



Village of Cooperstown

NY Forward
Local Planning Committee
Meeting #1

May 24, 2023



Agenda

- Project Team Introductions
- Roles & Responsibilities
- What is NY Forward
- Application Review
- Overview of Planning Process
- SWOT Analysis Exercise
- Next Steps
- Public Comment



Project Team Introductions

Preamble

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project. At this time, are there any recusals that need to be noted?

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

As we continue through the planning process, recusal forms will be required from anyone with an identified potential conflict to be kept on file with the Department of State.

Local Planning Committee (LPC)

Local Planning Committee (LPC)		
Mayor Ellen Tillapaugh	Cooperstown	LPC Co-Chair
Ken Meifert	REDC	LPC Co-Chair
Carolyn Lewis	Tara Burke	Matt Denison
Sarah Spross	Keith Gulla	Tom Hohensee
David Sanford	Patsy Smith	Josh Edmonds
Ian Porto	Brenda Wedderspoon Gray	Jeff Katz

Signed & submitted Code of Conduct?

State Team

STATE AGENCY	REPRESENTATIVE	ROLE
Department of State	Robert Rodriguez	Secretary of State
	Kisha Santiago	Deputy Secretary of State
	Sarah Crowell	Director, Office of Planning, Community Development, & Community Infrastructure
	Amanda Bearcroft	Program Director, DRI and NY Forward
	Stefan Lutter	DOS Project Manager
	Danny Lapin, AICP	DOS Project Manager
Empire State Development	Allison Madmoune	Regional Director
Homes & Community Renewal	Ian Benjamin	Program Director
NYSERDA	Lori Borowiak	Sr. Project Manager
NYSERDA	Matthew Brown	Program Manager

Consultant Team

CONSULTANT FIRM	CONSULTANT(S)	FUNCTION	DESIGNATION
Laberge Group	Nicole Allen, AICP Adriana Beltrani, AICP Rob Holzman Ben Syden	Project Lead; LPC Coordination; Existing Conditions Review and Analysis; Community Planning; Recommendations on Land Use, Infrastructure, and Natural and Cultural Resources; Strategic Planning; Development of SIP	
Highland Planning	Nancy Raca	Community Engagement	WBE
4ward Planning	Todd Poole	Market Analysis, Project Priorities	MBE
Creighton Manning	Mark Sargent	Traffic / Transportation	
Kim Lundgren Associates	Kim Lundgren	Sustainability	WBE
Politi + Siano Associates	Tom Politi	Architecture, Urban Design	MBE
Land Art Studio	Mary Moore Wallinger	Landscape Architecture	WBE
The Setroc Group	Francisco Cortez	Graphic Design, Report Production	SDVOB

Roles & Responsibilities

Roles & Responsibilities

Local Planning Committee

- Provide direction in planning efforts
- Provide feedback to Team
- Review documents
- Evaluate and select projects for inclusion in the Strategic Investment Plan (SIP)

State Team

- Leads the NYF Planning process
- Provide guidance & support
- Manage & assist consultant team
- Engage other State agencies
- Participate in the preparation & review of NYF documents

Consultant Team

- Lead all public engagement, project identification and development, and creation of all components of the SIP

Municipal Representatives

- Provide local assistance to the consultant and State team when local resources or expertise are needed

Project Sponsors

- Must be an entity and not an individual
- Provide project information to consultant team

What is NY Forward

Program Goals



Create an active downtown with a strong sense of place.



Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.



Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.



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 investments that are more resilient to future climate change impacts.

