

# **COOPERSTOWN**

## **DOWNTOWN REVITALIZATION INITIATIVE**

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### **BASIC INFORMATION**

**Regional Economic Development Council (REDC) Region:** Mohawk Valley

**Municipality Name:** Village of Cooperstown

**Downtown Name:** Cooperstown

**County:** Otsego

### **Downtown Description - Provide an overview of the downtown and summarize the rationale behind nominating this downtown for a Downtown Revitalization Initiative (DRI) award):**

Cooperstown is a showplace with a stunning location at the foot of Otsego Lake and significant assets in healthcare and the arts and culture arenas. Its downtown boasts national and international tourism through its primary anchor, the National Baseball Hall of Fame and Museum. Just blocks away Bassett Healthcare serves as a major regional center of employment and draws patients from throughout the Mohawk Valley. To further flourish, Cooperstown has identified needs in the areas of housing, parking, and business expansion and diversification. With room for development within Village boundaries to the west of the current business district, Cooperstown has the potential to experience a renaissance while remaining the walkable, attractive, historic community that attracts businesses and residents alike.

### **DOWNTOWN IDENTIFICATION**

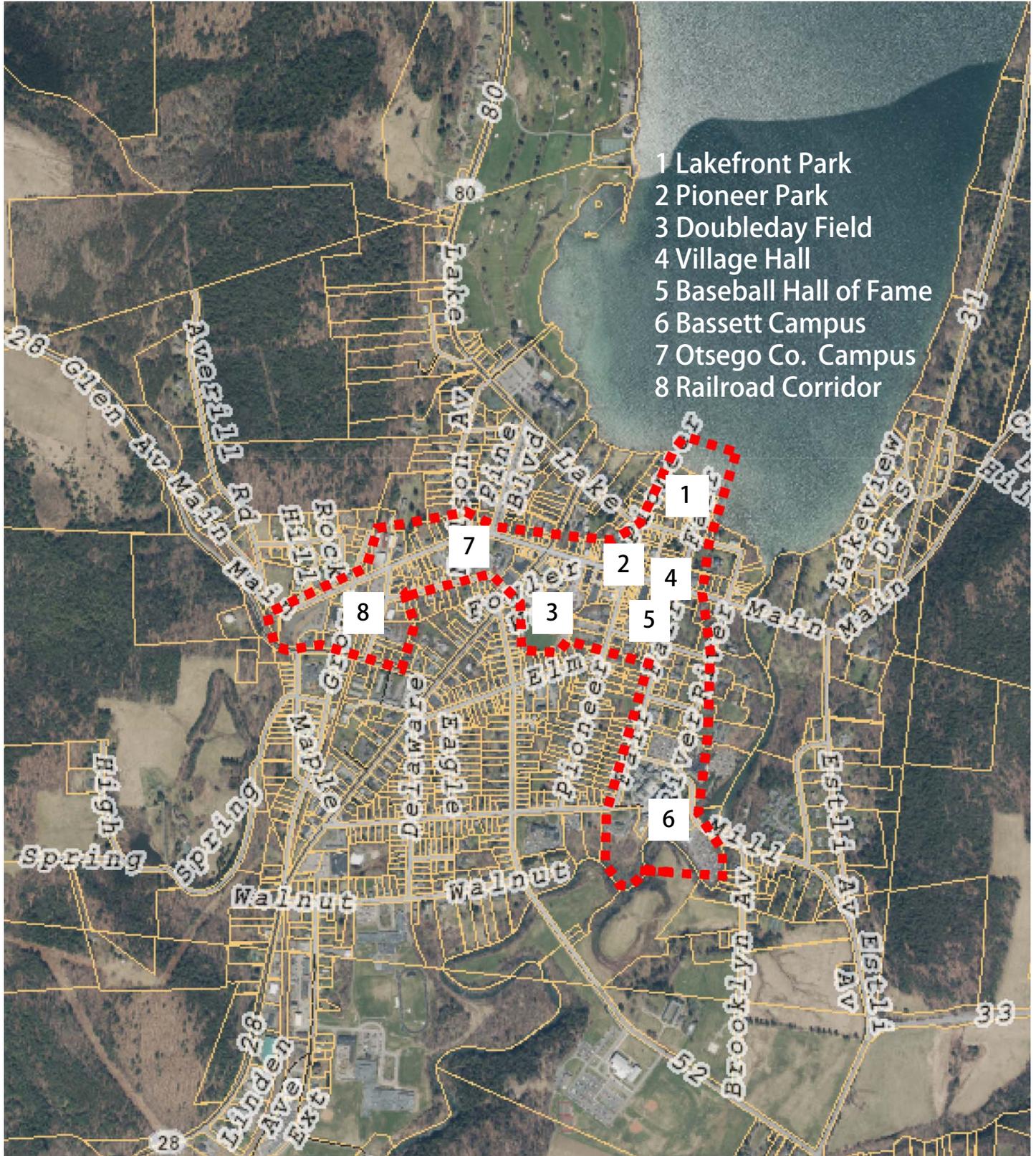
This section should be filled out with reference to the criteria set forth in the DRI Guidelines.

**1) Boundaries of the Downtown Neighborhood.** Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be compact and well-defined. Core neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment.

The boundaries have been identified to emphasize the importance of and connectivity between the Otsego Lake waterfront, the historic Main Street business district, the former railroad corridor where room for expansion exists, and the major employers, Bassett Healthcare and Otsego County. This primary downtown area is surrounded by residential areas all of which are within easy walking distance.

# Cooperstown

## Downtown Revitalization Area



- 2) **Size.** Outline why the downtown, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing, or increasing, population within easy reach for whom this would be the primary downtown.

Cooperstown functions as the primary downtown for a section of Otsego County stretching from Milford to Springfield, Edmeston to Roseboom. Cooperstown is the county seat for Otsego County, bringing many people, at least periodically, from throughout the county to the Village to conduct business, serve on juries, and patronize related professional services provided by lawyers, accountants, and abstract companies. The NYS Department of Motor Vehicles alone brings an average of 800 people to the Otsego County office complex each month. Additionally, the county employs over 200 people who are based in the Village.

