



NY FORWARD

# VILLAGE OF COOPERSTOWN

MOHAWK VALLEY REGIONAL ECONOMIC DEVELOPMENT COUNCIL

## Strategic Investment Plan

JANUARY 2024



NY Forward

# ACKNOWLEDGMENTS

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**HIGHLAND PLANNING**



All photos and renderings in the document were taken or prepared by the consultant team unless otherwise noted.



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# FOREWORD

*New York’s downtowns are the heart and soul of our regions. With their energy, diversity, and exuberance—as well as their artistic, cultural, and historical assets—our downtowns serve as anchors and catalysts for revitalization and economic development. They epitomize what we refer to as a ‘sense of place.’*

Despite having endured decades of disinvestment and decline with the advent of sprawl and de-industrialization, downtowns throughout the State are experiencing a dramatic resurgence. People and businesses are once again recognizing the tremendous value downtowns offer to residents, communities, and regions. As a result, communities are creatively marketing and leveraging their unique assets and proud heritage as catalysts for a brighter, more prosperous future.

The Downtown Revitalization Initiative (DRI) and NY Forward serve as the cornerstone of Governor Kathy Hochul’s economic development strategy. Under the leadership of New York Secretary of State Robert J. Rodriguez, the DRI and NY Forward are effectively accelerating and expanding the revitalization of downtowns and neighborhood centers by maximizing their potential as both centers of activity and catalysts for investment. The DRI and NY Forward represent an unprecedented and innovative “plan-then-act” strategy that couples strategic planning with immediate and ongoing project implementation.

Downtowns are complex, multi-dimensional systems. As such, they require a highly collaborative, partnership-based approach to revitalization—one that integrates all the pieces of a vibrant community in a holistic way. This is why the DRI and NY Forward processes employ a combination of community-based strategic planning, inter-agency project support, inter-governmental collaboration, and public/private leveraging of outside investments.

Led by the New York State Department of State (DOS), DRI and NY Forward communities benefit from partnerships with, and coordinated technical assistance provided by, New York State Homes and Community Renewal (HCR), Empire State Development (ESD) and the New York State Energy Research and Development Authority (NYSERDA). This multi-agency effort mobilizes the full complement of resources available from state agencies, tapping into their expertise, technical assistance, and project management skills as necessary.

In the first six rounds of the DRI and the inaugural round of NY Forward, the State invested \$800 million in 93 downtowns ripe for revitalization to become magnets for redevelopment, business development, job creation, economic development, and housing diversity. Governor Hochul committed another \$200 million to the DRI and NY Forward in 2023, bringing the total investment for both programs to \$1 billion. The downtown revitalization renaissance in New York State shows no signs of slowing.

The DRI and NY Forward also present an opportunity to address two looming and challenging crises—climate change and housing.

Downtowns are inherently climate-friendly. Their compact, mixed-use, and pedestrian-/bike-/transit-friendly design reduces car use and dependence, thus reducing automobile greenhouse gas emissions. And their denser concentration of population, economic activity, buildings, and industry provides fertile ground for the proliferation

of renewable energy resources, energy efficiency and mass electrification of both buildings and vehicles—all to de-carbonize our communities and the State.

Certain DRI and NY Forward projects are required to achieve a higher level of energy efficiency and renewable energy use. DOS has also forged mutually supportive partnerships with both the New York State Energy Research and Development Authority (NYSERDA) and the New York Power Authority (NYPA) to support carbon-neutral projects and the siting of electric vehicle charging stations in downtowns, respectively.

These climate benefits are helping the State achieve its nation-leading climate goals contained in the State's landmark Climate Leadership and Community Protection Act of 2019 (CLCPA).

The crisis of housing availability and affordability permeates all aspects of downtown and regional well-being. The DRI and NY Forward view, plan, and develop housing within the context of the whole community, seamlessly integrated with all the other components of sustainable community development—jobs, businesses, infrastructure, public spaces, arts, culture, and entertainment. Through this process, the DRI has already invested in nearly 3400 units of housing throughout the State, a third of which is affordable, with more coming online in this round. And housing production through the DRI and NY Forward should accelerate as communities participate in the Governor's innovative Pro-Housing Communities initiative.

Simply put, downtowns are special places deserving of the special attention afforded them through the DRI and NY Forward. Each one is unique with its own vibe, heritage, and culture; a whole different story to tell if we listen carefully enough. Downtowns offer a place to connect, eat, shop, drink, learn, absorb, innovate, observe, and interact—a cultivator of human ingenuity and the entrepreneurial spirit. And they provide public gathering spaces that allow people of all ages, incomes, backgrounds, and abilities to interact safely and comfortably while appreciating the diversity of city life.

The DRI and NY Forward are accomplishing their overarching goals of promoting local and regional economic development and improving quality of life. The program has proven to be remarkably adaptable, pivoting to both new and ongoing challenges, such as the COVID-19 pandemic, climate change, housing affordability, childcare, workforce development, arts and culture, and socio-economic equity. In this respect, the DRI and NY Forward programs are even more relevant and imperative now than when DRI began seven years ago, as these programs are ready to confront further challenges and opportunities as they arise. And these programs' past, present, and future provide a beacon of light for the State's communities and regions moving forward.

# NY FORWARD COMMUNITIES



COOPERSTOWN



SOUVENIR  
SHOP



SAFE AT HOME  
BALLPARK  
COLLECTIBLES

OPEN

93

# EXECUTIVE SUMMARY

## INTRODUCTION

Selected by the Mohawk Valley Regional Economic Development Council (REDC) to receive a \$4.5 million award from New York State Governor Kathy Hochul through the NY Forward (NYF) program, the Village of Cooperstown has prepared this Strategic Investment Plan (SIP) by evaluating local assets; cataloging past efforts; working with partners and stakeholders; setting a vision, goals, and strategies; engaging the community; and recommending transformative projects for funding. The Village is committed to ensuring that downtown Cooperstown is an attractive, vibrant, year-round community that provides an excellent quality of life for residents and memorable visitor experience.

Cooperstown, the “birthplace of baseball,” attracts thousands of visitors each year for its baseball camps, games at Doubleday Field, and the National Baseball Hall of Fame. In addition, the Village and its surroundings are also a destination for arts, cultural and leisure activities.

Over the last ten years, the Village has leveraged over \$20 million in public funding within the NY Forward Area including \$300,000 to right size the Willow Brook culvert beneath Grove Street, \$8.4 million improvements to the Village wastewater treatment plant, \$7.2 million in improvements to Doubleday Field, and \$3.2 million towards public parks and streetscape enhancements.

Over thirty project proposals were received through the Open Call for Projects, and the Local Planning Committee (LPC) assessed these proposals using evaluation criteria that considered the projects’ alignment with Village and State NY Forward goals, community support, project readiness and capacity, catalytic and transformative effects, co-benefits, and cost effectiveness.



FIGURE 1. COOPERSTOWN SIP PROJECT MAP



### PROJECTS PROPOSED

- |   |  |    |  |
|---|--|----|--|
| 1 | IMPROVE PEDESTRIAN CONDITIONS ON PIONEER ALLEY             | 7  | DEVELOP WILLOW BROOK RESIDENTIAL HOUSING   |
| 2 | IMPROVE ACCESS AND CIRCULATION ON FOWLER WAY               | 8  | BUILD SIDEWALKS ON GROVE STREET            |
| 3 | CREATE A COMMUNITY ART SPACE AT 53 PIONEER STREET          | 9  | CONSTRUCT RAILROAD INN RESIDENTIAL UNITS   |
| 4 | REDESIGN AND IMPROVE PEDESTRIAN CONDITIONS ON HOFFMAN LANE | 10 | IMPROVE WAYFINDING ALONG UPPER MAIN STREET |
| 5 | RENOVATE 103 MAIN STREET FOR RESIDENTIAL APARTMENTS        | 11 | INITIATE REPAIRS TO DOUBLEDAY FIELD        |
| 6 | REHABILITATE 134 MAIN STREET FOR RESIDENTIAL APARTMENTS    | 12 | SMALL PROJECT FUND (NOT SHOWN)             |

## COOPERSTOWN NY FORWARD AREA

The proposed NY Forward Area is a compact walkable area located at the heart of the Village's business corridor, covering approximately 0.7 square miles. The boundaries of the NY Forward Area extend along Main Street from the Village Hall westward to Grove Street (or, "Upper Main Street") connecting the primary Business District to the "Railroad Avenue Business District". While "Lower Main Street" is characterized by a dense predominance of two- to four-story row-type buildings generally built in the 1800's, "Upper Main Street" is characterized by larger residential homes set back from the sidewalk with ample front and side yards. The Otsego County Office Campus also adds to the quieter feel of this area, as its buildings are well set back from the road, and large trees and sidewalks dominate the public-facing realm. The Railroad Avenue Business District off Upper Main Street represents a middle ground, where larger single story commercial or separated mixed use style buildings are accessible from the sidewalk.

## CRITICAL CHALLENGES AND OPPORTUNITIES

Public engagement was critical for understanding the challenges and opportunities in the NY Forward Area and aided in identifying strategies for revitalization. This feedback also shaped the LPC's understanding of what a catalytic and transformative project might be. During the public engagement process, including meetings with the LPC and Public Workshops, the following critical challenges and opportunities were identified:

### CRITICAL CHALLENGES

- Lack of diversity in local small-scale commercial business.
- Seasonal businesses on Main Street and winter business closures.
- Businesses focused on baseball, not enough interest for residents.
- Abandoned buildings.
- Perceived limited parking during peak tourism season.
- Seasonal residents create demand for seasonal economy.
- Historic/aging buildings, particularly accessibility and upkeep.
- Affordable year-round housing.
- Availability of senior housing.
- Lack of community downtown.

- Location is, or is perceived to be, hard to get to.
- Lack of public transportation.
- Limited bike access downtown - narrow, no trails.
- Local awareness of local opportunities.
- Limited outdoor dining options.
- Limited pre-school options.
- Declining population.
- Hard to find employees that can afford to live in Cooperstown.
- Hard to meet new people.
- Not as inviting to newcomers or diverse populations.
- Countywide perceptions of affluence.
- Harmful Algal Blooms in the Lake, water quality.
- Strip development on State Highway 28 draws people out of the Village.
- Rural/outside businesses using "Cooperstown" address creates competition in the Village.
- Travel patterns favoring air travel over car trips - Cooperstown not as accessible by plane.
- Increasing property values and lack of affordability.

### CRITICAL OPPORTUNITIES

- Leveraging remote work opportunities and quality of life to attract more year-round residents, ideal for a co-working space.
- Capitalizing on a world class tourism destination for baseball enthusiasts. Well known due to association with Major League Baseball (MLB), Doubleday Field.
- Drawing new residents from surrounding region.
- Capitalizing on the proximity of Basset Hospital to downtown Cooperstown – economic driver, employees as full-time residents, healthcare amenity.
- Re-imagining underutilized/vacant storefronts.
- Continuing "Welcome Home Cooperstown," a new monthly gathering to engage new residents.
- Establishing a local film festival.
- Promoting Cooperstown's uniqueness to visitors.
- Capitalizing on the opportunity for year-round tourism.
- Leveraging the opportunity to celebrate diversity (holidays and events).
- Reinvigorating theater as a focal point.
- Highlighting the new sidewalks, street lights, rain gardens, and other main street improvements.
- Encouraging walkability in design and redevelopment.
- Fostering a growing diversity of businesses.
- Supporting the younger generation of business owners as they shift to services for community.

- Lake is an amenity.
- Village is seen as welcoming.
- Access to diverse activities (even outside NY Forward Area).
- Transparent storefronts, attractive window displays.
- Quiet and safe.
- Family friendly yet still fun for adults.
- Clark Sports Center programs for kids, seniors.
- Child care options.
- Historic architecture/beauty.
- Craft beverage and restaurant choices.
- Farmer's Market.
- Library.
- Community Dinner.
- Outdoor dining.
- Cooperstown Art Association.
- Strong sense of community.

## PUBLIC ENGAGEMENT

Public engagement was a critical element for goal setting and the identification and evaluation of priority projects for the SIP. Public outreach was conducted across a variety of channels to encourage broad participation in the NY Forward planning process. Outreach methods were tailored to meet the needs of the Cooperstown community, and efforts were made to reach groups that are traditionally underrepresented at public events. A dedicated webpage was maintained on the Village of Cooperstown's website that hosted NY Forward-related information and updates. Email addresses were collected throughout the public engagement and collated into a listserv for updates throughout the planning process. Local media including The Freeman's Journal and The Daily Star were kept informed of NY Forward activities and social media, including the Village's Facebook page, were kept up to date.

Five LPC meetings were held between May 2023 and October 2023. Press releases were circulated prior to each meeting and each LPC meeting was open to the public. All LPC meetings were

streamed and uploaded onto the Village's YouTube channel.

Laberge Group and Highland Planning facilitated two online surveys and Public Workshops. Online Survey #1 focused on community needs in the NY Forward Area, and was complemented by Public Workshop #1, which focused on visioning, strengths, and challenges in the NY Forward Area. This outreach effort occurred between June and July, 2023. Online Survey #2 focused on gaining feedback on the slate of proposed projects for the SIP, particularly whether projects met the State and Village's goals for the NY Forward Area and whether projects would have transformative impacts on downtown. Respondents had the opportunity to identify what they liked and what could be improved about each project. Public Workshop #2 was held in person at the Fire House and posed the same questions as the online survey. This effort occurred during the month of September, 2023.

In July, the Consultant Team held a Pop-Up event at the Cooperstown Farmer's Market. This event informed the public about the NY Forward planning process and how to get involved.



## VISION, GOALS, AND STRATEGIES

The LPC utilized a Laberge Group assessment of the NY Forward Area, as well as information gathered through Online Survey #1, Public Workshop #1 and the 2016 Comprehensive Plan and Downtown Revitalization Strategy to formulate a vision statement, goals, and strategies for the SIP. The LPC’s efforts culminated in the creation of a slate of projects recommended to the State for NY Forward funding.

### Vision Statement

*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 to preserve the strong sense of place that is at the heart of the Cooperstown community.*

### Cooperstown NY Forward Goals



**Goal 1: Housing – Create a diversity of housing options appropriate for the varying needs of the community.**

#### Strategies:

- 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.



**Goal 2: Business – Diversify businesses to support the needs of Cooperstown’s residents and visitors and provide year-round interest.**

#### Strategies:

- 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 NY Forward 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 NY Forward Area.



**Goal 3: Connectivity – Connect people to places by creating a vibrant, safe and accessible public realm.**

#### Strategies:

- 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.
- 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.
- 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).



**Goal 4: Sustainability – Promote a more environmentally sustainable downtown through public infrastructure improvements and by encouraging decarbonization efforts.**

**Strategies:**

- Contribute to the stewardship of Otsego Lake’s 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 to and educate residents/visitors about the watershed.
  - Pursue development of an educational pier at the end of Lakefront Park.
- 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.

## PROPOSED PRIORITY PROJECTS

The following projects were recommended for funding by the LPC.

### 1. Improve Conditions on Pioneer Alley

**Project Sponsor: Village of Cooperstown  
Pioneer Alley, Cooperstown NY**

This project proposes to improve the pedestrian environment on Pioneer Alley by developing stormwater infiltration infrastructure, repaving the surface with macadam and brick, and adding lighting. A number of businesses are accessed via Pioneer Alley, including the Cooperstown Farmer’s Market, restaurants, and retail shops. Pioneer Alley is a popular pedestrian destination, and this project was strongly supported by the public.



TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	% OF TOTAL PROJECT COST
\$530,000	\$530,000	100%

### 2. Improve Access and Circulation on Fowler Way

**Project Sponsor: Village of Cooperstown  
Fowler Way, Cooperstown NY**

This project will create a pedestrian- and vehicle-safe pathway along Fowler Way, which runs between Chestnut Street and Doubleday Field. The improvement will clearly demarcate the pedestrian and vehicular travel lanes and improve safety in this heavily traveled corridor. The project will also provide ADA compliant access to the existing ramp and seating at the 1st Base Bleachers.



TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	% OF TOTAL PROJECT COST
\$625,000	\$625,000	100%

### 3. Create a Community Art Space at 53 Pioneer Street

**Project Sponsor: The Smithy Pioneer Gallery, Inc.  
53 Pioneer Street, Cooperstown NY**

This project proposes to rehabilitate one of the oldest buildings in Cooperstown and integrate it into the existing campus of the Smithy Gallery and Ceramics Studio. The rehabilitated space will be used as a year-round community art space that will host artist studios, community workshops, art showings and other community events. Currently, the building is protected by a tarp, and the Smithy Gallery next door (the oldest building in Cooperstown) is only operational during the warmer months.



TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	% OF TOTAL PROJECT COST
\$711,000	\$640,000	90%

#### 4. Redesign and Improve Pedestrian Conditions on Hoffman Lane

**Project Sponsor: Village of Cooperstown  
Hoffman Lane, Cooperstown NY**

This project will transform Hoffman Lane by improving pedestrian accessibility 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. In Lakefront Park, the current impermeable upper parking area will be relocated to open the vista to the lake.



TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	% OF TOTAL PROJECT COST
\$1,400,000	\$569,000	41%

#### 5. Renovate 103 Main Street for Residential Apartments

**Project Sponsor: 103 Main Street Corp.  
103 Main Street, Cooperstown NY**

This project will rehabilitate approximately 24,000 square feet of space on the second, third and fourth floors of 103 Main Street, one of the most prominent structures in the Village of Cooperstown. The finished building will house 21 rental apartment units, with a mix of studio, one- and two-bedroom apartments, which will be available for a range of income levels. The renovations will include a new elevator and mechanicals, and exterior improvements to freshen up the building façade, including refurbished windows.



TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	% OF TOTAL PROJECT COST
\$6,081,000	\$1,300,000	21%

#### 6. Rehabilitate 134 Main Street for Residential Apartments

**Project Sponsor: Perry's 134 Main Street, LLC  
134 Main Street, Cooperstown NY**

This project proposes to revitalize the exterior of a historic mixed-use building and rehabilitate the upper stories into four new two-bedroom apartment units for long-term rental. This project will transform 4,800 square feet of the currently vacant upper stories into housing, adding to the unique sense of place in Cooperstown and improving the public realm on Main Street.



TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	% OF TOTAL PROJECT COST
\$803,000	\$250,000	31%

### 7. Develop Willow Brook Residential Housing

**Project Sponsor: ZAED Properties, LLC**  
**22 Glen Avenue; 36 Grove Street, Cooperstown NY**

The Willow Brook Residential project proposes to develop nine one-bedroom apartments along Glen Avenue and four two-bedroom townhomes along Grove Street. This project will result in a total of 13 new, passive house certified residential units in the Railroad Avenue Business District.



<b>TOTAL PROJECT COST</b>	<b>NY FORWARD FUNDING REQUEST</b>	<b>% OF TOTAL PROJECT COST</b>
\$4,700,000	\$1,300,000	28%

### 8. Build Sidewalks on Grove Street

**Project Sponsor: Village of Cooperstown**  
**Grove Street, Cooperstown NY**

This project creates connectivity between Main Street, upper Main Street, Glen Ave., and the Red Trolley Lot by adding sidewalks and crosswalks on Grove and Main Street. This area was identified as being in need of pedestrian improvements in a 2023 traffic study and added infrastructure will facilitate safe pedestrian movement for new residential development proposed in the vicinity.



<b>TOTAL PROJECT COST</b>	<b>NY FORWARD FUNDING REQUEST</b>	<b>% OF TOTAL PROJECT COST</b>
\$310,000	\$310,000	100%

### 9. Construct Railroad Inn Residential Units

**Project Sponsor: 28 Railroad Avenue Corporation**  
**28 Railroad Avenue, Cooperstown NY**

The proposed project involves constructing three additional two-bedroom rental units, each approximately 900 square feet, on the property of the Railroad Inn, a 22-unit boutique hotel that caters to both short-term visitors and longer-term stays for visiting nurses and other professionals.



<b>TOTAL PROJECT COST</b>	<b>NY FORWARD FUNDING REQUEST</b>	<b>% OF TOTAL PROJECT COST</b>
\$489,000	\$150,000	31%

### 10. Extend Wayfinding Along Upper Main Street

**Project Sponsor: Village of Cooperstown  
Main Street from Otsego County Courthouse-Red  
Trolley Lot**

This project proposes to activate upper Main Street from the Red Trolley Lot to the Otsego County Campus by installing wayfinding signage similar to those 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.