Why Cooperstown



Healthy

Vibrant

Walkable

Economic Vitality

*Opportunity to strengthen
and the enhance regional
economy*

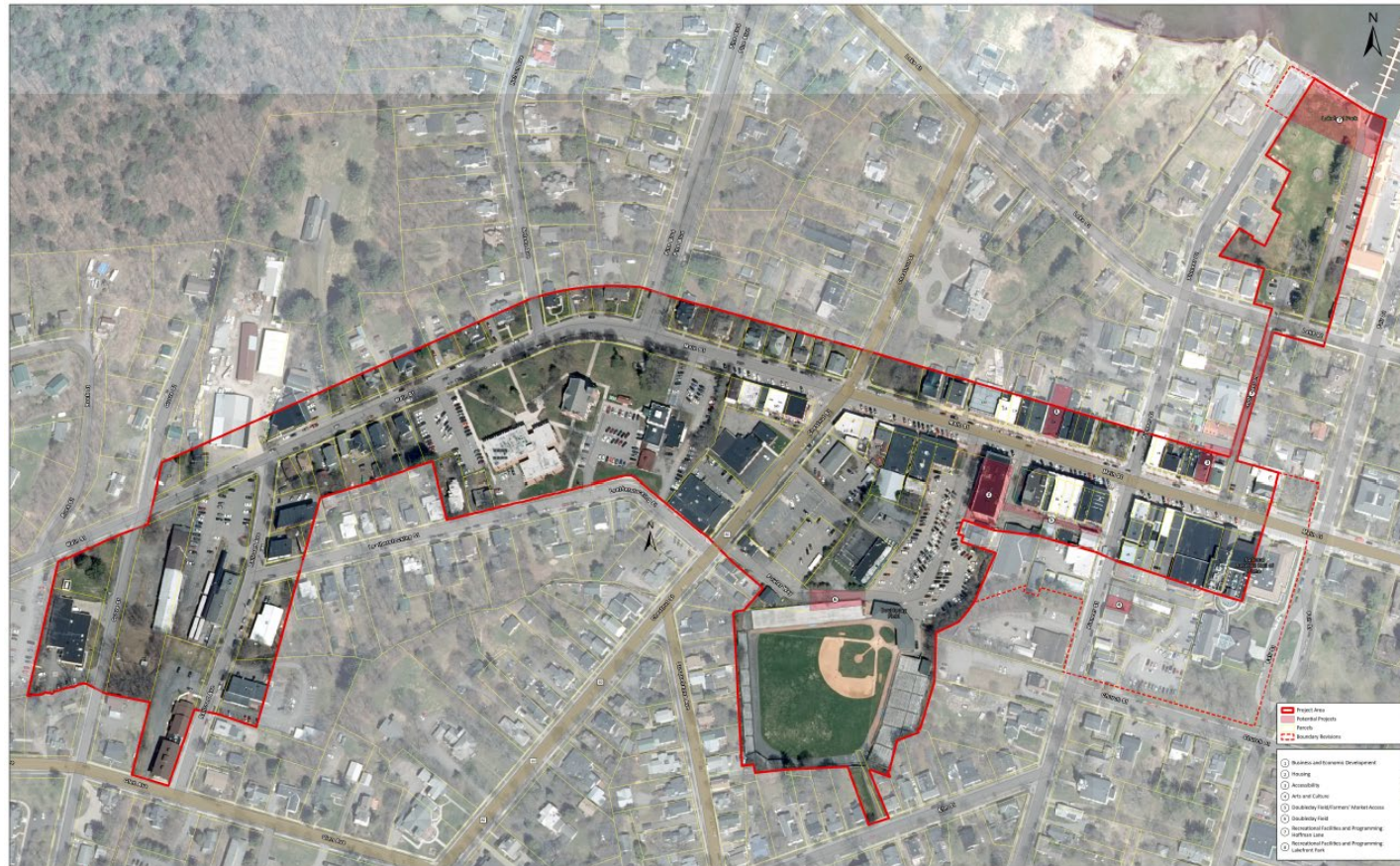


NY Forward



Cooperstown's NY Forward Application

NY Forward Boundary



Laberge Group
NEW YORK STATE OF OPPORTUNITY
NY Forward
Scale: 1" = 100'
Laberge Group
1000 State Street, Suite 200, Albany, NY 12243
www.labergegroup.com

