

NY Forward - Capital Region Greenwich

Local Planning Committee (LPC)

Meeting #2

July 23, 2025



NY Forward

Welcome!

LPC Meetings are meant to be working sessions of the LPC

- These meetings are open to the public, but are not intended as interactive public workshops.
- The public is welcome to observe committee meetings and submit comments to GreenwichNYF@gmail.com
- During the final 15 minutes of the meeting, the public is also invited to ask questions and provide comments.

How to get involved:

- We want to hear from you! There will be many other ways for community members to get involved.
- Visit the Greenwich NYF website to send comments: www.GreenwichNYF.com
- There will be one more public workshop and additional opportunities to provide feedback. More details will be posted to the website.

Agenda

- Opening Remarks
- Code of Conduct
- Updates: Planning Process & Engagement Activities
- Downtown Profile & Assessment
- Public Workshop #1 Overview
- Vision and Goals
- Public Comment
- Closing Remarks



Washington Square

An aerial photograph of a small town, likely in New York, featuring a river, a bridge, and various residential and commercial buildings. The image is slightly faded to serve as a background for the text.

Opening Remarks

Mayor Amanda Hurley

Code of Conduct

Code of Conduct - Preamble

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.

For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.

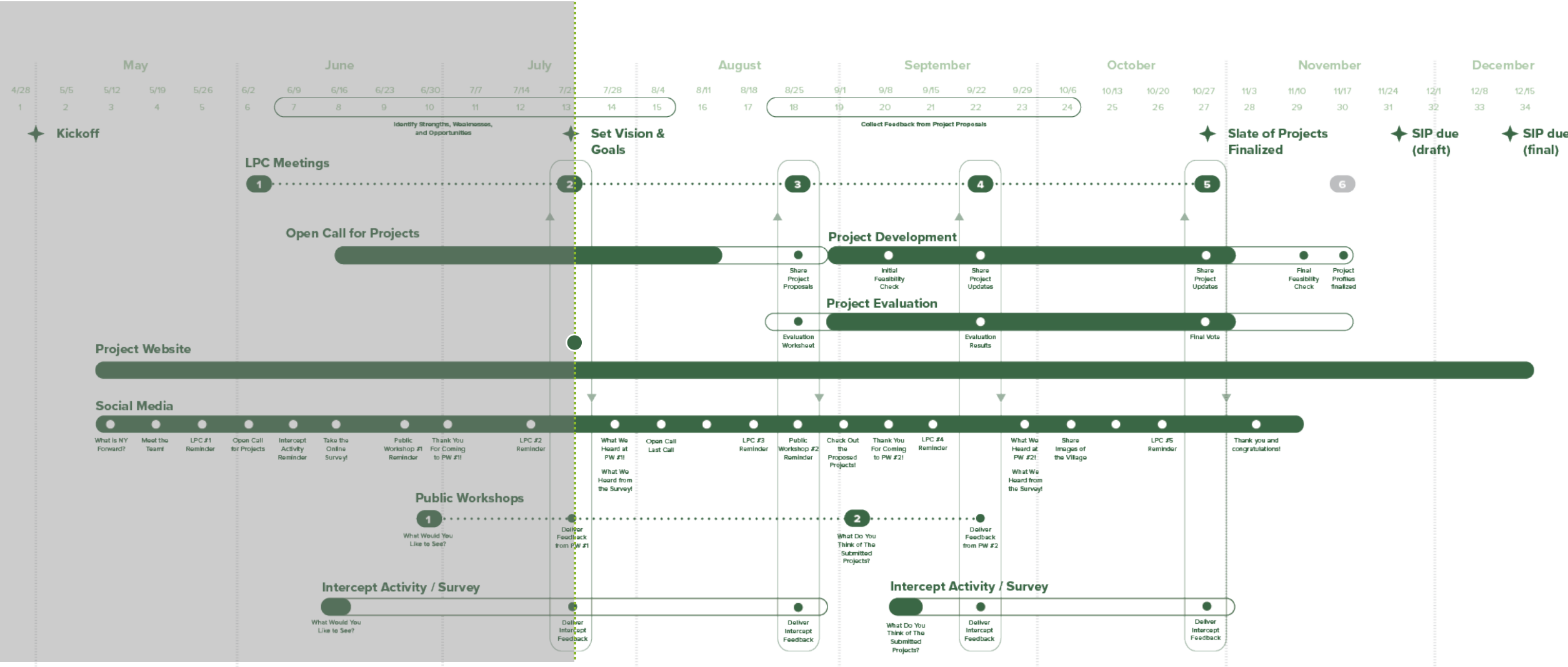
*We do not currently have any conflicts of interest on file. **Do any LPC members need to make a disclosure to the Committee at this time?***

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

An aerial photograph of a town with a river flowing through it. A bridge crosses the river in the center. The town is surrounded by trees and greenery. The text "Updates: Planning Process & Engagement Activities" is overlaid on the image.

Updates: Planning Process & Engagement Activities

We Are Here!



What's been done so far?

- ✓ May 20 GreenwichNYF.com went live
- ✓ **June 3** **LPC Meeting #1**
- ✓ Jun 11 Open Call for Projects released
- ✓ Jun 18 Postcards delivered
- ✓ **Jun 30** **Public Workshop #1**
- ✓ Jun 30– Jul 10 Office Hours / Technical Assistance sessions
9 sponsors joined to discuss their projects!
- ✓ **Jul 23** **LPC Meeting #2 – IN PROGRESS**

What's on the horizon?

- ❑ Aug 6 Open Call for Projects Closes
- ❑ Aug 27 LPC Meeting #3
- ❑ **Sep 3** **Public Workshop #2**
- ❑ Sep 24 LPC Meeting #4
- ❑ Oct 29 LPC Meeting #5
- ❑ Nov 18 LPC Meeting #6 (if needed)



Old Battenkill Railroad

An aerial photograph of a town, likely in New York, showing a river flowing through it. A bridge crosses the river in the center. The town is surrounded by green trees and has several buildings, including houses and a large building with a green roof in the foreground. The text "Downtown Profile & Assessment" is overlaid in the center.

Downtown Profile & Assessment

Downtown Profile and Assessment

- Will provide a **clear, concise, and compelling** narrative that articulates the story of the region and the downtown area.
- Will allow the reader to **understand why this downtown will benefit from the NYF program** and provide a **logical basis for the projects** recommended for NYF funding.
- Will give the reader a sense of the downtown – its **unique characteristics, strengths, and challenges**.
- Is not intended to provide a comprehensive technical description of the downtown, but rather a **summary of the demographics, market conditions, and other characteristics** to ensure that the project proposals included in the SIP are realistic and appropriate.
- Will provide some analysis and **highlight any relevant key factors or trends**.

Downtown Profile and Assessment

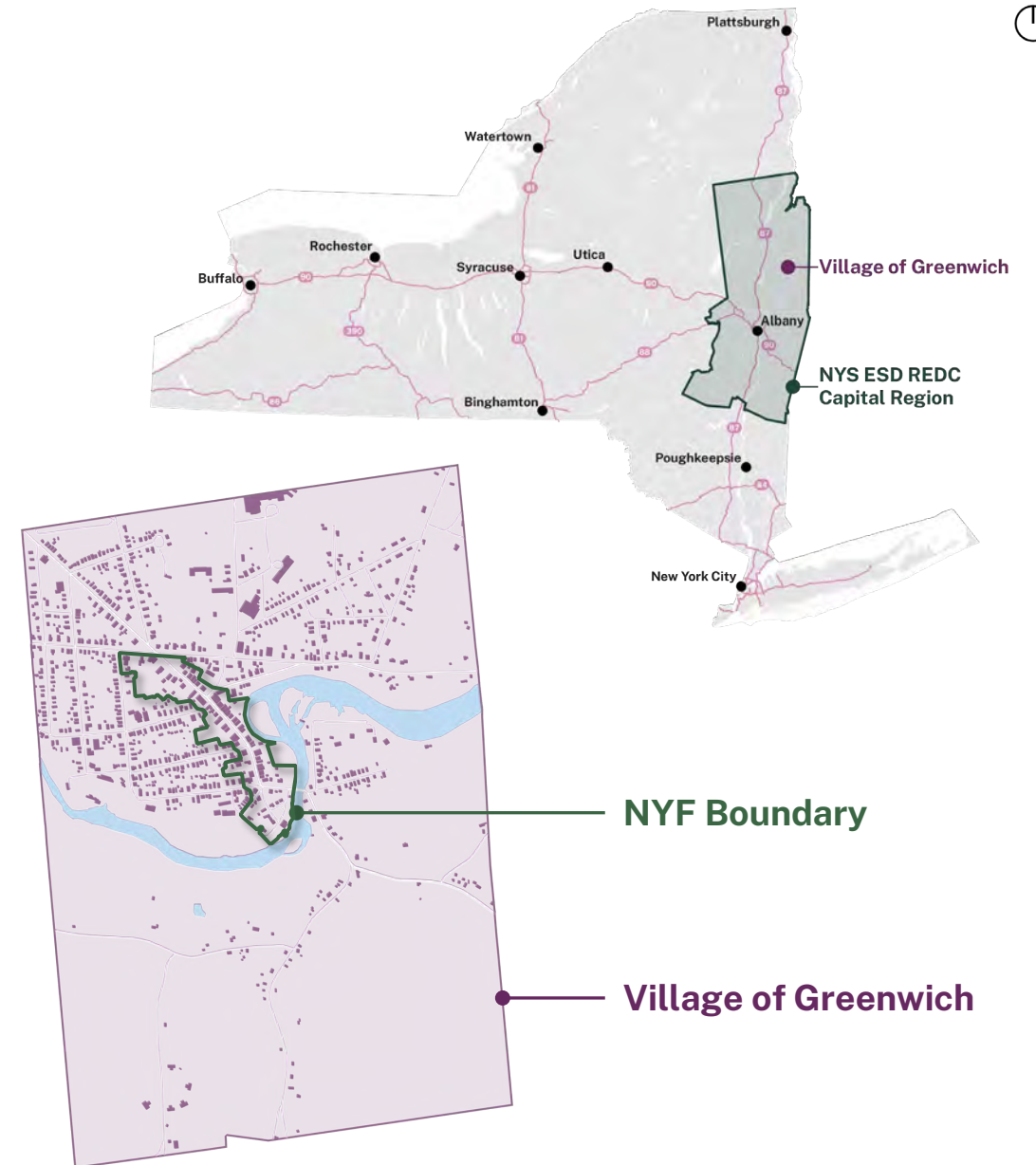
1. Overview
2. History and Trajectory
3. Recent Plans
4. Recent Investments
5. Alignment with REDC
6. Physical Planning Context
7. Socioeconomic Conditions
8. Employment and Commuting
9. Real Estate Market
10. Key observations