<b>TOTAL PROJECT COST</b>	<b>NY FORWARD FUNDING REQUEST</b>	<b>% OF TOTAL PROJECT COST</b>
<b>\$55,000</b>	<b>\$52,000</b>	<b>95%</b>

### 11. Initiate Repairs to Doubleday Field

**Project Sponsor: Village of Cooperstown  
Doubleday Field, Cooperstown NY**

This project proposes to install new drainage to help preserve field conditions along with regrading to keep water out of the dugouts in order to bring more competitive games to Cooperstown and reduce economic losses due to canceled games. This project includes investing in new irrigation, installing new base anchors and replacing the netting at the historic grandstand.



<b>TOTAL PROJECT COST</b>	<b>NY FORWARD FUNDING REQUEST</b>	<b>% OF TOTAL PROJECT COST</b>
<b>\$1,700,000</b>	<b>\$1,700,000</b>	<b>100%</b>

### 12. Implement the Small Project Fund

**Project Sponsor: Village of Cooperstown  
NY Forward Area**

The Small Project Fund will provide financial support to small businesses and property owners within the Cooperstown NY Forward Area to help cover building renovations, business assistance, and soft costs. Energy efficiency upgrades can not only reduce a business or property owner's carbon footprint, but they can also reduce utility costs. Business assistance funds can help local proprietors offer a more seamless experience to their customers. Public art installations can create an authentic sense of place and provide recreational and cultural benefits to the greater Cooperstown community.



<b>TOTAL PROJECT COST</b>	<b>NY FORWARD FUNDING REQUEST</b>	<b>% OF TOTAL PROJECT COST</b>
<b>\$390,000</b>	<b>\$300,000</b>	<b>75%+/-</b>



OTSEGO COUNTY  
COURTHOUSE

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The Village of Cooperstown is poised to build on its existing assets – including a walkable downtown, historic architecture, and a tourism economy – to drive transformational change in the NY Forward Area and economic growth in the region.

## SECTION I

# DOWNTOWN PROFILE AND ASSESSMENT

## OVERVIEW

The Village of Cooperstown is a historic Village set in rural Otsego County on the southern shore of Otsego Lake in the Mohawk Valley region. It is less than an hour south of the City of Utica, 40 minutes west of the Village of Cobleskill and 40 minutes north of the City of Oneonta. Small in area, the entire Village of Cooperstown is easily walkable from one end to the other and is listed on the State and National Registers of Historic Places. The Village is also part of the larger Glimmerglass Historic District. The Village, which was originally home to the Susquehannock and the Iroquois nations, was settled by Europeans as a market town in the late 1700's expanding from its original street grid along the banks of Otsego Lake and the Susquehanna River. This historic fabric, with much of the original architecture remaining intact, lends the Village a distinct and quaint sense of place treasured by residents and visitors alike.

Cooperstown is known as the “birthplace of baseball,” drawing seasonal visitors to the National Baseball Hall of Fame and Museum, games at Doubleday Field, and several summer baseball camps. In addition, arts, culture, and leisure activities abound within and surrounding the Village, with locals and visitors able to explore the Fenimore Art Museum; Farmer’s Museum, Smithy Art Gallery and Ceramic Studio; Glimmerglass Opera House; boat tours of Otsego Lake; and Glimmerglass State Park.

While the tourism economy in the NY Forward Area is strong during the peak summer months, residents seek a more balanced and diverse economy that supports the needs of its residents and businesses year-round. This assessment



concludes that there is ample purchasing power in the Village and NY Forward Area to encourage the establishment of additional year-round businesses. The Village is home to the Otsego County Office Campus, as well as Basset Hospital which, combined, employ roughly 85% of the Village’s workforce.

While a large proportion of Village residents are seasonal/part-time residents or retirees, the NY Forward Area is a major hub for employment. Of those who work within the NY Forward Area, a majority live elsewhere, though public outreach and anecdotal evidence suggests that many working families would seek to relocate closer to this center of employment. Further, additional housing can be accommodated through the conversion of upper-story row buildings to apartments and the strategic adaptive reuse of existing buildings for residential housing. Adding more diverse housing opportunities may also allow seniors to downsize, freeing up larger homes suitable for young professionals and families. Establishment of a younger, year-round residential population further emphasizes the demand for a supportive year-round business economy.

Image on facing page courtesy of ThisIsCooperstown.com and Otsego County.



## NY FORWARD AREA DESCRIPTION

The NY Forward Area was chosen to capitalize on the historic downtown and recent significant investments to public infrastructure. The proposed NY Forward Area is a compact walkable area located at the heart of the Village's business corridor, covering approximately 0.7 square miles. The boundaries of the NY Forward Area extend along Main Street from the Village Hall and Baseball Hall of Fame on Fair Street, to Grove Street at the western end of Main Street (or, "Upper Main Street") connecting the primary Business District west to the "Railroad Avenue Business District". While "Lower Main Street," east of Chestnut Street, is characterized by

a dense predominance of two- to four-story row-type buildings generally built in the 1800's, "Upper Main Street" is characterized by larger residential homes set back from the sidewalk with ample front and side yards. The Otsego County Office Campus also adds to the less dense, quieter feel of this area, as its buildings are well set back from the road, and large trees and sidewalks dominate the public-facing realm. The Railroad Avenue Business District represents a middle ground, where larger single story commercial or separated mixed use style buildings are accessible from the sidewalk.

## NY Forward Area At A Glance

**130**  
residents

**53.5**  
median age

**\$82 K**  
median  
HHI

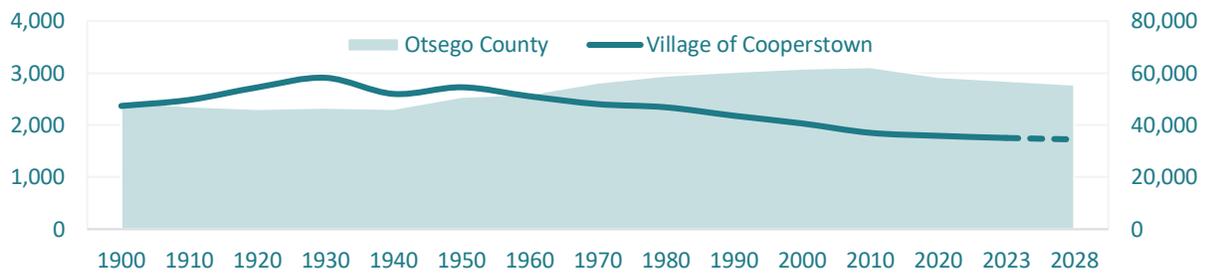
**63%**  
bachelor's  
degree +

**FIGURE 2. POPULATION AND HOUSEHOLDS**

	Population			Households		
	2023	2028	2023-2028	2023	2028	2023-2028
NY Forward Area	133	131	-2	71	71	-
Village of Cooperstown	1,753	1,725	-28	907	908	1
Otsego County	57,091	55,549	-1,542	23,127	22,810	-320

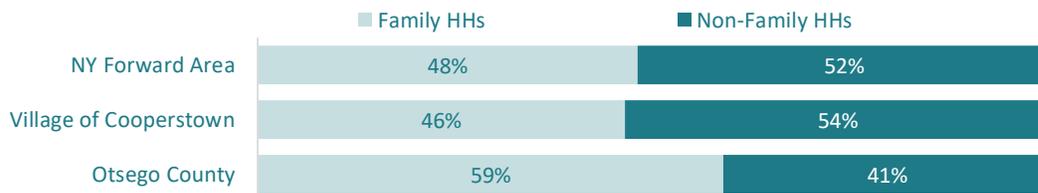
Source: ESRI, 2023

**FIGURE 3. POPULATION TRENDS & PROJECTIONS**



Source: U.S. Census of Population and Housing; ESRI, 2023

**FIGURE 4. HOUSEHOLDS BY FAMILY TYPE**



Source: ESRI, 2023

**FIGURE 5. MEDIAN HOUSEHOLD SIZE**



Source: ESRI, 2023

## DEMOGRAPHIC OVERVIEW

Demographic metrics and trends illuminate the scale and type of market demand in the NY Forward Area, including housing and retail goods and services. The following section provides major takeaways for the NY Forward Area considering demographic data, key metrics, and local context.

### Population and Households

As a popular retirement destination, the small year-round population living in the NY Forward Area (130 residents and 70 households) is relatively old (the median age is 53.5 years in the Village) and composed of smaller one- and two-person households (median household size is 1.9 persons in the Village). Conversely, the Village has a lower share of high school students and young adults (ages 15-24) and a higher share of persons ages 45 and older compared to the County.

### Education, Income, and Spending

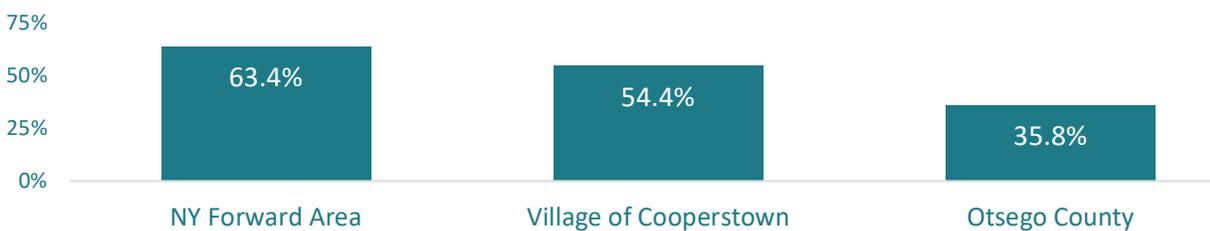
According to 2023 data provided by ESRI, the share of adult residents (ages 25 and older) holding a bachelor’s degree or higher level of

education in the NY Forward Area (63%) is much higher than the share of degree holders in the County (36%). The median household income in the NY Forward Area (\$81,850) is \$18,850 more than that in the County (\$63,000). NY Forward Area households spend more on a range of select goods and services compared to the average household in the County. For example, the average NY Forward Area household spends approximately \$5,170 per year on dining out, compared to \$2,980 in the County.

### Primary Jobs and Commuting Workers

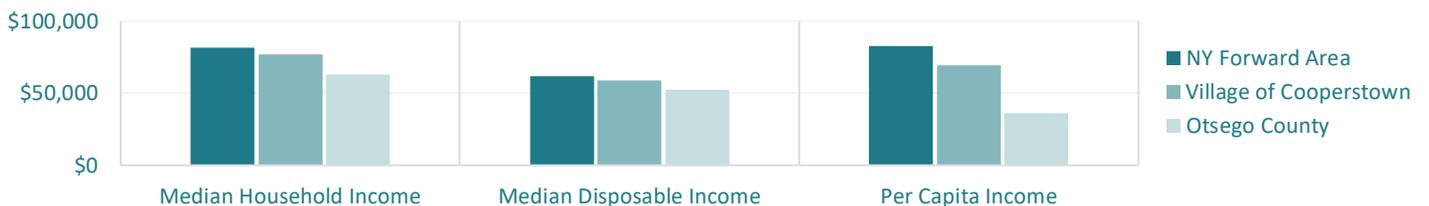
In 2020 (the latest year available), there were 725 primary jobs located in the NY Forward Area, representing 19% of jobs in the Village (3,818 jobs). In 2020, 720 workers commuted into the NY Forward Area for work and 47 residents commuted outside the NY Forward Area for work. While very few people both live and work within the NY Forward Area, approximately 430 workers travel more than 25 miles to work here. This data further supports that more housing will support employment within the NY Forward Area.

**FIGURE 6. SHARE OF ADULTS WITH BACHELOR’S DEGREE OR HIGHER**



Source: ESRI, 2023

**FIGURE 7. INCOME**



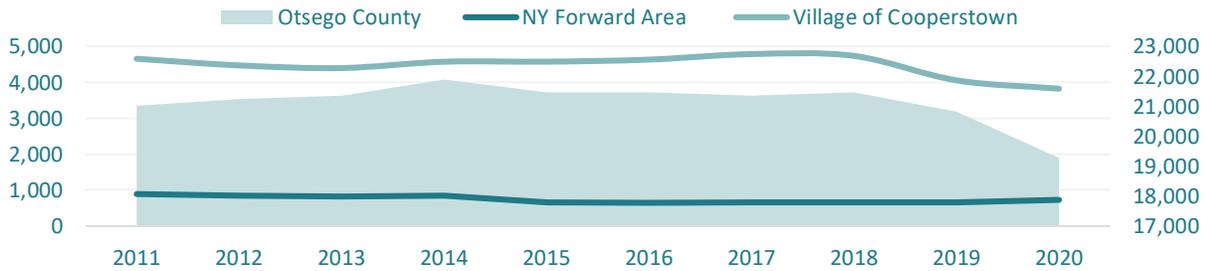
Source: ESRI, 2023

**FIGURE 8. AVERAGE ANNUAL HOUSEHOLD SPENDING**



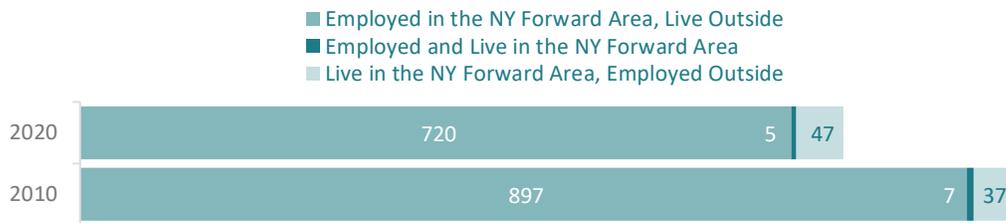
Source: ESRI, 2023

**FIGURE 9. PRIMARY JOB TRENDS**



Source: U.S. Census Bureau Center for Economic Studies, 2020

**FIGURE 10. PRIMARY JOBS INFLOW/OUTFLOW: NY FORWARD AREA**



Source: U.S. Census Bureau Center for Economic Studies, 2020

**FIGURE 11. TOP FIVE INDUSTRIES BY PRIMARY JOB SHARE**

INDUSTRIES	NY FORWARD AREA	VILLAGE OF COOPERSTOWN	OTSEGO COUNTY
Health Care and Social Assistance	-	68.5%	32.8%
Public Administration	81.5%	16.5%	6.5%
Accommodation and Food Services	5.7%	5.8%	6.8%
Retail Trade	5.8%	3.9%	11.7%
Finance and Insurance	1.2%	1.2%	4.9%

The top three sectors are indicated in **white text**.

Source: U.S. Census Bureau Center for Economic Studies, 2020

## Housing Inventory

### Housing Stock

The NY Forward Area contains approximately 110 housing units, 68% of which are largely single-family homes. The second largest share is multi-family housing in buildings with three to 19 units (26%). The eastern portion of the NY Forward Area is within the original Village footprint from the 1800's. As a result, much of the housing stock in the NY Forward Area is architecturally significant and is much older than that in the County. For example, 87% of all housing in the NY Forward Area was built before 1940, compared to 42% in the County. The inventory of historically significant homes in the NY Forward Area contributes to its desirable community character, but does present challenges to building maintenance, adaptive reuse, retrofitting, and implementing other needed updates while remaining consistent with that historic character.

One way to measure whether existing housing stock is suited to the local population is to compare household size to the number of bedrooms (unit size) within dwelling units in the local market's housing inventory. The percentage share of one- and two-person households (53%) in the Village is nearly twice the percentage share of the share of studios, and one- and two-bedroom units (27%). In other words, there is likely a mismatch between housing unit bedroom counts and household size among small households. Feedback from local real estate professionals suggests that two- and three-bedroom units typically see the highest demand in the region and that some seniors are currently occupying large homes in the Village that may be more appropriate for families. Located just a half-block from Main Street, north of the NY Forward Area,

Chestnut Crossings, a 12-unit, net-zero apartment complex funded by private developers was recently completed on two adjoining properties, which had been underutilized for nearly three decades. The apartment complex offers one- and two-bedroom apartments with asking rents between \$1,800 to \$2,600 per month.

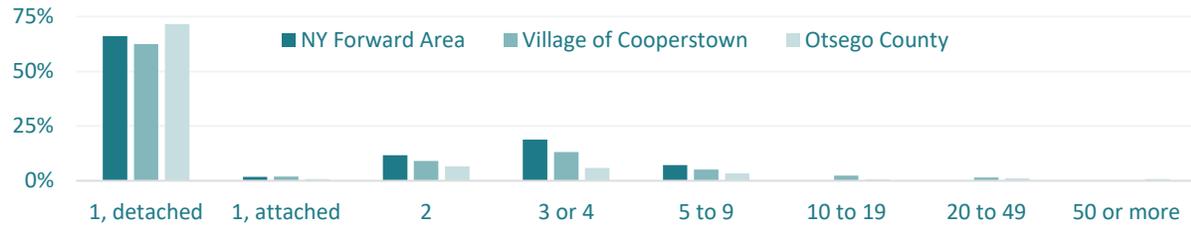
### Housing Costs

In 2021, 22% of NY Forward Area residents had gross rents that exceed 30% of their household incomes and are therefore considered cost-burdened. Based on interviews with local real estate professionals, there is a lack of quality affordable (\$800 to \$1,000 per month) rentals. In 2023, approximately 27% of the NY Forward Area's owner-occupied housing is valued between \$300,000 and \$399,999. The median home value among owner-occupied units (\$366,670) is much higher than that in the County (\$175,100). In terms of affordability, the median home value in the NY Forward Area is equivalent to approximately 4.5 times the median household income in the NY Forward Area, compared to 2.8 times the median household income in the County.

### Housing Vacancy

In general, a housing vacancy rate of between 4% and 7% is an indicator of balanced supply and demand in a housing market. The NY Forward Area currently has a very high vacancy rate (36%), likely due to the large share of vacant units in the Village classified as vacant for "seasonal, recreational, or occasional use" (42% of vacant units in 2021). The high share of vacant seasonal or occasional homes in the Village indicates the local housing market caters to vacation and second-home buyers rather than full-time residents.

**FIGURE 11. HOUSING UNITS BY STRUCTURE TYPE**



Source: ESRI, 2023

**FIGURE 12. HOUSEHOLD & UNIT SIZE, VILLAGE**



Source: American Community Survey, 5-Year, 2017-2021

**FIGURE 13. HOME VALUES**



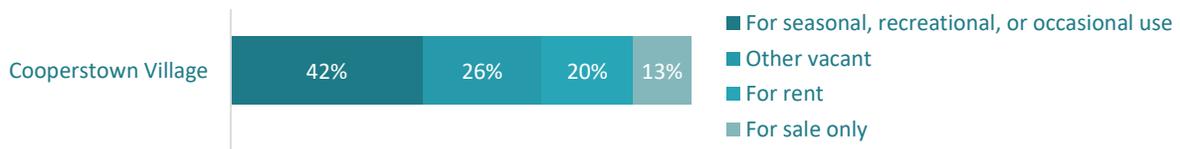
Source: ESRI, 2023

**FIGURE 14. RENT ESTIMATES**

	NY FORWARD AREA	VILLAGE OF COOPERSTOWN	OTSEGO COUNTY
Median Gross Rent	\$1,110	\$1,120	\$860
Median Contract Rent	\$1,040	\$1,060	\$720
Cost Burdened HHS (30+)	22%	24%	41%

Source: ESRI, 2023

**FIGURE 15. DETAILED VACANCY STATUS**



Source: American Community Survey, 5-Year, 2017-2021

## INTERVIEWS

The following local real estate professionals offered their on-the-ground perspectives of the Cooperstown downtown market. This feedback has been used to supplement and verify the market analysis.

- Patricia Bensen Ashley, Broker/Owner, Ashley Connor Realty, Cooperstown
- JoAnn Hubbell, Broker/Owner, Hubbell's Real Estate, Cooperstown
- Melissa Klein, Broker/Manager, Howard Hanna, Cooperstown

## RECENT PLANS

The NY Forward Strategic Investment Plan informed and supported by local and regional plans that have built consensus around adopted strategies for revitalization. Cooperstown’s NY Forward Vision is reinforced by the following plans:

### Village of Cooperstown Comprehensive Plan and Downtown Revitalization Strategy (November 2016)

The Village completed their Comprehensive Plan and Downtown Revitalization Strategy in 2016 after robust community outreach and an analysis of existing market conditions. The Vision Statement emphasizes:

- The protection of natural resources.
- The relationship of art, history and tradition to community character.
- Need for encouraging a range of housing options.
- Improving the Village while preserving its authenticity.
- Attracting and retaining a diversity of year-round businesses.
- Modeling environmental sustainability and fostering an inclusive and responsive local government.



Goals and recommendations relevant to the NY Forward Revitalization Initiative includes promoting mixed use and upper floor residential; protection and enhancement of historic assets; fostering public access and awareness of Otsego Lake; supporting business diversity, retention, and expansion, especially in the Railroad Avenue Business District; and continue to promote a safe pedestrian environment consistent with the existing complete streets policy.

