



VILLAGE OF DOBBS FERRY BOARD OF TRUSTEES
WORKSHOP MEETING AGENDA

MEETING DATE: February 27, 2024
AGENDA ITEM SECTION: Presentations
AGENDA ITEM NO. : 2
AGENDA ITEM: DIG Grant Presentation
ITEM BACKUP DOCUMENTATION: 1. Downtown Improvement Grant: Dobbs Ferry 2. Dobbs Ferry Survey

1. Downtown Improvement Grant: Dobbs Ferry
2. Dobbs Ferry Survey

Downtown Improvement Grant Dobbs Ferry

Westchester
gov.com

George Latimer
Westchester County Executive

THE
CATALYST
WESTCHESTER COUNTY
ECONOMIC DEVELOPMENT

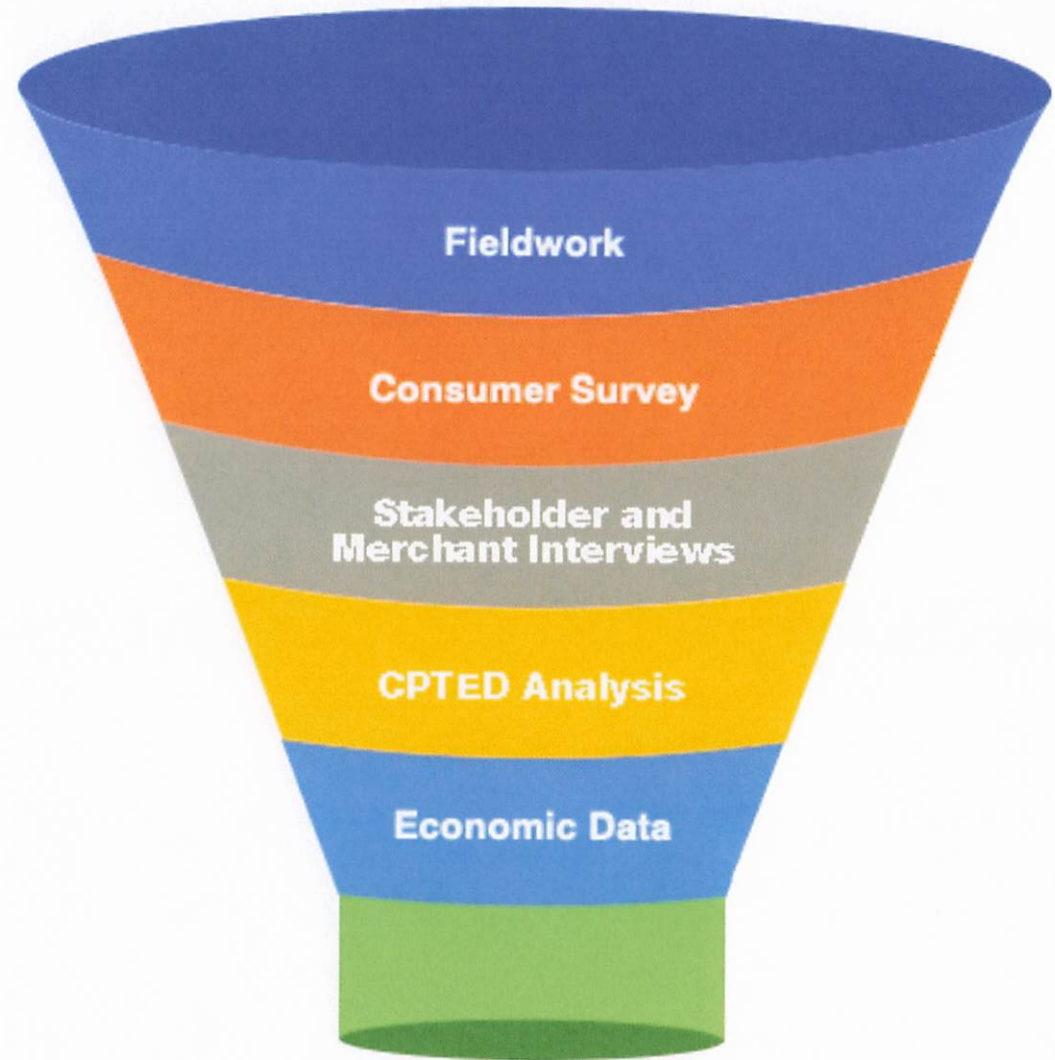
1 • DIG PROGRAM

Pilot	Westchester County Pilot Program
Goal	Stimulate economic activity in towns
Analyze	Conduct comprehensive Market Analysis
Strategize	Create strategic plan
Funding	Fund selected tactics
Implement	Provide hands-on assistance and guidance



