGNAGE PLAN. Part of promoting a business district is creating a "brand" for it. Creating a recognizable logo and design vocabulary will give a distinct identity to Pelham's

downtown shopping district, setting it apart from neighboring communities and giving it a unified “destination” feel. Downtown destinations, such as Village Hall, or cultural destinations such as the Picture House Regional Film Center or the Pelham Art Center, should be identified in this signage, along with downtown parking, open space, and the train station. The directional signage should be designed as public art, compatible with its surroundings, and contributing to the overall pedestrian environment. In addition, the downtown wayfinding system should incorporate parking signage and street signage that is unique to the district, whether by color, typeface, or other graphics. All signs would be planned and placed comprehensively, using an overall signage plan to ensure logical signage links.

AS A GREENWAY COMPACT COMMUNITY, CONTINUE TO SUPPORT THE GOALS OF THE HUDSON RIVER GREENWAY. Westchester County is one of thirteen counties that comprise the Hudson River Valley Greenway (Greenway). The Greenway was established by the State of New York by the Hudson River Valley Greenway Act of 1991, and is a voluntary regional cooperation among 242 communities within 13 counties bordering the Hudson River. The Greenway criteria include regional planning, natural and cultural resource protection, economic development, public

access, and heritage and environmental education. In June 2005, the Hudson River Valley Greenway approved the Westchester County Greenway Compact Plan, *The Greenprint for a Sustainable Future*. The plan was prepared by the Westchester County Department of Planning as part of the Hudson River Valley Greenway initiatives and was adopted by the Westchester County Planning Board on June 2, 2004. Westchester County is one of only two counties in the 13-county Greenway region that has an approved Compact Plan.

Pelham became a Greenway Compact Community in January 2008, following the required adoption of a local law in 2007 amending the local zoning ordinance to state that consideration will be given to *Greenprint* policies when certain land use decisions are made.

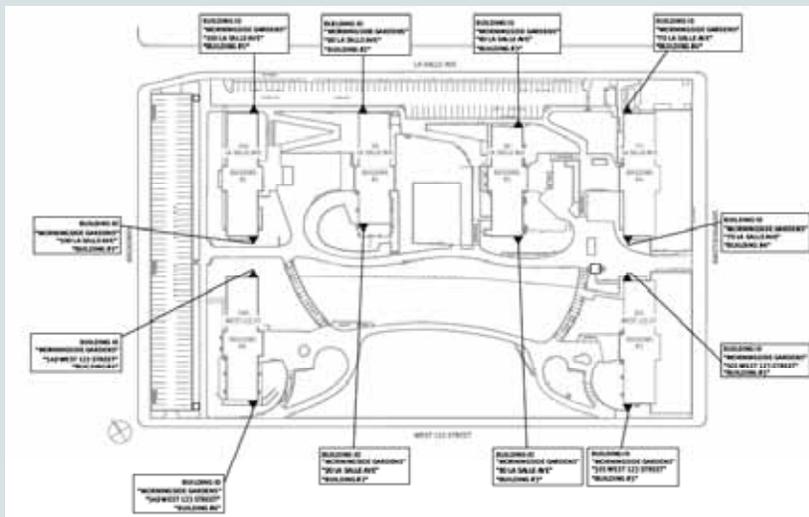
Continuing to endorse the *Compact Plan* and supporting the other goals of the Greenway will have broad benefits, including increasing the Village’s eligibility for future planning and improvement grants from the Greenway. The Village should make efforts to uphold and espouse these policies.



Examples of unified wayfinding and directional signage. Wave Hill, Bronx, NY. Design firm: Pentagram.

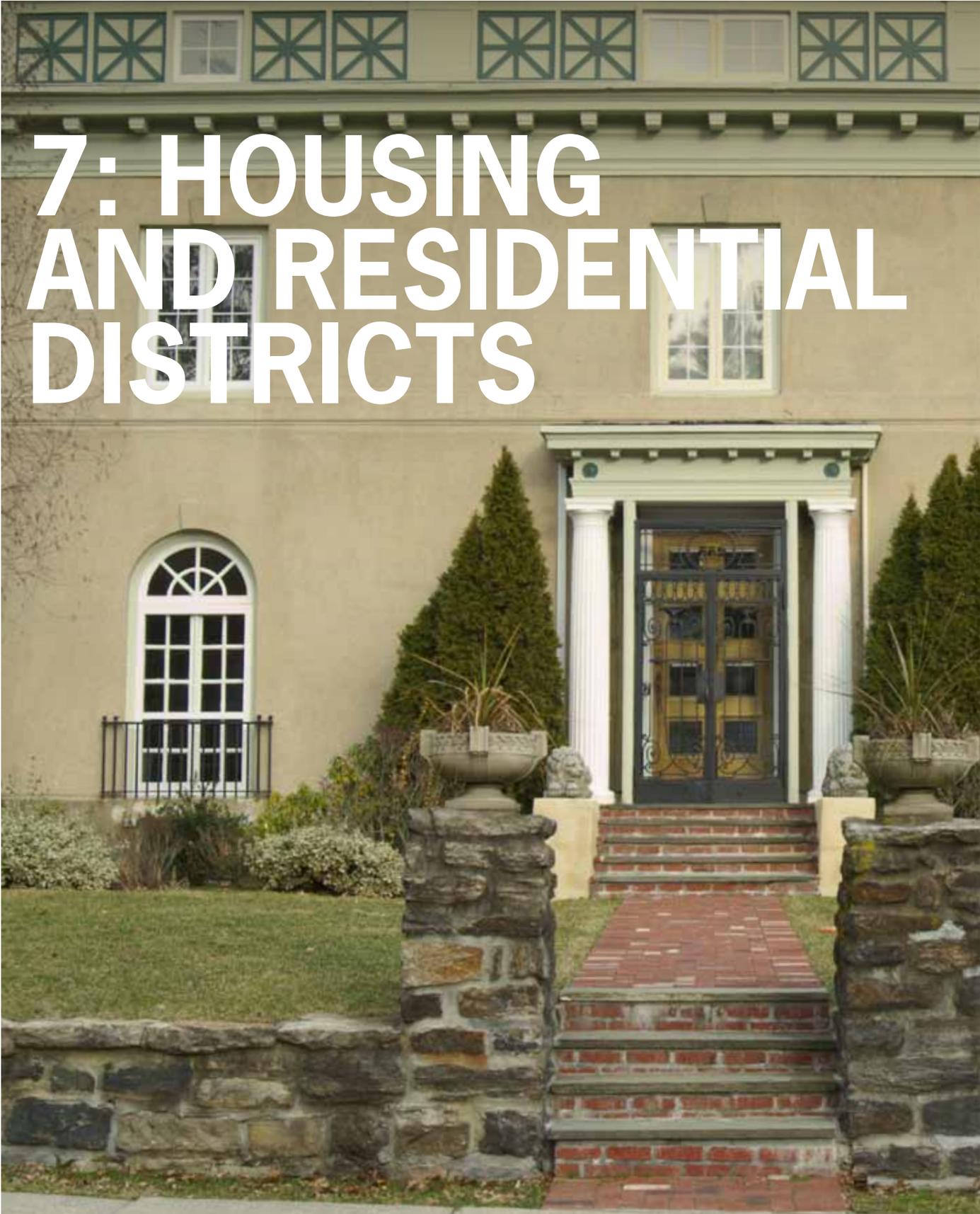


Example of comprehensive signage plan. Morningside Gardens, New York.



6.4 RECOMMENDATIONS SUMMARY

- > Continue to monitor traffic and congestion in key areas.
- > Investigate the possibility of connections from Wolfs Lane to the parking lot behind Village Hall.
- > Explore alternate parking strategies such as the installation of Muni-meters or angled on-street parking.
- > Explore the possibility of decked parking.
- > Encourage visitors and local business employees to use transit to access Pelham where available.
- > Make the Village more bicycle-friendly.
- > Enhance Pelham's pedestrian environment for improved safety and accessibility.
- > Implement a cohesive wayfinding system in the Village.
- > Develop a visually distinctive logo and signage for downtown Pelham, incorporated into a comprehensive signage plan.
- > As a Greenway Compact Community, continue to support the goals of the Hudson River Greenway.



HOUSING AND RESIDENTIAL DISTRICTS

7.1 GOALS

- > Retain the quality and character of Pelham's unique and historic residential neighborhoods for which it is known.
- > Provide opportunities for a diverse range of housing options, accommodating a range of ages and income levels.

7.2 SUMMARY OF EXISTING CONDITIONS

7.2.1 Housing Availability

The Village of Pelham is comprised of four pleasant neighborhoods—Chester Park, Pelham Heights, Pelville and Pelhamwood—each of which is represented by a neighborhood association (See Figure 7, *Neighborhoods Map*). Chester Park is the smallest in area, located in Pelham's tip north of Willow Avenue. The neighborhood dates back to the late 19th century, and is comprised of small lots framing a wooded green from which the area takes its name. Most of the homes in Chester Park are built of wood, stone or stucco. The Pelhamwood neighborhood is bordered by the railroad to the south, by Harmon Avenue to the west, by Lincoln Avenue to the north and by the City of New Rochelle to the east. Pelhamwood contains more upscale homes on larger lots.

Many of the lots near the train station and Pelham's central business district feature steep grades, some with views of the surrounding area. Pelville is the remaining residential area north of the railroad. This area includes homes similar to those found in Chester Park, as well as slightly more modest, including two-family dwellings. Lastly, Pelham Heights is the entire area south of the railroad to the south side of Colonial Avenue. This neighborhood contains the largest residential lots in Pelham and many of its most historic and distinctive homes.

As stated in the 1989 Plan, the majority of the residential neighborhoods are settled at a density of 4 to 12 dwelling units per acre. This reflects the predominantly low- to medium- density residential character of the Village.

Given Pelham's noted historic character and the quality of its housing stock, it follows that the majority of residential property was built in the pre-war era. Nearly 60 percent of residential units (1,425 of 2,434) in the Village were built before 1939, and many were built in the 1920s, significantly before post-war building styles took prevalence. Homes from this prewar period are generally Tudor revivals, colonials, and Mediterranean-style, giving the Village a distinctive character. Approximately 15 percent of (or 352) Pelham's homes were built in the 1950s. After that, new residential development dropped sharply, but the

1990s experienced a wave of new building, with a full 7 percent of (or 177) homes built in 1999 or later. According to the U.S. Census, the median year for residential structures built in the Village is 1939, compared with 1955 for Westchester County as a whole.

Most of the residential units in the Village of Pelham are single-family detached structures. As the Village is approaching full build-out, the trend in recent years has been to increase the number of bedrooms, bathrooms, and overall square footage. The advent of "tear-downs" to build larger homes has not yet become an issue in Pelham. These increases may lead to inflated prices and lack of availability of lower-priced, starter, and retirement homes. According to the 2000 U.S. Census Data, the housing stock in Pelham was mostly made up of homes with two and three bedrooms, accounting for 21% and 29% of all residential structures, respectively.

One disadvantage of the Village's convenient location and high housing quality is the high cost of housing and lack of affordable options. In addition to the cost of housing, the choices of housing types often do not meet the needs of the existing population. For example, seniors have few housing types from which to select, and in addition, many are on fixed incomes and cannot afford market-rate rents. Similarly, much of Pelham's existing housing stock

is not suitable for single-person or young family households. Finally, many empty-nesters in the Town are seeking to downsize their residence, yet remain in Pelham. Recently, residential development has focused on multi-family and infill housing, such as the successful Marbury Corners townhomes, lofts and condominiums on a former factory site. Such high-density residential developments aim to promote walkability and seamless community context without contributing to sprawl.

Rising housing prices in the New York Metro area have created a shortage of affordable and decent housing. Some areas experience more rapid increases in selling prices, as more people want to locate there. In 2006 the median housing value in the Village of Pelham, was \$758,759, according to the Pelham Town Assessor. This is much higher than in Westchester County (Note: data at the County level is based upon 2006 data, the most recent available, and adjusted for inflation). With housing prices rising at such a fast rate, certain groups of people are being “priced out of the market” and forced to look elsewhere for places to live.



