

NY Forward - Capital Region Greenwich

Public Workshop #1

June 30, 2025



NY Forward

Welcome!

This is an interactive public workshop to get feedback on the vision and goals for downtown Greenwich.

- We'll start with a brief overview of the NY Forward program and some key demographic highlights.
- Then we'll break into small groups with maps to discuss needs, challenges, goals, and opportunities.
- What we do today will lay the foundation for how projects that are submitted for funding are evaluated.



Washington Square, Village of Greenwich

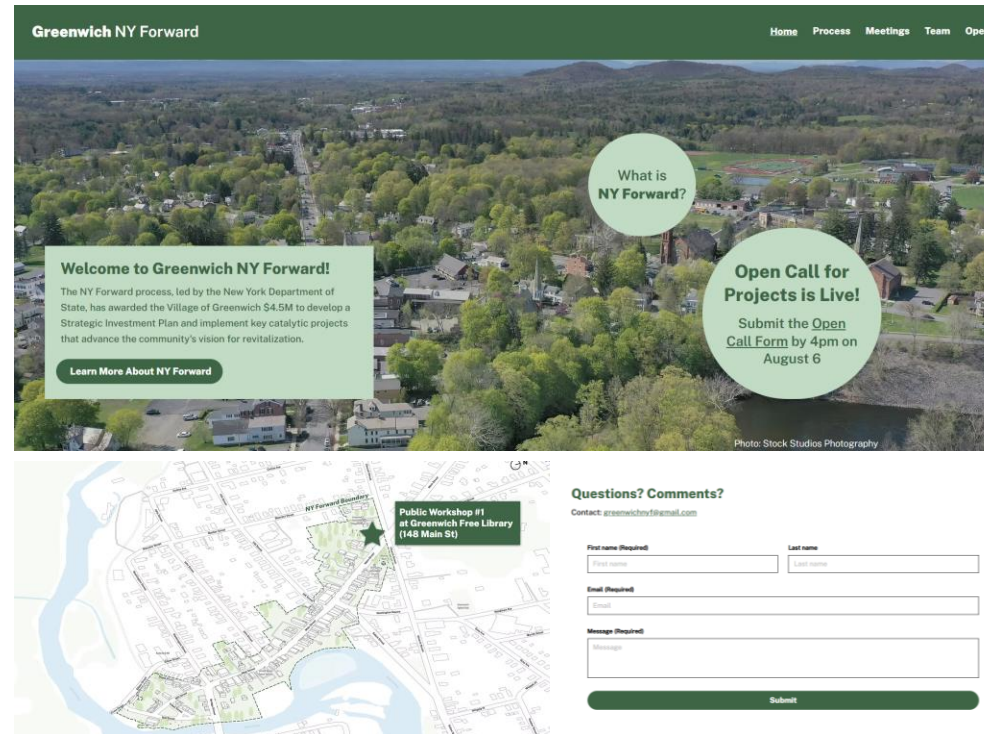
We want to hear from you!

How to stay involved after this workshop:



Agenda: discuss the projects that have been submitted through the Open Call.

www.greenwichnyf.com



Send a note any time to:
GreenwichNYF@gmail.com

Overview of NYF Program

What is NY Forward?

- The DRI program was launched in 2016 to improve the vitality of urban centers across the State.
- The 10 Regional Economic Development Councils (REDC's) select communities for significant investment to transform the downtown economy.
- This year is the third round of NY Forward, which applies the same approach as DRI, but to smaller downtowns, with a **\$4.5m** grant award.
- Each community prepares a Strategic Investment Plan to identify specific projects to promote downtown revitalization.

"The NY Forward program focuses on creating healthy, vibrant, walkable downtowns that catalyze sustainable economic development and accrue numerous economic, social, and environmental benefits to the locality, the region and the State as a whole."



DRI and NY Forward Program Goals



Create an active downtown with a strong sense of place.



Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.



Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.



Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.



Grow the local property tax base.



