

Village of Cooperstown, NY New York Forward

Public Meeting #1

July 11, 2023 12:00 PM – 8:00 PM

Cooperstown High School, 39 Linden Avenue, Cooperstown, NY

I. Meeting Overview

The Cooperstown New York Forward (NYF) Public Meeting #1 was held on Tuesday, July 11, 2023, from 12:00 PM to 8:00 PM at the Cooperstown High School, located at 39 Linden Avenue in Cooperstown, NY. The purpose of the meeting was to solicit input on the vision and goals for the Cooperstown NYF project, inform the community about the overall NYF process, and gather feedback on key issues and opportunities.

The meeting was open to the community-at-large and attended by 54 participants, including representatives from Laberge Group and Highland Planning, Village of Cooperstown representatives, members of the Local Planning Committee (LPC), representatives from New York State agencies such as the Department of State (DOS), and the general public. A list of attendees is included as Appendix A.

The meeting was promoted through different media channels, including public announcements, press releases posted in local newspapers, flyers, social media posts, and e-blasts. Various promotional materials, as per the Public Engagement Plan, were distributed to ensure widespread awareness of the meeting.

The meeting followed an open house format, where posters were set up around the room and participants could engage with each station topic at their leisure. A projector, screen, and computer were used to display a slideshow explaining the NYF process, which ran on a loop throughout the day. The presentation is included as Appendix B. Upon entry, a map of the NYF area was displayed, with a poster explaining the NY Forward program. Five stations were set up around the room to gather feedback on different aspects of the project, including:

- Assets
- Challenges
- Places and Spaces
- Goals Vision
- Priorities for Downtown Investment

A sixth station provided an opportunity for attendees to discuss the project submission process and ask questions. Hard copies of the NYF Application and project forms were available for participants.

Throughout the event, Highland Planning staff and Laberge Group representatives were present to assist and guide participants, answering questions related to the NYF process and encouraging visitors to explore different stations

and provide their input. To facilitate survey responses, a QR code for the survey was provided, allowing attendees to share their thoughts and opinions.

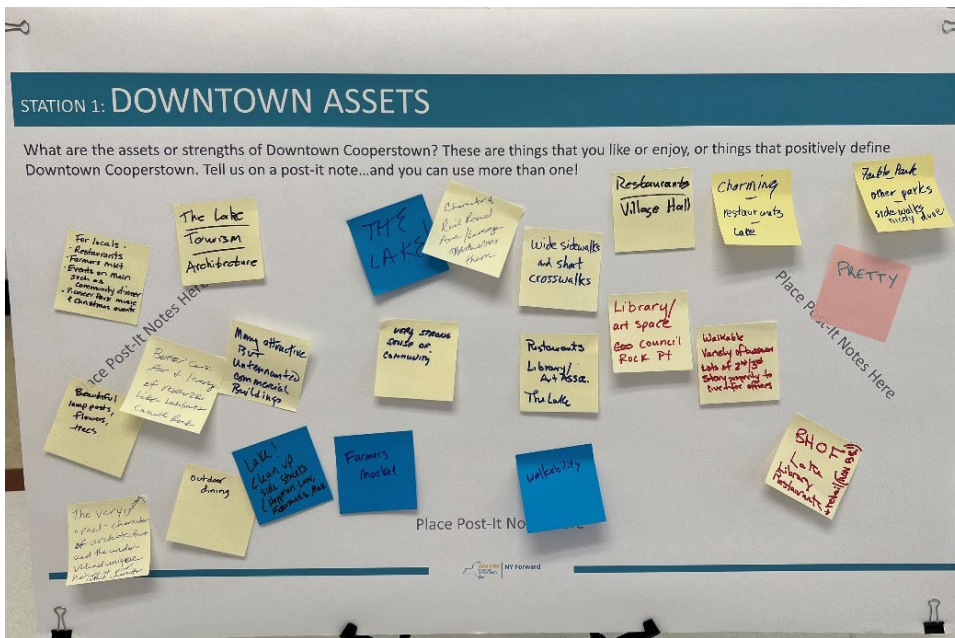
The project team arranged the room and began meeting setup at 11:00AM. This included the refreshments table, sign-in table, and necessary equipment. From 12:00PM to 8:00PM, the open house occurred, with participants arriving, signing in, and circulating among the various stations. The consultant team welcomed participants and staffed the stations. Members of the Local Planning Committee engaged with attendees, discussing needs and opportunities. At 8:00PM, the meeting concluded, during which time the boards and comments were collected.