Cooperstown also serves as the downtown for the employees and patients of Bassett Healthcare. Bassett currently employs over 2,500 individuals year round at its Cooperstown campus. Outpatient visits in 2015 amounted to 248,134, with 74,704 in the first quarter of 2016. Bassett further provides a 180-bed inpatient facility, and, while difficult to calculate exact numbers, the visiting family and friends of inpatients are yet another audience for downtown Cooperstown. Bassett's patients come in large numbers to its main campus from Oneida, Herkimer, Delaware, Schoharie, and Madison Counties, as well as Otsego County.

Cooperstown's downtown also sees regular use by visitors to its well-known tourist attractions. Visitation at the National Baseball Hall of Fame and Museum was 276,574 in 2015. Just south of the Village, the Cooperstown Dreams Park attracts approximately 100 youth baseball teams per week, with a 13-week season, and a minimum of 11 players and 2 coaches per team. When family members are taken into account, the Dreams Park alone brings approximately 68,000 visitors to Cooperstown, the majority of whom come to downtown Cooperstown at least once during their visit. Add to those numbers 40,000 to 50,000 who descend on Cooperstown for the annual Baseball Hall of Fame induction ceremonies. Depending on the inductees, attendance has risen as high as 75,000.

Cooperstown also benefits from conference attendance at the Otesaga Resort Hotel, from opera-goers who frequent Glimmerglass Festival, from special events including concerts at Brewery Ommegang, and from high school, collegiate, and adult baseball teams that use Doubleday Field.

Finally, Cooperstown is becoming an educational hub with post-graduate professional training occurring not only at Bassett Healthcare but also at a satellite campus of SUNY Oneonta, which features programs in Lake Management and Museum Studies. Nationally recognized educational opportunities infuse the community with 20-somethings during the school year when tourism fades, and all the graduate programs based in the Village have seen significant growth in recent years.

- 3) **Past Investments & Future Investment Potential.** Describe how this downtown will be able to capitalize on prior, and catalyze future, private and public investment in the neighborhood and its surrounding areas.

Cooperstown is poised to benefit from an infusion of funds for downtown revitalization. The Village, with the help of state (GIGP through EFC) and federal (TEP) funding has been able to plan and make significant improvements to infrastructure. The GIGP EFC project allowed for the rebuilding of sidewalks, creation of rain gardens, and other amenities to improve the downtown experience from the eastern anchor of Main Street, the National Baseball Hall of Fame and Museum, west through the core of the business district. An award of FHWA TEP funding will

allow for increased pedestrian and bicyclist amenities. The Village has also begun planning to upgrade the aged sewer plant to increase capacity and meet more stringent environmental standards. And it has invested significantly in its own Village Hall, located on Main Street, which houses the public library, Cooperstown Art Association, Village offices, and function rooms, and additionally provides free Wi-Fi, making it a gathering center for area residents in addition to visitors.

The Village has further invested in the creation of a Village Gateway to the south of the downtown district, which includes a peripheral parking lot serviced by a “trolley” system to bring visitors to the heart of the business district, arts and culture attractions, including not only the Hall of Fame, but also the Fenimore Art Museum and The Farmers’ Museum, and Otsego Lake.

Finally the Village has spent the past year and a half working with the Otsego County IDA to develop a Comprehensive Plan and Downtown Revitalization Strategy. The plan is in the final stages of drafting with Board of Trustees’ approval expected this summer.

The Village’s efforts have already begun to pay off. Consistent private investment can be seen from Bassett Healthcare and the National Baseball Hall of Fame and Museum. Additionally, new investment has developed around the “beverage trail,” which centers on Cooperstown. Within the downtown area, the Cooperstown Beverage Exchange has become a significant retail outlet. On Railroad Avenue, some of the former industrial and storage buildings have been converted to housing, offices, and (potentially) a hotel. Other significant private investment has occurred, or is underway, at the Clark Sports Center and at the Lakefront Hotel.

Further opportunity exists within the designated area for additional private development. The Village would benefit from a Main Street manager to help drive the local economy. Vacant storefronts on Main Street and vacant building in the railroad district are prime for future development. Recent turnover of some key buildings suggests that improvement and further development is on the horizon.

One area of specific potential involves the creation of an ancillary Bassett Healthcare campus. This would allow adjunct services, like optometry, to be more conveniently located outside the main medical complex. In addition, the dialysis unit could be relocated to be more accessible to its patients. Bassett has already begun planning for future changes by moving some services, such as its data center, away from its main campus. By strategically planning for future expansion, Bassett has the potential to increase patient offerings and jobs within Cooperstown.

- 4) Job Growth.** Describe how recent or impending job growth within, or in close proximity to, the downtown will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

Cooperstown offers a variety of employment offerings, from highly skilled to seasonal entry-level positions. In the professional category, Cooperstown’s workforce includes numerous medical professionals as well as professionals working in the fields of law, accounting, banking, and education. Cooperstown also attracts experts in the arts and culture fields, including museum professionals, musicians and performers, writers, and those working in the music and film industries. An environmental film festival will be in its fourth season this fall.

Cooperstown has also begun to attract commercial artisans, including people working in the food and beverage fields. The advent of the beverage trail has brought people with expertise in brewing and distilling. Cooperstown also boasts an active visual arts community, with the Cooperstown Art Association serving over 1,000 artists.

The tourism industry provides a means for high school and college students to get their start in the workforce during the summer season. New restaurants (Mel's, Alex's Bistro, Mt. Fuji, and Back Alley Grill) also provide year-round positions.

Job growth is limited not by lack of employment opportunities but by lack of housing. Bassett Healthcare is in constant need of nurses, but lack of affordable, year-round, entry-level housing limits the desirability of working in Cooperstown. In the medical field particularly, skilled practitioners have to live in close proximity to the medical campus.