Provide amenities that support and enhance downtown living and quality of life.



Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

Local Planning Committee

Co-Chairs

Amanda Hurley

Mayor, Village of Greenwich

Laura Oswald

Director of Economic Development, Washington County

Members

Jenness Bivona-Laval

Business Owner

Michael Conlin

Greenwich Central School District

Emily Crawford

President, Citizens Committee for Greenwich Youth

Aaron Kendall

Village of Greenwich BZA

John Mattison

Town of Greenwich Planning Board (Ret.), Zoning Board

Sarah Murphy

Greenwich Free Library

Jack Pemrick

Greenwich Fire Department

Teri Ptacek

Agricultural Stewardship Association (Ret.)

Julie Sipperly

Resident

John Paris

Resident & Local Business Owner

State Agencies

Department of State (DOS) will provide guidance and support for the planning process, manage the consultant team, assist in meeting preparation, and participate in review of documents.

- Matt Smith, Matthew.Smith@dos.ny.gov

Homes and Community Renewal (HCR) will provide expertise in housing development, CDBG, and HCR grants and programs.

- Mary Barthelme, Mary.Barthelme@hcr.ny.gov

Empire State Development (ESD) representative will provide broad knowledge of development and information about State revitalization funding programs.

- Mary Elise Rees, MaryElise.Rees@esd.ny.gov

NYSERDA will provide technical assistance related to decarbonization strategies and funding sources.