Main Street Greenwich Downtown

1. Overview

- Historic village in southwestern Washington County, nestled along the Battenkill River
- Home to the Village of Greenwich Historic District, featuring 165 contributing buildings and six memorial parks, showcasing various styles of American architecture
- The Village covers 1.47 square miles of land, with a population of ~1,606 (2023)



2. History & Trajectory

Mid 1600s	The area is thought to have been originally inhabited by the Indigenous Mohican tribe.
Early 1800s	The area was settled by European-Americans after the American Revolution and named Whipple City after industrialist Job Whipple.
1809	The community incorporated as Union Village.
Mid 1800s	Cotton and textile manufacturing, based on raw materials from the South, continued to be a profitable industry through the 19 th century.
1867	Now firmly established, the Village changed its name to Greenwich. Residential development began radiating out from its core as water-powered industries flourished.
1995	The Village of Greenwich Historic District was listed on the National Register of Historic Places.
2004	A historical marker was dedicated commemorating Greenwich's contribution to the Underground Railroad, containing a map showing locations of safe houses.
Today	The Village remains a trading center for the local area, with several locally-owned retail stores, car dealerships, restaurants, craft beverage taprooms and business services dotted along the main streets.



3. Local Plans & Policies

Main Street Streetscape Plan (2019)

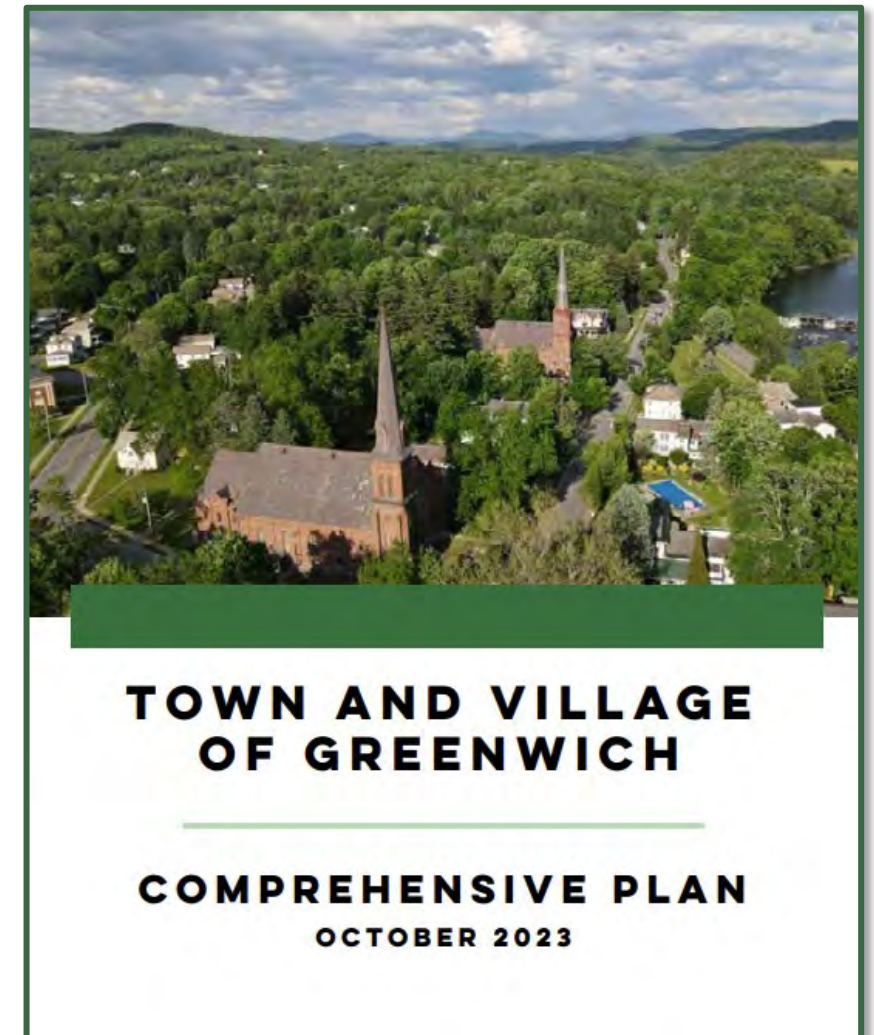
- Key recommendations: enhancing pedestrian amenities, managing parking, improving waterfront connection, and coordinating land use with transportation

Greenwich Revitalization Plan (BOA Nomination Study) (2022)

- Created vision for the Village and Town, including reimagining vacant sites, and highlighting waterfront connections
- Entirety of the NY Forward area is within designated BOA area

Greenwich Comprehensive Plan (2023)

- Provides strategic vision for growth and revitalization, focusing on enhancing quality of life for residents and promoting sustainable development
- Encourages mixed-use development in downtown, promotes economic growth, and enhances walkability of Main Street
- Supports affordable housing options
- Prioritizes attraction of local business, especially in downtown
- Supports **zoning updates underway**, expected complete by winter 2025



4. Past Investments

Key water system upgrades

- \$4.4M wastewater treatment plant upgrade, supported by \$3M WIIA grant

BOA Pre-Development

- \$200K for the BOA Program to improve waterfront access and mixed-use revitalization of core sites

Economic development

- \$3.25M from NY Main Streets, Restore NY, and ESD programs to transform local businesses and properties into key economic drivers



Main Street

5. Alignment with REDC

As a NYF community, Greenwich will be designated a “rural catalyst” by the CREDC.

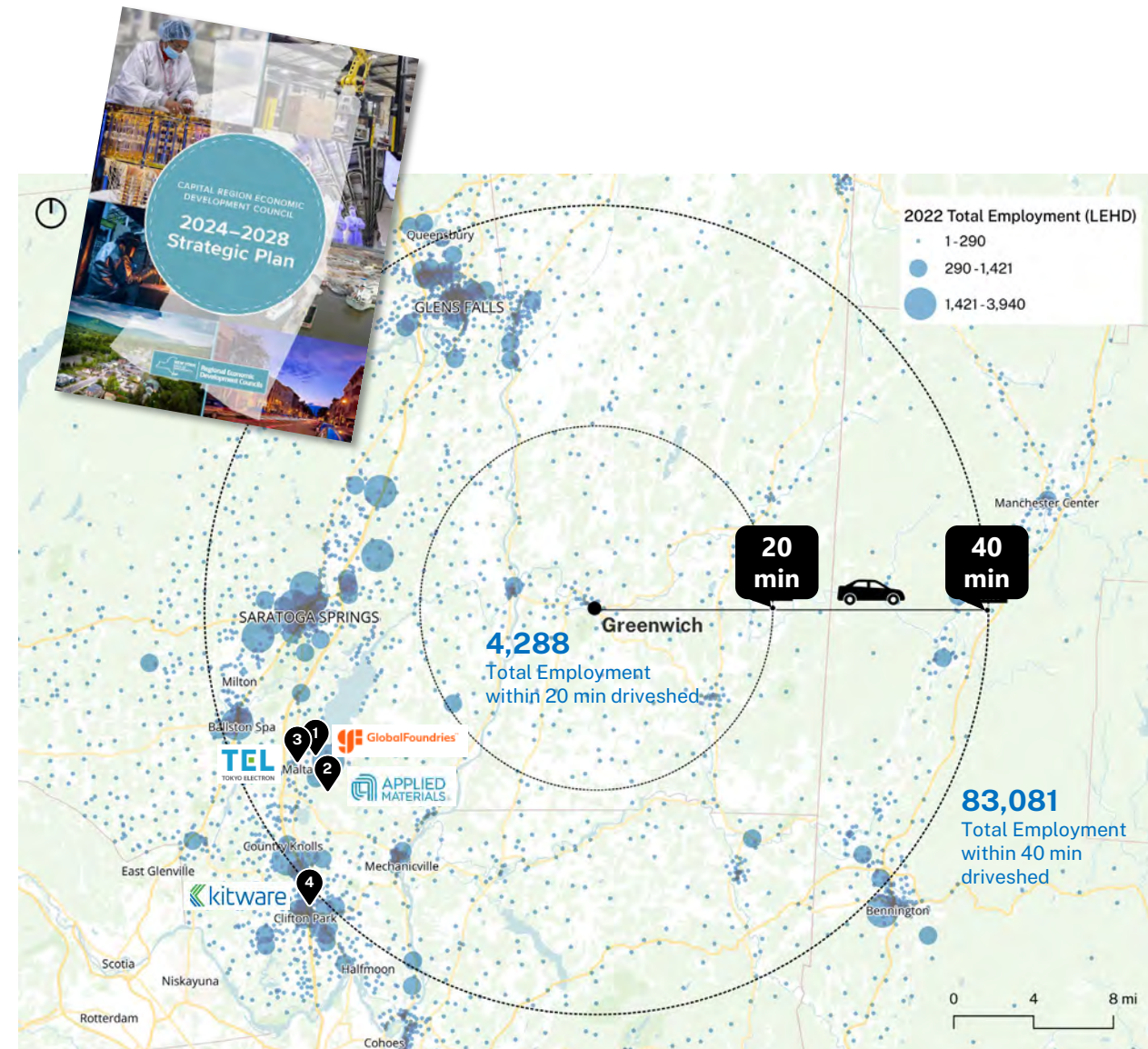
Focus areas for the Capital Region are projects within 10 miles of rural catalysts that promote:

