

# Village of Cooperstown

NY Forward  
Local Planning Committee  
Meeting #2

June 28, 2023



# Preamble

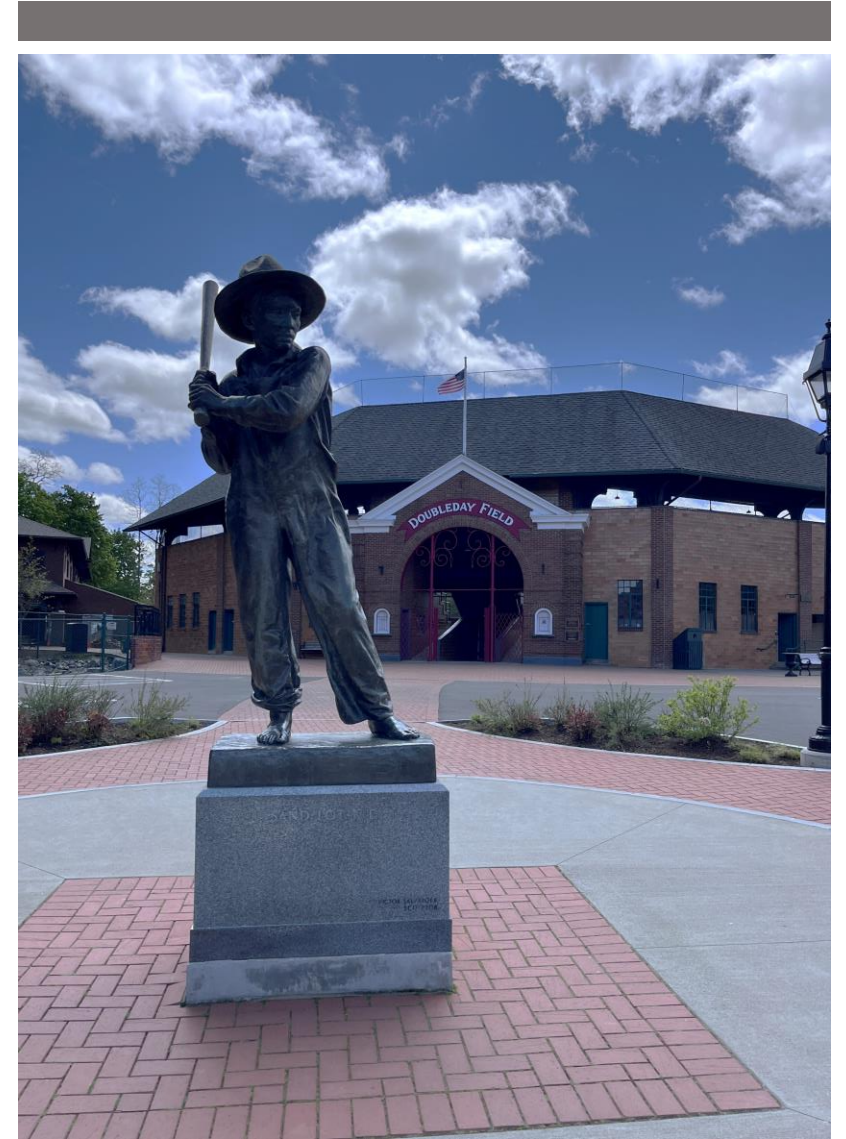
Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please 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.

# Agenda

- Public Engagement Plan Review
- Public Workshop #1
- Open Call for Projects
- Review Community Profile
- Visioning Exercise
- Next Steps
- Public Comment



# Planning Process

# Timeline

	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

# Public Engagement Plan

*“Enables the NYF community to work towards a shared vision for a more vibrant downtown.”*

# Public Engagement Plan

- **Local Planning Committee Meetings**
- **Project Identification**
  - Open Call
  - Office Hours
- **Public Workshops**
  - Public Workshop #1: Vision and Goals
  - Public Workshop #2: Proposed Projects
- **Engaging Hard-to-Reach Populations**
- **Stakeholder Meetings**
- **Online Engagement**
  - Public Survey
  - NYF Website
  - Facebook Posts
  - Eblast
- **Local Outreach Activities**
  - Press Releases
  - Flyers
  - Pop-Up Event (Farmers Market, Saturday July 29)

# Outreach Strategy

*Are there other outreach strategies to consider in addition to participating in existing community meetings and events?*

*Are there additional ways to connect with historically underrepresented groups?*



# Public Workshop #1

*“Solicit ideas and feedback from the public regarding various planning topics applicable to the preparation of the SIP.”*

# Public Workshop #1- “Visioning”

## July 11 @ Cooperstown High School

- 12:00 PM – 8:00 PM
- “Open House Style”

### Purpose

- Inform and educate attendees regarding the NYF Planning Process and Open Call for Projects.
- Solicit ideas and feedback from the public to help the LPC confirm the vision statement and goals for the SIP.

**Village of Cooperstown**  
New York Forward

**JOIN US!**

**PUBLIC OPEN HOUSE**

Tuesday, July 11th  
Noon - 8:00 PM

Cooperstown High School  
Cafeteria  
39 Linden Avenue

Drop in anytime!

Come learn about the New York Forward planning process and share your vision for the revitalization of downtown Cooperstown!

[www.cooperstownny.org/  
new-york-forward](http://www.cooperstownny.org/new-york-forward)

 NEW YORK  
STATE OF  
OPPORTUNITY. | NY Forward



# Public Workshop #1- "Visioning"

## Stations:

- NYF Process slide show
  - Program intent, timeline, eligible projects, opportunities for public input
- "Places and Spaces" map
- Assets and Challenges
- Goals and Vision
- Open Call Q&A
- Survey



# Open Call for Projects

*“A public process that solicits projects from public, not-for-profit, and private project sponsors.”*

# Open Call for Projects



Wednesday June 28<sup>th</sup>-Wednesday August 2<sup>nd</sup>

- Forms available on Village NYF Website
- Submit completed forms: [abeltrani@labergegroup.com](mailto:abeltrani@labergegroup.com)
- Mail to:  
Laberge Group  
Attn: Adriana Beltrani  
4 Computer Drive West  
Albany NY, 12205

Wednesday July 11th Q&A @ Public Workshop #1

Virtual Office Hours (see link to sign up):

- Thursday July 13th virtual
- Monday July 17th virtual
- Monday July 24<sup>th</sup> virtual
- Additional times as needed

**DRI/NYF Project Form**

Fill out this form to be considered for LPC project review and potential [DRI/NYF] funding. Please address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the [DRI/NYF community's] Strategic Investment Plan. Project sponsors are expected to provide timely responses to requests for any additional information from New York State and/or the DRI/NYF consultant.

**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:

Phone:

Email:

Affiliation:

Name:


Phone:

Email:

Affiliation:

<https://www.signupgenius.com/go/10c084ca4a62ba2fac16-call#/>

# Open Call for Projects: How to Submit Project Proposal

- ① Go to [cooperstownny.org](http://cooperstownny.org) to **download the Project Form**
- ② Review Eligibility Criteria and Project Requirements
- ③ Attend Office Hours for assistance
- ④ Fill out the Project Proposal Submission Form
- ⑤ Submit your Completed Application  
     Online, email, hard copy mailed
- ⑥ Questions regarding project eligibility, evaluation, or the project forms can be directed to Adriana Beltrani at [abeltrani@labergegroup.com](mailto:abeltrani@labergegroup.com)

# Open Call FAQ

- **Eligible Project Types**

- Public Improvement Projects
- Branding and Marketing for Downtown
- New Development/Rehabilitation of Downtown Buildings
- Façade enhancements or small-scale building renovations

- **NYF Projects Must:**

- Be located within the NYF Boundary
- Be able to break ground within two years of receiving funding
- Have diverse financing
- Be sponsored by a public, non-profit, or private entity with legal authority to undertake the project



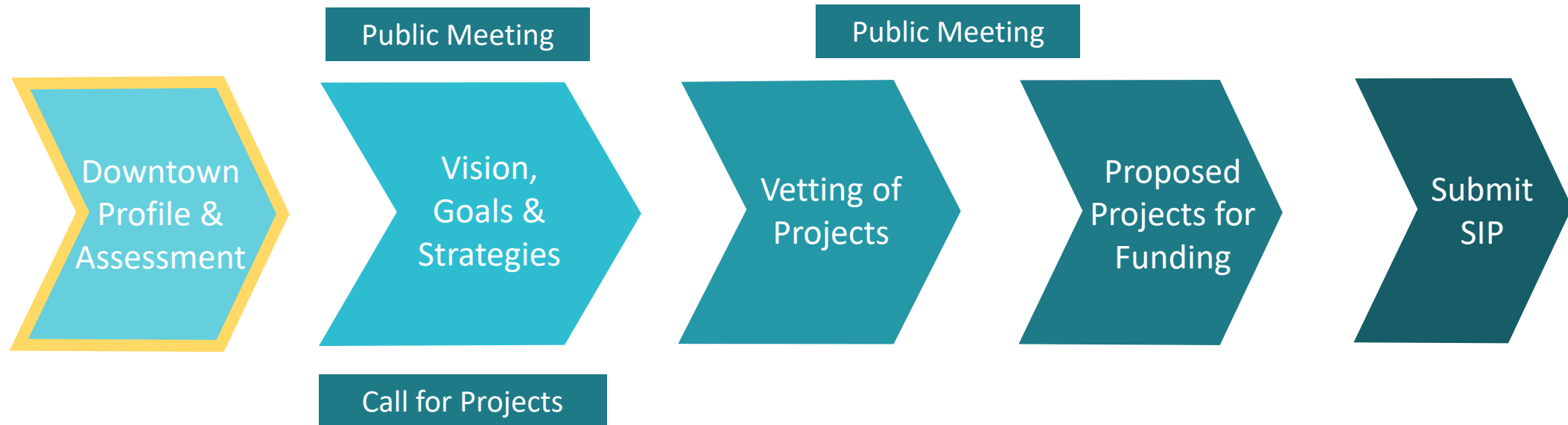
# Downtown Profile *Overview*



# Downtown Profile: Overview

## Cooperstown's NY Forward Downtown Profile Will:

- Identify strengths, challenges and potential for revitalization
- Be a concise summary of existing conditions
- Provide guidance for project evaluations



