



# Village of Cooperstown

NY Forward  
Local Planning Committee  
Meeting #3

August 23, 2023



# Agenda

- Welcome and Recap 4:30-4:35
- Public Engagement Update 4:35-4:45
- Vision, Goals, & Strategies 4:45-4:55
- Summary of Proposed Projects 4:55-5:20
- Project Evaluation Criteria & Match 5:20-5:45
- Boundary Expansion 5:45-5:55
- Work Group Format 5:55-6:05
- Next Steps 6:05-6:15
- Public Comment 6:15-6:30



# 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.

# Rules of Recusal

- Recusal forms are required from anyone with a real or perceived conflict.
- Recused LPC members are not permitted to vote or opine on the project of conflict.
- Reasons for Recusal:
  - You or a relative/family member have a financial interest in the project.
  - You or a relative/family member have an interest as a board member, owner, officer, employee, or investor in the project sponsor.
  - You or a relative/family member have an interest as a board member, owner, officer, employee, or investor in a potential competitor of the project.

# Public Engagement Update





# Public Workshop #2

**When:** Wednesday, September 13<sup>th</sup>  
12pm-4pm

**Where:** Cooperstown Firehouse  
24 Chestnut Street

**Objective:** Gain feedback on proposed projects, vision and goals.

Village of Cooperstown  
New York Forward

**JOIN US!**

**PUBLIC WORKSHOP**

**Wednesday, September 13<sup>th</sup>  
Noon - 4:00 PM**

**Cooperstown Firehouse  
24 Chestnut Street**

**Come and share your input!**



Review the community's vision statement and goals and provide feedback on proposed projects!

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





# Survey Highlights

- Survey Summary posted to website  
162 Respondents

## Key Findings:

**Respondents think that retail options are currently missing from Downtown Cooperstown.** Non-baseball or tourist related retail for residents was specified by many respondents.

**Respondents think that housing is currently missing from Downtown Cooperstown.** Affordable housing and apartments above commercial and retail establishments were chosen as the highest priorities.

**Parking and a lack of shopping and things to do geared towards residents discourages respondents from going to Downtown Cooperstown.** Respondents stressed a need for a convenience store downtown, methods of reducing congestion in the tourist season, and creating things for residents to do downtown.

# Draft Vision, Goals, & Strategies

# Draft Vision

The Village of Cooperstown, a national destination, will build on prior dynamic downtown improvements to support a sustainable, robust, year-round economy that addresses the needs of workers, visitors and families, for generations to come. Cooperstown's Strategic Investment Plan will strengthen access to scenic Otsego Lake; encourage new housing; establish fun, safe and accessible connections through the public realm; enhance quality of life for all residents; and create a memorable experience for visitors. Central to this vision is the strategic development and conversion of buildings, infrastructure and amenities that foster a resilient and equitable future and preserve the strong sense of place that is at the heart of the Cooperstown community.

# Draft Goals & Strategies

**Housing.** Create a diversity of housing options for the varying needs of the community.

- Develop diverse and affordable housing options to provide residential opportunities for a broader range of income levels.
- Encourage senior housing to provide opportunities for seniors to downsize.
- Expand housing opportunities by rehabilitating upper-story residential units in mixed use buildings and converting single family homes to multiple units where appropriate.

# Goals & Strategies

**Business.** Diversify businesses to support the needs of Cooperstown's residents and visitors and provide year round interest.

- Support the development of co-working spaces for remote employees to have a place to gather and socialize.
- Support the development of micro-enterprises and small businesses within the study area.
- Organize businesses and nonprofit organizations to extend hours and seasons of operation to build demand for a year-round economy.
- Integrate service sector businesses and creative enterprises within commercial areas in the R3 and Commercial districts.
- Continue to develop a mix of uses appropriate for the Railroad Avenue Business District.
- Market Otsego Lake as a recreational destination within the Study Area and encourage recreational outfitters to locate within the NYF Area.

# Goals & Strategies

**Connectivity.** Connect people to places by creating a vibrant, safe and accessible public realm.

- Improve the pedestrian connection from the Village's downtown to its waterfront at Lakefront Park.
- Implement streetscape and wayfinding improvements to enhance the pedestrian experience and support safe and enjoyable pedestrian circulation.
- Emphasize pedestrian access and safety for Fowler Way, Pioneer Lane and Hoffman Lane through design, infrastructure improvements and policies.
  - Explore solutions to user conflicts on Pioneer and Hoffman Lanes.
  - Study the feasibility of prohibiting through traffic on Pioneer and Hoffman Lanes to prioritize pedestrian use.

# Goals & Strategies

**Connectivity.** Connect people to places by creating a vibrant, safe and accessible public realm.

- Promote placemaking strategies and future land uses that elevate the Railroad Avenue district and its unique neighborhood identity as a mixed-use gateway to downtown.
- Enhance the pedestrian infrastructure at the intersections of Railroad Avenue, Glen Avenue and Main Street.
- Market and utilize Leatherstocking Street as a direct pedestrian connection from the Red Lot to Doubleday Field.
  - o Continue to market the Trolley as an efficient means of transportation, and a way to experience a wide variety of destinations, thus reducing traffic congestion on busy downtown roadways. Consider additional or alternative Trolley Routes that reduces ride time between major stops and parking areas (such as between the National Baseball Hall of Fame and the Red Lot).

# Goals & Strategies

**Sustainability.** Promote a more environmentally sustainable downtown through public infrastructure improvements and by encouraging decarbonization efforts.

- Contribute to the stewardship of Otsego Lake water quality through the incorporation of green infrastructure and native landscape plantings within the public realm.
- Further enhance the role of Otsego Lake to Downtown activity to draw attention and educate about the watershed.
  - o Pursue development of an educational pier at the end of Lakefront Park.



# Goals & Strategies

**Sustainability.** Promote a more environmentally sustainable downtown through public infrastructure improvements and by encouraging decarbonization efforts.

