

NY Forward - Capital Region Greenwich

Local Planning Committee (LPC)

Meeting #1

June 3, 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, all comments received via email will be shared, and individuals present may also make 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 two public workshops and additional opportunities to provide feedback. More details will be posted to the website.

Agenda

- Opening Remarks
- Code of Conduct
- Introductions / Roles and Responsibilities
- Overview of NYF Program
 - Overview of NYF Process and Timeline
 - Greenwich NYF Application
 - Project Development / Open Call for Projects
 - Public Engagement Strategy
- Public Comment
- Closing Remarks



Washington Square, Village of Greenwich

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

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. The overall scene is peaceful and scenic.

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.

Code of Conduct

- Members of the NYF Local Planning Committee must always serve and act in the public interest, regardless of their affiliation with, or relationship to, any business, municipality, not-for-profit, agency, program, entity, or interest group.
- Code of Conduct addresses potential conflicts of interest between LPC members and their interests that do not serve the public.
- All Members must read and sign the Code of Conduct **before** the second LPC meeting.
 - Hard copies can be returned to Village Hall, or scan and email to GreenwichNYF@gmail.com

Code of Conduct

Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee

Remember DAD:

- **D**isclose conflicts of interest
- **A**ct in the public interest
- **D**isqualify if necessary



Village of Greenwich

Disclosure

- Any potential conflict of interest must be disclosed at the earliest possible time, which should be prior to the meeting in which the matter will be discussed or as soon as the conflict is noted.
- Even an appearance of impropriety or an appearance of improper conduct should be avoided.
- If unsure of conflict, please request an opinion from NYS DOS Ethics Officer:

Anais Vasquez

anais.vasquez@dos.ny.gov

(518) 473-7335

Recusal

- A Member may not vote, or attempt to influence a discussion or vote, where potential conflict exists.
- Members may provide factual information in a public forum about a project from which they have recused.



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 "Introductions / Roles and Responsibilities" is overlaid in large, bold, black letters.

Introductions / Roles and Responsibilities

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

Greenwich Youth Center

Aaron Kendall

Village of Greenwich BZA

John Mattison

Town of Greenwich Planning Board

MaryAnn McGeorge

Comfort Food Community

Sarah Murphy

Greenwich Free Library

Jack Pemrick

Greenwich Fire Department

Teri Ptacek

Agricultural Stewardship Association

Julie Sipperly

Resident

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

The logo for Buro Happold, featuring the company name in a bold, black, sans-serif font. It is framed by two horizontal yellow lines, one above and one below the text.The logo for Interboro, featuring the company name in a bold, black, sans-serif font.The logo for EDR, featuring the letters 'EDR' in a large, grey, sans-serif font. A small green horizontal bar is positioned to the left of the letter 'D'.The logo for LaBella, featuring a green icon of two overlapping squares to the left of the company name 'LaBella' in a bold, black, sans-serif font. Below the name, the tagline 'Powered by partnership.' is written in a smaller, green, sans-serif font.

Roles and Responsibilities

Local Planning Committee (LPC)

NY State Agencies

Consultant Team

Village of Greenwich Staff

- Review and comment on the Downtown Profile and Assessment
- Establish the vision for downtown revitalization
- Develop goals and strategies to achieve the downtown vision
- Guide a public engagement strategy appropriate for Greenwich and take an active role in outreach
- Evaluate and select priority projects for funding
- Work with State and consultant team to prepare, revise, and submit the Strategic Investment Plan
- Sign the Code of Conduct and recuse themselves when there's a conflict

Roles and Responsibilities

Local Planning Committee (LPC)

NY State Agencies

Consultant Team

Village of Greenwich Staff

- Ensure consultants and LPC meetings complete key tasks
- Facilitate interagency evaluation of proposed projects
- Review documents prepared by consultants
- Provide technical assistance to project sponsors, when appropriate

Roles and Responsibilities

Local Planning Committee (LPC)

NY State Agencies

Consultant Team

Village of Greenwich Staff

- Prepare draft documents for review by NY State planners and LPC
- Lead public engagement events and seek community input
- Prepare project profiles and analyses that demonstrate feasibility and impact
- Provide expertise in wide array of disciplines

Roles and Responsibilities

Local Planning Committee (LPC)

NY State Agencies

Consultant Team

Village of Greenwich Staff

- Provide local expertise to consultants and NY State planners
- Assist with meeting logistics, provide necessary background data and information
- Help identify municipal programs and resources that can be used to advance the NYF process
- Act as local point of contact of public engagement

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 "Overview of NYF Program" is overlaid on the left side of the image.