# Prior Investments

Project Name	Total Project Investment
Streetscape Improvements for Main Street	\$700,540
EV Charging Stations	\$17,485
Downtown Pedestrian Improvements	\$2,700,000
Village Hall Improvements (windows, skylights, elevator)	\$665,697
Village Hall Improvements (fire escape)	\$44,880
Doubleday Field Improvements	\$7,200,000
Wastewater Treatment Plant Improvements	\$8,400,000
Main Street Flagpole Improvements	\$9,000



# Prior Investments

Project Name	Total Project Investment
Lakefront Park Viewing Platform Plan	\$25,850
Pioneer Park Renovation	\$160,000
Wi-Fi Hot Spots	\$310,000
Willow Brook culvert right sizing	\$300,000
Cooperstown Distillery Expansion	\$100,000
Hoffman Lane, Pioneer Alley Stormwater Improvement Planning	\$31,600
Pioneer Street Improvements	\$1,200,000
Trolley Blue Lot/Gateway Improvements (2014)	\$2,954,430

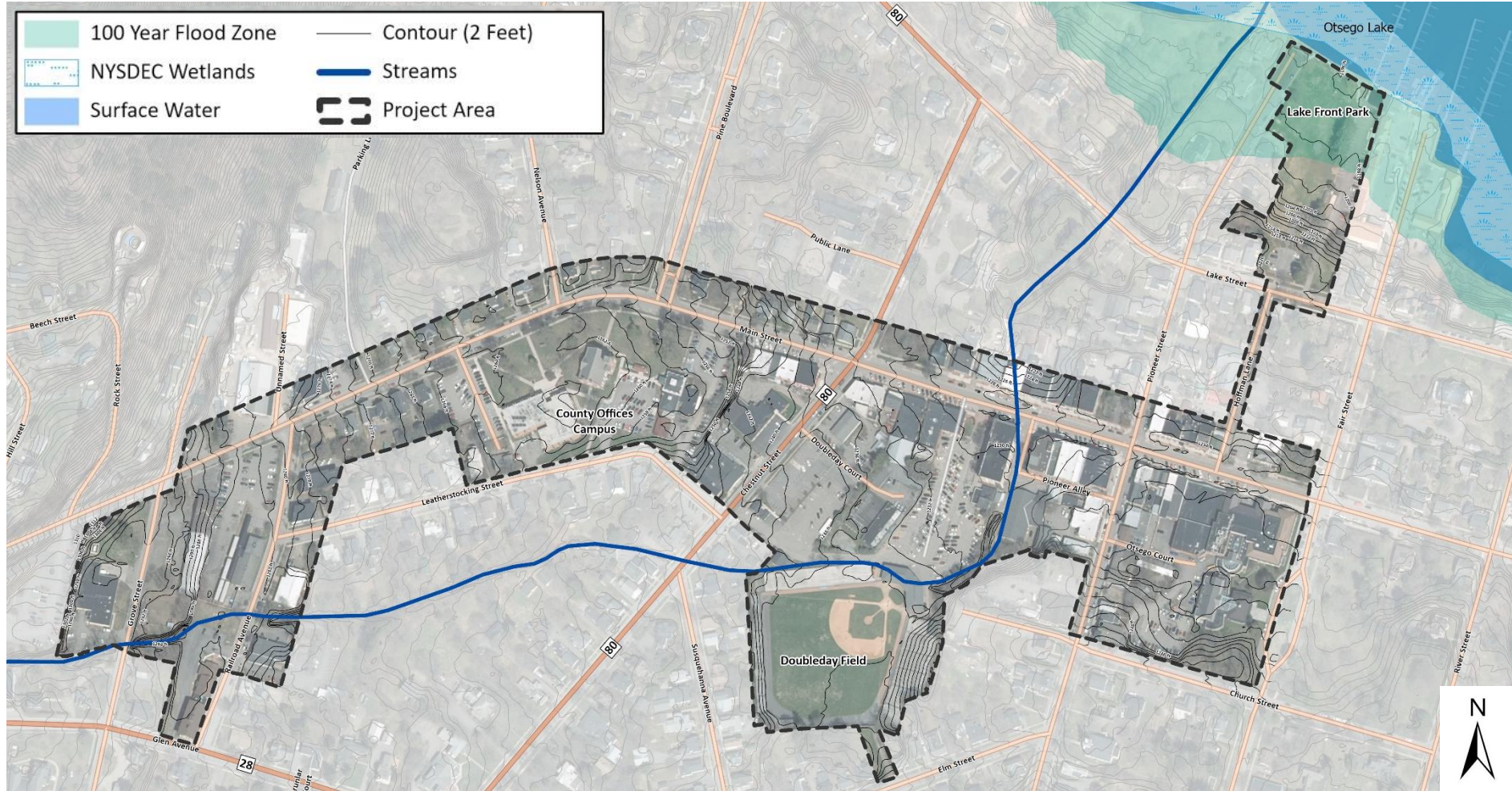


# Prior Plans

- 2016 Downtown Revitalization Strategy
  - Findings and Public Outreach form Basis for NYF Application
- Otsego County Coordinated Transportation Plan
  - Regional transportation recommendations
- Otsego County Strategic Prioritization Plan
- Mohawk Valley REDC 2015 Prospectus and Annual Progress Report



# Environmental Features



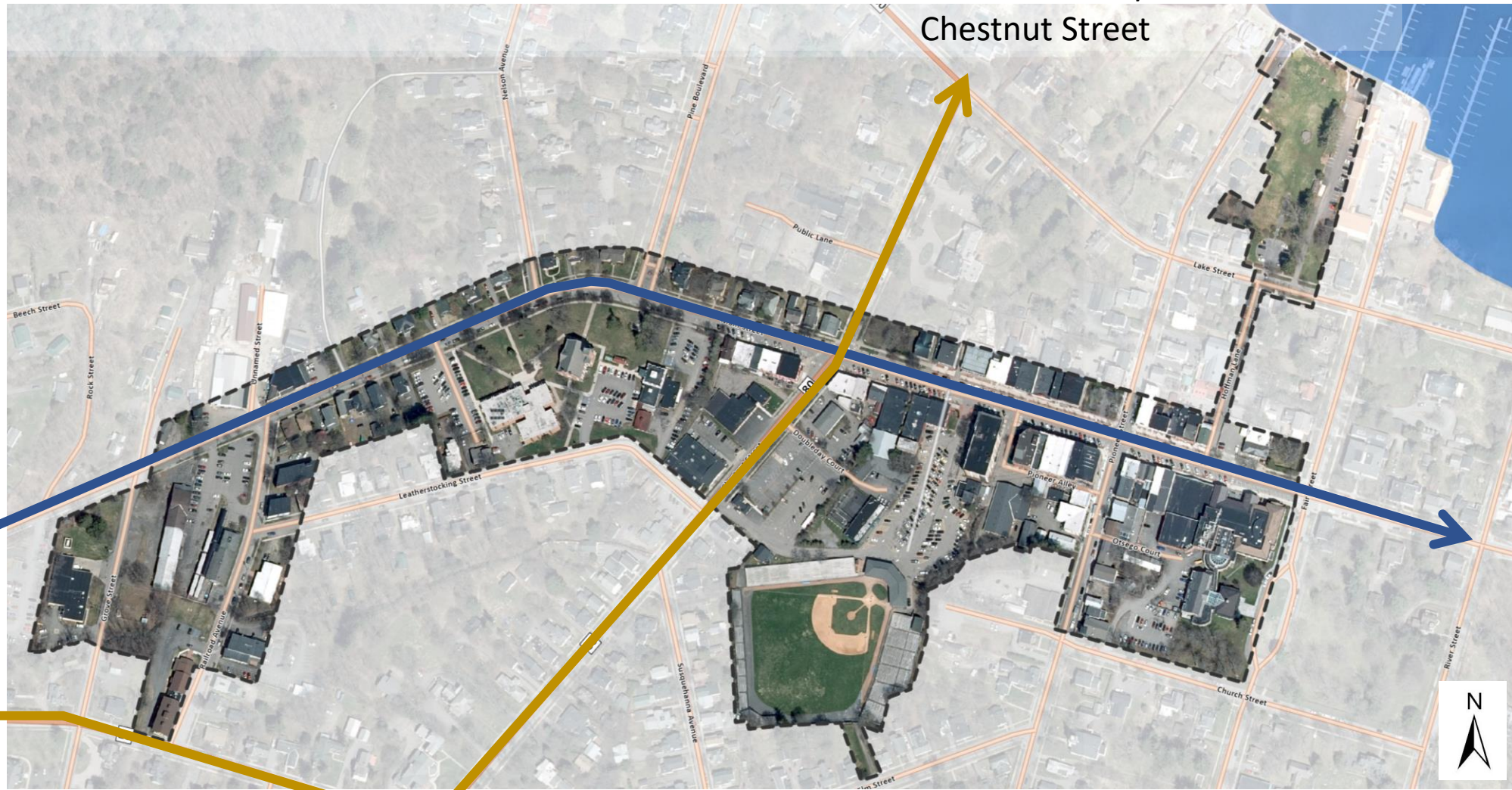
# Environmental Features



- Few constraints to new development
  - Mild topo; no known wetlands; existing development footprint
- Lakefront Park floodplain necessitates flood-proof improvements
- Opportunity for lake stewardship and education in high visibility area
  - Green stormwater infrastructure, signage

# Street Network

- ↔ State Road
- ↔ Local Road



State Route 28/  
Glen Ave.


