

Downtown Revitalization Initiative (DRI)

Catskill DRI Vision and Goals Workshop

July 21, 2025

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



Department
of State

Downtown
Revitalization
Initiative

NY Forward

Agenda

1. Welcome + Timeline (5 min)
2. Vision and Goals (50 min)
3. Next Steps (5 min)

VILLAGE OF CATSKILL | DOWNTOWN REVITALIZATION INITIATIVE
ROUND 8 APPLICATION | OCTOBER 2024

Downtown Creek District
Greene County

CAPITAL REGION

Downtown Revitalization Initiative Round 8
Greene County



***Thank you for serving
on the Local Planning
Committee for your
community!***

NATASHA LAW

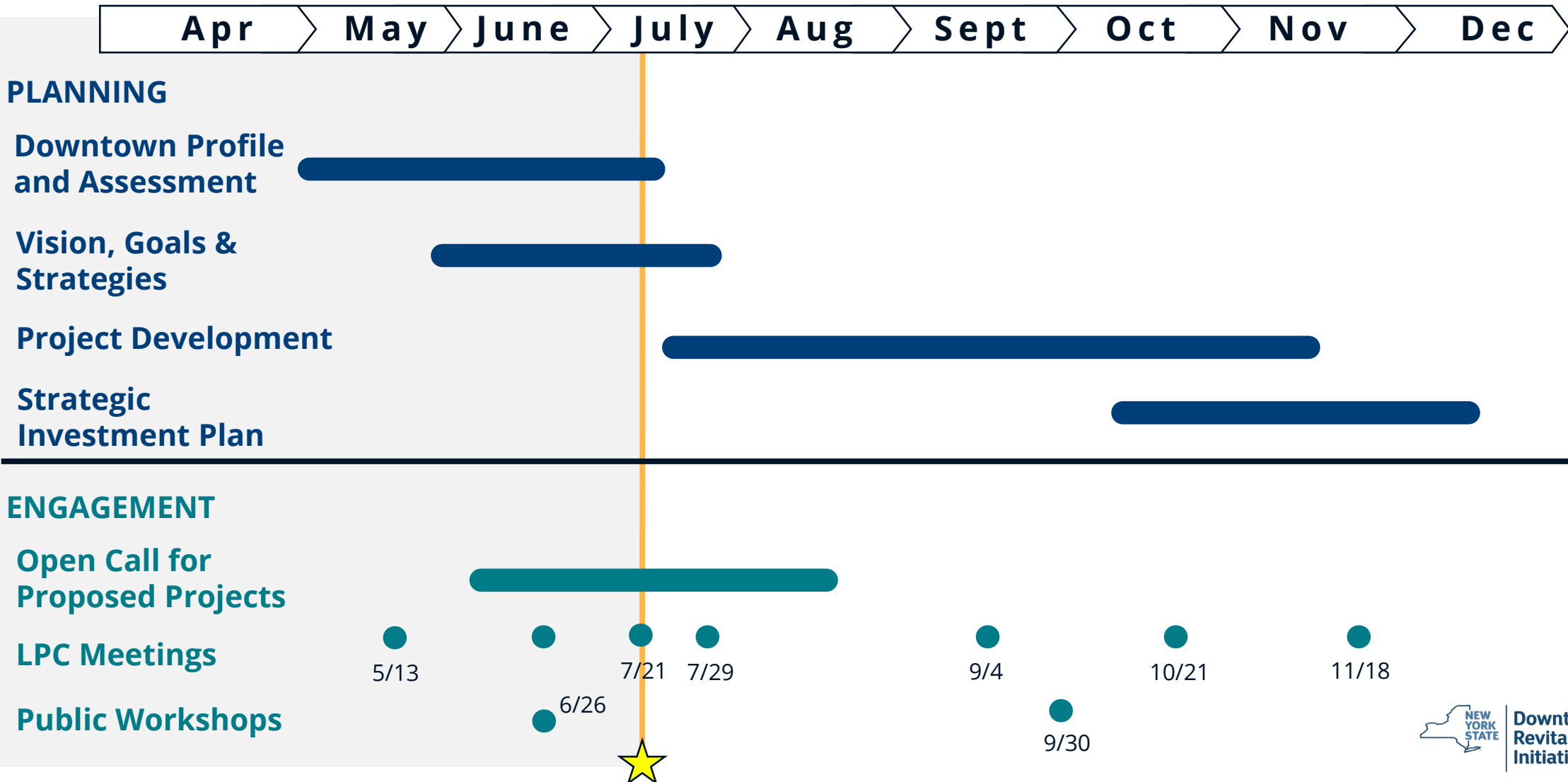
Vice President, Village of Catskill Board of Trustees
nlaw@villageofcatskillny.gov
(518) 943-3830
catskilldri.com

