

## 2019 DRI Application

Applications for the Downtown Revitalization Initiative (DRI) must be received by the appropriate Regional Economic Development Council (REDC) by **4:00 PM on May 31, 2019** at the email address provided at the end of this application.

### BASIC INFORMATION

- REDC Region                      **Mohawk Valley**
- Municipality Name                **Village of Cooperstown**
- Downtown Name                  **Bases Loaded: Hitting a Grand Slam**
- County Name                      **Otsego**
- Applicant Contact(s) Name and Title

**Ellen Tillapaugh, Mayor**

**Dr. Cynthia Falk, Trustee/Deputy Mayor**

- Applicant Contact(s) Email Address and Secondary Email Address

[etillapaugh@cooperstownny.org](mailto:etillapaugh@cooperstownny.org)

[cfalk@cooperstownny.org](mailto:cfalk@cooperstownny.org)

**Teri Barown, Village Administrator, [tbarown@cooperstownny.org](mailto:tbarown@cooperstownny.org)**

### VISION FOR DOWNTOWN

*Provide a brief statement of the municipality's vision for downtown revitalization.*

Continuing the dynamic improvements already underway on the Village of Cooperstown's Main Street and Downtown area, we envision increasing the access from Main Street to Lake Otsego, providing support for businesses to attract more year-round business activity, enhancing municipal infrastructure to foster improved commercial and residential quality, ensuring walkability and accessibility, and assisting in the creation of downtown housing for our largest employer.

### JUSTIFICATION

*Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.*

Why the Village of Cooperstown?

The Village of Cooperstown is known nationally as the location of the National Baseball Hall of Fame and Museum. Cooperstown is an economic engine for the central New York region. The Cooperstown name is one that benefits surrounding communities, with employment, lodging, and experience opportunities. To give just a few examples, "Cooperstown Baseball World" and

“Cooperstown All-Star Village” are baseball camps located in Oneonta, 22 miles to the south, stimulating that community’s restaurant and lodging industry. In the same vein “Cooperstown Dreams Park” and “Cooperstown Inn & Suites” are physically located 4 miles to the south in Hartwick Seminary. A proposed Hampton Inn, which will be built in the Town of Hartwick, will be named the Cooperstown Hampton Inn, and in its application for a 4-story hotel cited the nearby availability of the Cooperstown Fire Department aerial ladder truck. These are just a few examples of businesses created or soon to be created, which all capitalize on the tourism phenomenon that is Cooperstown and the resources provided by the Village. An ESD investment in the Cooperstown community will provide benefits far beyond the Village’s borders and will receive national recognition.

The DRI boundary was chosen to capitalize on our historic downtown and significant improvements in the past few years, which make it ripe for further projects that can address arts programming, recreational enjoyment, business expansion, and housing development.

The DRI boundary includes the Village Hall with the Village Library and the Cooperstown Art Association, the National Baseball Hall of Fame and Museum, numerous businesses as well as several vacant buildings, two municipal parks, Doubleday Field, the Otsego County courthouse and office complex, undeveloped land, and parts of Railroad and Grove streets with room for greater commercial growth.

Prior to submitting this application, discussions were held with representatives from the Baseball HoF, Bassett Hospital, local non-profits, the Village’s Economic Development and Sustainability Committee, Otsego Now, the business community, and Chamber of Commerce, and their recommendations have dictated the scope of our DRI boundary. During the public engagement process initiated as part of the 2016 adopted Comprehensive Plan, many members of the local community identified priority concerns which could be resolved by projects within the DRI area. Including:

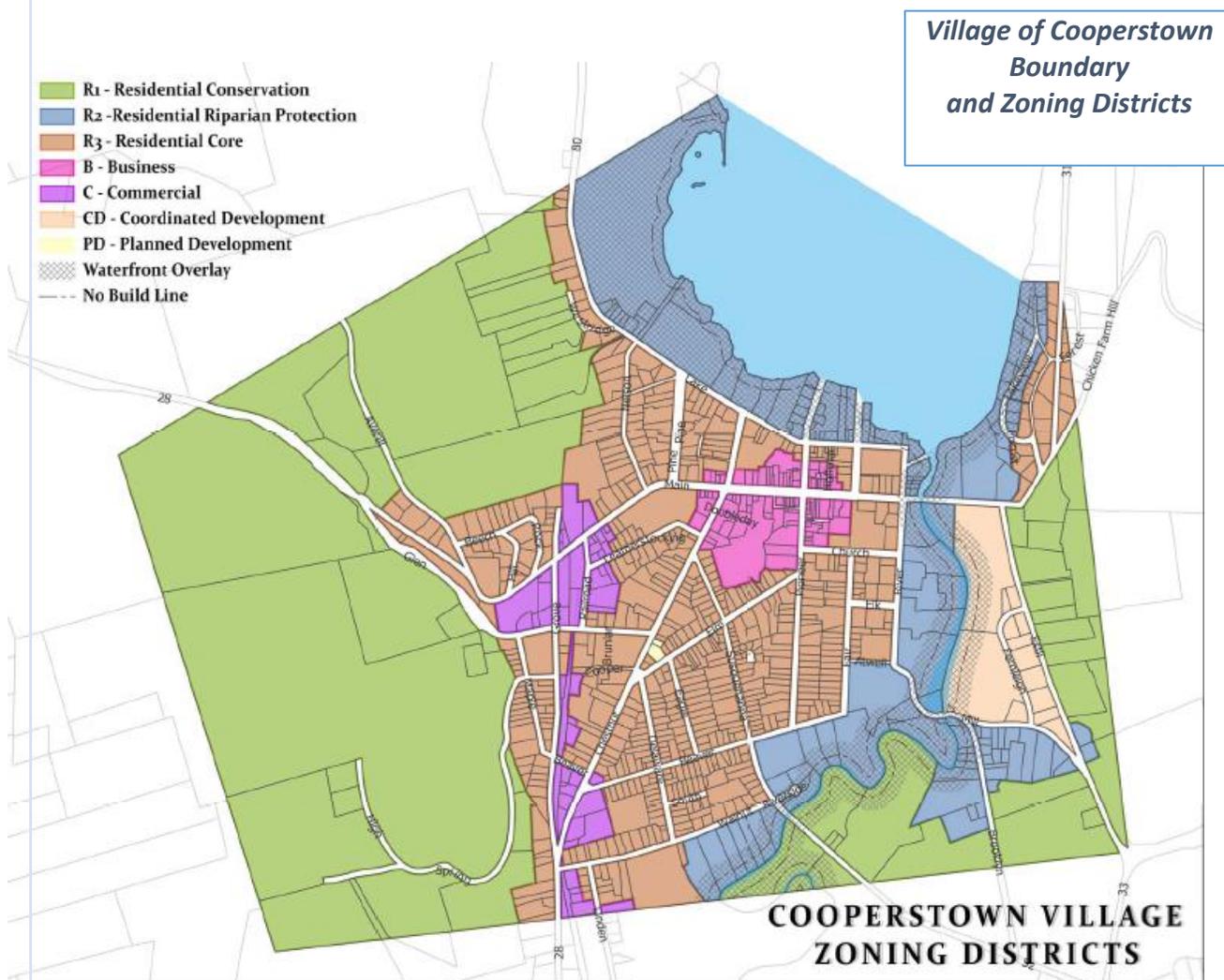
- 1) make the Village Hall a community anchor
- 2) link existing neighborhoods, open space and recreational areas
- 3) further enhance the viewshed from Main Street to Otsego Lake
- 4) explore feasibility of mixed-use development in the vicinity of Doubleday Field
- 5) ensure greater business diversity for year-round shopping
- 6) encourage development of apartment style housing

This DRI application is fully supported and driven by the community, ensuring successful implementation of any awarded funds.

**DOWNTOWN IDENTIFICATION**

1) **Boundaries of the proposed DRI area.** Detail the boundaries of the targeted downtown area or neighborhood, keeping in mind that there is no minimum or maximum size, but that the area should be concentrated and well-defined. Neighborhoods beyond traditional central business districts are eligible if they can meet other criteria making them ripe for investment. Include a map that clearly delineates the area to be included in the downtown revitalization area.