Main Street

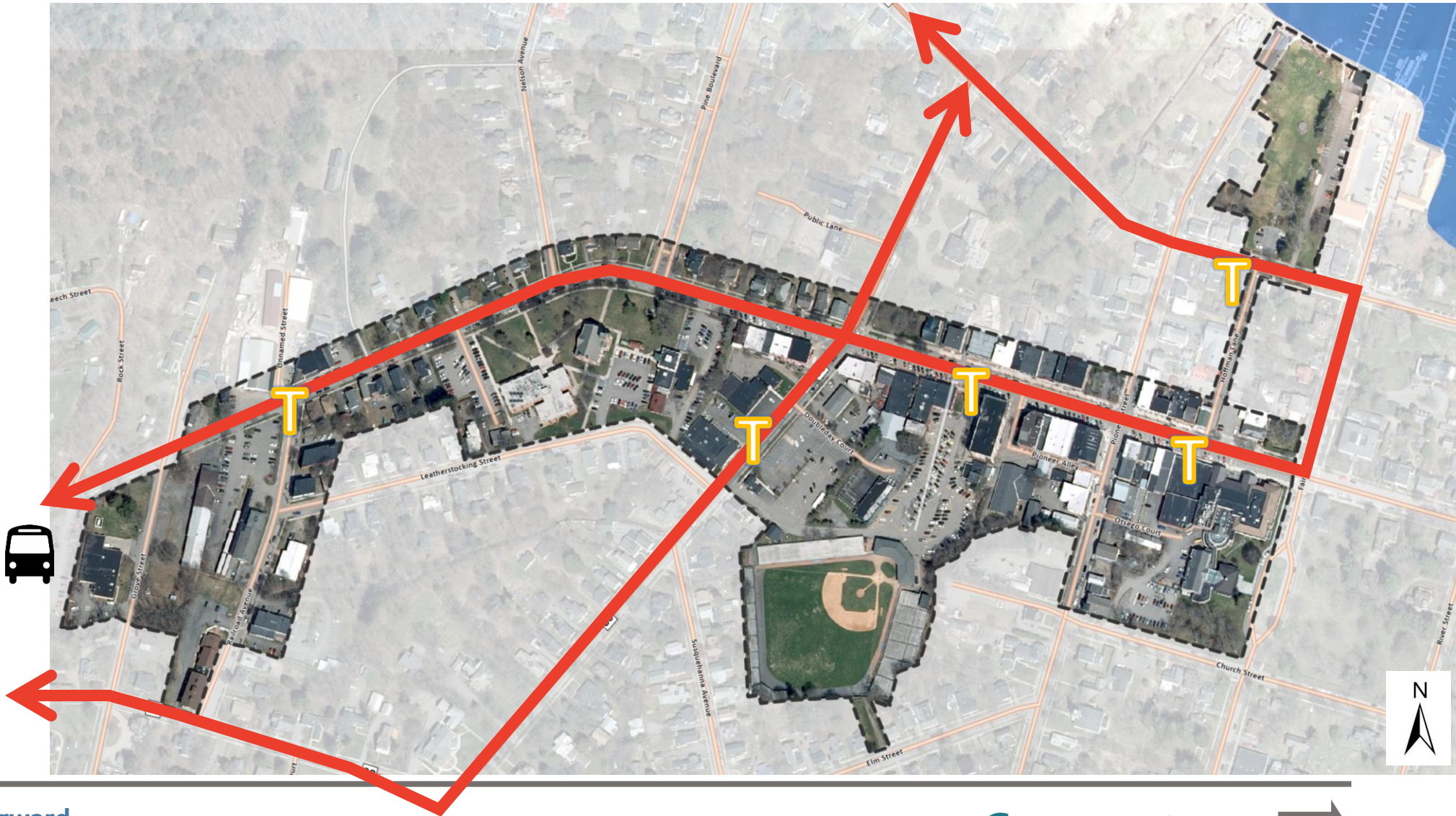
State Route 28/  
Chestnut Street

# Trolley Route

 Trolley Stop

 Trolley Route

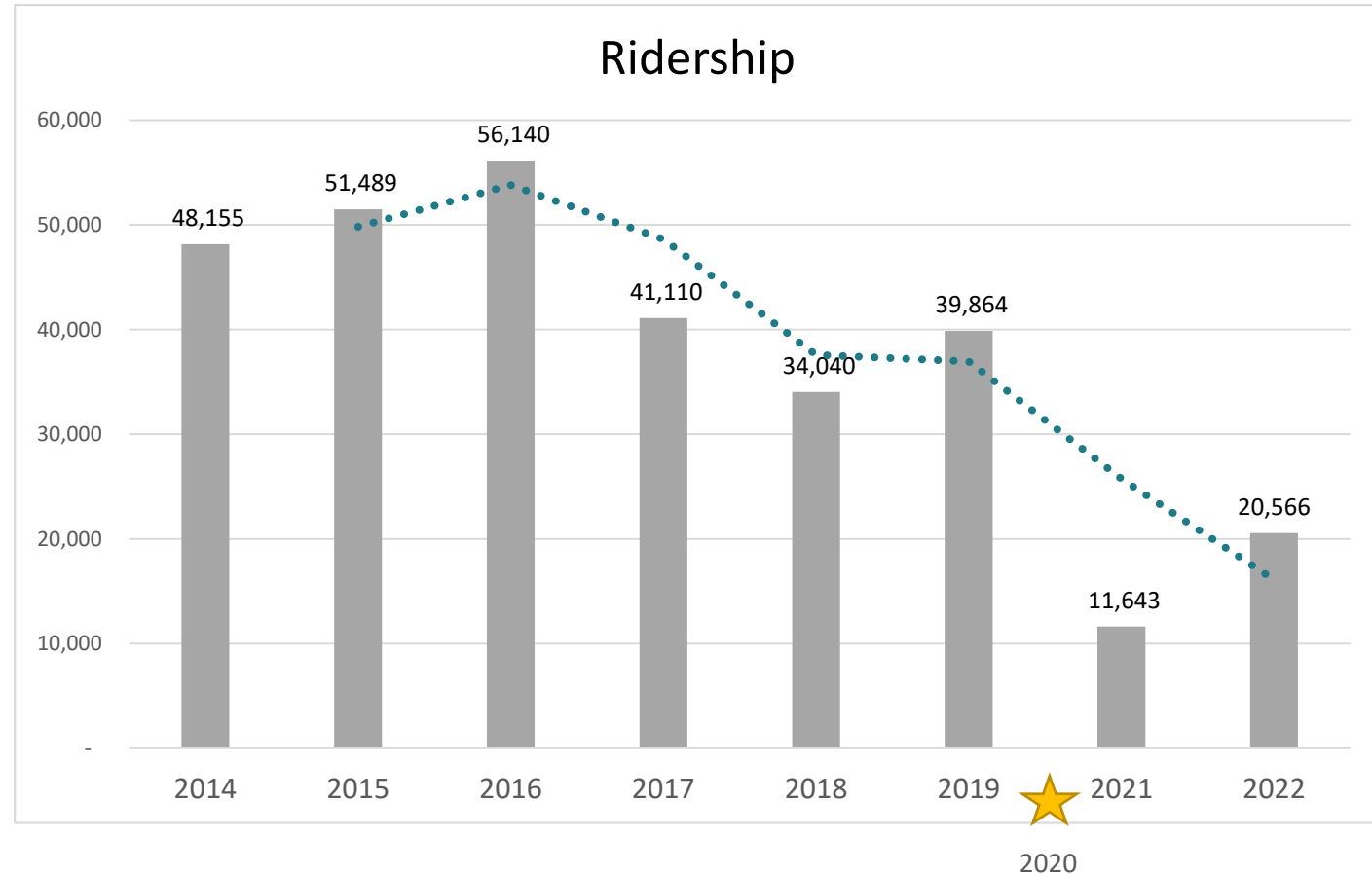
 Park and Ride








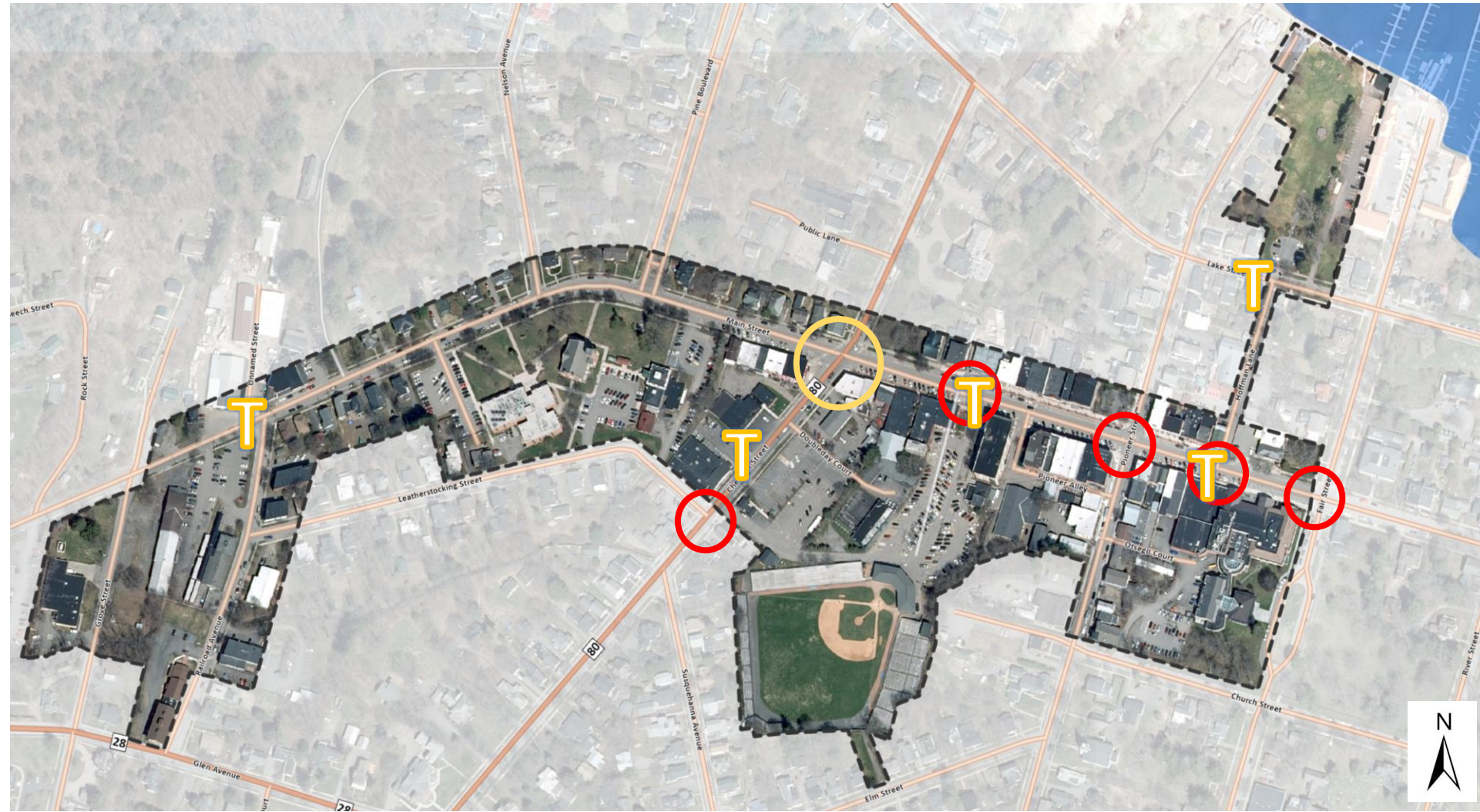
# Trolley Route

- Village/Otsego County Owned
- Free to Park
- \$2.50 per day/adult to ride
- All stops outside NYF Boundary
  - Red Lot on Glen Ave and Main
- 2016 ridership peak
  - ★ Shut down 2020, reduced service 2021



# Pedestrian Network

-  Signalized crosswalk
-  Crosswalk, no traffic signal
-  Trolley Stop



# Pedestrian Network

- Sidewalks throughout
- Missing Connections: Railroad Ave to Chestnut and Main
- Interpretive trail at Lakefront Park.