- Encourage property owners to install energy efficiency improvements such as electrifying building heating and cooling systems, improving insulation, and replacing windows.
- Install educational signage and infrastructure such as stamped stormwater grates and information explaining the positive impacts of green infrastructure and other visible improvements to the local environment.
- Continue to install EV charging stations in public parking areas, particularly at park and ride locations.
- Continue efforts to reduce traffic congestion and encourage pedestrian and bicycle movement throughout the NY Forward area.

# Summary of Proposed Projects

# Summary of Proposed Projects

- **New Development/Rehabilitation of Existing Building**
  - Should be, or lead to, capital investments
  - Should have visible and functional impact on the downtown
- **Public Improvement**
  - Streetscape, transportation improvements, trails, wayfinding signage, parks and other public realm improvements that contribute to revitalization of the downtown.
- **Branding and Marketing**
  - One time expenses to develop materials and signage that targets residents, investors, visitors etc.
- **Small Project Fund**
  - Smaller downtown projects: façade, commercial/mixed use building rehabilitation/renovation

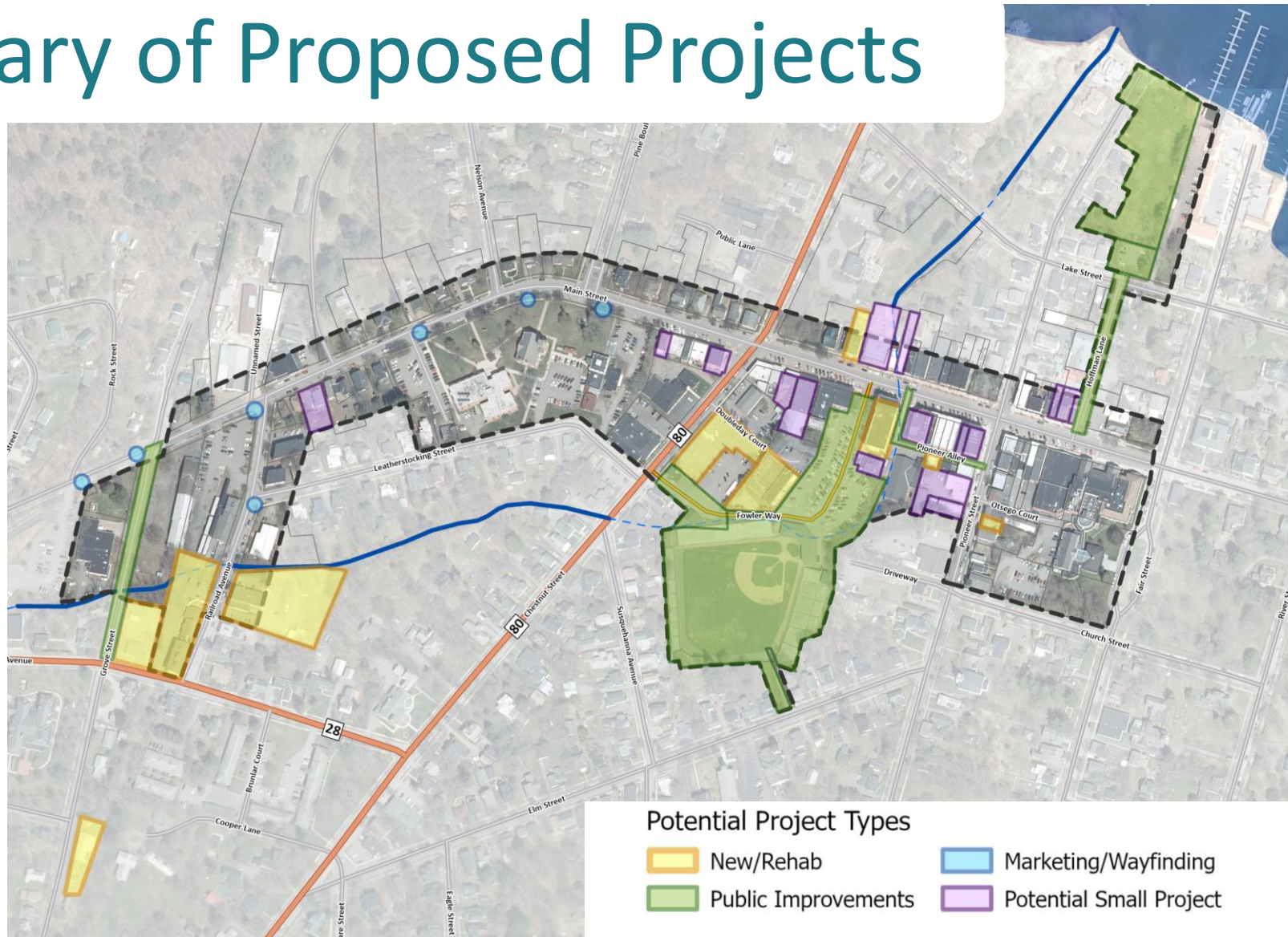
# Summary of Proposed Projects

## NY Forward Guidance:

Slate of proposed projects should total approximately between **\$6-8 million**

Project Type	Total Funding Request	Other Committed Funds	Total Project Cost	Number of Projects Submitted
<b>Public Projects</b>	\$ 4,523,226	\$129,390	\$ 4,652,616	7
<b>New Development/Rehab</b>	\$ 6,424,300	\$ 11,347,000	\$ 17,771,300	7
<b>Potential Small Project Fund/ Misc. Projects</b>	\$ 1,905,800	\$ 294,200.00	\$ 2,200,000	19
<b>GRAND TOTAL</b>	<b>\$ 12,853,326</b>	<b>\$ 11,770,590</b>	<b>\$ 24,623,916</b>	<b>33</b>