NY Forward Boundary
Village of Cooperstown,
Otsego County, New York Forward



NY Forward

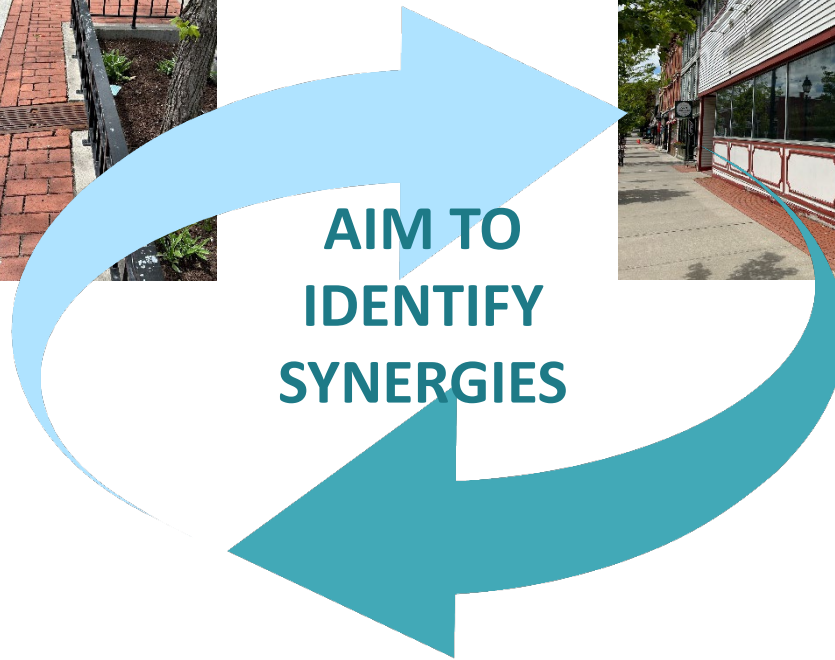
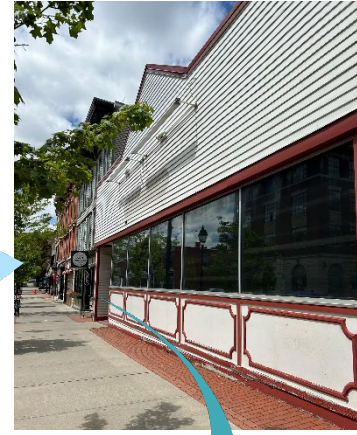


Cooperstown's NY Forward Application

Recent Related Investments



Proposed Projects



Project Eligibility Requirements

Transformational with immediate, positive effect

Timing	Break ground within two years or sooner
Size & Scale	Large enough to be truly transformative
Sponsor	Must have an identified project sponsor; public, not-for-profit, or private entities with the capacity and legal authority to do project; cannot be an individual
Financing	Should have financing commitments largely secured or be able to demonstrate a clear path to securing; undertake the project expeditiously
Match & Leverage	No programmatic minimum match requirements, with exception of a small project fund, which is no less than 25% of total project cost; LPC may impose match requirements (funds should fill funding gaps and facilitate other investment).
Site Control	Must have site control or be in the process of acquiring site control; if leasing or renting the proposed project site, the property owner must agree to the proposed project in writing.
Building Decarbonization	Meet the criteria for new construction, substantial renovation, or a building addition shall include decarbonization techniques. > 5,000 SF

Overview of Planning Process

Overview of NYF Planning Process

	May	Jun	Jul	Aug	Sept	Oct	Nov
Kick-Off Site Visit							
Local Planning Committee Meetings	#1	#2		#3	#4	#5	
Community Meeting			#1		#2		
Downtown Profile & Assessment	Start	Draft	Revised	Final			
Vision, Goals, Strategies	Start		Draft	Final			
Project Profile Development		Start		Skeleton	Draft	Final	
Call for Projects							
Strategic Investment Plan				Outline	Draft	Draft	Final

LPC Meetings

JUNE

- Downtown profile and assessment
- Initiate vision, goals, strategies

SEPTEMBER

- Develop and evaluate proposed projects
- Review project evaluation criteria
- Identify additional project information needed to support decision-making
- Further refine project list to remove from funding consideration



MEETING 1

MAY

- Team introductions
- Project overview and timeline
- Opportunities and challenges