- Alleys/Lanes with numerous shared (conflicting) uses.



Main to Pioneer Alley



Doubleday to Pioneer



Pioneer Alley



Hoffman Lane

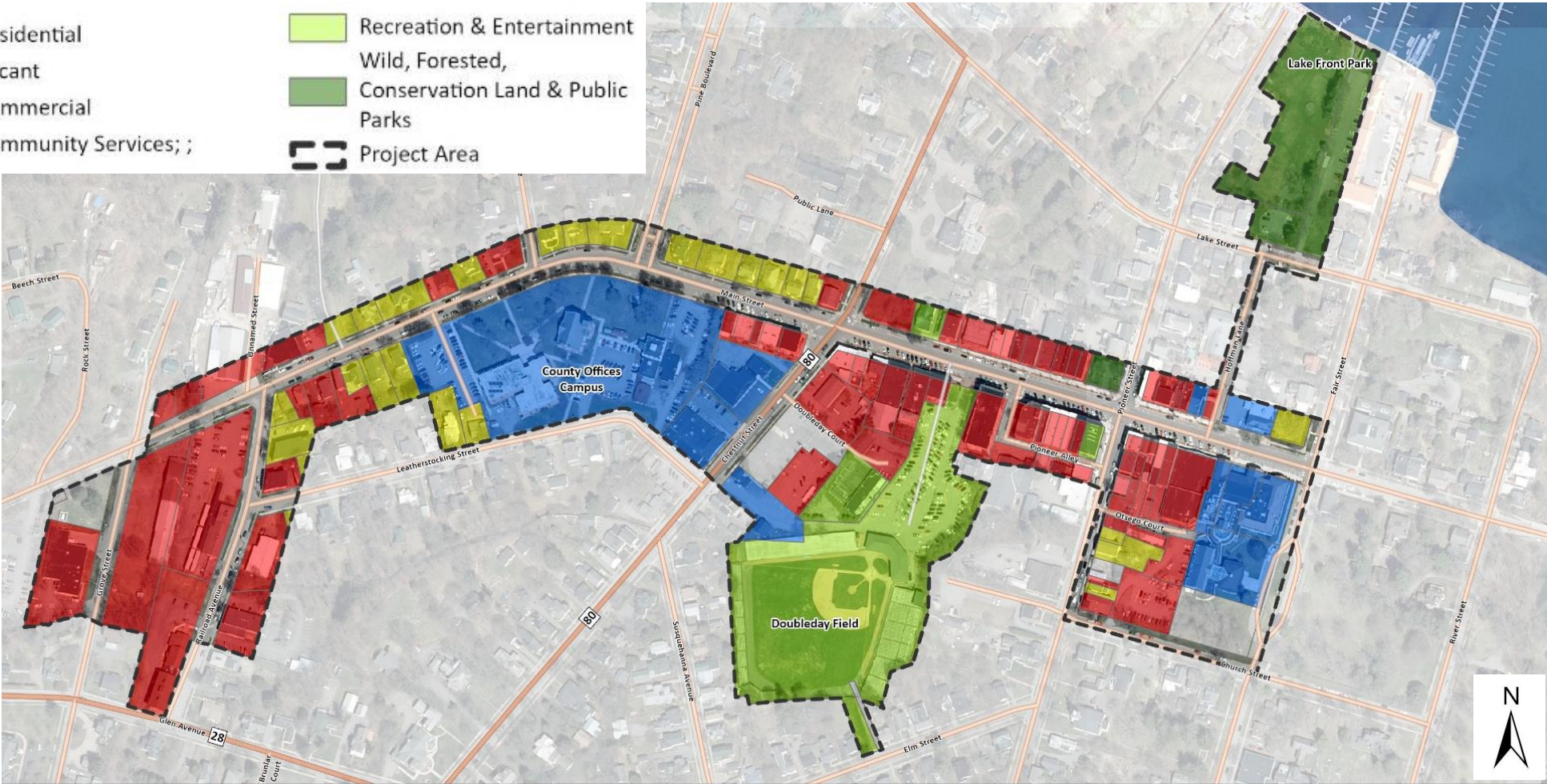
# Transportation Takeaways

- Regional/County transportation network
  - State and County Routes (better wayfinding?)
  - Trolley
- Village/NYF Area transportation
  - Encourage use of Trolley
  - Build off prior work on pedestrian street improvements
    - Close gaps near Railroad Ave, Red Lot, Fowler
  - Connecting/creating pedestrian only areas-  
Alleys and trails



# Land Use

- Residential
- Vacant
- Commercial
- Community Services ; ;
- Recreation & Entertainment
- Wild, Forested, Conservation Land & Public Parks
- Project Area