Table 7-1 AVERAGE ASSESSED HOME VALUE, 2005

Municipality	Median Value
Village of Pelham	\$758,759
Town of Pelham	\$865,961
Westchester County	\$601,477*

Source: Pelham Town Assessor (Village and Town), American Community Survey (County)
 *Westchester County data is based on 2006 data from American Community Survey, and adjusted for inflation according to Bureau of Labor Statistics formulas

than the County’s, at a mere 1.8%. As important as low vacancy rates are, the rate of owner-occupied housing contributes to the long-term viability of a town. In 2000, Pelham had an owner-occupancy rate at 66%, compared to 60% in Westchester County.



Table 7-2 HOUSING TENURE, 2007

Municipality	Occupied	Vacant	Owner-Occupied (Percentage of Occupied)
Village of Pelham	98.2%	1.8%	67.0%
Town of Pelham	98.1%	1.9%	77.7%
Westchester County	97.1%	2.9%	60.6%

Source: U.S. Census Bureau

A community’s housing stock and owner- to-renter ratio is a strong indicator of its stability. Typically a homeowner is more attentive to property maintenance than a renter or absentee landlord. A homeowner also tends to remain in their home for a longer period of time than a renter, reducing the amount of turnover within a neighborhood. These and other factors contribute to the level of investment in a neighborhood and ultimately contribute to the value and character as well.

In 2000, the Village of Pelham’s housing vacancy rates were lower

7.2.2 Housing Trends

The number of building permits issued in the Village each year provides a sense of the actual amount of development occurring. Residential building permit data obtained from the United States Census indicates that very few residential building permits have been issued in the last decade, owing to the Village’s largely built-out status and relatively steady resident population. The years 2002 to 2004 experienced the highest number of building permits, with four single-family permits

issued. Multi-family units were even less frequent: most recently, three were issued in 2005. The lack of developable land constrains new development, increasing pressure on housing prices in the area, and thus the need for affordable, workforce and multi-family housing options.

Pelham is largely built out and has limited room for additional development. However, while population is not expected to increase substantially, the age composition of the Village may shift. As the baby boom population ages and evolves into a population of empty nesters, so will the eventual demand for senior housing. Senior housing can range from assisted living and age-in-place developments to basic multifamily units that minimize the need for driving and are affordable to those on fixed incomes.

7.3 RECOMMENDATIONS

CONTINUE TO MONITOR THE EFFECTIVENESS OF RESIDENTIAL BULK REGULATIONS AND ADJUST ACCORDINGLY. In order to address the issue of bulk—that is, disproportionately large houses on smaller lots, a problem in many neighboring communities but not yet in Pelham—the Village recently implemented a residential FAR (floor area ratio) requirement as part of the zoning as a preventative measure. The FAR requirement, which indicate the total square footage allowed in a building, provides control of bulk while still remaining flexible in terms of layout. The Vil-

lage should continually monitor the progress of buildings constructed under the FAR requirements and reassess as necessary.

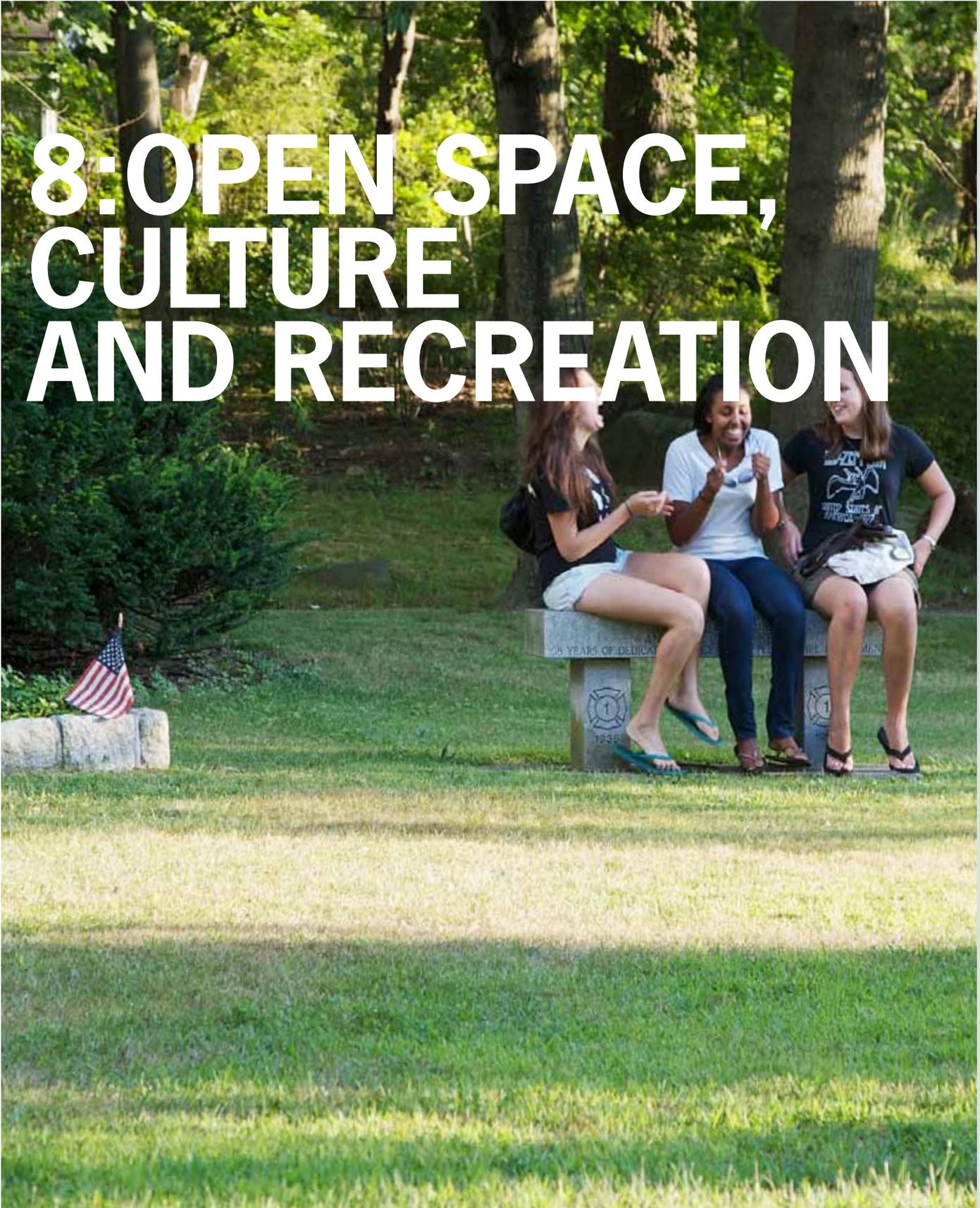
AS UNDERUTILIZED DOWNTOWN SITES ARE DEVELOPED, ENCOURAGE MIXED-USE BUILDINGS THAT PROVIDE HOUSING APPROPRIATE FOR INTERGENERATIONAL RESIDENTS WITH A VARIETY OF INCOME LEVELS. Downtown Pelham is an ideal location for mixed-use development—in this case, commercial on the ground floor with residential units above—that fosters a sense of community, encourages pedestrian activity, and supports smart growth principles. This type of developments can also provide much-needed housing to those who are not ready or able to purchase Pelham’s larger, more expensive homes, including seniors and empty-nesters, local workers, and young professionals. Young professionals are potential long-term members of the community and should be encouraged to live and shop in Pelham. Both the Bus-1 and Bus-2 zoning districts, the primary districts downtown, allow mixed-use development. Such development could further be encouraged by developer incentives.



7.4 RECOMMENDATIONS SUMMARY

- > Continue to monitor the effectiveness of residential bulk regulations and adjust accordingly.
- > As underutilized downtown sites are developed, encourage mixed-use buildings that provide housing appropriate for intergenerational residents with a variety of income levels.

8: OPEN SPACE, CULTURE AND RECREATION



OPEN SPACE, CULTURE AND RECREATION

8.1 GOALS

- > Better utilize the Village's active and passive recreational resources, such as Wolfs Lane Park.
- > Preserve and protect existing historic and cultural resources.
- > Provide additional activities for children, teenagers and seniors.

8.2 SUMMARY OF EXISTING CONDITIONS

8.2.1 Open Space Resources and Programs

Adequate open space is critical to a vibrant, livable community. Although the Village of Pelham is less than one square mile in area, it contains approximately nine acres of open space (excluding school grounds). The most prominent park in Pelham is Wolfs Lane Park, a 2.13-acre open space on the east side of the Wolfs Lane commercial district. Approximately two acres in area, the park is located on the east side of Wolfs Lane, running from the train station to Boulevard. The land for the park was deeded to the Village years ago, with the condition that it remains undeveloped in a park-like condition. Currently, the park is geared toward passive recreation

such as walking and sitting and relatively devoid of amenities. While it provides a pleasant visual element and counterpoint to the shops on the other side of the street, Wolfs Lane Park appears underutilized and could benefit from additional amenities such as active and passive recreational facilities, playground equipment, and/or programming.

Many residents use the public school's recreational areas in addition to Village open spaces. Julianna's Park, a 1.8-acre recreation area at Sixth Street and Fourth Avenue, is owned by the Board of Education but leased to the Town of Pelham. It contains tennis courts, a playground, as well as a basketball court. Glover Field, which includes baseball diamonds, a soccer field, and tennis courts, is owned by the School Board. The Town shares use of the facility through the Joint Fields Agreement. Finally, the Town of Pelham owns several sports fields for use by the Village.

According to the 1989 Plan, Chester Park is situated on Maple Avenue between Walnut and Birch Streets; it is run by the Chester Park Association, which is incorporated by New York State Law according to the easement that created the open space. Several vacant lots formerly owned and operated by the Boston and Westchester Railroad total nearly two acres. Finally, there are three small lots totaling just over two acres along First Street; they

consist of open space and trees, and are maintained by the Village as well as Town of Pelham civic groups.

The Village also owns three vacant lots totaling approximately 1.93 acres, which were formerly owned and operated by the Boston and Westchester Railroad. The lots are located at Highbrook Avenue and Pell Place, the overpass on Highbrook between Lincoln and Harmon Avenues, and the areas east and west of the overpass.

Finally, the Village maintains three lots along First Street from Nyac Avenue to Highbrook Avenue, totaling 2.13 acres. These lots consist of open space with some mature trees. The lot between Corlies and Nyac Avenues contains a park bench, flagpole and areas for seasonal plantings. The land adjacent to the Metro-North Railroad tracks along Harmon Place is also park land that is maintained by the Village and local civic groups. A new September 11 memorial is located north of the train station.

The total open space and recreational area in the Village, exclusive of school grounds, is approximately 8.7 acres. The Town of Pelham supports programs throughout the community, both Villages, and beyond, including after-school sports, tennis lessons, and programs for senior citizens.

8.2.2 Historic and Cultural Resources

Pelham’s history is discussed in Section 3.2. The Village does not contain any properties listed in the National or New York State Register of Historic Places. Many of Pelham’s buildings, such as its old stone structures, possess unique historic character nevertheless.

The Pelham Preservation and Garden Society is a volunteer not-for-profit organization dedicated to promote the preservation and restoration of the Village’s historic structures and open spaces. The Society has managed such diverse projects as the restoration and landscaping of the train station sign, the Pelham Historic Plaque Program, and the restoration of the Benedict Fountain near the train station.

The Junior League of the Pelhams, the Pelham Civis, and the Chamber of Commerce are all actively involved local organizations seeking to improve the Village, with a particular interest in improving and enhancing the Downtown Business District.

