



Public Workshop 2

October 8, 2024

Beginning Promptly at 5:10 PM

Today's Agenda

- Welcome
- What is NY Forward?
- NY Forward Criteria
- NY Forward Timeline
- Open Call for Projects
- Vision Statement
- Goals
- Map of Projects
- Today's Workshop Activity



What is NY Forward?

NY Forward launched in 2022 to invigorate and enliven downtowns in New York's smaller and rural communities — the type of downtowns found in villages, hamlets, and other small, neighborhood-scale municipal centers.

With Department of State planning and implementation support, NY Forward communities develop a Strategic Investment Plan (SIP) that includes a slate of readily implementable projects aimed at attracting more businesses, residents, and visitors, while providing a higher quality of life for all residents.

Key Activities:

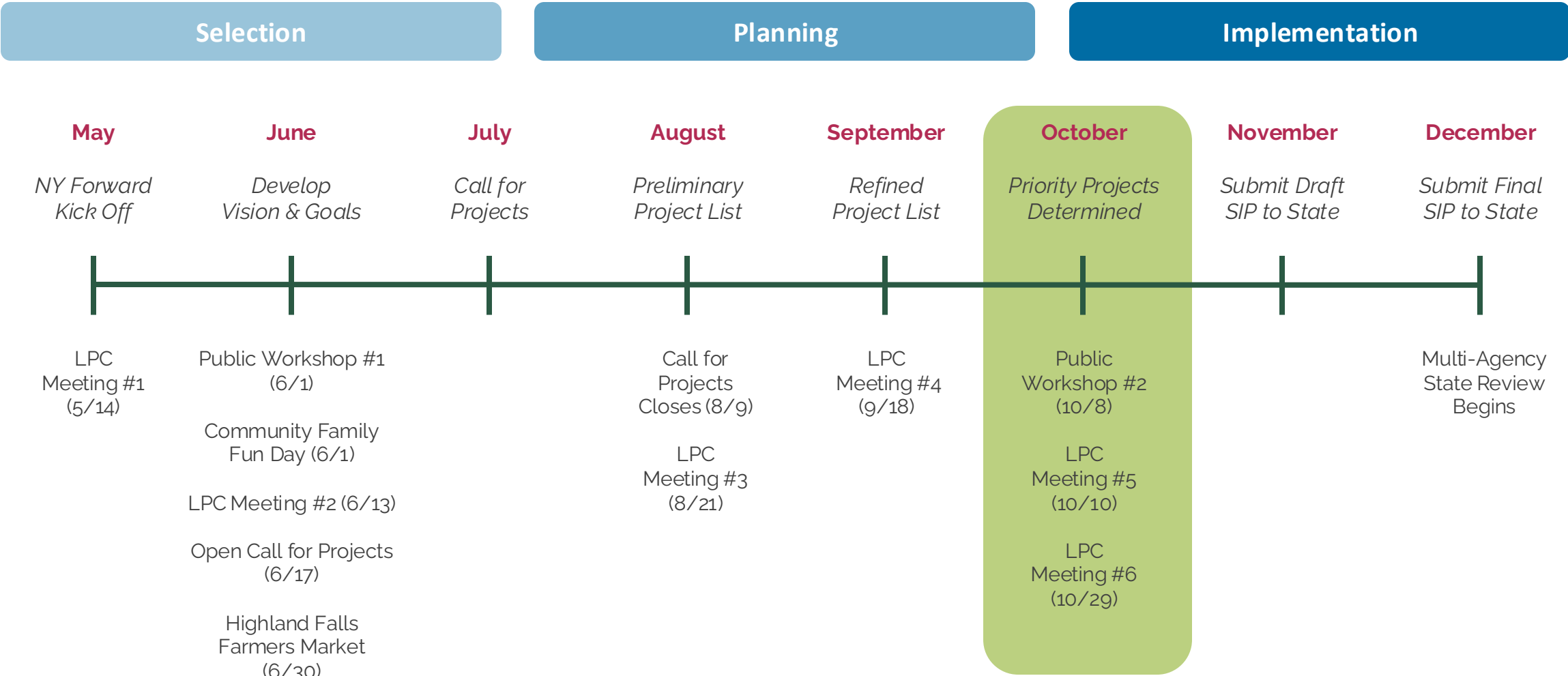
- Public engagement
- Downtown profile and assessment
- Vision, goals, and revitalization strategies
- Project identification and development
- Project implementation

What is NY Forward?