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.



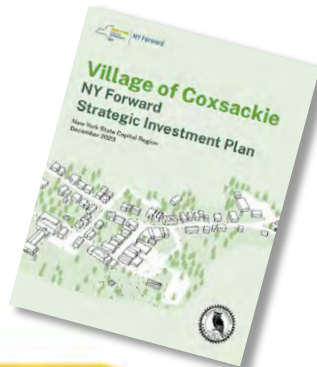
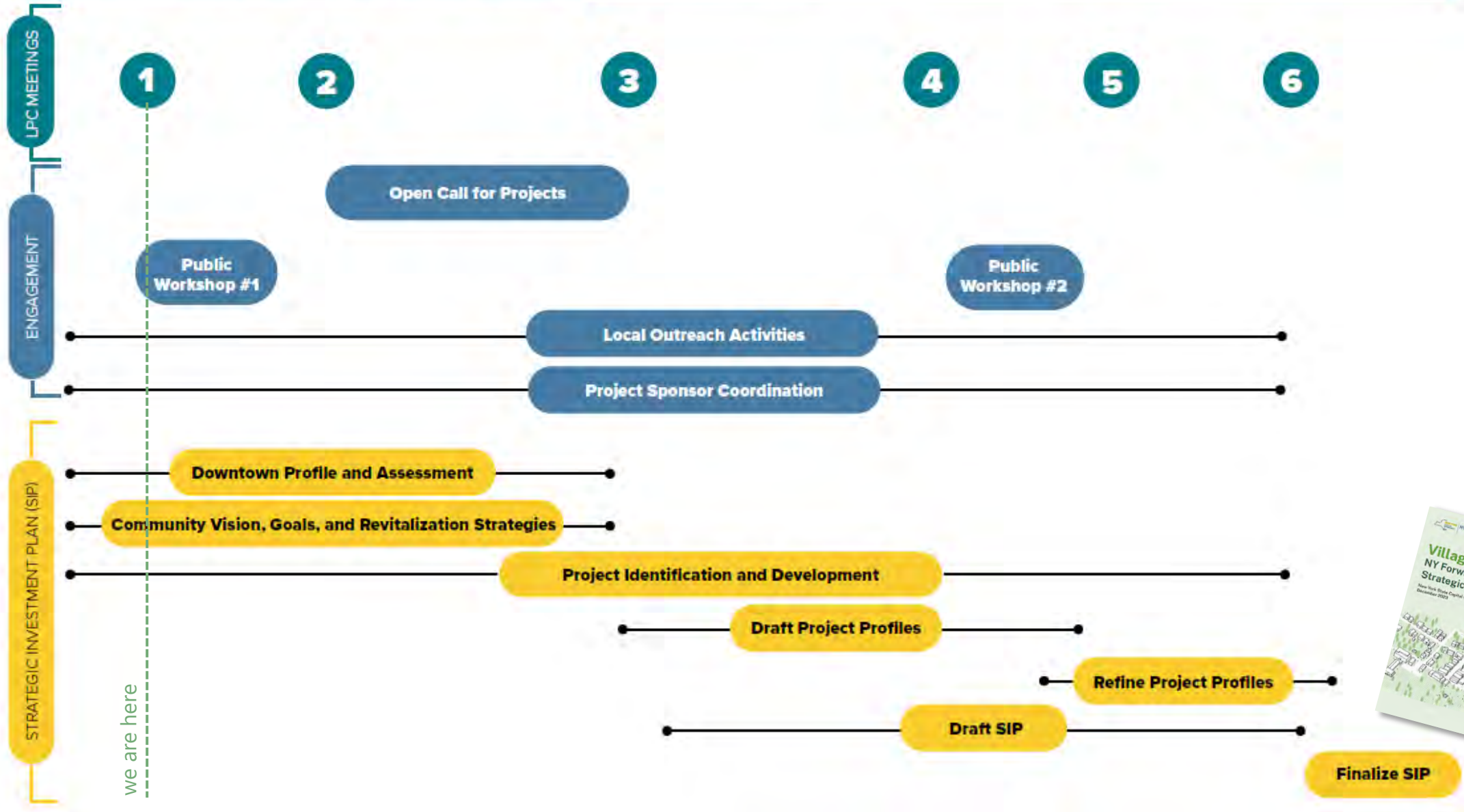
Grow the local property tax base.