- 5) Attractiveness of the Downtown.** Identify the properties or characteristics the downtown possesses that contribute or could contribute, if enhanced, to the attractiveness and livability of the downtown. Consider, for example, the presence of developable mixed-use spaces, housing at different levels of affordability and type, healthy and affordable food markets, walkability and bikeability, and public parks and gathering spaces.

Cooperstown is a fundamentally attractive and livable community, and its downtown possesses numerous attributes that encourage locals, regional residents, and tourists to frequent it. The Village is often compared to a Norman Rockwell painting or a Christmas card scene. Cooperstown boasts natural beauty: the view of Otsego Lake and the surrounding hillsides from Lakefront Park is stunning. Cooperstown has also embraced the preservation of its historic buildings and landscapes. The entirety of the Village is listed on the State and National Registers of Historic Places, and a local ordinance provides for architectural review of exterior architectural changes.

Cooperstown has more than just good looks, though. The Village is a cultural center with arts activities occurring year round. Downtown is anchored by the National Baseball Hall of Fame and Museum and is also home to the Cooperstown Art Association and the Smithy Center for the Arts. The Fenimore Art Museum and The Farmers' Museum are located just outside the Village's boundaries. Musical events, including the Cooperstown Concert Series, Glimmerglass Festival, and concerts at Brewery Ommegang and Doubleday Field cater to all tastes. This summer Pioneer Park, located right on Main Street, will even become a musical stage.

Events keep Cooperstown lively through the year. Special offerings in the fall include a community harvest dinner on Main Street, family activities and beer tastings during Cooptoberfest (also on Main Street), the Pumpkin Glow on the porch of Village Hall, and the Glimmerglass Film Festival. In December, Santa prepares for the holiday season from his house in Pioneer Park. During February, the Village comes out of hibernation to venture downtown for Winter Carnival, and in the spring activities for Rotary's Spring Fling take place on Railroad Avenue. Add to this two major Hall of Fame events, the Hall of Fame Classic over Memorial Day weekend and Induction weekend in July, both featuring happenings on Main Street and in Doubleday Field.

For residents of Cooperstown a wide variety of amenities make Cooperstown an extraordinary place to live. The Cooperstown High School is ranked in the top 9 percent of public high schools in the nation (*Washington Post*, 2015). In 2015, 88 percent of graduating seniors attended a post-secondary institution, and 61 percent had taken at least one AP course. Graduation rates range from 95 to 100 percent.

For those interested in a healthy lifestyle, the Clark Sports Center offers a wide variety of activities from organized sports and classes, to tennis and squash courts for individual play, to lap swimming, to sports camps for kids. A year round farmers' market, located in the heart of downtown, provides locally sourced foods. Cooperstown boasts six public parks, including four with lake access, and two (Pioneer Park and Lakefront Park) within the designated area. The Village is walkable, and biking is encouraged with "sharrows." Bassett Healthcare's presence in the Village ensures the availability of high-quality, state-of-the-art medical care.

Businesses in the Village benefit from an active Chamber of Commerce. Communications needs are met by private providers. Public transportation includes national service (Trailways), regional service (OPT), and local "trolley" service.

Downtown Cooperstown has several assets could be further enhanced to create an even more vibrant atmosphere. Historic Doubleday Field, the mythical birthplace of baseball, hosts individual games and tournaments, ranging from high school and collegiate games to the Hall of Fame Classic. Yet, upgrades are needed to create locker rooms, concessions, and modern restrooms, in order to improve visitor experience and increase rental income.

Development of upper floors in Main Street buildings, even after the passage of mixed-use tax abatement, remains slow to take hold. Wi-Fi access is not uniform. Parking presents numerous problems, and the soon-to-be-approved Comprehensive Plan calls for a systematic parking study and the exploration of the feasibility of a parking structure.

**6) Policies to Enhance Quality of Life.** Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, complete streets plans, or transit-oriented development. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

The Village of Cooperstown has been active in updating its zoning, tax, and other local laws to foster economic development and downtown revitalization. Recent changes include:

- Adoption of 485-a (residential-commercial urban exemption) and 485-b (commercial, business, industrial real property) tax abatement
- Addition of a Planned Development District to the zoning code
- Redefining of permitted uses in the commercial district (former railroad corridor) to include multiple-family dwellings, mixed occupancy, restaurants, personal service shops, small-scale retail, offices, artist studios, and light manufacturing.
- Addition of mixed use as a permitted use in the business district
- Reduction/elimination of parking requirements for most uses in the business district
- Certified Local Government status recognized by the State Historic Preservation Office
- Major revisions to the Sign Law to reduce clutter and aid in approval process

- Adoption of Complete Streets Resolution
- Adoption of Climate Change Resolution
- Participation in Climate Smart Communities
- Property taxes held in check by identifying other revenue sources and streamlining Village operations

**7) Local Support.** Set forth the local and community support that exists for the revitalization of this downtown and the commitment among local leaders and stakeholders to building and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a local DRI Planning Committee to oversee the plan.

The Village of Cooperstown has actively engaged the local community in the Main Street project as well as in recent planning efforts to foster downtown revitalization and economic development generally. Over the past year and a half, the Village has hosted four well-attended community events to gauge support for a new Comprehensive Plan and Downtown Revitalization Strategy: a community brainstorming session in October 2014, a charrette to explore the ideas generated also in October 2014, an open house for additional information gathering in June 2015, and another open house to allow for input on a draft vision, goals, and recommendations in April 2016. In addition, working with Elan Planning of Saratoga, tourists were interviewed during the summer of 2014. Community input from the most recent Comprehensive Plan open house is attached as an appendix.

In 2011, the Village of Cooperstown created an Economic Development and Sustainability Committee. The committee serves as the initial local lead for this program.

