

# Downtown Revitalization Initiative (DRI)

## Catskill Local Planning Committee Meeting #2

June 26, 2025

NYS Department of State | Office of Planning, Development & Community Infrastructure



**NEW YORK**  
STATE OF  
OPPORTUNITY.

**Department  
of State**

**Downtown  
Revitalization  
Initiative**

**NY Forward**



# Agenda

1. Welcome + Timeline (10 min)
2. Engagement Updates (5 min)
3. Open Call for Projects (10 min)
4. Downtown Profile & Assessment (25 min)
5. Vision and Goals (30 min)
6. Next Steps (5 min)
7. Public Comment (5 min)



#### NATASHA LAW

Vice President, Village of Catskill Board of Trustees  
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(518) 943-3830  
catskilldri.com

#### PRO-HOUSING COMMUNITY PROGRAM:

Letter of Intent submitted: August 23, 2024  
Pro-Housing Community Resolution passed: August 29, 2024  
Pro-Housing Community Program application: submitted and deemed complete for review: October 3, 2024

# Welcome + Timeline

# ***Disclosure of Potential Conflicts of Interest***

# Local Planning Committee

**Natasha Law**  
Village of Catskill

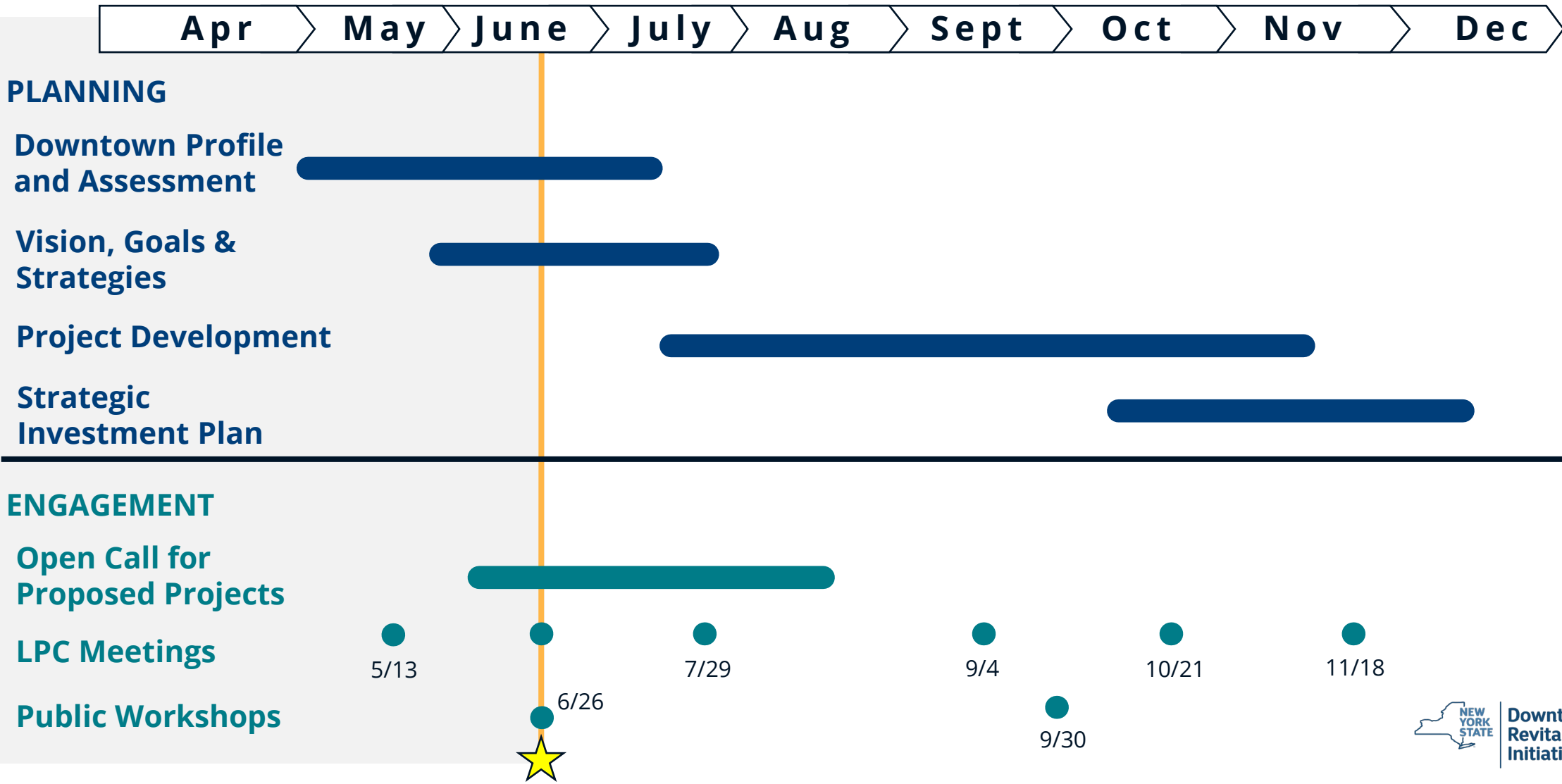
**Co-Chairs**

**Joe Wildermuth**  
Capital Region Regional Economic  
Development Council

## Members

- **Gilbert Bagnell**, Catskill Public Library
- **Thomas Boomhower**, Upstate Capital Association of New York
- **Bertram Downes**, MHA
- **Rachel Puckett Fischer**, MH Fiber
- **Jared Giordano**, RC Lacy
- **Jennifer Greim**, Thomas Cole House
- **Henry Haye**, Resident
- **Kai Hillman**, MHA
- **Elliot Matos**, HCHC
- **Junait Shah**, Cocksackie Athens School District
- **Liam Singer**, Business Owner
- **Nicholas Weist**, Shandaken Projects
- **Stella Yoon**, CREATE Council on the Arts

## High-Level Timeline



# Engagement Updates

# Stakeholder Engagement

## Interviews Completed To Date

The Consultant Team has held small-group and 1:1 interviews with 20+ stakeholders:

- **Residents:** Included throughout all groups
- **Economic Development:** Capital Region REDC, Greene County Economic Development, Catskill Local Development Corporation
- **Businesses:** MH Fiber, Bank of Greene County, High Peak Services/Catskill Collectibles, Avalon Lounge, Catskill Marina, Creekside Restaurant, Left Bank Ciders, Cat on the Corner
- **Arts and Culture:** Shandaken Projects, Thomas Cole House, Catskill Library, Greene County Council of the Arts, Little Art Shop, Foreland
- **Youth and Social Services:** MH Association, Youth Clubhouse
- **Real Estate:** Century 21, Coldwell Banker, Local property owners
- **Housing :** Catskill Housing Authority, Hudson/Catskill Housing Coalition, Local property owners
- **Public Safety:** Catskill Police Department



# Farmers Market Tent

- Goal: Introduce members of the community to the DRI process through casual conversation.
- Members of the LPC members Consultant Team staff an informational tent at the Catskill Farmers Market on several Sundays throughout the summer.
- The tent has a map of the DRI area, informational flyers and postcards, and opportunities for members of the public to sign up for more information and upcoming events.
- Following the public workshop, the booth will include a public survey on Catskill's strengths, challenges, and opportunities to inform the DRI process.

*Would anyone else like to sign up for a Farmers Market shift?*



# Hop-O-Nose Community Engagement

- Goal: Introduce members of the Hop-O-Nose community to the DRI process through casual conversation and gather insights on opportunities for DRI funding.
- Members of the LPC and the Consultant team were joined by Catskill Housing Authority board members to knock on doors and speak with residents of the Hop-O-Nose Homes Saturday, June 21<sup>st</sup>.
- Potential investments identified
  - Splash pad or other water feature at the playground
  - Window replacement to reduce energy costs and drafts



# Public Workshop – 7-9PM TONIGHT

- Goal: Introduce the public to the DRI process, understand public perception of Catskill and the opportunities presented by the DRI process.
- Run of Show
  - Welcome and introductions
  - Presentation overview of the DRI program, open call for projects, and Catskill DRI application
  - Interactive Breakout #1: Prompts for vision, strengths, challenges and opportunities
  - Interactive Breakout #2: Small group discussion



Public Workshop from Hudson Square New York Forward, 2024



# Publicity and Outreach

- Village press releases
- Local media (Times Union, Channel 10, Hudson Valley 360, WHEB Radio, and more)
- Catskill DRI email blasts
- Word of mouth
- Farmers market tabling
- Door-knocking

How Would You Spend  
\$10 Million Downtown?



 [www.CatskillDRI.com](http://www.CatskillDRI.com)



Village of Catskill

[www.CatskillDRI.com](http://www.CatskillDRI.com)

Downtown Revitalization Initiative (DRI)

Share Your Vision for Catskill’s \$10 Million Grant!