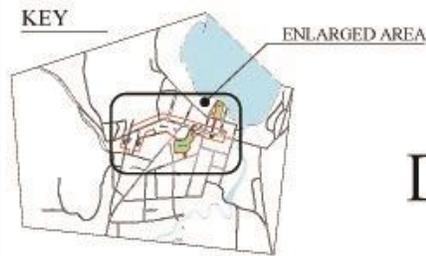
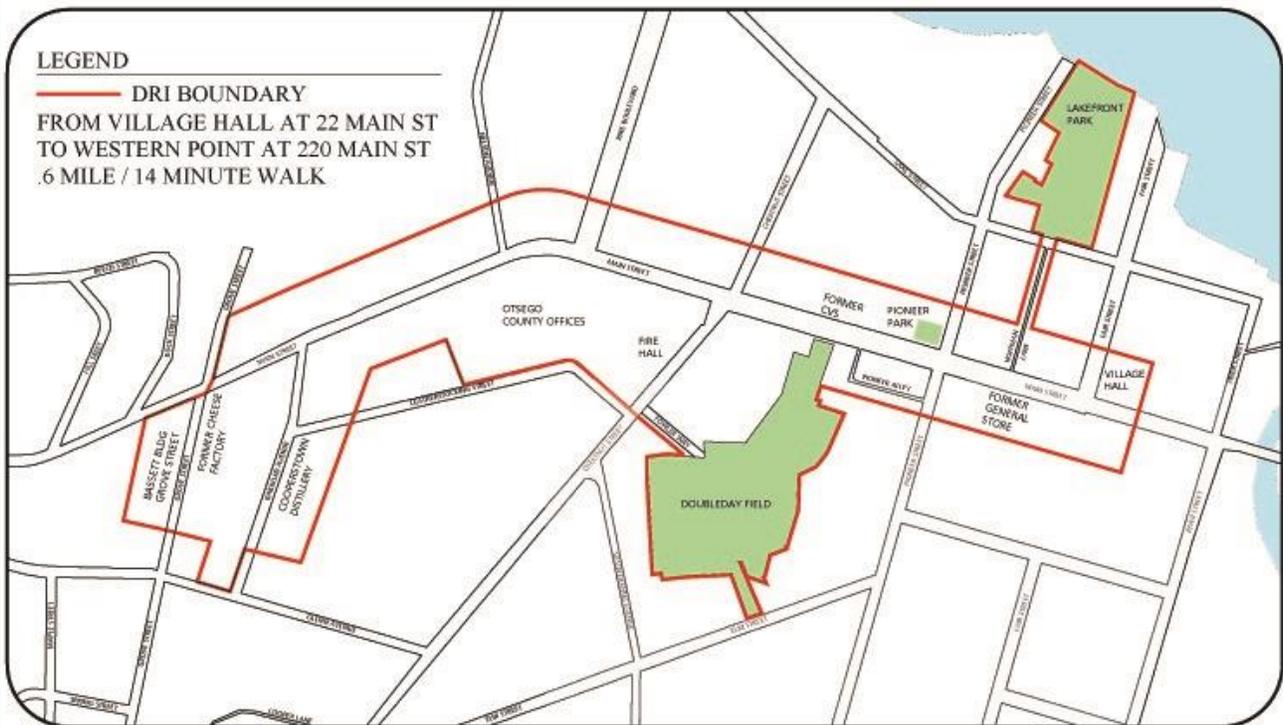
The entire Village of Cooperstown is listed on the State and National Registers of Historic Places as part of the larger Glimmerglass Historic District. Small in area (1.8 square miles) the entire Village itself is easily walkable from one end to the other, but also benefits from the seasonal use in the downtown area of attractive “trolleys” utilized by tourists and locals.



Therefore, given the walkability of our community, as you can imagine, the proposed DRI area is compact and well defined. The boundaries of the targeted downtown area extend along Main Street from the Village Hall on Fair Street as the eastern-most point to Grove Street at the western end of Main, connecting our primary Business District and the developing area to the west. The boundary also includes areas adjacent to Main Street:

- (1) Lakefront Park located on the southern shore of Lake Otsego, and Hoffman Lane
- (2) Doubleday Field and access lanes, Pioneer Alley and Fowler Way
- (3) undeveloped property (1.17 acres) ideal for the creation of apartment style housing
- (4) portions of Railroad Avenue and Grove Street

It is easily walkable from Village Hall at 22 Main Street to the western most point just beyond Grove Street, in approximately 14 minutes (.6 of a mile).



## Village of Cooperstown Downtown Revitalization Initiative

2) **Past investment, future investment potential.** Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas. Describe recent planning efforts that support public and private investment in the proposed DRI area.

The industry of Cooperstown is tourism, and we in Village government recognize that and work hard to maintain and improve our infrastructure so that visitors can enjoy their time in our community and businesses reliant on tourism revenue can flourish. Cooperstown is ideally poised to benefit from an infusion of funds for downtown revitalization, having begun major renovations to our downtown pedestrian ways and our public infrastructure over the past several years with the help of state and federal funding as well as committed Village financing.

**PAST INVESTMENT – BASES LOADED**

The 2013-14 EFC GIGP 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 west through the core of the business district.

A DEC grant funded the installation in 2018 of two EV charging stations in Doubleday Field parking lot.

A \$2.2 million dollar grant funded, federal TEP project for Downtown Pedestrian Improvements, began last fall 2018, continued this spring and will be completed in the fall of this year. Providing more accessible sidewalks, pedestrian safe street crossings, bike amenities,



water bottle fill station, and the addition of decorative lamp posts, benches and even solar powered compacting trash receptacles. These physical improvements have rejuvenated and extended our downtown.