II. Themes and Priorities from Engagement Exercises

Each of the five boards aimed to gain insight from attendees regarding the project area's issues and opportunities, identify goals for the project area, identify assets and opportunities within downtown places and spaces, and prompt attendees to begin thinking about potential priority projects. The final board sought to brainstorm a Vision for downtown Cooperstown that will serve to guide project goals and priority investments.

STATION 1: DOWNTOWN ASSETS

What are the assets or strengths of the Cooperstown NY Forward area? These are things that you like or enjoy, or things that positively impact Cooperstown.



Transportation:

- Sidewalks
- Short crosswalks
- Walkability

Workforce/Economic Development:

- Restaurants
- Farmer's Market
- Community dinner
- Outdoor dining
- Tourism
- Variety of businesses
- Restaurants

Parks/Recreation:

- Pioneer Park music
- Christmas events
- Lake
- Parks

Culture/Arts:

- Architecture
- Art Association
- Art Space
- Library

Community:

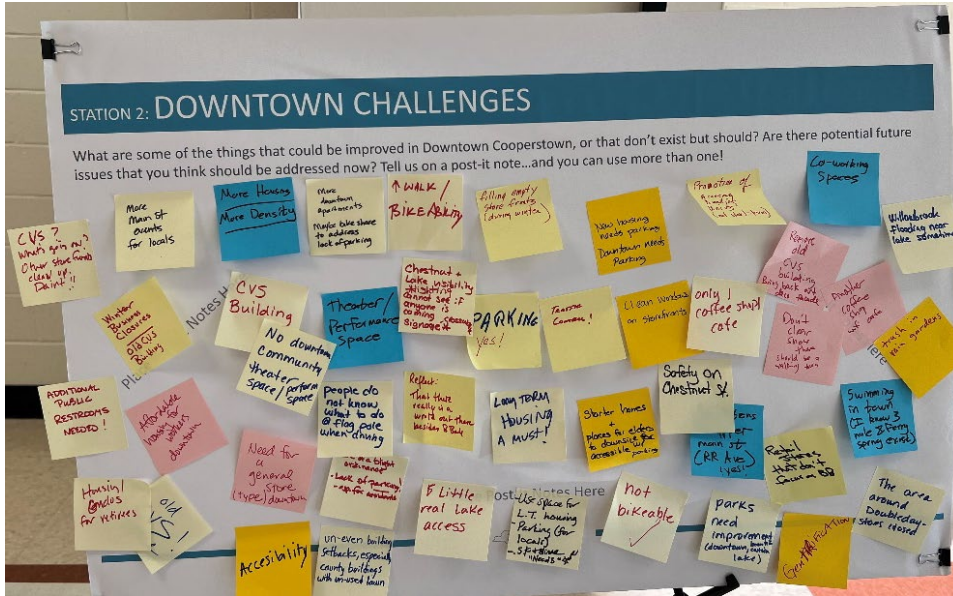
- Charming
- Variety of businesses
- Library
- Council Rock PT
- Strong sense of community
- Village Hall
- Lamp posts

Nature/Environment:

- Flowers
- Trees
- Lake

STATION 2: NY FORWARD AREA CHALLENGES

What are some of the things that could be improved in the Cooperstown NY Forward Area, or that don't exist but should? Are there potential future issues that you think could be addressed now?