People – workforce development

Place – placemaking

Innovate – entrepreneurship

Grow – targeted tech industries



6. Physical Planning Context

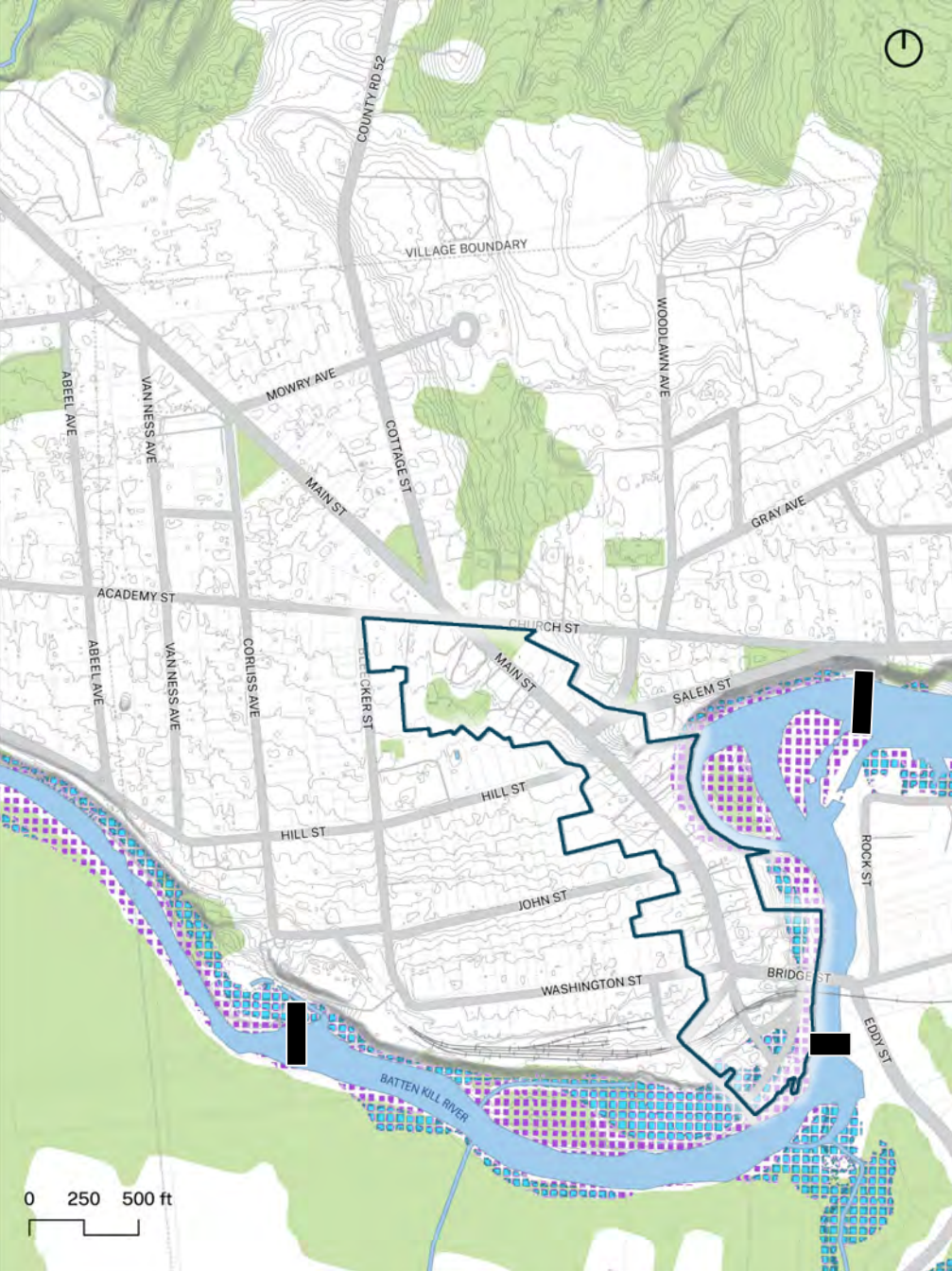
- Geography & Ecology
- Architecture & Urban Form
- Streets, Circulation & Parking
- Parks & Open Space
- Land Use & Zoning



Looking north up Main St.

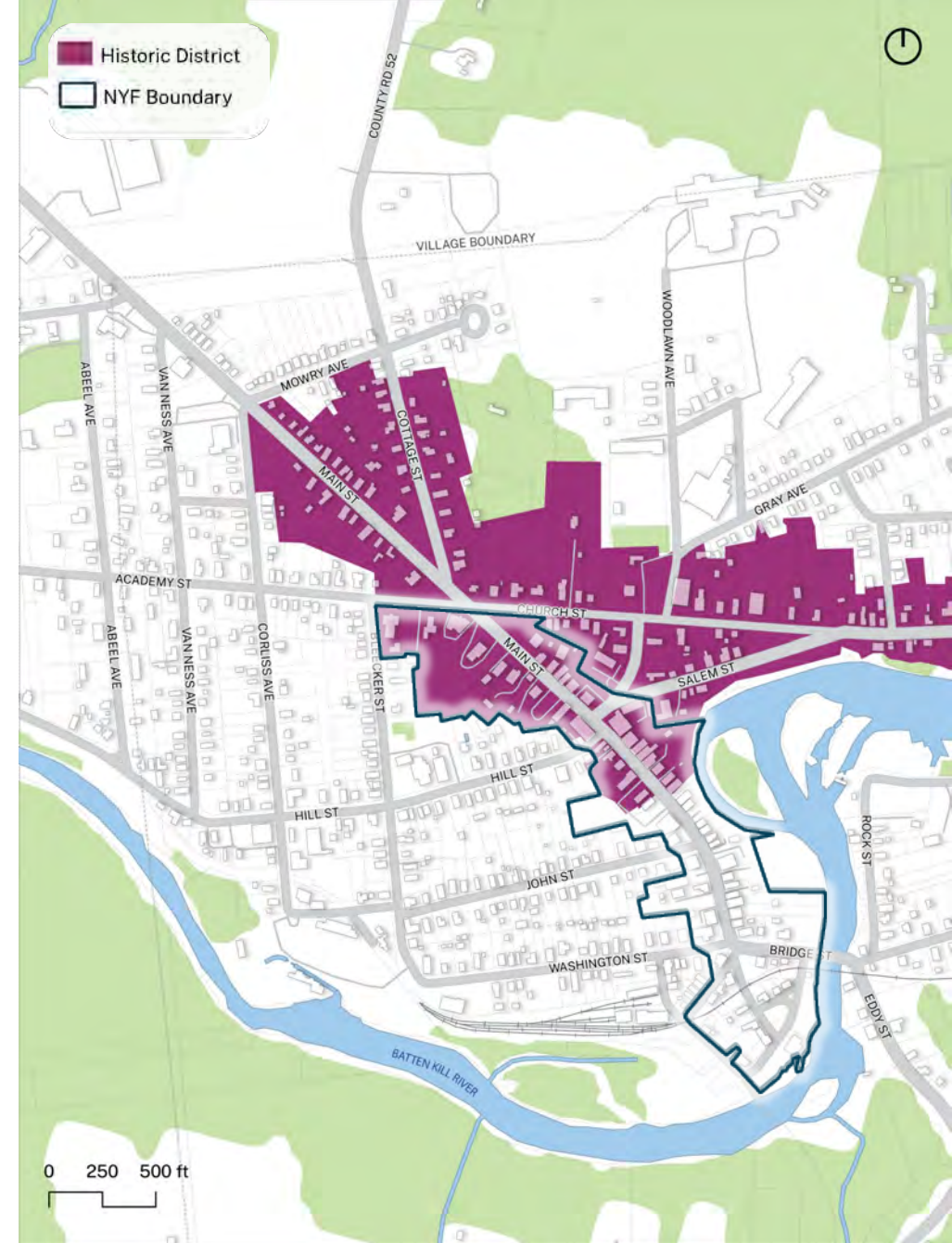
Physical Planning Context: Geography & Ecology

- Greenwich is situated on a bend in the Battenkill River that allowed water-powered industries to flourish – 3 dams still exist within Village limits, with others in both directions.
- Extreme precipitation is the greatest environmental hazard, with portions of the Village within the floodway of the Battenkill River and low-lying areas.
- The upland areas surrounding the Village are a mix of deciduous forest and farmland, with some industrial sites also still active.



Physical Planning Context: Architecture & Urban Form

- Historic commercial core primarily oriented along a linear Main St corridor with a mix of historic and 20th-century structures.
- Surrounding residential areas are primarily 19th century working-class houses in spare Victorian or Italianate styles, with some more elaborate examples primarily in the historic district.