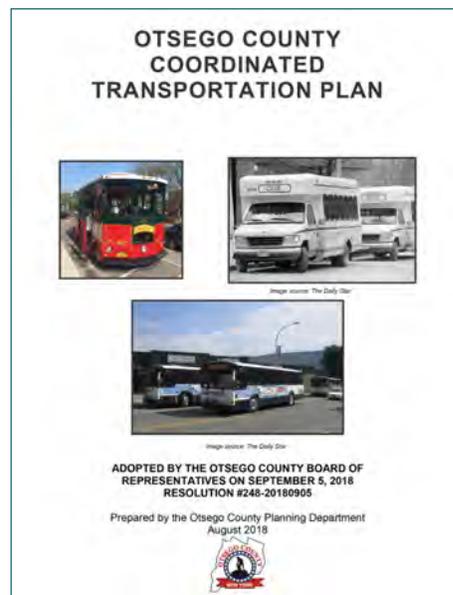
### Otsego County Coordinated Transportation Plan, 2018

Otsego County operates the countywide public transportation system. The Coordinated Transportation Plan assesses existing transportation services, while establishing a road map for meeting identified needs.

Cooperstown is served by Oneonta Public Transit (County Court Annex), Schoharie County Public Transportation (Basset Hospital) and the Cooperstown Trolley, as well as private shuttles from Basset Hospital parking lots and Cooperstown Dreams Park.

The Plan identifies the following unmet needs for transit in Otsego County relevant to Cooperstown:

- Transportation to employment.
- Close service gaps in Public Transportation.



## Otsego County Strategic Prioritization Plan, 2016

The Otsego County Strategic Prioritization Plan is the result of a collaborative public planning process, which generated over sixty key initiatives condensed into four central themes or ‘missions’ to guide the County in supporting its residents. Relevant portions are summarized as follows:

- **Mission 1: Support the People of Otsego County-** Goals include preparing and attractive a skilled and innovative workforce; supporting learning and training opportunities; supporting cultural and recreational opportunities; and continuing to embrace a diverse population.
- **Mission 2: Create Quality Places to Live, Work and Play-** Goals include diversifying and expanding housing options throughout the County; providing quality 21st century infrastructure; focusing on optimal mobility and regional connectivity; and reinvigorating communities to attract and retain families and businesses.
- **Mission 3: Diversify Our Economy-** Relevant goals include prioritizing infrastructure improvements that benefit economic development and community revitalization; implementing policies conducive to attracting businesses; expanding business opportunities

through the county; embrace the County as a tourist destination; support a vibrant and successful retail sector; and provide opportunities for emerging uses.

## ALIGNMENT WITH MOHAWK VALLEY REDC PRIORITIES AND INVESTMENTS

The Mohawk Valley Regional Development Economic Council (REDC) developed the 2015 MVREDC Upstate Revitalization Initiative Plan that provided a focused, data -centric analysis of its economy, and the challenges and opportunities faced as a region. This plan has a wide range of identified strategies and opportunities that align with New York Forward’s goals for increasing economic opportunities in the many unique communities in the Mohawk Valley, including the Village of Cooperstown. These goals are as follows:

- A focus on resiliency
- Improving childcare access
- Rebuilding and improving tourism
- Creating vibrant communities
- Expanding broadband access

Updates include:

- A need to attract STEM intensive industries to capitalize on the recent research advancements in various high-tech innovations.
- The development of tourism should include the provision of affordable housing for workers in the seasonal tourism industry. Equally important is to find ways to extend tourism seasons to support the year-round residents.
- The availability of quality, affordable child and eldercare remains the strongest impediment to mobilizing the available workforce in the Mohawk Valley.



## SIGNIFICANT CAPITAL INVESTMENTS

The Village has leveraged \$19.2 million in public funding since 2018. Over the last five years, \$15.9 million has been invested in Village infra-

structure including the right sizing of the Willow Brook culvert beneath Grove Street and improvements to the Village wastewater treatment plant, and \$7.2 million to improve Doubleday Field.



Recent Investment to Doubleday Field includes the improved gateway from Main Street, landscaping and pedestrian amenities.



Recent Investment to Doubleday Field includes the improved gateway from Main Street, landscaping and pedestrian amenities.

\$3.2 million over the last five years has gone towards physical improvements within the public realm including the renovation of Pioneer Park, pedestrian improvements on Main and Pioneer Streets, and the addition of Wi-Fi hotspots to Village lamp posts.

\$57,000 has gone toward planning projects including the stormwater management plans for

Pioneer Alley and Hoffman Lane, and the viewing platform at Lakefront Park.

Finally, the Cooperstown Distillery was able to leverage \$100,000 of Community Development Block Grant (CDBG) funding toward an expansion.

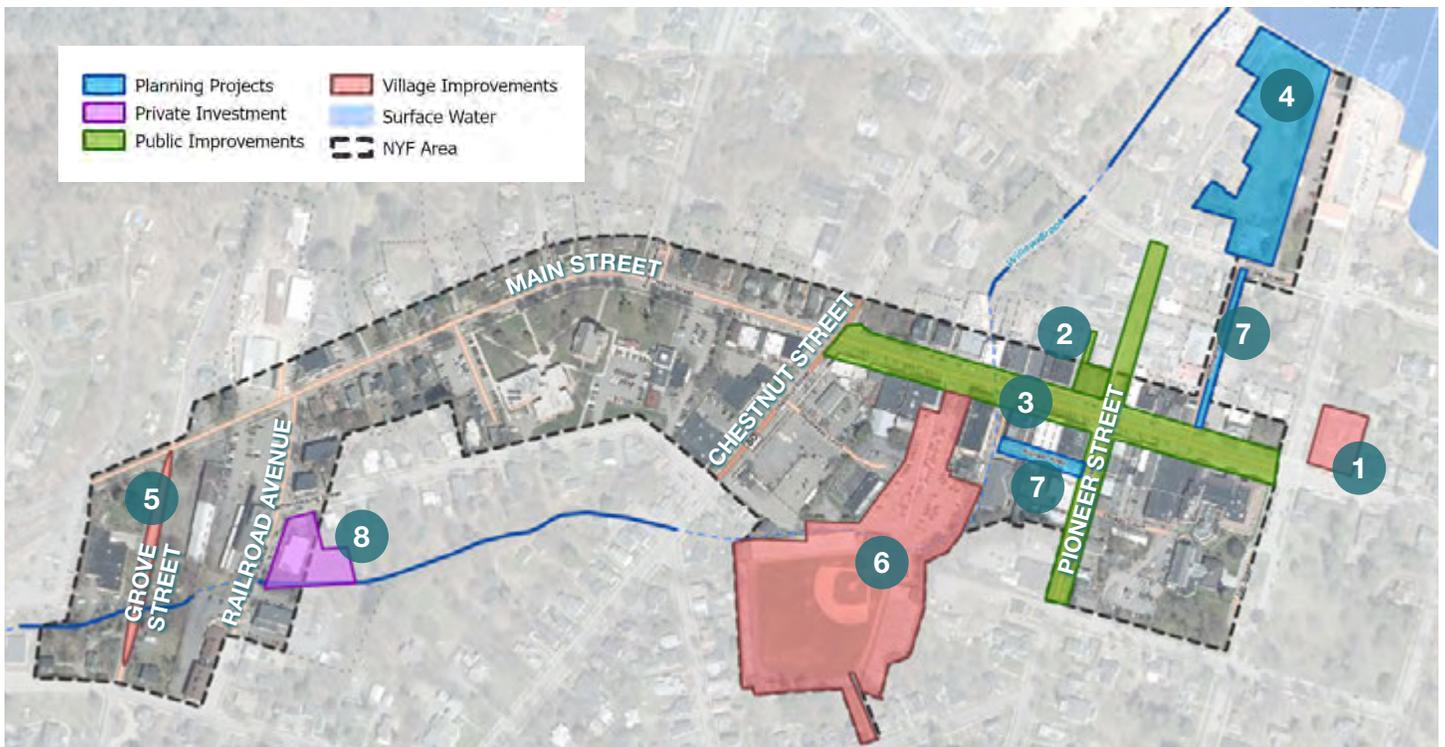


Physical improvements to the public realm.

## SIGNIFICANT CAPITAL INVESTMENTS

Map Location	Project Name	Cost	Funding Source	Year
1	Village Hall Improvements	\$44,880	Village	2018
2	Pioneer Park Renovation	\$160,000	Village & Federal TEP	2019
3	Downtown Pedestrian Improvements	\$2,700,000	Village & Federal TEP	2020
--	Wastewater Treatment Plant Improvements	\$8,400,000	DASNY, CWIA/EPF, Water Quality Improvement Project Grant, EFC	2021
4	Lakefront Park Viewing Platform	\$25,850	OPRHP/ CFA	2022
3	Wi-Fi Hot Spots	\$310,000	ESD	2023
5	Willow Brook Culvert	\$300,000	Climate Smart Communities	2023
6	Doubleday Field Improvements	\$7,200,000	DASNY/ESD	Ongoing
7	Stormwater Improvement Plan	\$31,600	DEC Planning Grant	Ongoing
8	Cooperstown Distillery Expansion	\$100,000	CDBG	2021
<b>Total</b>		<b>\$19,272,330</b>		

FIGURE 16. SIGNIFICANT CAPITAL INVESTMENTS



## PHYSICAL PLANNING CONTEXT

The Village of Cooperstown’s location, downtown architecture, walkability, and natural environment are all major drivers of the Village’s unique draw and sense of place. With a dense downtown, a thriving tourism industry centered around baseball as well as the arts, and strong historic context, the Village is an attractive destination for a variety of residents and visitors alike.

## NATURAL ENVIRONMENT

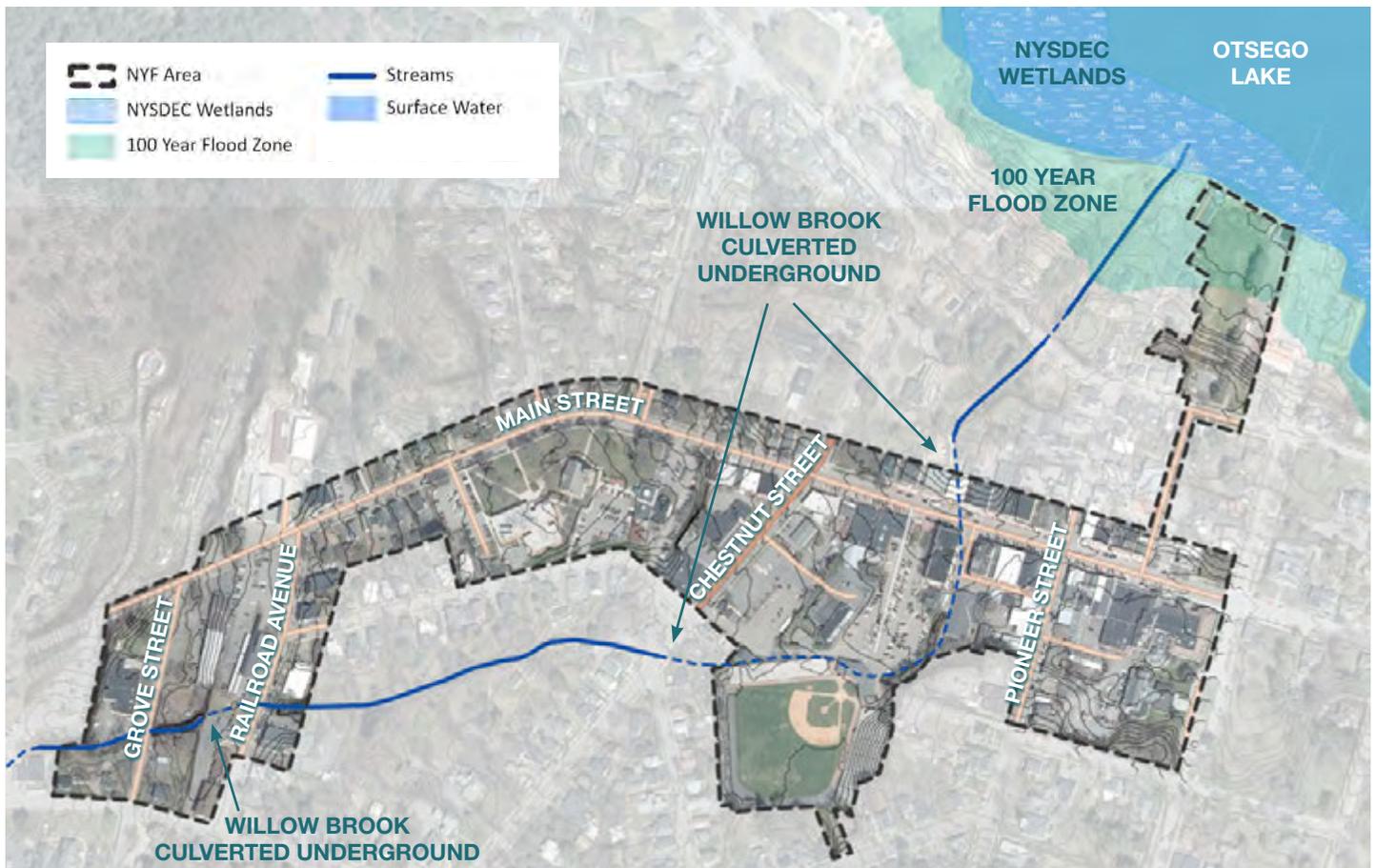
The Village of Cooperstown sits at the southern shore of Otsego Lake and the western bank of the Susquehanna River. Otsego Lake is the headwater of the 64,000-square-mile drainage basin of the Susquehanna River which runs from Cooperstown to the Chesapeake Bay at Havre De Grace, Maryland. This natural feature creates the Village’s scenic backdrop and supports a strong recreational economy.

The NY Forward Area is relatively flat, though the topography does perceptibly rise from the Lake as one moves south, east and west. This is one of the reasons that Main Street, west of Chestnut Street, is referred to as “Upper” Main Street.

New York State Department of Environmental Conservation (DEC) Wetlands are identified within the shallows of Otsego Lake, but no other wetlands or wetland soils have been identified within the NY Forward Area. Floodplains are also only present in association with the Lake, extending into Lakefront Park.

Willow Brook, a tributary stream emptying into Otsego Lake, runs through the Village, and is mostly culverted underground through the NY Forward Area. Willow Brook is a class “C” stream, meaning its water quality is best for fishing and non-contact water activities, and is not a protected stream under NYS DEC regulations.

FIGURE 17. ENVIRONMENTAL FEATURES



In 2022, Otsego Lake experienced its first harmful algal bloom (HAB),<sup>1</sup> which produces harmful toxins and therefore prohibits contact recreational activities. These blooms occur for several reasons, but often due to a combination of warmer water temperatures and potential pollutants contained in stormwater discharges. Given the relationship between Otsego Lake and the NY Forward Area, there is an opportunity to leverage the area's foot traffic to promote environmental education initiatives related to water quality.

## STREET NETWORK AND PEDESTRIAN SETTING

The street grid in and surrounding the NY Forward Area is virtually unchanged from the late 1800's, with circulation features allowing movement both within the area and beyond in a pattern established over a century ago.<sup>2</sup>

The major access routes through the NY Forward Area include Chestnut Street/State Highway 28 (north/south to Otsego Lake), Lake Street/State Route 80 (north/south along Otsego Lake west shoreline) and County Route 31, (north/south along Otsego Lake east shoreline) which becomes the Village-maintained Main Street. All other roadways within the NY Forward Area are local Village-maintained roads. County Routes 33, 52 and State Route 28/Glenn Avenue also act to funnel vehicle traffic into the Village.

Public street parking is available and metered in Village Lots and along Main Street from Chestnut Ave to Fair Street during the summer months. Village-owned parking lots are located at Doubleday Field, with limited parking at Lake Front Park. A 2014 Green Innovation Grant supported the location of two EV charging stations at Doubleday Field. Parking passes are \$25 per vehicle per year (June-October). Metered parking rates are \$2.50 per hour between Memorial Day and Columbus Day.

## PUBLIC TRANSPORTATION

Between Memorial Day and Columbus Day (June-October) the Cooperstown Trolley runs through the Village from three park and ride lots. Parking in these Village-owned lots is free, and trolley day passes cost \$2.50 per person (children under 5 ride free). The closest lot to the NY Forward Area is the Red Lot, located off Main Street just to the west of the NY Forward Area. The Trolley route circulates through the NY Forward Area, serving stops approximately every 30 minutes (Figure 18).

In general, the trolley is a well-used amenity, particularly in the summer months, though certain alterations in service and marketing could improve its efficiency. For example, a second trolley could help cut down on travel time between the Baseball Hall of Fame and the Red Lot.

Other forms of public transportation include the Schoharie County Bus Service and Oneonta Public Transit, which predominantly serve Basset Medical Center and other major employers and services outside of the NY Forward Area. Shuttles are also provided during baseball tournaments to Main Street from the Cooperstown Dreams Park, 5.5 miles to the south.

1 NYS DEC Harmful Algal Blooms (HABs) Archive Page. Accessed August 2023. [https://www.dec.ny.gov/docs/water\\_pdf/hab-sarchive2022.pdf](https://www.dec.ny.gov/docs/water_pdf/hab-sarchive2022.pdf)

2 US Department of the Interior, National Parks Service. National Register of Historic Places Registration Form Narrative Description. 99NR01506\_6441. Accessed Via NYS Cultural Resource Inventory System, June 2023

FIGURE 18. STREET NETWORK

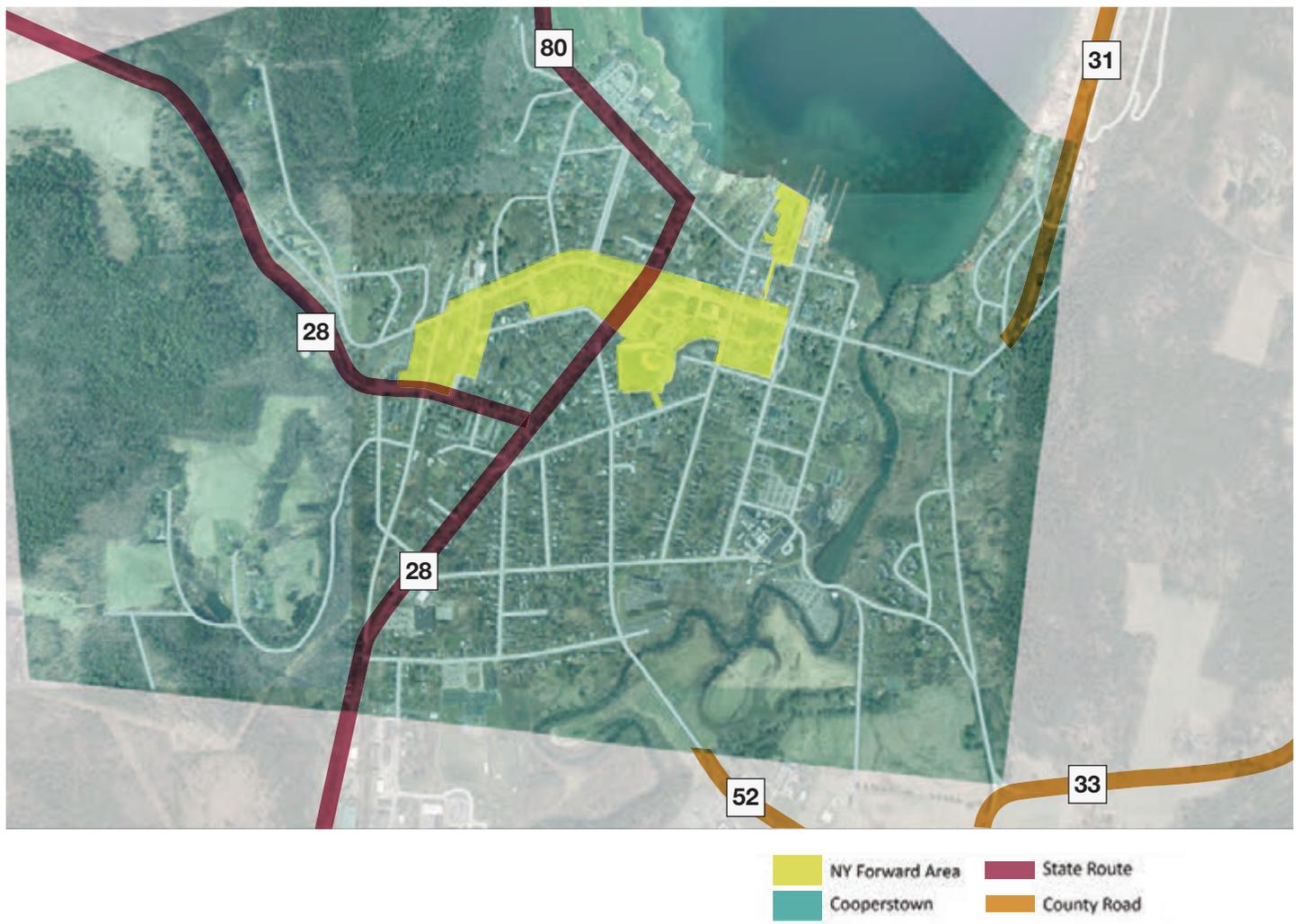


FIGURE 19. TROLLEY RIDERSHIP



\* The trolley was not running in 2020 due to the Covid-19 pandemic.

