



**REVITALIZING
OUR DOWNTOWNS:
STRATEGIES,
FUNDING FRONTIERS,
AND LESSONS LEARNED**

AGENDA

Introduction

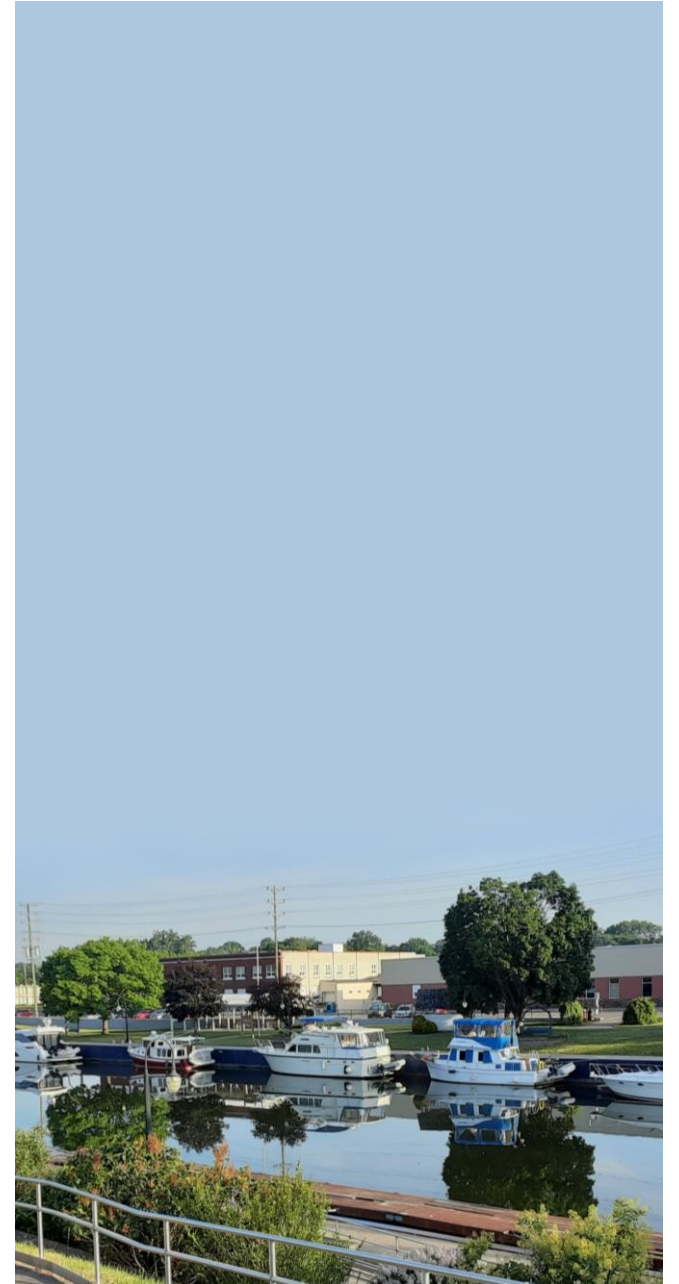
- What is Downtown Revitalization?
- General Approaches & Funding Overview

Case Studies

- Village of Lancaster
- City of Schenectady
- Village of Greenwich
- Lewis County

Panelist Q&A





A photograph of a downtown street scene, likely in a city. The image is dimmed with a dark overlay. In the foreground, a paved road with double yellow lines runs diagonally. To the left is a brick-paved sidewalk with a tree. To the right is a brick building with a green awning over a storefront. A silver car is parked on the right side of the road. In the background, more buildings and trees are visible under a cloudy sky.

DOWNTOWNS ARE THE HEARTS OF OUR COMMUNITIES, REFLECTING OUR CULTURE, HISTORY, AND ECONOMIC VITALITY.

REVITALIZING DOWNTOWNS IS CRUCIAL FOR FOSTERING COMMUNITY ENGAGEMENT, ATTRACTING INVESTMENT, AND ENHANCING QUALITY OF LIFE.