Physical Planning Context: Streets, Circulation & Parking

- Main Street anchors **commercial** and **transportation activity**, connecting State Routes 29 and 372, and offers direct access west to Saratoga County and east toward Vermont
- Street pattern is more **organic** than traditional grid, shaped by historical land use, topography, and Battenkill River
- **Walkable, narrow streets** with strong potential for enhancing **pedestrian infrastructure** and **safety**
- A **five-minute walk** from the village center covers most of the NY Forward boundary



Physical Planning Context: Parks & Open Space

Gannon Park

Features a seasonal splash pad, swings, a small basketball court, and grassy area.



Source: Google Maps

Dorr Park

Offers an open green space with park benches and a fountain.



Source: Google Maps

Mowry Park

A scenic outdoor space offering a variety of recreational activities.



Washington Square Park

A memorial park in the heart of Greenwich with a historic military statue.



Physical Planning Context: Parks & Open Space

Veterans Memorial Park

A memorial park dedicated to honoring veterans, featuring open green space.



Source: Google Maps

Salem Street Park

Open green space with park benches.



Source: Google Maps

Riverfront Park

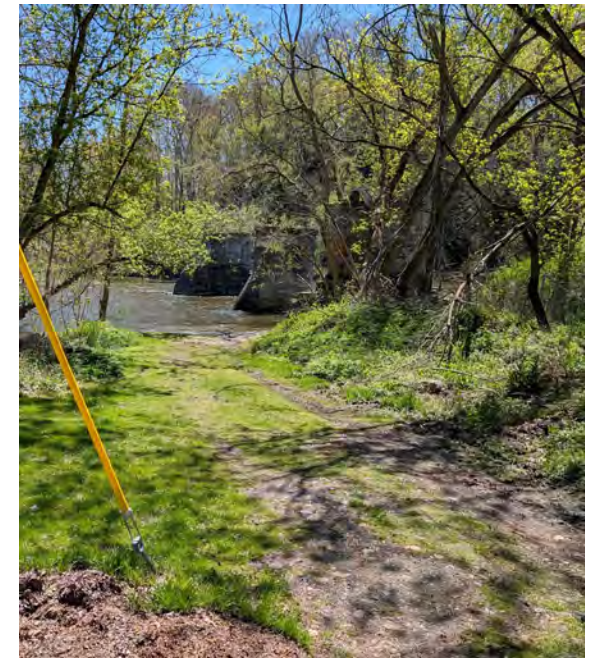
A scenic public greenspace along the Battenkill River.



Source: Google Maps

Mill Hollow Boat Launch

Public access point and boat launch to the Battenkill.



Physical Planning Context: Land Use & Zoning



Commercial

Businesses, offices, restaurants that serve the public



Main Street Overlay District

Main Street parcels and select areas within the historic downtown focused on revitalization