An ESD award for Village Hall in 2016 has allowed projects to begin to revitalize that space, which also houses the Village Library and Cooperstown Art Association. Work to date has

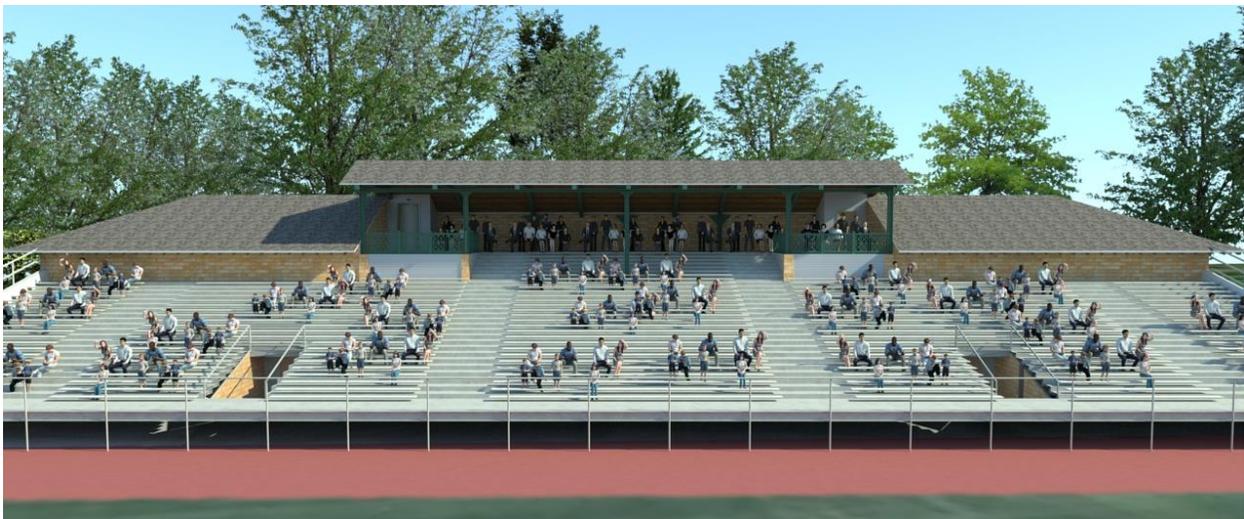
included window restoration on the main floor, with additional funding contributed from the Library Construction Fund. Plans are underway for replacement of the elevator cab and restoration of the skylights, the latter thanks to an OPRHP award received last year.

Also underway are \$5.8 million in grant funded improvements to historic Doubleday Baseball



Demolition of old 3<sup>rd</sup> base, concrete bleachers

Field. People are often surprised to learn that the Village owns and maintains Doubleday complex including the WPA-era grandstand constructed and dedicated in 1939 for the Centennial of Baseball. Improvements will include improved pedestrian access from Main Street and replacement of the deteriorated 3<sup>rd</sup> base bleachers with a two-story building and accessible bleachers and bathrooms.



Design image of new 3<sup>rd</sup> base building and bleachers

The Village will also be upgrading the aged sewer plant to increase capacity and meet more stringent environmental standards. This \$9.1 million infrastructure improvement will be going to bid in June 2019.

An agreement with MID-TEL of Schoharie County, funded through an ESD award, will soon have Wi-Fi hotspots on Main Street.

All of these initiatives have been accomplished without an increase in the tax levy in the past six budget cycles. Cost cutting and creating new revenue streams including paid parking on Main

Street in the summertime and successful grant applications have allowed us to not burden our property owners. This has helped reinforce the community's involvement in and acceptance of the numerous improvements.

## **FUTURE INVESTMENT POTENTIAL**



With a great deal of input and support from the community (Chamber of Commerce, Friends of the Parks, Cooperstown Community Christmas Committee) a redesign of Main Street's Pioneer Park is underway. Within the Park, the Visitor Kiosk has been relocated closer to the sidewalk to be more visually and physically accessible to tourists. In June 2019 the Village will go to bid on the remainder of the project, which will see the installation of brick pavers for greater accessibility for all, as well as a raised stage area to better feature Music on Main programs during the summer months.

The Village has further invested in the creation of a Village Gateway to the south of downtown, which includes a peripheral parking lot serviced by a "trolley" system to bring visitors to the heart of the designated DRI area. In 2018 and 2019 increased trolley service is supported through private funding from the Scriven Foundation.

A successful CFA last year will fund the development of a design for a Walking/Fishing Pier, to provide greater access to Otsego Lake for visitors and residents. Located just one block from the Village's Main Street via Hoffman Lane, this 2.6 acre dedicated park land has benefited from recent Village investment in floating boat docks to provide greater recreational opportunities. The construction of a Walking/Fishing Pier will provide improved access to Lake Otsego for non-boaters.