2 · COMMUNITY INSIGHTS® PROCESS

Data review	Review previous studies, plans and regulations
Site visits	Windshield and walking tours of area
Stakeholders	In-depth interviews
Merchants	In-depth interviews
Consumers	Anonymous detailed surveys
Economics	Analyze economic data
Demographics	Review demographic and other relevant information



3 • FIELD OBSERVATIONS

Connectivity	Minimal connections between train, waterfront, trail, college and downtown
Vacancies	Limits local economics, fosters security concerns
Signage	Limited or missing signage for access, gateway, wayfinding, and stores
Parking	Perceived and real limited parking and signage
Development	Opportunities for 3-4 story mixed use development
Walkability	Lack of amenities, presence of truck traffic



4 • CPTED CRIME PREVENTION

Surveillance	How well are business spaces and common areas observed
Access	Facilitating desirable access while restricting undesirable
Territoriality	Techniques to maintain control of usage of the district
Maintenance	Keeping private and public areas properly maintained
Activity	Encouraging positive social activities in the district
Image	Creating and reinforcing a positive brand in the district
Connectivity	Linking together train, store, parks, walking trails, college

NOTE: Survey found evidence of security concerns at train station, along the waterfront and on the trail...but not downtown.



5 • MERCHANT INTERVIEWS

Parking	Need more, better parking, perhaps employee parking areas
Character	Enhance sense of small town charm
College	Tighten ties with Mercy University, create intern opportunities, invite students to shop/spend here
Outdoor	More events and outdoor dining
Marketing	Market downtown as a destination
Aesthetics	Wires, wires, poles and wires
Recruit	Recruit a better mix of stores and non-dining offerings