**What is the DRI Program?**  
New York State’s **Downtown Revitalization Initiative (DRI)** seeks to transform downtown neighborhoods into **vibrant centers** that act as magnets for redevelopment, business, job creation, and economic and housing diversity. The Village of Catskill was awarded \$10 million in 2025 through the DRI to support the implementation of **key investment projects** to advance the community’s vision for downtown. A longer-term strategy, the Strategic Investment Plan (SIP), will be developed to help attract additional public and private investment.

**Catskill DRI Area**  
The Catskill DRI focuses on the **Downtown Creek District**, which covers a core stretch of Main Street, Catskill Creek and West Main Street. The creek is a unique community asset for recreation and economic activity. DRI projects must be located within this downtown area. (See map.)

### Local Planning Committee

The Local Planning Committee (LPC) is a group of community members selected by the Governor to **lead the Catskill DRI planning process and recommend projects**. It is co-chaired by Natasha Law of the Village Board and Joe Wildermuth of the Capital Region Economic Development Council.

**The LPC meets monthly** to consider public input, develop a DRI vision and goals, and prioritize a slate of projects. LPC meetings are open to the public. Visit [www.CatskillDRI.com/](http://www.CatskillDRI.com/) events for a meeting schedule and updates.

**Open Call for Projects**

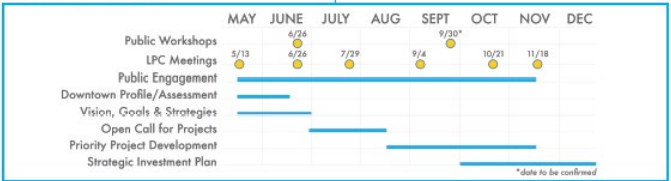
Does your organization or business have a project in the **Downtown Creek District** that will improve quality of life and economic opportunity?

**Projects must:**

- Be within the Catskill DRI Area
- Support the local economy through capital construction
- Begin within 2 years
- Be led by a sponsor who plans and manages the project prior to State reimbursement of funds

The Open Call will begin **Monday, June 30, 2025** and extend into mid-August. Please visit [www.CatskillDRI.com](http://www.CatskillDRI.com) for more detail.

### 2025 Timeline



[www.CatskillDRI.com](http://www.CatskillDRI.com)

Questions? Contact us at [CatskillDRI@gmail.com](mailto:CatskillDRI@gmail.com)



Downtown Revitalization Initiative



VILLAGE OF CATSKILL, NY  
DOWNTOWN REVITALIZATION INITIATIVE (DRI)



Downtown Revitalization Initiative



**DRI VILLAGE OF CATSKILL | PRESS RELEASE**  
FOR IMMEDIATE RELEASE: June 12, 2025

**Contact:** Margaret Irwin, Principal,  
River Street Planning & Development  
**Email:** [catskilldri@gmail.com](mailto:catskilldri@gmail.com)

**VILLAGE OF CATSKILL DOWNTOWN REVITALIZATION INITIATIVE (DRI) ANNOUNCES FIRST PUBLIC WORKSHOP ON THURSDAY, JUNE 26, 2025.**

The Catskill DRI Local Planning Committee (LPC) has announced its first community workshop. The Catskill community is highly encouraged to attend and take advantage of this opportunity to learn about the DRI process, the upcoming Open Call for Projects, and to collaborate on input to the Village that will help shape the Strategic Investment Plan and contribute to the revitalization of the Downtown Creek District. The District is a compact downtown area that covers a core stretch of Main Street, Catskill Creek, and West Main Street. More information about the Catskill DRI, public workshops, LPC meetings and other opportunities to be involved will be posted on Catskill’s DRI website at <https://www.catskilldri.com/>.



Village of Catskill  
Downtown Revitalization Initiative (DRI)

**SAVE the DATE!**

**DRI VISIONING WORKSHOP**  
Thursday, June 26, 2025  
7:00 PM to 9:00 PM  
Catskill Senior Center  
15 Academy Street, Catskill, NY



[www.CatskillDRI.com](http://www.CatskillDRI.com)

Questions? Contact us at [catskilldri@gmail.com](mailto:catskilldri@gmail.com)



Downtown Revitalization Initiative

# Open Call for Projects



# Open Call for Project Proposals

Open Call  
Launches



Open Call  
Closes

## Eligible Uses

### New Development and Rehabilitation of Existing Structures

Development or rehab of properties or individual spaces for mixed-use, commercial, or public uses that provide jobs, housing, or community services, especially those that promote decarbonization. (Projects must meet Stretch Energy Code requirements.)

### Public Improvements

Investments in transportation, streetscapes, open space, recreation, public art, and other public realm projects.

### Small Project Fund

A locally managed matching fund for small projects such as façade enhancements, renovations to commercial or mixed-use buildings, business equipment, or public art. Funds are capped at \$600,000 and recipients must provide a match of 25%+.

### Branding and Marketing

One-time expenses for downtown branding and marketing projects that target residents, investors, developers, and/or visitors (e.g., for materials or signage).



# Project Proposals

- Private, non-profit, and public entities are eligible to submit applications
- Projects should be well-defined and ready to be implemented in the short term (break ground within 2 years of award)
- Proposals require details including project description, property ownership, sponsor's capacity to implement, and preliminary estimates of costs and timeline
- Consultant Team will help assess eligibility and feasibility and refine projects

# Small Project Interest Forms

- Brief form to demonstrate whether there is sufficient interest to justify the LPC considering a small project fund among the recommended projects

**Deadline: August 18 – early submissions encouraged!**

# Building a Slate of Projects

1. LPC needs to “fill a basket” with **\$12-15 million** in projects — Strategic Investment Plans should include funding requests greater than the award amount to account for the fact that some projects may prove infeasible due to unforeseen circumstances.
2. Consider how projects can be synergistic with one another.
3. Projects that are not eligible for DRI funding or not ready to be awarded can still be included in the Strategic Investment Plan as “Future Priority Projects”.

# Successful Project Takeaways

Successful DRI sponsors should have:

1. **Clear site control** (or partnership) and **maintenance commitments** to ensure stewardship following the completion of the project
2. A demonstrated ability to **collaborate with all project stakeholders**
3. A **committed funding stack** that allows the State to be the final funding source
4. A clear **public benefit**

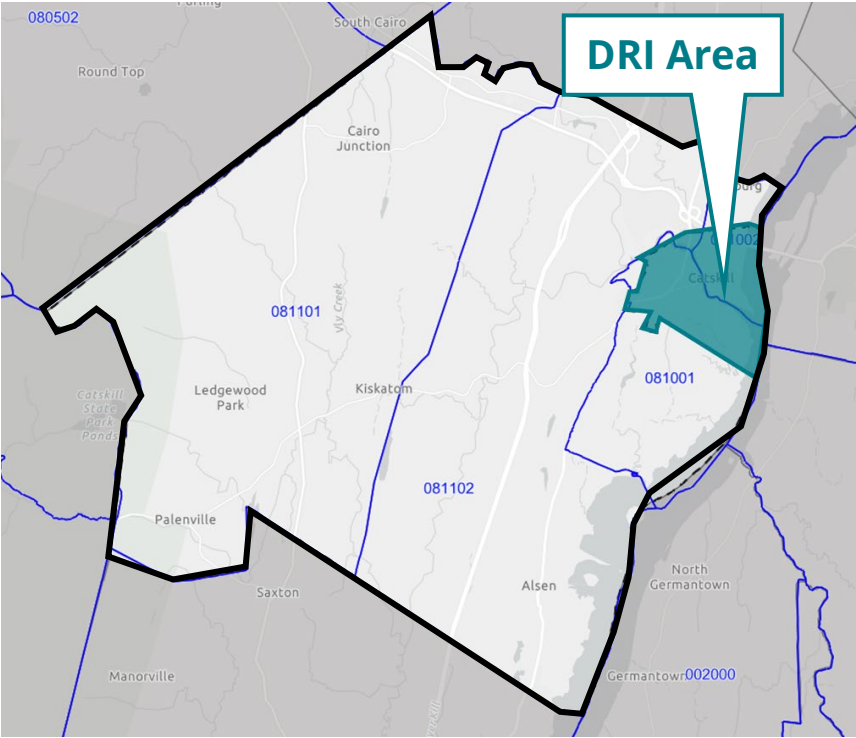
# Questions?