With the potential for commercial development on Railroad Avenue, the Village applied for and received Climate Smart Communities funding through the CFA to right size the culvert on Grove Street, making possible an infrastructure improvement necessary to promote future growth along the upper Main Street corridor without concerns of storm flooding.

The Village's efforts have already begun to pay off. Consistent private investment in Cooperstown 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 the Cooperstown Beverage Exchange on Main Street and the Cooperstown Distillery located on Railroad Avenue, all areas within the proposed DRI boundary. The Distillery, with support from Otsego Now and sponsorship of the Village, is presently applying for a CDBG, to assist in the significant expansion (7000 sq. ft.) of the Distillery building.



Cooperstown Distillery on Railroad Avenue

Also in June 2019, a new business The Green Cow, will open on Railroad Avenue. This butcher shop will feature locally raised, organic beef, all part of the "Eat Local" trend, which has been promoted by our highly successful Farmers' Market.

Over the past year, a Village Housing Committee composed of community residents and Village Officials has been meeting to update municipal zoning laws and regulations to ensure that nothing within the laws inhibits greater density of housing. A representative of Bassett Healthcare has attended those sessions and provided a Housing Survey completed by Bassett staff. The survey indicates a great desire for employees to live closer to their place of work, preferably within walking distance, and a great demand for housing, both single family and apartment style within the Village itself. Bassett has confirmed that the availability of housing is a limiting factor in attracting and retaining professional staff and is moving forward with plans to identify and create more housing within the Village. Potentially, depending on negotiations, several properties within the DRI boundary may be used for this new housing.

Revisions to our zoning law including the addition of Planned Development Districts, have encouraged economic development. The first PPD was created in 2018 for the Bank of Cooperstown and its expansion. The second PPD is in the process of being created for an expansion of the New York Pizzeria to increase its kitchen and serving areas, as well as provide for more parking. A third PPD request came before the Village Board just this past week. It will allow for the development of a 12-unit, net zero apartment complex, located ½ block from Main Street on two adjoining properties which have been under-utilized for nearly three decades.

- 3) Recent or impending job growth.** Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

Cooperstown is an economic engine for Otsego County tourism. Destination Marketing Corporation for Otsego County (DMCOC), whose website is [www.thisiscooperstown.com](http://www.thisiscooperstown.com), recognizes and utilizes the Village's drawing power in its marketing campaign. In its most recent full year report, DMCOC provided county statistics of 3,440 tourism jobs with a total of \$97,941,000 in tourism wages. DMCOC has determined that 14.6% of all jobs in Otsego County are directly or indirectly dependent on tourism.

In addition to businesses and careers associated with the tourism industry, the Village of Cooperstown itself offers a variety of employment offerings, from highly skilled to seasonal entry-level positions. These include professionals employed in the fields of law, accounting, banking, education, and marketing. Our largest employer, Bassett Healthcare, employs approximately 3000 individuals on its Cooperstown campus alone.

In addition, our community has experienced job growth related to the food and beverage industries. The number of restaurants in our downtown has increased. Existing coffee shops and businesses have expanded to meet growing demand. The Cooperstown Distillery is looking to triple its production and storage space.

In many respects, job growth is limited not by employment opportunities but by the lack of housing opportunities within our community. Bassett Healthcare is in constant need of nurses, but lack of affordable, year-round housing within the Village limits the desirability of working in Cooperstown. In particular there is a great demand for apartment style housing, which could be used by single professionals as well as older Village residents who wish to no longer be burdened by maintenance of a three or four bedroom home. The creation of apartments or townhouse facilities would therefore free up additional housing stock within the Village.

- 4) Attractiveness of physical environment.** Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.



Cooperstown is a fundamentally attractive and livable community, and it 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, Cooperstown Summer Music Festival and concerts at Brewery Ommegang and Doubleday Field cater to all tastes. This summer Pioneer Park, located right on Main Street, will once again feature Music on Main performances to enliven our downtown scene.

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 have taken place in the Doubleday parking lot. 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. U.S. News and World Report ranked the Cooperstown Junior/Senior High School in the top 10 percent of high schools in New York. In 2018, 92% of Cooperstown's sixty-five graduating students received a Regents diploma and 55% earned a Regents Diploma with Advanced Designation as compared to the NYS average of 33% for the Advanced Regents. State statistics for Cooperstown are often skewed low by the fact that in some years 10% of students in a class avail themselves of a very active Rotary Foreign Exchange Program, spending a year

abroad for cultural and international diversity. Those highly successful students are not included in state graduation data, which only measures a four year cohort.

For those interested in a healthy lifestyle, the newly renovated 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. Cooperstown boasts six public parks, including four with lake access. 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.