# Summary of Proposed Projects



# Proposed Projects Public Project

## DOUBLEDAY FIELD

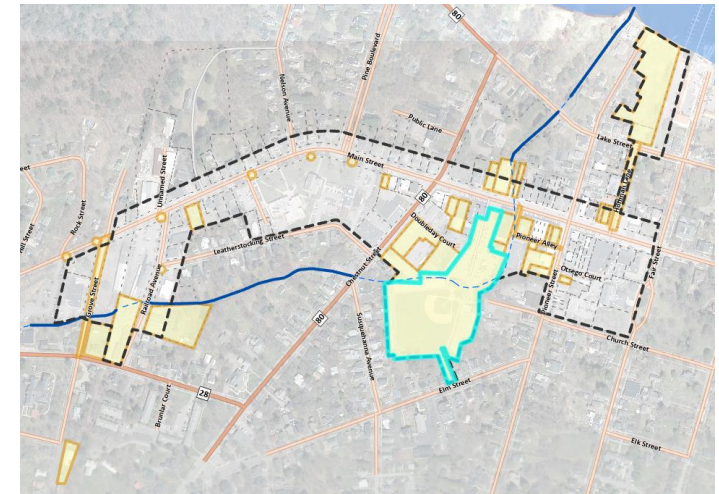
NY Forward request: \$ 1,370,000

Other Committed Funds: \$0

Total Project Cost: \$1,370,000

## PROJECT DESCRIPTION

More rain and more severe storms are affecting the conditions at Doubleday Field. Drainage to help preserve field conditions and regrading to keep water out of the dugouts is critical to preserve this historic landmark and bring MLB games to Cooperstown. This project includes regrading the field, improving the drainage system, investing in new irrigation, installing new base anchors and updating the netting at the historic grandstand.



# Proposed Projects Public Project

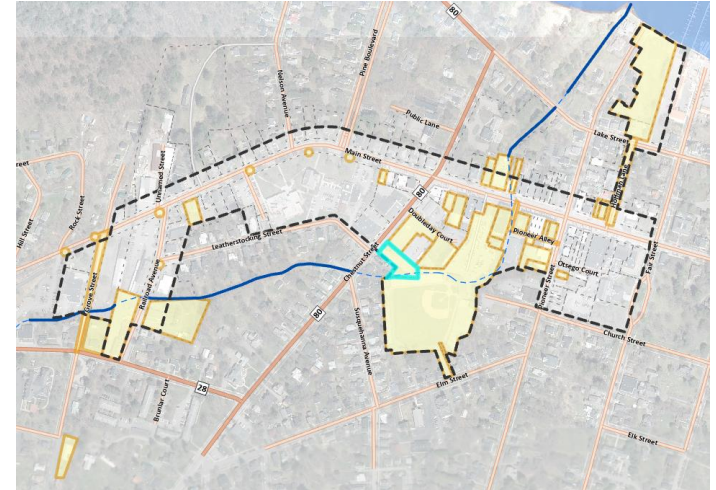
## FOWLER LANE

**NY Forward request: \$ 720,000\***  
**Other Committed Funds: \$30,000**  
**Total Project Cost: \$ 750,000**

**Note:** Pending alternative grant funding awards.

## PROJECT DESCRIPTION

This project will create a pedestrian and vehicle safe pathway along Fowler Way. The improvement will permit safe ADA compliant access to the ramp and seating at the 1st Base Bleachers. Clear wayfinding will further assist in directing pedestrians and vehicles from Chestnut Street to off street parking prior to reaching Main Street, reducing downtown congestion and competition for limited on street parking.



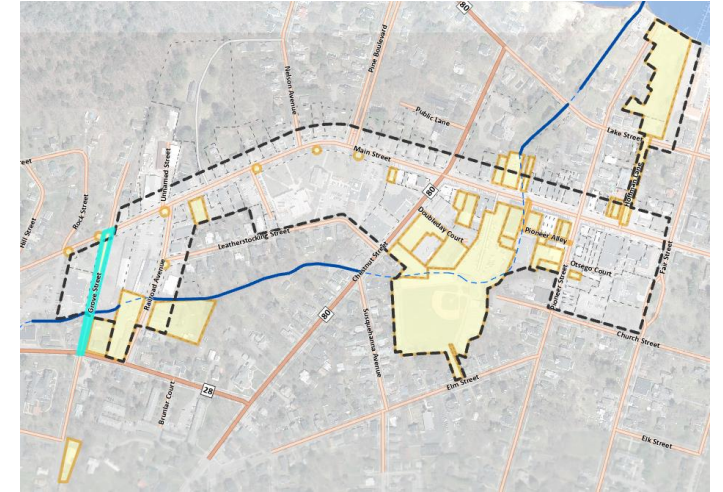
# Proposed Projects Public Project

## GROVE ST. PEDESTRIAN IMPROVEMENTS

NY Forward request: \$ 135,000  
Other Committed Funds: \$9,700  
Total Project Cost: \$144,700

## PROJECT DESCRIPTION

This area was identified as being in need of pedestrian improvements in a recent traffic study. This project creates connectivity between Main Street, upper Main Street, Glen Ave., and the Red Lot by adding sidewalks on Grove and Main Street. This project will be beneficial for tourists who park in the Red Lot and walk downtown and for residents, especially for properties on Grove Street.