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

High-Level Timeline



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.

Recent updates to the Vision, Goals, and Strategies

Since we last met, the Consultant Team has updated the drafts of the Vision, Goals, and Strategies based on:

①

Feedback from the Local
Planning Committee

②

Synthesis of community
feedback from the public
workshop and survey

Summary of Public Input

**Vision, Strengths, Challenges, and
Opportunities for the Catskill DRI Area**

Public Workshop 1 + Public Survey

Summary of All **VISION** Input

“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.”



Does this capture what you'd like to see downtown? What is missing/important?

- How caring, supportive and inclusive Catskill is
- Village of Catskill's heritage/historic character
- Creating opportunity and access for all, especially disenfranchised people and people of color
- Emphasis on overall affordability
- Housing affordability for all income levels
- Access to recreation and activities for all ages
- Environmental sustainability
- Main Street revitalization
- Village as a tourism destination
- Catskill Creek as an asset
- Walkable streets and transit options
- Economic growth
- Expanding opportunities for youth

Summary of All **STRENGTHS** Input

What makes downtown Catskill stand out from other places? What attracts visitors and residents to the DRI Area?

- Catskill Creek
- Compact, walkable Main Street
- Arts and cultural attractions
- Historic character
- Scenic beauty (river, mountains, views)
- Creative, friendly, authentic community
- Strong community building and inclusivity
- Recreation options (creek and river)
- Unique Main Street small businesses

Where do you spend time in the Catskill DRI Area?

- Main Street shops, bars, and restaurants and West Main Street
- Catskill Creek/waterfront
- Events such as Farmers Market, concerts, arts events, First Fridays
- Library
- Outdoors: pocket parks, Park for Paws, walking and biking
- West Bridge Street businesses and Thomas Cole (outside DRI area)

Summary of All **CHALLENGES** Input

What specific issues need to be addressed in the downtown area?

- Housing affordability, conditions and diversity
- Pedestrian safety: bridges, sidewalks, crossings and connections
- Public transit options
- Public creek access for pedestrians and boaters
- Lack of local jobs
- Lack of youth activities (community center)
- Loss of the community center
- Overall affordability and social supports
- Need for more retail and local businesses
- Need for cooperation among organizations
- Environmental quality (water, trees)
- Vacant and aging downtown buildings

Summary of All **OPPORTUNITIES** Input

What would improve Catskill's Main Street & Catskill Creek/DRI Area experience?

- **Safe, accessible multi-modal streets:** Pedestrian safety through accessible and connected sidewalks; Creekside trail; Bike lanes, paths, racks; Better public transit (bus, shuttle, trolley); Expanded parking
- **Waterfront improvements:** creek access for pedestrians, pocket parks, trails, public kayak/canoe rental, new dock with paddle-boat rentals at Cone-e Island, vendors, waterside events
- **Improving green spaces** and playgrounds
- **Expanded recreation** options: youth activities, senior activities, pool, skatepark)
- **Main St. and streetscape improvements:** façades, lighting, vacancies, seating, trees, infrastructure upgrades, restrooms
- **Murals and public art**
- **Wayfinding signage and branding:** community kiosk, general wayfinding, branding with art themes, parking signage, trail signage

Summary of All **OPPORTUNITIES** Input

What would improve Catskill's Main Street & Catskill Creek/DRI Area experience?