- Matthew Brown, Matthew.Brown@nyserda.ny.gov

Consultant Team

Buro Happold: project management and revitalization strategy

- Ian Nicholson, ian.Nicholson@BuroHappold.com

Interboro: public engagement, architecture, urban design

- Daniel D'Oca, Dan@InterboroPartners.com

EDR: landscape architecture, civil/ environmental engineering

LaBella: planning and engagement support

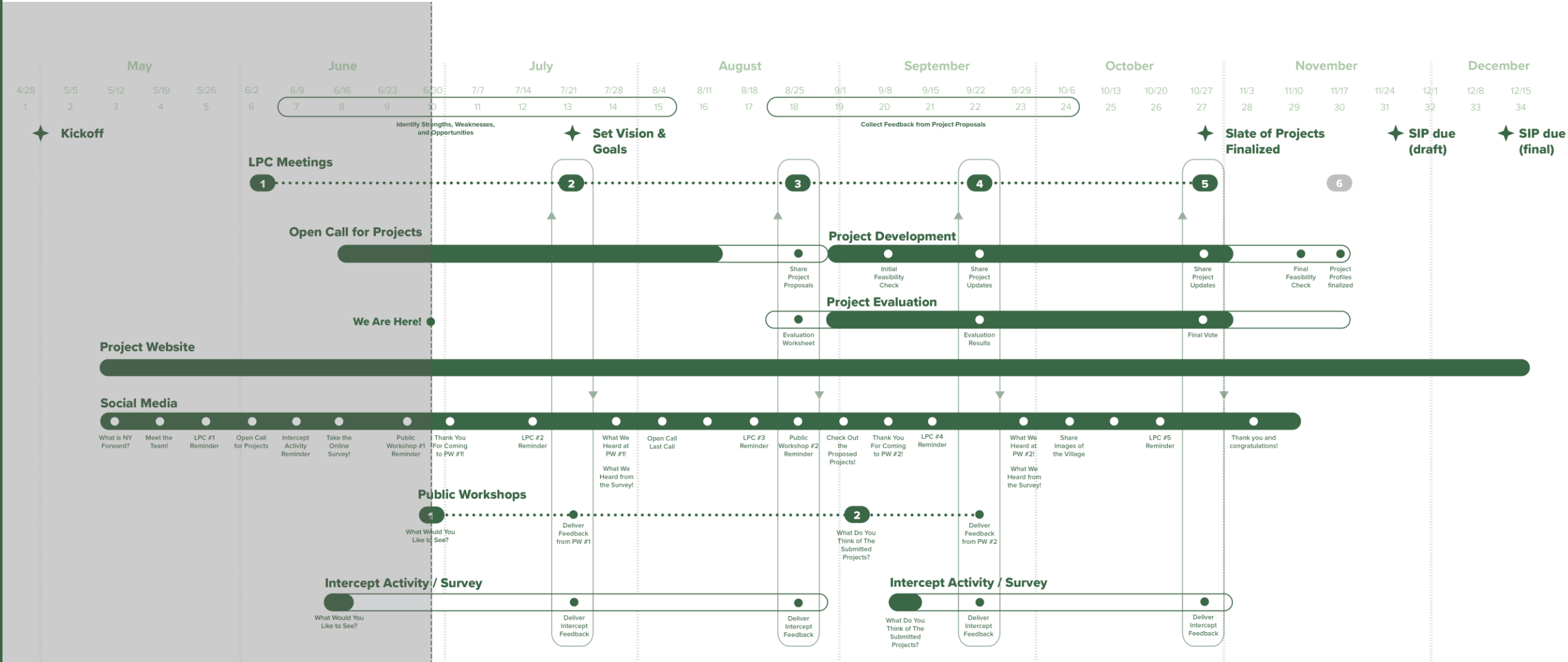
Tom Stock: professional photographer

BURO HAPPOLD

INTERBORO

EDR

 **LaBella**
Powered by partnership.



LPC Meetings

- Venue: **Greenwich Junior-Senior High School, Media Room**
- LPC Meeting #2: July 23, 4-6pm
- LPC Meeting #3: Aug 27, 4-6pm
- LPC Meeting #4: Sept 24, 6-8pm
- LPC Meeting #5: Oct 29, 6-8pm
- LPC Meeting #6: Nov 18, 4-6pm *
- All are open to the public, include time for public comment.

* If needed



Batten Kill River

Public Workshops

- **Public Workshop #1** – IN PROGRESS!
 - What Would You Like to See Downtown?
 - Vision & Goals
- **Public Workshop #2** – Sept 3, 6-8pm
 - What Do You Think of the Proposed Projects?
- Interactive engagement with the public
- Solicit ideas and feedback from the public on various topics



NY Forward Round 1 Public Workshops

Project Development Process

1. Project Sponsors propose projects through the **Open Call for Projects**
2. Sponsors then develop Projects further, with support from:
 - Consultant team
 - State agencies (DOS, HCR, ESD, NYSERDA)
 - Municipal representatives
 - Outside entities (SBDC's, EAC's, CDFI's)
3. LPC evaluates Projects according to set criteria
4. Strategic Investment Plan submitted to State, including non-ranked slate of Projects totaling \$6-8 million recommended investment



Open Call for Projects

- **All Projects must go through this process**
- All Projects must be submitted by a Project Sponsor with the capacity to execute
- Open, fair, and transparent process for LPC to vet project proposals
- Allows LPC and consultant team to obtain information in a consistent manner
- **Submission through the Open Call does not guarantee inclusion in the final plan**

How to Submit Your Project

- 1 Review the Eligibility Criteria and Project Requirements**
on pages 2-4 to learn about requirements for projects and to make sure your project is eligible to be considered for NYF funding.
- 2 Review the Local Vision, Goals, and Evaluation Criteria**
on pages 5-6 to learn about the vision and goals for NYF community's downtown and about how the Local Planning Committee (LPC) and State will evaluate projects.
- 3 Fill out the Project Proposal Submission Form**
on pages 7-16. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Village of Greenwich Strategic Investment Plan.
- 4 Submit your Completed Application**
Submit your completed application (and any supplemental materials) either electronically, in-person, or by mail no later than **Wednesday, July 30 at 4pm.**

→ **To submit online:**

Go to
www.GreenwichNYF.com

→ **To submit via email:**

Email your completed application and any supplemental materials to
GreenwichNYF@gmail.com