Industrial

Manufacturing, warehousing, utility



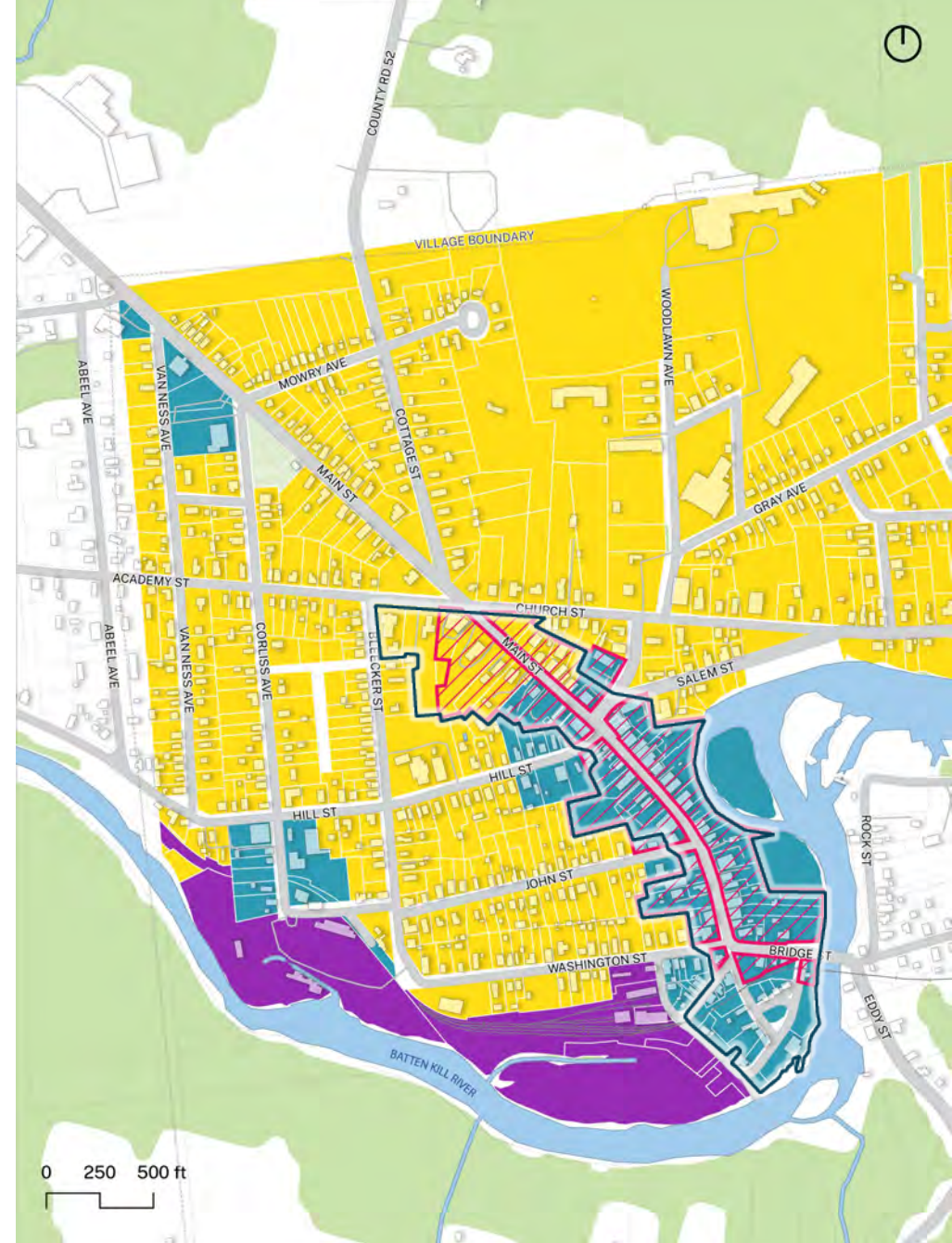
Medium-Density Residential

Moderate housing density, single-family homes, duplexes and small apartments



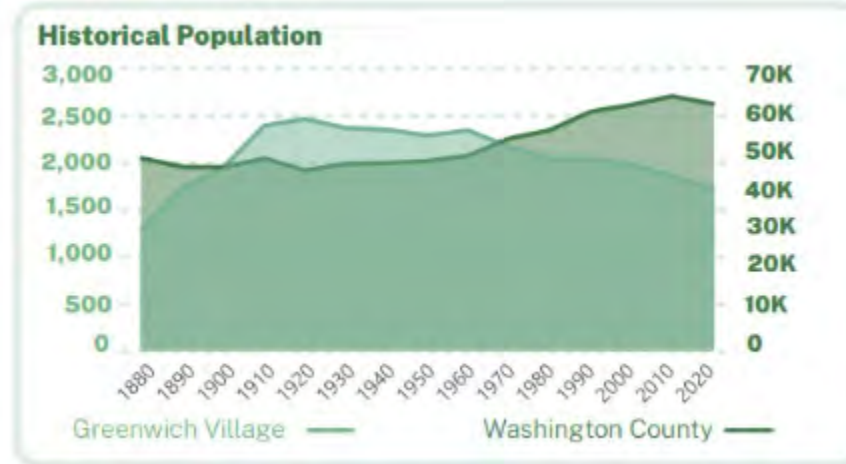
Rural/Agricultural

Low density areas focused on farming, open space, rural landscape



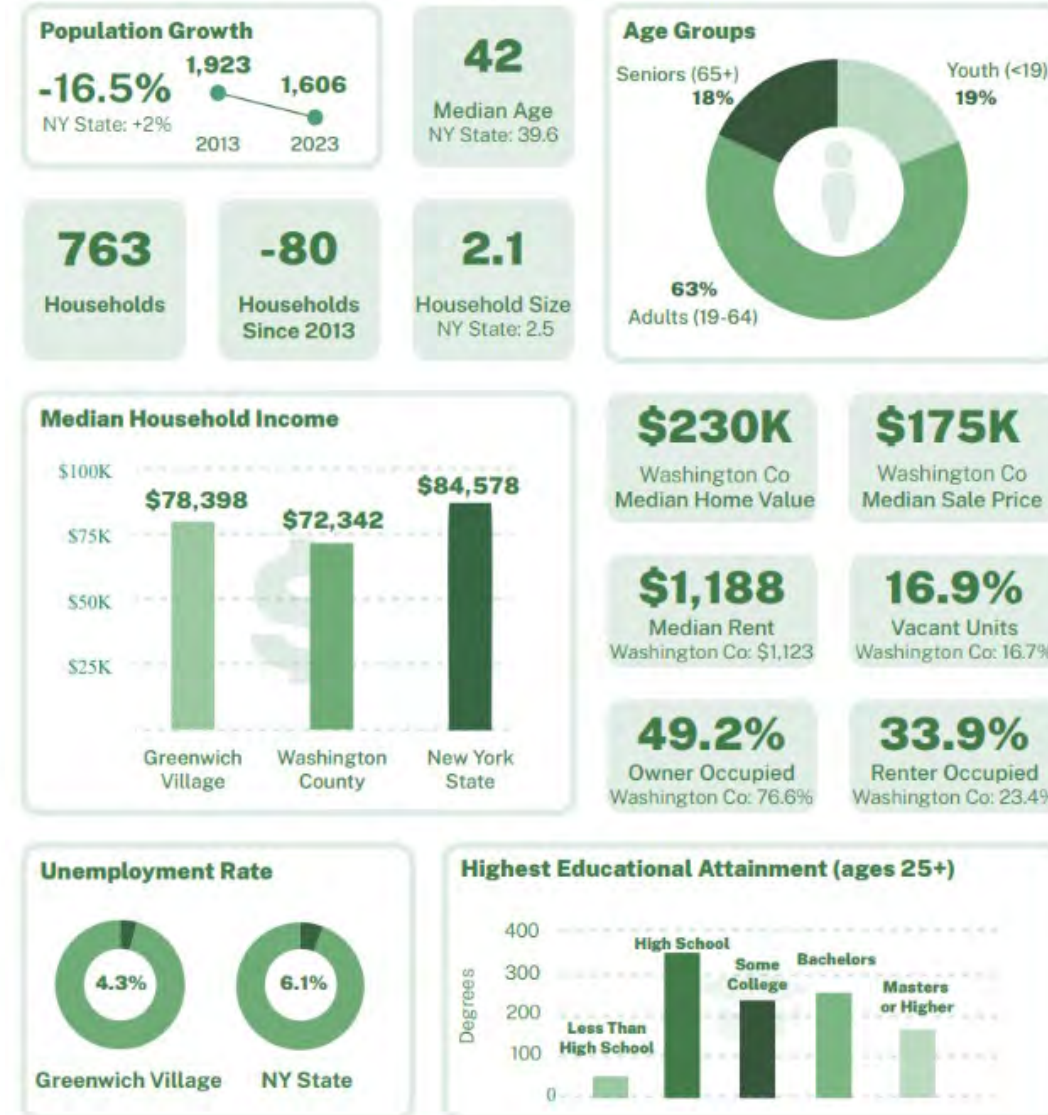
7. Socio-Economic Conditions

- Since the 1960s there has been a **steady population decline** which appears to have continued through the pandemic
- The **25-34 age bracket** is showing more stability than others.
- **Median household income** is above Washington County and below New York State



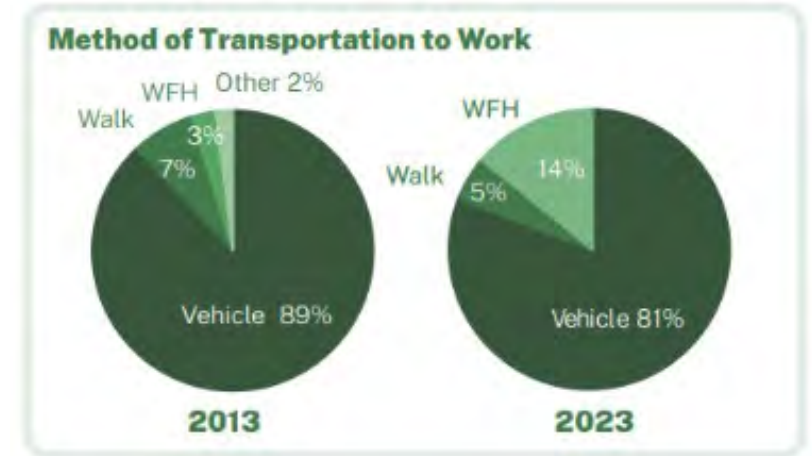
Greenwich Demographic Snapshot

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

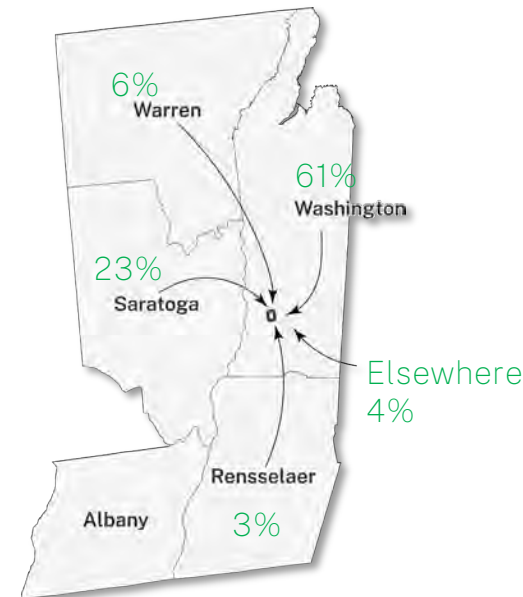


8. Employment & Commuting

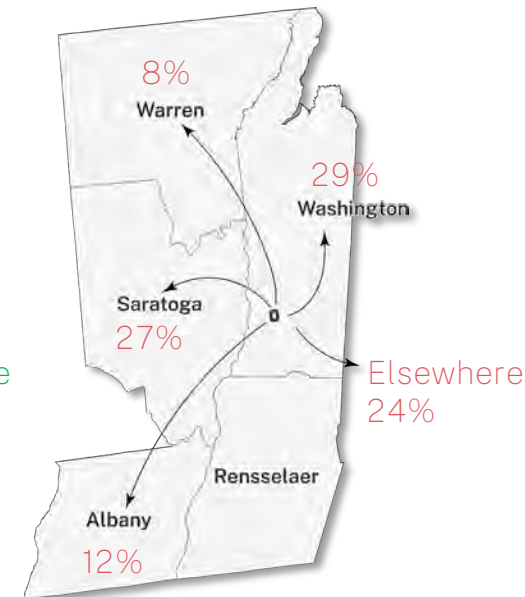
- Majority of people drive a **car** or truck to work,
- Small cohort consistently **walks** to work
- **Work-from-home** rates more-than-tripled from 2013-2023.
- **No public transportation** available
- Almost 2/3 of Greenwich workers are coming from within Washington County
- Majority of workers who commute out of the Village stay within Washington or Saratoga County



Commuting Into Greenwich



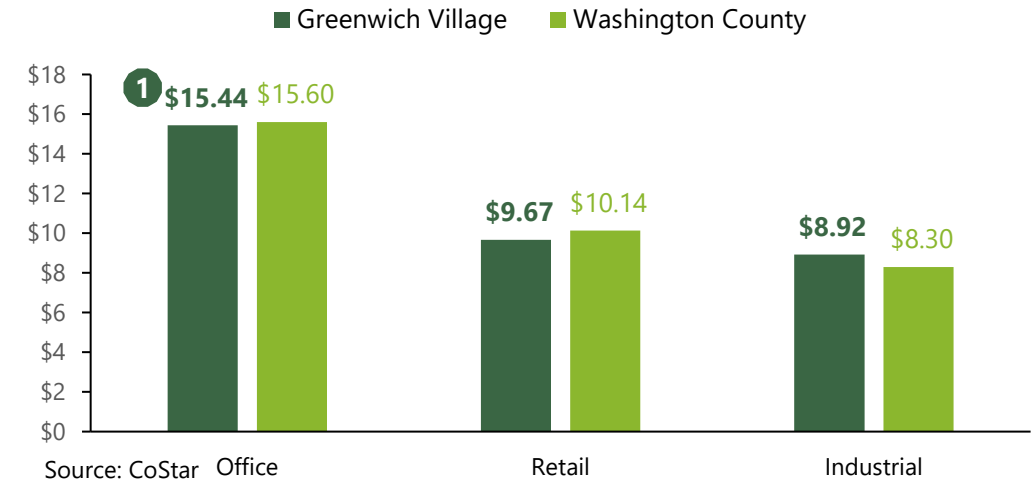
Commuting from Greenwich



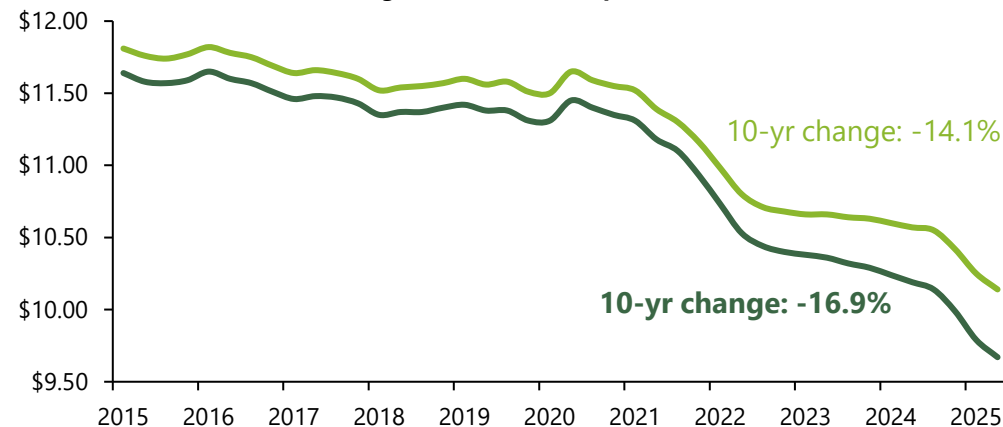
9. Real Estate Market

- ① **Office appears to be the strongest segment**, given higher rent/sf and low vacancy compared to retail and industrial
- ② Office vacancy has remained consistently at or near zero over the past decade, with **no new office buildings recorded since 2015**.
- ③ Price of **retail continues to trend downward** for both Greenwich and Washington County.