**8) Other.** Provide any other information that informed the nomination of this downtown for a DRI award.

Three additional qualifications distinguish Cooperstown in the realm of Downtown Revitalization:

- (1) Unlike many upstate communities, Cooperstown receives national attention. Cooperstown welcomes tourists from around the nation and around the world. National news media know the Village. Cooperstown will shine a spotlight on this program in a way other communities cannot.
- (2) The entire Village of Cooperstown is listed on the New York State and National Registers of Historic Places. As a result, approved improvements to historic income-producing properties are eligible for a 20-percent federal historic preservation tax credit and a 20-percent state historic preservation tax credit. Owners of historic houses are eligible for New York State Historic Homeowner Tax Credits (20 percent of approved costs). These tax incentives stretch private investment further.
- (3) Because SUNY Oneonta has a Cooperstown campus, START UP New York projects can occur in the Village of Cooperstown.

# Village of Cooperstown Comprehensive Plan

## Open House – Summary of Comments

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### Overview

The Open House was an opportunity for members of the community to reflect on what information and recommendations have been gathered up to this point in the Comprehensive Planning process. Attendees were asked to sign into the event and to review a series of boards lining the perimeter of the meeting room in the Village Fire Hall. Colored dots, markers, pens and post-it notes were provided to participants to gather feedback and indicate approval or disapproval of the ideas presented on the boards. There were approximately 80 attendees at the event.

### Vision Statement

Likes: 27

Dislikes: 0

Comments on Vision Statement:

- “Close-knit community”

### Goals and Recommendations

#### A. NEIGHBORHOODS

##### Housing

*Goal: Encourage a mix of year-round housing types in a variety of price ranges, including rental housing options, to meet the needs of a wide range of Village residents, including families, seniors, and the workforce.*

Likes: 26

Dislikes: 0

Comments on Housing Goal:

- Yes. Cannot have a housing stock so composed of \$500k dollar homes. Need more affordable and accessible options.
- Decrease weekly transient rentals. “Ditto” (One GREEN Dot)
- Especially pet friendly rental options. (One GREEN Dot)
- Need to have affordable rentals outside summer season. (One GREEN Dot)
- Promote year-round residents.

- Higher density but still attractive and architecturally appropriate. (One GREEN Dot)
- Without more parking options where do we start? (Two GREEN Dots)
- Housing is also a need for Cooperstown Graduate Program students! We are always in need of affordable options in the off season (Sept-May).
- Senior housing needed in village. (One GREEN Dot)

Housing Recommendations:

A.1 Promote current property tax incentives for mixed-use development to encourage the rehabilitation of downtown buildings to allow for upper-floor residential uses.

Likes: 11

Dislikes: 1

A.2 Update zoning and planning regulations to ensure that a diversity of housing types is permitted within the Village.

Likes: 10

Dislikes: 0

A.3 Enforce registration procedures for tourist accommodations and take violators to court, ensuring that short-term rental do not overrun residential options.

Likes: 11

Dislikes: 2

A.4 Conduct a Housing Needs Assessment.

Likes: 10

Dislikes: 1

**Community**

*Goal: Maintain safe, welcoming, pedestrian-oriented, and family-friendly neighborhoods that promote a sense of community.*

Likes: 23

Dislikes: 0

Comments on Community Goal:

- Provide better indoor space for community- activities, films, lectures, performances. (One GREEN Dot)
- Railroad Ave Business District.
- Make better use of 22 Main & Library- more space for meetings and get-togethers.

Community Recommendations:

A.5 Enhance neighborhood quality of life by holding more community building events.

Likes: 9

Dislikes: 0

### **Historic Preservation**

*Goal: Protect, promote, and enhance Cooperstown's historic assets to encourage the viable reuse of historic buildings and to preserve the character of the Glimmerglass Historic District.*

Likes: 22

Dislikes: 0

#### **Comments on Historic Preservation Goal:**

- Create comprehensive plan for Village signage. No Parking etc. Consider the negative visual impact on our community. Example 24 hour solar powered stop sign on Walnut. (Two GREEN Dots)
- Give local tax breaks to people maintaining or upgrading historic homes. Tax those who defer maintenance and upkeep.
- Focus on facades and character while allowing people to improve, expand and make better. Clear rules on acceptable changes. (One GREEN Dot)
- The current process seems to favor the building over the people who live in it. (Two GREEN Dots)
- Make allowances for energy saving improvements (and solar). (Two GREEN Dots)
- Renovate historic Village Hall/ Library building.
- Recognize historic buildings with small signs giving bits of history.

#### **Historic Preservation Recommendations:**

A.6 Increase awareness of local historic resources and the availability of historic homeowner tax credits through public education.

Likes: 7

Dislikes: 1

A.7 Work with the Otesaga Resort Hotel to distribute the hotel's self-guided walking tour brochure beyond the hotel.

Likes: 4

Dislikes: 0

A.8 Maintain the Village's participation in the federal Certified Local Government (CLG) program and use designation to leverage funding.

Likes: 3

Dislikes: 0

A.9 Establish a recognition program for privately owned historic buildings.

Likes: 6

Dislikes: 0

Comments on Historic Preservation Recommendations:

- Walking tour brochure is pretty basic. Work with NYSHA Library to upgrade. Consider app w/ social media features.
- How would this compare/ relate to national and state Registers of Historic Programs?
- Promote historic homeowner tax credits.
- Promote street fairs.
- Condos for downsizing seniors. ( Three GREEN Dots)
- Regulation and inspection of long-term rentals. (One GREEN Dot)
- Need for a small local history exhibit. (Three GREEN Dots)
- More than awareness needed. Homeowner state tax credits are difficult to obtain we tried. Currently, not worth the effort with paperwork etc. Local expert to help?
- Museums would be willing to help with this, walking tour brochure, local historical resources.
- Plaques for historic homes and buildings, history walk map or tours.