8.3 RECOMMENDATIONS

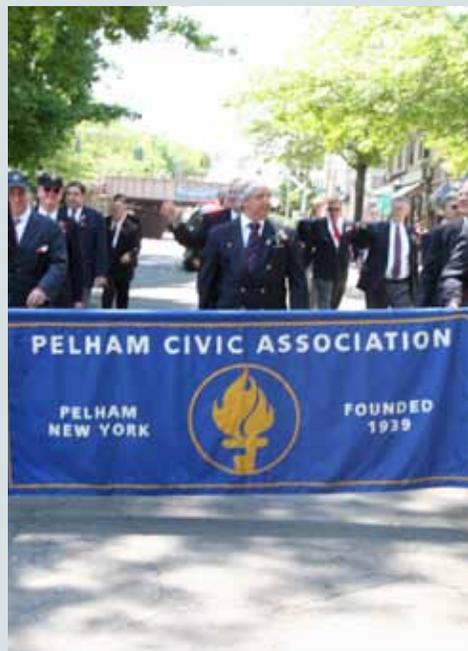
ESTABLISH A COMMITTEE TO IMPLEMENT PROGRAMMING IN PELHAM’S PARKS. Programming, including events, markets, entertainment, or even

information kiosks will increase the usage and vibrancy of Pelham’s parks while keeping their natural beauty intact. A dedicated committee whose goal is to devise and implement programming ideas to Pelham’s parks will ensure that such ideas are brought to fruition and that they have a unified voice to bring relevant suggestions to the Village administration. Topics such as lighting, walkways, furnishings and litter reduction should be prioritized.

With the assistance of a landscape architect, the committee could determine what types of furnishings would be most appropriate and in what organization. As there are several take-out restaurants across Wolfs Lane, it is logical to conclude that some picnic tables would be a useful addition to the park. In 2005, the Village initiated a study of Wolfs Lane Park, performed by Cherbuliez/Munz PLLC, incorporating recommendations for parking, streetscape, and landscape improvements. The committee should consider these recommendations as appropriate.

In addition, the committee should investigate the possibility of including a Farmers Market either in the open space north of the train station, or in the area of Wolfs Lane Park across from the Pelham Picture House, where the land is relatively flat. Organizations such as Community

Markets, which helps to start and operate farmers markets throughout Westchester County and the Lower Hudson Valley, could be instrumental in this process.



8.4 RECOMMENDATIONS SUMMARY

- > Establish a committee to implement programming in Pelham's parks.



NATURAL RESOURCES

9.1 GOALS

- > To preserve the Village's natural environment and open space, continuing to make Pelham a beautiful and healthy place to live.

9.2 SUMMARY OF EXISTING CONDITIONS

The Village of Pelham is located in a suburban area that is largely built-out; therefore, it does not possess any major parcels of undeveloped, natural land, or natural resources such as wetlands or waterbodies that require significant oversight. During its development from the 1920s through the postwar period, the Village's natural beauty was carefully preserved; as a result, stately trees and a verdant landscape enhance Pelham's residential neighborhoods and commercial areas.

9.2.1 Air Quality

Although there is no available ambient air quality monitoring data within Pelham, regional state monitoring data are available to characterize the Village. The Region 3 Air Quality Control Region (AQCR) meets the State Ambient Air Quality Standards (AAQS) for all criteria pollutants except ozone. High ozone levels are found throughout the northeastern

United States and it is considered a regional problem more than a local problem. New York State and neighboring states have developed coordinating regulatory programs to work toward bringing the region into compliance.

9.2.2 Noise

The Village Code contains a section on noise control that restricts unreasonable noise of any kind (Article VII, Noise Control). Exceptions may be made for construction or during times of hardship. Sources of ambient noise include vehicular traffic on the Hutchinson River Parkway and other local roads. However, Pelham is generally a quiet community and noise is not a major issue. Retailers are allowed to stay open until midnight every night except Sunday, when they must close at 11 p.m.

9.2.3 Topography and Geography

The Village terrain slopes upward from the Hutchinson River on its western boundary, ranging from about 20 feet above sea level at the Hutchinson River to 120 feet above sea level in the east central area of the Village. A small area in the southeastern corner of the Village drains toward the Long Island Sound. Although the terrain is mostly gentle, there is a noticeable drop in elevation on the east side of Fifth Avenue, and staircase connects the CBD with a residential area atop the hill where in December 2006,

a rock cliff collapsed onto several commercial businesses.

9.2.4 Water Resources

The Hutchinson River runs north to south along the Village's western boundary. The river and its proximity to the Hutchinson River Parkway contribute to frequent flooding in the valley. Drainage from the Village flows mostly into the river. The Village commissioned a Multi-Hazard Mitigation Plan in 2007 to assess "natural and manmade hazards that could impact the community" and evaluate proposed management and mitigation strategies, in light of the fact that flooding has been a frequent problem in the Village since at least the 1940s. The report identifies six areas in the Village that are at higher risk for flooding and property damage; therefore, the draft mitigation plan recommends strategies such as upgrades of drainage and sewage systems—which are more than 100 years old and constructed of clay pipe, an obsolete technology—and improvement of roads, for both drainage and evacuation purposes. Similarly, compliance with stormwater regulations—both in Pelham and in neighboring municipalities—could help alleviate flooding.

9.2.5 Significant Habitat

The New York Natural Heritage Program, which is run by the NYS Department of Environmental Conservation's Division of Fish, Wildlife and

Marine Resources, surveys and monitors rare animals, rare plants, and significant ecological communities throughout the state. According to the letter from the Natural Heritage Program dated August 27, 2007, the Village of Pelham does not contain any rare or state-listed animals and plants, significant natural communities or other significant habitats.

9.3 RECOMMENDATIONS

IMPLEMENT THE RECOMMENDATIONS OF THE 2007 MULTI-HAZARD MITIGATION PLAN. As discussed above, the 2007 Multi-Hazard Mitigation Plan sets forth numerous goals aimed to protect the Village's citizens, businesses and properties from potential major storms, floods, and other hazards. The flood hazards mitigation portion of the Plan can be used as the first step in getting approval for the Community Rating System (CRS) program, which is a National Flood Insurance Program (NFIP) that provides incentives for the communities to complete activities that reduce flood hazard risks, and subsequently lowers insurance premiums.

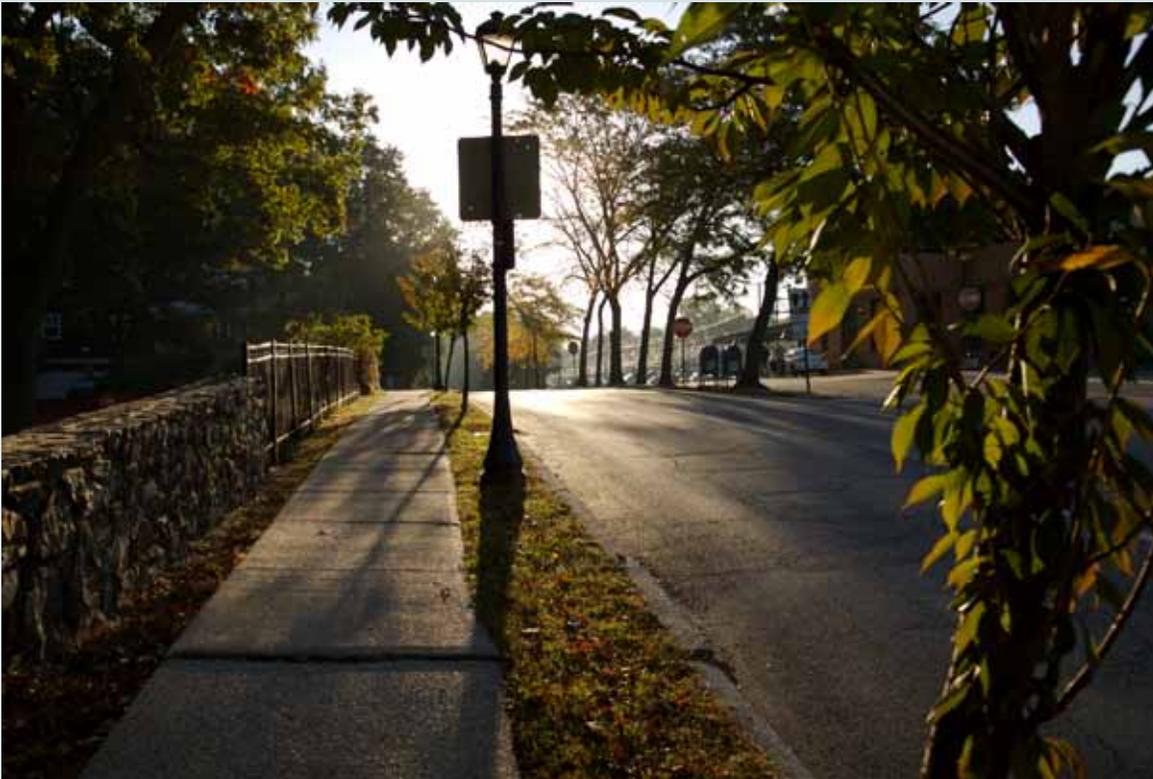
Section 8 of the Multi-Hazard Mitigation plan identifies priority action items for the Village, including costs. These items should continue to be implemented in the recommended order. Similarly, the Village should continue to issue a yearly summary report on the plan's implementation progress each January, as outlined in Section 10 of the Multi-Hazard Mitigation Plan.

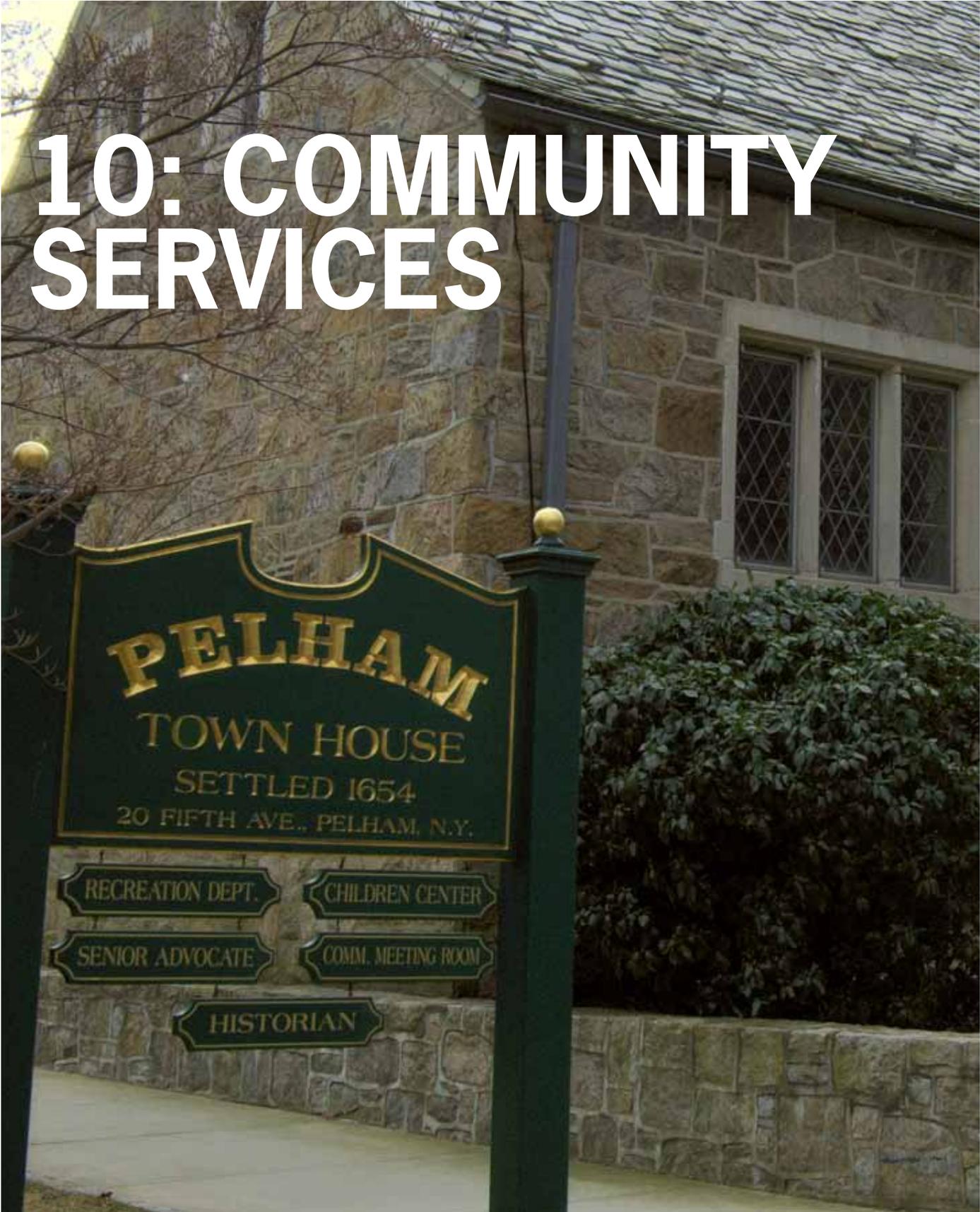
DEVELOP AND IMPLEMENT RESTRICTIONS ON IMPERVIOUS SURFACES INTO THE ZONING CODE OR SITE PLAN REVIEW PROCESS. Increased imperviousness leads to increased runoff volumes, increased peak runoff discharges, greater runoff velocities, increased flooding, and lower dry weather flows. The Natural Resources Defense Council (NRDC) notes that it is in a municipality's best interest to minimize the aggregate amount of new impervious surfaces, since where impervious surfaces do exist, treatment or controls for runoff will be needed. Case studies indicate that minimizing impervious surfaces within desired growth targets can be an effective measure. Pelham, which already is plagued with flooding problems, should define impervious surfaces in its zoning code (i.e. if it includes items such as tennis courts, sidewalks, decks, and so on) and then limit the amount of allowable impervious surfaces as a percentage of lot size, rather than simply building coverage.