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.



An aerial photograph of a town, likely Greenwich, New York. A river flows through the center, crossed by a small bridge. The town is surrounded by lush green trees, and various residential and commercial buildings are visible. The text "Greenwich NYF Application" is overlaid in large, bold, black letters.

Greenwich NYF Application

NYF Area Overview

- Area includes:
 - Extends half a mile along the Village's Route 29 corridor
 - Begins at the library and municipal complex on Church St.
 - Runs southeast along Main St. through the Village's historic core to the Batten Kill River
 - Includes 18 public and private projects
- LPC has ability to modify this boundary during the process



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 for commercial space
- Central green space
- Enhanced electrical systems
- Increased wayfinding signage to highlight downtown
- Support small-scale projects for downtown economic success



Source: Washington County NY

Past Investments

Key water system upgrades

- Supported by \$3 million WIIA grant, advancing a \$4.4 million wastewater treatment plant upgrade

BOA Pre-Development

- Funding expanding water services to Town's commercial core

Economic development

- \$3.25m thru NY Main Streets, Restore NY, and ESD programs
- Helped new local businesses revitalize vacant/underutilized properties, while also supporting anchors like Wallie's and Argyle Brewing Co.



Downtown Greenwich, Source: Adirondack.net

Local Plans & Policies

Main Street Streetscape Plan (2019)

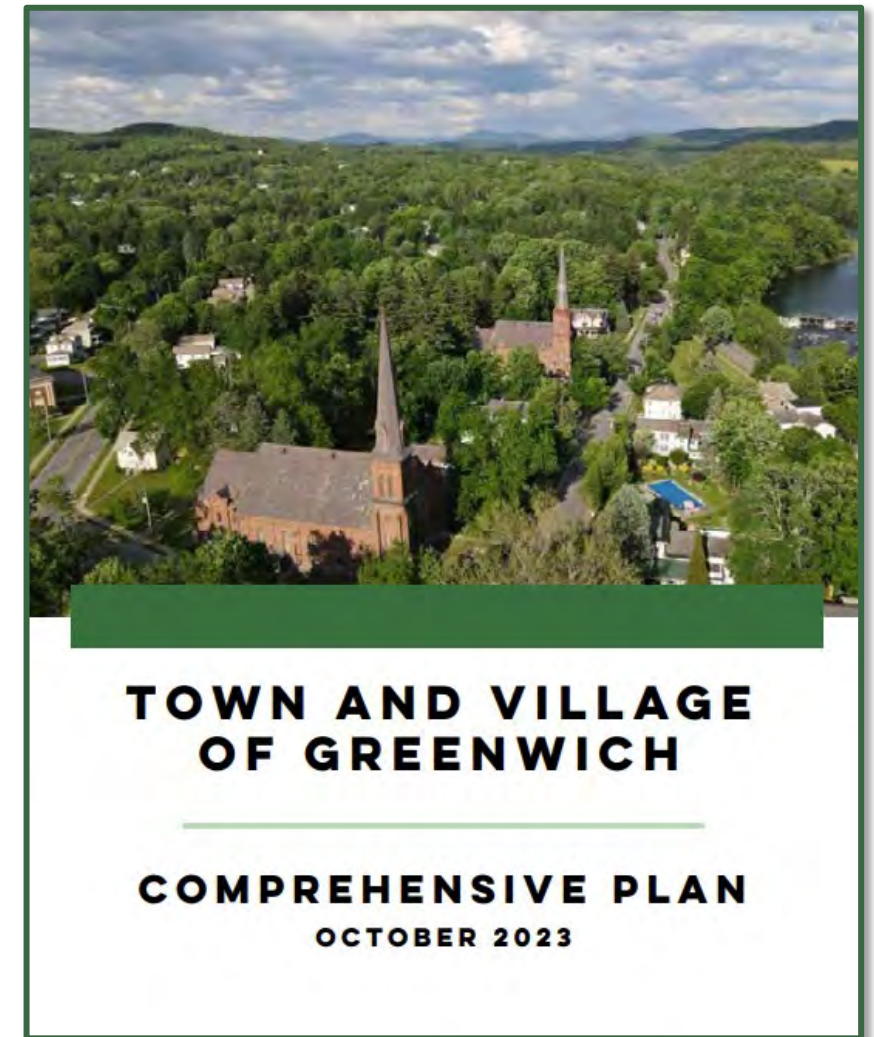
- Aimed to improve parking, streetscape consistency, signage, and waterfront access
- Key recommendations: enhancing pedestrian amenities, managing parking, improving waterfront connection, and coordinating land use with transportation