# **Downtown Profile & Assessment**

## *Key Observations*

# STUDY AREA



-  Village of Catskill
-  Town of Catskill
-  Census Tracts





### **1: Eclectic & Historic Downtown**



### **2: Unique Downtown Waterfront**



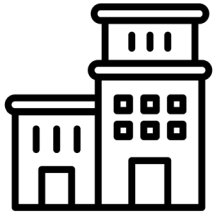
### **3: Population Change and Housing Affordability**



### **4: Growing Tourism**



### **5: Employment Opportunities**



## 1: Eclectic & Historic Downtown

Catskill's walkable and eclectic Main Street, vibrant arts scene, small-town feel, and historic significance lend the Village a unique character that is cherished by long-time residents and has attracted a growing number of new residents and visitors.



Catskill has a **strong small business community** with:

- An **active merchants' association**
- Only **two storefront vacancies** on Main Street today compared to 20+ prior to the pandemic
- **Boutique shops** with unique retail offerings and artistry





Catskill's **authentic arts and culture community** is fostered by:

- **Relative affordability** of Catskill compared to nearby towns in the Hudson Valley (though affordability is an increasing concern)
- Long history of **artistic innovation**
- **Destinations and historic venues** including Thomas Cole House, Beattie-Powers Place, and Foreland
- A mix of both **established and amateur artists**





Catskill boasts a growing set of signature events, including:

- **First Fridays** hosted by the Merchants' Association
- **Farmers Market** every Sunday
- **Cat'n Around Catskill**
- **Winter** and **Summer Solstices**
- **Music in the Park**



Cat'n Around Catskill



Catskill Farmers Market



Catskill First Fridays



## 2: Unique Downtown Waterfront

Catskill Creek is a unique asset for residents and visitors but it is not being used to its full potential.

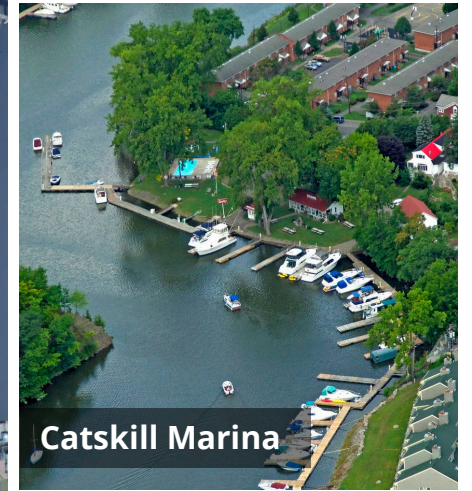


## KEY OBSERVATIONS | #2 Unique Downtown Waterfront

Catskill is unique in that Catskill Creek runs through Downtown area, just one block from Main Street—something no other nearby town in the Hudson Valley towns cannot offer.

Catskill Creek is a unique and valued asset that offers:

- **Scenic value**
- **Outdoor recreation**
- **Marina with repair services**
- **Local businesses** (e.g., Creekside Restaurant, Cone-e Island)
- More opportunities for...
  - Working waterfront
  - Water transportation
  - Creekside dining
  - Public activation



## KEY OBSERVATIONS | #2 Unique Downtown Waterfront

The streets connecting Catskill Creek to Downtown Catskill lack streetscape improvements, wayfinding, and activation.

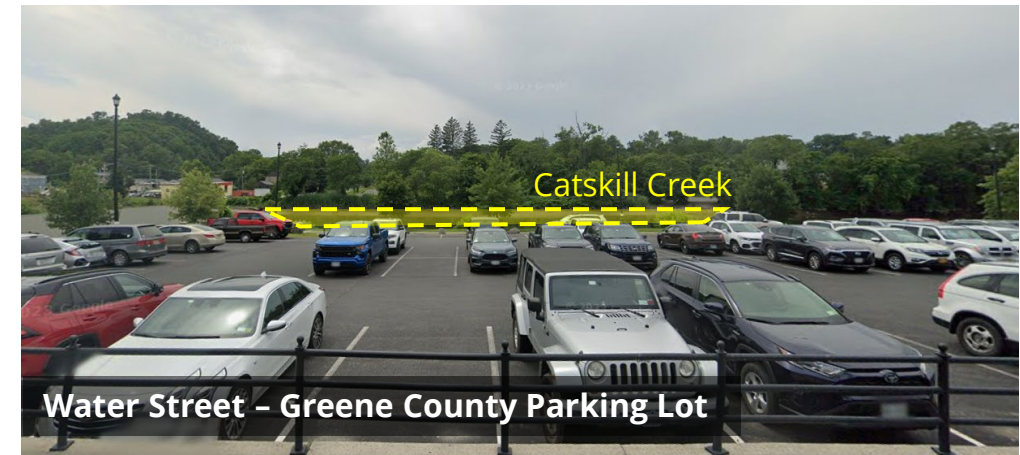
Water Street's current conditions discourage access to Catskill Creek, due to:

- **Industrial / underutilized lots** adjacent to the Creek
- **Fencing / parking** that blocks direct access to the Creek
- **Minimal pedestrian pathways** or safety measures
- **No wayfinding or branding** for the Creek

One Main St. business owner noted that **many visitors are unaware of Catskill Creek when they visit due to the lack of wayfinding and branding.**

*Note: The NYS Department of State's Local Waterfront Revitalization Program (LWRP) can provide additional funding opportunities for waterfront revitalization projects.*

*Source: Stakeholder Interviews*





## KEY OBSERVATIONS | #2 Unique Downtown Waterfront

Prior planning initiatives have also identified Catskill Creek as a unique asset to be further leveraged for downtown development, public space expansion, and growing the tourism industry in Catskill.

Prior planning ideas and initiatives include:

- Improve **water transport** leveraging Catskill Creek
- Improve **connections between Catskill Creek and Downtown** (e.g., trail along the Creek, boat dock)
- **Redevelop vacant/underutilized waterfront properties**
- Create **new pocket parks** along Catskill Creek
- Connect Catskill Yacht Club, Hop-O-Nose, and Catskill Marinas to Downtown using **enhanced pedestrian connections**

**All three strategic sites** in the 2017 Village of Catskill Brownfield Opportunity Area Study are located on the Catskill Creek waterfront.



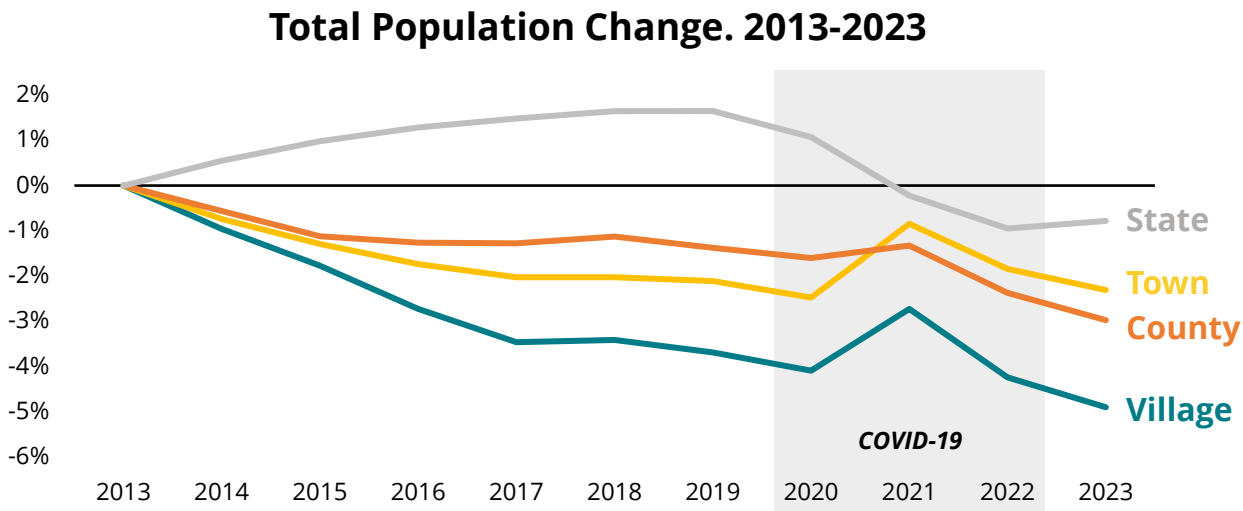


### **3: Population Change and Housing Affordability**

Over the past 10 years, the Village's population has decreased while also becoming—on average—higher income, more likely to be homeowners, and more likely to live in 1- to 2-person households without children. This has led to greater competition for a static supply of housing, driving up Village rents and home values.

# KEY OBSERVATIONS | #3 Population Change & Housing Affordability

Catskill’s population has declined since 2013, but the number of households has increased as the decline stems from changes in household composition rather than a loss of village appeal.