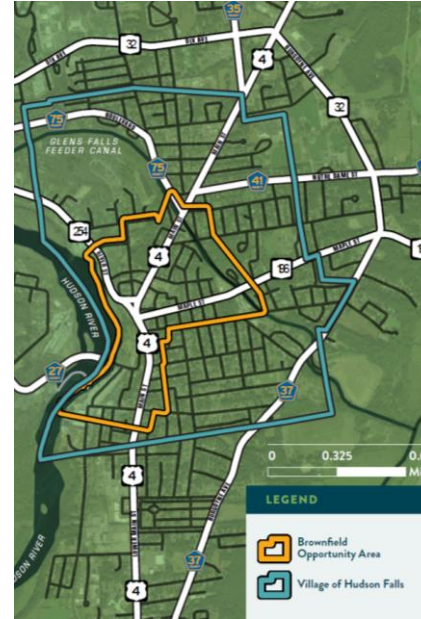


ECONOMIC DEVELOPMENT

Foster entrepreneurship through small business support programs and incubators.

Attract major employers through tax incentives and infrastructure development.

Create mixed-use developments to diversify revenue streams and increase foot traffic



DOWNTOWN REVITALIZATION

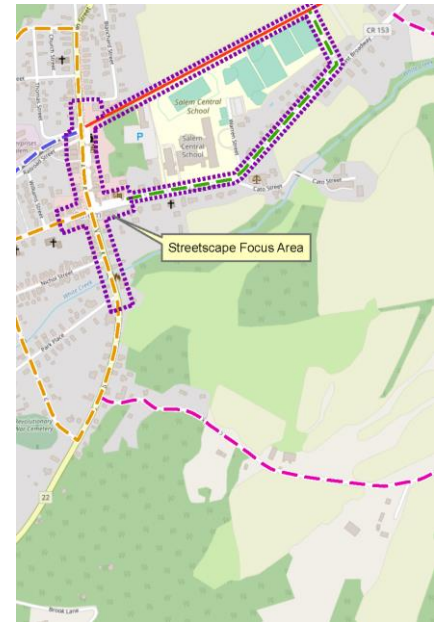
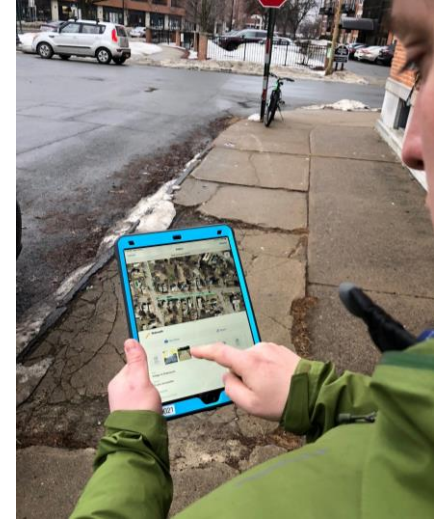


THE BUILT ENVIRONMENT

Enhance walkability with pedestrian-friendly streetscapes and bike lanes.

Preserve historic architecture while modernizing infrastructure.

Develop green spaces and public amenities to create vibrant gathering spots.



DOWNTOWN REVITALIZATION

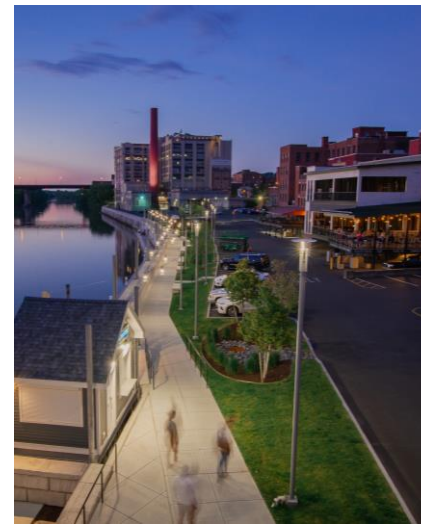


ARTS & CULTURE

Support local artists and cultural institutions through grants and public art programs.