# Land Use

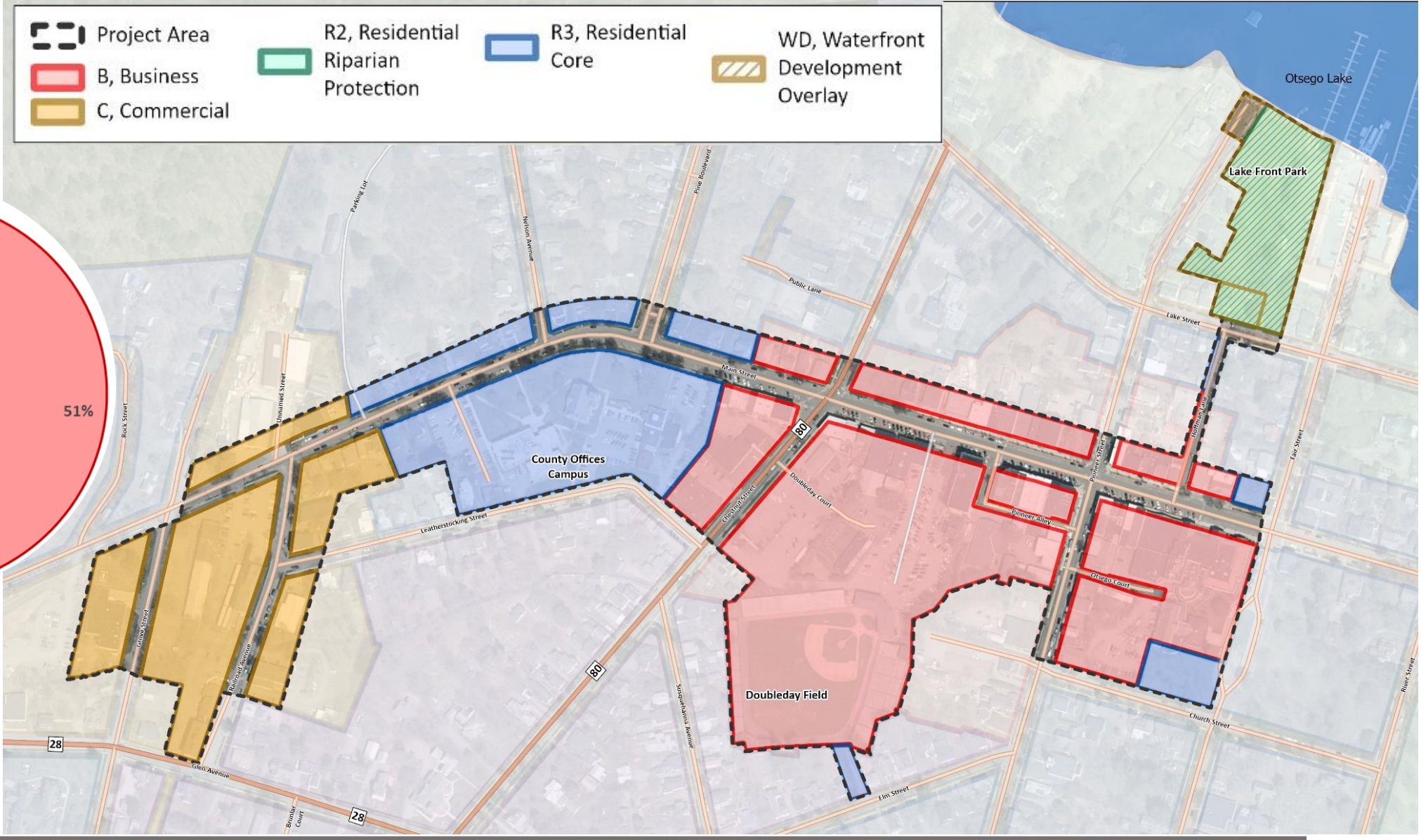
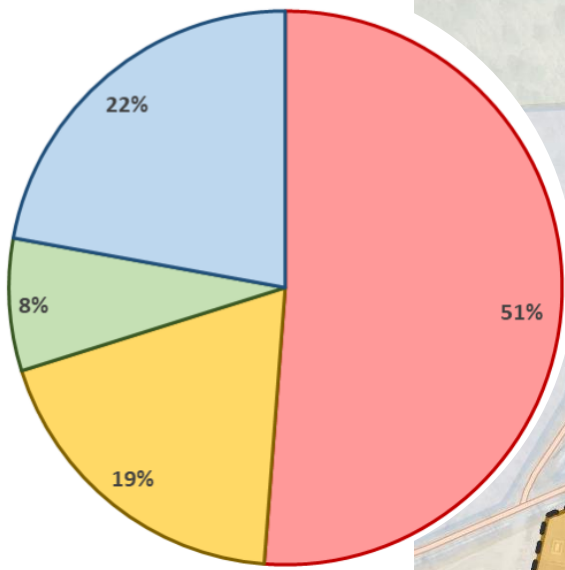
- 125 tax parcels
- 62% Commercial
  - Majority of Commercial (58%) is “row type”
  - Next highest share of commercial is residential conversion (12%)
- Parcels labeled “vacant” are in use or associated with active uses
  - Parking for adjacent uses
  - No actual “vacant” land in the NYF area



*Downtown Row Type (top)  
Converted Residence (bottom)*

# Zoning

-  Project Area
-  B, Business
-  C, Commercial
-  Riparian Protection
-  R3, Residential Core
-  WD, Waterfront Development Overlay



# Zoning Districts

## Overlay Zoning Districts:

- Waterfront Development Overlay
- Flood Hazard Overlay
- Historic and Architectural Control

## Planned Development District

- Village Board amendment
- Baselines for density
- Can deviate upon Village Board findings of good faith

## Site Plan Review

- **Planning Board** approval for non-residential and multifamily uses
- For **all** development within WDO, within 100 feet of a wetland, or on a steep slope (not found within NYF area)

## Special Use Permit Review:

- **Village Board** Approval for specified uses
- Recommendations of involved Boards required

## Historic and Architectural Review Board (HARB):

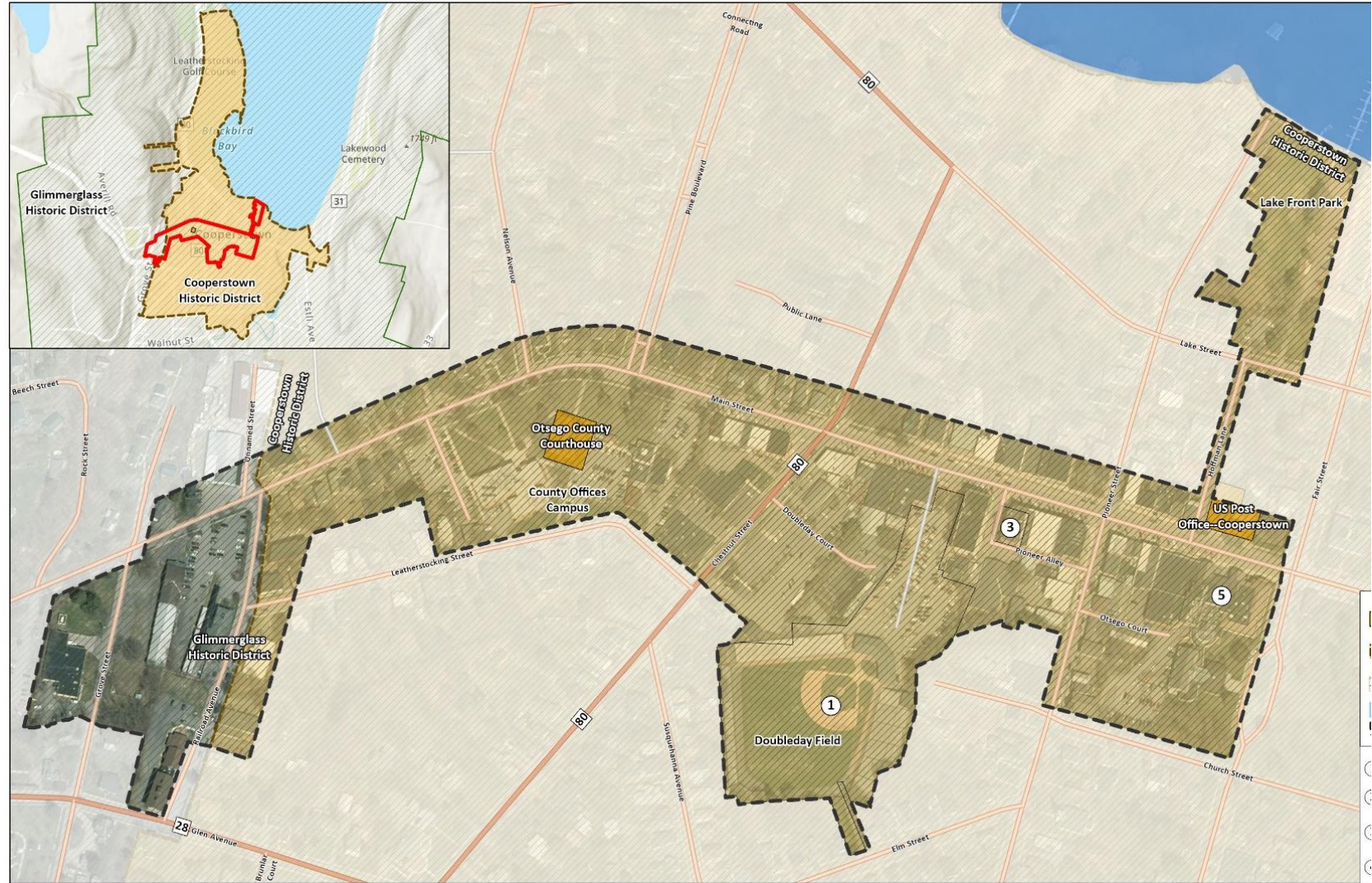
- Certificate of appropriateness: exterior alterations, restoration, reconstruction, demolition, new construction or moving of any building, structure or property, light fixtures, sidewalks, fences, steps and other exterior element changes.