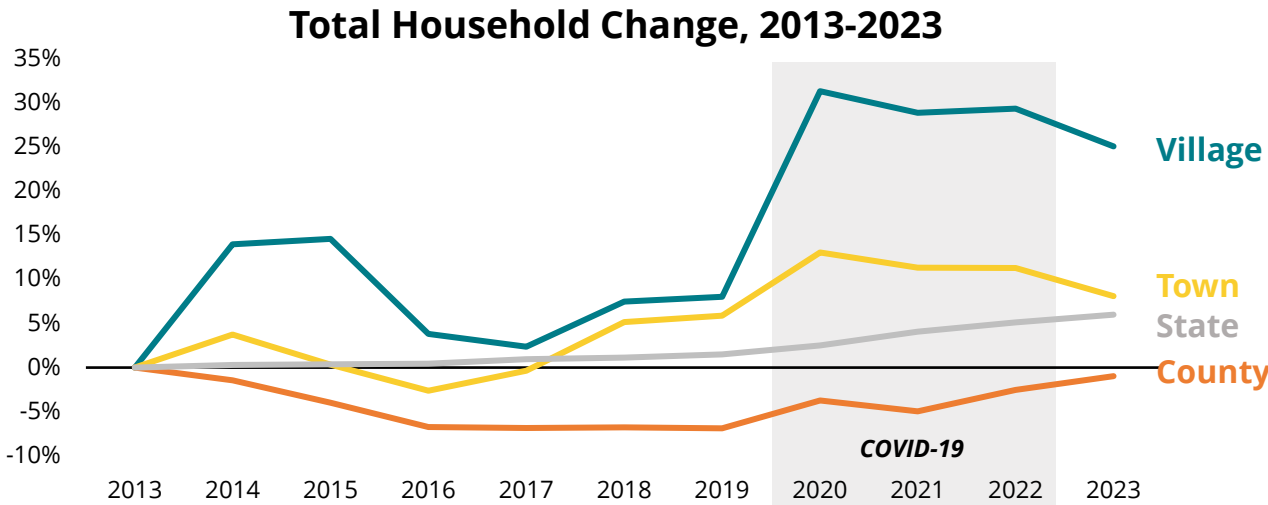


**3,770**

**Total Village Population (2023)\***

*-5% decrease in population since 2013, compared to -2% in Town, -3% in County, and -1% in NYS.*

*\* This figure represents permanent residents only. According to stakeholder interviews, there has been an increase in seasonal or temporary residents in Catskill.*



**1,640**

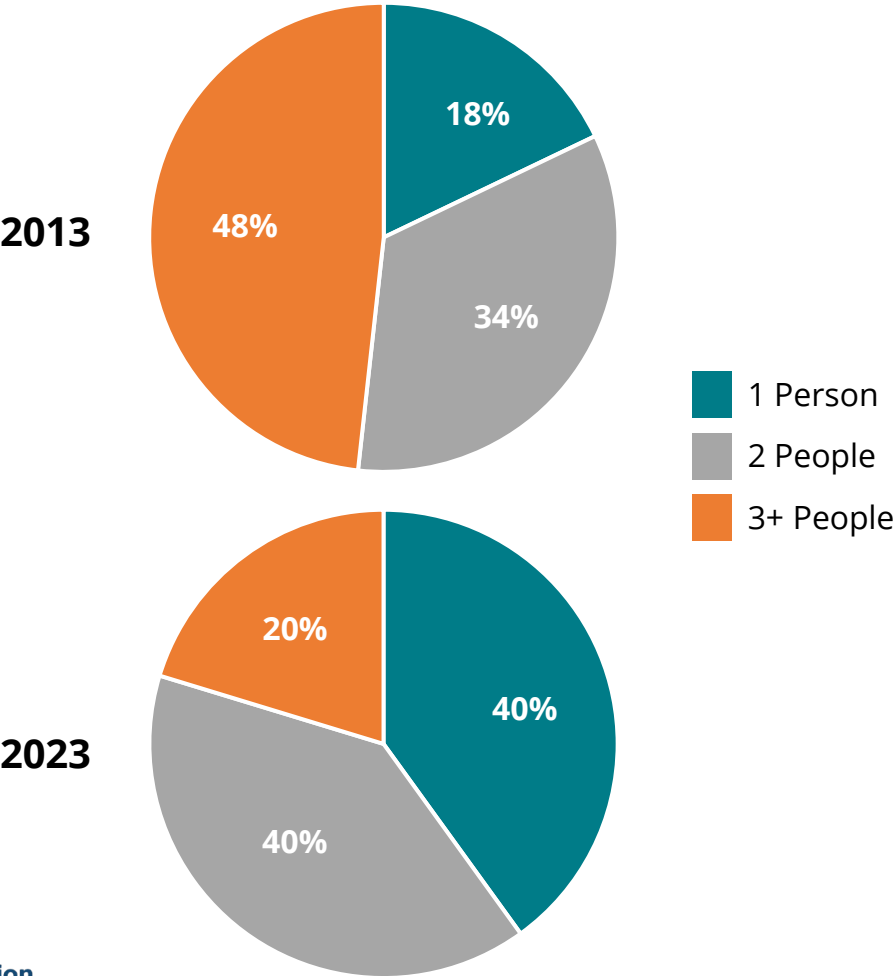
**Total Village Households (2023)**

*+25% increase in number of households since 2013, compared to +8% in Town, -1% in County, and +6% in NYS.*

Source: U.S. Census Population Estimates Program 2004-2024; U.S. Census ACS 5-Year 2013, 2023

Household sizes in Catskill have decreased significantly in the last decade, led by a decrease in households with children and an increase in 1-person households.

Distribution of Households by Household Size, 2013 vs. 2023



**2.3**  
Average Household Size  
in the Village (2023)  
*Compared to 3.0 in 2013*

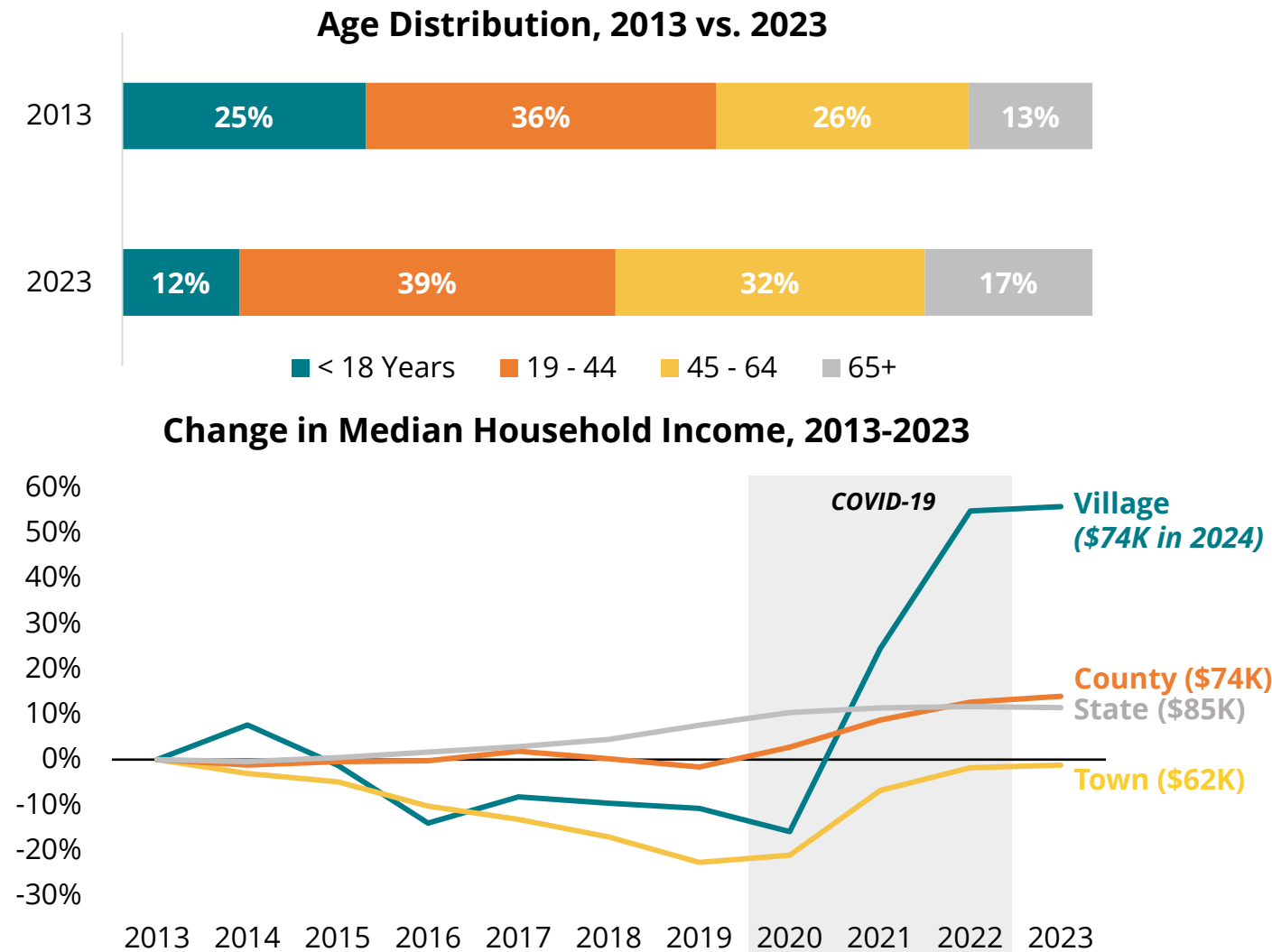
**13%**  
Share of Households with  
Children in the Village (2023)  
*Compared to 40% in 2013*

**+180%** (+420 Households)  
Increase in 1-Person Households since 2013

**-47%** (-300 Households)  
Decrease in 3+ People Households since 2013

# KEY OBSERVATIONS | #3 Population Change & Housing Affordability

Compared to a decade ago, today's Catskill residents tend to be older, higher income, and more likely to be homeowners.