→ **To submit a hard copy, mail or hand-deliver:**

Village Office
6 Academy St.
Greenwich, NY

Email notification of submission to:
GreenwichNYF@gmail.com

- ? All applicants are highly encouraged to schedule a meeting to discuss project details. To schedule a meeting to ask questions regarding project eligibility, evaluation, or the project form please contact **Ian Nicholson** at GreenwichNYF@gmail.com**

Open Call for Projects

June 11	Launched
June 23 - July 2	Technical assistance*
July 23	Deadline for questions
August 6 (4pm)	Deadline to submit

* Link to sign-up sheet posted to:

[GreenwichNYF.com](https://www.GreenwichNYF.com)

Email address for questions and project submissions:

GreenwichNYF@gmail.com

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Project Development

Eligible Project Types

- New development and/or rehabilitation of existing downtown buildings (may include design fees)
- Public improvement projects
- Small Project Fund
 - locally managed, \$300,000 max
 - 25% matching requirement
- Branding and marketing

Ineligible Activities

- Standalone planning activities
- Operations and maintenance
- Pre-award costs
- Property acquisition
- Training and other program expenses

Project Development

Project Requirements

- Shovel-ready within 2 years
- Project size/scale – large enough to be transformative
- Project sponsor capacity – public, non-profit, private entities
- Financing
- Matching and leverage
 - at least 25% for private sponsors
- Decarbonization