INCORPORATE INTO THE CAPITAL BUDGET PROJECTS DESIGNED TO ALLEVIATE FLOODING IN AREAS OF THE VILLAGE THAT HAVE BEEN CHRONICALLY AFFECTED. As noted above, certain areas of the Village are prone to flooding, and repeatedly have to deal with the physical and financial impacts. The Village should aggressively pursue funding for projects to mitigate the flooding situation, and incorporate these projects in the capital budget to ensure that they are addressed.

9.4 RECOMMENDATIONS SUMMARY

- > Implement the recommendations of the 2007 Multi-Hazard Mitigation Plan.
- > Develop and implement restrictions on impervious surfaces into the zoning code or site plan review process.
- > Incorporate into the capital budget projects designed to alleviate flooding in areas of the Village that have been chronically affected.





10: COMMUNITY SERVICES

COMMUNITY SERVICES

10.1 GOALS

- > To maintain the Village's high level of public safety services.
- > To maintain the public utility infrastructure and make improvements where needed.
- > To work with adjoining municipalities on infrastructure studies and initiatives such as Westchester 2025, the County comprehensive plan.

10.2 SUMMARY OF EXISTING CONDITIONS

Community Services within the Village of Pelham include school systems, fire and emergency services, a library, one post office, and senior services. In addition, the Village supports a variety of programs as a service to the community. As noted earlier in Section 3, residents of the Village of Pelham receive services from several entities: the Village of Pelham, the Town of Pelham, the Pelham Union Free School District, and the County. In "the Pelhams," the Town of Pelham provides some services to both Villages, and the Pelham Union Free School District (PUFSD). As discussed in Section 5, there are four taxing entities in the Pelhams – the Town, Pelham Village, Pelham Manor Village, and Pelham Schools. The services the Village offers are divided and allocated up between the various entities under the basic premises

and laws regarding Home Rule in New York State.

The Town of Pelham provides Assessment, Clerk (fishing, marriage licenses, handicapped parking permits) Court, Parks and Recreation, and Tax Collection services. It does Assessment and Tax Collection for itself (the Town), both Villages, and the Schools.

The Village of Pelham provides Building, Clerk (birth and death), Fire, Police, Public Works/Street Maintenance, Sewer, Garbage/Recycling and similar basic services such as parking permits.

10.2.1 Government

An elected Mayor and Board of Trustees govern the Village, assisted by a full-time Village Administrator/Treasurer, who manages day-to-day operations. The Board of Trustees consists of seven members, including a Mayor and Deputy Mayor. The former is responsible for carrying out the Board's policies and directives. The Village administration, in turn, is responsible for departmental services such as fire and police protection, public works and building inspections. Services include water supply, garbage and recycling (under private contract), fall leaf collection, snow removal, street and sewer repair, park maintenance and other services such as parking, building permits, zoning and planning issues

and code enforcement.

The Village Post Office is currently located in a historic building on Wolfs Lane and 1st Street. West of its existing location, the Post Office owns a site next to and across from a new residential development, Marbury Corners. The Post Office is working with the Village to plan and design its new facility on this or an alternative site. As of the time of this writing, the proposed site for the new Post Office is 26 First Street.

10.2.2 Emergency Services

The Village is responsible for all fire and police protection within its boundaries. The Village Police is located at Pelham Town Hall at 34 Fifth Avenue, and the Fire Company is at 219 Fifth Avenue. The Police Department employs 28 full-time police officers, plus three full time Parking Enforcement Officers, ten part-time school crossing guards, and one part-time clerk.

The Fire Department provides emergency fire, rescue, and hazardous condition stabilization services for the Village, and is comprised of a combination of paid and volunteer firefighters. Its equipment consists of two engines, one ladder truck, and one EMS rescue vehicle. It is important to note that the Fire House also houses several cellular telephone antennas on its roof.

10.2.3 Educational Facilities

The Pelham Union Free School District serves the Village of Pelham, as well as the Village of Pelham Manor. This well-regarded district is comprised of Colonial Elementary School, Hutchinson Elementary School, Pelham Memorial High School (grades 9-12), Pelham Middle School (grades 6-8), Prospect Hill Elementary School, and Siwanoy Elementary School. Colonial and Hutchinson Elementary Schools are located in the Village, as are the Middle School and High School. In both 2006 and 2007 the district received two recognition awards: first, Pelham was selected by the regional BOCES as the recipient of the Pioneer Award for innovation and systemic integration of technology in daily instruction. Second, the Pelham School District was chosen among a select group of schools in New York State as a High Performing and Gap Closing School District. This award recognizes realization of the dual goal of improving student achievement while closing the gap in student performance.¹

According to the district offices, Pelham Union Free School District had a 2006-2007 total enrollment of 2,671 students. Projected enrollment for the 2007-2008 school year is 2,698 students. The Pelham

District Strategic Plan 2006-2011 aims to address and anticipate the district's needs over the next five years, ranging from technology to special education, staff development, and budgeting.

10.2.4 The Arts

Pelham maintains a strong arts presence throughout the community. In addition to its numerous educational and arts studios (offering dance, art, music and martial arts lessons, and the like) throughout the Village, Pelham has several established arts institutions of note, including the Pelham Art Center, the Pelham Picture House, and the Public Library (itself not located in the Village of Pelham, but utilized by its residents).

Pelham Art Center was founded in 1970 as a free three day arts festival, the Pelham Art Happening. In 1972, it was incorporated by the Regents of NY State and since 1976 has operated a facility on Fifth Avenue. In 1985, the Art Center purchased and renovated a gas station into its current home on Fifth Avenue, a 5,000 square foot facility with three art studios, a gallery and a retail shop. The Art Center's mission is to provide the public with the place, the resources and the opportunity to see study and experience the arts in a community setting. The mission comes alive through year round art education and appreciation programs like gallery exhibitions (there is no fee to visit the

galleries), fee-based art classes in a variety of media, performances, readings, lectures, art residencies to underserved audiences and school children and hands-on public art workshops. Many of the art offerings are free and the Art Center serves more than 16,000 people of all ages, art interests and abilities. Audiences come from The Pelhams and other nearby villages as well as the Bronx and communities south of White Plains. The Art Center is governed by a 25 person Board of Directors, has 5 employees, more than 50 artist contractors, is debt free and has an annual operating budget of \$525,000. In 2008 it competed for and was awarded the Community Arts Award for Westchester County by The Westchester Arts Council.

The Picture House, located on Wolfs Lane, entertains audiences with a wide variety of films - indies, foreign films, classics, shorts, animated films and documentaries from around the world. The Picture House further engages the moviegoing public by inviting actors, directors, producers, screenwriters, and film critics to discuss their work. Built in the 1920s, the Picture House is now listed on the New York State register of Historic Places. It is slated to undergo an extensive renovation to become a three-screen, state-of-the-art film and education center. The architectural plan for the renovation of the theater thoughtfully integrates the

¹ Annual Report for 2006-2007 School Year, Superintendent Dr. Charles T. Wilson

old and the new and respectfully maintains the integrity of the original building; including the distinctive Art Deco façade with its arched neon sign and the grand auditorium with its unique wooden trussed ceiling. The proposed multi-purpose space for seminars and community events is clearly visible from the street, adding significantly to a vibrant downtown streetscape.

The film center aims to be a dynamic cultural, educational, and economic force with positive benefits for Westchester, the Bronx and Connecticut. The Jacob Burns Film Center in Pleasantville, NY is an excellent example of the benefits such an establishment can bring to the region. In an area of lower population density than southern Westchester, it is estimated that more than 200,000 people visit Pleasantville each year to attend events at the Burns Center, according to a January 14, 2007, New York Times article. The Picture House facility and programs are ideally suited to become a much-needed resource for area schools and a cultural anchor to catalyze downtown development.

Finally, the Town of Pelham Public Library, located on Colonial Avenue in Pelham Manor, provides lending and arts-related services, including book clubs, poetry programs, and storytelling, to the residents of the entire Town of Pelham, and is a valuable cultural resource to the Village.

10.2.5 Health Care

The Village of Pelham contains no hospitals or other major health care facilities. Nearby hospitals in the area include Mount Vernon Hospital, Westchester Medical Center, and Sound Shore Medical Center, in addition to New York City hospitals.

10.2.6 Senior Services

As larger numbers of residents reach retirement age and the senior population expands, the Village will need to address specific senior service and access needs. Access to medical care, social activities and basic life needs (such as grocery stores and pharmacies) can be a challenge, and it is one that Pelham should address. The New York State budget for 2005-2006 includes funds that are specifically allocated to support “aging in place” initiatives. Among them is the “Access to Home” program that will invest \$10 million to make the homes and apartments of low and moderate income New Yorkers with disabilities more accessible.

Currently, there are no housing units designated specifically for the use of senior citizens in the Village. In 2004, the Pelham Ad Hoc Committee on Senior Housing noted in its report that there is currently no provision in the zoning code for senior housing. At the same time, an informal survey indicated that there was a desire by many seniors

to downsize their living arrangements, but whether they’d commit to specific plan would depend on the actual proposed project at hand. Finally, the same report noted that previous initiatives for any type of targeted housing have not succeeded. Additional research may be needed to fully assess the need for Village’s housing and community programs for seniors.



10.2.7 Government-Owned Property

The Village owns a number of properties that are currently utilized for a variety of uses, some of which may present the opportunity for future development. Table 10-1 lists government-owned property located in the Village of Pelham. Additional government-owned property includes the parking lots listed in Section 6, and the open spaces listed in Section 7.

10.2.8 Utilities

The capability of the Village’s infrastructure to accommodate existing and future development is a critical consideration. Improvements to existing infrastructure are constant and typically require significant financial resources. Because infrastructure expansion requires public investment and can have dramatic impact on the character, function, safety and growth of a municipality, it requires careful thought.

WATER

The Village of Pelham obtains approximately 75% of its domestic water from United Water of New Rochelle, whose primary supplier is the City of New York. The water from the New York City system comes from the Catskills (90%) and the Delaware and Croton systems (10%), all of which are owned and operated by the New York City Department of Environmental Protection (NYC DEP). United Water’s conveyance system delivers water to the northern half of Pelham.