**B. RECREATION**

**Waterfront Access**

*Goal: Foster public access to and awareness of Otsego Lake and the headwaters of the Susquehanna River.*

Likes: 8

Dislikes: 0

Comments on Waterfront Access Goal:

- Add a pedestrian/ fishing pier to the end of pioneer.
- No speedboats. (One RED Dot)
- Use parks to get people out on lake. Lakefront, Fairy Spring, Three Mile.
- Publicize river from lake to dam. Great for self-propelled boats. (One GREEN Dot)
- No Jet Skis. (One GREEN Dot)

Waterfront Access Recommendations:

B.1 Improve existing Village boat launches for motorized and non-motorized boats on Otsego Lake.

Likes: 6

Dislikes: 1

B.2 Evaluate consolidation of municipal boat launches at Fair Street and Fish Road.

Likes: 3

Dislikes: 1

- B.3 Explore avenues to link existing neighborhoods, open space, and recreational areas including Fairy Spring and Three Mile Point Parks via public transit and safe pedestrian and bicycle access.

Likes: 17

Dislikes: 0

- B.4 Provide better visual and pedestrian access for non-boaters of all ages and abilities to waterfront within the Village of Cooperstown.

Likes: 9

Dislikes: 0

- B.5 Provide informational and directional signage along Main Street to increase visitor awareness of Otsego Lake.

Likes: 7

Dislikes: 2

- B.6 Partner with local and regional organizations to promote Otsego Lake as a destination.

Likes: 4

Dislikes: 2

- B.7 Assess feasibility of additional seasonal slip rentals at Fairy Spring Park.

Likes: 5

Dislikes: 0

Comments on Waterfront Access Recommendations:

- Make lakefront piers open to public not just boat owners. Make piers with seats/ places for kids to fish. (One GREEN Dot)
- Have slips for larger boats.
- Bike and pedestrian connection of existing resources would be a huge benefit to residents and tourists. (One GREEN Dot)
- Limit boat horsepower and length to transient/ day use.
- Enforce existing no wake zones. Need more public awareness/ education.
- Erect a village map for display at Pioneer Park kiosk.
- Swimming Access! And walkable from Village.
- Please enforce boaters only parking area between Pioneer Park and hotel. Many days last summer I couldn't get to my boat!

**Recreation Facilities & Programming**

*Goal: Provide a variety of outdoor recreation and programming opportunities throughout all four seasons to accommodate the needs of residents and visitors of all ages and abilities.*

Likes: 11

Dislikes: 0

Comments on Recreation Facilities and Programming Goal:

- Need a playground. (One GREEN Dot)
- Bike Paths. (One GREEN Dot)

Recreation Facilities and Programming Recommendations:

B.8 Update the Village of Cooperstown Parks & Recreation Plan.

Likes: 5

Dislikes: 0

B.9 Assess the demand/feasibility of creating a municipal dog park within the Village.

Likes: 8

Dislikes: 1

B.10 Partner with neighboring communities and appropriate agencies to identify possible winter trail routes and connections.

Likes: 8

Dislikes: 0

B.11 Work with existing public and private entities to promote year round recreation activities, including boating, fishing, wildlife enjoyment, sledding, ice skating, and ice fishing.

Likes: 9

Dislikes: 0

B.12 Investigate opportunities to expand and/or relocate the public ice rink.

Likes: 5

Dislikes: 0

B.13 Work with local merchants to explore the feasibility of establishing recreation equipment rentals (kayak, canoe, bike) within the Village.

Likes: 8

Dislikes: 0

**Lakefront Park**

*Goal: Enhance the use of Lakefront Park by promoting cultural and culinary events, as well as recreational opportunities throughout the year.*

Likes: 14

Dislikes: 0

Comments on Lakefront Park Goal:

- Fix drainage problem. (One GREEN Dot)
- Expand Park to include north end of Fair Street.

Lakefront Park Recommendations:

B.14 Enhance the view shed and access to Lakefront Park from Main Street.

Likes: 5

Dislikes: 0

B.15 Encourage use of Lakefront Park for existing or new special events.

Likes: 5

Dislikes: 0

B.16 Continue to offer Concerts in the Park during the summer season.

Likes: 5

Dislikes: 0

B.17 Promote existing municipal day slips.

Likes: 5

Dislikes: 0

Summary of Comments on Recreation Recommendations:

- Double Day parking is terrible.
- Bike trail from Glimmerglass SP to Milford via Coop- connect to Erie Canal network? Down to Oneonta? Trail around lake?
- Should include indoor rec: Bridge, Knitting, Lecture, Films.
- Bike trails: rails to trails? (Two GREEN Dots)
- Landscape around Village Hall/ Library Buildings add benches and sculpture garden.
- Bike trail x-country ski, snowshoe trails from Springfield, Cooperstown, Milford. (One GREEN Dot)
- Promote local use of lake. Kayak/ Canoe tours. Fun races on summer evenings, stand up paddle, canoe, kayak
- Work with new water park developers to incorporate a skating rink. No Badger Rink would be good.
- Kayak rentals in the Village (also Bicycle rentals) Also- stand up paddle boards. (Five GREEN Dots)
- Need to address the drainage issue at Lakefront Park. (Five GREEN Dots)

## C. BUSINESS AND ECONOMIC DEVELOPMENT

### Business Diversity / Year Round Business

*Goal: Encourage diversity in year-round retail, service, and commercial business to meet the needs of Village residents and visitors alike.*

Likes: 14

Dislikes: 0

#### Comments on Goal:

- Encourage diverse retail. We have enough baseball memorabilia- need more “sporting goods” stores.
- All of the sporting goods stores have gone out of business.
- Diverse shopping- NO more baseball stores.
- 250,000 tourists vs 5000 locals.
- Create alternate street for local businesses.

#### *Business Diversity / Year Round Business Recommendations:*

C.1 Encourage businesses to stay open year-round and to remain open during the evening in the summer.

Likes: 20

Dislikes: 0

C.2 Use comprehensive plan and zoning law to recruit businesses that will serve residents as well as visitors and provide a mix of products and services.

Likes: 10

Dislikes: 0

C.3 Develop a program to make unoccupied/seasonal storefronts active and more appealing through actions such as the installation of public art.