# Proposed Projects Public Project

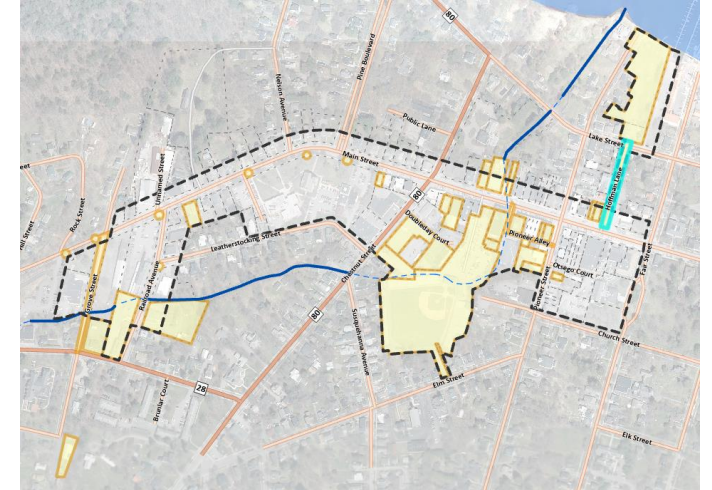
## HOFFMAN LANE IMPROVEMENTS

NY Forward request: \$ 1,290,669\*  
Other Committed Funds: \$ 31,600  
Total Project Cost: \$1,322,269

**Note:** Pending alternative grant funding awards.

## PROJECT DESCRIPTION

This project will transform Hoffman Lane by improving pedestrian design and managing stormwater. A sidewalk will be added along the length of the lane, and decorative lampposts will be added to make walking in the evening safer. Down the center of the lane, a stormwater infiltration trench, finished on the surface with permeable pavers, will mirror picturesque European alleys. In Lakefront Park, the current impermeable upper parking area will be relocated to open the vista to the lake.



# Proposed Projects Public Project

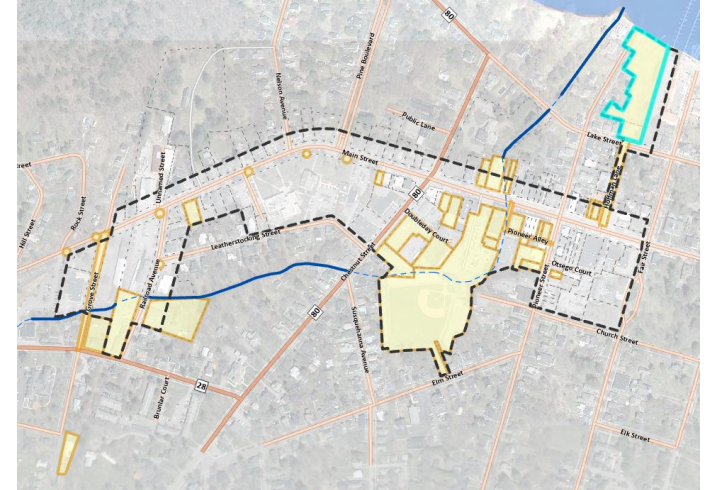
## LAKEFRONT PARK VIEWING PLATFORM

**NY Forward request: \$ 448,956\***  
**Other Committed Funds: \$25,690**  
**Total Project Cost: \$ 474,646**

**Note:** Pending alternative grant funding awards.

## PROJECT DESCRIPTION

The Village of Cooperstown will construct a platform for fishing and scenic enjoyment to provide greater access to Lake Otsego. Just a block from the business district, the Platform will provide an ADA compliant pathway for visitors and residents to fish, assemble or just enjoy the scenic beauty of the Lake. The railing is designed to be visually unobtrusive and will incorporate signage with historic and environmental information relevant to this location.



# Proposed Projects Public Project

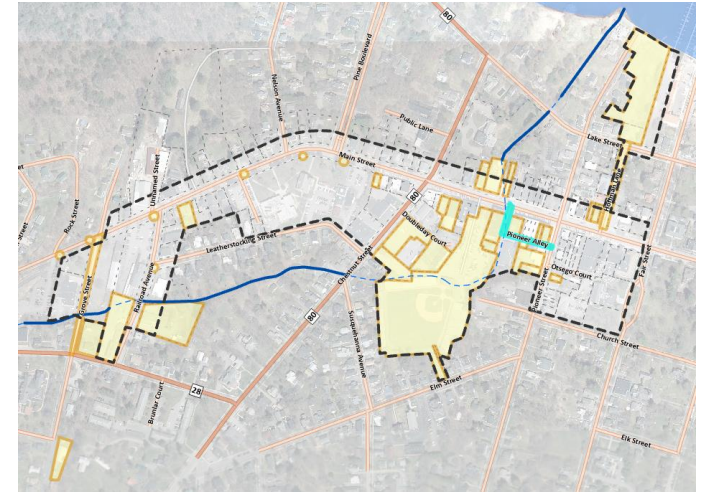
## PIONEER ALLEY IMPROVEMENTS

NY Forward request: \$ 506,521  
Other Committed Funds: \$31,600  
Total Project Cost: \$ 538,121

## PROJECT DESCRIPTION

This project proposes to improve stormwater infrastructure in Pioneer Alley by creating infiltration infrastructure, repaving and adding lighting.

**Note:** This project may not be ready at this time, but may qualify as a “pipeline project.”



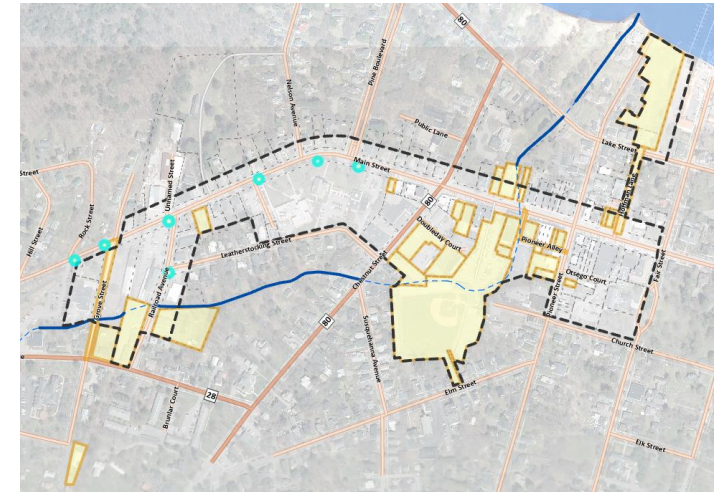
# Proposed Projects Public Project

## UPPER MAIN ST. WAYFINDING

NY Forward request: \$ 52,080  
Other Committed Funds: \$ 800  
Total Project Cost: \$ 52,880

## PROJECT DESCRIPTION

This project proposes to activate upper Main Street from the Red Lot to the Otsego County Campus by installing wayfinding signage similar to that already found on lower Main Street. Signage will serve to inform residents and visitors about points of interest such as businesses, services and historic points along this popular pedestrian route.



