



Village of Lancaster

NY Forward

Goals & Strategies



NEW YORK
STATE OF
OPPORTUNITY.

NY Forward



GOAL: PRESERVE AND CELEBRATE WHAT MAKES LANCASTER UNIQUE

Strategies:

- Encourage a mix of uses in historic buildings including the redevelopment of vacant and underutilized space on upper floors.
- Highlight Lancaster through improved signage, wayfinding, and placemaking.
- Promote adaptive reuse of historic buildings for modern needs in order to attract new and creative businesses and housing opportunities.
- Ensure structures are accessible to people of all abilities.
- Preserve Lancaster's defining historic architecture.
- Utilize arts and culture to create a unique sense of place, improve the quality of life, encourage creativity, foster inclusivity, and build community.
- Work with local business owners to design storefronts that align with Lancaster's historic aesthetic.
- Collaborate with local schools, libraries, museums, and community organizations to create engaging programs and materials highlighting Lancaster's rich history and cultural significance.
- Ensure that Lancaster's heritage is visibly woven into the fabric of the Village.

GOAL: FOSTER A THRIVING LOCAL BUSINESS ENVIRONMENT THAT ENCOURAGES ENTREPRENEURSHIP AND SUPPORTS BUSINESS GROWTH

Strategies:

- Prioritize local development projects that offer diverse commercial and employment opportunities.
- Explore opportunities for improved parking efficiencies that meet local business demand while minimizing the land area devoted to surface parking.
- Encourage downtown businesses and organizations to collaborate on events and initiatives that promote arts, culture, entertainment, hospitality, and recreation.
- Promote the establishment of new hospitality businesses including restaurants and nightlife.
- Establish a small business fund to help local business owners upgrade their facilities.



GOAL: FACILITATE DIVERSE AND INCLUSIVE HOUSING SOLUTIONS

Strategies:

- Address the need for affordable housing by collaborating with developers, non-profit organizations, and government agencies to create and maintain affordable housing options.
- Encourage housing that caters to a range of income levels and family sizes, unit preferences, and ages.
- Recognize the needs of the growing senior population by developing senior-friendly housing options.
- Advocate for the inclusion of accessible housing options in all development plans.

GOAL: ENCOURAGE HEALTH AND WELLNESS FOR RESIDENTS AND VISITORS

Strategies:

- Promote the establishment of local medical services to enable aging in place and to ensure essential healthcare is readily available within the community.
- Continue to improve and create more public parks and recreational areas that promote active lifestyles, and are well-maintained and designed with different activities in mind, encouraging people of all abilities to participate in regular physical exercise.
- Continue to develop safe streets and public spaces for pedestrians, cyclists, and those using mobility aids.



GOAL: IMPLEMENT SUSTAINABLE AND ENVIRONMENTALLY FRIENDLY PRACTICES

Strategies:

- Expand the implementation of green infrastructure projects, such as rain gardens and permeable pavement, to manage stormwater and reduce environmental impact.
- Encourage the use of public and alternative modes of transportation to reduce carbon emissions.
- Increase tree canopy and green spaces to improve air quality and create attractive public spaces.
- Ensure new buildings and development projects meet high environmental standards including through use of sustainable materials, incorporating green spaces, and designing energy-efficient buildings.
- Promote LEED certification, or similar environmental standards, in new and existing buildings to provide clear guidelines for business owners on sustainable and energy-efficient practices.