Table 10-1 GOVERNMENT-OWNED PROPERTY (EXCLUDES PARKING LOTS, PARKS, AND OPEN SPACE)

Property	Location	Owner	Comments
Village Hall	195 Sparks Avenue	Village of Pelham	Could be considered for relocation
Village Yard	Behind Village Hall	Village of Pelham	Potential development site; currently used by Dept. of Public Works
Pelham Town Hall	34 Fifth Avenue	Town of Pelham	Houses Village Police Dept., Town governmental administrative offices
Village Fire Department	219 Fifth Avenue	Village of Pelham	Also houses cellular telephone antennas
Pelham Town House	20 Fifth Avenue	Town of Pelham	Community center
Board of Education and School District Offices	18 Franklin Place	Pelham Union Free School District	-
Pelham Memorial High School	575 Colonial Avenue	Pelham Union Free School District	-
Colonial Elementary School	315 Highbrook Avenue	Pelham Union Free School District	-
Hutchinson Elementary School	301 Third Avenue	Pelham Union Free School District	-

The Village owns and operates a water system that provides water to the Pelham Heights neighborhood, which is located south of the railroad station in what is now the Village of Pelham. The water provided by the Village is purchased from United Water. Virtually all of the Village water mains have been constructed with cement-lined iron pipe, which results in high-quality water movement. All water provided in the Village met or exceeded state and federal regulations.

SEWER

During flood conditions, storm drains in the Village occasionally back up, particularly on Fourth Avenue and Seventh Avenue. In 2006, the Village completed construction on the First Street Storm Drain Construction Project, which resulted in a more efficient storm drain that helps alleviate flooding in the Village's northern half.

WASTE DISPOSAL

The Village oversees garbage and recycling under private contract. The Village issues an annual calendar illustrating the appropriate days for collection of trash, recycling, leaves, bulk rubbish, and bulk metal. Several times a year, Westchester County offers County-wide Household Chemical Cleanup Days, for the disposal of items such as flammable liquids, propane tanks, photography chemicals, and televisions.

COMMUNICATIONS

While consumers have more choices than ever for cable, Internet and other telecommunications, certain companies still remain the primary providers in the Village of Pelham. Cablevision is the main provider of cable television to the area, and also provides high-speed Internet and digital telephone service. Verizon provides local and long distance telephone, and is bringing in fiber optic (Verizon FiOS) access for cable, Internet and telephone in the near future.

10.3 RECOMMENDATIONS

INCREASE EFFORTS TO ENFORCE SIGNAGE AND LITTER REGULATIONS. Pelham is striving to better enforce its signage and litter regulations, as currently, Downtown suffers from a large number of signs that are inconsistent with the regulations, and litter is a problem throughout the Village (particularly along the Hutchinson River and Parkway, and in its open spaces). The Village is planning a more formal notification to businesses that are not in compliance with the code, and may consider empowering the Village Police to impose fines on violators in the future. In terms of litter, the Village should authorize the Architectural Review Board to recommend a new collection of attractive, low-maintenance garbage receptacles to be located throughout the Village—along Wolfs

Lane and Fifth Avenue, in all open spaces and other strategic locations.

CONTINUE TO ADDRESS INFRASTRUCTURE NEEDS. While specific needs exist for both sewer and water infrastructure, it should be recognized that maintenance and repair of existing infrastructure is continuous. The community must consider the costs of on-going maintenance of existing facilities as well as the need for additional facilities.

INVESTIGATE WAYS IN WHICH TO ACHIEVE ON-SITE COLLECTION OF STORMWATER DRAINAGE FOR ENTIRE PROPERTIES, NOT JUST NEW OR MODIFIED SECTIONS. Pelham's flooding problems in many areas of the Village could be improved by better stormwater management, as documented in the Village Multi-Hazard Mitigation Plan. Managing the stormwater flow of properties reduces the water flow during extreme weather events, and helps ensure that the Village's storm drainage systems do not overflow. Currently, Village code requires stormwater collection systems to be defined in the site plan review process, but more stringent requirements should be considered. On-site stormwater collection or detention ensures that changes in land use do not cause more downstream flooding, whether in adjacent properties or further away in streams or ponds.

According to the University of Connecticut, common stormwater management principles include:

- > No direct channeling to water-courses or wetlands;
- > Use of natural drainage systems;
- > Minimum site clearance and grading;
- > Maintenance of natural streams and riparian zones;
- > Development not creating downstream flooding or off-site erosion;
- > No greater site runoff than existed prior to development;
- > On-site retention and filtration of the first inch of runoff from impervious surfaces to on-site vegetative areas.

PLAN FOR A NEW MUNICIPAL CENTER.

The existing Village Hall is outdated and crowded. The Village should work to secure an appropriate parcel of land for development of a new Village Hall that could also accommodate the Police offices, which are located in the Pelham Town Hall. This could present an opportunity to enhance Downtown Pelham, as the relocation of Village services would likely generate additional businesses nearby.

RECOMMEND THAT NEW VILLAGE FACILITIES AND RESIDENTIAL AND COMMERCIAL DEVELOPMENTS BE SUSTAINABLE.

New Town facilities and residential and commercial developments should be designed to have the least adverse impact on the environment as possible. By doing

this, the Village will demonstrate its awareness of sustainable site planning and indoor environmental quality. By implementing sustainable elements such as green roof technologies, Energy Star-compliant roofing materials, geothermal (renewable) energy sources, sustainable wood, purchase of goods manufactured within a 500-mile radius, and innovative wastewater technologies, Village facilities can be showcases that demonstrate to residents and commercial property owners how to reduce operating and maintenance costs in their own properties.

DEVELOP A STRATEGY TO PROVIDE AMENITIES FOR THE SENIOR POPULATION.

Trends across the country are indicating that as larger segments of the population approach retirement, new housing types and activities are necessary. Despite the fact that seniors are living increasingly active lifestyles, the Village can expect a significant increase in market demand for elderly living amenities, services, and activities in the next ten to twenty years based on this demographic trend. One way to should consider addressing the needs of its senior population would be through the creation of a task force of interested community members from various age groups, including young adults and seniors. A new community center could benefit all age groups, including seniors and youth, if programming for various age groups is planned successfully.

INVESTIGATE OPTIONS FOR THE UNUSED Highbrook Bridge.

There currently exists an abandoned bridge over Highbrook, between Harmon and Lincoln. It is currently considered “fallow land” and is covered with wild plant growth. While the structure of the bridge appears to be extremely strong, eventually the bridge will either have to be reinforced or removed. The Village should begin investigating options for the bridge before it becomes a hazard.

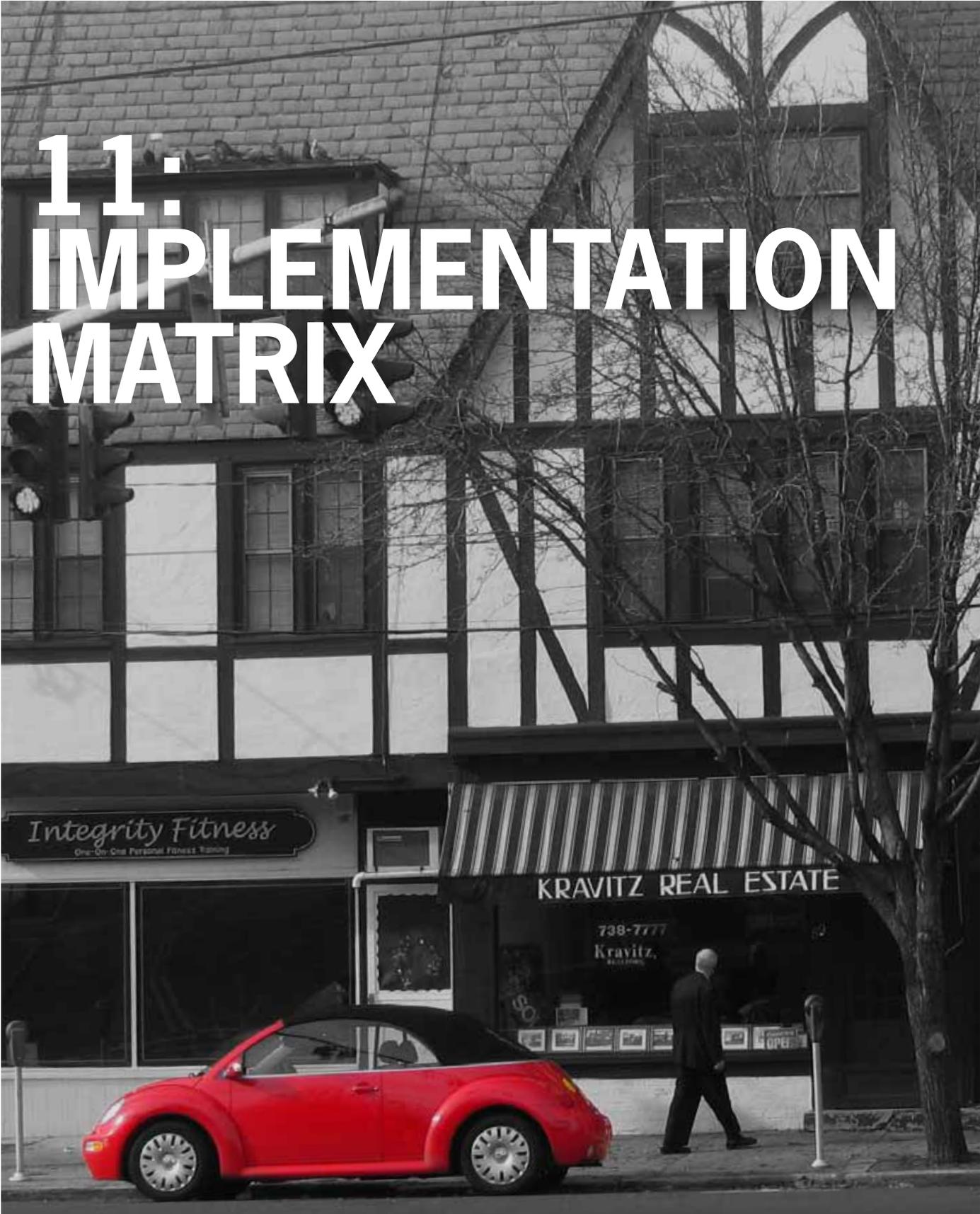
COORDINATE WITH WESTCHESTER COUNTY ON ITS COMPREHENSIVE PLAN UPDATE.

Patterns for Westchester, the County’s current comprehensive plan, considered the region in a broad context beyond that of individual municipalities in an effort to plan more efficiently and broadly. The update of that plan, Westchester 2025, currently in progress at the time of this writing, aims to further the regional viewpoint in terms of growth areas, infrastructure, transportation, and other topics. Since the update of Pelham’s Comprehensive Plan is occurring concurrently the County’s, it affords the Village an excellent opportunity to be involved and potentially used as a model (for instance, in the development of design guidelines). Similarly, maintaining communication with the County will help ensure that Pelham’s needs—whether senior services, infrastructure, or transportation—are communicated beyond the borders of the Village.

10.4 RECOMMENDATIONS SUMMARY

- > Increase efforts to enforce signage and litter regulations.
- > Continue to address infrastructure needs.
- > Investigate ways in which to achieve on-site collection of stormwater drainage for entire properties, not just new or modified sections.
- > Plan for a new Municipal Center.
- > Recommend that new Village facilities and residential and commercial developments be sustainable.
- > Develop a strategy to provide amenities for the senior population.
- > Investigate options for the unused Highbrook Bridge.
- > Coordinate with Westchester County on its comprehensive plan update.





11: IMPLEMENTATION MATRIX

IMPLEMENTATION MATRIX

ONGOING ACTIONS

These recommendations should be addressed on an ongoing basis, as needed.

