



04-17-2014 - Community Preservation Corporation's Hudson Valley Main Street Summit heads to the village of Ossining

April 07, 2014 - Front Section

On April 17, the next Hudson Valley Main Street Summit, "Downtown Redevelopment Strategies," will come to the Village of Ossining. Presented in partnership with the Community Preservation Corporation (CPC), Historic Hudson River Towns, and the Village, "Downtown Redevelopment Strategies" is a free networking conference featuring local industry panelists analyzing the latest downtown trends and Main Street redevelopment throughout the region.

The Hudson Valley Main Street Summit, a highly attended conference series, is geared toward local businesses and property owners, developers, investors, brokers, municipal officials as well as community and economic development entities. Held this year at the Ossining Public Library, 53 Croton Ave. "Downtown Redevelopment Strategies" will take place from 8:30am - 1:00pm.

The conference begins with opening remarks by Village of Ossining Mayor William R. Hanauer followed by an introduction to Ossining with Ingrid Richards, Manager of Downtown and Economic Development. A panel discussion offering a snapshot of the Village will feature Richard Leins, Village manager; Gayle Marchica, president, Greater Ossining Chamber of Commerce; Mark Stagg, president of the Stagg Group; and Todd Nicotra, development director, AvalonBay Communities, Inc.

"The Summit comes at mid-morning of a new day in the Village of Ossining - a renaissance of economic development already resplendent with new housing at all levels of affordability and new space being prepared for new commercial establishments to cater to the needs of current and future residents," said mayor Hanauer.

Several mixed-use residential developments now under construction, including a new five-story brick and masonry building at 147-155 Main St. and the much-anticipated luxury apartment community Avalon Ossining, are furthering revitalization efforts for the historic Village. Plans are also moving forward for the creative development of Ossining's Market Square, which includes significant residential and retail square footage in addition to a new major public space for the community to gather.

Sadie McKeown, senior vice president and chief operating officer of CPC, will discuss "Downtown Redevelopment Strategies and Opportunities." Recognized nationally as a leader in affordable housing finance, CPC has contributed to the preservation or creation of over 157,000 units of affordable housing, initiated numerous downtown revitalizations, and improved the quality and energy efficiency of the multifamily stock.

"For nearly 40 years, CPC has been investing in communities that are in desperate need of a healthy housing stock to spur economic development," said Doug Olcott, senior vice president and director of CPC's Hudson Valley Region. "In fact, the Hudson Valley Main Street Summit started because we wanted to gather all of our current and future partners in the hopes of stimulating

innovative ideas and partnerships to redevelop downtown areas. Ever since CPC's Hudson Valley office moved to Ossining, we have been overwhelmed by the warm welcoming from the Village and the local community, and hope that this conference will be a gateway to continuing the conversation and meeting new local partners who share the commitment to downtown revitalization."

Jonathan Drapkin, President and CEO of Hudson Valley Pattern for Progress, will address "Alternative Strategies for Main Street Revitalization," alongside Joe Czajka, the organization's vice president of research and grants administration and executive director of the Center for Housing Solutions. Pattern is a not-for-profit policy, planning, advocacy and research organization whose mission is to promote regional, balanced and sustainable solutions that enhance the growth and vitality of the Hudson Valley.

Larisa Ortiz of Larisa Ortiz Associates LLC, a consulting firm specializing in commercial revitalization projects in challenging retail environments, will cover "Retail Attraction, Retention and Best Practices." Ortiz, who teaches at Pratt Institute, is co-author of "Real Estate Redevelopment and Reuse: An Economic Development Practitioner's Guide" and editor of the Commercial District Advisor blog. She is a former Senior Project Manager with the New York City Economic Development Agency, where she managed an inter-agency team charged with advancing the small business strategy and rezoning of 125th Street in Harlem.

The final discussion topic, "Tourism as a Local Economic Driver," will be co-led by Jerry Faiella, Executive Director of Historic Hudson River Towns, the leading inter-municipal organization helping Hudson Valley's riverfront communities build sustainable local economies. Faiella will present with Mary Kay Vrba, Executive Director of Dutchess County Tourism (DCT) and former President of Hudson Valley Tourism. Under Vrba's leadership, DCT's efforts have funneled millions of dollars into local businesses annually, creating jobs and generating sales tax dollars.

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