



CITY OF PEEKSKILL
OFFICE OF THE MAYOR

John G. Testa
Mayor



Peekskill's Core Downtown Gets First Full Sized Grocery Store in Decades.

Peekskill Marketplace, 13,000 Square Foot C-Town Facility Offering Full Range of Meat, Produce, Fish, National, International Products.

Gala Opening at 11:00 a.m. on Saturday, Nov. 17,. 2007 at 1049 Park Street
Will Feature Food, Drink, Entertainment.

For Immediate Release

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PEEKSKILL, NY— With a splash of celebratory and entertainment events, Peekskill Marketplace, a full-sized, full service grocery store, is opening in the City of Peekskill's core downtown area for the first time in decades.

After a ceremonial ribbon cutting that will take place at 11:00p.m. on Saturday, November 17, 2007, a weekend-long celebration will begin at the store at 1049 Park Street that will include everything from free food to an appearance by local celebrity Mike Bennett to balloons, face painting, raffles of Broadway tickets, evening dinner theater tickets and \$50 and \$100 shopping sprees.

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“This is a huge step forward for a downtown and a ringing endorsement of our Revitalization Plan,” says Peekskill Mayor John Testa. “Even though the core downtown segment of our Revitalization Plan is only in its earliest stages, it is already inspiring entrepreneurs to invest millions of dollars in our city’s future,” he says.

Proposals to revitalize Peekskill’s downtown include major transformations on the scale of which have brought billions of investment dollars to such communities as White Plains and New Rochelle, vastly increasing their tax bases and thus the dollars available to either reduce taxes or increase public services.

“Our large-scale downtown revitalization program is only in its earliest stages. But it's already having a major impact on our city, spurring entrepreneurs to provide the new resources we said would come. That's why building on such a scale is so important, and why maintaining the momentum of Revitalization Plan is absolutely crucial,” Testa says. “In today’s economy, small scale development is the equivalent of virtually no development at all.”

“This is a city not just with a vision but with a real plan for the future,” says Wilson Narvarez, the owner of the new store. “There's an energy in Peekskill that any smart businessperson would want to be part of, and getting in on the ground floor has only increased our potential for success,” he says.

Carrying a complete range of national and international products, Peekskill Marketplace is being constructed by Narvaez after the success of his La Placita market on Peekskill's main street.

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In a classic example of effective adaptive reuse, Peekskill Marketplace is located in one of the city's most attractive historic structures, a building that was constructed as a car dealership in the 1920s.

With more than 12,000 square feet of space and several large refrigeration rooms, the store will feature not only conventional grocery products, but complete lines of high quality meat, dairy, fish and produce.

Navarez, 33, has been in the grocery business all of his working life. He came to America in 1990 and opened his first store in Ossining in 2002. He became a US citizen in 2005. He had to choose between Peekskill and Poughkeepsie for his new store, and Peekskill's downtown revitalization plans were what decided him on choosing the city.

Peekskill Marketplace will be part of C-Town, a group of almost 200 independently owned and operated stores that was founded in 1975 and which has outlets in a five-state region encompassing New York, New Jersey, Connecticut, Massachusetts and Pennsylvania.

Peekskill's Revitalization Plan is a complex effort composed of a wide variety of interlocking elements. It stretches from the southernmost edge of the town, where plans are underway to build a Target store, to its northern corner, which will soon see some of the best Class A office space constructed in Northern Westchester in many years rising from what was once a garbage dump.

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“In today’s economy, federal funds for large scale-redevelopment are virtually nonexistent. So outside developers are the only alternative when it comes to revitalizing Peekskill. These developers will not show up at the city unless we give them an opportunity commensurate with their effort. That is why we need large scale projects for our downtown,” Testa says.

Navarez has spent many months working on the store and says that the city has been highly supportive. Despite the fact that the store is just outside the downtown historic district, Navarez choose to conform to all of its rules, right down to painting the building's facade in energetic historic colors. “Peekskill has already proven a great place for me to do business,” he says.

Peekskill Marketplace’s operating hours will be 7:00 a.m. to 9:00 p.m. Estimates are that it will employ at least 40 people. It will also provide an option for those in Peekskill who don’t own automobiles to visit a store that offers high quality products and which is within easy reach.

“Revitalization is not just about giving our city new buildings. It's about providing Peekskill with new resources and our residents with jobs. That's why this business is such an excellent example of the progress we're making,” Testa says.

For more information, call Mayor John Testa at 914-734-4105.

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