# Cultural Setting

-  National Register Buildings
-  Cooperstown Historic District
-  Glimmerglass Historic District
-  Surface Water
-  NYF Area

- ① Doubleday Field
- ② Glimmerglass Queen Tour Boat Company Inc.
- ③ Heroes of Baseball Wax Museum
- ④ National Baseball Hall of Fame and Museum



# Cultural Setting

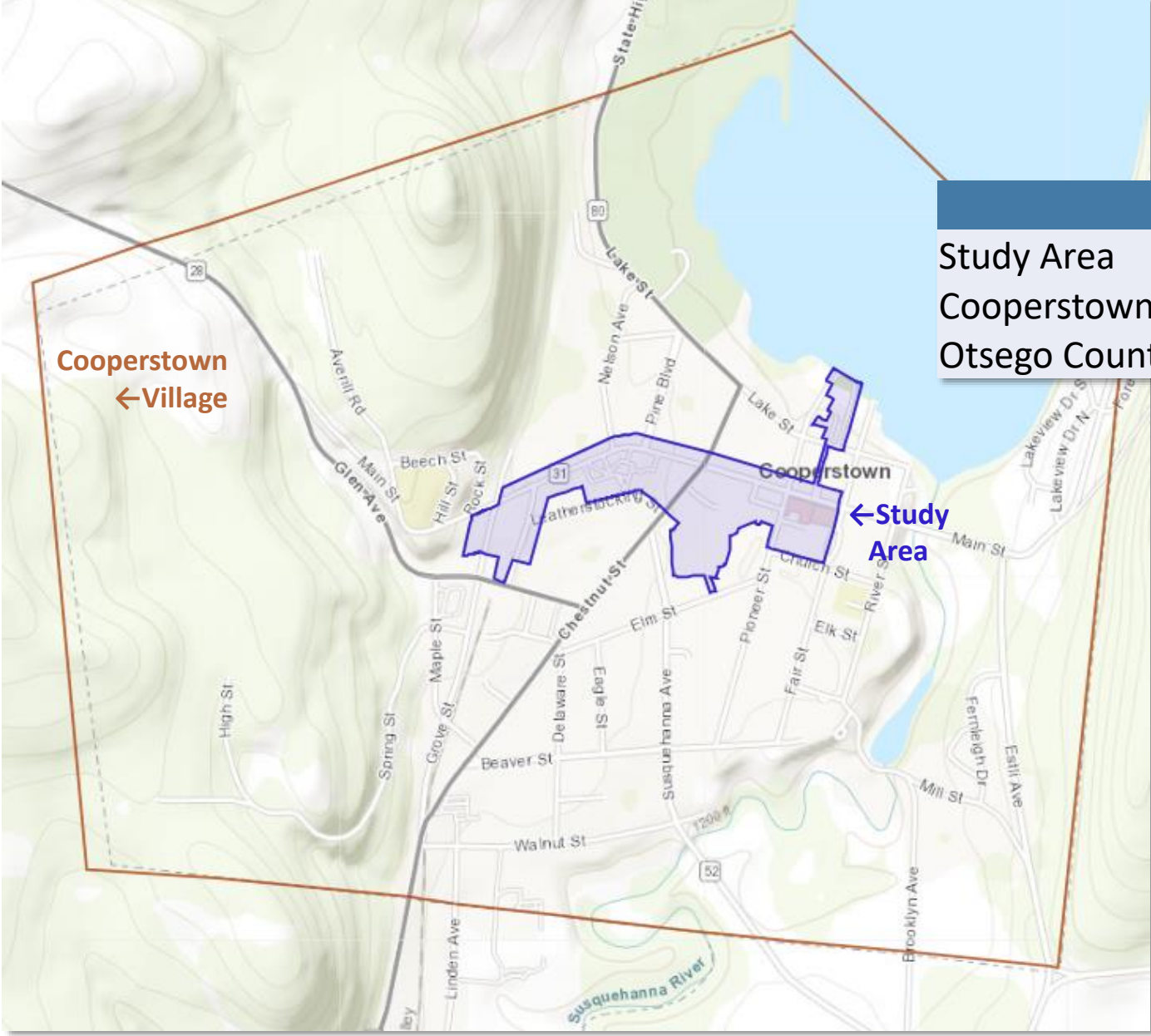
- Glimmerglass Historic District
- Cooperstown Historic District
- Most buildings “contribute” to historically significant landscape
- HARB review required for consistency



# Demographic & Market Overview

## *Preliminary Findings*

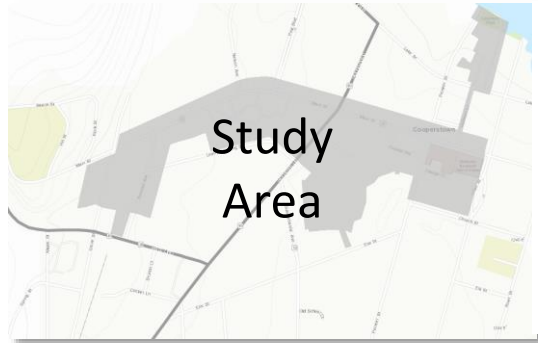
# Demographic Snapshots



	Population	Households	Housing
Study Area	133	71	111
Cooperstown Village	1,753	907	1,152
Otsego County	57,091	23,127	29,857

The study area’s population, households and housing units represent less than a ten percent share of the same metrics for the Village.