Market Asking Rent / SF by Property Type, 2025



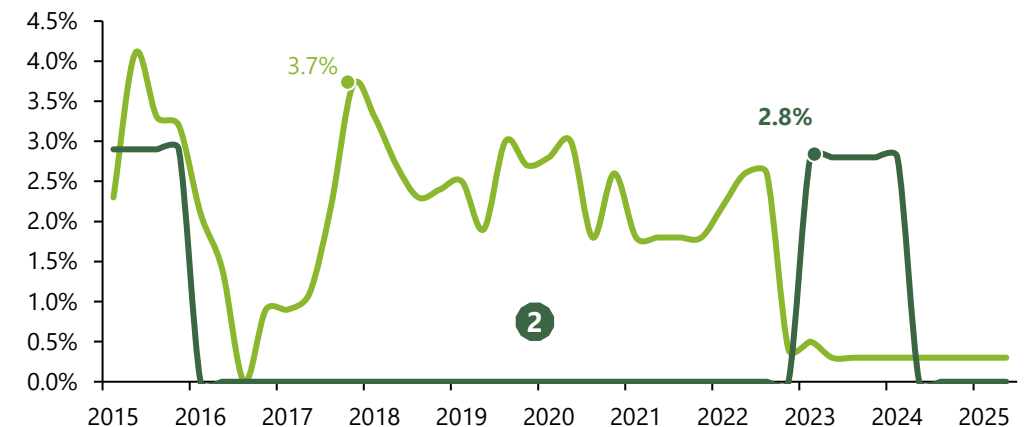
Market Asking Rent / SF, Retail Space (2025 Dollars)



Source: CoStar

Greenwich Village Washington County

Office Vacancy Rates

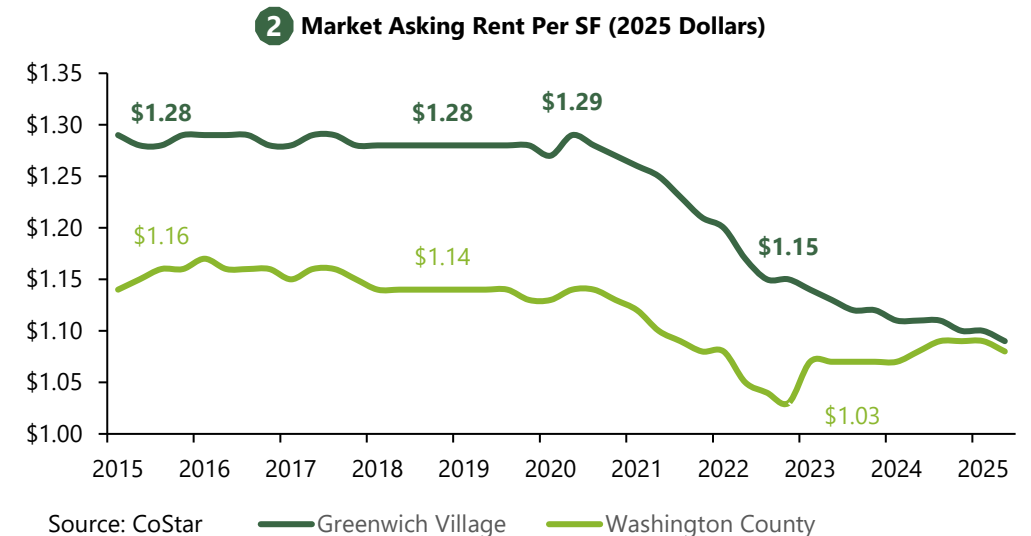
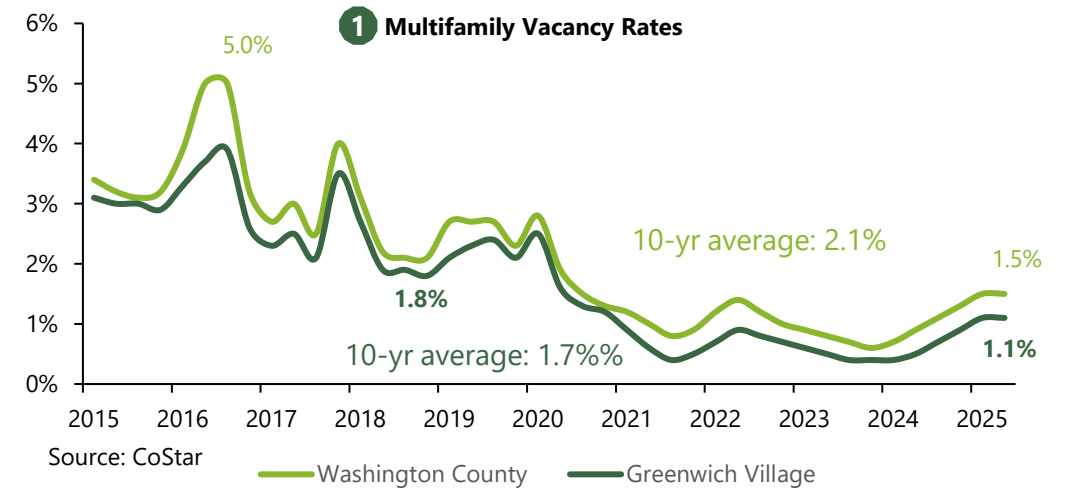
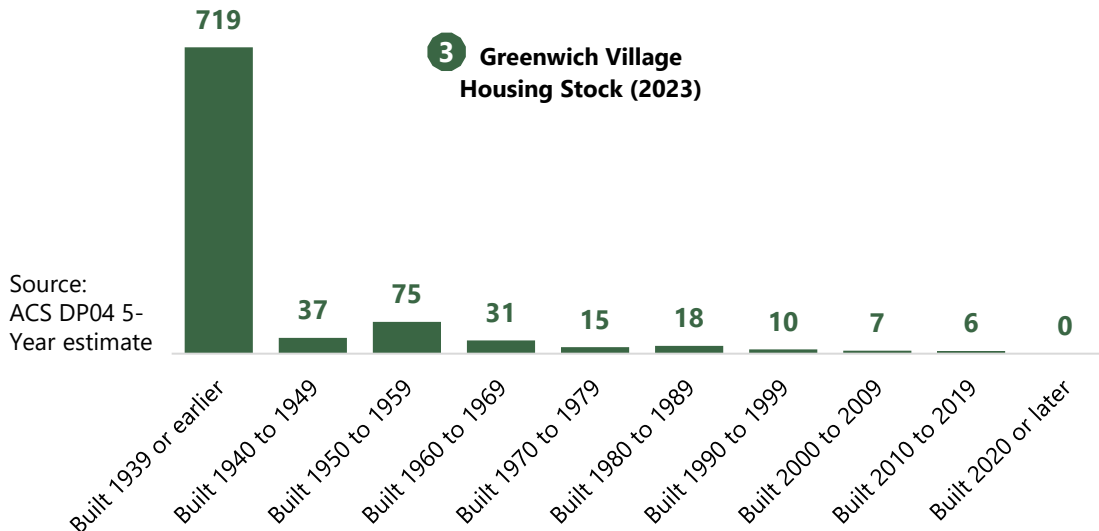


Source: CoStar

Washington County Greenwich Village

9. Real Estate Market

- 1 Multifamily vacancy has stabilized in recent years and still lower than Washington County.
- 2 Historically, multifamily rents have been higher compared to Washington County, but steadily declining.
- 3 Building stock is quite aged, with 719 units (78%) being built before 1939. Low vacancy may not reflect true demand but rather lack of habitable rentable units.



10. Key Observations

Opportunities

1. **Economic hub** for southern Washington County, with momentum from multiple new downtown businesses
2. **Walkable and connected area** with commercial, residential and recreational opportunities
3. **Zoning updates and infrastructure expansions** to accommodate the Pro-Housing community designation
4. **Expand on local plans:** Main Street Streetscape Plan, Revitalization Plan, and Comprehensive Plan

Challenges

1. **Preserving historic charm** while embracing modern development
2. **Limited access** to Battenkill waterfront, further complicated by safety issues around dams
3. Unlocking the potential of **former industrial areas**
4. **Lack of variety or quality of housing** prevents people from moving to Greenwich
5. **Improving pedestrian comfort and safety** along Route 29 corridor

NY Forward Boundary



An aerial photograph of a small town, likely in New York, featuring a river flowing through it. A bridge crosses the river in the center-right. The town is surrounded by lush green trees, and various residential and commercial buildings are visible. The overall scene is peaceful and scenic.