Celebrate cultural heritage with festivals, markets, and cultural tours.

Incorporate cultural elements into urban design and public spaces.



**DOWNTOWN
REVITALIZATION**

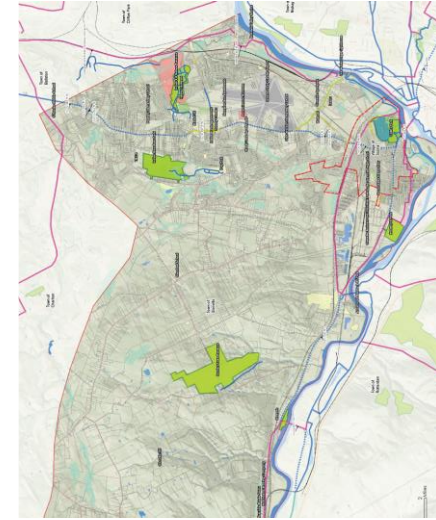


SUSTAINABLE DEVELOPMENT


Promote green building practices and energy-efficient infrastructure.

Encourage alternative transportation options such as public transit and car-sharing.

Implement policies to reduce waste and promote recycling.



**DOWNTOWN
REVITALIZATION**



ULTIMATELY, IT IS ABOUT PLACEMAKING

Creating vibrant, inclusive, and people-centered public spaces that foster community engagement, social interaction, and a sense of belonging.