REC. SECT	RECOMMENDATION	IMPLEMENTATION LEADERS	INITIAL STEPS
4	Provide strict enforcement of the Village's signage regulations and reexamine them as necessary.	<ul style="list-style-type: none"> > Village Board > Village Police > ARB 	<ul style="list-style-type: none"> > Investigate ways to clarify rules and procedures to make them easier to enforce
4	Implement a design standards palette for new development.	<ul style="list-style-type: none"> > Village Board > ARB > Interested Residents 	<ul style="list-style-type: none"> > Determine some basic parameters for a new set of design standards. > Create design standards that promote the community's goals for a vibrant downtown.
4, 10	Improve enforcement of all Village regulations and codes, including litter, signage and lighting.	<ul style="list-style-type: none"> > Village Board > Village Police 	<ul style="list-style-type: none"> > Investigate ways to clarify rules and procedures to make them easier to enforce
5	Improve the appearance of Pelham's commercial area	<ul style="list-style-type: none"> > Village Board & Staff > Planning Board > ARB > Building Inspector 	<ul style="list-style-type: none"> > After implementation of design guidelines and a signage system, continue to monitor the appearance of new storefronts and signs. > Modify zoning to encourage retail uses on ground floor and office spaces upstairs.
6	Continue to monitor traffic and congestion in key areas.	<ul style="list-style-type: none"> > Village Board > DPW > Village Police 	<ul style="list-style-type: none"> > Traffic appears to move well through the village; however, as the downtown becomes more active and parking more scarce, congestion may become an issue and should be noted when observed for future studies.
6	Continue to implement the necessary changes to Village Code and law in order to make the Village a Greenway Compact Community.	<ul style="list-style-type: none"> > Village Board > Municipal Attorney 	<ul style="list-style-type: none"> > Village board appoints a committee to oversee redrafting. > Village board will need to budget funds for redrafting.
8	Continue to monitor the effectiveness of residential bulk regulations and adjust accordingly	<ul style="list-style-type: none"> > Village Board 	<ul style="list-style-type: none"> > Determine whether the residential FAR changes are effective. If height/bulk regulations are implemented for commercial districts, perform a similar ongoing analysis.
8	As underutilized downtown sites are developed, encourage mixed-use buildings that provide housing appropriate for intergenerational residents with a variety of income levels.	<ul style="list-style-type: none"> > Village Board > Planning Board > Village Staff 	<ul style="list-style-type: none"> > Work with developers to bring in uses that work toward the Village's long-term vision.

10	Continue to address Infrastructure needs.	<ul style="list-style-type: none"> > Village Board > DPW 	<ul style="list-style-type: none"> > Continue to work toward an improved infrastructure system, with neighboring municipalities and the County.
10	Recommend that new Village facilities be sustainable	<ul style="list-style-type: none"> > Village Board > ARB 	<ul style="list-style-type: none"> > Recommend developers of public facilities to use sustainable building practices. Also encourage private facilities to use sustainable building practices.

IMMEDIATE ACTIONS

These recommendations should be acted on immediately, as they will provide the Village with the capacity to carry out many of the subsequent recommendations.

REC. SECTION	RECOMMENDATION	IMPLEMENTATION LEADERS	INITIAL STEPS
4	Prohibit drive-thru businesses in the Village	<ul style="list-style-type: none"> > Village Board > Attorney 	<ul style="list-style-type: none"> > Rewrite code and adopt language.
4	Create a Schedule of Uses in the Zoning Code	<ul style="list-style-type: none"> > Village Board > Village Attorney > Ad Hoc Committee 	<ul style="list-style-type: none"> > Village Board appoints a committee to oversee redrafting of zoning > Village Board will need to budget funds for redrafting > Committee and Village Board oversee the RFP process to hire a planning consultant to undertake the work
4	Consider changing the zoning designations in Downtown Pelham from "Business" to "Retail" and modifying allowed uses to ensure a vibrant and economically viable use of businesses and services.	<ul style="list-style-type: none"> > Village Board > Municipal Attorney 	<ul style="list-style-type: none"> > Village board appoints a committee to oversee redrafting. > Village board will need to budget funds for redrafting. > Committee and village board oversee the RFP process to hire a planning consultant to undertake the work.
4	Investigate ways to upzone underutilized properties to increase property values	<ul style="list-style-type: none"> > Village Board > Municipal Attorney 	<ul style="list-style-type: none"> > See above.
5	Establish a Business Recruitment Team, make the community more attractive to business.	<ul style="list-style-type: none"> > Village Board > Interested Residents 	<ul style="list-style-type: none"> > Recruit members for a Downtown Working Group. > Village Board appoints members and chairs > Members meet to organize themselves and review priorities in the comprehensive plan. > Working group reaches out to County, merchants, and local Main Street programs and crafts a plan

9	Develop and implement restrictions on impervious surfaces into the zoning code or site plan review process.	<ul style="list-style-type: none"> > Village Board > Ad Hoc Committee 	<ul style="list-style-type: none"> > Ad Hoc Committee incorporates impervious surface research into drafting of this regulation
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SHORT-TERM ACTIONS (INITIATE WITHIN THE NEXT SIX MONTHS)

These recommendations either address very near-term needs or provide baseline information to carry out subsequent recommendations. They should begin within six months of adopting the plan, although it is likely that it would take longer for most to be completed.

REC. SECTION	RECOMMENDATION	IMPLEMENTATION LEADERS	POSSIBLE ACTION ITEMS
4	Rewrite the variance section of the Zoning Code, and Rewrite the definitions in the Zoning Code to be more precise.	<ul style="list-style-type: none"> > Village Board > Municipal Attorney > Ad Hoc Committee 	<ul style="list-style-type: none"> > Village Board appoints a committee to oversee redrafting. > Village Board will need to budget funds for redrafting. > Committee and village board oversee the RFP process to hire a planning consultant to undertake the work.
5	Utilize the Village Website more effectively.	<ul style="list-style-type: none"> > Village Administrator 	<ul style="list-style-type: none"> > As RFPs relating to Village-owned property arise, use the website to publicize such efforts. Create a section on the website advertising available (publicly- or privately-owned) commercial property.
5,6	Develop a Market Position Statement, Marketing Slogan and Logo; then, develop coordinating signage as part of a comprehensive signage plan	<ul style="list-style-type: none"> > Village Board > Marketing Consultant 	<ul style="list-style-type: none"> > Write RFP for marketing consultant > Provide logo and branding strategy for village based partially on recommendations of the comprehensive plan
6	Encourage visitors and local business employees to use transit to access Pelham where available	<ul style="list-style-type: none"> > Village Board 	<ul style="list-style-type: none"> > Provide reminders on website and Pelham Weekly encouraging people to get out of their cars and walk or ride the train when possible
6	Explore alternate parking strategies such as the installation of Muni-meters or angled on-street parking	<ul style="list-style-type: none"> > Village Board 	<ul style="list-style-type: none"> > Prepare preliminary research based on Wolf's Lane study; potentially prepare an RFP for parking and traffic study.

REC. SECTION	RECOMMENDATION	IMPLEMENTATION LEADERS	POSSIBLE ACTION ITEMS
9	Incorporate into the capital budget projects designed to alleviate flooding in areas of the Village that have been chronically affected.	> Village Board	> Research costs of projects that would effectively alleviate flooding problems

INTERMEDIATE-RANGE ACTIONS (INITIATE WITHIN SIX MONTHS TO TWO YEARS)

REC. SECTION	RECOMMENDATION	IMPLEMENTATION LEADERS	POSSIBLE ACTION ITEMS
4	Promote lighting standards that have a minimum adverse impact on the environment and the community.	> Planning Board > Village Board	> Find precedents and discuss how existing standards could be improved.
5	Encourage a variety of housing types downtown by rezoning targeted areas and/or strategizing with developers	> Village Board	> Discuss possible incentives with interested developers.
5	Establish more prominent gateways into the Village	> Village Board > DPW	> Designate a committee to brainstorm how to make the gateways more of a feature, and to solicit support from businesses in order to implement ideas.
6	Explore possible locations for decked parking	> Village Board	> Review options for parking deck locations and explore possible funding mechanisms.
6	Make the Village more bicycle-friendly	> Ad hoc committee > Village Board	> Village Board allocates funds for bicycle improvements. > Village Board and Ad hoc committee implement program and physical improvements.



REC. SECTION	RECOMMENDATION	IMPLEMENTATION LEADERS	POSSIBLE ACTION ITEMS
6	Enhance Pelham's pedestrian environment for improved safety and accessibility.	<ul style="list-style-type: none"> > DPW > Village Board 	<ul style="list-style-type: none"> > Research other community policies and rules for sidewalk maintenance. > Review and revise DPW policies to set maintenance standards for residents. > Create an educational campaign that annually reminds residents and landowners of their sidewalk-maintenance responsibilities. > Village Board should work with a working group and a consultant to draft a plan that would push the project forward.
6	Investigate the possibility of connections from Wolfs Lane to the parking lot behind Village Hall	<ul style="list-style-type: none"> > Village Board > DPW 	<ul style="list-style-type: none"> > Continue to discuss possible connections with local property owners, define strategy for pedestrian connectivity as part of the overall Downtown strategy.
6	Implement a cohesive wayfinding system in the Village	<ul style="list-style-type: none"> > Village Board > Environmental Graphics Consultant 	<ul style="list-style-type: none"> > Using graphics and logo from marketing consultant, design signage that coordinates with gateway features for drivers and pedestrians. > Consider placement of an information kiosk in one of Pelham's open spaces; near train station.
7	Establish a committee to implement programming in Pelham's parks.	<ul style="list-style-type: none"> > Village Board > Ad hoc committee 	<ul style="list-style-type: none"> > Review the recommendations for Wolf's Lane Park > Determine the feasibility of a farmers market in one of the Village's open spaces
9	Implement the recommendations of the 2007 Multi-Hazard Mitigation Plan	<ul style="list-style-type: none"> > Village Board 	<ul style="list-style-type: none"> > Follow the recommendations from the study when adopted.
10	Develop a strategy to provide amenities for the senior population	<ul style="list-style-type: none"> > Ad hoc committee > Senior Center 	<ul style="list-style-type: none"> > Conduct meetings with seniors to discuss what amenities could be put in place that are affordable for the Village and attractive to seniors.
10	Coordinate with Westchester County on its Comprehensive Plan update	<ul style="list-style-type: none"> > Village Board > Planning Board 	<ul style="list-style-type: none"> > Meet with County Planning staff to discuss mutual goals and objectives.

LONG-RANGE ACTIONS (INITIATE WITHIN TWO TO FIVE YEARS)

REC. SECTION	RECOMMENDATION	IMPLEMENTATION LEADERS	POSSIBLE ACTION ITEMS
5	Consider clustering of similar businesses.	> Village Board > ZBA	> Encourage businesses that have a similar purpose to be located near each other; i.e., the pharmacy near the dry cleaner and shoe repair.
10	Investigate ways in which to achieve on-site collection of stormwater drainage for entire properties, not just new or modified sections.	> DPW	> TBD
10	Plan for a new Municipal Center.	> Village Board	> As need for Village Hall increases, prepare a feasibility study for alternate sites and determine costs.
10	Investigate options for the unused Highbrook Bridge	> Village Board	> Assess the structural and safety status of the bridge > Research and price options to address potential issues before they arise
-	Revise the Comprehensive Plan every five to ten years.	> Village Board	> Appoint a Committee to tweak the goals or implementation actions of the Comprehensive Plan as needed.