Source: U.S. Census ACS 5-Year 2013, 2023

**44.3**  
**Median Age in the Village (2023)**  
*+9 years since 2013, led by both decrease in youth and increase in residents of ages 45 or older.*

**\$73,910**  
**Median Household Income in the Village (2023)**  
*+56% since 2013, compared to -1% in Town, +14% in County, and +11% in NYS.*

**62%**  
**Share of Owner-Occupied Households in the Village (2023)**  
*Compared to 47% in 2013*



# KEY OBSERVATIONS | #3 Population Change & Housing Affordability

With changing demographics and the lack of new housing construction, housing—especially homeownership—is becoming increasingly unaffordable for Catskill residents. This trend exists throughout the Hudson Valley today.

Renters

\$1,300

Median Rent Per Bedroom of Currently Listed Rental Units in the Village

44%

Of Renters are Cost-Burdened (2023)  
*Compared to 73% in 2013*

24%

Of Renters are Severely Cost-Burdened (2023)  
*Compared to 35% in 2013*

Owners

\$325K

Median Sale Price of Homes Sold in the Past Year in the Village

35%

Of Owners are Cost-Burdened (2023)  
*Compared to 31% in 2013*

21%

Of Owners are Severely Cost-Burdened (2023)  
*Compared to 9% in 2013*

Many renters have moved out due to rising costs and/or lack of rental options, brought on by several multi-unit homes being converted to single-family during the pandemic.

Meanwhile, homeowners have become more cost burdened as competition has increased and home maintenance needs/costs have risen.

Source: Redfin; U.S. Census ACS 5-Year 2013, 2023; Hudson Valley for Progress Regional Housing Market Report, Q1 2025



For the two most common occupations in Catskill, average wages are not enough to afford typical rents in the Village, approximately \$1,300 per bedroom.

| Occupation                        | 2024 Job Count | Avg. Annual Earnings (Greene County) | 30% of Monthly Earnings |
|-----------------------------------|----------------|--------------------------------------|-------------------------|
| Sales                             | 437            | \$48,000                             | \$1,200                 |
| Food Preparation & Serving        | 401            | \$45,000                             | \$1,100                 |
| Educational Instruction & Library | 296            | \$60,000                             | \$1,500                 |
| Office & Admin                    | 268            | \$50,000                             | \$1,300                 |
| Transportation & Material Moving  | 207            | \$51,000                             | \$1,300                 |

Cost-burdened, assuming at most one earner per bedroom



## 4: Growing Tourism

While Main Street businesses—both old and new—have benefited from increased tourism in recent years, limited foot traffic on weekdays and off-season months, along with challenges in employee retention, constrain further growth.

The tourism industry is growing in the larger Hudson Valley and Catskills region, which has brought more foot traffic and seasonal visitors to Downtown Catskill.

# \$2.5B

**Total Visitor Spending in the Catskills Region\* (2023)**

*9% of all visitor spending in Upstate NY*

# +7%

**Growth in Visitor Spending in the Catskills Region since 2022**

# 15%

**Of Employment in the Catskills Region Generated by Tourism (2023)**

*\* Catskills Region includes Delaware, Greene, Sullivan, and Ulster counties.*

*Source: Economic Impact of Visitors in New York 2023 – Catskills Focus*



Catskill Main Street



However, stakeholders in Catskill have noted that Downtown Catskill lacks adequate lodging, dining, transit options, and other amenities that can help grow the tourism industry even further.

According to community stakeholders, some challenges limiting further growth in tourism include:

- Lack of **hotel / lodging options**
- Lack of **dining options** (daytime and evenings)
- Lack of **transit / ride-share options**
- **Inconsistent business hours**
- **Inconsistent foot traffic** (off-seasons / weekdays)
- **Employee retention**
- **Poor wayfinding and branding** leading to Main Street, Catskill Creek, and other recreational areas
- **No public restrooms**







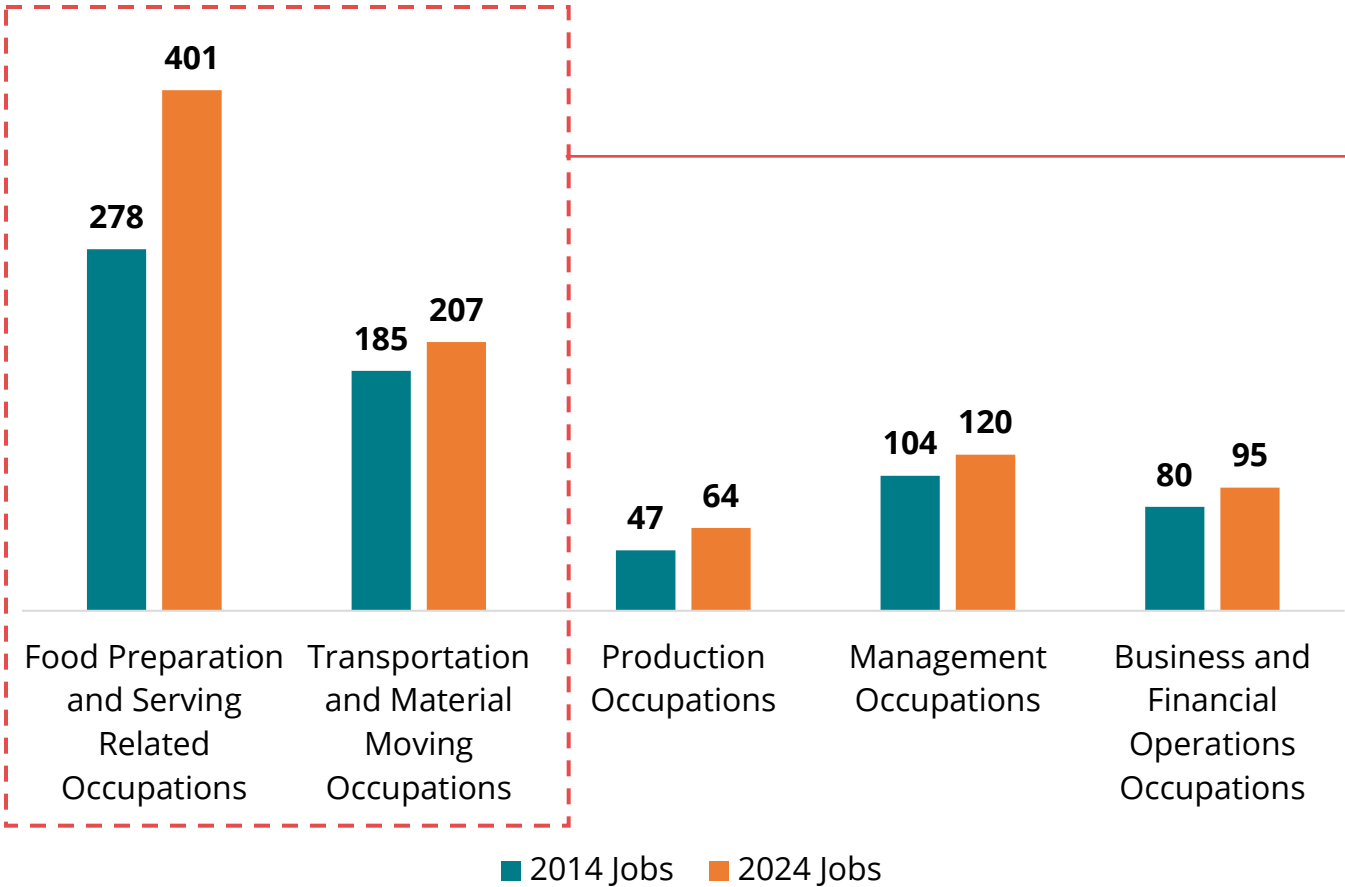
## 5: Employment Opportunities

While there has been growth in the food and beverage and transportation industries in Catskill, most of the growth is concentrated in low-wage service occupations. However, opportunities in creative and tech industries may have the potential to expand higher-earning job opportunities for Catskill residents.