Greenwich Revitalization Plan (BOA Nomination Study) (2022)

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



Administrative Capacity

- Village Staff
 - Mayor – Amanda Hurley
 - Clerk
 - Zoning Officer
 - Village Trustees (4)
- Greenwich Community Council
- Lake Champlain-Lake George Regional Planning Board

State and Federal Funds Secured and Administered – Town and Village

Project	Funding Source	Amount
Wastewater Treatment Plant Disinfection	DEC	\$304,000
Downtown Revitalization	Main Street (HCR)	\$428,500
Wastewater Treatment Plan Disinfection Study	DEC	\$30,000
BOA Nomination	DOS	\$200,000
Wallie's Redevelopment	HCR	\$500,000
Anchor Capital	ESD	\$300,000
Dunbarton Phase II ESA	EPA	\$78,424
Dunbarton Remediation Planning	EPA	\$200,000
Water Main Replacement and Expansion	WIIA	\$3,000,000
Home Improvement Program	HCR	\$330,000
Village Hall Condition Report	Preserve NY	\$7,600
Comprehensive Plan	HRVG	\$15,000
Hudson Riverside Park Development	HRVG	\$15,000
Infrastructure and Zoning Updates	DOS	\$166,500
Restore NY Wilmarth Block Building Improvements	ESD	\$1,600,000
Restore NY Witches Wash Upgrades	ESD	\$100,000
Waste Water Treatment Plant Replacement	Congressional Directed Funding	\$4,400,000
Hudson Riverside Park Development	NYS Canal Corporation	\$24,000
Total Grants Awarded		\$11,699,024

Public Outreach / Support

- NY Forward application process:
 - NY Forward Task Force met twice, Greenwich Community Council meets quarterly, and there have been 8 Greenwich Community Conversations.
 - Feedback from community meetings have included 102 recommendations for NY Forward projects.
- Public meetings were advertised in **The Post Star** and the **Greenwich Community Facebook** page



Battenkill Conservancy, Village of Greenwich

Project Opportunities

- NYF total award amount of \$4.5 million
- 18 projects identified in NYF Application
- \$9.285 million in total need identified, with \$11.1 million in matching funds, for a total of \$20.36 million of projects proposed in NYF Application
- Thematic focus on housing, environmental restoration, outdoor recreation, and tourism
- **ALL PROJECTS MUST BE SUBMITTED THRU THE OPEN CALL, INCLUDING THE ONES PREVIOUSLY SUBMITTED IN THE NYF PROGRAM APPLICATION – NOTHING HAS BEEN PRE-DETERMINED! ALL IDEAS WELCOME!**

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 "Project Development" is overlaid in large, bold, black letters.

Project Development

Project Development Process

1. Project Sponsors propose projects through the Open Call
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 more than \$4.5 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

Launch: as early as Fri, June 6?
alternatively, Wed, June 13?

Office hours to discuss projects: week of June 23?

Deadline for questions: Wed, July 16?

Deadline to submit projects: Wed, July 30?

Email address for questions and project submissions:

GreenwichNYF@gmail.com

How to Submit Your Project

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Open Call for Projects Form

- Project Sponsor
- Project Location
- Existing Conditions
- Project Type
- Project Title and Description
- Property Ownership
- Preliminary Funding Estimate
- Capacity
- Partners
- Project Readiness and Timeframe for Implementation
- Resiliency
- Anticipated Revitalization Benefits
- Supplemental Information (such as photos or renderings)
- Decarbonization

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 (up to \$600,00 may be requested if clear need and interest is demonstrated through concrete proposals)
 - 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
 - matching requirement determined by LPC
 - at least 25% for private sponsors
- Decarbonization