# Households & People



57%

Family Households



1.87

Average Household Size



52.0

Median Age



8%

HHS Below the Poverty Level



55%

Family Households



1.88

Average Household Size



53.5

Median Age



7%

HHS Below the Poverty Level



63%

Family Households



2.22

Average Household Size



43.2

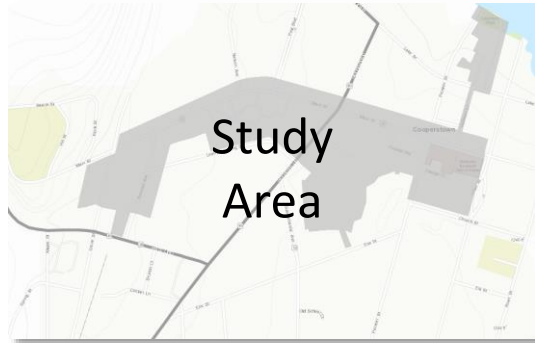
Median Age



12%

HHS Below the Poverty Level

# Education & Income



63%

Adults with Bachelor's Degree or More



\$82,497

Per Capita Income



\$81,846

Median Household Income



54%

Adults with Bachelor's Degree or More



\$69,533

Per Capita Income



\$76,952

Median Household Income



36%

Adults with Bachelor's Degree or More



\$36,284

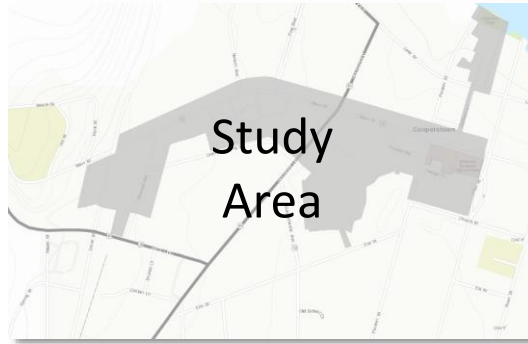
Per Capita Income



\$63,000

Median Household Income

# Housing



\$366,667

Median Home Value



36%

Vacancy Rate



11%

HHs w/ Gross Rent 50% + of HH Income



37%

Renter Households



\$332,000

Median Home Value



21%

Vacancy Rate



14%

HHs w/ Gross Rent 50% + of HH Income



36%

Renter Households



\$175,096

Median Home Value



23%

Vacancy Rate



20%

HHs w/ Gross Rent 50% + of HH Income



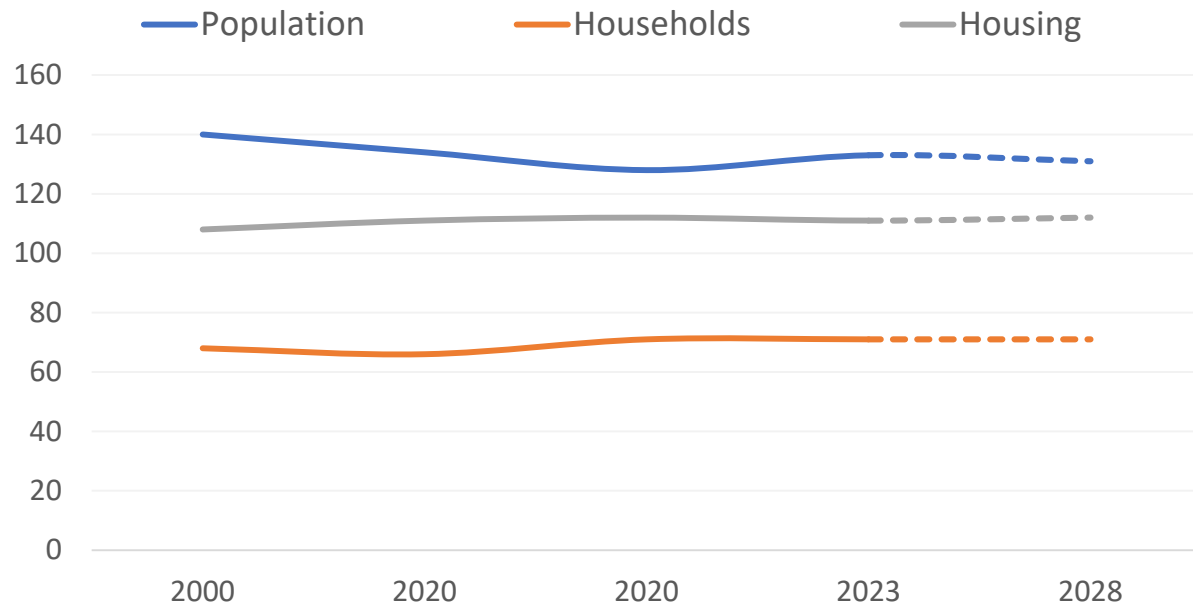
26%

Renter Households

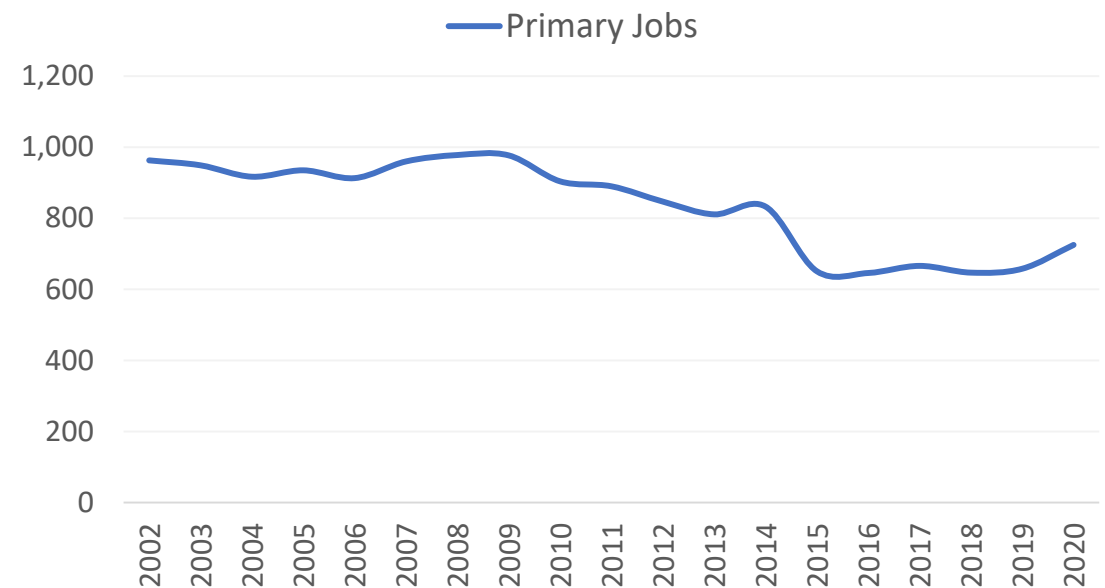
# Key Findings

*A primary job is the highest paying job for an individual worker for the year and represents the count of workers in an area. The Study Area has seen a slow decrease in the number of primary jobs over the past two decades.*

### Study Area Demographic Trends



### Study Area Primary Job Trends





# Key Findings

**68.5%**

Share of Primary Jobs  
in Cooperstown Village



**81.5%**

Share of Primary Jobs  
in Study Area

*The Village's economy is dominated by the health care sector while public administration is the study area's principal industry. Diversifying the local economy would make it more vibrant and resilient.*

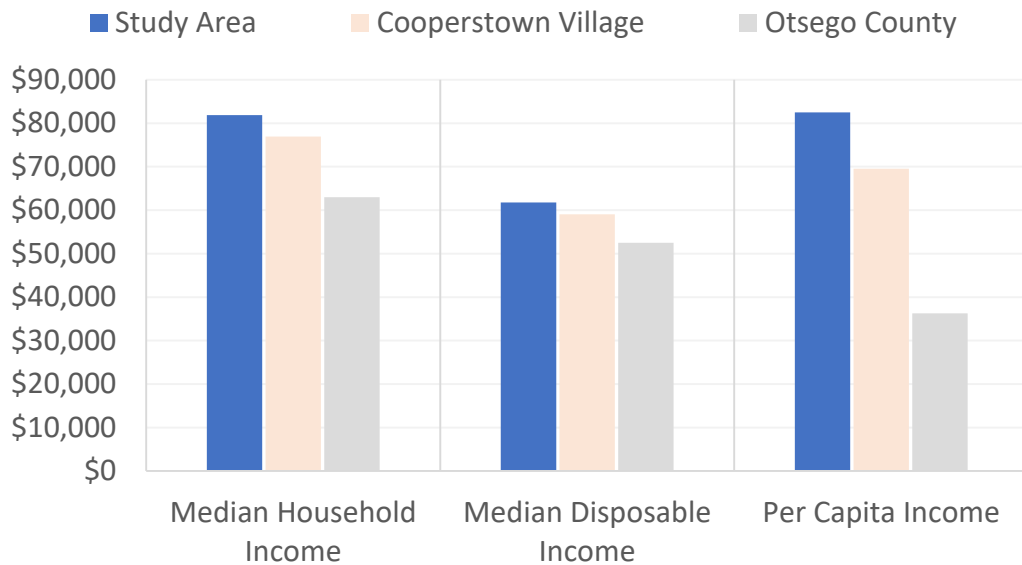
## Top Industries by Primary Jobs, 2020

	Study Area	Cooperstown Village
Health Care and Social Assistance	-	68.5%
Retail Trade	5.8%	3.9%
Accommodation and Food Services	5.7%	5.8%
Public Administration	81.5%	16.5%
Finance and Insurance	1.2%	1.2%
Manufacturing	2.6%	0.8%
Other Services (excluding Public Administration)	1.2%	0.8%
Arts, Entertainment, and Recreation	0.7%	0.2%
Professional, Scientific, and Technical Services	1.2%	0.9%

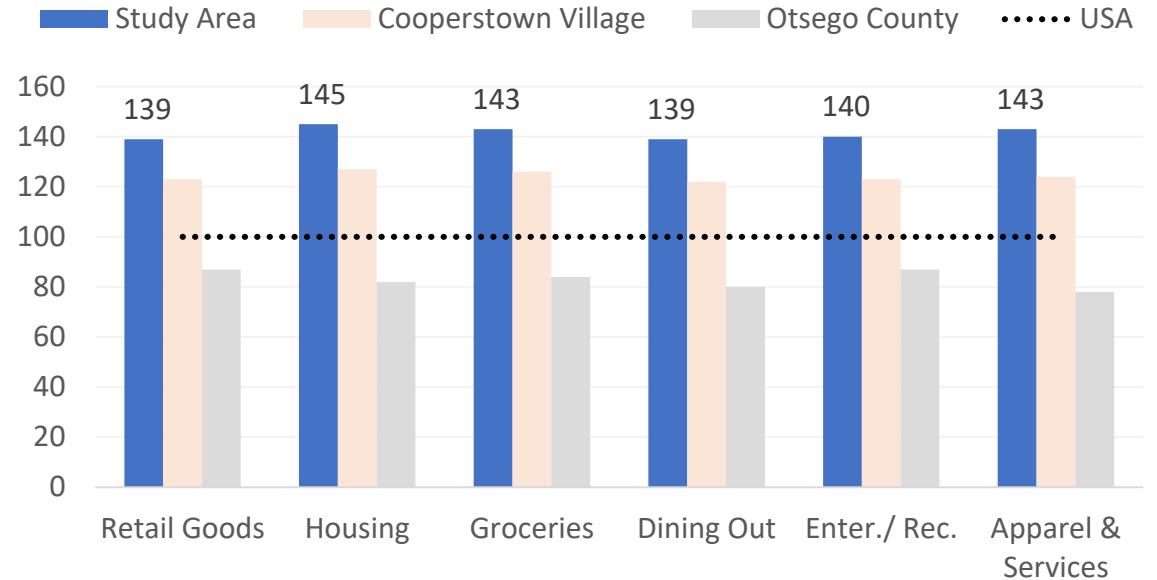
# Key Findings

*Esri Spending Potential Index compares the average amount spent locally for a product to the average amount spent nationally. One of the Study Area's strengths are its relatively high median household income and spending potential metrics.*