For food aficionados, the year round Farmers’ Market provides locally sourced, organic foods and products. Successful year-round restaurants provide varied cuisine within the business district.

Businesses in the Village benefit from an active Chamber of Commerce. Communications needs are met by private providers, with internet access and cell service being superior to many other parts of the county. Public transportation includes national service (Trailways), regional service (OPT), and local “trolley” service.

**5) Quality of Life policies.** 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, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies that support livability and quality of life in downtown are not currently in place, describe near-term efforts by 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:

- 2016 Adoption of the Village’s Comprehensive Plan for Downtown Revitalization
- 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 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
- Establishment of opportunities for outdoor dining on the street frontage for restaurants
- Certified Local Government status recognized by the State Historic Preservation Office
- Major revisions to the Sign Law to reduce clutter and aid in the approval process

- Adoption of Complete Streets Resolution
- Adoption of Climate Change Resolution
- Participation in Climate Smart Communities
- Revision of tourist accommodation regulations to ensure availability of year-round apartments and other housing options
- Loading zone survey conducted in collaboration with the Chamber of Commerce that led to a streamlining of the local law related to deliveries
- Review of accessible parking to ensure compliance with federal guidelines resulting in minor changes to improve usage
- Formation of a working group to examine zoning as it relates to the creation of new housing opportunities, which will be making recommendations for changes to the zoning law in Summer 2019
- Property taxes held in check by identifying other revenue sources and streamlining Village operations
- Recent installation of bike racks, bike repair station, 51 street benches, and a 3-station drinking fountain

**6) Public support.** Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Characterize the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan.

In essence this DRI application is predicated on our 2016 Comprehensive Plan and Downtown Revitalization Strategy, which was developed with a great deal of community engagement.

During the comprehensive planning process, the Village hosted four well-attended community events (aside from required public hearings) with over 110 people in attendance at one session. Community engagement included a 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. These activities led to the adoption of our community-supported Comprehensive Plan in the fall of 2016. That plan has not sat on a shelf. There are frequent references to and reviews of the Implementation Matrix. Many of the projects noted in this DRI application (Past Investment, Future Investment Potential) are a result of a guidance by the Comprehensive

Plan and those investments in our community have been well supported because they originated with community input.

The Village government remains engaged with the public, especially those who live and work in or near the Main Street corridor. Projects to improve walkability, park access, environmental sustainability, and municipal infrastructure have led to regular public information sessions. These have increased awareness of village initiative, but have also allowed for more public engagement. During question and answer sessions, for example, one business owner requested that a tree not be planted adjacent to a loading zone, something the professional planners had missed.

Prior to submitting this application, discussion groups were held with representatives from the Baseball HoF, Bassett Hospital, local non-profits, the Village's Economic Development and Sustainability Committee, Otsego Now, the business community, and Chamber of Commerce. Along with the goals outlined in the Comprehensive, the recommendations of this DRI working group dictated the scope of our DRI boundary and our proposed Transformative Opportunities.

- 7) **Transformative opportunities.** Describe opportunities to build on the strengths described above by providing a list of transformative projects that could be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project). Identify potential development opportunities, such as municipally-owned property that may be appropriate for redevelopment. Projects may be public or private, and could address economic development, transportation, housing, and community development needs. It should be recognized that if a DRI award is made to the downtown, the projects identified here, along with any others that may arise during the DRI planning process, will ultimately be vetted by the Local Planning Committee and the State to determine which projects receive DRI grants.

## **TRANSFORMATIVE OPPORTUNITIES -- HITTING A GRAND SLAM**

Cooperstown's strengths are manifold – a strong tourism industry, environmental beauty and recreational access, arts and cultural organizations, accessible healthcare and community walkability. The proposed transformative opportunities build on those strengths and were developed to address goals and actions in the Village's adopted 2016 Comprehensive Plan & Downtown Revitalization Strategy. Language in ***bold italics*** is taken directly from the Comprehensive Plan. Community members involved in this DRI application further refined these proposed opportunities.

**Business and Economic Development**

- *Make unoccupied and seasonal store fronts active and more appealing*
- *Ensure greater business diversity for year-round shopping*

- Provide a grant and/or no interest loan fund to support and improve Main Street facades, signage, and building upgrades. **\$ 750,000**

- Two large, 10,000+ square foot buildings on Main Street are currently vacant and/or under-utilized. One is the former General Store building, which is adjacent to and owned by the National Baseball Hall of Fame and Museum. This non-profit uses the lower level for museum departments; however, the street level floor and a smaller second floor are not in use, except for a pop-up museum store on Induction Weekend. The building remains attractive due to the installation of window displays featuring Cooperstown attractions. However, opportunities abound to work with the HOF to develop the space for greater community benefit. The first step is a planning process to consider and facilitate adaptive reuse options for the entire building, which would leverage larger investment by the HOF and others (see below). **\$ 100,000**

- The second large storefront on Main Street, is a privately held building which formerly housed a CVS store. The building has been empty and vacant since CVS constructed its own building at the south end of the Village. Because the lease with CVS extends to September 2019, the building owners have had little impetus to fill the space and as a result it is an empty, unattractive eyesore in the heart of the Village.