Youth Center, Village of Greenwich

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 Engagement Strategy

Public Engagement Plan

- Public outreach tools include:
 - 5-6 LPC Meetings
 - 2 Public Workshops
 - 1+ Local Outreach Activities
 - Engagement Stations
 - Stakeholder Meetings
 - Project Website and Digital Media
 - Online Surveys
 - Advertising



LPC Meetings

- Meeting #1 in progress!
- Venue: **Greenwich CSD, 10 Gray Ave.**
- 4-5 additional meetings to be scheduled:
 - LPC Meeting #2: mid July
 - LPC Meeting #3: mid Aug
 - LPC Meeting #4: mid Sep
 - LPC Meeting #5: mid Oct
 - LPC Meeting #6: mid Nov
- All are open to the public, include public comment
- Purpose is to brainstorm ideas, provide direction and feedback to consultant teams, review planning products, and discuss engagement efforts.



Batten Kill River

Public Workshops

- **Public Workshop #1** – late June/early July
 - *At least 1 week prior to LPC-2*
 - **What Would You Like to See Downtown?**
 - Solicit ideas and feedback about the Vision Statement and Goals
 - Gather information about the present-day downtown and ideas for the future
- **Public Workshop #2** – early Sep
 - *At least 1 week prior to LPC-4*
 - **What Do You Think of the Priority Projects?**
 - Familiarize the public with the projects and solicit feedback for the sponsors
 - Understand which projects best align with Vision and Goals for downtown Greenwich
- Interactive engagement with the public
- Language access, ADA accessibility, and other approaches to ensure inclusivity
- **Venue?**
 - Greenwich CSD?
 - Other options?



NY Forward Round 1 Public Workshops

Public Workshop Idea- Walking Tour

- Familiarize community members with the NYF Area
- Solicit feedback for Downtown Vision and Goals
- Engage with local experts
- Visit project locations



SLUP Walking Tour

Local Outreach Activities

- Leverage existing community calendar of events, such as:
 - Pop Up Record Fair (May 31)
 - **Union Village Fest (June 13 & 14)**
 - Library Park Series
 - Eastbound Throwdown (Sept 5 & 6)
 - Greenwich Farmers Market (Thursdays)
- Meant to engage a broad range of constituents



Engagement Stations

- A stand-alone engagement station to inform the community and collect feedback
- Boost public participation with interactive activities
- Spread information about Greenwich NY Forward



Schuylerville NY Forward Model

Key Stakeholders

- Meetings and/or focus groups to be arranged with key stakeholders, such as:
 - [help us fill in the blank!]
- Provides an opportunity to better understand community needs, identify local opportunities, and inform development of potential projects



Bridge over Batten Kill River

Social Media, Online Outreach, Press Strategies

- Project website is live!
- Will host information on meetings, events, and project progress including proposed project information
- Will also provide a platform for feedback and interaction from the public, including the Open Call for Projects
- Greenwich Community Facebook page



Revitalize Downtown Greenwich

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 NY Forward 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. The NY Forward area also falls within the designated Greenwich Brownfield Opportunity Area, ensuring alignment with long-term planning and community input. 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.