- **Entertainment/events:** music venues, theater
- New and renovated **housing:** mixed-use, replace fire-damaged homes with higher-density apartments)
- Use and reuse of **vacant buildings** in DRI Area, particularly into mixed-use housing/retail
- Increased range of **community services and supports:** skill share spaces, adult education, home for Food Pantry, diverse representation, After School Programs
- More **restaurants, bars and retail shops**
- Supporting improvements to **local businesses**

Workshop

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.~~

Drawing on its history as a crossroads of the Upper Hudson Valley, Catskill will continue to evolve into a vibrant, active, and modern community to live, work, visit, and thrive. As it evolves, Catskill will remain affordable and accessible to people and families of all income levels and backgrounds and retain its small-village character, natural beauty, and culture of care, inclusion, and creativity.

DRAFT – Catskill DRI Goals

3 1 – Housing Affordability

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

2 3 – Community Spaces

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

1 2 – Downtown Assets

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

Invest in the unique assets of Main Street, its businesses, and Catskill Creek to draw more residents and visitors.

4 – Streetscapes and Mobility

Beautify streetscapes, improve wayfinding and pedestrian infrastructure, 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.~~

Drawing on its history as a crossroads of the Upper Hudson Valley, Catskill will continue to evolve into a vibrant, active, and modern community to live, work, visit, and thrive. As it evolves, Catskill will remain affordable and accessible to people and families of all income levels and backgrounds and retain its small-village character, natural beauty, and culture of care, inclusion, and creativity.

Vision Comments

Draft/Example Strategies

Goal 1 – Housing Affordability

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 1 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 2 – Downtown Assets

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

Invest in the unique assets of Main Street, its businesses, and the Catskill Creek to draw more residents and visitors.

Goal 2 Comments

- _____
- _____
- _____

Strategies

- Create new opportunities to have fun on and alongside the Creek.
- Diversify the mix of retail and dining, prioritizing options that are affordable to local residents.
- Unify online information about Catskill offerings and events and promote activities that draw residents and visitors in the off season.
- _____
- _____

Draft/Example Strategies

Goal 3 – Community Spaces

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

Goal 3 Comments

- _____
- _____
- _____

Strategies

- Improve and expand Catskill's parks, playgrounds, and recreational spaces.
- Improve and expand community centers and other spaces that serve young people.
- Create and improve downtown attractions that serve Catskill residents of all ages.
- _____
- _____

Draft/Example Strategies

Goal 4 – Streetscapes and Mobility

Beautify streetscapes, improve wayfinding and pedestrian infrastructure, and make it easier for residents and visitors to get around Catskill.

Goal 4 Comments

- _____
- _____
- _____

Strategies

- Commission public art that activates underutilized public spaces and buildings and honors Catskill's history.
- Add wayfinding signage that promotes Catskill's brand, draws people to downtown's historic & cultural sites, and directs people who live in town.
- Expand sidewalks, improve lighting, and plant more greenery along Main Street.
- Improve the reliability and visibility of public transit.
- _____

Next Steps

Upcoming LPC and Public Meeting Dates

Upcoming Meetings

Tuesday, July 29

LPC Meeting #3

Virtual

5:00-7:00PM

Thursday, September 4

LPC Meeting #4

Robert C. Antonelli Senior Center

5:00-7:30PM

Tuesday, September 30

Public Open House

Location TBD

5:30-7:30PM

Tuesday, October 21

LPC Meeting #5

Robert C. Antonelli Senior Center

5:00-7:00PM

Tuesday, November 18

LPC Meeting #6 and Final Project Vote

Robert C. Antonelli Senior Center

5:00-7:00PM