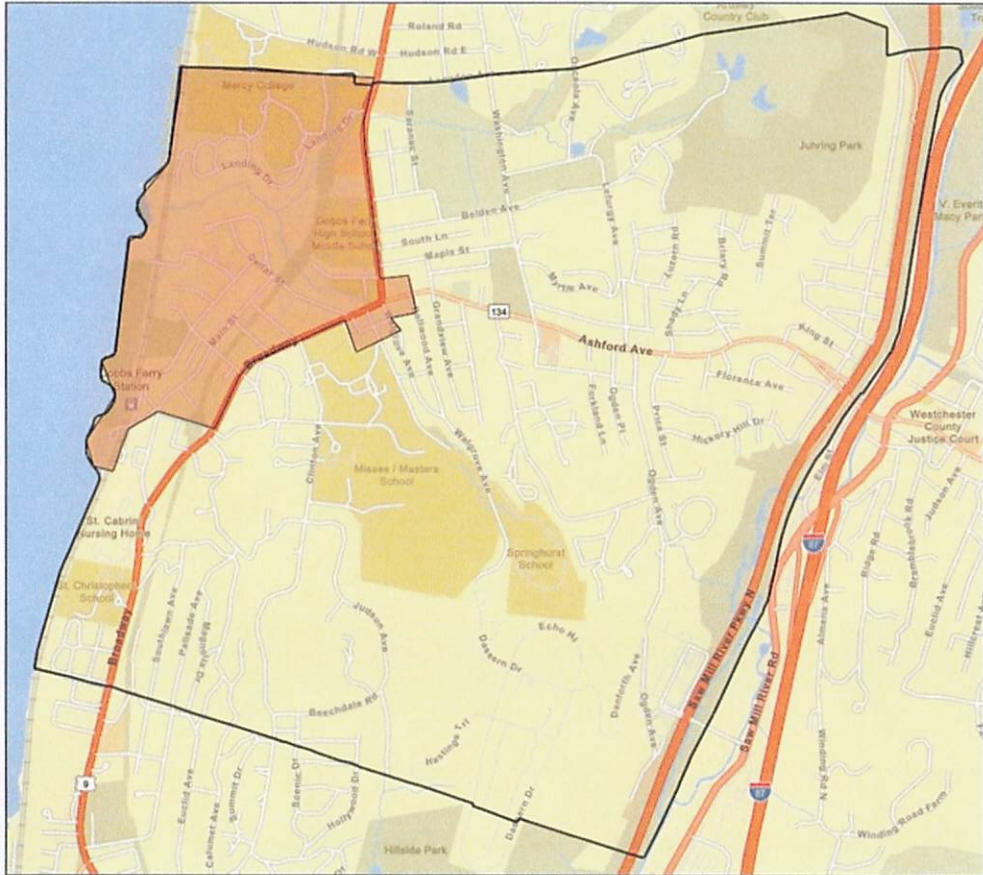


6 • KEY STAKEHOLDER INTERVIEWS

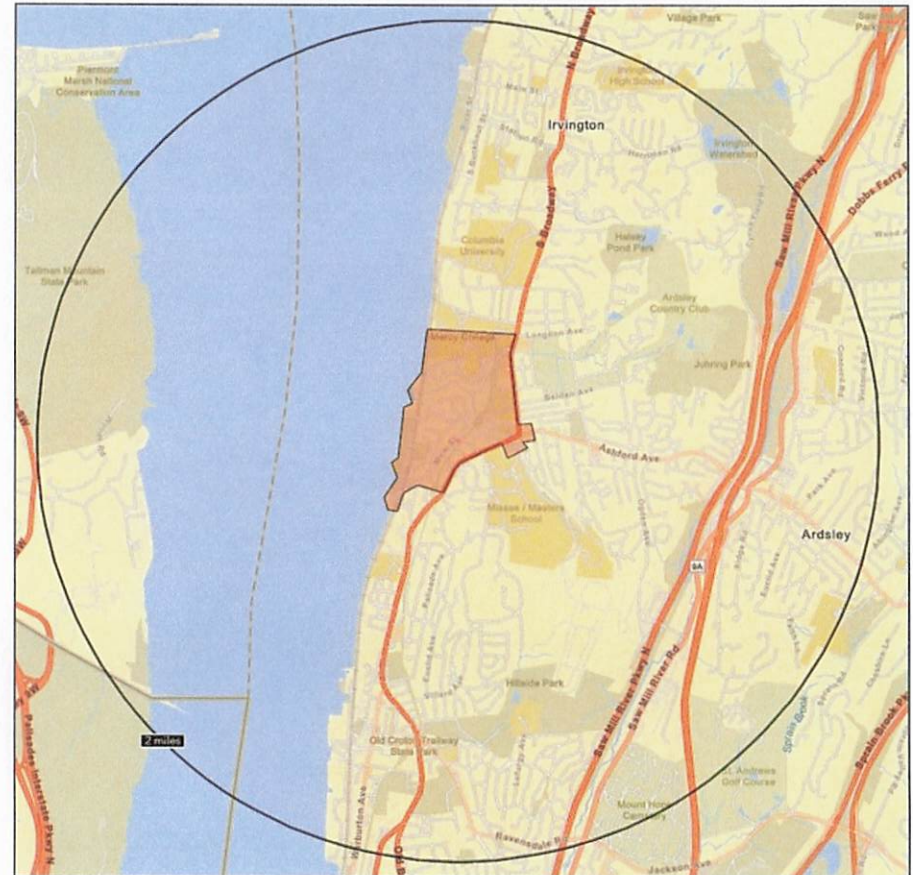
Challenges	Limited parking, limited foot traffic, vacancies, traffic flow, retail mix, aesthetics
Strengths	Small town charm, strong dining offering, waterfront and trails
Weaknesses	Lack of connectivity with destinations, tired-looking, lack of plan
Opportunities	Nearby destinations: college, trail, train, waterfront, unique stores



7 · COMPARISON AREAS



Map above shows Dobbs Ferry study area and the Village of Dobbs Ferry



Map above shows Dobbs Ferry study area with a 2-mile radius

8 • DEMOGRAPHICS

Data Analysis	Study area	Dobbs Ferry	2-miles	Westchester
Population (2023)	2,209	11,599	28,411	1,006,594
Pop Growth / Yr	-331	-209	-1193	6,582
Households	988	4,320	10,577	371,849
Owner occupied	44%	38%	27%	60%
Daytime Workers	2,445	5,785	15,845	483,084
Daytime Residents	1,184	5,555	12,982	496,349
Avg HH Income	\$167,200	\$211,100	\$244,400	\$177,000
Income ≥ \$100,000	54%	48%	46%	56%
Population by Race				
White	68%	69%	71%	52%
Black	4%	5%	4%	14%
Hispanic origin	20%	15%	12%	27%
Marital status				
Never married	48%	32%	29%	34%
Married	38%	59%	62%	52%
Divorced	14%	9%	9%	8%