Transportation:

- Walkability
- Bikeability
- Lack of parking
- Traffic control

Housing:

- More housing
- More density
- Affordable housing for workers downtown
- Housing/condos for retirees
- Long-term housing
- Starter homes
- Places for elders to downsize
- Lack of downtown community

Workforce/Economic Development:

- More Main St. events for locals
- Winter business closures
- Retail stores that don't focus on baseball
- Co-working spaces
- Filling empty store fronts during winter

Infrastructure/Urban Planning:

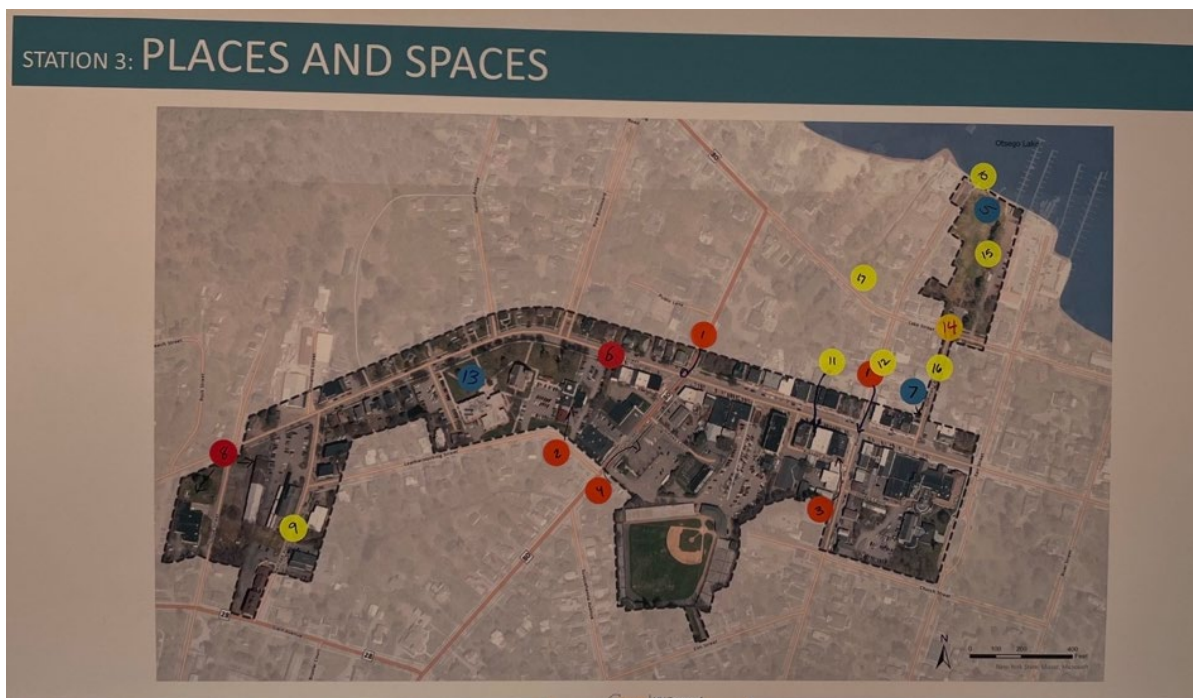
- Old CVS building (2)
- Additional public restrooms needed
- Uneven building setbacks, especially County buildings with unused lawn
- Lack of blight ordinance
- Parking
- Gentrification
- Stores closed around Doubleday Park
- Clean windows on storefronts
- Bike share to address lack of parking
- Willow Brook flooding near the lake

Community/Recreation:

- Theater/performance space
- Swimming in town
- Trash in rain gardens
- Parks need improvement
- There is a world out there outside of baseball

STATION 3: PLACES AND SPACES

Using the paired number dots, place a dot to highlight a space or place in the NY Forward Area. Place the other numbered dot on a post-it note with your written comment describing what you like, what needs improvement, what is missing in that place or space you identified on the map.