FUNDING SOURCES

ECONOMIC DEVELOPMENT



Empire State
Development

CDBG Economic
Development

NY Forward/DRI

Fast NY

BOA

THE BUILT ENVIRONMENT



NY Main Street

Restore NY

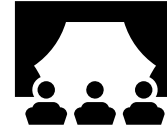
NY Forward/DRI

OPRHP-Parks

DOT – TAP & CMAQ

BOA

ARTS & CULTURE



Empire State
Development

NYS Council on the
Arts

OPRHP – Historic
Preservation

NY Forward/DRI

SUSTAINABLE DEVELOPMENT



Green Infrastructure
Grant Program

Smart Growth
Planning

NYSERDA

LWRP

PANELIST CASE STUDIES



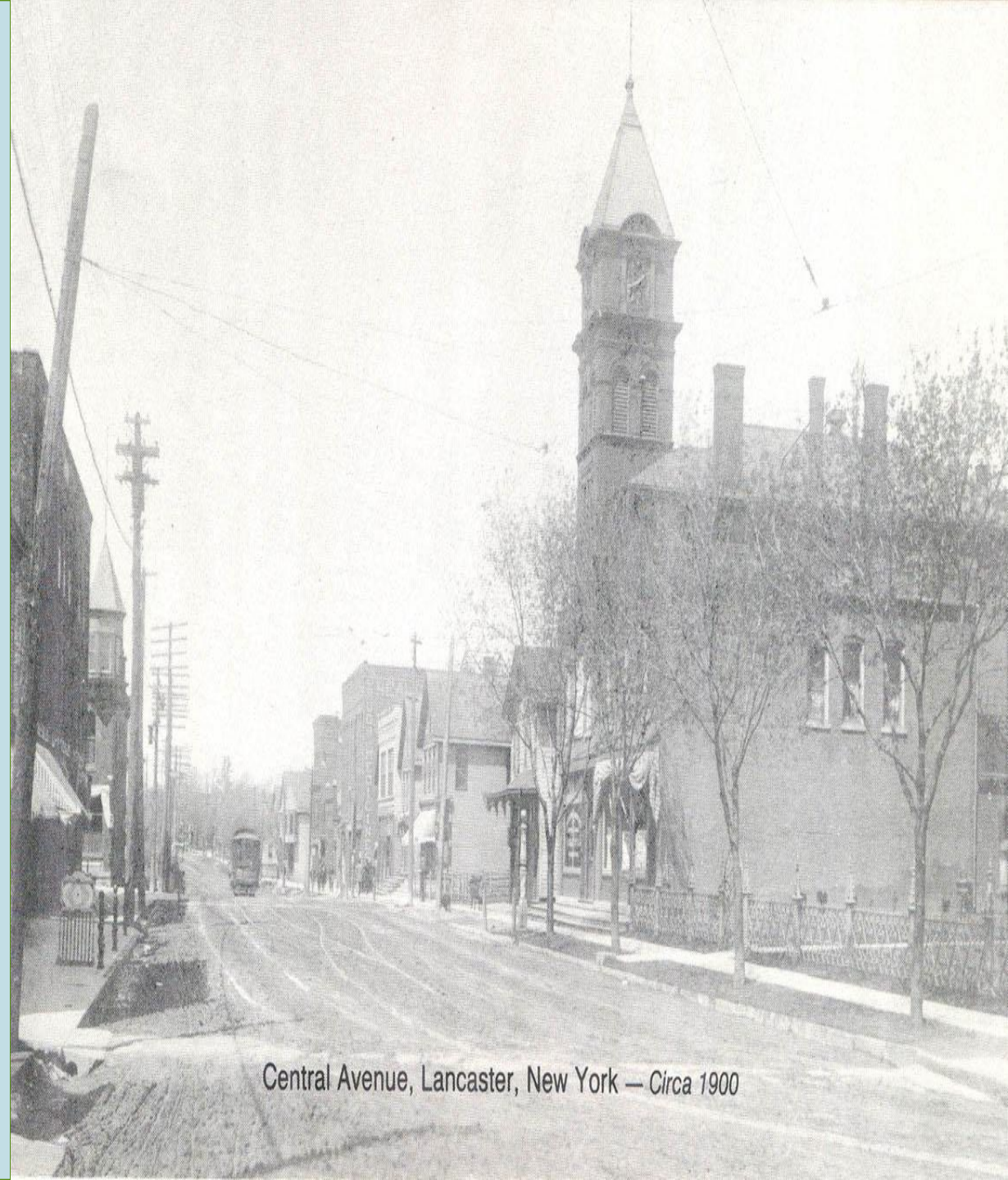


LYNNE RUDA
MAYOR



ABOUT LANCASTER

- Erie County Village with approximately **10,000 residents**
- Historic Streetcar Suburb of Buffalo
- **Historic impacts to the downtown:**
 - Numerous fires
 - Flood control project for Cayuga Creek
 - Urban renewal
- **Lancaster today:**
 - Easily accessible, multi-modal community
 - Thriving arts & culture scene
 - Commercial hub for neighboring communities



Central Avenue, Lancaster, New York — Circa 1900



The Village has conducted a series of planning efforts & redevelopment projects since the 1990s to reclaim the downtown as a commercial & community hub.

RECENT INVESTMENT

Since 2019, there have been over \$16M in public investments in and around downtown Lancaster

Major Funding Wins:

- Buffalo Billions
- NY Forward Round 1 community

Investments have spanned public realm improvements, below grade infrastructure upgrades, and private site developer support

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**A proven track record of
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Understand State priorities



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**Engage County & State
partners**