In February 2024, the Village of Highland Falls was awarded \$4.5 million as one of the Mid-Hudson region's winners of the second round of NY Forward.



NY Forward Timeline



Open Call for Projects

Between Monday, June 17 and Friday, August 9, the project team solicited project ideas public, not-for-profit, and private sponsors via the NY Forward Project Form.

Responses

- 23 projects submitted
- Of the 23 projects received, 3 projects are ineligible
- Of the 20 eligible projects, 18 were advanced by the LPC for presentation today

Projects Should

- Align with State and local goals
- Demonstrate public support
- Be well-developed
- Attract other public and private investment on a scale appropriate for the community
- Result in secondary benefits
- Represent an effective and efficient use of public resources

NY Forward Criteria

State and Local Goals

The project should be aligned with State and local goals and demonstrate strong community support.

Project Readiness

The project should be well-developed and poised to proceed in the near-term in a way that will jump start the revitalization of the Highland Falls downtown.

Catalytic Effect

The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment at a scale appropriate for the Highland Falls community.

Co-Benefits

The project will result in secondary benefits to both the community and project sponsor, which will generate additional economic activity, grow the local property tax base, provide public benefit, and/or encourage visitors and residents to stay and explore the downtown.

Cost Effectiveness

Investment of NY Forward funds in the project would represent an effective and efficient use of public resources.

Vision Statement

A revitalized Downtown Highland Falls will weave its history into the needs of the future, maintaining its close-knit character while becoming a more walkable and vibrant neighborhood with beautiful streetscapes, prosperous local businesses, and spaces for all ages to meet. As a hub of activity in an area surrounded by natural and historic attractions, Highland Falls will celebrate the downtown's connection to West Point, the Hudson River, and other regional attractions, while providing diverse amenities for residents and visitors alike. Highland Falls will live up to its name of Hometown USA, becoming a place where visitors will come, and residents will thrive.



Goals



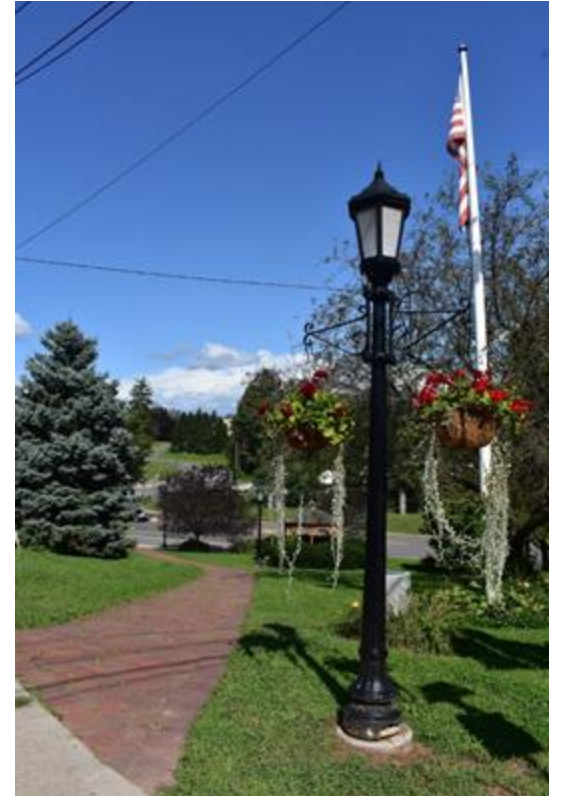
Attract tourists and visitors from the West Point community and nearby natural and historic sites, such as Bear Mountain, to Main Street.



Cultivate a diverse and sustainable mixed-use downtown corridor with thriving small businesses and reactivated storefronts.



Activate downtown with inviting streetscapes, public spaces, and amenities that encourage people to stay and explore.