FIGURE 20. TROLLEY ROUTE



FIGURE 21. TROLLEY ROUTE



The Cooperstown Trolley circulates through the NY Forward Area during the summer months.

Source: Trolley image courtesy of ThisIsCooperstown.com and Otsego County.

## PEDESTRIAN AND BICYCLE INFRASTRUCTURE

The NY Forward Area is compact and walkable. Every street within Downtown Cooperstown has sidewalks except for Hoffman Lane, Pioneer Alley and Fowler Way. Crosswalks are located at almost every major intersection east of Chestnut Street, and some mid-block crosswalks connect attractions such as Doubleday Field and the National Baseball Hall of Fame. Bicycle infrastructure within the NY Forward Area includes painted sharrows and bicycle parking, though the narrow and crowded summer streets and angled on-street parking represent a challenge

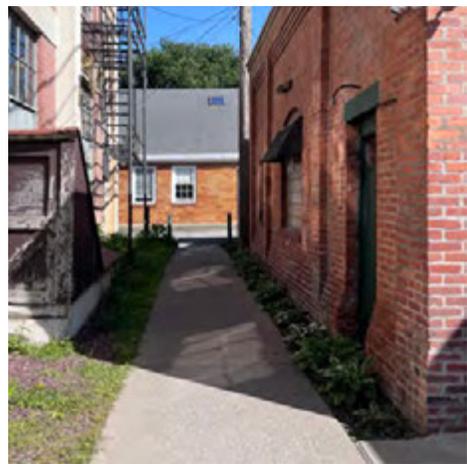
to safe bicycle use. In 2015, the Village adopted a Complete Streets Policy to ensure infrastructure improvements take into consideration the safety needs of all users. Since then, the Village has leveraged over \$2.7 million in Federal and State Grants for pedestrian improvements to Main Street, Chestnut Street, Pioneer Street and the Fowler Way/Doubleday parking lot. These improvements include rebuilt sidewalks and ADA accessible curb cuts, accessible crosswalks, bicycle amenities, EV charging stations, decorative lamp posts, solar powered trash receptacles and street tree trench and tree replacement.



Sharrows on Main Street, bike parking at Doubleday Field.



Photos showing downtown pedestrian environment and Upper Main pedestrian environment. Top left, center, and bottom: Crosswalks and curb cuts on Main Street; top right: Sidewalks on upper Main Street.



Top: Pioneer Alley looking toward Pioneer Street; middle left: Pioneer Alley towards Main Street; middle right: Pioneer Alley in front of the Farmer's Market; bottom left: Pioneer Patio restaurant; bottom right: Sidewalk connecting Fowler Lot / Doubleday Field to Pioneer Alley.

## CHALLENGES TO WALKABILITY

While the NY Forward Area is already pedestrian friendly, pedestrian-only corridors, such as alleys or plazas, could be improved. The NY Forward Area contains several alleys and roadways that host conflicting uses, and due to the width of the right-of-way, pose a challenge to traditional street design.

The well-loved Cooperstown Farmer’s Market, Pioneer Patio, and several other businesses are nestled between Doubleday Field and its parking lot. Access is only gained through Pioneer Alley, an alley leading from Main Street to Pioneer Street between Key Bank and Doubleday Café, with sidewalk access from from the Doubleday Parking Lot. This is an essential passage for business patrons and service vehicles. This mixed utilization causes conflict where HVAC

units and other utilities, garbage bins and fire escapes compete for space with service vehicles and pedestrians, and is in stark contrast with the comfortable pedestrian environment found on Main Street.

A similar challenge is noted on Fowler Way, where the sidewalk ends at the Chamber of Commerce building, and pedestrian access to Doubleday Field and businesses fronting the parking lot is relegated to the unmarked shoulder. With a trolley stop located in front of the Chamber of Commerce, this pedestrian connection is notably missing.

Hoffman Lane presents another opportunity for enhancing the pedestrian experience. This roadway is extremely narrow and currently accommodates one-way through traffic north towards Otsego Lake. While Hoffman Lane provides



Top left: Fowler Way condition looking toward Chestnut Street; top right: Fowler Way and Chestnut Street Intersection; bottom left: Fowler Way pedestrian connections at Parking Lot; bottom right: Fowler Way condition looking away from Chestnut Street.

access to parking for several residences and businesses, it also serves as a visual thread that connects the National Baseball Hall of Fame to Otsego Lake. Redesigning Hoffman Lane to Lakefront Park to be safer and more accom-

modating for pedestrians, while deemphasizing use of the roadway for pass-through traffic will strengthen the physical connection between Main Street and the Otsego Lake waterfront and promote safe pedestrian circulation.



Top: Hoffman Lane at Lake Street, looking south; bottom left: Hoffman Lane looking north; bottom right: view north from the end of Hoffman Lane near Lake Street.

## BUILT ENVIRONMENT

The Village of Cooperstown’s dense, multi-story development and walkable streets retain a strong visual relationship with its earlier periods of development. The initial Village blocks occupied the bluff just east of the NY Forward Area, but its street plan expanded south and west as the Village grew from a few streets in the 1780’s to a larger market village and the County seat during the 1800’s. Today, Main Street remains a tightly packed commercial district, with residential areas characterized by tree-lined verges, generous yards, and gardens.

Buildings along a roughly 1,000-foot stretch of

Main Street, from Fair to Chestnut Street, represent the densest portion of the NY Forward Area. Categorized in County tax records as “downtown row-type,” these brick, stone, and wood sided buildings range from one to four stories in a mix of frame construction, Greek Revival, and Italianate styles. Wide sidewalks, street trees, and gaps in the street wall such as at Pioneer Plaza, Hoffman Lane, and the entrance to Doubleday Field balance the denser built environment. Land north of Main Street slopes toward Lakefront Park and Otsego Lake, creating a unique visual transect down Hoffman Lane and Pioneer Street, from a bustling downtown to a serene natural vista.



Denser, downtown row-type buildings in the NY Forward Area.



Downtown row-type buildings found on Main Street.

Continuing west along Main Street from Chestnut Street (a portion of Main locally called “Upper Main Street”), the building density is noticeably reduced, and building types shift from downtown row type to residential and converted residences. Here, buildings are further set back, and sidewalks are narrower with a grass median. The Otsego County Office Campus is a prominent

feature, with pathways leading from the sidewalk to main buildings, and large, impressive trees creating a spacious campus feel. While the Otsego County Courthouse at the center of the campus is an impressive and stately historic structure, more modern buildings on campus, such as the Department of Motor Vehicles, are in sharp contrast architecturally.



View east on Main Street.

Where Main Street meets Railroad Avenue, commercial uses are again clearly visible, though with a more light-industrial aesthetic compared to the densely packed downtown. A building material warehouse is located across Main Street from the historic Bat Factory (currently underutilized) and a former Rail Depot for the New York, Susquehanna and Western Railway Corporation

is across Railroad Avenue from the Cooperstown Distillery. Spurbeck's Grocery, Cooperstown Distillery and the Railroad Inn have all been recently improved and serve a growing clientele on Railroad Avenue. Offices for the Freeman's Journal, medical professions, and other service sector offices are also located in this area, which cater to local and regional residents.



Scenes from the Railroad Avenue business district.



The Cooperstown Distillery on Railroad Avenue.

## LAND USE

Land use in the NY Forward Area is predominantly commercial (59% of tax parcels) followed by residential (21% of tax parcels). Of the 77 parcels classified as commercial, 43 are classified as “downtown row type,” which characterizes the heart of Main Street. These are mixed-use buildings that may contain apartments on upper stories with retail, commercial or restaurant uses on the ground floor. In addition, converted residences make up a number of commercial properties within the NY Forward Area, particularly along “Upper” Main Street.

Of the 26 residential parcels in the NY Forward Area, a majority are single family, with only three parcels classified as multi-family apartments.

Nine percent of the tax parcels in the NY Forward Area are classified as government or institutional uses. These include Village Hall and the Library, the Otsego County Offices Campus, National Baseball Hall of Fame and the Veterans of Foreign Wars (VFW) building. Parcels classified as recreation or entertainment uses include the Wood Bat Factory Batting Range, the private Mohican Club, Doubleday Field and the Otsego Lodge. Lakefront Park (three parcels) and Pioneer Park are classified as public parks.

While five parcels are classified as vacant, all but one of them include underutilized or vacant infrastructure such as buildings or parking areas. These include several properties in the Railroad Avenue Business District, as discussed later in this section.

## LAND USE

	Parcel Count	% Total Parcels
Residential	26	20%
Vacant	5	4%
Commercial	77	61%
Recreation/Entertainment	4	3%
Government/Institution	11	9%
Public Park	4	3%
<b>Total</b>	<b>125</b>	



FIGURE 22. LAND USE

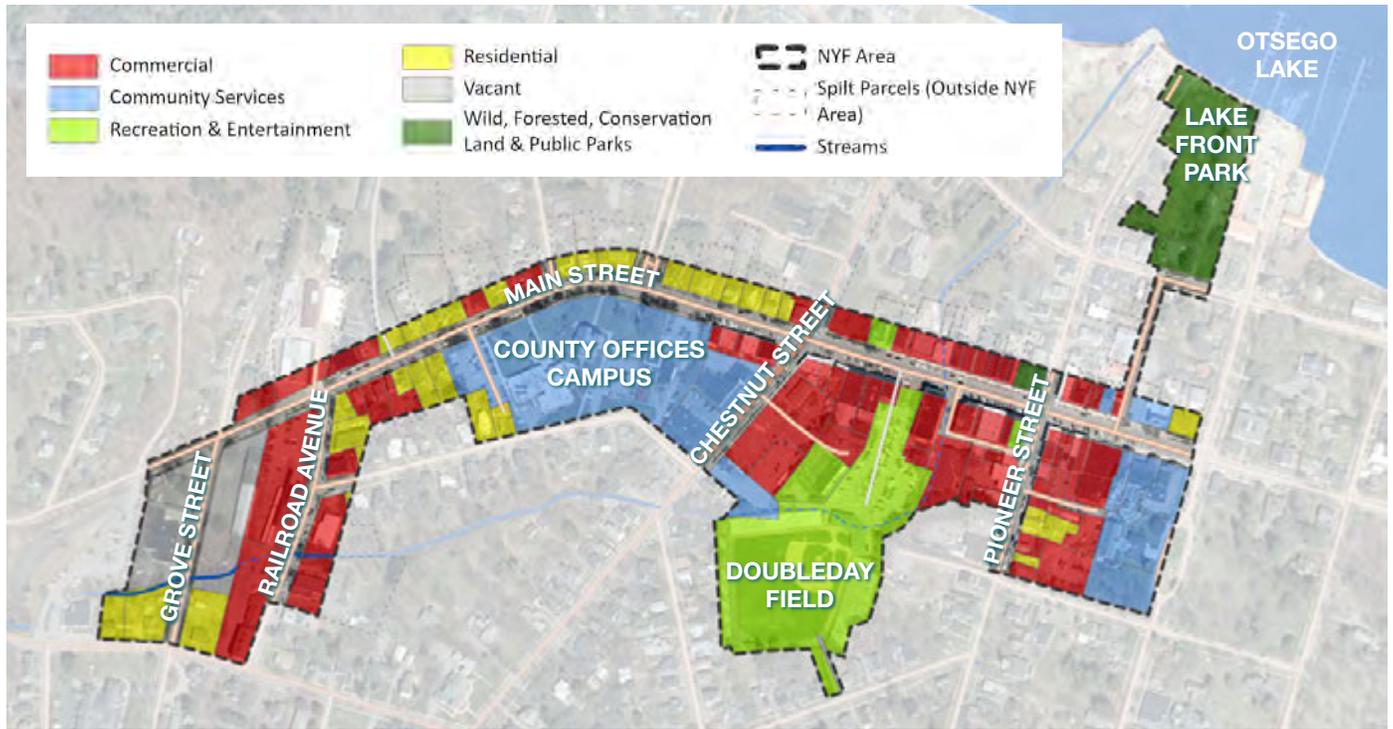
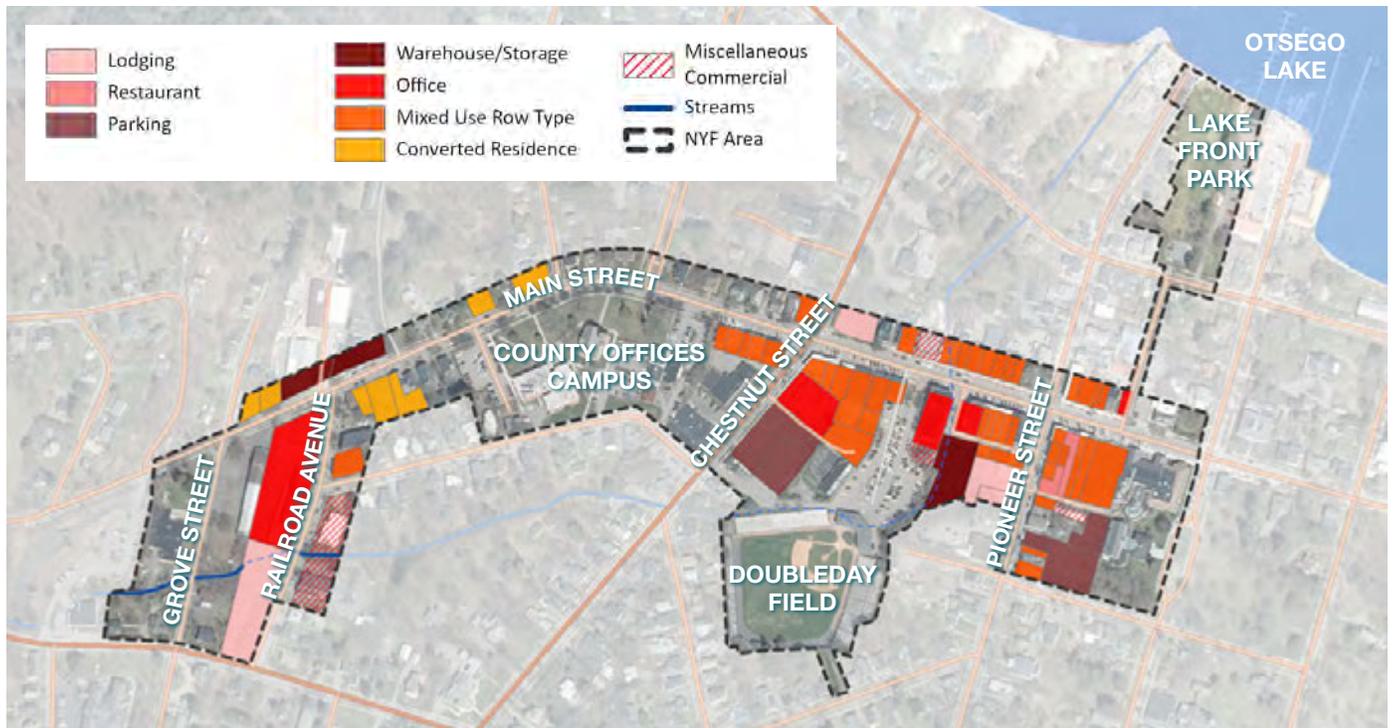


FIGURE 23. LAND USE: COMMERCIAL



## ZONING

The NY Forward Area is regulated by four underlying zoning districts and two overlay zoning districts. The predominant districts are the Business, Commercial and R-3 Residential Core districts. Lakefront Park falls within the R-2, Residential Riparian Protection District and the Waterfront Overlay District.

Yard and height requirements for these districts are flexible to ensure new development is con-

sistent with the existing built environment, with greater yard setback requirements as the existing development pattern becomes less dense. Similarly, a greater diversity of uses is permitted in the denser Business District compared to the R-2 and R-3, Residential Core districts. Two and multi-family dwellings are permitted in all but the R-2 district.

The Waterfront Development Overlay and Flood Hazard Overlay are limited to lands along the

### ZONING DISTRICT SUMMARY TABLE

District	Yard and Height Requirements
<p><b>B</b></p> <p><b>Business</b></p>	<p><b>Minimum Lot Area:</b> None</p> <p><b>Front Yard:</b> The average front yard depth of all principal buildings on the same side of the street within 200 feet of the lot and within the same zoning district or 10 feet, whichever is less.</p> <p><b>Side Yard:</b> Zero feet provided emergency access is provided; otherwise 10 feet.</p> <p><b>Rear Yard:</b> Zero feet provided emergency access is provided; otherwise 10 feet.</p> <p><b>Maximum Height:</b> 42 Feet</p>
<p><b>C</b></p> <p><b>Commercial</b></p>	<p><b>Minimum Lot Area:</b> 3,000 Square Feet</p> <p><b>Front Yard:</b> Same as Business</p> <p><b>Rear Yard:</b> 10 feet for principal structures and five feet for accessory structures where adjacent to a residential district; otherwise, zero feet.</p> <p><b>Maximum Height:</b> 30 feet, except buildings north of Glen Avenue where maximum is 42 feet.<sup>4</sup></p>
<p><b>R3</b></p> <p><b>Residential Core</b></p>	<p><b>Minimum Lot Width:</b> 50 Feet</p> <p><b>Minimum Lot Area:</b> 5,000 Square Feet</p> <p><b>Front Yard:</b> The average front yard depth of all principal buildings on the same side of the street within 200 feet of the lot and within the same zoning district or 20 feet, whichever is less.</p> <p><b>Side Yard:</b> 20% of lot width or 10 feet, whichever is less, for principal structures, except in cases of a common sidewalk; 10% of lot width or five feet, whichever is less, for accessory structures.</p> <p><b>Rear Yard:</b> 10% of the average depth of the lot or 10 feet, whichever is less, for principal structures; 5% of the average depth of the lot or five feet, whichever is less, for accessory structures.</p> <p><b>Maximum Height:</b> 30 Feet</p> <p><b>Lot Coverage:</b> No more than 60% of the total lot area.</p>
<p><b>R2</b></p> <p><b>Residential Riparian Protection District</b></p>	<p><b>Minimum Lot Width:</b> 50 Feet</p> <p><b>Minimum Lot Area:</b> 10,000 Square Feet</p> <p><b>Front Yard:</b> The average front yard depth of all principal buildings on the same side of the street within 200 feet of the lot and within the same zoning district or 35 feet, whichever is less.</p> <p><b>Side Yard:</b> 20% of lot width or 20 feet, whichever is less, for principal structures, except in cases of a common sidewalk; 10% of lot width or 10 feet, whichever is less, for accessory structures.</p> <p><b>Rear Yard:</b> 10% of the average depth of the lot or 20 feet, whichever is less.</p> <p><b>Maximum Height:</b> 30 Feet</p> <p><b>Lot Coverage:</b> No more than 40% of the total lot area.</p>

<sup>4</sup> Buildings within the NY Forward Area are subject to the 42 foot height standard.