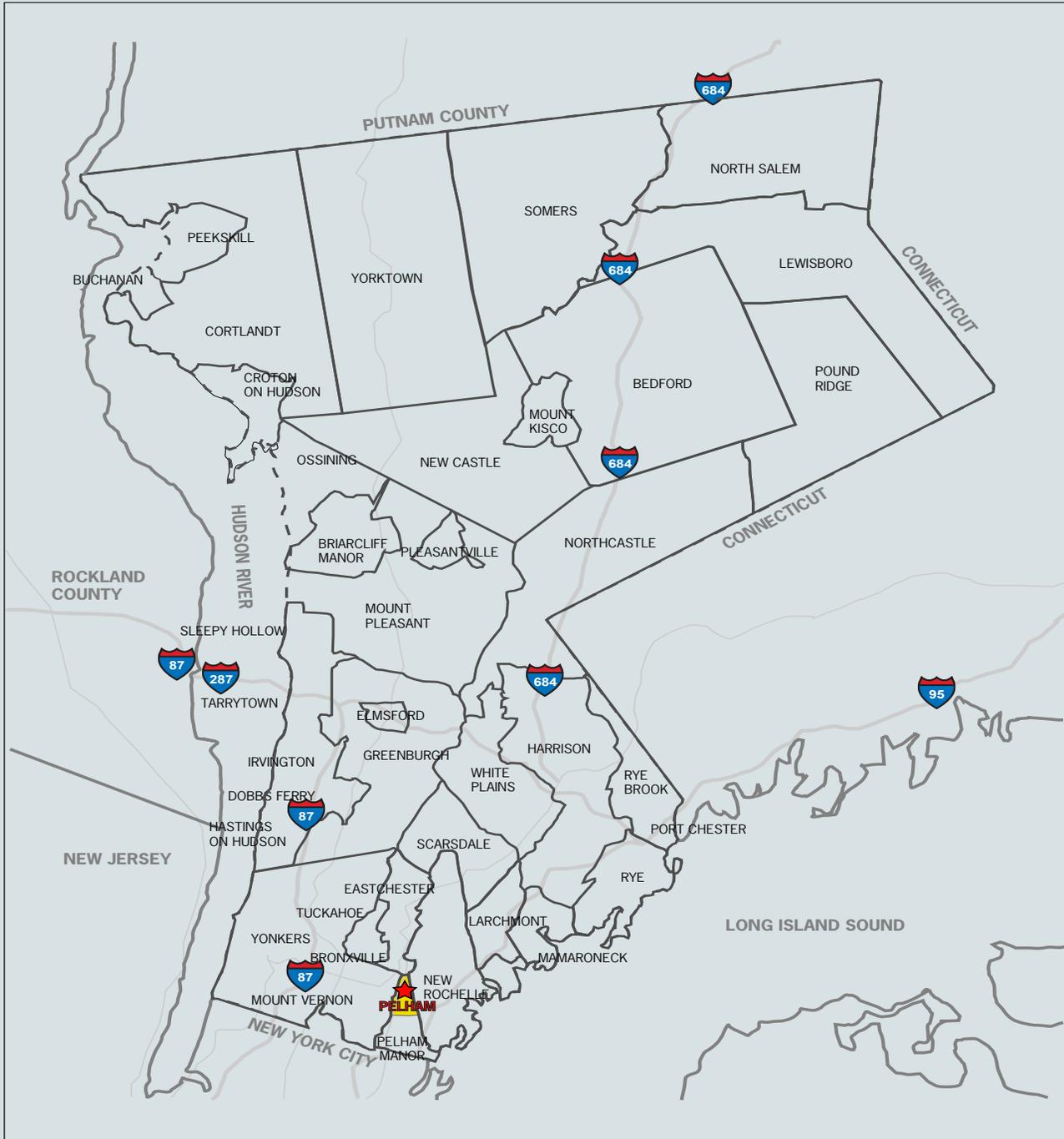


FIGURE 1
VILLAGE OF PELHAM
LOCATION MAP

Westchester County, NY
 Village of Pelham
 Comprehensive Plan Update
 April 2008



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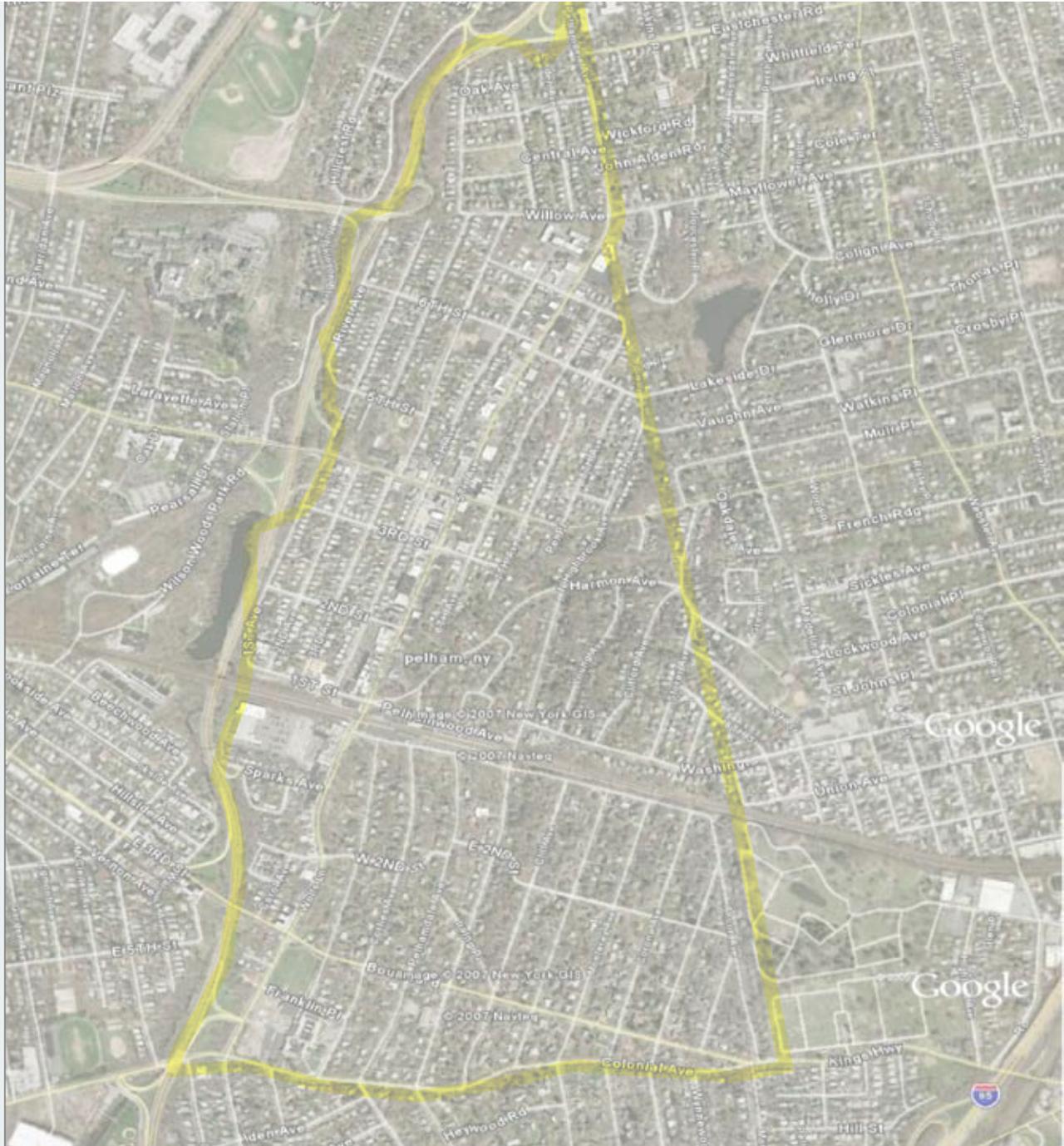


FIGURE 2
VILLAGE OF PELHAM
AERIAL MAP

Westchester County, NY
 Village of Pelham
 Comprehensive Plan Update
 April 2008

0 340 680 1,360

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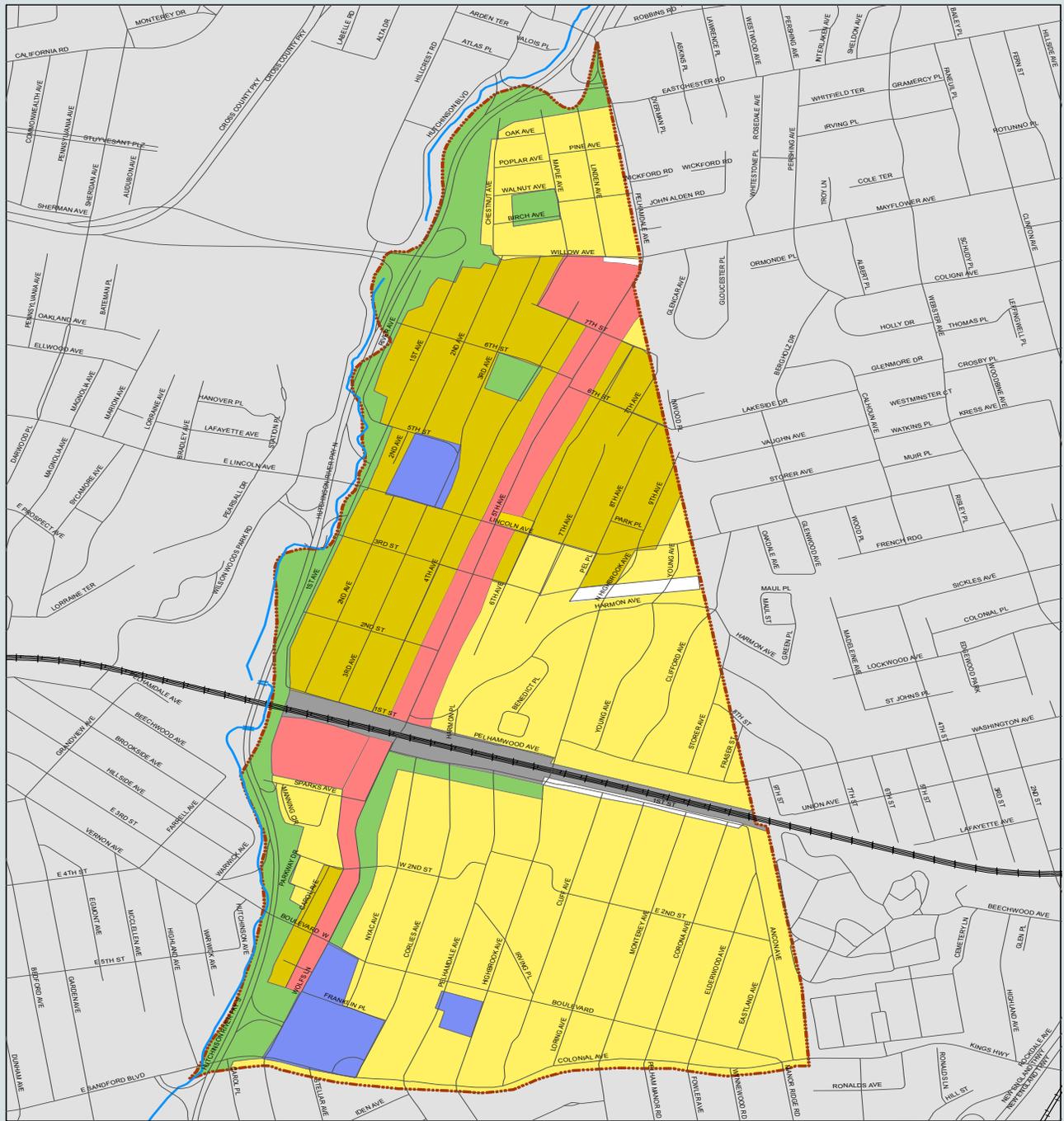


FIGURE 3
VILLAGE OF PELHAM
LAND USE MAP
 Westchester County, NY
 Village of Pelham
 Comprehensive Plan Update
 April 2008



- | | |
|---|--|
| <p>KEY</p> <ul style="list-style-type: none"> — RAIL — ROADS — RIVER/STREAM - - - VILLAGE BOUNDARY | <p>LAND USE</p> <ul style="list-style-type: none"> Residential Low Density Residential High Density Commercial/Industrial Institutional Parks/Open Spaces Transportation Utility Undeveloped |
|---|--|

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 File Location: S:\GIS\2007\07043\Land Use Map.mxd