A DRI award to the Village could provide incentive for the private owner to rethink the potential of this space, particularly if marketing assistance is provided to secure a year round business which would cater to local needs as well as being a tourist draw. This initial funding would spur future private dollars to redevelop the space. **\$ 100,000**

- The executives of the DMCOC and the Cooperstown Chamber of Commerce would benefit from a Main Street presence, particularly a location next door to the frequently visited National Baseball Hall of Fame and Museum. Redesign and developmental of the ground floor space in the former General Store would allow their offices to provide a better

service to visitors. The site could also offer small business services and have a board room available for non-profit meetings. **\$ 1,200,000**

**Community Development/Municipal Infrastructure**

➤ ***Implement best practices for energy efficiency in the municipal building***

- Continue the renovation of the Village Hall. Reduce energy use by repairing the historic windows and by installing storms. **\$ 250,000**

➤ ***Make the Village Hall a community anchor***

- Install a raised floor in the Cooperstown Art Association’s Gallery A located on the first floor of the Village Hall, to eliminate the need for stairs and provide accessibility for all for arts exhibits and programs. **\$ 50,000**
- Continue improvements to the Ballroom space on the upper floor for use as a community space. Improve the appearance and use of the lower level Village Offices. **\$ 175,000**

➤ ***Continue to ensure local law enforcement presence***

- Redevelop with a second story addition, the Village’s Fire Hall so that the Village Police Department can be located there, creating an integrated public safety complex. Currently the Police Department is in crowded quarters on the lower level of the Village Hall. Placing all the public safety services in one building, which is more visible in the community, would allow for shared services and greater efficiency. **\$ 2,500,000**

**Recreational Facilities and Programming**

➤ ***Further enhance the viewshed and access to Lakefront Park from Main Street***

- Re-develop, one block long Hoffman Lane to connect Main Street to Lakefront Park. Provide for greater access to Lake Otsego by constructing a Walking/Fishing Pier in Lakefront Park. **\$ 1,800,000**



Hoffman Lane from Main Street

for greater access to Lake Otsego by constructing a Walking/Fishing Pier in Lakefront Park.



Lakefront Park as accessed from Hoffman Lane

➤ **Link existing neighborhoods, open space and recreational areas**

- Re-develop Pioneer Alley to link newly renovated Pioneer Street to businesses, the Farmers' Market and Doubleday Field. Provide visual improvements and ensure safe and accessible pedestrian access.



Pioneer Alley, looking towards Doubleday Field

**\$ 2,000,000**

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

- Partner with the County to identify and implement steps to connect the eastern portion of Main Street to the western portion. Currently the Otsego County Courthouse and County Office Building limit visitor approach. Furthermore, county employees provide a target market for businesses, including restaurants, that choose to locate in the surrounding areas.

**\$ 500,000**

**Doubleday Field**

➤ **Provide a safe route for pedestrians from Main Street and Chestnut Street**

- Augment planned improvements to Doubleday Field by improving access to the 3<sup>rd</sup> Base section, specifically addressing the Willow Brook culvert and greenway entrance.

**\$ 500,000**

- Create a pedestrian and vehicle safe pathway along Fowler Way. Construct an archway entrance from Chestnut Street similar to the one planned at the Main Street entrance.



Fowler Way entrance to Doubleday Field

**\$ 1,300,000**

➤ **Explore feasibility of mixed-use development in the vicinity of Doubleday Field**

- Improve access from Doubleday Field parking lot to Doubleday Court. Encourage greater utilization of store space in Doubleday Court. Work with adjacent properties (Cooperstown Batting Range, former Smalley's Theatre) to promote adaptive re-use as housing, an art-cinema, dining, and retail establishments. **\$ 500,000**

## **HOUSING**

➤ **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.**

- The designated area provides opportunities for new housing development by rehabilitating and expanding existing structures, such as the former cheese factory. Village zoning allows for the creation of a PDD that would facilitate development other than single-family houses on sizable lots by allowing for higher density. Bassett Healthcare has conducted a housing survey with employees that suggests apartment and townhouse-style housing at reasonable prices is in high demand and that employees would prefer to live closer to work in the Village if such options were available. **\$ 1,000,000**

- Assist the development of the upper floors on Main Street buildings to serve as office and housing spaces. Provide assistance to building owners to meet necessary safety upgrades.