Average Retail Spending Per Household (2023)	Dobbs Ferry Study Area	Village of Dobbs Ferry	2-mile radius	Westchester County
Total Retail Trade (2023)	\$40,781	\$50,467	\$57,924	\$42,520
Automotive (2023)	3,838	5,093	5,967	4,249
Furniture & furnishing	1,393	1,830	2,135	1,531
Bldg material & garden supply	1,802	2,284	3,005	2,091
Food & beverage	8,463	10,085	11,478	8,566
Health & personal care	1,031	1,299	1,507	1,099
Gasoline stations	4,042	4,909	5,570	4,127
Clothing & Accessories	1,832	2,179	2,467	1,854
Sporting goods, hobby, books	586	758	870	626
General Mchdse	6,334	7,705	8,805	6,526
Misc Retailers	817	1,023	1,181	861
Eating & drinking	6,217	7,413	8,699	6,406
Total retail spending	\$40.2 M	\$218.8 M	\$612.6 M	\$15.810 B

Consumers Dobbs Ferry and adjacent towns 78%

Consensus Do nothing. It's fine. "Disagree" 90%

Retail Mix Have enough restaurants 52%
Have enough stores, businesses 23%

Visit for Bakery, patisserie 74%
Public / farm market 68%
Coffee shops, cafes, bistros 60%
Outdoor events / activities 53%
Full-serve sit-down dining 57%
Venues with live entertainment 54%
Outdoor / sidewalk dining 53%
Easier downtown/water access 53%
Specialty / gourmet food stores 50%

Initiatives Revitalize storefronts & sidewalks 63%
Recruit unique stores/shops 58%
Revive Old Pickwick Theater 57%
Limit truck traffic downtown 54%
Recruit outdoor dining 53%
Clean up utility wires 51%

Housing Related

May move within 3 years 22%

Yes, want to live downtown 28%

Town/condo downtown/train 78%

Mid-rise apt downtown/train 78%

Condo/apt over stores 48%

Back-house at single homes 30%

**TELL US
WHAT YOU
WANT**



WestchesterSurvey.org



Overall	Few real challenges, but an abundance of opportunities
Destinations	Multiple including train, college, the waterfront, trail, and dining
Connectivity	Terrible, but shuttle and signage could help and payback is huge
Parking	Just 5% can always find parking, only 30% understand how to pay
Retail mix	Plenty of restaurants, not enough specialty and unique shops
Redevelop	Opportunities to build local economy, increase downtown living
Regulations	Promote higher density, outdoor dining, activate the streets
CPTED	Minimal crime, but evidence of some safety/security concerns
Businesses	A rising tide lifts all boats.
Connections	Downtown may be a weak spot for Verizon users, and may be impacting parking management system

12 • RECOMMENDATIONS

Recruitment	Fill vacancies with specialty / unique stores to attract more shoppers
Connections	Use marketing and events / activities, and shuttles to bring more shoppers to and from the downtown, waterfront, train, trail and college.
Aesthetics	Grow the economy through enhanced facades and sidewalks, public gathering spaces, signage, lighting, and improved parking
Management	Consider expanding the role of the Chamber to provide expanded marketing services and support to all businesses
Redevelopment	Create a downtown public / farm market, community activities and classroom space. Is the firehouse a possible redevelopment site?
Development	Create new downtown townhomes and mid-rise condos and apartments
Regulations	Consider revisions to allow and encourage outdoor dining and events
Safety	Look at ways to enhance sense of security at the train, waterfront and trails.