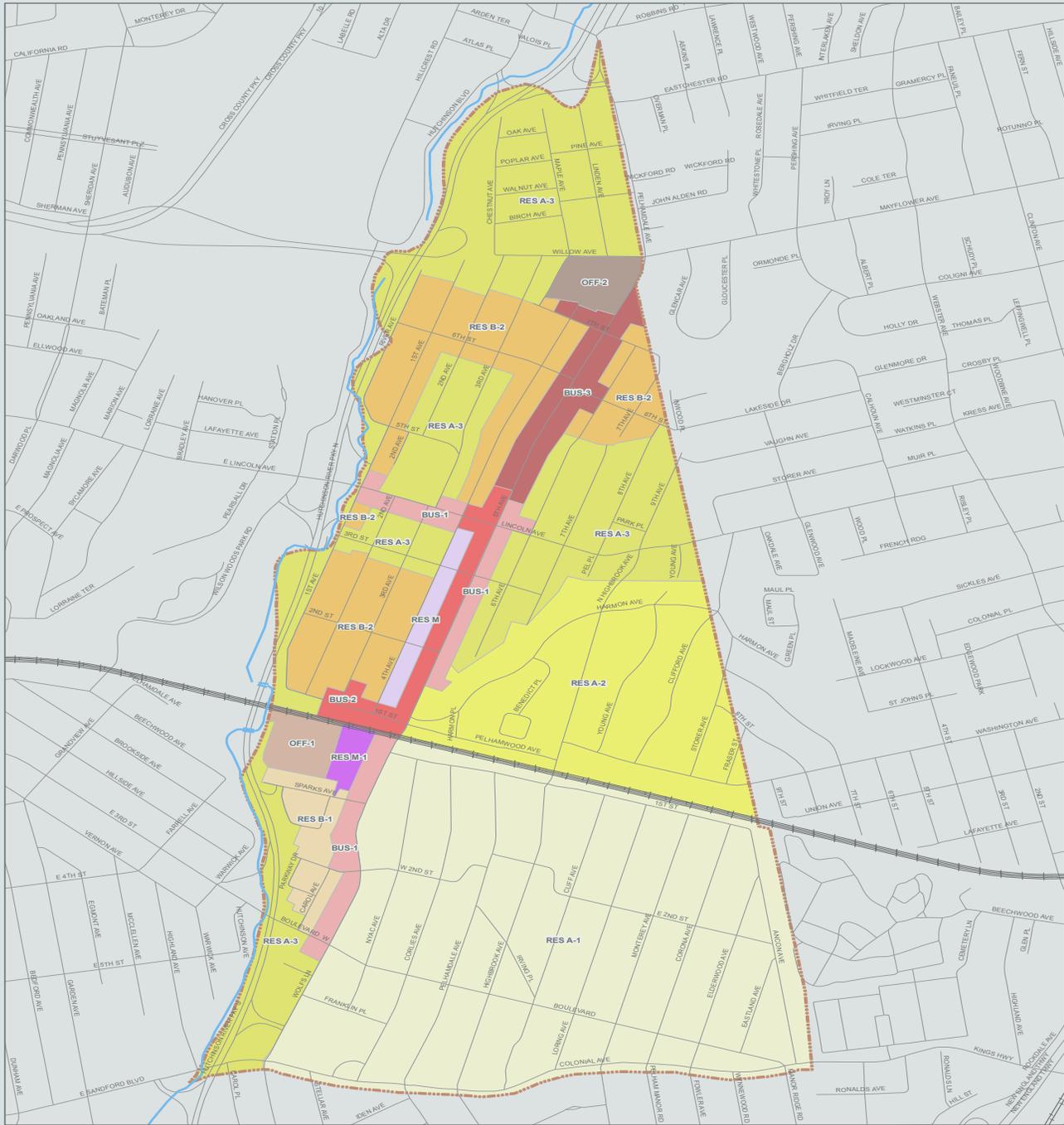


FIGURE 4
VILLAGE OF PELHAM
ZONING MAP

Westchester County, NY
 Village of Pelham
 Comprehensive Plan Update
 April 2008



KEY		Zoning	
	RAIL		Bus-1
	ROADS		Bus-2
	RIVER/STREAM		Bus-3
	VILLAGE BOUNDARY		Off-1
			Off-2
			Res A-1
			Res A-2
			Res A-3
			Res B-1
			Res B-2
			Res M
			Res M-1

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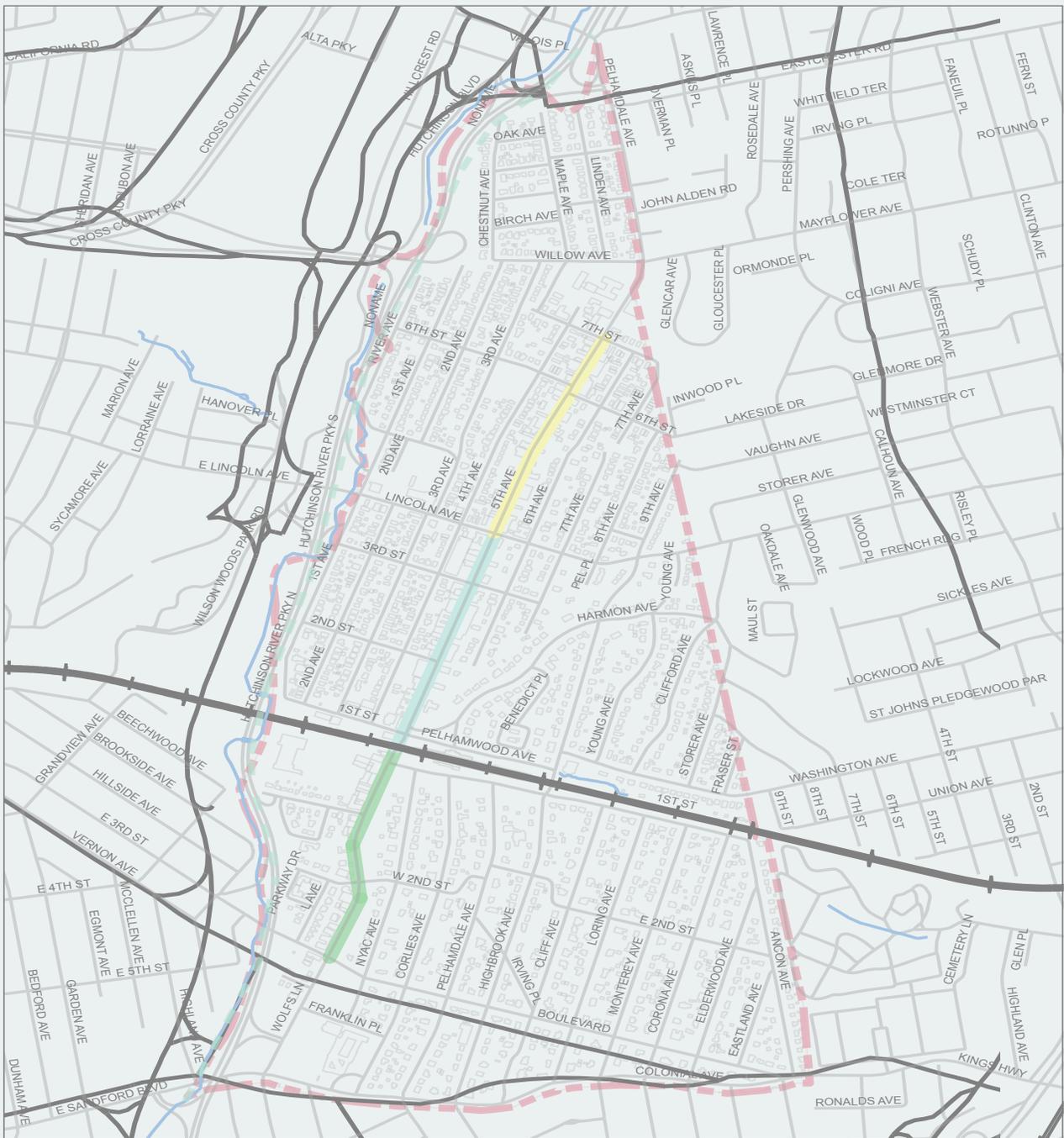


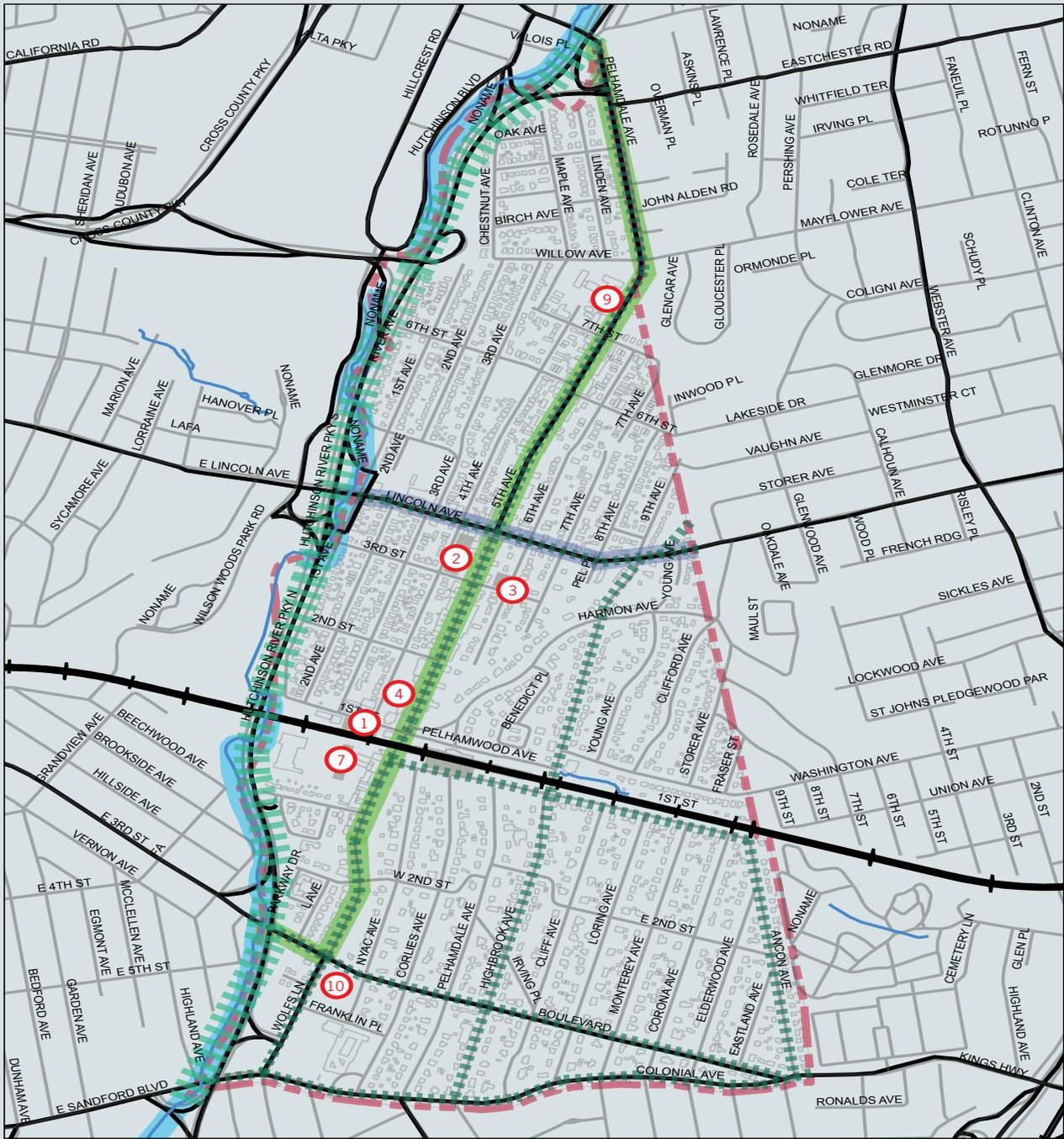
FIGURE 5
**WOLFS LANE/
 FIFTH AVENUE
 COMMERCIAL
 DISTRICTS**

Village of Pelham
 Comprehensive Plan Update
 April 2008

LEGEND

- NORTH COMMERCIAL DISTRICT
- CENTRAL COMMERCIAL DISTRICT
- SOUTH COMMERCIAL DISTRICT
- VILLAGE BOUNDARY





**FIGURE 6
MOBILITY AND
PARKING MAP**

Village of Pelham
Comprehensive Plan Update
April 2008

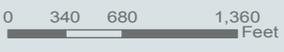
LEGEND

- VILLAGE BOUNDARY
- STREAM
- ARTERIAL STREET
- COLLECTOR STREET
- LOCAL STREET
- PARKING
- 1 VILLAGE PARKING LOT NUMBER
- TRANSIT BUS 7
- TRANSIT BUS 53
- TRAIN
- BUILDINGS





FIGURE 7
VILLAGE OF PELHAM
NEIGHBORHOODS MAP
 Westchester County, NY
 Village of Pelham
 Comprehensive Plan Update
 April 2008



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SARATOGA ASSOCIATES
 Landscape Architects, Architects,
 Engineers, and Planners, P.C.
 149 W. 11th St. - Saratoga Springs, NY