**\$ 750,000**

- 8) Administrative Capacity.** Describe the existing local administrative capacity to manage this planning and implementation initiative, including the ability to oversee contracts for awarded municipal projects using existing staff and resources.

The Village of Cooperstown has successfully completed both state-funded and federally-funded projects including the Gateway project (FHWA), downtown GIGP project (NYS EFC) and EV charging stations (NYS DEC) as well as Village Hall improvements (SAM/DASNY). Currently a TEP project (FHWA), sewer plant upgrades (SAM/DASNY; NYS EFC), Village Hall renovations (NYS ESD,

OPRHP) are underway. Teri Barown, Village Administrator, has overseen this past and current work. She is well versed in state and local contract policies and other requirements for state funding, and she has a proven ability to manage multiple contracts simultaneously.

The Village's Superintendent of Public Work, Mitch Hotaling, along with the Village Treasurer Deborah Guerin and newly promoted Streets Superintendent Chris Satriano serve as a robust and enthusiastic staff to move the DRI forward.

In addition to administrative staffing, the elected officials of the Village of Cooperstown have demonstrated the ability to work amicably with partnering organizations to ensure successful implementation of projects and programs. The Cooperstown community itself has proven with prior initiatives to have a high level of civically engaged residents with the commitment and energy for community involvement and service.

The individuals who were instrumental in the creation of this application, and who represent Village government, Main Street businesses, arts & business organizations, non-profits, the Baseball HOF, Bassett Hospital, and the tourism industry will form the nucleus of the Local Planning Committee (LPC). They will be augmented by other stakeholders as needed, all assisted by consultants and state planners.

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

As a village of limited geographic area, \$10 million has the potential to be truly transformative for Cooperstown in a way it would not be for a larger city. Yet little Cooperstown receives national and international 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.

## **SUBMISSION**

Applications from interested communities must be submitted electronically to the relevant Regional Economic Development Council at the email address in the table below. Proposals for areas within New York City must be sent to the relevant Office of the Borough President, which will select two applications for submission to the NYC Regional Economic Development Council.

- Capital Region [NYS-CapitalDist@esd.ny.gov](mailto:NYS-CapitalDist@esd.ny.gov)  
Counties: Albany, Columbia, Greene, Saratoga, Schenectady, Rensselaer, Warren, Washington
- Central New York [NYS-CentralNY@esd.ny.gov](mailto:NYS-CentralNY@esd.ny.gov)  
Counties: Cayuga, Cortland, Madison, Onondaga, Oswego
- Finger Lakes [NYS-FingerLakes@esd.ny.gov](mailto:NYS-FingerLakes@esd.ny.gov)  
Counties: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, Yates
- Long Island [LIREDC@esd.ny.gov](mailto:LIREDC@esd.ny.gov)  
Counties: Nassau, Suffolk
- Mid-Hudson [NYS-MidHudson@esd.ny.gov](mailto:NYS-MidHudson@esd.ny.gov)  
Counties: Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster, Westchester
- Mohawk Valley [NYS-MohawkVal@esd.ny.gov](mailto:NYS-MohawkVal@esd.ny.gov)  
Counties: Fulton, Herkimer, Montgomery, Oneida, Otsego, Schoharie
- North Country [NYS-NorthCountry@esd.ny.gov](mailto:NYS-NorthCountry@esd.ny.gov)  
Counties: Clinton, Essex, Franklin, Hamilton, Jefferson, Lewis, St. Lawrence
- Southern Tier [NYS-SouthernTier@esd.ny.gov](mailto:NYS-SouthernTier@esd.ny.gov)  
Counties: Broome, Chemung, Chenango, Delaware, Schuyler, Steuben, Tioga, Tompkins
- Western New York [NYS-WNY-REDC@esd.ny.gov](mailto:NYS-WNY-REDC@esd.ny.gov)  
Counties: Allegany, Cattaraugus, Chautauqua, Erie, Niagara
- New York City - Submit to the appropriate office below.
  - Bronx: James Rausse at [JRausse@bronxbp.nyc.gov](mailto:JRausse@bronxbp.nyc.gov)
  - Brooklyn: Josh Levin at [JoshuaLevin@brooklynbp.nyc.gov](mailto:JoshuaLevin@brooklynbp.nyc.gov)
  - Manhattan: Elka Morety at [EMorety@manhattanbp.nyc.gov](mailto:EMorety@manhattanbp.nyc.gov)
  - Queens: Shurn Anderson at [SAnderson@queensbp.org](mailto:SAnderson@queensbp.org)
  - Staten Island: Lashay S. Young at [LYoung@statenilandusa.com](mailto:LYoung@statenilandusa.com)