DOBBS FERRY SURVEY

As of 2/6/24

DF Survey Responses	Responses	+ / -
All reponses	1,455	2.6%
Residents (Live here)	991	3.2%
Non-Residents	407	4.9%
Visit to shop and dine	700	3.8%

Home Zip Code (43 zips)	All Results	Resident	Non-Res	Shop/Dine
10522 – Dobbs Ferry	72%	98%	0%	73%
10533 – Irvington	2%	0%	7%	4%
10502 – Ardsley	2%	0%	5%	2%
10706 – Hastings on Hudson	1%	0%	4%	2%
10591 – Tarrytown	1%	0%	3%	1%
10701 – Yonkers	1%	0%	3%	1%

Primary reasons to visit	All Results	Resident	Non-Res	Shop/Dine
Live here	71%	100%	0%	71%
Work here	23%	12%	44%	24%
Take MTA train	22%	26%	13%	41%
Visit the waterfront park	34%	39%	21%	63%
Visit the Old Croton Aqueduct Tra	24%	27%	15%	44%
Family / Friends	12%	12%	12%	22%
Visit / attend Mercy Univ	17%	3%	22%	10%
Visit restaurants & eating places	44%	45%	42%	89%
Visit stores, shops & businesses	38%	39%	34%	76%
Drive through to elsewhere	12%	12%	14%	22%
I don't ever visit	1%	0%	2%	0%

Enough places to eat / drink	All Results	Resident	Non-Res	Shop/Dine
Yes or mostly	52%	54%	47%	57%
Somewhat	38%	35%	43%	36%
Not at all	10%	11%	10%	7%

Type of stores / shops you wa	All Results	Resident	Non-Res	Shop/Dine
Yes or mostly	22%	20%	26%	23%
Somewhat	60%	60%	59%	62%
Not at all	18%	17%	15%	14%

DOBBS FERRY SURVEY

As of 2/6/24

Would visit more for... (% Yes)	All Results	Resident	Non-Res	Shop/Dine
Bakery, patisserie	74%	77%	68%	75%
Public / Farm market	68%	72%	56%	69%
Coffee shops, cafes, bistros	60%	59%	63%	59%
Full-serve sit-down dining	57%	56%	59%	60%
Outdoor / sidewalk dining	53%	53%	53%	53%
Specialty / gourmet foods	50%	53%	45%	52%
Taverns, pubs, brew pubs	43%	41%	43%	41%
Take-away / counter services	41%	41%	47%	42%
Deli, sandwich shop	41%	39%	45%	41%
Prepared / Semi-prepared foods	38%	39%	36%	38%
Seafood / fish market	34%	35%	33%	35%
Wine and spirits shop	20%	18%	24%	18%

Would visit more for... (% Yes)	All Results	Resident	Non-Res	Shop/Dine
Outdoor events / activities	60%	61%	57%	61%
Venues with live entertainment	54%	54%	54%	53%
Easier waterfront access	53%	51%	61%	52%
Arts, crafts, cultural shops	42%	42%	44%	44%
Antiques / Vintage boutiques	30%	30%	32%	29%
Upscale consignment shops	29%	31%	25%	29%
Art studios / lessons	28%	28%	32%	27%
Dance, yoga, instructional studios	28%	28%	27%	28%
Furnishings, furniture & décor	27%	27%	23%	23%
Brand name national stores	19%	17%	26%	15%

Appeal of initiatives (% Very)	All Results	Resident	Non-Res	Shop/Dine
Revitalize storefronts/sidewalks	63%	65%	56%	64%
Recruit unique stores/shops	58%	61%	50%	59%
Revitalize old Pickwick Theater	57%	60%	48%	57%
Limit truck traffic in town	54%	53%	56%	54%
Recruit eating w/outdoor	53%	52%	58%	54%
Events/activities Main & Cedar	52%	52%	52%	54%
Clean up utility wires	51%	58%	50%	57%
Improve waterfront access	51%	48%	63%	52%
Create public spaces	42%	40%	47%	44%
Develop townhomes/condos	18%	14%	31%	18%

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Do nothing, downtown is fine.	All Results	Resident	Non-Res	Shop/Dine
Agree	10%	8%	17%	7%
Disagree	90%	92%	83%	93%

Safe/secure (% Very secure)	All Results	Resident	Non-Res	Shop/Dine
In home neighborhood	71%	75%	59%	76%
At Dobbs Ferry MTA station	48%	53%	34%	53%
Along the waterfront	55%	59%	41%	60%
Visit stores, restaurants on Main	73%	76%	62%	76%
Visit stores, restaurants on Cedar	72%	77%	57%	76%
Walking Croton Aqueduct trail	36%	38%	29%	40%

Transit to reach downtown	All Results	Resident	Non-Res	Shop/Dine
Walk or Bicycle	30%	36%	15%	34%
Personal vehicle	68%	64%	78%	64%
Ride share / Public transit	2%	1%	7%	2%