Likes: 12

Dislikes: 0

C.4 Consider establishing a Downtown Business Association to encourage a cohesive Main Street business group.

Likes: 4

Dislikes: 1

C.5 Promote Cooperstown as a year-round destination and business community.

Likes: 5

Dislikes: 0

C.6 Work with property owners and real estate professionals to analyze, improve, and market existing commercial spaces.

Likes: 3

Dislikes: 0

### **Business Attraction, Expansion and Retention**

*Goal: Encourage the retention and expansion of existing businesses and support entrepreneurial and new business development, making Cooperstown competitive in small business growth.*

Likes: 11

Dislikes: 0

*Business Attraction, Expansion and Retention Recommendations:*

C.7 Create a more business-friendly environment.

Likes: 10

Dislikes: 0

C.8 Continue dialog with the Bassett Healthcare Network as it adapts to changing needs in medical education, healthcare, and physical plant.

Likes: 6

Dislikes: 0

C.9 Encourage private entities to establish and support shared workspace and/or maker spaces within the Village.

Likes: 4

Dislikes: 1

C.10 Partner with private and not-for-profit entities to encourage entrepreneurship by providing educational resources on marketing, finances, technology, etc.

Likes: 8

Dislikes: 1

C.11 Continue to provide and expand opportunities to create a vibrant Main Street atmosphere including outdoor dining, public art, and activities such as music and entertainment in public spaces.

Likes: 16

Dislikes: 0

C.12 Encourage creation of new businesses such as home offices and small craft shops within residential areas.

Likes: 6

Dislikes: 2

C.13 Continue to participate in Mohawk Valley Regional Economic Development Council and regional economic development discussions.

Likes: 9

Dislikes: 0

### **Railroad Ave**

*Goal: Promote greater and more diverse business development activity in the Railroad Avenue district.*

Likes: 13

Dislikes: 0

#### **Railroad Avenue Recommendations:**

C.14 Work with local business and property owners to determine current needs and opportunities for future development.

Likes: 5

Dislikes: 0

C.15 Partner with Otsego Now to explore potential redevelopment opportunities.

Likes: 4

Dislikes: 2

C.16 Seek funding to conduct a hotel/conference/entertainment center feasibility study.

Likes: 6

Dislikes: 3

C.17 Provide a trolley stop in the Railroad Avenue District.

Likes: 10

Dislikes: 0

C.18 Work with the County to better develop the County building, property and parking lots as a link between Main Street and Railroad Avenue.

Likes: 5

Dislikes: 0

C.19 Use rail trail to provide walking/bicycling corridor from Blue Lot to District.

Likes: 14

Dislikes: 2

C.20 Develop a walking map that illustrates connection between Main St. and RR Ave.

Likes: 5

Dislikes: 0

Summary of Comments on Business and Economic Development Recommendations:

- Discounts for locals.
- Could businesses use their beautiful front windows to promote an artist in residence weekend? Visitors could come to see artists at work.
- Off Season continuous education programs at Otsego or Library building.
- T.J.'s building an eyesore!
- Main Street Owners need to keep up their buildings, lots of weeks/trash/peeling paint. (Two GREEN Dots)
- Railroad Ave should be better utilized for business entities as well. (Three GREEN Dots)
- Live theater/ performing arts and/or movie theatre in village. (Three GREEN Dots)
- Encourage seasonal businesses to leave neat presentable windows in the off season.
- Corning NY does a great job with many of these things. Gaffer District would be a good example.
- Hospital needs to improve parking. Too few spots. (Two GREEN Dots)
- Aside from tourism ("destination") what businesses can be encouraged to come back?
- What specific business friendly ideas are being presented?
- Encourage development of a community based loan fund for investment in local businesses. Crowdfunding and Coop investment.
- Main Street should also give visitors a sense of the village's unique history. (One GREEN Dot)
- Could any other area be promoted for additional business growth? Upper Main? Develop Southern Entrance? (One GREEN Dot)
- Upper Main Restaurant Hub?
- Link and promote upper Main and Railroad Ave as "Railroad District".
- Yes on walking map I live on Leatherstocking lots of people ask me for directions to Railroad Ave.

## D. Infrastructure

### Parking

*Goal: Work with public and private sector to ensure that the supply of convenient parking spaces meets the demands of residents, employees, and visitors.*

Likes: 15

Dislikes: 0

Comments on Parking Goal:

- Increase handicap parking availability for local residents year-round!!! (One GREEN Dot)
- Tough and expensive but we need to do it.
- Parking Garage! (One GREEN Dot)

Parking Recommendations:

D.1 Conduct a Parking Study and Demand Analysis to assess existing conditions and year-round demand.

Likes: 13

Dislikes: 0

D.2 Ensure that residents and visitors are well-informed about the Village's parking rules and policies.

Likes: 6

Dislikes: 0

D.3 Enforce current parking laws.

Likes: 11

Dislikes: 2

D.4 Explore economic feasibility of building municipal or private garage parking structures.

Likes: 24

Dislikes: 1

**Supportive Infrastructure**

*Goal: Continue to seek revenues via grants, user fees, donations, and avenues other than taxation to share the burden of maintaining Village infrastructure.*

Likes: 9

Dislikes: 1

Supportive Infrastructure Recommendations:

D.5 Continue to pursue funding, both through grants and private donations, for infrastructure improvements including the purchase and installation of benches, bike racks, street trees, and trash and recycle receptacles as part of upcoming Main Street project.

Likes: 15

Dislikes: 0

D.6 Engage volunteers to clean rain gardens and storm drains and clear snow from fire hydrants.

Likes: 5

Dislikes: 1

Comments on Supportive Infrastructure Recommendations:

- No more studies! Act on parking issue now!
- Parking structure essential! Now !
- Get improved parking terminals. People struggle to use current terminals
- Consider city bike type system especially for tourists. (Two GREEN Dots)
- (Referencing above) ...especially from parking lots & connect to downtown areas with safe bike paths.