# Proposed Projects New Development /Rehabilitation

## KEY BANK- 103 MAIN ST.

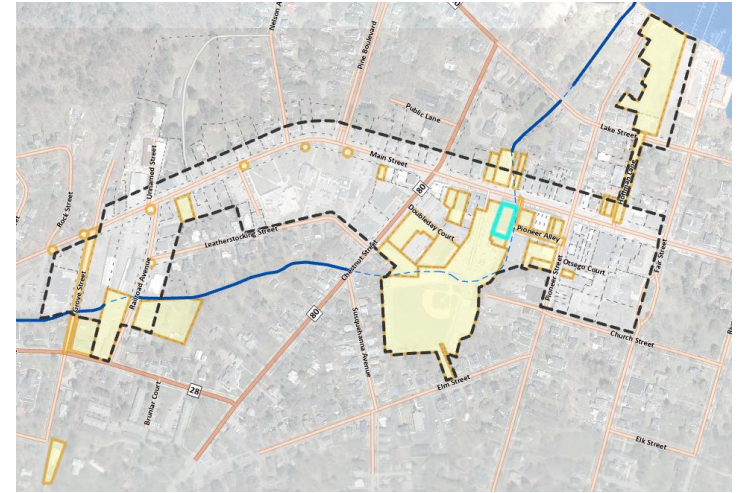
NY Forward request: \$ 1,300,000

Other Committed Funds: \$ 5,200,00

Total Project Cost: \$ 6,500,000

## PROJECT DESCRIPTION

Internal demolition and reconstruction of ~24,000sf of space on the 2<sup>nd</sup>-4<sup>th</sup> floors into 21 apartment rental units. A mix of studio, 1, and 2 bedroom apartments will be available for long-term rentals. The redevelopment will consist of a new elevator and mechanicals, while the exterior will be refreshed and the windows refurbished.



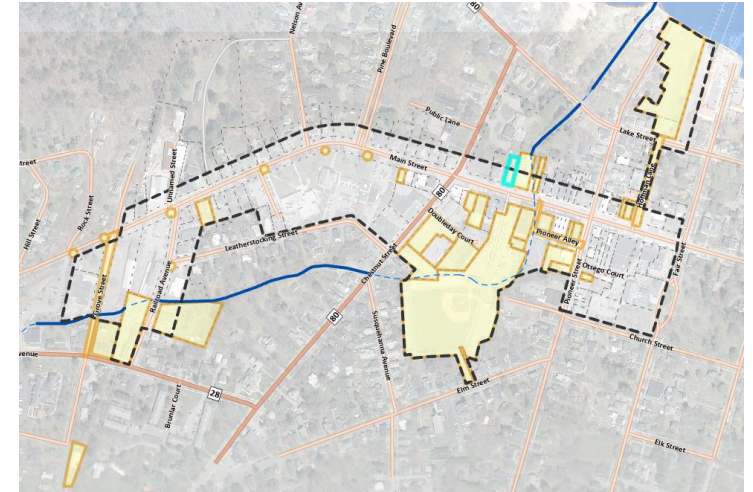
# Proposed Projects New Development /Rehabilitation

## 134 MAIN ST.

NY Forward request: \$ 250,000  
Other Committed Funds: \$ 450,000  
Total Project Cost: \$ 700,000

## PROJECT DESCRIPTION

Completely rehabilitate the vacant 2nd and 3rd floors totaling 4,800 sf into four (4), 2-bedroom apartments for long-term rentals. The project will also make significant exterior renovations to repair decaying woodwork, repaint the entire structure, replace windows, and install a new roof. This project will create high quality, safe and affordable apartments on Main Street.



# Proposed Projects

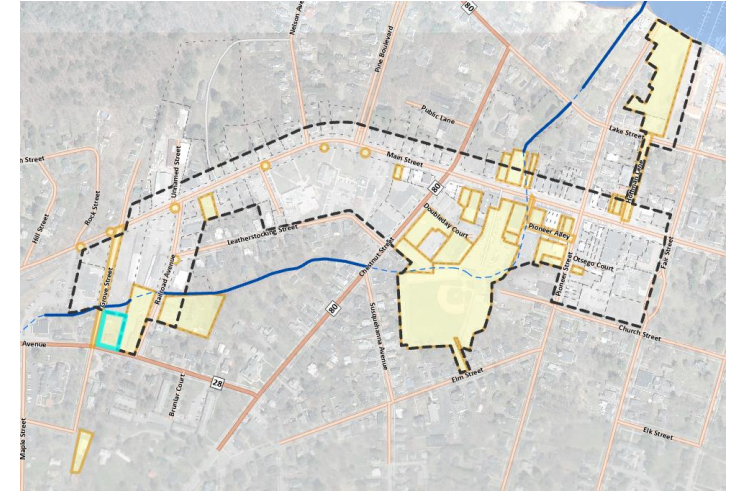
## New Development / Rehabilitation

### WILLOW BROOK RES.- 22 GLEN AVE

NY Forward request: \$ 2,000,000  
Other Committed Funds: \$2,765,000  
Total Project Cost: \$ 4,765,000

### PROJECT DESCRIPTION

Proposal to demolish two existing buildings and merge lots to develop one residential apartment building (9 one-bedroom units) and one townhouse building (4 two-story units with attached garage). Developers will seek Passive House Certification.