DANIELLE KRUPA
PROJECT MANAGER



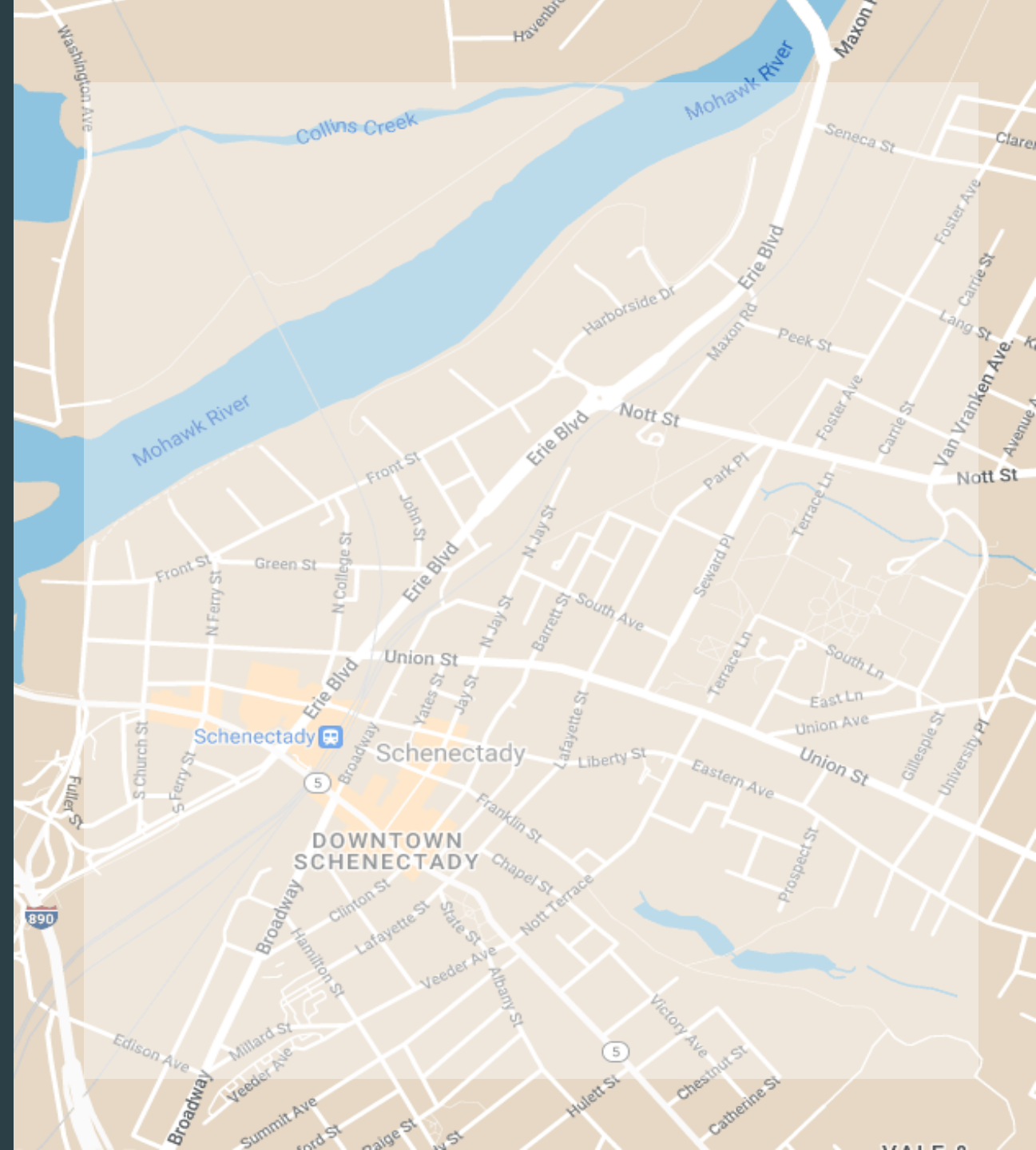
ABOUT METROPLEX

Public benefit corporation established in 1998 to revitalize Schenectady

Unified Economic Development team: manage and administer City of Schenectady IDA, the Schenectady County IDA and Schenectady County Capital Resource Corporation, and the Capital Region Land Bank

Service district covers most of **Schenectady County, in the Route 5 and Route 7 Corridors**, with a focus on downtown.