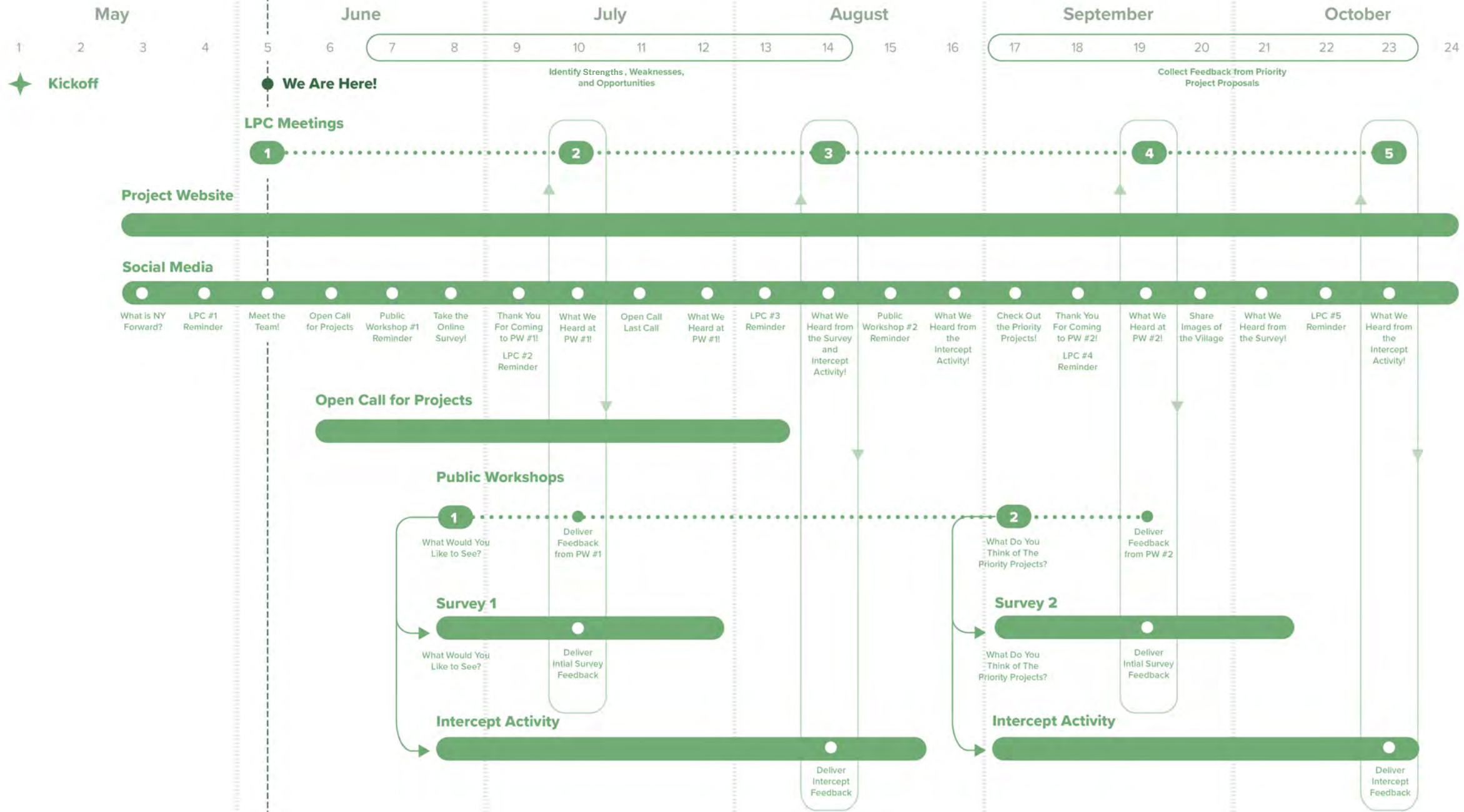
www.GreenwichNYF.com

Advertising

- Window banners to display in available downtown storefront
- Post flyers and postcards downtown to announce LPC Meetings and Public Workshops
- Distribute digital flyers online and through social media