# KEY OBSERVATIONS | #5 Employment Opportunities

Food & Beverage and Transportation / Logistics sectors are growing in the Village. However, the fastest growing occupations are low-wage jobs that offer limited pathways to higher income.

Change in Jobs for Top 5 Fastest Growing Occupational Sectors in Catskill Village, 2014-2024



**+36**

**Material Movers** in the Village since 2014

**+35**

**Food & Beverage Servers** in the Village since 2014

**+35**

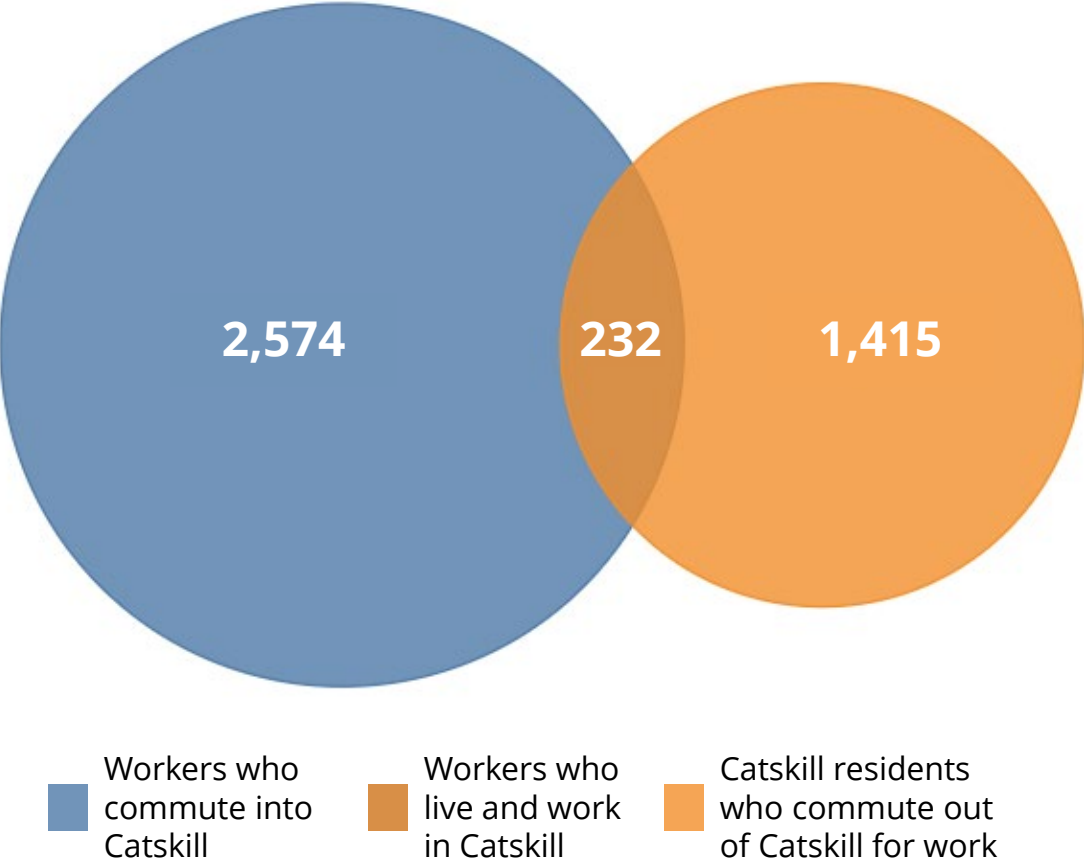
**Cooks & Food Preparers** in the Village since 2014

Source: Lightcast

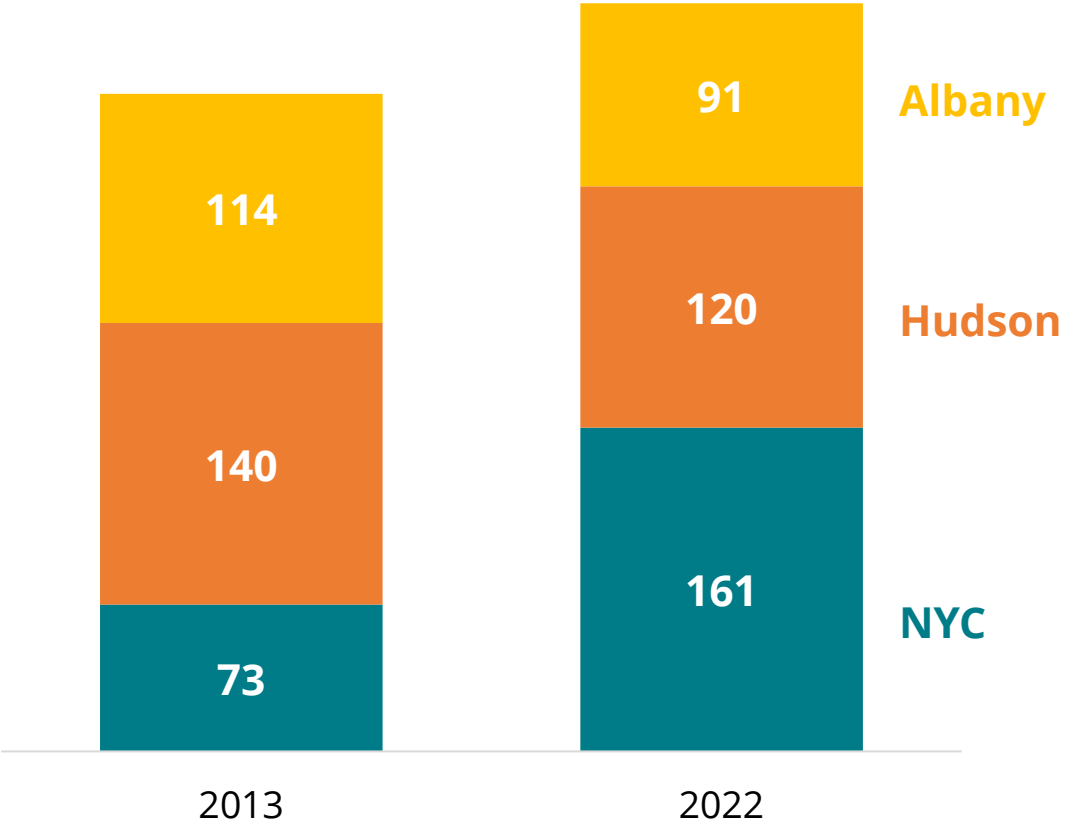
# KEY OBSERVATIONS | #5 Employment Opportunities

Many Catskill residents also commute out of the Village for employment opportunities, often commuting to New York City, Hudson, or Albany. Commuters to New York City have grown significantly since 2013.

Commuting Dynamics in Catskill Village, 2022



Top 3 Work Destinations of Catskill Residents, 2013 vs. 2022



Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics, 2013, 2022 (most recent data available)

## KEY OBSERVATIONS | #5 Employment Opportunities

There are untapped economic development opportunities both locally and regionally that might bring higher-earning occupations in creative and technical sectors to Catskill.

According to local economic development leaders, **potential growth sectors** in Catskill include:

- Industrial & Manufacturing
- Transportation / Logistics
- Arts / Entertainment
- Marina / Working Waterfront

Regionally, the increase **high-earning design and software workers** are offering new economic opportunities for Catskill:

- Luxury interior design / architecture services are **leveraging the growth of second-home customers to expand their businesses and hire locally.**
- While software workers—such as coders, UX designers, and graphic designers—often work remotely, their long-term presence could help cultivate a stronger **tech startup and entrepreneurship ecosystem** in the Hudson Valley.





# **Vision, Goals, & Revitalization Strategies**

# Community Vision and Goals

The first phase of engagement focuses on developing a community vision statement and goals for the Catskill DRI.

## **VISION:** What do you hope the community will look like in 5–7 years?

- The vision is a succinct, clearly defined statement which provides a **guiding framework** for Catskill's Strategic Investment Plan and long-term investment and community revitalization decisions. The vision should be inspiring and aspirational but realistic, and specific to the community needs of Catskill.