## E. Environment and Sustainability

### Sustainable Practices

*Goal: Encourage practices that reduce energy consumption, encourage the reuse of existing resources, make use of local products, and transition away from fossil fuels in both public and private projects.*

Likes: 13

Dislikes: 1

### Environmental Health

*Goal: Emphasize the community's role as a responsible steward of Otsego Lake, the headwaters of the Susquehanna River, and other important natural resources.*

Likes: 18

Dislikes: 0

### Bicycle & Pedestrian

*Goal: Encourage bicycling on well-maintained roads and walking on well-maintained sidewalks.*

Likes: 17

Dislikes: 1

### Alternative Transportation

*Goal: Encourage alternate forms of transportation in the Village.*

Likes: 13

Dislikes: 0

Comments on Environment and Sustainability Goals:

- Clean up the river from lake to dam, junk and old tires.
- Create new bicycle paths. (One GREEN DOT)
- Too many bikes and runners on the sidewalk.
- Need better/ safer bike paths on roads, no bikes on sidewalks.
- Need separate trails for safe running/ biking if you don't want us to use the sidewalk.
- Rails to Trails- continue with RR train not used anymore. (Two GREEN Dots)
- Is it possible to have a trail (bike/pedestrian) along the existing rail (to still allow rail use?).
- More bike racks.

Sustainable Practices Recommendations:

E.1 Reduce dependence on fossil fuels within the Village.

Likes: 13

Dislikes: 2

E.2 Adopt best practices for energy efficiency in municipal buildings.

Likes: 8

Dislikes: 0

E.3 Increase public education regarding environmental sustainability practices.

Likes: 6

Dislikes: 0

E.4 Support the Economic Development and Sustainability Committee in its efforts.

Likes: 10

Dislikes: 0

E.5 Support efforts to construct a boat washing station by organizations promoting lake stewardship.

Likes: NA

Dislikes: NA

E.6 Evaluate a community garden as a way to improve access to sustainable, healthy food, improve social connections, and offer expanded recreation and education opportunities.

Likes: 8

Dislikes: 0

Environmental Health Recommendations:

E.7 Support the establishment of a Cooperstown Natural Resource Stewardship Consortium.

Likes: 2

Dislikes: 0

*Bicycle & Pedestrian Recommendations:*

E.8 Implement the Village's newly adopted Complete Streets policy.

Likes: 5

Dislikes: 0

E.9 Install additional bike racks throughout the Village to promote bicycle riding as an alternative form of transportation.

Likes: 9

Dislikes: 0

E.10 Partner with Otsego Regional Cycling Advocates (ORCA) to promote the Bike to Work Day program in Cooperstown.

Likes: 2

Dislikes: 0

E.11 Develop a Sidewalk Maintenance and Improvement Plan that includes an Americans with Disabilities Act (ADA) Transition Plan.

Likes: 8

Dislikes: 0

*Alternative Transportation Recommendations:*

E.12 Support taxis and vehicle sharing programs, within the framework of state legislation.

Likes: 2

Dislikes: 0

E.13 Provide a system for the registration of taxis operating within the village.

Likes: 2

Dislikes: 0

E.14 Transform the existing Trolley Committee to a Multi-Modal Committee and task it with developing and promoting public transit (bus and trolley), rideshare, pedestrian and bicycle programs, and conducting an annual review of the trolley route.

Likes: 4

Dislikes: 0

E.15 Partner with Otsego Now to explore the feasibility of bringing passenger rail access to Cooperstown.

Likes: 7

Dislikes: 3

Summary of Comments on Environment and Sustainability Recommendations:

- Bikes to borrow in town.
- #10 already done at least at Bassett and School.
- Community garden space near blue lot.
- Compost village waste from village pickups.
- Should develop a plan to have sidewalks cleared in front of houses not occupied during the winter. (One GREEN Dot)
- #13 Zip car? Especially for students. (One GREEN Dot)
- 8 million dots for #15

## F. Government

### Efficiency

*Goal: Enhance the overall quality and efficiency of municipal services in Cooperstown.*

Likes: 11

Dislikes: 0

Comments on Efficiency Goal:

- Recognize police and fire services. (One GREEN Dot)
- Publicize LOSAP program (retirement for Fire and EMT).
- Promote sharing of equipment and services with surrounding towns and county.
- Enhance quality and efficiency of Department of Public Works.

Efficiency Recommendations:

F.1 Maintain a strong Village Hall presence along Main Street fostering committed partnerships with businesses, as well as local arts and culture organizations.

Likes: 3

Dislikes: 0

F.2 Continue to improve local laws, policies, and procedures to ease review process for those interacting with the Village.

Likes: 11

Dislikes: 0

F.3 Seek opportunities for shared municipal services and consolidation of resources.

Likes: 5

Dislikes: 0

F.4 Review the Village's current organizational structure and administrative leadership.

Likes: 3

Dislikes: 0

### **Communication**

*Goal: Improve communications between local government and the public regarding Village policies, events and other activities.*

Likes: 8

Dislikes: 0

#### **Comments on Communication Goal:**

- Regular Mayor's columns in papers.

#### **Communication Recommendations:**

F.5 Continue to distribute Village Voices, a printed newsletter, which is mailed directly to property owners with the municipal water and sewer bill.

Likes: 6

Dislikes: 0

F.6 Assess usability and clarity of the Village's website and social media outlets.

Likes: 7

Dislikes: 0

F.7 Enhance the Village's website and social media outlets.

Likes: 7

Dislikes: 0

F.8 Explore the feasibility of enhancing the Village's website to include on-line permit applications.

Likes: 4

Dislikes: 0

F.9 Provide regular press releases to print, radio, and television news outlets in Cooperstown, Oneonta, and the Mohawk Valley.

Likes: 6

Dislikes: 0

- F.10 Increase public notification, beyond legal requirements, to ensure awareness of public hearings for zoning issues and the passage/amendment of local laws.

Likes: 7

Dislikes: 0

- F.11 Develop a “Cooperstown Welcome Brochure” and link on the Village website.