1. Traffic circles are needed at Chestnut and Pioneer
2. Turn the old jail into a museum
3. Mural project on Pioneer Alley; Low value project
4. Parking structure [at parking lot on Chestnut]
 - a. Inadequate parking
 - b. Purchase adjacent property on Chestnut and build a real parking structure
 - c. Welcome Center or Visitor's Center with parking space
5. Wetness in lawn (erodes using sections) [County Offices]
6. Tourists don't go past Main Street outside of NY Forward Area
7. Hoffman Lane is underutilized. Connect Main Street to the Lake
 - a. Wish this could be foot traffic only
8. Could be housing
 - a. A blight
 - b. Should be purchased and converted into housing
 - c. Grove/railroad opportunities
 - d. Housing/condos
9. Need to connect these shops/businesses to "downtown"
 - a. Housing/condos
10. Fishing or leisure pier
11. Restore front of building
12. Confusing for traffic/drivers [flagpole]
13. Unused public space, except one weekend for the craft fair
14. Enhance to Lakefront Park
15. Better use for parking lot – improve
16. More welcoming walkaway on Hoffman Lane to Park
17. Willow Creek: Make sure the underground part is healthy

STATION 4: PRIORITIES FOR INVESTMENT

What should be the focus for the Local Planning Committee for the NY Forward Area? This could be community needs, services, or amenities or other priorities.



Transportation/Infrastructure:

- Update county buildings
- Signage
- Bike share
- Parking structure (2)
- Basic services

Economic Development/Workforce:

- Promote collaboration among downtown restaurants to avoid overlapping closings
- Local small business support
- Attract housing development

Housing:

- Housing for local employees
- Housing of all/any kinds
- Affordable housing
- Affordable long-term housing
- Not enough housing for year-round renting
- Long-term rental housing
- Housing

Environmental Sustainability:

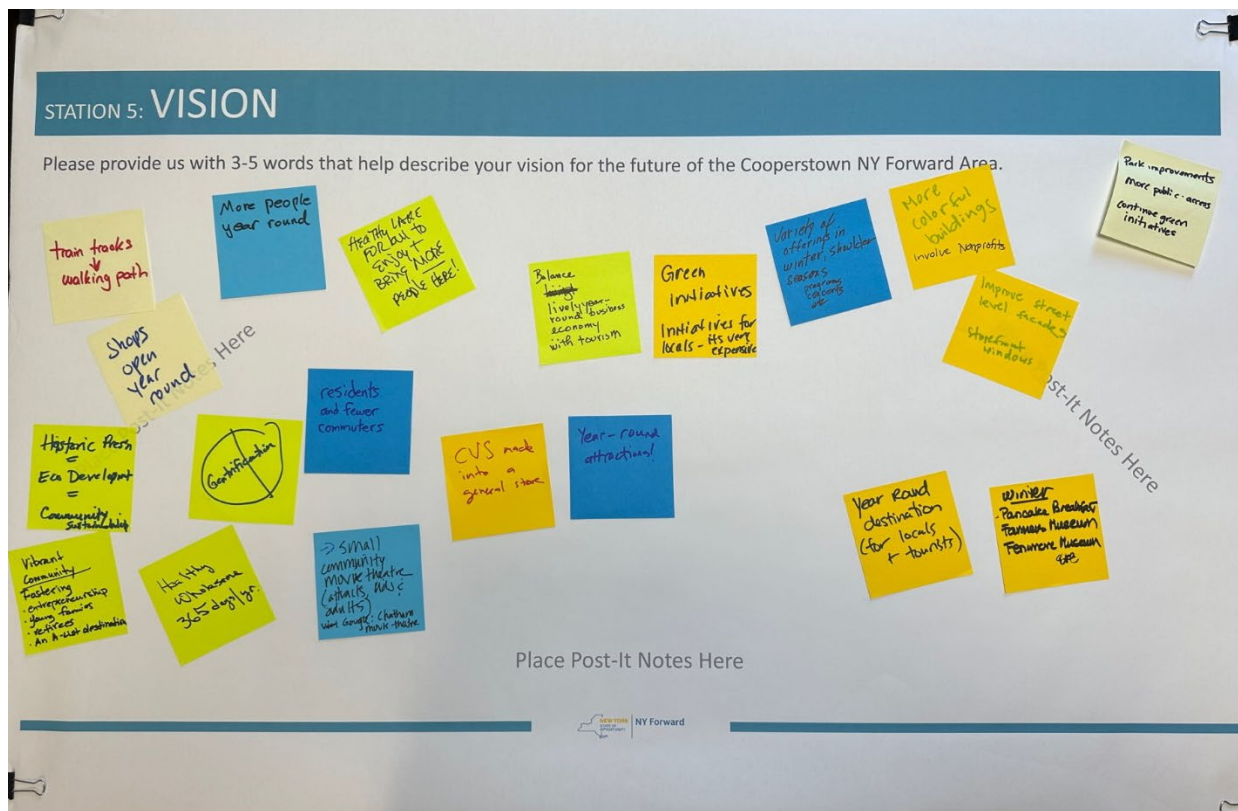
- Multi-faceted sustainability: environmental, economic, historic preservation, character/community
- Healthy lake
- Park improvements
- Biological field station