MEETING 2

JUNE

- Downtown profile and assessment
- Initiate vision, goals, strategies

MEETING 3

AUGUST

- Finalize vision, goals, strategies
- Review project evaluation criteria
- Review and discuss proposed projects
- Identify projects to remove from funding consideration

MEETING 4

SEPTEMBER

- Develop and evaluate proposed projects
- Review project evaluation criteria
- Identify additional project information needed to support decision-making
- Further refine project list to remove from funding consideration

MEETING 5

OCTOBER

- Collaboratively identify the final slate of proposed priority projects for State consideration



NY Forward



Draft Public Engagement Plan



LPC Meetings

5/24

6/28

8/16

9/20

10/18

4:30-6:30



Public Workshops

July date

September date

Fire House, HS, Ball Room?

12:00-8:00



Project Website

Updating current on
the Village website



Local Outreach Activities

“Office hours”
Other opportunities

Taking in Public Comments & Feedback

Throughout the process, the public will have a variety of opportunities to provide feedback, input, and guidance:

Public Meetings



2 Open House Events

In Writing



Visit the project website

LPC Meetings



Conclusion of meeting

Outreach Events

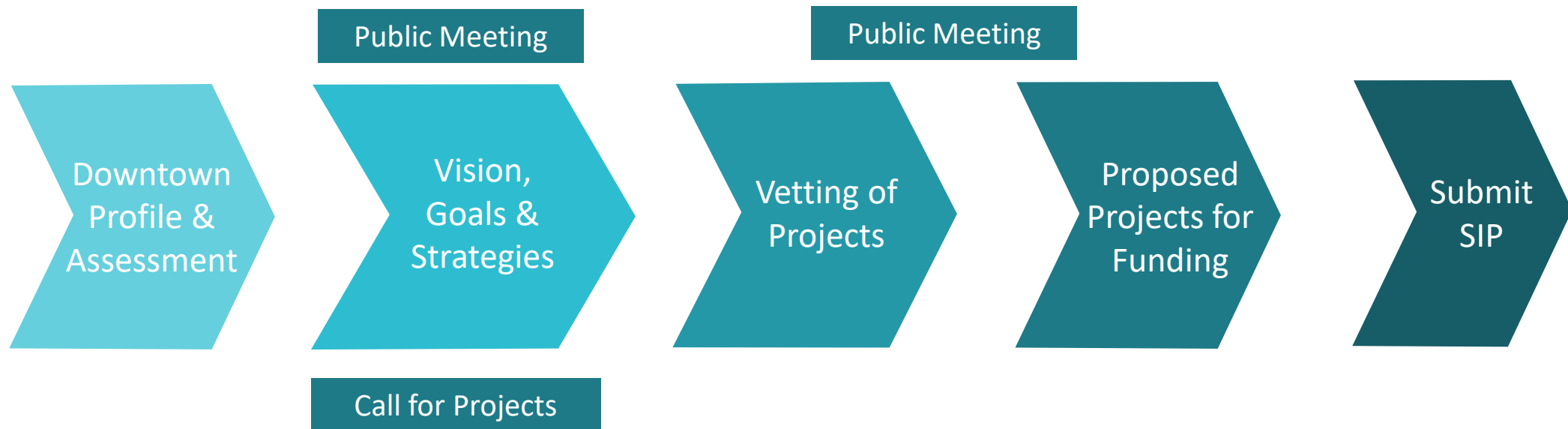


Undefined

Strategic Investment Plan Development

Cooperstown's NY Forward Strategic Investment Plan will:

- Describe unique challenges and opportunities
- Present a vision for the future of downtown
- Propose transformative projects



Project Eligibility Requirements

New Development and/or Rehabilitation of Existing Downtown Buildings

Catalytic or transformative projects that will provide employment opportunities, housing choices, and/or services for the community.

Small Project Fund

Locally managed matching small project fund to undertake a range of smaller projects such as façade enhancements, building renovation improvements to commercial or mixed-use spaces, business assistance, or public art.

Public Improvements

These may include projects such as streetscape and transportation improvements, recreational trails, wayfinding signage, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects that will contribute to the revitalization of the downtown.