River  
ARCHITECTS

**Willow Brook**  
Townhouse View From Grove St.



NY Forward



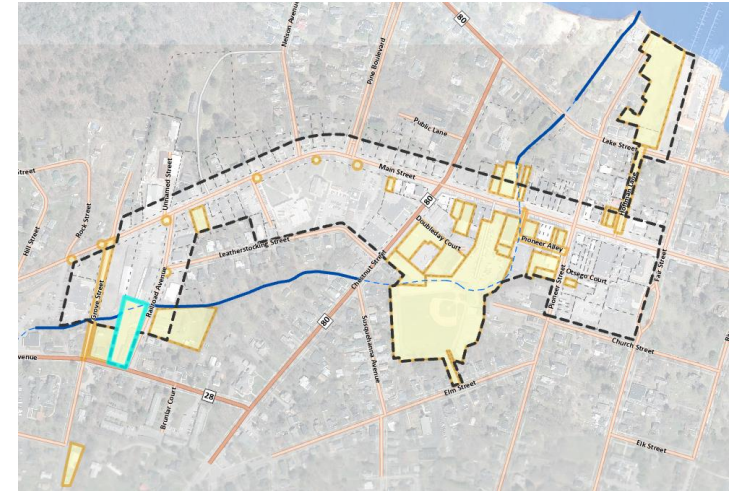
# Proposed Projects New Development / Rehabilitation

## RAILROAD INN EXPANSION- 28 RAILROAD AVE

NY Forward request: \$ 150,000  
Other Sources: \$300,000  
Total Project Cost: \$ 450,000

### PROJECT DESCRIPTION

Proposal to invest in the construction of three free-standing long term residential units, comprising of approximately 900 square feet of efficiency space.





# Proposed Projects

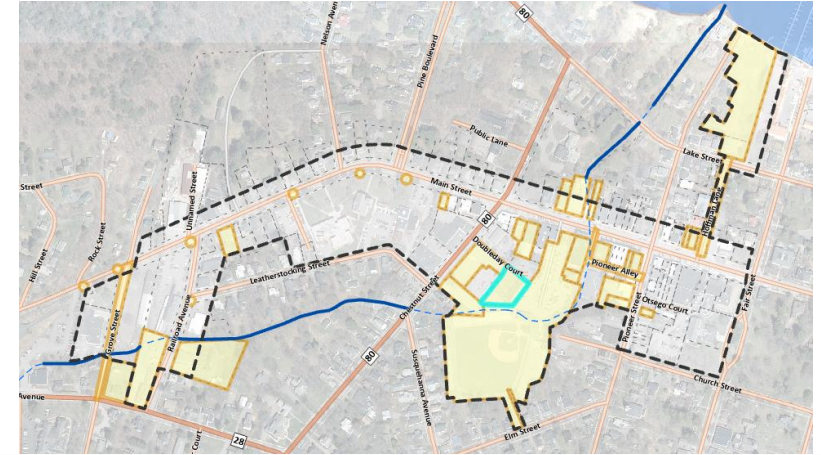
## New Development / Rehabilitation

### WOOD BAT FACTORY FLAGSHIP STORE- 33 CHESTNUT ST.

NY Forward request: \$ 2,000,000  
Other Committed Funds: \$ 2,350,000  
Total Project Cost: \$ 4,350,000

### PROJECT DESCRIPTION

Proposal to demolish existing batting cages and rebuild to expand the use to batting cages, food and beverage and retail sales. The new use will be expanded from a single story, 4,392 sf facility, to a two story 13,700 sf facility, and will be designed to complement Double Day Field and neighboring properties.



# Proposed Projects

## New Development / Rehabilitation

### 53 PIONEER PROJECT- 53 PIONEER ST.

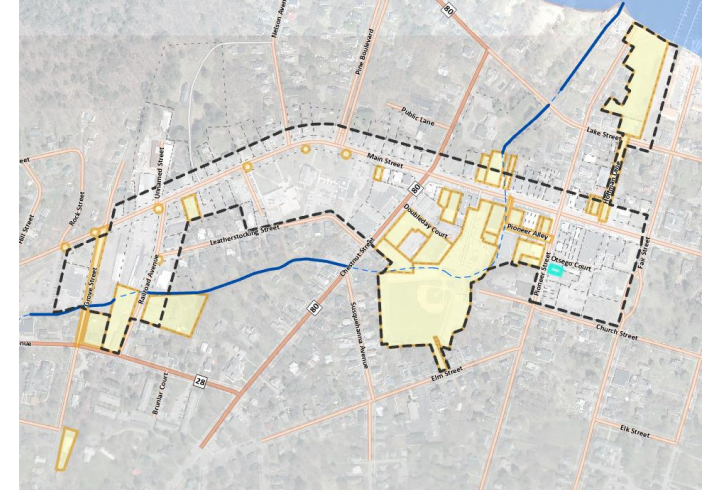
NY Forward request: \$ 424,300

Other Committed Funds: \$0

Total Project Cost: \$ 424,300

### PROJECT DESCRIPTION

The project totals 3,072 square feet and includes a full restoration of the interior of three floors and the facade of the building. It will restore a historic building to its former distinction and provide a flexible use and shared community space for patrons and visitors to the Village. This space will be a year-round facility and has the potential to be used in a multitude of ways. The studios would be open to the public and will offer workshops and classes for all ages.



# Proposed Projects

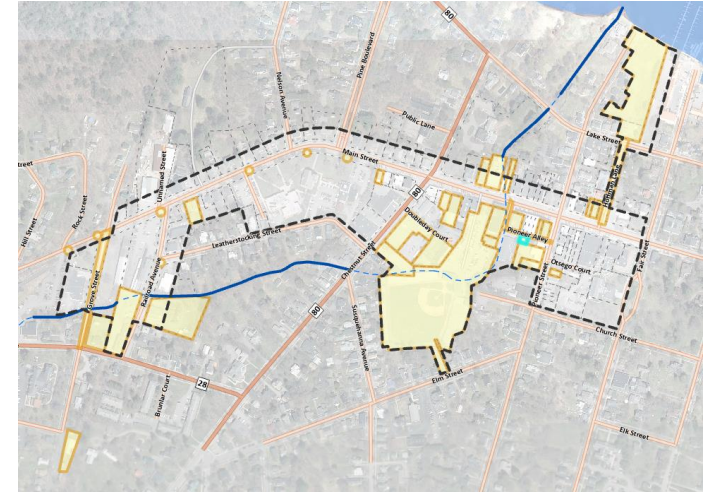
## New Development / Rehabilitation

### PIONEER VALLEY MICROBREWERY

NY Forward request: \$ 300,000  
Other Committed Funds: \$ 282,000  
Total Project Cost: \$ 582,000