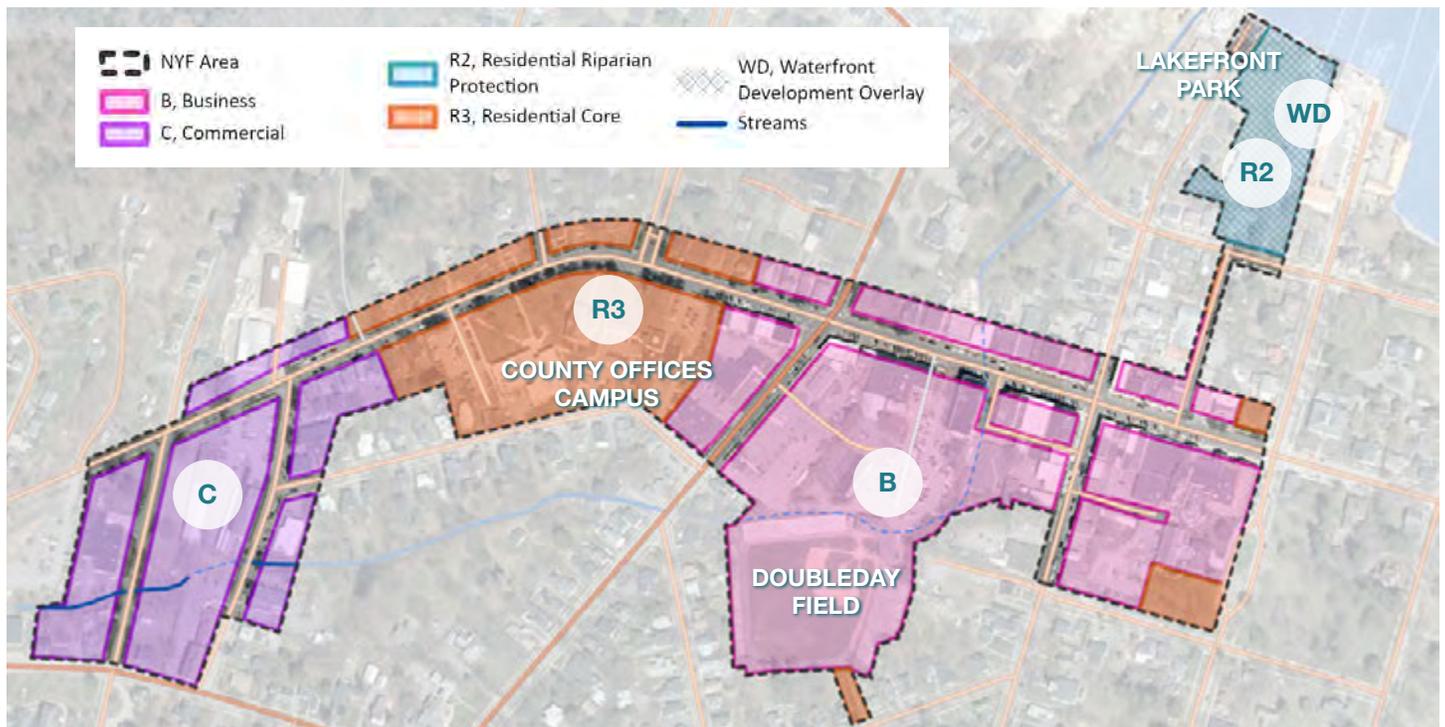
Lake and Floodplains. Within the NY Forward Area this only applies to the Lakefront Park parcel. All uses within the Waterfront Development Overlay are special permit uses subject to Village Board review, with the exception of public parks or playgrounds and other municipal facilities. No building or structure may be constructed within 100 feet of the lake shoreline.

A Historic and Architectural Control Overlay District is also established encompassing the entire Village of Cooperstown. In this regard, a certificate of appropriateness is required from the Historic Preservation and Architectural Review Board (HPARB) for exterior alterations, restoration, reconstruction, demolition, new construction or moving of any building, structure or property, light fixtures, sidewalks, fences, steps and other exterior element changes. §300-26 of the Village Zoning Code outlines the procedure for securing a certificate of appropriateness. This certificate is in addition to, or a condition of, receiving site plan or Special Use Permit approval, if applicable, therefore extending the timeline for most exterior renovation projects by at least one or two months, if not more.

In Cooperstown, Site Plan review by the Planning Board is required for non-residential and multi-family uses, as well as for all development within the Waterfront Development Overlay, within 100 feet of a wetlands, or on a steep slope. Special Use Permit review for specified uses is performed by the Village Board, and requires that all involved boards provide written recommendations regarding applications (HARB, Planning and Zoning Boards if applicable). The Village also has a Planned Development District floating zone, which allows a zoning change within an designated area, provided certain requirements are met.

One parking space per unit is required for each dwelling unit in the commercial district. Within residential districts, two parking spaces is required for each unit with two or more-bedrooms, and one parking space are required for one-bedroom units. Parking regulations within the Business District were recently amended to remove any requirements for residential uses, meaning that residential projects proposed within this district are relieved from any parking requirements.

FIGURE 24. ZONING



## PUBLIC OPEN SPACE, RECREATION, AND ATTRACTIONS

The public open space network in the Cooperstown NY Forward Area is limited to Lakefront Park, Pioneer Park and Doubleday Field. Doubleday Field requires an application to rent the field for use, and therefore this Village-owned property functions more similarly to a commercial entertainment use. While Lakefront and Pioneer Park are clearly defined public

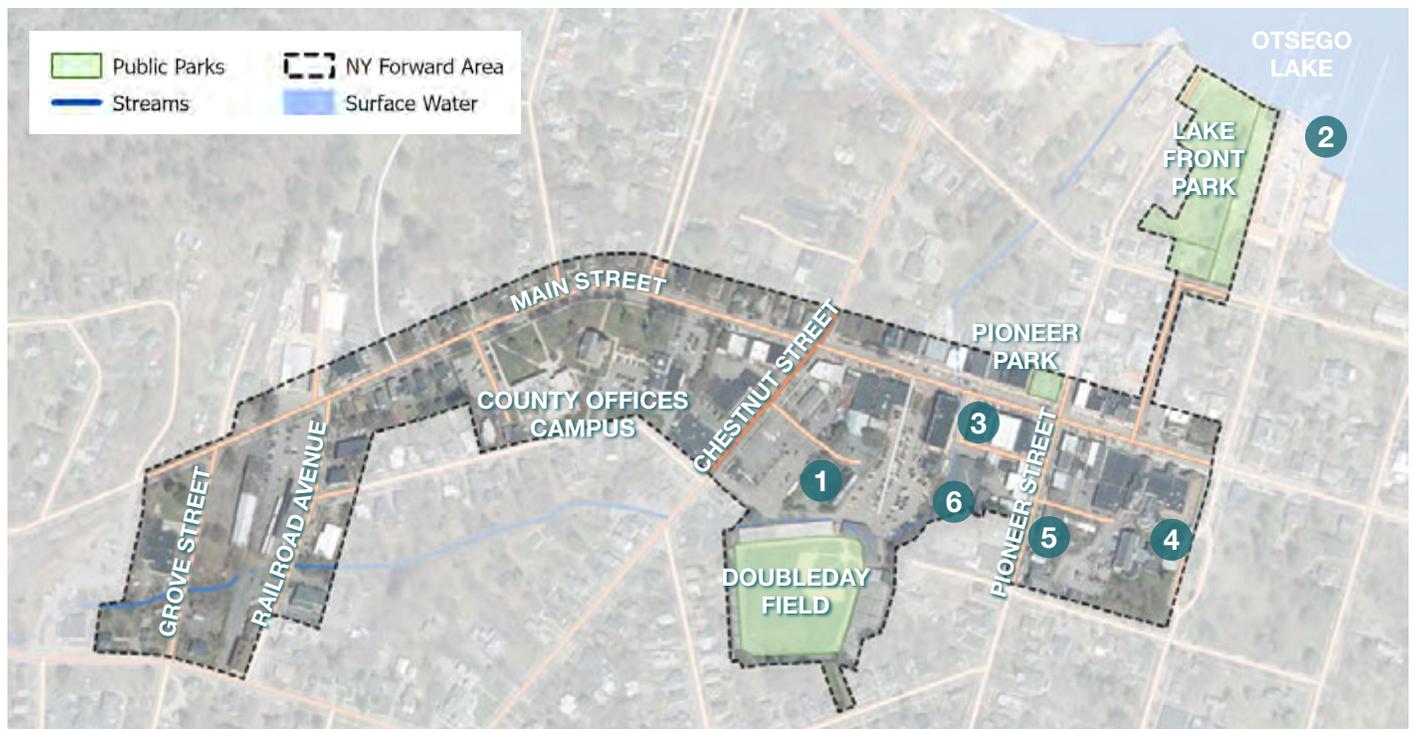
parcs which host concerts and events throughout the year, the most active public realm during the summer months are the pedestrian network of sidewalks and alleys throughout the NY Forward Area.

The NY Forward Area is a seasonal tourism destination due to the presence of the National Baseball Hall of Fame and Museum and Doubleday Field, where baseball is said to have been invented. Businesses on lower Main Street tend to support the Hall of Fame, and include the Heroes of Baseball Wax Museum, Doubleday Café, and baseball-oriented souvenir shops. In addition to baseball, the arts are strong in Cooperstown, with the Cooperstown Art Association, Smithy Gallery & Ceramic Studio on Pioneer Street, and the nearby Fenimore Art Museum and Glimmerglass Opera Festival.

The Cooperstown Farmer's Market in Pioneer Alley is also year-round destination. Recreational opportunities in the NY Forward Area include lake access from the private marina and public boat launch adjacent to Lakefront Park, and many recreational trails near the Susquehanna River, along Route 31, and into Glimmerglass State Park.

ATTRACTIONS	
Map Location	Attraction
1	Woodbat Factory Outlet
2	Glimmerglass Queen Tour Boat Co.
3	Heroes of Baseball Wax Museum
4	National Baseball Hall of Fame and Museum
5	Smithy Gallery
6	Cooperstown Farmer's Market

FIGURE 25. PARKS, RECREATION, AND ATTRACTIONS





Top: Lake Front Park provides ample space for community gatherings; bottom left: the Heroes of Baseball Wax Museum attracts visitors rain or shine; bottom right: the Woodbat Factory Outlet is a popular attraction.

Top image courtesy of ThisIsCooperstown.com.

## OPPORTUNITIES FOR REDEVELOPMENT

Within the NY Forward Area, almost every tax parcel contains an improvement such as a building or parking area, or is otherwise in conservation as public or open space. While some of these parcels are categorized by Otsego County as vacant, most are more appropriately considered to be underutilized. Underutilized parcels may be privately owned but not in use, or could be used more efficiently if redeveloped. For example, additional stories may be added, or uses may be converted to better cater to the community. Several types of redevelopment opportunities exist in Cooperstown: the addition or reuse of upper stories, the conversion of existing buildings, and the overall redevelopment of underutilized sites.

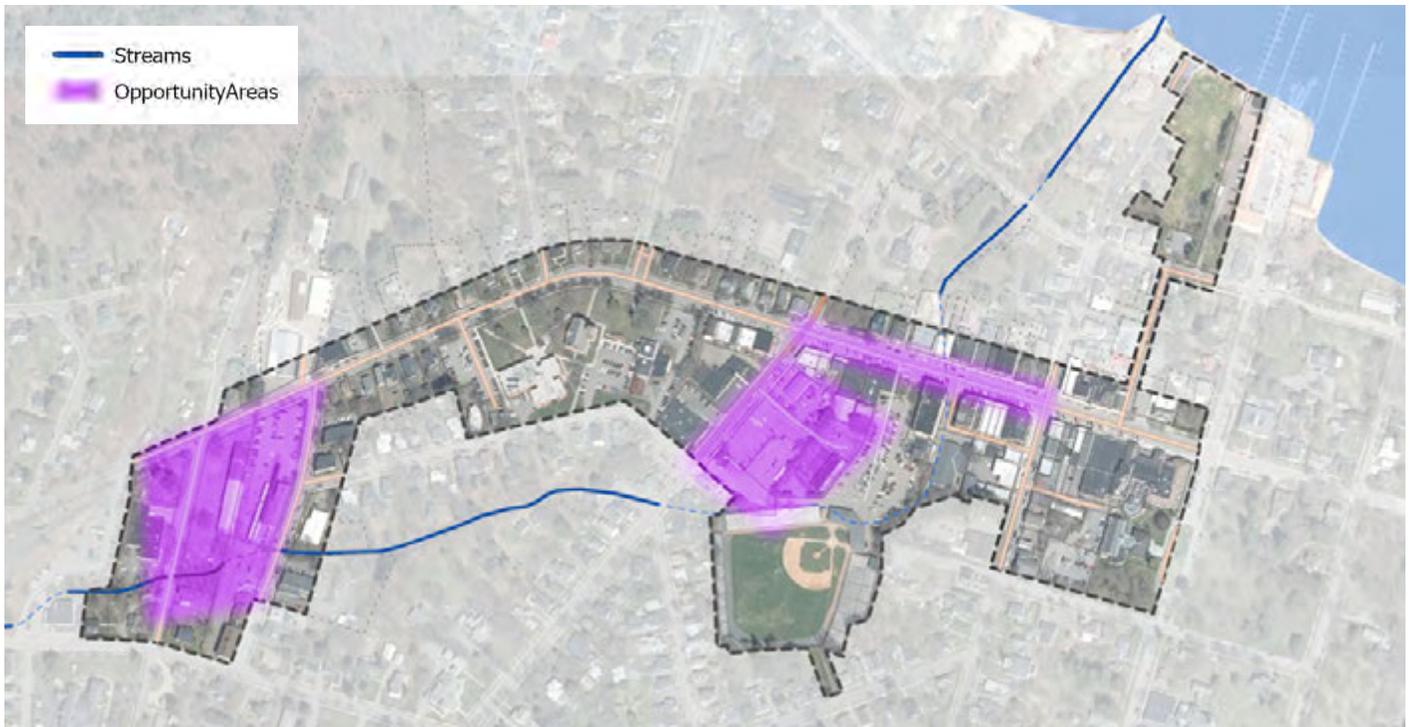
### Lower Main Street

Lower Main Street, within the Business District, allows for buildings up to 42 feet in height. There may be opportunities in this area to convert existing upper stories into offices or residential units, or to develop additional stories to maximize the allowable building height. Opportunities also exist to improve first floor utilization, and ensure storefronts and facades are maintained and reflect the historic character of downtown Cooperstown.

### Chestnut Street and Grove Street

Several properties in this area could be redeveloped to maximize development potential based on the Village’s zoning code. Existing commercial buildings on Grove Street may present opportunities for additional commercial tenants, redevelopment into residences or mixed-use, the addition of upper stories or other site development opportunities.

FIGURE 26. POTENTIAL UNDERUTILIZED PARCELS



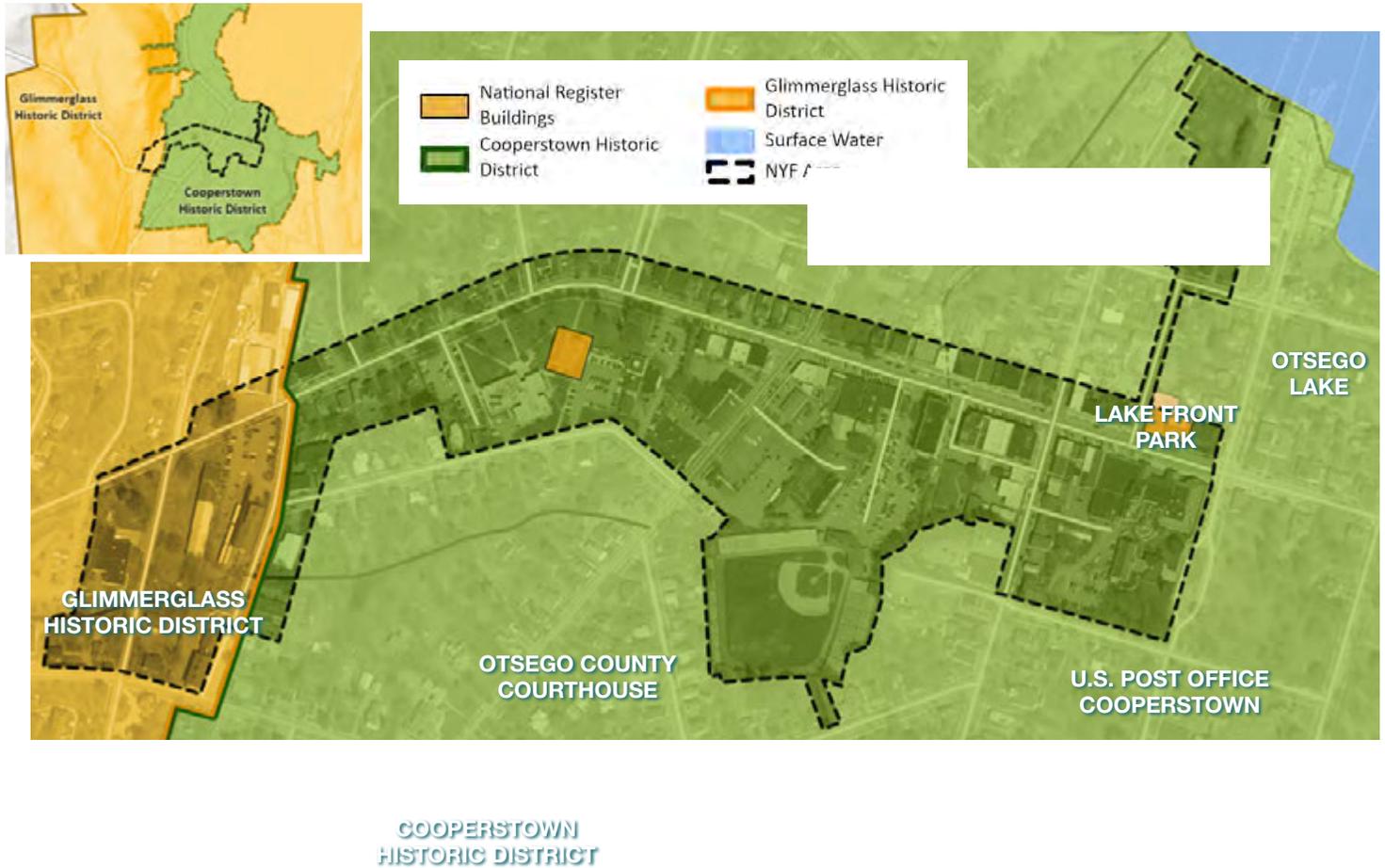
## HISTORIC RESOURCES

The entire Village is listed on the State and National Register of Historic Places, and is part of the larger Glimmerglass Historic District, which extends north and surrounds Otsego Lake. The Glimmerglass district “encompasses the physical and social sphere of Otsego Lake- a long, narrow glacial lake- and its immediate environs... remarkable consistency characterizes the social, functional, and artistic definitions of the area included in the district over a two-hundred-year period.”<sup>5</sup>



“Indian Hunter” sculpted by John Quincy Adams Ward 1897.

FIGURE 27. HISTORIC RESOURCES



<sup>5</sup> US Department of the Interior, National Parks Service. National Register of Historic Places Registration Form Narrative Description. 99NR01506\_6441. Accessed Via NYS Cultural Resource Inventory System, June 2023.



ONE WAY

NO PARKING  
2 AM  
TO  
8 AM

←

PAID  
PARKING  
2 AM TO 8 AM  
BY HOUR OR  
DAY  
MAY HAVE A  
MAXIMUM FEE OF  
\$10.00

→ PAY

VETERANS  
CLUB  
EST. 1917  
V.F.W.

NO  
PARKING  
2 AM  
TO  
8 AM

←

PAID  
PARKING  
2 AM TO 8 AM  
BY HOUR OR  
DAY  
MAY HAVE A  
MAXIMUM FEE OF  
\$10.00

→ PAY

CVT  
CBT-6817

# CHALLENGES | TRENDS | OPPORTUNITIES



***Seasonal tourism is both a boon to the Village and a challenge to current and potential area residents. Diversifying businesses and the housing market will ensure a symbiotic year-round economy and residential population.***

Many homes in the NY Forward Area are seasonally vacant, which means that they are only in use part of the year (often the summer months). This seasonality compounds the issue of an already limited housing supply contributing to the lack of quality affordable rentals for young residents who wish to live in the area full-time. Major regional employers have confirmed that the availability of housing in the Village is a limiting factor in attracting and retaining professional staff.

Household size in the NY Forward Area does not align with the bedroom mix of available residential units both in the NY Forward Area and the Village. Feedback from local real estate professionals suggests that some seniors are currently occupying large homes in the Village that may be more appropriate for families. Recent new mar-

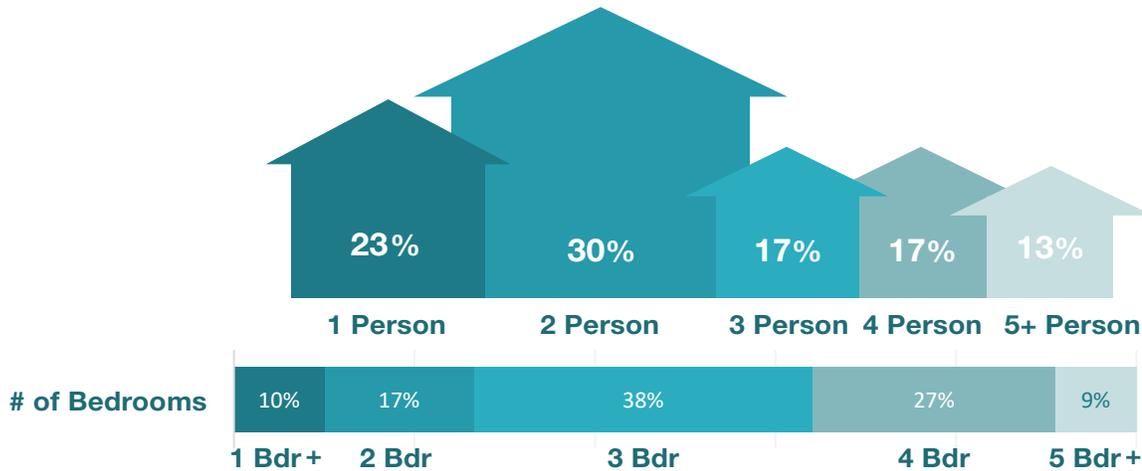
ket-rate residential development near the NY Forward Area has targeted smaller renter households with noted success. The development of smaller one and two-bedroom apartments in the NY Forward Area could help relieve the existing shortage of small housing units, relative to household size in the Village, benefiting both older and younger residents.