Branding & Marketing

Examples include downtown branding and marketing projects that may target residents, investors, developers, tourists, and/or visitors. Costs eligible under this category must be one-time expenses, such as those to develop materials and signage. Ongoing operational costs, such as funding a downtown manager or maintaining a website, are not eligible.

Open Call for Projects

- Project Identification:
 - Cooperstown's NY Forward Application
 - Open Call for Projects
- All projects submit the "NYF Project Form"
 - Complete form
 - Submit to consultant team
 - Consultant team reviews for completeness
 - Consultant team assists Project Sponsor complete gaps in application
 - LPC vets proposed projects

10 Resiliency
Describe how the project considers/incorporates resiliency, as applicable. For example, projects may include natural measures such as bioswales, rain gardens, living shorelines, green roofs, etc.

8 Capacity
Describe the project sponsor's experience in implementing projects similar in scope/complexity to the proposed project, including any experience with grant administration.

6 Property Ownership
Identify the owner of the property on which the proposed project will be located. If the project sponsor and the property owner are not the same, please describe how the project sponsor will obtain the legal authority to implement the project at this site.

2 Project Location
Please indicate the location of the proposed project.

1 Project Sponsor
Provide the contact information for the project sponsor.

Name:
Sponsor business or organization (if applicable):
Title (if applicable):
Mailing Address:
Phone:
Email:

If there are additional people who should be contacted as part of this proposal, please provide their contact information.

Name:
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Affiliation:

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SWOT Analysis Exercise

SWOT Analysis Exercise

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Strengths

- Things going well in downtown Cooperstown
- Qualities that separate downtown Cooperstown from others
- Tangible assets like buildings, trails, businesses

W

Weaknesses

- Things downtown Cooperstown are missing
- Things that other downtowns do better
- Common complaints from visitors
- Common complaints from business owners

O

Opportunities

- Things happening in the region that downtown Cooperstown can capitalize on
- Outside trends that could be considered for downtown Cooperstown
- Any new technology that could benefit downtown Cooperstown

T

Threats

- Things happening in the region that can detract from the downtown experience
- Perceptions from outside residents
- Negative media coverage

Downtown Cooperstown

Outside Influences Affecting
Downtown Cooperstown



NY Forward

Cooperstown
NY Forward



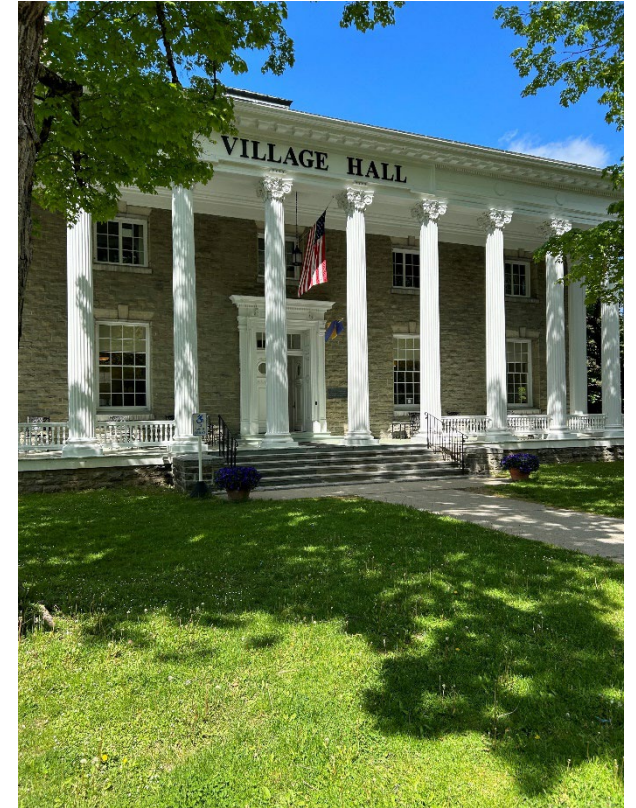
Next Steps

Next Steps

- Finalize Public Engagement Plan
- Update Website
- Downtown Profile & Assessment
- Schedule Open House



Public Comment



NY Forward