Quality of Life/Community:

- How do we remind people that our historic character is a huge asset?
- Basic quality of life
- Too many Airbnbs in the summer

STATION 5: VISION

Please provide us with 3-5 words that describe your vision for the future of the Cooperstown NY Forward Area.



Transportation/Infrastructure:

- Turn railroad if not used into a walking path
- More public access

Housing:

- Historic preservation
- Fostering entrepreneurship
- Young families
- Retirees
- More people year-round
- Residents, fewer commuters

Community/Recreation:

- Park improvements
- Pancake breakfast
- Farmer's Museum
- More colorful buildings

Economic Development/Workforce:

- Economic development
- Community sustainability
- An A-list destination
- Balance lively year-round business economy with tourism
- Initiatives for locals; it's very expensive
- Small community movie theater
- Variety of offerings in winter

Environmental Sustainability:

- Healthy and wholesome 365 days/year
- Stop gentrification
- Healthy lake for all to enjoy
- Continue green initiatives (2)

Appendix A: Meeting Attendees

Project Team:

Mayor Ellen Tillapaugh
Nicole Allen, Laberge Group
Adriana Beltrani, Laberge Group
Julia Hayden, Highland Planning
Mike Henry, Highland Planning
Stefan Lutter, NYSDOS

Stakeholders:

Ben Bauer	Charles Kieler
Barbara Boulanger	Susie Knight
Tara Burke	Carolyn Lewis
Liz Callahan	Thomas Liebeu
Anthony Casale	George Macaluso
Tim Donahue	Patricia MacLeish
George F.	Bertine McKenna
Cindy Falk	Lynne Mebust
Perry Ferrara	Maureen Murray
Lori Fink	Ben N.
Jane Gentile	Greg Perry
Tony Gentile	Stephen Phillips
Will Green	Vincent Russo
Eileen Guidice	Timothy S.
Michael Guidice	David Sanford
Keith Gulla	Patty Smith
Chuck Hage	Rich Sternberg
Tim Hayes	Jason Tabor
Gary Hill	Sally Trosset
Tom Hohenser	Brian W.
Bob Hurley	Bill Waller
Adrian K.	Carol Waller
Jeff Katz	D. Willies
Nancy Kelly	Wendy Zuverink



Village of Cooperstown NY Forward

Open House #1

July 11, 2023



Local Planning Committee (LPC)

Mayor Ellen Tillapaugh – Co-Chair

Ken Meifert – Co-Chair

Carolyn Lewis

Sarah Spross

David Sanford

Patsy Smith

Tara Burke

Keith Gulla

Tom Hohensee

Brenda Wedderspoon

Matt Denison

Josh Edmonds

Jeff Katz

Project Team

State Agencies

New York State Department of State (DOS)

Empire State Development (ESD)

New York Division of Homes and Community Renewal (HCR)

New York State Energy Research & Development Authority (NYSERDA)

Consultants

Laberge Group (Lead)

Highland Planning (Public Engagement)

4Ward Planning (Economic Development)

Creighton Manning (Transportation)

Politi + Siano (Architecture; Urban Design)

Land Art Studio (Landscape Architecture)

Kim Lundgren Associates (Sustainability)



The NY Forward Program

Launched by Governor Kathy Hochul in 2022.