### PROJECT DESCRIPTION

Proposal to develop a brewery in an underutilized building with primary access on Pioneer Alley. This includes exterior improvements such as paint and repairs as well as the interior conversion of the building into brewery with taproom at the Pratt Hotel. Anticipated benefits include activating businesses in and surrounding Pioneer Alley throughout the year as well as beautifying and activating a vacant building in a popular pedestrian location.



# Small Project Fund



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- \$300,000 allocated by NY Forward
- Village to sponsor Fund, facilitate separate call for projects
- SIP to demonstrate need for Small Project Fund
- **Eligible Activities Include:**
  - **Building Renovations:** Façade/storefront renovations, exterior building renovations, upper-story residential, improvements or creation, commercial interior fit-out, HVAC, MEP, and other permanent building improvements
  - **Signs and awnings**
  - **Small Business Assistance:** Permanent machinery and equipment

# Proposed Projects

## Misc/Small Project Fund

The following projects require further vetting to confirm project type:

Project Name	Address	Funding Request	Other Committed Funds	Total Cost	Description
The Otsego Lodge	77 Main Street	\$ 245,000	\$ -	\$ 245,000	Façade, HVAC 
Rudy's Wine and Liquor	143-147 Main	\$ 218,800	\$ -	\$ 218,800	Façade/roofline restoration, Insulation
Veterans Club	60 Main	\$ 200,445	\$ 50,000	\$ 250,445	Elevator, HVAC, Water heater, Roof Repair, Insulation 
Metro Cleaners	115 Main	\$ 195,000	\$ 75,000.00	\$ 270,000	New apartment with deck at Doubleday Field
Paper Kite	175 Main Street	\$ 150,000	\$ -	\$ 150,000	Siding, Front façade, windows, porch
Hotel Pratt	50 Pioneer	\$ 116,000	\$ -	\$ 116,000	Exterior Paint, window replacement
Green Law	50 Main	\$ 105,000	\$ -	\$ 105,000	Re-side building
Tin Bin Alley	114 Main	\$ 100,000	\$ -	\$ 100,000	Façade, existing apt improvements, seal roof

 Project eligibility in question

# Proposed Projects

## Misc/Small Project Fund

The following projects require further vetting confirm project type:

Project Name	Address	Funding Request	Other Committed Funds	Total Cost	Description
209 Main	209 Main	\$ 75,800	\$ 4,200	\$ 80,000	Exterior, windows, insulation and electrical
Wax Museum	97-99 Main	\$ 60,000	\$ 75,000	\$ 135,000	Façade
Kates Upstate	62 Main	\$ 50,000	-	\$ 50,000	Façade
52 Pioneer	52 Pioneer	\$ 48,000	-	\$ 48,000	Exterior paint, bathroom rehab
Cooperstown Classics	81 Main	\$ 45,880	-	\$ 45,880	Exterior, HVAC
Mels at 22	22 Chestnut	\$ 45,000	-	\$ 45,000	Screening refuse area
Old Restaurant	124 Main	\$ 40,000	\$ 40,000	\$ 80,000	Façade
139 Main Street	139 Main Street	\$ 28,300	-	\$ 28,300	Façade/Building Improvements
21 Railroad Ave	21 Railroad Ave	\$ 37,575	-	\$ 37,575	Sidewalk Rehabilitation
Mickeys Place	29 Chestnut	\$ 50,000	\$ 50,000	\$ 100,000	Improve surface parking
55 Grove Street	55 Grove Street	\$ 95,000	-	\$ 95,000	Not contiguous to Study Area



# Match Discussion & Potential Evaluation Criteria

# Project Match Discussion

- No programmatic minimum match requirements for the NY Forward program.
- Small Project Fund requires 25% minimum
- LPC may set matching requirements as part of its planning process

## State Agency Reference Points for Matching Funds:

<b>Typical Downtown Revitalization Initiative</b>	60/40
<b>Empire State Development</b>	90/10
<b>NY Main St.</b>	75/25
<b>Local Government Efficiency</b>	50/50; 90/10
<b>Department of Transportation</b>	80/20
<b>Environmental Protection Fund</b>	50/50
<b>Restore NY</b>	90/10 or \$75k/housing unit or \$150k/affordable unit

## Cooperstown Project Matches Offered:

- **Public** 3%
- **Private** 65%
- **Small Project:** 13%
- **Non- Profit:** 0%



# Project Evaluation Criteria

## Criteria for Consideration

- Is the project eligible
- Alignment with Vision & Goals
- Alignment with local and regional plans
- Alignment with ongoing activities
- Transformative potential
- Catalytic potential
- Level of public support
- Project readiness
- Site control issues
- Regulatory challenges that may hinder implementation
- Capacity of responsible parties to implement the project
- Availability of alternative funding sources that are more appropriate than NY Forward
- Does the project include a housing component

Project ID Number: \_\_\_\_\_ Project Name: \_\_\_\_\_

**Instructions:** The Village of Cooperstown NY Forward Local Planning Committee (LPC) is tasked with reviewing and evaluating a slate of projects for inclusion in the NY Forward Strategic Investment Plan. The LPC is asked to provide their initial “screening” of proposed projects. This worksheet is intended to assist LPC members evaluate and refine proposed NY Forward projects. To the extent you can, please complete by circling your response and be prepared to discuss the findings for each project. Note that not all criteria listed below may be ready for evaluation at this stage of the process but may be considerations moving forward. Criteria are based on guidance provided by New York State partners.