Public Workshop #1 - Overview

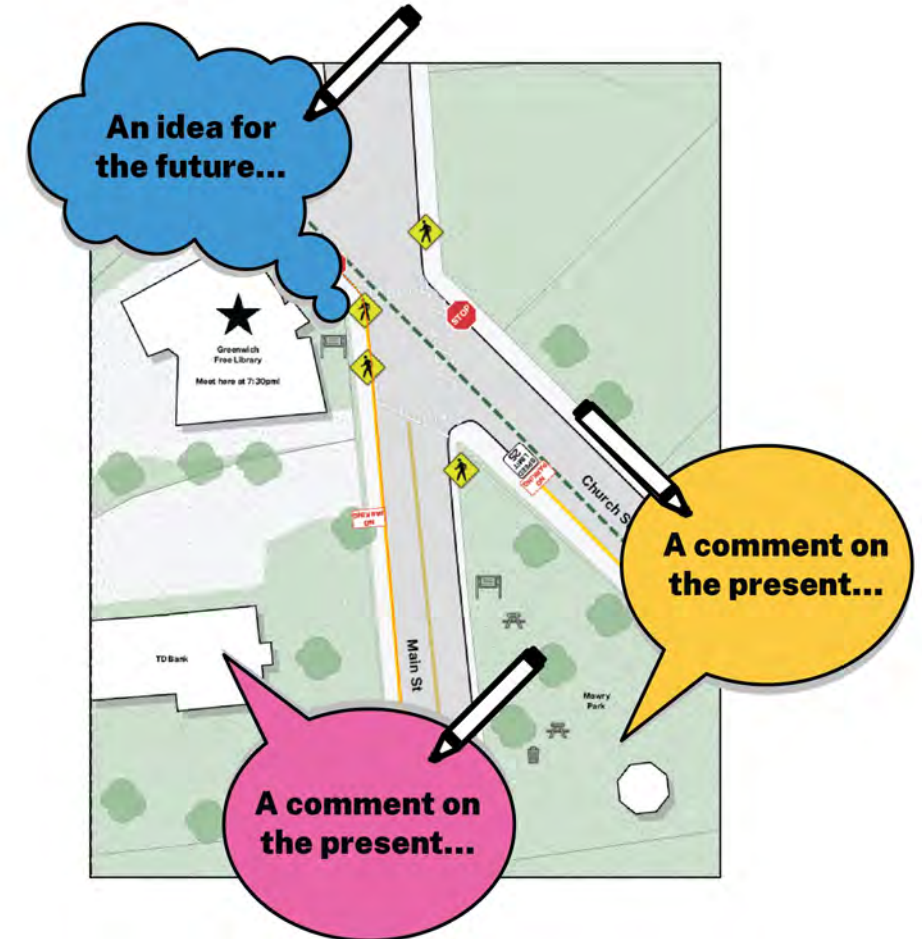
Public Workshop #1- Overview

- Opening remarks from Co-Chair
- NY Forward Overview Presentation
 - Public Q&A
- Breakout Activity
 - Walking tour of downtown
 - Comments on present & ideas for future
 - Sharing thoughts on vision and goals
- Group Discussion

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.



Who Was There?

- About **30** Participants
- State team
 - NY DOS: Matt Smith
- Consultant Team
 - Buro Happold: Amy Stanfield
 - Interboro: Dan D'Oca, Kate Chapman, Lexy Bogdanovic, Doris Duanmu
 - LaBella: Norabelle Greenberger



Public Workshop #1 – Walking Tours



















Feedback from the Walking Tours

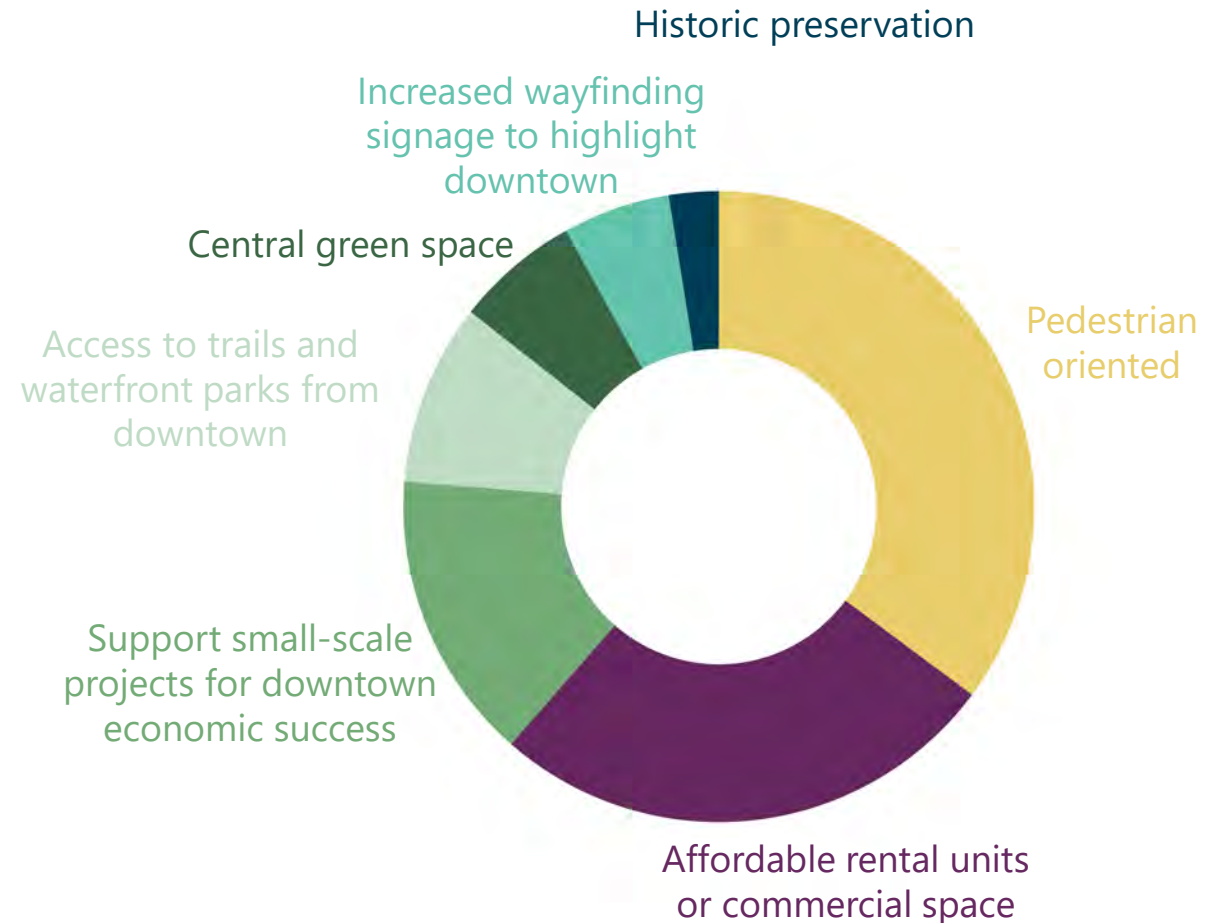
- We heard **131 comments** from the Walkability, Bikeability, and Open Space group
- We heard **37 comments** from the Housing and Historic Preservation group
- We heard **31 comments** from the Economic Development group
- We heard **37 comments** when we reconvened for a group discussion



233
comments!

Feedback from the Walking Tours

- **83 comments** related to "Pedestrian oriented"
- **62 comments** related to "Affordable rental units or commercial space"
- **35 comments** related to "Support small-scale projects for downtown economic success"
- **22 comments** related to "Access to trails and waterfront parks from downtown"
- **15 comments** related to "Central green space"
- **13 comments** related to "Increased wayfinding signage to highlight downtown"
- **6 comments** related to "Historic preservation"



Some Comments We Heard on the Tours

- "This is the worst it has ever been for **safety, walkability, and connectivity**. The traffic and pedestrian pattern is not in tandem."
- "We should **tighten up downtown**, not spread it out."
- "We're a pass-through town"
- "How can we **capitalize** on this grant?"
- "For such a small village, it should feel **safer**."
- "**Complete the corner** where Main Street turns into Bridge Street. It should be a **gateway**!"
- "Main Street is split into two sections. The buildings are more **spaced out** on the lower end of the street and without a key place, there isn't much to **draw folks in**."
- "Greenwich has done a good job **restoring buildings**."
- "There is a high demand for more housing. We need **affordable housing, housing for seniors, and housing for young families**."