## **GOALS:** How will the community attain its vision?

- Goals support the Catskill DRI vision. Goals are **clear, well-defined statements of what needs to be accomplished to achieve revitalization.**

## **REVITALIZATION STRATEGIES:** What steps must be taken to achieve a specific goal?

- Strategies are **discrete and measurable actions** required to achieve a goal.

# What are revitalization strategies?

**REVITALIZATION STRATEGIES:** What steps must be taken to achieve a specific goal?

The revitalization strategies should:

- Be actionable statements that are specific and have local context
- Be derived from local opportunities and challenges
- Relate to the DRI projects ultimately recommended to the State
- Clearly and concisely direct a type of action to help meet a specific goal
- Guide the community on how to continue revitalization beyond DRI projects

# How will Catskill's Vision and Goals be used to evaluate projects?

Alignment with the community's vision and goals will be a **key evaluation criterion** for projects, in addition to:

## *Alignment with State's DRI Goals:*

- Create an **active downtown** with a strong sense of place
- Attract **new businesses** that create a robust mixed-use community and support new jobs
- Enhance **public spaces** for arts and cultural events
- 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 **climate resiliency**

## *Fulfillment of Key Project Requirements:*

- **Catalytic Effect.** The project is likely to have a significant positive impact on the revitalization of the neighborhood.
- **Project Readiness.** The project should be well-developed and poised to proceed in the near-term.
- **Cost Effectiveness.** The project would use DRI funds effectively.
- **Co-Benefits.** The project will result in secondary benefits to the community.



# Feedback

- Do the vision and goals reflect community priorities?
- Are the vision and goals inclusive of the diverse stakeholders that work, live, and visit Catskill?
- Are the vision and goals aligned with investments you would like to see in Catskill?
- Do the **revitalization strategies** address their respective goals?

## **DRAFT** - Catskill DRI Vision Statement

Catskill will continue to grow into a more dynamic place to live, work, and visit, while retaining its small-town character and remaining open and affordable to people of all income levels and backgrounds.

## **DRAFT** – Catskill DRI Goals

**1**

Draw more residents and visitors to Catskill Creek and Main Street with new activities and destinations.

**2**

Expand and improve accessible community spaces that serve Catskill youth, families, and seniors.

**3**

Address the local affordability crisis by building new homes at a range of price points, including affordable and workforce housing, and improving existing homes.

**4**

Beautify public spaces, improve wayfinding, and make it easier for residents and visitors to get around Catskill.

## DRAFT - Catskill DRI Vision Statement

Catskill will continue to grow into a more dynamic place to live, work, and visit, while retaining its small-town character and remaining open and affordable to people of all income levels and backgrounds.

### Vision Comments

- “Historical”
- “grow into a more dynamic/enhanced/innovative, modern place to live” (tech, transit, infrastructure)
  - Encourage those who are here to stay and grow with Catskill
- Environmentally sustainable/respectful
  - Honor the natural beauty of Catskill
- Change “Open” to “accessible”
- Encourage families to stay and grow here
- Honor the history of Catskill

Comments made by the Local Planning Committee are shown in blue text. The Local Planning Committee will further refine the vision, goals, and strategies following this meeting.



## Draft/Example Strategies

### Goal 1

Draw more residents and visitors to Catskill Creek and Main Street with new activities and destinations.

### Goal 1 Comments

- Many of the other goals serve this goal. Rather than draw more people here with new things, there could be more infrastructure to support what is already happening in Catskill.
- Make this goal more explicitly about small business support

### Strategies

- Create opportunities to have fun on and alongside the Creek. Improve **accessibility, sustainability, viability, equity**.
- Diversify the mix of retail and dining, prioritizing options that are affordable to local residents.
- Wayfinding (QR, interactive map, live updates), signage, drawing people into town and directing people who live in town.
- Unify online information about Catskill offerings and events.
- Promote activities that draw people and residents in the off season

Comments made by the Local Planning Committee are shown in blue text. The Local Planning Committee will further refine the vision, goals, and strategies following this meeting.



## Draft/Example Strategies

### Goal 2

Expand and improve accessible community spaces that serve Catskill youth, families, and seniors.

### Goal 2 Comments

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Strategies

- Improve and expand Catskill's parks, playgrounds, and recreational spaces.
- Improve and expand community centers and other spaces that serve young people.
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Comments made by the Local Planning Committee are shown in blue text. The Local Planning Committee will further refine the vision, goals, and strategies following this meeting.



## Draft/Example Strategies

### Goal 3

Address the local affordability crisis by building new homes at a range of price points, including affordable and workforce housing, and improving existing homes.

### Goal 3 Comments

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Strategies

- Renovate underutilized buildings for residential use.
- Construct new housing on underutilized or vacant land.
- Renovate and expand Catskill's public housing stock.
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Draft/Example Strategies

### Goal 4

Beautify public spaces, improve wayfinding, and make it easier for residents and visitors to get around Catskill.

### Goal 4 Comments

- Similar to Goal 1, but make this more about improvements to the public realm
- \_\_\_\_\_
- \_\_\_\_\_

### Strategies

- Commission public art throughout the Village that activates underutilized public spaces and buildings and honors Catskill's history.
- Add signage throughout the Village that promotes Catskill's brand and directs people to historic and cultural sites.
- Expand sidewalks, improve lighting, and plant more greenery along Main Street.
- Improve the reliability and visibility of public transit.
- \_\_\_\_\_

Comments made by the Local Planning Committee are shown in blue text. The Local Planning Committee will further refine the vision, goals, and strategies following this meeting.





# Next Steps

# Open Call for Project Proposals

Open Call  
Launches



Open Call  
Closes

## Eligible Uses

### New Development and Rehabilitation of Existing Structures

Development or rehab of properties or individual spaces for mixed-use, commercial, or public uses that provide jobs, housing, or community services, especially those that promote decarbonization. (Projects must meet Stretch Energy Code requirements.)

### Public Improvements

Investments in transportation, streetscapes, open space, recreation, public art, and other public realm projects.

### Small Project Fund

A locally managed matching fund for small projects such as façade enhancements, renovations to commercial or mixed-use buildings, business equipment, or public art. Funds are capped at \$600,000 and recipients must provide a match of 25%+.

### Branding and Marketing

One-time expenses for downtown branding and marketing projects that target residents, investors, developers, and/or visitors (e.g., for materials or signage).



# Upcoming LPC and Public Meeting Dates

Please stay for the Public Workshop  
TONIGHT 7:00-9:00 PM

## Upcoming Meetings

**Tuesday, July 29**

LPC Meeting #3  
Location TBD  
5:00-7:00PM

**Thursday, September 4**

LPC Meeting #4  
Location TBD  
5:00-7:30PM

**Tuesday, September 30**

Public Open House  
Location TBD  
5:00-7:00PM

**Tuesday, October 21**

LPC Meeting #5  
Location TBD  
5:00-7:00PM

**Tuesday, November 18**

LPC Meeting #6 and Final Project Vote  
Location TBD  
5:00-7:00PM



# Public Comment



# Downtown Revitalization Initiative (DRI)

# Catskill Local Planning Committee Meeting #2

June 26, 2025

NYS Department of State | Office of Planning, Development & Community Infrastructure



**NEW YORK**  
STATE OF  
OPPORTUNITY.

**Department  
of State**

**Downtown  
Revitalization  
Initiative**

**NY Forward**

# **APPENDIX**

# **Stakeholder Engagement**

# **Takeaways**

# Stakeholder Engagement

| Stakeholder Group     | Takeaways   |
|-----------------------|---|
| Economic Development  | <ul style="list-style-type: none"> <li>Catskill has a strong small business community, but businesses struggle with employee attraction and retention.</li> <li>Growth areas include tourism and manufacturing/logistics. Tourism requires a hotel, transit, and additional activities/dining locations.</li> </ul>   |
| Businesses            | <ul style="list-style-type: none"> <li>Main St. would benefit from more regular foot traffic and promotion.</li> <li>Events are a major attraction; improved signage would help.</li> <li>High housing costs limit the availability of labor.</li> </ul>  |
| Arts and Culture      | <ul style="list-style-type: none"> <li>Catskill has an authentic arts and culture community.</li> <li>Catskill should do more to highlight its historic buildings &amp; landmarks.</li> <li>DRI projects should commission local artists for public art.</li> </ul>   |
| Social Services       | <ul style="list-style-type: none"> <li>A lack of quality/affordable housing, well-paying jobs, transit access, and childcare limit people's ability to thrive</li> <li>Transit in the area goes to many helpful places, but isn't well known or frequent enough</li> <li>Other top needs include mental health support/spaces, workforce training, and opportunities for young people.</li> </ul> |
| Real Estate           | <ul style="list-style-type: none"> <li>Greatest barriers to new housing are sewer capacity and zoning.</li> <li>Greatest demand is for small for-sale (2- to 3-bed) homes and 2-fams.</li> <li>Need signage to highlight attractions and streetscape improvements.</li> </ul>   |
| Housing Organizations | <ul style="list-style-type: none"> <li>Housing affordability is top of mind across Catskill.</li> <li>Opportunities include more workforce housing, mixed-income housing, and ADUs.</li> <li>Building projects in collaboration with the Hop-O-Nose community is essential.</li> </ul>  |
| Youth                 | <ul style="list-style-type: none"> <li>There should be more gathering spaces, recreation, and strong job opportunities for local youth.</li> </ul>  |