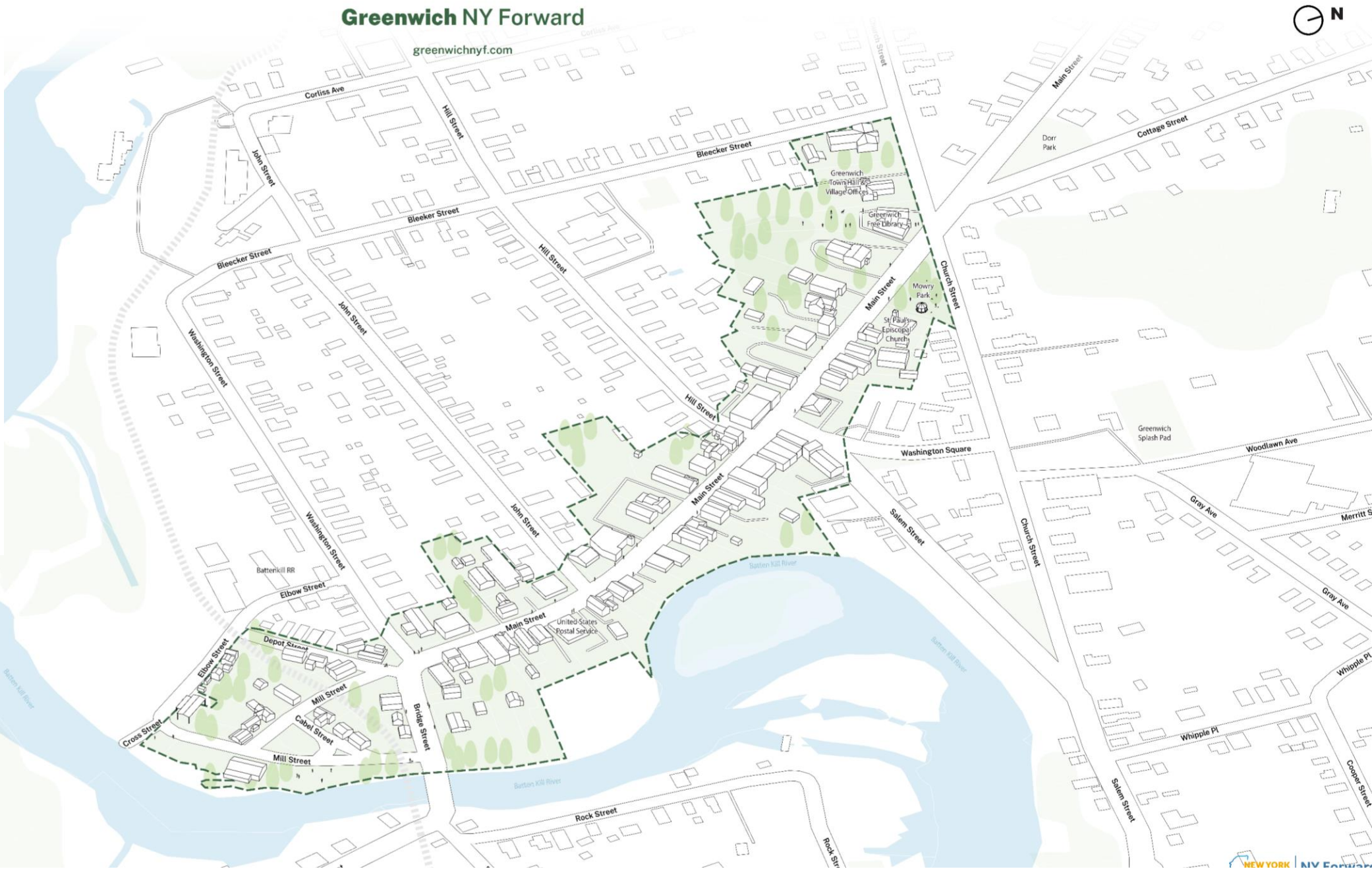
Village Hall

NYF in Greenwich

NY Forward Boundary

** Can be modified or adjusted at discretion of Local Planning Committee.*

** Sponsors with potential projects just outside the boundary are therefore encouraged to submit their application thru the Open Call*



Preliminary Downtown Vision

“The Village of Greenwich envisions a vibrant, sustainable downtown corridor that serves as the heart of the community and a regional destination.

Building on the area’s rich historical character and strong community identity, the Greenwich NYF project area will evolve into a walkable, connected district, offering a range of commercial, residential, and recreational opportunities for residents and visitors alike. The revitalization efforts will focus on enhancing connectivity along the Route 29/Main Street corridor and encouraging transformative infill development that strengthens the local economy. Housing diversity will be expanded to accommodate people of all ages and incomes, supporting Greenwich’s status as a Pro-Housing Community.

This vision preserves Greenwich’s historic charm while embracing modern development opportunities, creating a thriving, inclusive environment where businesses flourish, residents enjoy a high quality of life, and visitors are drawn to the area’s unique blend of history, natural beauty, and community spirit.”