Promoting the development of middle housing, such as duplexes, fourplexes, and bungalow courts in infill areas near or within existing neighborhoods could provide greater housing choice while blending into existing development patterns. Incorporating affordable rental housing as part of the NY Forward Area's revitalization efforts could help meet pent-up housing demand from local workers.

CHALLENGE | TREND  
OPPORTUNITY

1

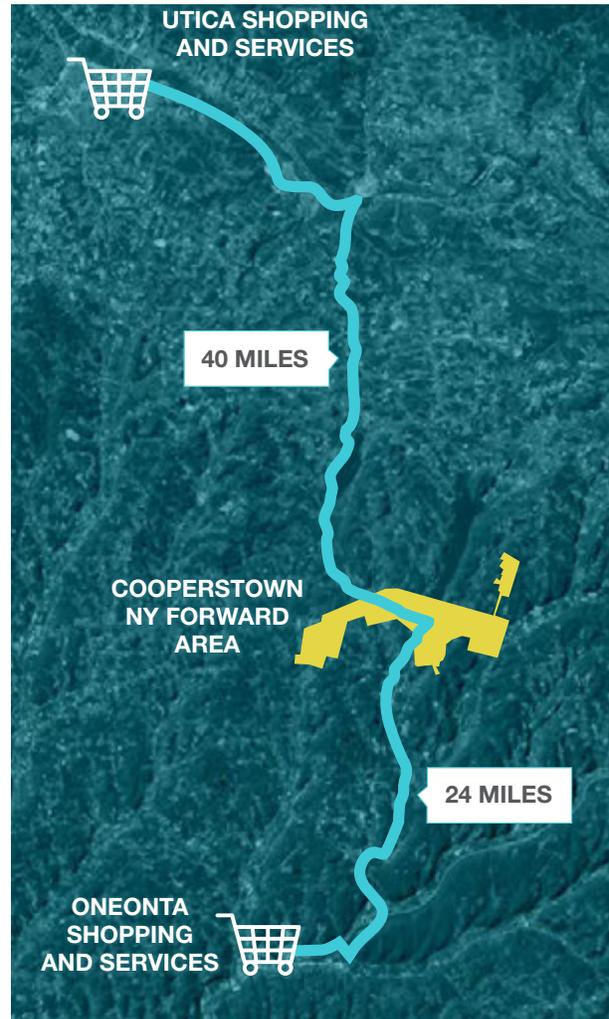
FIGURE 28. HOUSING / HOUSEHOLD SIZE MISMATCH



The graphic above, which depicts household size and unit size in the Village, demonstrates the mismatch between the need for lower occupancy units and their availability.

Feedback from the public also points to a lack of business diversity in downtown Cooperstown, with local residents looking for businesses that cater to their needs. According to interviews with local real estate professionals, residents drive 40 minutes south to Oneonta or an hour northwest to Utica for everyday shopping and services. Consequently, increasing the diversity of businesses within the NY Forward Area may facilitate more local spending and increase the number of local jobs. NY Forward Area businesses have the potential to benefit from relatively high educational attainment, household income, and spending levels of residents. This, in turn, can attract new businesses to open or invest in the area - helping to create a diverse and thriving downtown.

Housing and business diversity are intertwined in Cooperstown and a year-round economy will rely on the improvement of both. Housing is needed to support full-time residents, as are a diversity of businesses within the walkable Village center.



Residents drive 40 minutes south to Oneonta or an hour northwest to Utica for everyday shopping and services.



***While the pedestrian network in downtown Cooperstown has seen recent investment, public realm activations in Cooperstown should extend beyond the sidewalk to create a connected sense of public space that is inviting to all ages and abilities.***

A majority of the public land within the Cooperstown NY Forward Area are street rights-of-way, parking areas, and sidewalks, in addition to Lakefront and Pioneer Park. While streets and sidewalks serve a functional purpose of moving people through and within the area, they can also serve as a refuge from crowded shops or restaurants, and provide a separate, complementary visitor experience.

Creative and playful public realm improvements should emphasize a multi-generational and accessible pedestrian experience. Enhancements to public spaces in Cooperstown should seek to further emphasize the role of the public realm, and activate these spaces for all ages and abilities. Activations, known as placemaking, might include interactive art or play equipment, murals,

and other creative methods to entice, entertain and serve users' functional needs. These interventions would serve as a year-round draw that can naturally extend a visit as walking through the NY Forward Area from one attraction to the



Public art programs, in which local artists decorate sculptures that depict their community's unique personality, can produce impactful focal points for placemaking. Shown here, a horse sculpture created for "Horses Saratoga Style."

next transforms into a scenic or meandering walk around the neighborhood. This can also help to deemphasize the role of parking downtown, as the walk becomes part of the experience.

Hoffman Lane, Pioneer Alley, and the Railroad Avenue Business District present opportunities to emphasize Cooperstown’s physical and metaphoric sense of place.

While crosswalks and sidewalks are fundamental to a safe pedestrian environment, creative site design and placemaking interventions also play an important role in slowing vehicular traffic and improving pedestrian safety. A car may slow at the sight of a new mural, a pedestrian may stop at a bench to enjoy a butterfly garden, or be drawn to a location because of an interesting sign or display. An alley with limited right of way can be improved with movable planters - another way to slow or deter vehicular traffic while adding to a sense of safety and comfort for pedestrians.



Top and bottom right: Benches in Lakefront and Pioneer Parks offer an opportunity for rest and observation; middle right: educational signage prompts pedestrian to pause and take in their surroundings; bottom left: local businesses decorate the area outside of their shops, adding to the community character and sense of place.



***The Cooperstown NY Forward Area is recognized by its beautifully preserved historic downtown, with buildings dating back to the 1800's. This unique built environment is essential to Cooperstown's sense of place, but also presents a challenge in balancing historic preservation with modern development needs.***

Downtown Cooperstown continues to maintain its original street grid from when the Village was established as a market town in the 1800's. Almost every building in the NY Forward Area is listed on the National Historic Register of Historic Places, and contributes to the Glimmerglass Historic District. Now home to retail shops, restaurants, banks, small businesses, civic organizations and residential apartments, these buildings are national treasures for their historic significance, and distinct contribution to the economic vitality of the area.

Local residents are proud of their buildings' place in history, though upkeep for these buildings is a challenge. These centuries-old buildings require



Historic buildings give Cooperstown a distinct sense of place, but aging infrastructure requires care and maintenance to stand the test of time.

huge inputs of time and money to keep them usable, safe, and competitive to modern tenants, while ensuring their facades remain historically relevant. Many buildings within the NY Forward Area have cracked or crumbling foundations and walls; aging facades; leaking roofs; and inefficient heating, cooling, and insulation systems. The need for these repairs can limit the livability of second story apartments.

In securing this NY Forward award, the Village has taken a step toward assisting building owners in making improvements. Additional support for building owners may include the creation of a downtown Business Improvement District (BID) or other support network for identifying grant opportunities, and helping building owners apply for grants.



Historic buildings give Cooperstown a distinct sense of place, but aging infrastructure requires care and maintenance to stand the test of time.

# COOPERSTOWN DINER



**OPEN**

COFFEE  
TEA  
MILK  
JUICE  
SODA

**HELP  
WANTED**

**closed**

**TAKE A BREAK**

**CLOSE**





LIQUORS

WILLIS MONIE  
BOOKS  
USED & RARE  
Muskat Hill

At Home This  
GIRLS  
OF MAY

Alex's  
BISTRO

REAL ESTATE  
Hubbell's  
REAL ESTATE  
607-547-8740

REAL ESTATE

Crystal Street  
SOUVENIRS  
& BEER

Wine  
a BIT  
You'll feel better

Alex's Bistro  
Sundays  
12-2  
Patio

## SECTION 2

# VISION, GOALS, AND REVITALIZATION STRATEGIES

## 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 to preserve the strong sense of place that is at the heart of the Cooperstown community.*



## GOAL 1 | HOUSING



*Create a diversity of housing options appropriate 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.



Chestnut Crossing on Chestnut Street, is a recently completed multifamily building that blends into the surrounding single family neighborhood.

## GOAL 2 | 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 NY Forward 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 R-3 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 NY Forward Area and encourage recreational outfitters to locate within the NY Forward Area.



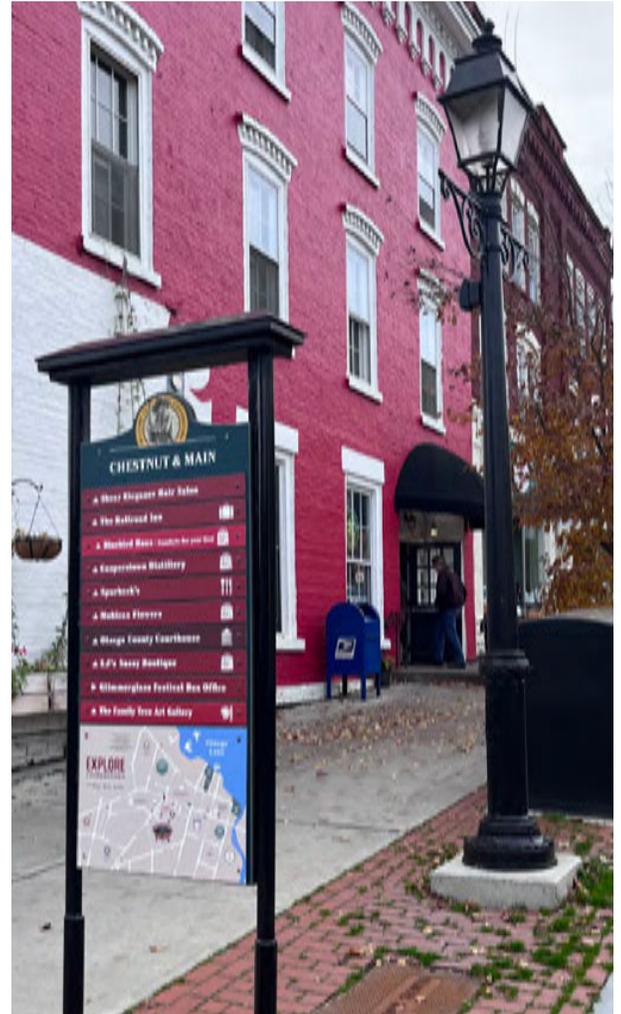
A diversity of businesses can support a diversity of residents and visitors.

## GOAL 3 | 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.
- 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.
- 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).



Targeted wayfinding, pedestrian amenities and public transportation are key to moving through the NY Forward Area.

## GOAL 4 | 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.
  - » Pursue development of an educational pier at the end of Lakefront Park.
- 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.



Top: the continued stewardship of Otsego Lake remains a priority; middle: additional signage on stormwater grates will help to protect waterways within the NY Forward Area; bottom: additional EV charging stations will further the ongoing decarbonization efforts.





Leveraging the local knowledge, expertise, and experience of Cooperstown community members and stakeholders was critical to an effective NY Forward planning process and the development of a successful Strategic Investment Plan.

SECTION 3

# PUBLIC ENGAGEMENT

## OVERVIEW

Leveraging the local knowledge, expertise, and experience of Cooperstown community was critical to an effective NY Forward planning process and the development of a successful Strategic Investment Plan. The Village of Cooperstown, the Local Planning Committee (LPC), and New York State partners under the leadership of Governor Kathy Hochul were committed to generating broad community participation and support throughout the planning process. Numerous strategies were employed to gather public input and keep the community informed. These built on previous public engagement efforts completed by the Village during the NY Forward application process and the preparation of the 2016 Comprehensive Plan. The Public Engagement Strategy outlined the outreach activities and strategies used to involve the community in the development of the Strategic Investment Plan. These are summarized below:

## ENGAGEMENT OPPORTUNITIES

- Local Planning Committee Meetings.
- Public Workshops and Events.
- Surveys.
- Open Call for Projects.
- Office Hours for Project Development.

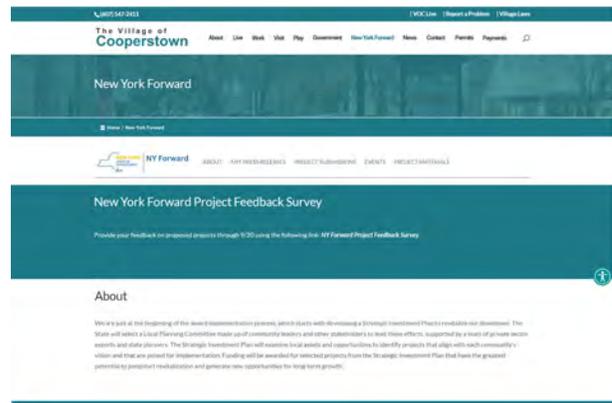
These activities are described below and listed in the table on the following page.

## OUTREACH METHODS

Public outreach was conducted across a variety of channels to encourage broad public participation in the NY Forward planning process. Outreach methods were tailored to meet the

needs of the Village of Cooperstown, and efforts were made to reach groups that are traditionally underrepresented at public events. Key outreach strategies included:

### Interactive NY Forward Webpage [www.cooperstownny.org/new-york-forward](http://www.cooperstownny.org/new-york-forward)



A dedicated page was created on the Village of Cooperstown’s website to provide NY Forward information and updates. Visitors were able to access event information, view NY Forward materials, download content, submit comments, and ask questions.

### E-mail Distribution List

A contact database was compiled and continually updated to include individuals who attended NY Forward events, completed surveys, submitted signed comments, or otherwise indicated an interest to receive occasional email updates and announcements. In addition, content was provided to LPC members via email for distribution to their own contact lists. To date, email subscribers include members of the public, key stakeholders, potential Project Sponsors, media representatives, LPC members, and government officials.

## OVERVIEW OF PUBLIC ENGAGEMENT OPPORTUNITIES

Activity	Date	Participation
<b>LOCAL PLANNING COMMITTEE (LPC) MEETINGS (OPEN TO PUBLIC OBSERVERS)</b>		
LPC Meeting #1	May 24, 2023	6 Attendees 21 YouTube Livestream Views
LPC Meeting #2	June 28, 2023	12 Attendees 19 YouTube Livestream Views
LPC Meeting #3	August 23, 2023	16 Attendees 15 YouTube Livestream Views
LPC Meeting #4	September 27, 2023	15 Attendees 16 YouTube Livestream Views
LPC Meeting #5	October 25, 2023	8 Attendees 14 YouTube Livestream Views
<b>PUBLIC WORKSHOPS, EVENTS, AND SURVEY</b>		
Open Call for Projects	June 28 – August 2, 2023	33 Project Submissions
Online Survey #1 – NY Forward Community Needs	June 19 – August 7, 2023	162 Responses
Public Workshop #1 - Visioning	July 11, 2023	48 Participants
Pop-Up Event: Farmer's Market	July 29, 2023	Participants not recorded
Online Survey #2 – Proposed Projects	September 6 – 20, 2023	113 Responses
Public Workshop #2 - Vision, Goals & Proposed Projects	September 13, 2023	48 Participants
<b>OFFICE HOURS FOR PROJECT DEVELOPMENT</b>		
Consultant Office Hours #1	July 13, 2023	0 Participants
Consultant Office Hours #2	July 17, 2023	1 Participant
Consultant Office Hours #3	July 24, 2023	3 Participants

### Coordination with Local Media

The Freeman’s Journal and the Daily Star were kept informed of NY Forward activities through press releases, emails, and general updates. Members of the local media attended meetings and provided press coverage.

### Social Media

Outreach was amplified via posts to the Village of Cooperstown’s public Facebook page (1,100 followers). The Facebook page, which is actively used by the community, was used to post announcements and promote both online surveys. The Village’s YouTube channel (127 subscribers) was used to livestream LPC meetings, providing access to members of the public unable to attend in person.

### Additional Outreach Methods to Broaden Inclusivity

Additional outreach methods included the distribution of flyers and posters displayed in key locations and gathering spaces throughout the Village. These materials were posted and distributed in locations known to draw traditionally hard-to-reach community members, including seasonal homeowners, families with small children, and the elderly. In addition, the LPC, which was comprised of a diverse group of community leaders, leveraged their own networks and distribution lists to encourage engagement and broaden inclusivity.

### LOCAL PLANNING COMMITTEE (LPC) MEETINGS

New York State Department of State (DOS) convened a Local Planning Committee (LPC) to ensure that both the NY Forward planning process and deliverables reflected the unique needs, priorities, and vision of the Village of Cooperstown community as well as the strategic direction established by the Mohawk Valley Regional Economic Development Council (MVREDC). The LPC was instrumental in the development of the Strategic Investment Plan (SIP) which will direct public and private investment within and around downtown Cooperstown. The LPC was com-

posed of community leaders, municipal representatives, and key stakeholders from the private and non-profit sector. The committee was co-chaired by Village of Cooperstown Mayor Ellen Tillapaugh and MVREDC Council Member Ken Meifert, who is also Vice President of Sponsorship & Development at the National Baseball Hall of Fame (NBHOF). The LPC was assisted in their duties by State agency staff, Village staff, and a consultant team selected by the State. All LPC meetings were held in the Village Hall, a space that is accessible to people with disabilities. The meetings were also livestreamed on the Village’s YouTube channel.

### LOCAL PLANNING COMMITTEE (LPC) MEMBERS

**ELLEN TILLAPAUGH** Co-Chair; Mayor, Village of Cooperstown

**KEN MEIFERT** Co-Chair; Council Member, MVREDC; Vice President of Sponsorship & Development, NBHOF

**CAROLYN LEWIS** Director of Legislative Affairs & Grants, Bassett Medical Center

**MATT DENISON** Owner, Rudy’s Liquor Store/ Main Street

**SARAH SPROSS** Superintendent, Cooperstown Central School

**KEITH GULLA** Owner, Landmark Inn

**TOM HOHENSEE** Council Member, Town of Otsego

**DAVID SANFORD** Cooperstown VFW

**PATSY SMITH** Village Resident; Retired Business Owner, SchoolHouse Kitchen LLC

**JOSH EDMONDS** Simple Integrity, LLC

**BRENDA WEDDERSPOON GRAY** Director, Clark Sports Center

**JEFF KATZ** Executive Director, Community Foundation of Otsego County

## LPC MEETING #1

**MAY 24, 2023 4:30-6:30 PM**

The first LPC meeting introduced members of the LPC, State agency staff, and the consultant team, who together presented an overview of the NY Forward program. Public observers and members of the press attended the first LPC meeting. Presenters summarized the NY Forward program, explained roles, presented the winning NY Forward Application, provided an overview of the planning process, explained project eligibility requirements, announced an Open Call for Projects, and discussed the Public Engagement Plan. The consultant team then led the LPC in a SWOT analysis exercise to identify strengths, weaknesses, opportunities, and threats for downtown Cooperstown. The results of this exercise provided a key component to understanding the challenges and opportunities within the NY Forward Area.

The meeting concluded with public contributions to the SWOT analysis. Comments included:

- Identification of assets, including: accessibility to outdoor activities, year-round recreation opportunities, and Historic District homeowner tax credits.
- Identification of weaknesses and opportunities, including: improving non-motorized vessel access to waterfront, reducing the emphasis on tourism, building a year-round economy, increasing opportunities for teens, improving access to commercial tax credits for Main Street businesses, exploring the opportunity for a cinema, and increasing access to varied housing to improve affordability and enable businesses to hire employees.

## LPC MEETING #2

**JUNE 28, 2023 4:30-6:30 PM**

The second LPC meeting provided updates on public engagement efforts, the Open Call for Projects, and initial findings from the Downtown Community Profile. Members of the consultant team presented a Demographic and Market Overview that described age, housing, and employment trends, as well as the potential for small business development. The meeting also included a visioning exercise during which potential goals were presented and reviewed. This exercise provided the basis for the consultant team to develop Draft Goals for the LPC's consideration.