# **APPENDIX**

## **State Contact for Potential Conflicts of Interest**



If you have specific questions regarding your situation or need advice, contact the New York State Department of State Ethics Officer:

Anais Vasquez, Ethics Officer  
(518) 948-0275  
[Anais.Vasquez@dos.ny.gov](mailto:Anais.Vasquez@dos.ny.gov)

# APPENDIX

## **Downtown Profile & Assessment**

### *Past Plans and Recent Investments*

### Village of Catskill Brownfield Opportunity Area Study (2017)

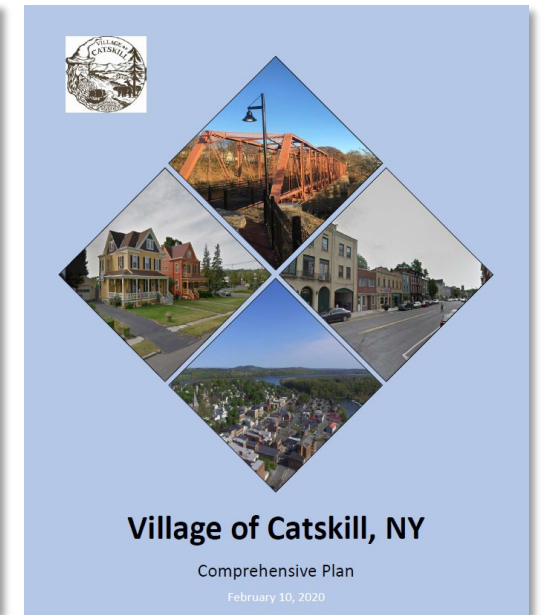
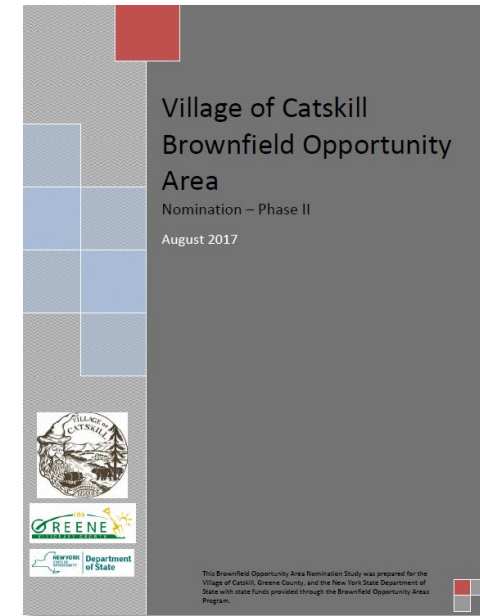
Outlines recommendations for revitalizing underutilized industrial properties in the Downtown Creek District, with a focus on waterfront activation, downtown improvements, and public space / street improvements.

### Village of Catskill Comprehensive Plan (2020)

Provides detailed project ideas and planning frameworks for the Village of Catskill as it relates to housing, transportation, downtown revitalization, economic development, and other topics. Also provides an implementation plan and timeline

### Economic Impact of Visitors in New York 2023 – Catskills Focus

Quantifies the economic impact of tourism in the Catskills Region through metrics such as visitor spending, tax revenue, and employment.

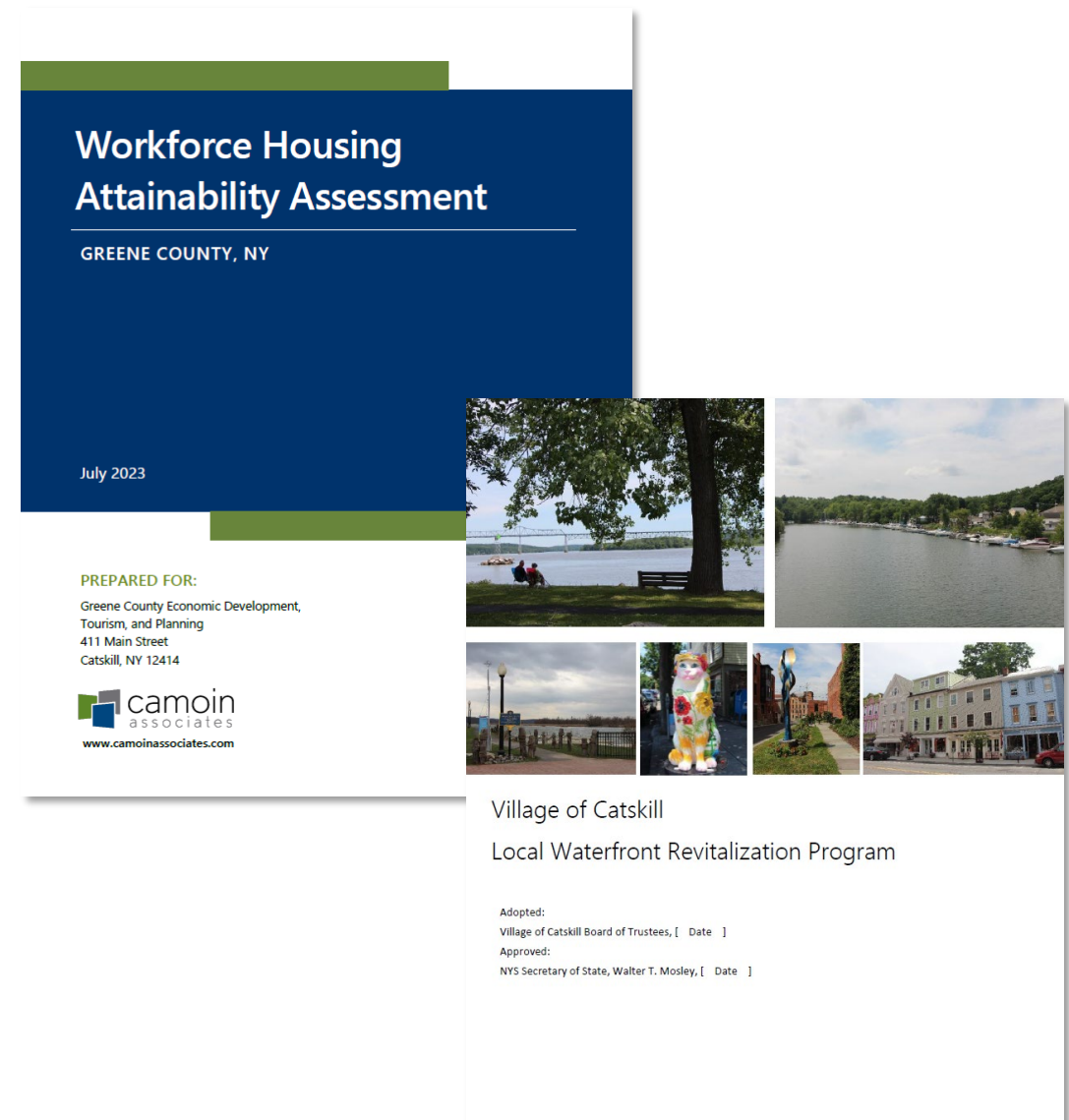


### Greene County Workforce Housing Attainability Assessment (2023)

Based on current housing and workforce trends in Greene County, diagnoses key hurdles to housing affordability in the County and delineates target housing costs that can help achieve affordability for the future workforce.

### Village of Catskill Local Waterfront Revitalization Program – UNDERWAY (2025)

The Village of Catskill is currently in the planning process to receive State funding through the Local Waterfront Revitalization Program. The draft plan includes projects that can enhance waterfront access, activate the waterfront, and implement flood mitigation measures.





**Over \$159 million**  
total investment in or near the  
Downtown Creek District  
in the past decade

### Over \$67 million public investment

#### Highlights:

- Lead pipe replacement
- Water storage tower
- EV charging station
- Elliot Park splash pad
- New bandstand at Dutchman's Landing
- 70+ trees planted on Main St

### Over \$92 million private investment

#### Highlights:

- Community Theater
- Catskill Marina
- Creekside Restaurant
- Lumberyard
- Cone-e Island
- Foreland