Modeled after the Downtown Revitalization Program (DRI).

Provided \$4.5M to Cooperstown to help implement catalytic and transformative projects.

Focuses on creating healthy, vibrant, walkable downtowns.



NY Forward Program Goals

 Create an active downtown with a strong sense of place.	 Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.
 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.	 Grow the local property tax base.
 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.	 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.

Overview of NYF Planning Process

We are here

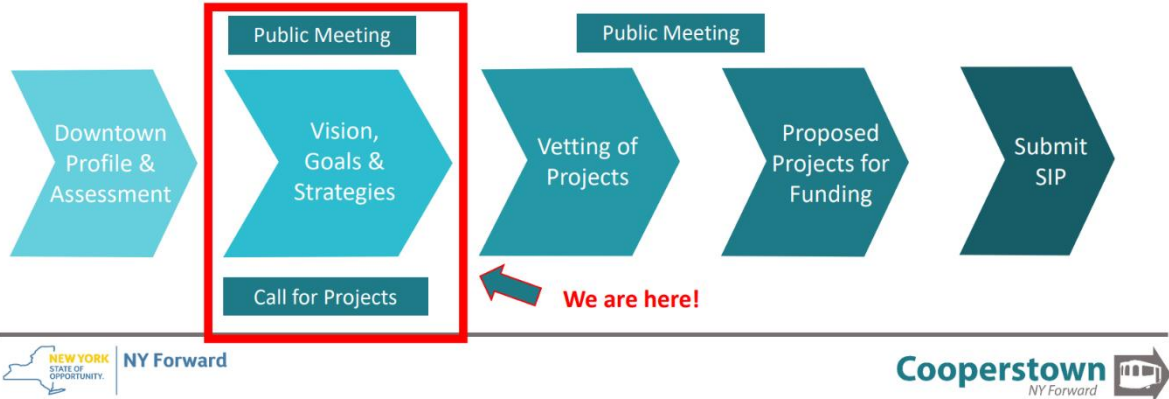


	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Kick-Off Site Visit								
Local Planning Committee Meetings	#1	#2		#3	#4	#5		
Community Meeting			#1		#2			
Downtown Profile & Assessment	Start	Skeleton	Draft	Final				
Vision, Goals, Strategies	Start		Draft	Final				
Project Profile Development			Start	Skeleton	Draft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

Strategic Investment Plan Development

Cooperstown's NY Forward Strategic Investment Plan (SIP) will:

- Describe the Village's unique challenges and opportunities
- Present a clear vision and set of goals guiding downtown revitalization
- Identify and propose a suite of transformative projects



Public Input is Important!

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

Public Meetings



Two Open House Events

In Writing



Visit the project website

LPC Meetings



Conclusion of meeting

Outreach Events



Open House, Farmers' Market, website

Open Call for Projects

Submit a project idea to be considered for funding through NYF!

Deadline for Proposals- August 2

Visit us at **Station 7** to learn more and to sign up for Office Hours

How to Submit Your Project

- 1 Review the Eligibility Criteria
- 2 Review Project Requirements
- 3 Review State Program Goals
- 4 Fill out the NYF Project Form
- 5 Submit your Completed Project Form



Project Requirements

- **Location** within or near NY Forward Boundary
- **Timing.** Ability to break ground within two years of receiving funding
- **Funding.** Financing commitments should be largely secured, or have a clear path to securing financing.
- **Size and Scale.** Projects must be large enough to be truly transformative for the downtown area
- **Project Sponsor.** Sponsors must be public, not-for-profit, or private entities with the capacity and legal authority to undertake the proposed project.
- **Decarbonization.** New construction, renovations or additions must include decarbonization techniques



Eligible Project Types

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.

Next Steps

- Office Hours for project proposals
- Complete Downtown Profile & Assessment
- Evaluate and identify priority projects
- Community Open House #2 to review and comment on proposed Priority Projects (September)



Appendix C: Images of Public Meeting #1