### Incomes, 2023



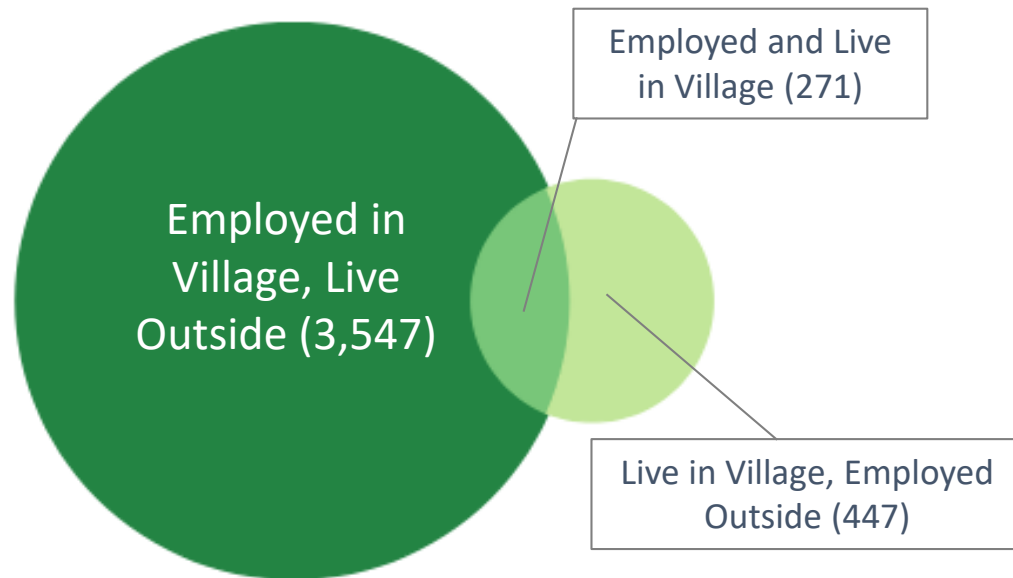
### Spending Potential Index, 2023



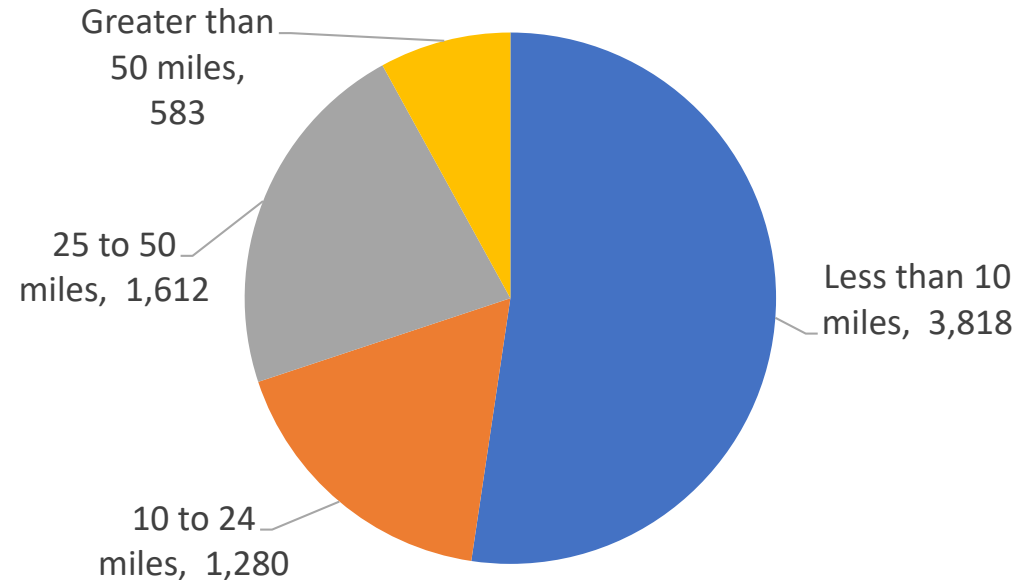
# Key Findings

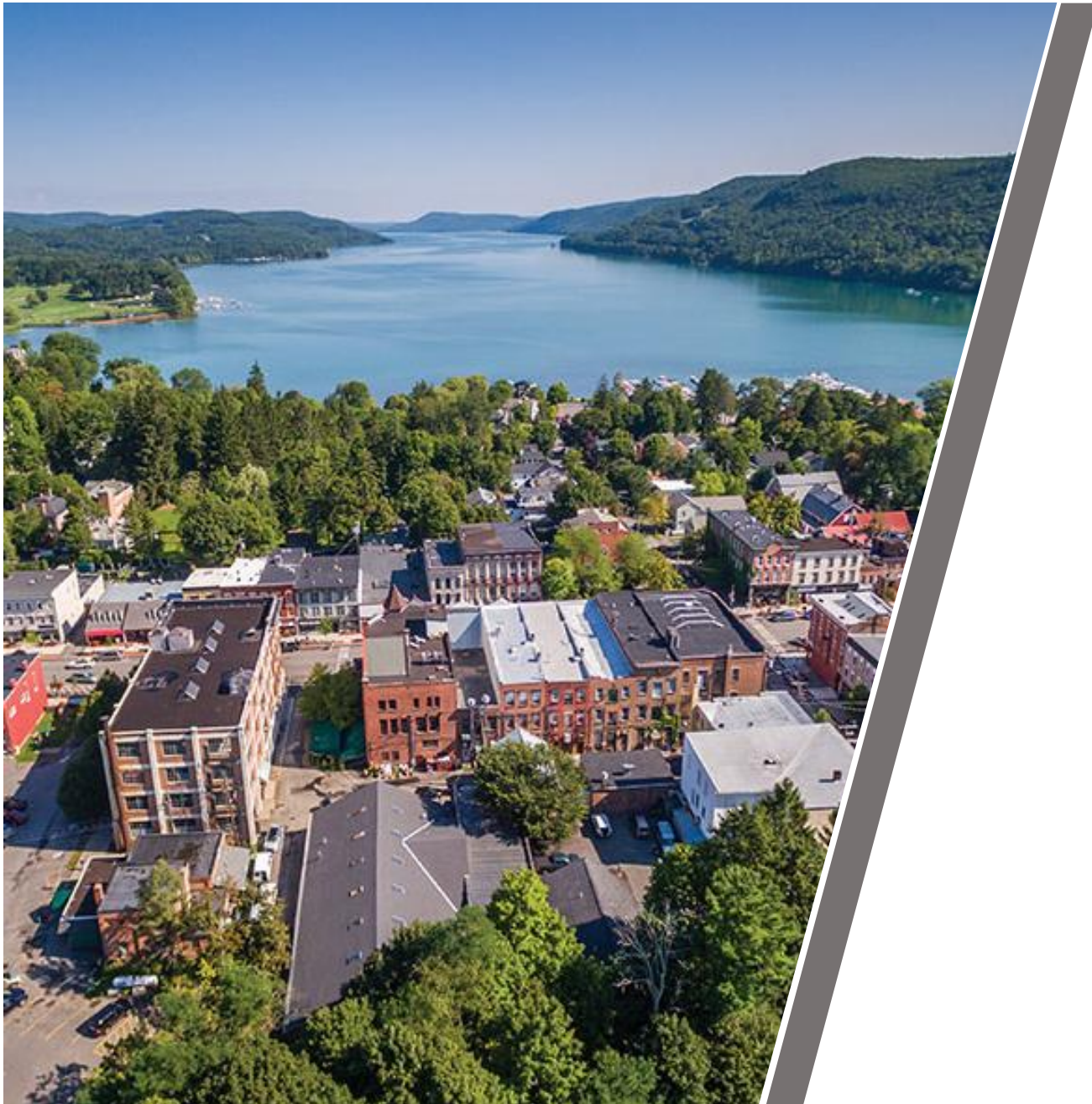
*With relatively few workers living in the Village and some traveling more than 50 miles to work, there is likely strong pent-up housing demand from commuting workers.*

Primary Jobs Inflow/Outflow: Village, 2020



Distance to Work, Village Workers, 2020





## Takeaways

- Workforce Housing
- Select redevelopment opportunities

## LPC Visioning

*“The community’s vision, goals, and revitalization strategies are intended to be ambitious as well as illustrative of the future that can be achieved.”*

# NYF Application Vision Statement

The Village of Cooperstown, a small town community with a national tourism draw, will build on prior dynamic downtown improvements to create connections from Main Street to scenic Lake Otsego, attract more year-round business activity, revitalize historic facades, enhance infrastructure to improve commercial and residential quality, ensure walkability and accessibility, and assist in the creation of downtown apartment-style housing.

# Draft Goals

(Summarized from 2016 Downtown Revitalization Plan Goals)

- Encourage development of apartment-style housing
- Ensure greater business diversity for year-round shopping
- Further enhance the viewshed from Main Street to Otsego Lake
- Link existing neighborhoods, open space, and recreational areas
- Make the Village Hall a community anchor
- Explore the feasibility of mixed-use development in the vicinity of Doubleday Field

# SWOT Analysis

Local Planning Committee

June 24, 2023

Internal	<h3>Strengths</h3> <ol style="list-style-type: none"><li>1. Attractive, walkable, human scale downtown.</li><li>2. Diversity of businesses.</li><li>3. Unique and diverse activities and entertainment.</li><li>4. Well known anchors such as NBHF and Basset Hospital.</li><li>5. Safe, family friendly and welcoming community.</li><li>6. Natural and cultural history.</li></ol>	<h3>Weaknesses</h3> <ol style="list-style-type: none"><li>1. Lack of affordable year-round housing for new residents and employees makes finding employees difficult, attracting new residents difficult.</li><li>2. Lack of parking, public transportation and safe bike route options.</li><li>3. Perceived as hard to get to.</li><li>4. Seasonal businesses and residents.</li><li>5. Declining population.</li><li>6. Local awareness of opportunities.</li><li>7. Diversity of small scale commercial.</li><li>8. Cost of upkeep for historic buildings.</li></ol>
	External	<h3>Opportunities</h3> <ol style="list-style-type: none"><li>1. Attracting visitors beyond baseball for year round activities, and expanding reputation across the County. Capitalize on many unique aspects of Cooperstown.</li><li>2. Remote work (co working space) and quality of life in Cooperstown is an opportunity to draw more year round residents.</li><li>3. Welcoming new residents through “Welcome Home Cooperstown” program.</li><li>4. Encourage Hospital employees to relocate to Cooperstown.</li></ol>



# Next Steps

- Public Open House #1: July 11, 2023
- Complete draft Downtown Profile & Assessment (after Open House, late July)
- Call for Projects opens today through August 2
- LPC Meeting #3: August 23



# Public Comment