Preliminary Downtown Goals

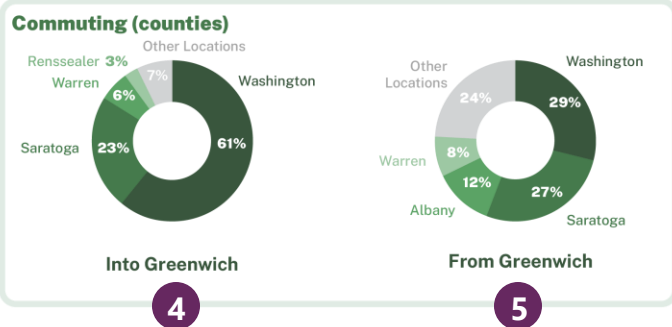
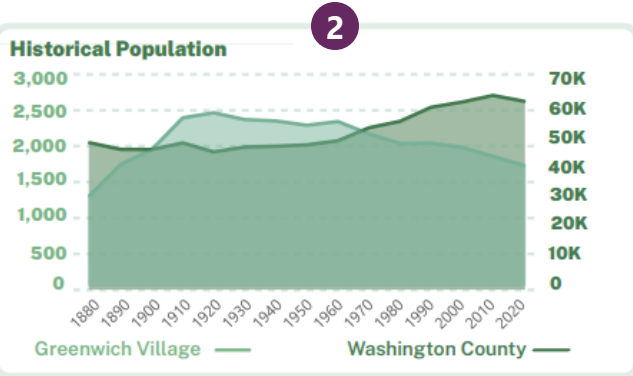
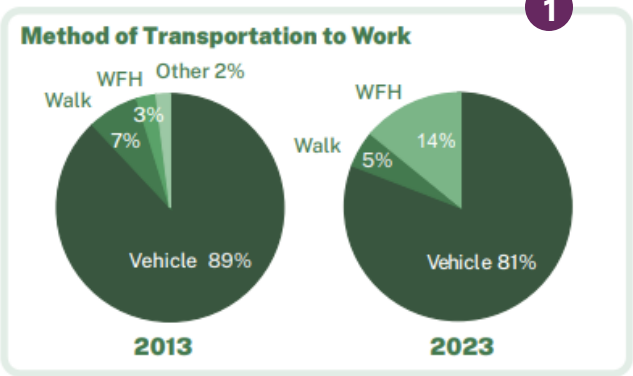
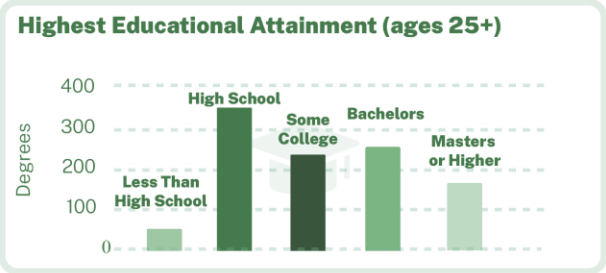
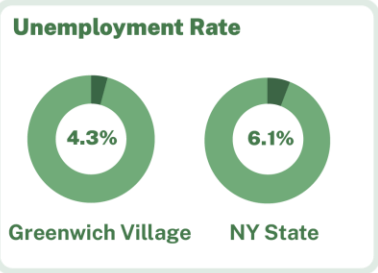
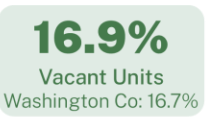
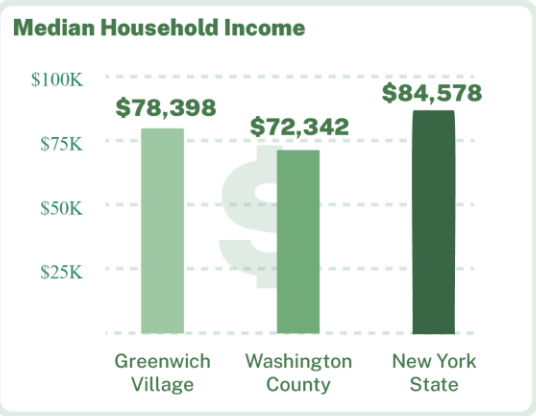
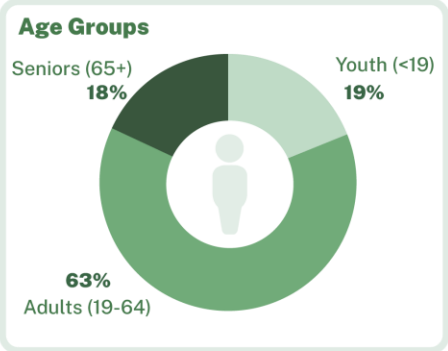
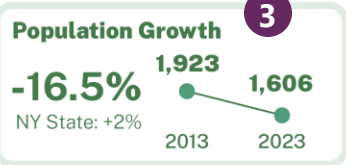
- Access to trails and waterfront parks from downtown
- Historic preservation
- Pedestrian oriented
- Affordable rental units
- Central green space
- Increased wayfinding signage to highlight downtown
- Support small-scale projects for downtown economic success



Source: Washington County NY

Greenwich Demographic Snapshot

Data Source: Census American Community Survey (2013-2023)



- 1** **Work-from-home** percentage increased 4.5x from 2013 to 2023
Nobody bikes or takes transit.
- 2** Greenwich has generally been declining in population since 1920...
- 3** ...a trend that seems to be continuing, even post-2020.
- 4** About 3/5 of Greenwich workers come from within Washington County...
- 5** ...while almost 1/3 of Greenwich residents leave Washington county for work.