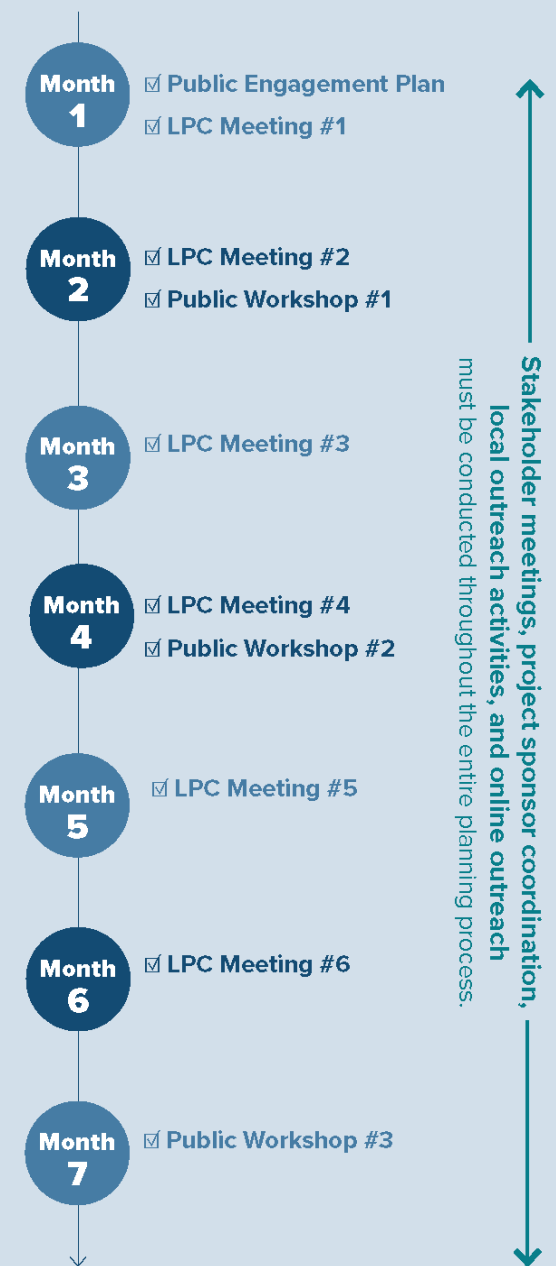
Coxsackie NY Forward Window Display



LPC / Public Engagement Timeline

- Launch Website
- LPC Meeting #1
- Open Call for Projects - Open
- Community Fest – table activity
- Public Workshop #1
- LPC Meeting #2
- Open Call for Projects - Due
- LPC Meeting #3
- Public Workshop #2
- LPC Meeting #4
- LPC Meeting #5
- Strategic Investment Plan

May 19
Tue, Jun 3, 4-6pm
June 6? Or Jun 11?
Sat, Jun 14
Jun 25?, 6-8pm?
mid July?
Jul 30?
mid Aug?
early Sep?
mid Sep?
mid Oct?
Draft – Nov 26
Final – Dec 12



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

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Public Comment

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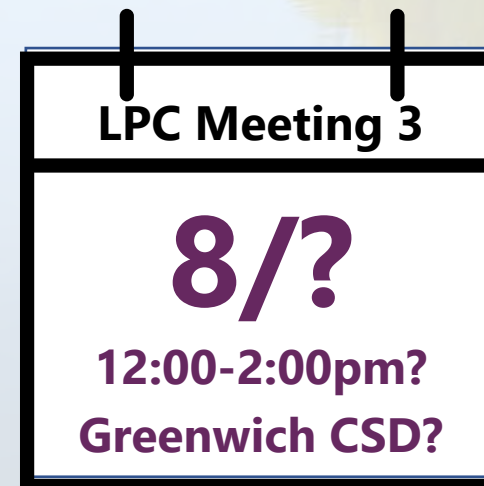
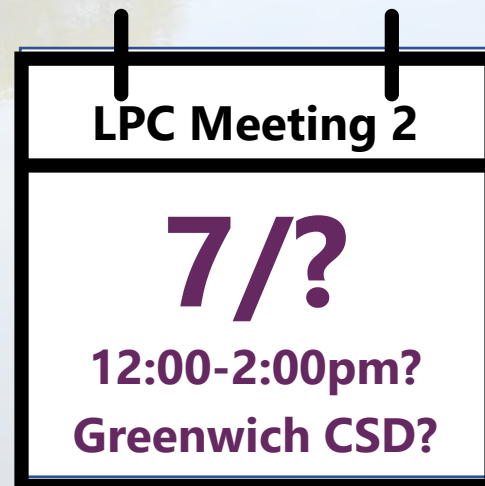
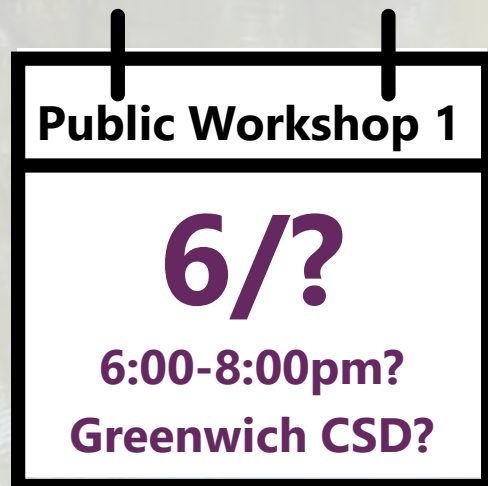
An aerial photograph of a small town, likely in New York, featuring a river that winds through the center. A bridge crosses the river in the middle ground. The town is surrounded by lush green trees, and various residential and commercial buildings are visible. The overall scene is peaceful and scenic.

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





Thank you!