Likes: 7

Dislikes: 0

Comments on Communication Recommendations:

- Create a public community calendar and have it on display with the village. (One GREEN Dot)
- Rely more on internet news and notifications.
- I’ve never heard of Village Voices. It is important to expand distribution?
- The Village needs a marketing plan which would encompass these ideas (AMEN) (Two Green Dots)
- Go paperless as much as possible.
- Email Village Voices.

## G. Doubleday Field

Destination

*Goal: Work with public and private entities to promote and enhance Doubleday Field and the surrounding area as a nationally recognized destination that residents and visitors can safely access by foot, private vehicle, or public transportation.*

Like: 17

Dislike: 0

Destination Recommendations:

- G.1 Provide a safe route for pedestrians to access Doubleday Field from Main Street and Chestnut Street.

Like: 15

Dislike: 1

- G.2 Reconfigure the site/location of the Sandlot Kid so that it is a welcoming public space.

Like: 8

Dislike: 1

- G.3 Work with local business and property owners to determine current needs and opportunities for future development.

Like: 6

Dislike: 0

- G.4 Partner with Otsego Now and local developers to explore the feasibility of mixed-use (retail/parking/residential) development in the vicinity.

Like: 2

Dislike: 0

- G.5 Explore the feasibility of developing and marketing Doubleday Field as an event venue for outdoor entertainment, sporting and community events, and weddings.

Like: 9

Dislike: 0

- G.6 Explore National Historic Landmark designation for Doubleday Field.

Like: 6

Dislike: 0

- G.7 Conduct a study to quantify the number of visitors to Doubleday Field.

Like: 1

Dislike: 0

Comments on Recommendations:

- Benches and WIFI around Sand Lot Kid and fix paving stones.
- Preserve ability to function as festival space.
- Most people would think DD is already a landmark, need to make it official.
- DDF is not already a landmark? Why NOT?

**Building Preservation / Improvements**

*Goal: Pursue opportunities to enhance and develop facilities at Doubleday Field, making it more usable and marketable, while preserving and promoting its historic character.*

Like: 21

Dislike: 0

Comments on Goal:

- Keep access for local kids to play on Doubleday Field. (One GREEN Dot)
- Bathroom facilities should be improved. (One GREEN Dot)
- Perhaps locker/ dressing areas for DD users?

*Building Preservation/Improvements Recommendations:*

G.8 Develop a Master Plan to inventory and prioritize infrastructure, field, and building improvements.

Like: 6

Dislike: 0

G.9 Seek funding to rehabilitate Doubleday Field.

Like: 11

Dislike: 0

G.10 Design and install interpretive signage to educate residents and visitors about the history of Doubleday Field.

Like: 7

Dislike: 0

Comments on Recommendations:

- Clean up parking lot and install green spaces.
- Any development must include parking solutions

## Overall Ideas:

*What did we miss?*

- Thank you for the time and effort!
- Improve Gateways to the Village. Aesthetic considerations, streetscape, parks, lighting, curbs, etc. throughout the village not just on Main. Throughfares signage.
- Live (multipurpose) theatres and more theatres on main! Would bring so much business to village and wonderful for community! (Three GREEN Dots)
- Great job! Great Suggestions! Now let's do it!
- A+++ job!
- Business: encourage businesses that are focused on bringing outside funds to our community, not recycling existing dollars.
- This is terrific, I hope more people come!
- Thanks you! Great suggestions!
- Thanks for the effort. Now let's see some implementation of these great ideas. (One GREEN Dot)
- Bring back Pumpkifest!
- Museums can be helpful in meeting some of these goals. We are residents of the village too.
- Indoor and outdoor spaces for the community events and youth activities.

- ☺
- Don't leave out social capital, otherwise A+ job, 5 stars. (One GREEN Dot)
- Have a plan to limit motorboat usage on the lake especially Jet Ski and LARGE boat.
- How can the village library advance these goals?
- Don't forget Cooperstown Graduate Program (CGP). (Four GREEN Dots)
- Don't forget that some of your major cultural assets are outside Village limits (Fenimore Art museum, Farmers Museum, Glimmerglass Festival, Hyde Hall). There should be open dialogue with those institutions to address and meet community needs. (Four GREEN Dots)

*General Comments on Community:*

- Be an example of how a small community embodies freedom and the democratic processes best qualities.
- Regular Opportunities to meet neighbors and build relationships. (One GREEN Dot)

*General Comments on Business and Economic Development:*

- Develop Railroad Ave as a 2<sup>nd</sup> District in a Village with hotels, housing, restaurants and nightlife.
- Need a movie theatre and performing arts venue for cultural events (would also bring more business). (Two GREEN Dots)
- Hotels in Village. (One GREEN Dot)
- Promote Otsego County as a place to relocate existing businesses.
- Gourmet market, really good section in Price Chopper. Or better offerings at Danny's.
- Movie Theatre (Check out Block Island). Make a small digital theater- not first run movies, but a few months old. It CAN BE DONE. (Three GREEN Dots)
- More local and organic offerings in restaurants.
- We are new (<1yr) permanent residents, have lived in large and medium sized cities, and LOVE living in Cooperstown. The thing we miss more than anything else is a movie theater. Would love to see one in Cooperstown.

*Comments on Recreation and Environment:*

- Bike and running paths between Village parks, around lake, wider shoulders for safe biking on roads.
- Environmental sustainability.
- Green spaces.
- Bike paths to parks!
- Composting opportunities for residents, restaurants.
- Bike icons on Chestnut Street are fading. Bikes work with increasing walkability.
- I am curious as to the extent green sustainability could be worked within and for Cooperstown's older building stock.

*Uncategorized Comments:*

- Working with regional assets outside Village limits to help meet community needs.

- Protect lakefront park view of lake from west side Hilltop development.
- How do we convince/ develop capacity to make Cooperstown a place for year-round activities? Popular perception is it is not.
- Expand on Farmers Museum example to make Cooperstown a destination for things rustic and old-timey.