Potential Strengths & Opportunities

- **New local businesses** already energizing Main St
- **Walkable and mixed-use areas** support remote workers, families, small businesses
- **Expanding housing diversity** by leveraging Pro-Housing Community designation
- **Charming village character** helps to draw new residents and visitors
- **Growing industries** in health care, agriculture, and high-tech sectors
- **Extensive community planning** provides a solid base for implementation
- **Battenkill River** offers largely untapped recreational opportunities

Potential Needs & Challenges

- High commercial and residential **vacancy rates**
- **Limited access** to Battenkill waterfront and **safety challenges** with multiple dams
- Low housing values and rental rates **insufficient to support construction costs**
- Challenging environmental conditions near existing **brownfield sites**
- Lack of **variety or quality of housing** limits opportunities
- **Aging population** and youth outmigration

Questions?

Two Options

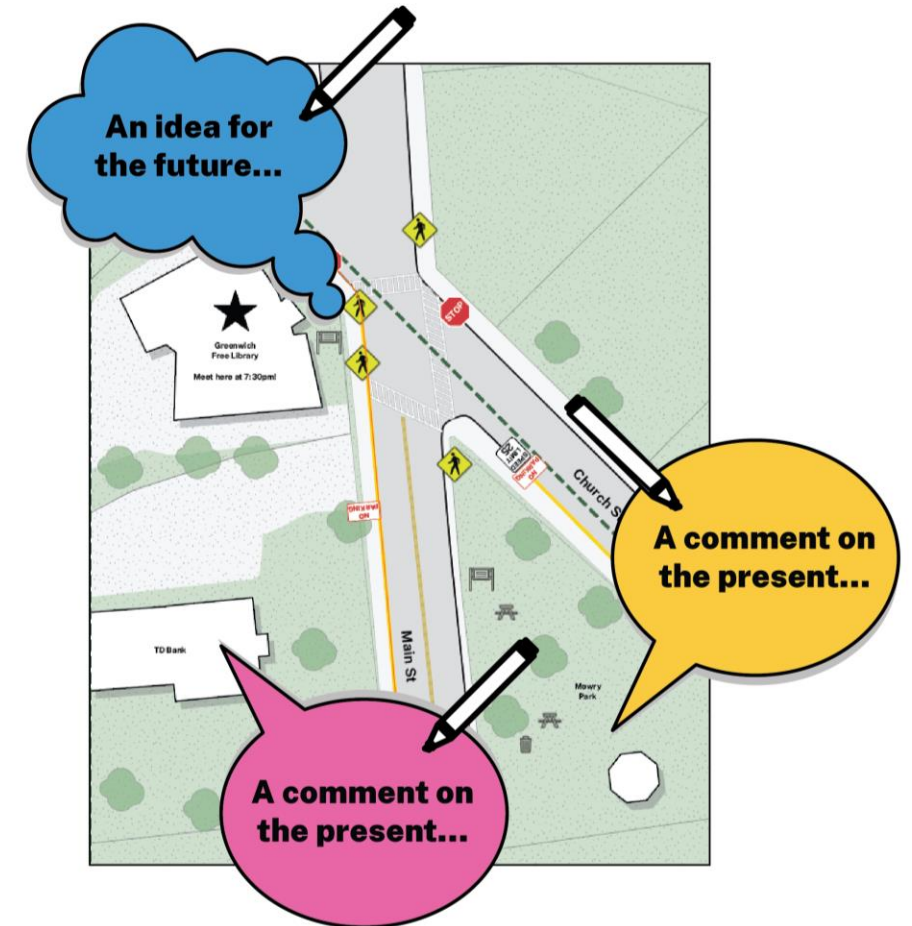
Option One: Walking Tour

- Three groups
 - **Historic Preservation & Housing**
 - **Walkability and Bikeability & Open Space**
 - **Economic Development**
- Each group will have a walking group leader, a handout, and a pack of stickers
- As you walk and talk with the group, add your ideas and comments to the handout

Walking Tour

Share your vision and goals for downtown Greenwich!