Dedicated funding stream



OUR APPROACH TO DOWNTOWN REVITALIZATION: UNIFIED FRONT



OUR APPROACH TO DOWNTOWN REVITALIZATION: CORRIDOR FOCUSED



OUR APPROACH TO DOWNTOWN REVITALIZATION: CAPITAL PROJECTS & INFRASTRUCTURE



OUR APPROACH TO DOWNTOWN REVITALIZATION: BRICK & MORTAR PROJECTS



OUR APPROACH TO DOWNTOWN REVITALIZATION: BUILD RELATIONSHIPS & PARTNERSHIPS





**CASE STUDY:
KILLEEN
BUILDING
FAÇADE
PROJECT**

- **The opportunity:**
 - Third generation family-owned building in the heart of downtown
 - Multiple commercial spaces
- **The problem:**
 - Vacant corner storefront
- **The solution:**
 - Matching façade grant
 - Tenant search assistance
 - Filling the funding gap
- **The end result:**
 - Interior & exterior renovations
 - New office space for the City Mission's Ambassador Program



VILLAGE OF
GREENWICH

PAMELA FULLER
MAYOR
(4/1/16 - 4/1/24)



ABOUT GREENWICH

- Washington County Village with **fewer than 1,700 residents**
- Early history of “Whipple City” built on **Battenkill River** location
- Accessible location along **Washington County southwestern border**
 - Close to growing Saratoga County
 - Traversed by State Routes 29 & 372
- **Greenwich today – our opportunities & challenges:**
 - Relatively intact historic Main Street
 - Housing pressures
 - Highly ranked school district
 - Pedestrian ADA access issues
 - Parking constraints
 - High turnover in business district retail stores





RECENT INVESTMENT

In the past decade the Village has invested over \$12M in public projects.

Planning:

- Streetscape Plan (A/GFTC)
- Revitalization Plan (BOA)
- Comprehensive Plan (HRVG)
- Zoning Updates (BOA)
- Bike/Ped Connectivity Plan (A/GFTC)

Infrastructure:

- WWTP (Federal appropriation)
- Water Mains & Wells (WIIA)
- Extension Studies (BOA)

Buildings:

- New Construction (Restore)
- Rehabilitation (Restore, NY Main Street, ESD)



P R I O R I T Y
F U T U R E
P R O J E C T S

Dunbarton Mill Redevelopment

Village Hall Rehabilitation

Main Street Streetscape
Improvements



OUR APPROACH TO DOWNTOWN REVITALIZATION

Town/Village collaboration



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**Successful public/private
partnerships**



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Leverage funding



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Focus on the core

Leverage funding

Infrastructure supports
development

**Be prepared for projects to
“move at the speed of slow”**



OUR APPROACH TO DOWNTOWN REVITALIZATION

Town/Village collaboration

Successful public/private
partnerships

Focus on the core

Leverage funding

Infrastructure supports
development

Be prepared for projects to “move
at the speed of slow”

**Build on past successes for
future success**





NATURALLY
LEWIS

CHEYENNE STERIA
DIRECTOR OF DEVELOPMENT



NATURALLY LEWIS
PROGRESS PARK

Center for Business

BUSINESS SPACE
FOR LEASE

315-376-3014
naturallylewis.com

A B O U T

N A T U R A L L Y

L E W I S

- **Centralized hub** for economic & business development in the County
- Aims to **create thriving communities** where individuals are encouraged to live, work, and play
- Mission is to **champion economic growth** through forward-thinking and strategic risk taking, connecting businesses, partnerships, and resources in an efficient manner
- **Funding sourced from a variety of channels**, including local government support and private donations,

CURRENT INITIATIVES

- **Business Incubation:** provide resources, mentorship, and networking opportunities to local entrepreneurs and startups
- **Tourism Promotion:** collaborates with local attractions, events, and tourism boards to promote the County
- **Workforce Development:** work closely with educational institutions, employers, and job seekers to address workforce needs





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**Softer approach that is listening &
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Build the pipeline of projects



T H A N K Y O U !
Q U E S T I O N S ?

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