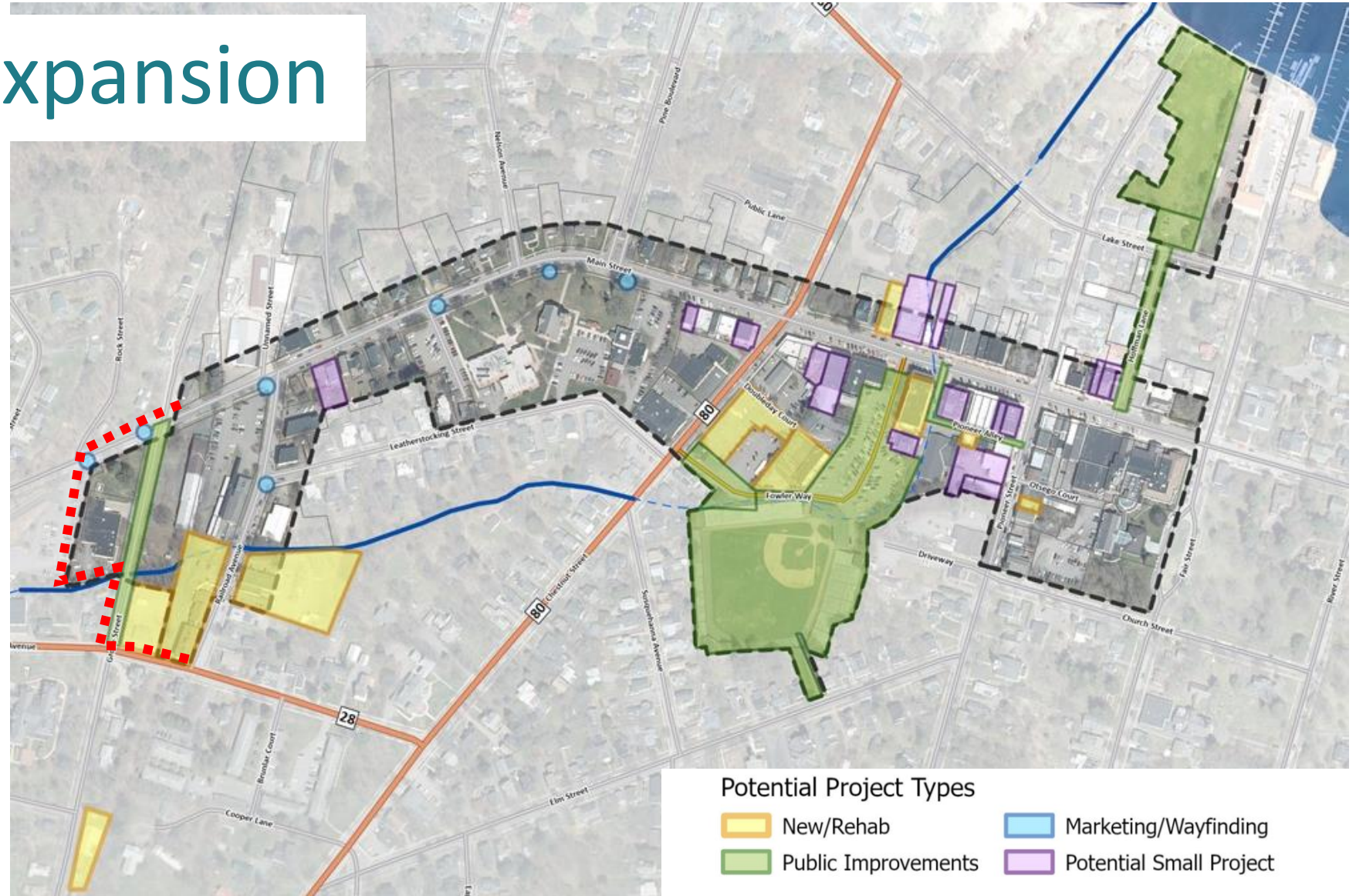
Evaluation Criteria		Assessment		
NY Forward Program Goals		Yes	No	Need More Info
1	This project provides amenities that support and enhance downtown living and quality of life.			
2	This project increases energy efficiency and supports investments that improve resiliency to climate change.			
3	This project results in the growth of the local property tax base.			
4	This project helps to create an active downtown with a strong sense of place.			
5	This project attracts/creates a business(es) that provides job opportunities for a variety of skills and salaries.			
6	This project enhances public spaces for arts and cultural events for both the community and visitors.			
7	This project aids in diversifying the population through the broadening of housing/employment opportunities.			
Cooperstown NY Forward Area Goals & Strategies		Yes	No	Need More Info
8	This project creates a diversity of housing options appropriate for seniors, young professionals, families and Cooperstown’s workforce.			
9	This project furthers diversification of businesses to support the needs of Cooperstown’s residents and visitors and provide year-round interest.			
10	This project connects people to places by creating a vibrant, safe and accessible public realm.			
11	This project promotes a more environmentally sustainable downtown through public infrastructure improvements or by encouraging decarbonization efforts.			
Local/Regional Support Criteria		Yes	No	Need More Info
12	This project aligns with local plans and goals.			
13	This project aligns with regional plans and goals.			
14	This project has an adequate level of public support.			

# NY Forward Boundary Expansion

# Boundary Expansion

Expansion would include projects contiguous to the existing boundary:

- Grove Ave. Pedestrian Improvements
- Upper Main St. Wayfinding
- Willow Brook Residential Project



# Working Group Formation

# Working Groups

- Not open to Public
- Opportunity to brainstorm or dig deeper into an issue
- May be developed around any topic:
  - Reviewing and discussing projects
  - Finalize evaluation criteria
  - Conduct evaluations

# Next Steps

- Open House #2 (Sept. 13<sup>th</sup>)
- Work Group Sessions
- LPC Meeting #4 (Sept. 25)



# Public Comment