Available parking downtown	All Results	Resident	Non-Res	Shop/Dine
Always	5%	5%	4%	6%
Usually	37%	40%	28%	39%
Sometimes	36%	33%	45%	36%
Rarely	19%	18%	19%	16%
Never	4%	4%	4%	2%

Easy to use parking system?	All Results	Resident	Non-Res	Shop/Dine
Yes	30%	32%	28%	33%
Somewhat	40%	36%	48%	40%
Not at all	30%	32%	25%	27%

Visits per month to....	All Results	Resident	Non-Res	Shop/Dine
Downtown Dobbs Ferry area	9.4	10.6	5.9	9.9
Shops/Restaurants Main Street	5.8	6.3	4.0	6.1
Shops/Restaurants Cedar Ave	5.0	5.5	3.4	5.3
Shops/Restaurants Hastings Hud	3.5	3.6	3.1	3.9
Shops/Restaurants Irvington	2.3	2.2	2.7	2.4
Shops/Restaurants Ardsley	3.6	3.7	3.1	3.7

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Dobbs Ferry business friendly	All Results	Resident	Non-Res	Shop/Dine
Yes	24%	21%	35%	25%
No	18%	21%	9%	15%
Don't know	58%	58%	55%	60%

Do you rent or own your home	All Results	Resident	Non-Res	Shop/Dine
Own	75%	78%	62%	76%
Rent	25%	22%	38%	24%

How long lived current home	All Results	Resident	Non-Res	Shop/Dine
Less than 2 years	15%	14%	16%	17%
2 to 5 years	22%	22%	25%	22%
Longer than 5 years	63%	64%	58%	61%

Thinking of moving	All Results	Resident	Non-Res	Shop/Dine
No	54%	57%	47%	56%
Yes, within 3 years	22%	18%	34%	23%
Possibly, in 3 years or longer	24%	25%	18%	22%

Interested in living downtown	All Results	Resident	Non-Res	Shop/Dine
Yes, definitely	28%	22%	37%	31%
Possibly	39%	36%	45%	39%
No	33%	41%	18%	30%

Interest in downtown housing	All Results	Resident	Non-Res	Shop/Dine
Town/condo near stores/train/din	78%	78%	78%	78%
Mid-rise apt near stores/train/dine	61%	57%	66%	64%
Apt/condo over stores	48%	50%	47%	53%
Apt @ existing SF homes	30%	28%	36%	35%
Age restricted (+ 55 years)	17%	19%	13%	14%
Other housing	20%	20	19	18

Sex	All Results	Resident	Non-Res	Shop/Dine
Male	34%	35%	29%	37%
Female	65%	64%	69%	62%

Persons in Household	All Results	Resident	Non-Res	Shop/Dine
Adults (18 or older)	2.4	2.4	2.4	2.4
Children (under age 18)	1.0	1.0	0.7	1.0

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Age group	All Results	Resident	Non-Res	Shop/Dine
25 years or younger	7%	4%	17%	5%
25 to 34 years	11%	9%	17%	11%
35 to 44 years	24%	24%	24%	28%
45 to 64 years	42%	44%	31%	38%
65 years or older	17%	18%	12%	18%

Race	All Results	Resident	Non-Res	Shop/Dine
White	79%	84%	64%	81%
Black	3%	2%	6%	1%
Hispanic	8%	5%	21%	8%
Asian	5%	5%	3%	5%
Amer Indian / Alaskan Native	0%	0%	0%	0%
All others	0%	5%	5%	5%

Marital status	All Results	Resident	Non-Res	Shop/Dine
Never married	18%	13%	35%	17%
Married	72%	78%	52%	75%
Divorced / Widowed	10%	9%	13%	8%

Education	All Results	Resident	Non-Res	Shop/Dine
High school degree/some college	8%	6%	15%	7%
Associate degree	3%	3%	5%	3%
Bachelor degree	35%	37%	26%	37%
Graduate / professional degree	54%	53%	54%	54%

AVG Annual HH Income	All Results	Resident	Non-Res	Shop/Dine
≤ \$50,000	6%	4%	12%	4%
\$50,000 to \$99,999	13%	10%	23%	12%
\$100,000 to \$199,999	29%	29%	32%	29%
≥ \$200,000	52%	57%	34%	55%