Add your **comments on the present**  and **ideas for the future**  on the provided shapes and place them over the walking tour map.



Two Options

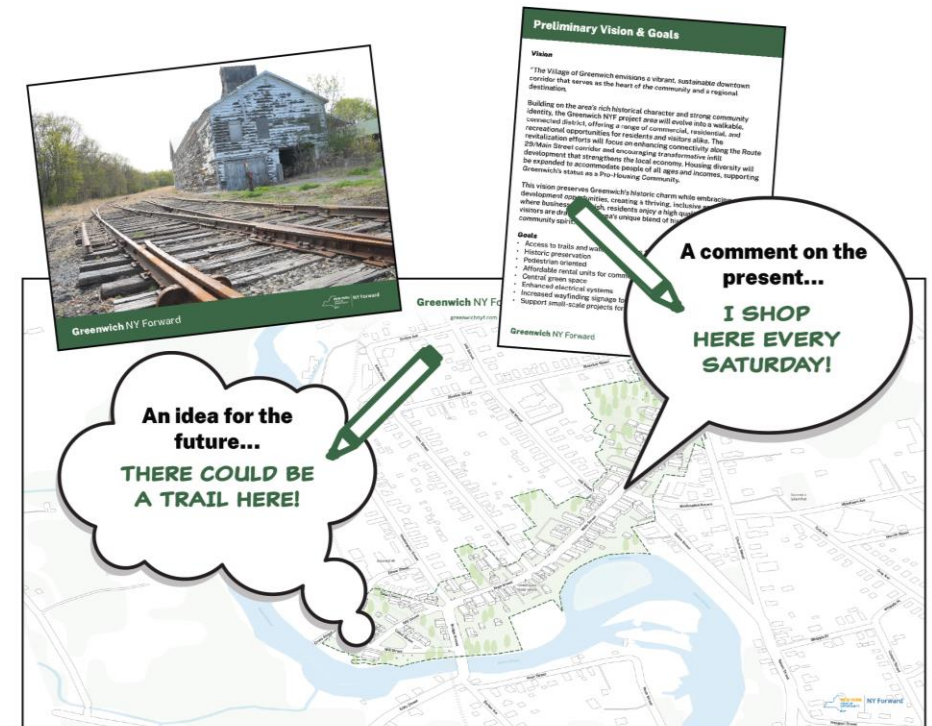
Option Two: Table Activity

- Discuss your ideas for downtown Greenwich around the engagement table
- Place your comments and ideas over the tabletop map, image cards, and vision and goals sheet

Vision & Goals Activity

Share your vision and goals for downtown Greenwich!

Add your **comments on the present** and **ideas for the future** on the provided shapes and place them over the tabletop map, image cards, or the vision and goals sheet.



Walking Tour Logistics

- **Schedule:**
 - 6:30pm: Depart from Greenwich Free Library
 - 7:30pm: Reconvene at the library for discussion
 - 8pm: Conclude workshop
- **Route:**
 - Start at Greenwich Free Library
 - Walk down Main Street to Bridge Street
 - Walk down Mill Street to the Batten Kill River
 - Walk back up Main Street to the library
- **Distance:** about 1 mile of walking

Walking Tour Groups

- **Walking Groups**

- Historic Preservation & Housing
- Walkability and Bikeability & Open Space
- Economic Development

- **Walking Group Leaders**

- Dan D'Oca & Amy Stanfield
- Kate Chapman & Lexy Bogdanovic
- Norabelle Greenberger & Doris Duanmu

- **Local Experts**

- Michelle DeGarmo
(Historic Preservation & Housing)
- Pam Fuller
(Walkability and Bikeability & Open Space)
- Rulyn Graves
(Economic Development)



Let's Discuss!