What We Heard About Downtown



Dreams About Downtown

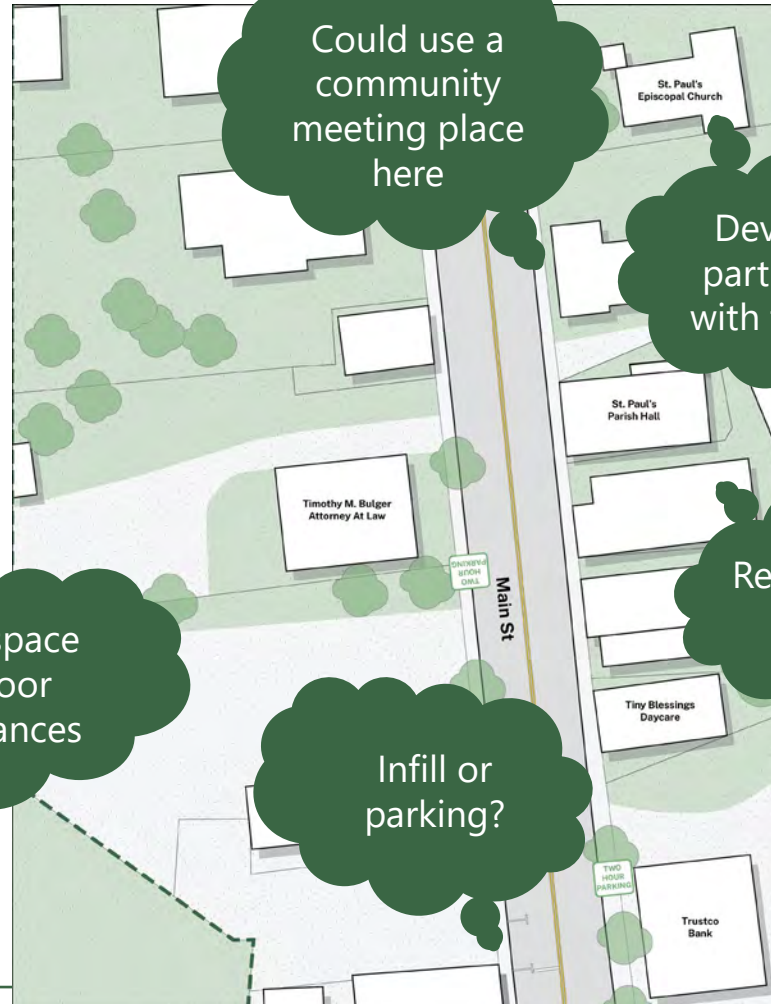


Add crosswalk lights and bollards

Connect to green space behind the library

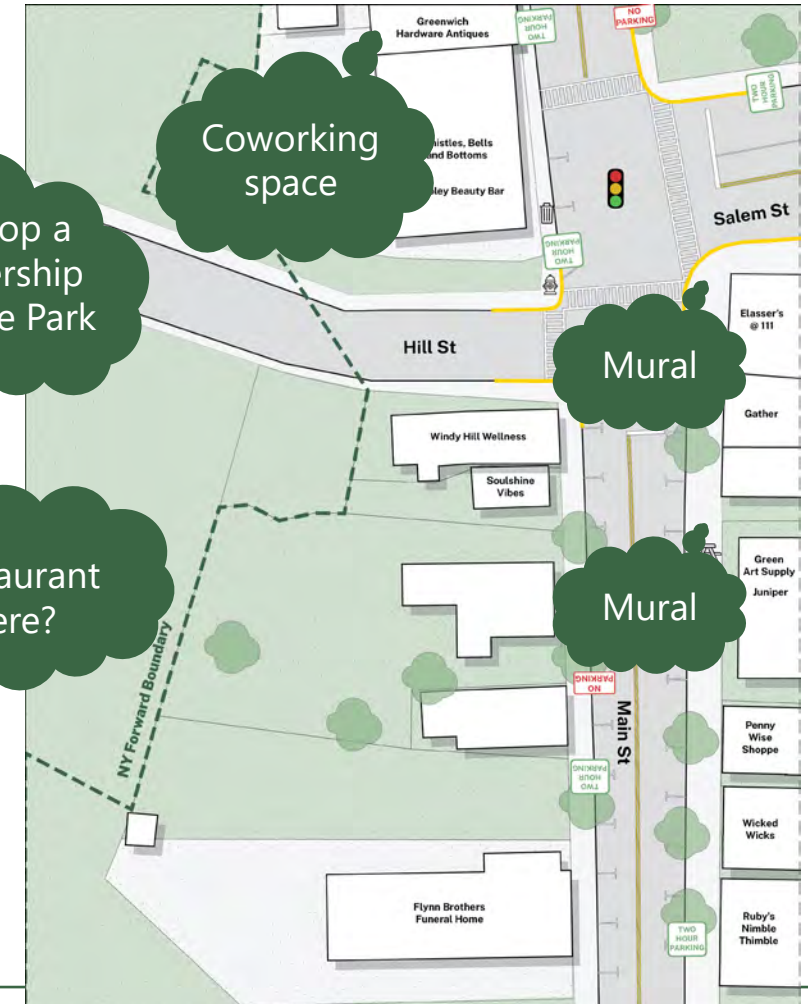
Create an alternate bike route

Need a space for indoor performances



Could use a community meeting place here

Infill or parking?



Coworking space

Develop a partnership with the Park

Restaurant here?

Mural

Mural

What We Heard About Downtown



Dreams About Downtown



Feedback from the Workshop

- Emerging Themes:
 - Improve the pedestrian infrastructure through streetscape projects
 - Balance infill development with connectivity to parks and open space
 - Create more affordable housing, housing for seniors, and housing for young families
 - Foster opportunities for mixed use development
 - Rehabilitate facades along Main Street
 - Coordinate signage and wayfinding around Downtown to activate the village

“If our downtown is thriving, our village will thrive.”

We want to hear more!

The image is a screenshot of the 'Greenwich NY Forward' website. The header is dark green with white text for the title and navigation links. The main content area features an aerial photograph of a town with green trees and mountains in the background. Overlaid on this are three light green callout boxes. A purple arrow points from the 'Open Call for Projects is Live!' box to the 'Take this survey to give us your feedback!' box. A dark green button is located at the bottom left of the main content area.

Greenwich NY Forward

[Home](#) [Process](#) [Meetings](#) [Team](#) [Open Call](#) [LPC Documents](#)

Welcome to Greenwich NY Forward!

The NY Forward process, led by the New York Department of State, has awarded the Village of Greenwich \$4.5M to develop a Strategic Investment Plan and implement key catalytic projects that advance the community's vision for revitalization.

Learn More About NY Forward

Open Call for Projects is Live!

Submit the [Open Call Form](#) by August 6

Take this survey to give us your feedback!

LPC Meeting #2

Wednesday July 23rd 4-6pm

Greenwich Jr./Sr. High School
Media Room 518
10 Gray Ave

An aerial photograph of a small town, likely in New York, featuring a river flowing through it. A bridge crosses the river in the center. The town is surrounded by lush green trees, and various residential and commercial buildings are visible. A large, open grassy area is in the foreground. The text "Vision and Goals" is overlaid in a large, bold, black font.

Vision and Goals

Preliminary Downtown Vision

From Application

“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.”

Proposed Downtown Vision

Alternative 1

*The Village of Greenwich envisions a walkable, vibrant downtown that celebrates its historic charm while embracing **community-focused growth**. Revitalization will **enhance key gateways**, improve riverfront access, activate underused spaces, and foster infill development. A diverse mix of housing options will support residents of all ages and incomes to live in the heart of the community. Streetscape upgrades and safer **pedestrian** infrastructure will create a more vibrant, accessible environment // where businesses flourish as a regional destination.*

Alternative 2

*The Village of Greenwich envisions a walkable, vibrant downtown corridor that serves as the heart of the regional community. Enhancing **pedestrian** connectivity and encouraging transformative infill development along the Main Street corridor will preserve Greenwich's historic charm while embracing modern development opportunities. Expanding housing options and economic opportunities will create a thriving, inclusive environment where businesses flourish and residents enjoy a high quality of life. **Improving public spaces and riverfront access will draw visitors to the area's unique blend of history, natural beauty, and community spirit.***

Proposed Downtown Vision

Alternative 1

*The Village of Greenwich envisions a walkable, vibrant downtown that celebrates its historic charm while embracing **community-focused growth**. Revitalization will **enhance key gateways**, improve riverfront access, activate underused spaces, and foster infill development. A diverse mix of housing options will support residents of all ages and incomes to live in the heart of the community. Streetscape upgrades and safer **pedestrian** infrastructure will create a more vibrant, accessible environment // where businesses flourish as a regional destination.*

Alternative 2

*The Village of Greenwich envisions a **walkable**, vibrant downtown corridor that serves as the heart of the community and a regional destination. While preserving Greenwich's historic charm, we will embrace modern development opportunities by enhancing **pedestrian** connectivity and encouraging transformative infill development along the Main Street corridor. Expanding housing options and economic opportunities will create a thriving, inclusive environment where businesses flourish and residents enjoy a high quality of life. **Improving public spaces and riverfront access will draw visitors to the area's unique blend of history, natural beauty, and community spirit.***

Finalized Downtown Vision

“ *The Village of Greenwich envisions a walkable, vibrant downtown corridor that serves as the heart of the community and a regional destination. While preserving Greenwich’s historic charm, we will embrace modern development opportunities by enhancing pedestrian connectivity and encouraging transformative infill development along the Main Street corridor. Expanding housing options and economic opportunities will create a thriving, inclusive environment where businesses flourish and residents enjoy a high quality of life. Improving public spaces and riverfront access will draw visitors to the area’s unique blend of history, natural beauty, and community spirit.*

”

Preliminary Downtown Goals

From Application

- 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

Preliminary Downtown Goals

From Application

- 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

Key themes identified at Public Workshop

- Improve the pedestrian infrastructure through streetscape projects
- Balance infill development with connectivity to parks and open space
- Create more affordable housing, housing for seniors, and housing for young families
- Foster opportunities for mixed use development
- Rehabilitate facades along Main Street
- Coordinate signage and wayfinding around Downtown to activate the village

Proposed Goals

- Expand diversity of housing, particularly for seniors and young families
- Enhance comfort, safety, and accessibility for pedestrians
- Improve quality and connectivity of parks and open spaces, especially near the Battenkill
- Foster economic opportunity for small businesses
- Repair the urban fabric with infill development and façade rehabilitation



Batten Kill Railroad

Finalized Goals

- Expand stock of diverse, affordable housing
- Enhance comfort, safety, and accessibility for pedestrians
- Improve quality of parks and public spaces for recreation and cultural activities
- Foster economic opportunity for small businesses
- Repair the urban fabric with infill development and façade rehabilitation



Batten Kill Railroad

An aerial photograph of a small town, likely in New York, showing a river flowing through it. A bridge crosses the river in the center. The town is surrounded by green trees and has several houses and buildings. The text "Local Planning Committee Q&A" is overlaid in the center.

Local Planning Committee Q&A

An aerial photograph of a town, likely in New York, showing a river flowing through it. A bridge crosses the river in the center. The town is surrounded by trees and has many houses and buildings. The image is slightly faded to make the text stand out.

Public Comment

please submit comments to
GreenwichNYF@gmail.com

An aerial photograph of a town, likely in New York, showing a river flowing through it. A bridge crosses the river in the center. The town is surrounded by green trees and has several houses and buildings. The text "Closing Remarks" is overlaid on the left side of the image.

Closing Remarks

Mayor Amanda Hurley

Next steps

- ✓ Finalize Planning Public Engagement
- ✓ Send out Open Call for Projects
- ✓ Refine Downtown Vision and Goals
- ✓ Develop Downtown Profile and Assessment

Open Call - DUE

8/6

4:00 pm

GreenwichNYF@gmail.com

or hard copy to Village
Office

LPC Meeting 3

8/27

4-6 pm

Greenwich Free Library

Public Workshop 2

9/3

6-8 pm

Greenwich Free Library



Thank you!