The LPC discussed several additional topics including:

- Updates to the NY Forward Project Form.
- Trolley ridership and National Baseball Hall of Fame attendance trends.
- Zoning and regulatory review of proposed projects.

Public comments and questions included:

- Emphasizing businesses that benefit community members and do not rely on tourism.
- Legality of specific short-term rentals.
- Means of promoting Public Workshops in order to expand the breadth of public engagement.

## LPC MEETING #3

**AUGUST 23, 2023 4:30-6:30 PM**

The Mayor welcomed attendees to the third LPC meeting and discussed where to find NY Forward information on the website. This was followed by a report on input received during the first Public Workshop which aligned with insights provided by the LPC at earlier meetings. Subsequently, plans for the second Public Workshop were discussed; a draft of the Cooperstown NY Forward vision, goals, and strategies was presented to the LPC, who provided input. The meeting concluded with a review of the current list of proposed projects and a discussion of the NY Forward boundary.

LPC discussion focused on:

- Review of the project summary list for the 33 projects submitted to date.

- Project match requirements and evaluation criteria.
- Aligning project evaluation with strategies set forth in local and regional plans.
- An amendment to the NY Forward boundary map.

Public comments and questions included:

- Views on effective traffic design in specific locations.
- Lack of availability of capital funds for non-profits when compared to operating funds.
- Water and wastewater feasibility for high-intensity users including microbreweries.
- Requirements for proposed projects to meet Village and SHPO guidelines.
- Support for specific proposed projects.



## LPC MEETING #4

**SEPTEMBER 27, 2023 4:30-6:30 PM**

The Mayor welcomed everyone to the LPC meeting and reviewed the preamble. The Consultant Team lead the discussion with a Power-Point. Rules of recusal were reviewed and the DOS project manager collected any updated recusal forms. A summary from Public Workshop #2 and Online Survey #2 was provided prior to the meeting. Highlights were presented to the LPC. Three projects were then removed from consideration: 21 Railroad Ave, 23 Chestnut St, and 55 Grove St. After that the LPC ran through the evaluation criteria for each project and what items were needed to continue evaluations. The meeting concluded after several brief reviews of public projects.

The LPC discussed several additional topics including:

- The Otsego Lodge, Rudy's Wine and Liquor, and the Veterans Club were moved to the "small projects" category.

- The match needs to be confirmed for Metro Cleaners in order to categorize the project.

Public comments and questions included:

- Oppose anything that would increase traffic in a residential area. Improvements to Hoffman Lane would be good. Does not support impacts to historic structures.
- Interested in sidewalks on Grove and Main Street, especially with the Willow Brook project. The Village needs sidewalks to support future projects.
- Stone Wall should not be removed, worried about the separation distance. Fine with the plans shown to her so far. Parking should be a consideration for new Main Street projects which competes with existing parking.



## LPC MEETING #5

### OCTOBER 25, 2023 4:30-6:30 PM

The Mayor welcomed all attendees and reviewed the preamble. The Consultant Team delivered a presentation, covering various aspects of the projects under consideration. The meeting was dedicated to a final evaluation and review of updated information on proposed NY Forward projects, and resulted in the identification of Priority and Pipeline projects.

12 projects were identified as priority projects to be included in the SIP.

#### PRIORITY PROJECTS

- Improve Wayfinding Along Upper Main Street.
- Initiate Repairs to Doubleday Field.
- Improve Access and Circulation on Fowler Way.
- Build Sidewalks on Grove Street.
- Redesign and Improve Pedestrian Conditions on Hoffman Lane.
- Improve Pedestrian Conditions on Pioneer Alley.
- Renovate 103 Main Street for Residential Apartments.

- Rehabilitate 134 Main Street for Residential Apartments.
- Develop Willow Brook Residential Housing.
- Construct Railroad Inn Residential Units.
- Create a Community Art Space at 53 Pioneer Street.
- Small Project Fund.

Four projects were identified as Pipeline Projects.

#### PIPELINE PROJECTS

- Construct Lakefront Park Viewing Platform.
- Expand the Wood Bat Factory Entertainment Center at Doubleday Field.
- Develop the Pioneer Valley Microbrewery.
- Construct an Apartment Above Metro Cleaners.

Public comments and questions included:

- One question regarding the timeline and general notification process for awards. The DOS representative responded that awards may be announced sometime this winter, once the DRI programs are also completed.

## PUBLIC WORKSHOPS, EVENTS, AND SURVEYS

Five interactive public events were held during the NY Forward planning process: two Public Workshops, one Pop-Up Event at the Cooperstown Farmer’s Market, and two community Online Surveys.

### ONLINE SURVEY #1

**JUNE 19 – AUGUST 4, 2023**

The first Online Survey was hosted on Survey Monkey and received 162 responses. The survey was promoted through the Village of Cooperstown’s website, Public Workshop #1, the Pop-Up event, and through social media posts.

Respondents were invited to provide input on 11 questions designed to glean insights into their future vision for downtown Cooperstown. Among the requests, participants were asked how they would currently describe downtown Cooperstown, how they would like to describe the downtown in 15 years, and what they feel is missing downtown. Additional questions asked participants to identify business establishments they would like to see, housing opportunities that should be prioritized, and their highest priorities for downtown Cooperstown.

#### FEEDBACK

- Respondents noted that retail options are currently missing from Downtown Cooperstown. Non-baseball or tourist related retail for residents was specified by many respondents.
- Respondents commented that housing is currently inadequate in Downtown Cooperstown. Affordable housing and apartments above commercial and retail establishments were chosen as the highest priorities.
- Residents expressed that they are discouraged from going to Downtown Cooperstown due to the challenge of parking, as well as the lack of shopping and experiences geared directly towards their needs.



## PUBLIC WORKSHOP #1

**JULY 11, 2023 12:00 PM – 8:00 PM  
COOPERSTOWN HIGH SCHOOL**

The first Public Workshop was designed to solicit input on the vision and goals for NY Forward in the Village of Cooperstown, inform the community about the overall NY Forward process, and gather information on key issues and opportunities. The workshop, which followed an Open House format, encouraged participants to engage with NY Forward topics at various stations. A slideshow explaining the NY Forward program goals and process ran continuously throughout the day. Upon entry, a map of the NY Forward Area was displayed along with an overview of the State’s program goals and objectives, the list of LPC members, the proposed NY Forward Area, and a summary of the NY Forward planning process.

Five stations were set up around the room and participants were asked to provide input and insights regarding the Village of Cooperstown and various aspects of NY Forward, including:

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

A sixth station provided an opportunity for attendees to discuss the project submission process, learn about project qualification criteria, and ask questions. Hard copies of the NY Forward Project Form were available to participants.

Throughout the event, NY Forward team members were present to assist and guide participants, answering questions related to the NY Forward process and encouraging visitors to explore different stations and provide their input. To facilitate survey responses, a QR code for the survey was provided, allowing attendees to share their thoughts and opinions.

### PROMOTIONAL ACTIVITIES FOR PUBLIC WORKSHOP #1

The Public Workshop, attended by 48 participants, was open to the community-at-large and was promoted through different media channels, including:

- Public announcements.
- Press releases published in local newspapers.
- Flyers.
- Social media posts.
- E-blasts.



## SUMMARY OF PUBLIC FEEDBACK

Comments submitted and insights provided during the Public Workshop aligned closely with input provided by the LPC at earlier meetings and with results from previous public engagement efforts conducted during the development of the Village's Comprehensive Plan.

### ASSETS

Participants were invited to share input on the assets or strengths of the Cooperstown NY Forward Area. They were asked to share what they enjoy about the area or things that positively impact Cooperstown.

#### FEEDBACK

The 28 comments received regarding assets were categorized into the following themes:

- Transportation and walkability (3)
- Workforce and economic development (7)
- Parks and recreation (4)
- Culture/Arts (4)
- Community (7)
- Nature/Environment (3)

## CHALLENGES

Participants were asked to evaluate challenges of the Cooperstown NY Forward Area. They were invited to share things that could be improved, provide examples of things that don't exist but should, or list potential future issues that you thought could be addressed.

#### FEEDBACK

The 32 challenges submitted were categorized into the following themes:

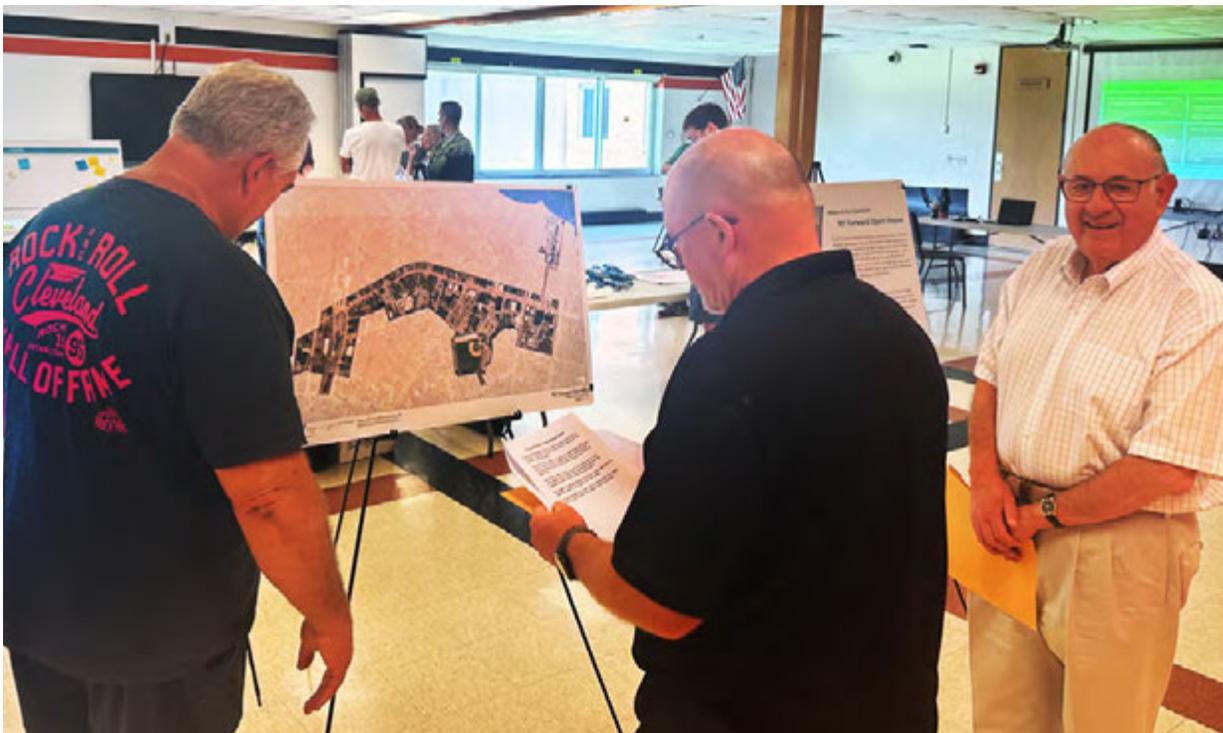
- Transportation (4)
- Housing (8)
- Workforce and economic development (5)
- Infrastructure and urban planning (10)
- Parks and recreation (5)

## PLACES AND SPACES

Participants were invited to highlight a space or place on a map of the NY Forward Area and describe what they like, what needs improvement, or what is missing in the identified space or place.

#### FEEDBACK

The 23 insights regarding places and spaces were spread throughout the NY Forward Area.



This input was categorized into the following themes:

- Transportation (8)
- Housing (5)
- Workforce and economic development (1)
- Infrastructure and urban planning (1)
- Parks and recreation (5)
- Community (2)
- Culture and arts (1)

### PRIORITIES FOR INVESTMENT

Participants were asked what priorities the LPC should focus on within the NY Forward Area. Options presented to participants included community needs, services, amenities, or other priorities.

### FEEDBACK

The 23 priorities identified were categorized into the following themes:

- Transportation (6)
- Housing (7)
- Workforce and economic development (3)
- Environmental sustainability (4)
- Community (3)

### VISION

Participants were invited to provide 3-5 words that describe their vision for the future of the Cooperstown NY Forward Area.

### FEEDBACK

The 28 contributions to the vision for the future of the Cooperstown NY Forward Area were categorized into the following themes:

- Transportation (2)
- Housing (6)
- Workforce and economic development (7)
- Environmental sustainability (5)
- Community (4)



## POP-UP EVENT

**JULY 29, 2023 9:00 AM – 1:00 PM**  
**COOPERSTOWN FARMER’S MARKET**

A table was set up in Pioneer Alley among the outdoor booths at the Farmer’s Market. The purpose of the Pop-Up event was to provide information about the NY Forward program, promote the upcoming Public Workshop #1, and encourage people to take Online Survey #1 (which was a 10-question survey about downtown Cooperstown). A child-friendly game with prizes was used to engage families with children. The booth included informational posters and members of the NY Forward Consultant Team spoke with attendees about the NY Forward process, public participation opportunities. A QR code of the Online Survey was provided to attendees and they were encouraged to take the survey.

In addition to engaging participants at the table, members of the consultant team gave a flyer to each of the vendors and walked around the market to engage people who may not have stopped at the booth.

### SUMMARY OF PARTICIPANT COMMENTS

Common suggestions for Pioneer Alley included paving it, adding a stage for live music near the Farmer’s Market entrance, incorporating a mural, and installing seating if space allows. Pedestrian and bike accommodations were also discussed, with a focus on improving sidewalks, enhancing pedestrian visibility on Main Street, upgrading bike infrastructure, adding better signage at the Cooperstown Village flagpole, and increasing safety for pedestrians.

Miscellaneous comments covered topics such as trail-to-rail connections, a walking pathway around the lake, improving the stage at Lake Front Park, creating a community store in the former CVS space, investment in Doubleday Field, additional housing, affordable housing, attracting and retaining young people and families, and converting vacant spaces in buildings into affordable housing. Participants also questioned the boundary of the NY Forward program.



## **PUBLIC WORKSHOP #2 AND ONLINE SURVEY #2**

**SEPTEMBER 13, 2023 12:00 PM – 4:00 PM, COOPERSTOWN FIRE HOUSE  
ONLINE SURVEY: SEPTEMBER 6 – 20, 2023**

The second Public Workshop was set up in an open house format. Participants were invited to browse a series of displays that explained the NY Forward program provided information on the draft Cooperstown NY Forward vision and goals. Additionally, 15 boards were displayed describing each project submitted for funding consideration. One board provided an opportunity for attendees to review other potential projects and provide feedback on smaller projects.

The second Online Survey, which mirrored the content of the second Public Workshop, was made available concurrent with the Workshop (open from September 6th through September 20th). The Online Survey presented participants with each project, then encouraged the respondent to answer four questions regarding the project.

Both Public Workshop participants and Online Survey respondents were asked to

provide feedback and on the presented projects. Insights requested regarding each project included:

- The project’s alignment with NY Forward goals.
- The project’s potential for transformative impact.
- What the respondent liked about the project.
- Suggestions for improving the project.

### **PROMOTIONAL ACTIVITIES FOR PUBLIC WORKSHOP #2 AND ONLINE SURVEY #2**

Both the second Public Workshop and the second Online Survey were open to the public. Both engagement activities were promoted through the following channels:

- Public announcements.
- Press releases posted in local newspapers.
- Flyers.



- Social media posts.
- E-blasts.

The event was attended by 47 participants. The second Online Survey yielded 113 responses. In addition, a flyer promoting the Online Survey was distributed to participants at the Public Workshop to share with those who could not attend the event.

### SUMMARY OF PUBLIC FEEDBACK

The public feedback summary combines the responses collected at the Public Workshop with those collected in the Online Survey. 78% of the total responses were collected via the Online Survey, 22% were collected at the Public Workshop via paper project feedback forms.

### PROJECT ALIGNMENT WITH NY FORWARD GOALS

Participants were asked whether each project aligned with at least one of these NY Forward goals and, if so, to identify which of the following goals would be advanced by the project: create a diversity of housing options; diversify businesses to meet the needs of both residents and visitors; connect people to places by cre-

ating a vibrant, safe, and accessible realm; and promote a more environmentally sustainable downtown.

A strong correlation exists between perceptions of aligning with NY Forward Goals and respondents' assessment that the project will help transform downtown Cooperstown. The top performing projects were:

- **Pioneer Alley Improvements** (Out of 86 responses, 75 felt that it aligned with at least one of the Cooperstown NY Forward goals. In 79 responses, 73 felt that this project would help transform downtown Cooperstown.)
- **53 Pioneer Street** (Out of 78 responses, 55 felt that it aligned with at least one of the Cooperstown NY Forward goals. In 75 responses, 54 felt that this project would help transform downtown Cooperstown.)
- **Small Project Fund** (Out of 64 responses, 57 felt that it aligned with at least one of the Cooperstown NY Forward goals. In 66 responses, 62 felt that this project would help transform downtown Cooperstown.)



These top-performing projects also received the most positive feedback on the goals of diversifying businesses, connecting people to places, and promoting environmental sustainability in the downtown.

## WHAT RESPONDENTS LIKED ABOUT SPECIFIC PROJECTS

Participants were invited to comment on what they liked about each project. The open-ended responses were productive and provided a high level of specificity about project benefits. The vast majority of comments showed a high level of understanding of NY Forward goals and transformative strategies. Responses on the projects that received the highest level of engagement on this question included:

- **Key Bank 103 Main Street (43 responses)** Residents generally favored this project because they saw a significant need for additional housing in Cooperstown, especially amidst what some described as a rental crisis. There was an emphasis on ensuring that housing affordability, particularly for workers, young people, singles, and seniors in the area.
- **Pioneer Alley Improvements (41 responses)** Residents saw the potential upgrade of the alley as a valuable improvement for Cooperstown. Many emphasized the current state of the alley as being unattractive, unsafe, and in dire need of a makeover. They believed that revamping it would not only improve the visual appeal, but also improve pedestrian safety, especially when accessing community hubs like the Farmer’s Market. An enhanced alley would likely encourage more visitors, benefiting local businesses.
- **Pioneer Valley Microbrewery (36 responses)** Respondents found this project addressed the need for building improvements, diversifying the business landscape, and providing a fresh experience for both residents and tourists.

## SUGGESTIONS FOR PROJECT IMPROVEMENTS

Participants were invited to suggest improvements for each project. Responses on the projects that received the highest level of engagement on this question fell into discernable categories as follows:

- **Wood Bat Factory Flagship Store - 33 Chestnut (30 responses)** The most frequent suggestions for improvements to this project included concerns that the baseball-focused project would not serve to diversify the economy and concerns regarding the project cost, scope, and physical size.
- **Willow Brook Res - 22 Glen Avenue (26 responses)** The most frequent suggestions for improvements to this project included the affordability of the units and concern around the historic preservation of historic structures on site. .
- **Lakefront Park Viewing Platform (22 responses)** Residents sought improvements that respected the serene essence of the lakefront while making it more functional and welcoming. Many opposed obstructions like metal railings and plexiglass shields, instead proposing enhancements like clear views, better vegetation management, and accessible seating. Concerns about maintenance, safety, accessibility, and signage were raised.

In addition to the 15 projects, respondents were also exposed to a list of other potential projects for Cooperstown and were asked whether any of the projects on that list might be transformational or catalytic in downtown Cooperstown?



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**SECTION 4**

**PROJECT PROFILES**

**PROJECTS PROPOSED FOR FUNDING**

The LPC recommends 12 projects for NY Forward Funding Investment including:

- Five Private and non-profit projects in the New Development and Rehabilitation of Existing Structures Category
- Four public projects in the Public Improvement Project Category
- One public project in the Branding and Marketing Category
- One project in the Small Project Fund Category

The projects have a total value of \$17.3 million including a NY Forward request total of \$7.4 million and local leverage of \$9.9 million. Most projects are estimated to be completed before the end of 2026.

The following pages describe the selected projects and are ordered based on their geographic location in the NY Forward Area, and project type. Projects are not prioritized or ranked in any way. For each project, specific elements are described based on requirements of the NY Forward Program.