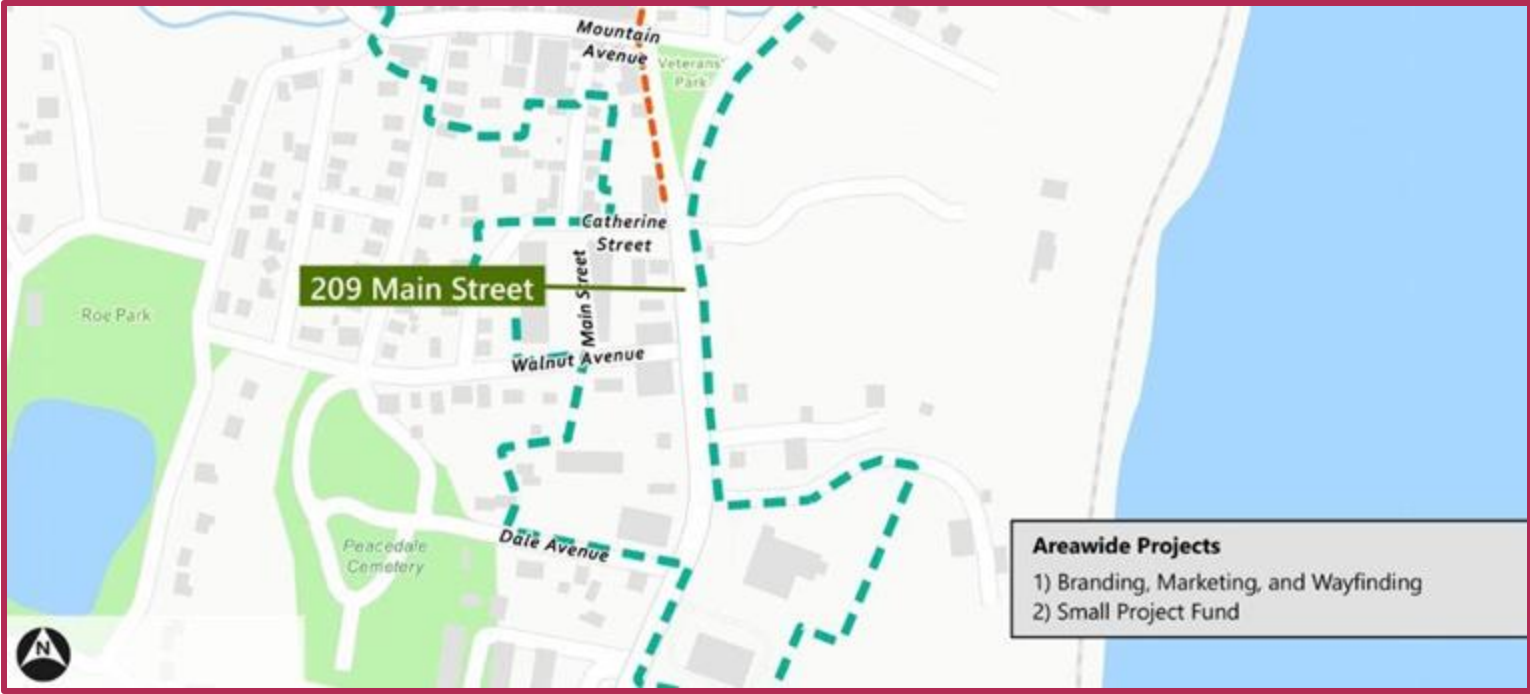
Map of Projects



Map of Projects



Map of Projects



Today's Workshop Activity

Goal

- Learn more about each of the 18 preliminary NY Forward projects
- Share your thoughts how each project impacts the Highland Falls downtown

Process

- Circulate through 18 project stations at your own pace
- Each station will be equipped with a board that provides an overview of the project and a set of questions
- Facilitators will float between stations to answer questions

Rules

- All ideas are welcome
- Please make room for others to speak
- Aim to spend approximately 5 minutes engaging with each project

1

Improve and Restore Downtown Buildings with a Small Project Fund

Project Description:

Establish a Small Project Fund that will enable business and property owners to improve building facades, enhance building interiors, purchase permanent equipment, and enhance building exteriors with public art, through reimbursable grants.

Sponsor Type: Public or Private

Location: Address

NY Forward Funding Request: \$500,000

Total Project Cost: \$500,000

Goals:



Attracts tourists and visitors



Supports small businesses and reactivates storefronts



Create inviting streetscapes and public spaces



Like It!



Love It!



What benefits does this project bring to downtown Highland Falls?

Attracts visitors to downtown

How much will this project benefit downtown Highland Falls?

1
low

2

3

4

5
high



Additional Thoughts?

Before You Go...

The revitalization of downtown Highland Falls does not end with NY Forward investments. What other investments, projects, or priorities should be pursued in the future after NY Forward?

Safer pedestrian crossing

Planters along Main Street

Thank you!

Email Us!

HighlandFallsNYF@VHB.com

Visit the Highland Falls NYF Website:

HighlandFallsNYF.com