**PROPOSED PROJECT LIST**

1	Improve Pedestrian Conditions on Pioneer Alley .....	4-73
2	Improve Access and Circulation on Fowler Way .....	4-79
3	Create a Community Art Space at 53 Pioneer Street .....	4-85
4	Redesign and Improve Pedestrian Conditions on Hoffman Lane .....	4-92
5	Renovate 103 Main Street for Residential Apartments .....	4-102
6	Rehabilitate 134 Main Street for Residential Apartments .....	4-109
7	Develop Willow Brook Residential Housing .....	4-115
8	Build Sidewalks on Grove Street .....	4-125
9	Construct Railroad Inn Residential Units ..	4-130
10	Improve Wayfinding Along Upper Main Street .....	4-136
11	Initiate Repairs to Doubleday Field .....	4-144
12	Small Project Fund .....	4-150

## PROJECT SUMMARY TABLE

Map Location	Project Name / Project Description	Project Sponsor	Est. Total Project Cost	NY Forward Funding Request	Funding Sources	Anticipated Implementation	
						Start Date	End Date
1	<p><b>Improve Pedestrian Conditions on Pioneer Alley</b></p> <p>Improve the pedestrian environment in Pioneer Alley by repaving the surface with macadam and brick and adding lighting.</p>	Village of Cooperstown	\$530,000	\$530,000	NY Forward; BAN Bond	Q1 2024	Q2 2026
2	<p><b>Improve Access and Circulation on Fowler Way</b></p> <p>Design and implement improvements to safe pedestrian and vehicular circulation, improve ADA access and elevate the gateway to Doubleday Field from Chestnut Street.</p>	Village of Cooperstown	\$625,000	\$625,000	BAN Bond; NY Forward; NY Main Street	Q1 2024	Q2 2025
3	<p><b>Create a Community Art Space at 53 Pioneer Street</b></p> <p>Rehabilitate a significant historic structure for year-round use as a community art space and artist studio.</p>	The Smithy-Pioneer Gallery	\$711,000	\$640,000	Capital Funds, Fundraising, NYSCA Grant	Q1 2024	Q3 2025
4	<p><b>Redesign and Improve Pedestrian Conditions on Hoffman Lane</b></p> <p>Transform Hoffman Lane by improving pedestrian design and elevating Hoffman Lane as a gateway to Lakefront Park.</p>	Village of Cooperstown	\$1,400,000	\$569,000	NY Forward; BAN Bond; GIGP Grant	Q1 2024	Q4 2026
5	<p><b>Renovate 103 Main Street for Residential Apartments</b></p> <p>Renovate the upper floors of 103 Main Street to accommodate 21 residential apartments.</p>	Perry Ferrara	\$6,081,000	\$1,300,000	NY Forward; Loan	Q1 2024	Q4 2025
6	<p><b>Rehabilitate 134 Main Street for Residential Apartments</b></p> <p>Renovate the upper floors of 134 Main Street to accommodate four two-bedroom apartments, in addition to rehabilitating the facade and other exterior improvements.</p>	Perry Ferrara	\$803,000	\$250,000	NY Forward; Private	Q1 2024	Q1 2025
7	<p><b>Develop Willow Brook Residential Housing</b></p> <p>Develop 13 new residential units in a mix of apartment and townhomes in the Railroad Avenue district, including the integration of an historic structure on the site.</p>	Josh Edmonds	\$4,700,000	\$1,300,000	NY Forward; Private	Q1 2024	Q2 2027
8	<p><b>Build Sidewalks on Grove Street</b></p> <p>Install sidewalks and crosswalks to facilitate connectivity between Main Street, the Red Trolley Lot and Glen Avenue.</p>	Village of Cooperstown	\$310,000	\$310,000	NY Forward; Capital Funds	Q1 2024	Q3 2024

## PROJECT SUMMARY TABLE

Map Location	Project Name / Project Description	Project Sponsor	Est. Total Project Cost	NY Forward Funding Request	Funding Sources	Anticipated Implementation	
						Start Date	End Date
9	<b>Construct Railroad Inn Residential Units</b> Construct three new efficiency units for long-term rental on the Railroad Inn property in the Railroad Avenue district.	Perry Ferrara	\$489,000	\$150,000	NY Forward; Private	Q1 2024	Q1 2025
10	<b>Improve Wayfinding Along Upper Main Street</b> Install new wayfinding signage along upper Main Street in order to draw pedestrians to points of interest between the Red Trolley Lot and lower Main Street.	Village of Cooperstown	\$55,000	\$52,000	Capital Funds, NY Forward	Q1 2024	Q2 2025
11	<b>Initiate Repairs to Doubleday Field</b> Install field upgrades to manage stormwater in an effort to attract high profile tournaments and reduce cancellations due to poor surface conditions.	Village of Cooperstown	\$1,700,000	\$1,700,000	BAN Bond; NY Forward; NY Main Street	Q1 2024	Q1 2025
12	<b>Small Project Fund</b> Fund for façade and small building improvements.	Village of Cooperstown	\$390,000	\$300,000	NY Forward	Q1 2024	Q4 2025



FIGURE 29. COOPERSTOWN SIP PROJECT MAP



### PROJECTS PROPOSED

- |   |  |    |  |
|---|--|----|--|
| 1 | IMPROVE PEDESTRIAN CONDITIONS ON PIONEER ALLEY             | 7  | DEVELOP WILLOW BROOK RESIDENTIAL HOUSING   |
| 2 | IMPROVE ACCESS AND CIRCULATION ON FOWLER WAY               | 8  | BUILD SIDEWALKS ON GROVE STREET            |
| 3 | CREATE A COMMUNITY ART SPACE AT 53 PIONEER STREET          | 9  | CONSTRUCT RAILROAD INN RESIDENTIAL UNITS   |
| 4 | REDESIGN AND IMPROVE PEDESTRIAN CONDITIONS ON HOFFMAN LANE | 10 | IMPROVE WAYFINDING ALONG UPPER MAIN STREET |
| 5 | RENOVATE 103 MAIN STREET FOR RESIDENTIAL APARTMENTS        | 11 | INITIATE REPAIRS TO DOUBLEDAY FIELD        |
| 6 | REHABILITATE 134 MAIN STREET FOR RESIDENTIAL APARTMENTS    | 12 | SMALL PROJECT FUND (NOT SHOWN)             |



PROJECT

1

## IMPROVE PEDESTRIAN CONDITIONS ON PIONEER ALLEY

### PROJECT DESCRIPTION

Pioneer Alley is an L-shaped, multi-use alley that connects Main Street and Pioneer Street. Otsego 2000 operates the popular Cooperstown Farmer’s Market out of a large building fronting the alley. In the winter, the market operates indoors, but in warmer weather, vendors fill the courtyard in front of the building, leaving only pedestrian-only access from Main Street, Pioneer Street and Doubleday Field. The Key Bank Building (103 Main Street) forms the western edge of Pioneer Alley, with a sidewalk behind the building connecting the alley to the parking lot at Doubleday Field. Many buildings with storefronts on Main or Pioneer Street have additional entrances to and from Pioneer Alley, while other businesses use the alley for utilitarian

**NY FORWARD FUNDING REQUEST**  
\$530,000

**TOTAL PROJECT COST**  
\$530,000

**% OF TOTAL PROJECT COST**  
100%

**PROJECT LOCATION**  
Pioneer Alley,  
Cooperstown

**PROJECT SPONSOR**  
Village of Cooperstown

**PROPERTY OWNER**  
Village of Cooperstown



LOCATION OF PIONEER ALLEY

purposes such as storing garbage, HVAC units, and service vehicle access. Stormwater management in the alley is minimal causing water to pool, with resulting potholes creating dangerous conditions for pedestrians and vehicles that must often share access through the narrow space.

This project proposes to transform Pioneer Alley from a crumbling, poorly lit back alley, to a vital connection between Main and Pioneer Streets, the Cooperstown Farmer’s Market, and Doubleday Field. Through the installation of stormwater infrastructure, this project will improve the paved surfaces to mimic European alleys in a manner similar to the proposed Hoffman Lane. The project will add a permeable paver infiltration trench, lighting, landscaping, and wayfinding to create a safe and inviting pedestrian space. The proposed project will also improve the water quality of Willow Brook, a tributary to Otsego Lake, by filtering and managing stormwater more effectively. Improved stormwater management will also move water through the site, and avoid standing water which creates potholes and exacerbates pedestrian-vehicle conflicts.

## CAPACITY

The Village of Cooperstown has successfully completed both state-funded and federally-funded projects, including the Gateway project (FHWA), downtown Green Innovation Grant Program (GIGP), and EV charging stations (NYS DEC) as well as Village Hall improvements (SAM/DASNY, ESD, OPRHP), Main Street TEP project (FHWA), WWTP replacement and upgrades (SAM/DASNY; NYS EFC), and Doubleday Field complex (ESD, DASNY). These projects total over \$30 million in municipal improvements, and all have been capably handled by Village administrative staff.

## PROJECT PARTNERS

Adjacent property owners as lighting and wayfinding signage will need to be located on private property due to Village right-of-way limitations. Key neighboring businesses include Pioneer Patio, 103 Main Street and Metro Cleaners, which all support the project.

## REVITALIZATION STRATEGIES

This project is consistent with the following New York State NY Forward goals and Cooperstown NY Forward goals.

### ➤ ALIGNS WITH STATE NY FORWARD GOALS



#### Goal 1: Create an active downtown with a strong sense of place.

The proposed project will improve the pedestrian experience and safety within a prominent and well-used community space. By making enhancements similar to those proposed for Hoffman Lane and the surrounding streetscape, this will complement the existing pedestrian fabric and strengthen the sense of place.



#### Goal 3: Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.

The proposed project will enhance Pioneer Alley, a publicly owned and maintained right-of-way that is used by a number of businesses and organizations. The Cooperstown Farmer’s Market is a popular cultural destination hosted in Pioneer Alley that draws residents and visitors from across the region.



#### Goal 6: Provide amenities that support and enhance downtown living and quality of life.

This project will enhance the pedestrian realm next to a number of mixed-use buildings with upper-floor residential units. A safe and inviting pedestrian realm is a valuable amenity for those living in downtown environments.

### ➤ ALIGNS WITH VILLAGE OF COOPERSTOWN NY FORWARD GOALS



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

The improvement of Pioneer Alley will create a vibrant, safe and accessible public

realm by enhancing a popular pedestrian corridor with improved stormwater management features; landscaping and lighting; and a design that complements the existing streetscape, emphasizing the sense of place in the NY Forward Area.

➤ **MVREDC Goals**

- ✓ Rebuilding and improving tourism
- ✓ Creating vibrant communities
- ✓ Focus on resiliency

**DECARBONIZATION**

Pioneer Alley does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. However, the Project Sponsor will incorporate energy efficiencies to reduce lighting costs and the Village’s carbon footprint as practicable.

**RESILIENCY**

Unfiltered stormwater runoff from Pioneer Alley flows into Willow Brook which leads to Otsego Lake and the Susquehanna River. Poor stormwater quality can impact local water quality. This project will make use of a bioretention infiltration trench and permeable pavements to treat stormwater before it gets to the Willow Brook and Otsego Lake. It will demonstrate that even in a dense context, stormwater can be treated in ways that allow for proper filtration and reduce pollution.

**PROJECT SYNERGIES**

Improving Pioneer Alley will enhance the public realm next to the proposed residential apartments at 103 Main Street and provide safe and accessible movement between Main and Pioneer Streets. This will benefit the proposed community art space at 53 Pioneer Street, and complement proposed public realm improvements to Hoffman Lane and Fowler Way. Buildings in the area will also be improved thanks to the Small Project Fund, making the surrounding area more attractive to residents, visitors and potential investors.

**PUBLIC SUPPORT**

Adjacent business owners, including Otsego 2000 and Katheryn Busse, submitted letters of support for the proposed project, attesting to the project’s benefits to their businesses. Further, 92% of respondents at Workshop #2 and the online survey felt this project would be transformative to the NY Forward Area.

**BUDGET NARRATIVE**

The Village received grant funding from the NYS DEC to prepare a feasibility study, which was completed by Delta Engineering. Laberge Group adjusted the cost estimate in the study by 25% for soft costs, 5% for 2025 inflation, and 30% for contingency to create this budget.

<b>PROJECT BUDGET</b>			
<b>Budget Summary</b>			
<b>Activity/Use</b>	<b>Cost</b>	<b>Funding Source</b>	<b>Status of Funds</b>
Construction	\$448,000	NY Forward	Requested
Soft Costs	\$80,000	NY Forward	Requested
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$530,000</b>
<b>TOTAL FUNDS FROM OTHER SOURCES (LEVERAGED)</b>			<b>\$0</b>
<b>TOTAL PROJECT COST</b>			<b>\$530,000</b>
<b>% REQUESTED OF TOTAL COST</b>			<b>100%</b>

## PROJECT FEASIBILITY AND IMPACT

The proposed repaving of Pioneer Alley to improve the pedestrian experience is not likely to contribute to any permanent full- or part-time jobs. However, the project's \$530,000 budget is likely to increase discretionary spending by construction workers within the district between approximately \$4,000 and \$6,000 during project construction.

The Village has commissioned a detailed feasibility study to understand the existing conditions and design solutions for Pioneer Alley and has garnered the support of property owners within

the alley to be able expedite the improvements. In addition, the Village has implemented numerous infrastructure projects similar to this one over the last ten years. The mayor will work directly with the public works superintendent, who has the responsibility for oversight of engineering designs, bid specifications and other logistics, with coordination and compliance tracking provided by the mayor. This project will utilize existing Village processes for procurement and bidding, contract letting, insurance and bonding, and fiscal accounting through the Village Treasurer and in accordance with grant agreements and workplans issued by the NY Forward funding agencies.

### EXISTING CONDITIONS | PIONEER ALLEY



Top left: looking toward Pioneer Street; top right: Pioneer Alley looking toward Main Street; bottom: looking from Pioneer Street.

PROPOSED | PIONEER ALLEY



Proposed conditions looking from Pioneer Street.

Prepared by Delta Engineering.

## TIMEFRAME FOR IMPLEMENTATION

### Anticipated Timeframe for Implementation

Task	Timeframe (Months or Dates)
<b>Project Start Date</b>	January 2024
<b>Pre-Construction Preparation</b> <ul style="list-style-type: none"> <li>• Contract with State</li> <li>• Contract with Engineer</li> <li>• Update Feasibility Study</li> <li>• Design Development</li> </ul>	8 Months (September 2024)
<ul style="list-style-type: none"> <li>• Construction Bidding and Award</li> <li>• Permits and Approvals</li> <li>• Obtain necessary permits</li> <li>• Review by NYSHPO</li> </ul>	5 Months
<b>Construction and Implementation</b> <ul style="list-style-type: none"> <li>• Site preparation</li> <li>• Construction</li> </ul>	12 Months (no construction for 3 months between June and September)
<b>Project End Date</b>	May 2026 Total Months – 25 Months

## TIMEFRAME FOR IMPLEMENTATION

Physical public infrastructure improvements are not undertaken during the summer months in Cooperstown to avoid disruption during the busy tourism season. The proposed is extended to avoid construction during the summer.

## REGULATORY REQUIREMENTS

- Possible permitting by US ACOE.
- State Environmental Quality Review.
- State Historic Preservation Office Coordination.

PROJECT

# 2

## IMPROVE ACCESS AND CIRCULATION ON FOWLER WAY

### PROJECT DESCRIPTION

This project will improve access and circulation on Fowler Way to safely accommodate pedestrians and those with mobility challenges. Fowler Way is the only connection between Chestnut Street and Doubleday Field. It provides an alternative entry point to this attraction, yet it lacks a clearly defined pedestrian right-of-way. This creates dangerous conflicts for users of all ages and abilities, which is amplified during the tourist season. Pedestrians often walk to Doubleday field via Fowler Way, as Leatherstocking Street provides a direct route from the Red Trolley Lot to the intersection of Chestnut and Fowler. At Chestnut Street the road appears extremely wide and vehicular travel lanes blend into adjacent parking areas. Closer to Doubleday, the road narrows with limited space for two-way traffic and pedestrians, particularly those that may rely on a wheelchair or other mobility support.

**NY FORWARD FUNDING REQUEST**  
\$625,000

**TOTAL PROJECT COST**  
\$625,000

**% OF TOTAL PROJECT COST**  
100%

**PROJECT LOCATION**  
Fowler Way,  
Cooperstown, NY

**PROJECT SPONSOR**  
Village of Cooperstown

**PROPERTY OWNER**  
Village of Cooperstown



LOCATION OF FOWLER WAY

The proposed improvements include the installation of a six-foot-wide concrete sidewalk, gateway arch, brick pavement curb cut, painted striping and supplemental landscaping. The sidewalk will continue from that existing on Chestnut Street, the new brick curb cut acting as a crosswalk and signaling the transition to a shared use roadway. The archway will replicate the Doubleday archway located on Main Street, further emphasizing a grand entrance.

The National Baseball Hall of Fame owns the tax parcel between Chestnut Street and Doubleday Field, which is subject to several leases and easements, including a portion of the Fowler Way right-of-way. The Chamber of Commerce leases part of the parcel fronting Chestnut Street, and drivers use Fowler Way to access an adjacent Village-owned parking lot. An equipment storage building is also on the National Baseball Hall of Fame property. The Village owns the rest of Fowler Way, which leads to the Doubleday Field parking lot.

The Village has a history of cooperation with the National Baseball Hall of Fame, which is enthusiastically participating in this improvement project.

Where Fowler Way meets the Doubleday Field parking lot, there is a pinch point. The existing improved right-of-way is roughly 20 feet wide, but the Village-owned parcel is only 15 feet wide. The adjacent property is owned by Spooky Hollow Holdings, which operates the Wood Bat Factory Batting Cages. The Village is currently negotiating a land arrangement of approximately 500 square feet with Spooky Hollow to formally accommodate the existing and proposed right-of-way. Should a deal fall through, the Village will continue to work with their Engineering Consultant to implement an alternative design solution to ensure the project advances.

## CAPACITY

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, NYS ESD, OPRHP), the Main Street TEP project (FHWA), WWTP replacement and upgrades (SAM/DASNY; NYS EFC), and Doubleday Field complex improvements (ESD, DASNY). These projects total over \$30 million in municipal improvements, and all have been capably handled by Village administrative staff.

## PROJECT PARTNERS

The Village of Cooperstown will partner with the Baseball Hall of Fame and Spooky Hollow Holdings to implement this project.

## REVITALIZATION STRATEGIES

This project is consistent with the following New York State NY Forward goals and Cooperstown NY Forward goals.

### ALIGNS WITH STATE NY FORWARD GOALS



#### Goal 1: Create an active downtown with a strong sense of place.

This project will enhance circulation near a busy attraction by using differing materials, installing a wayfinding gateway arch, and clearly separating the pedestrian and vehicular realm. The archway and improved entrance from Chestnut Street will also provide continuity with the sidewalk and curb cut design already installed throughout the NY Forward Area, particularly the Main Street entrance to Doubleday Field.



#### Goal 6: Provide amenities that support and enhance downtown living and quality of life.

Improved pedestrian infrastructure is an amenity that enhances downtown living and quality of life. As more residential options become available downtown and people walk through the NY Forward Area, Fowler Way will become a valuable shortcut between Doubleday Field and Railroad Avenue.

➤ **ALIGNS WITH VILLAGE OF COOPERSTOWN NY FORWARD GOALS**



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

The proposed improvements will match the surrounding pedestrian context, and visually mirror the Main Street entrance to Doubleday Field. This continuity creates a vibrant public realm and strong sense of place. Installing a sidewalk continuous with existing sidewalks along Chestnut Street and Doubleday Field will ensure safe and accessible pedestrian accommodations.

➤ **MVREDC Goals**

- ✓ Rebuilding and improving tourism
- ✓ Creating vibrant communities

**DECARBONIZATION**

Fowler Way does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program.

**RESILIENCY**

Resiliency measures are not proposed for this project.

**PROJECT SYNERGIES**

Residents living in the Willow Brook housing and Railroad Inn Residential units will be able to use the improved Fowler Way Fas a more direct route to access Doubleday Field, Pioneer Alley and the numerous businesses and attractions along lower Main Street. With improvements to Doubleday Field attracting higher quality baseball tournaments, improvements to Fowler Way will further elevate this already busy attraction.

**PUBLIC SUPPORT**

This project has been a priority for the Village since the completion of the 2020 Doubleday Field improvements, as this project complements the work completed at the Main Street gateway. 42% of Public Workshop #2 and survey respondents felt that this project would be transformative for the NY Forward Area.

**BUDGET NARRATIVE**

This project budget was prepared based on earlier plans for improvements submitted by the Village. Laberge Group reviewed the proposed costs and applied a 25% adjustment for soft costs, a 5% adjustment for 2025 inflation, and a 30% contingency adjustment to that cost estimate to create this budget. Passero Architecture and Engineering prepared updated site plans for the Village and confirmed the Laberge estimates

<b>PROJECT BUDGET</b>			
<b>Budget Summary</b>			
<b>Activity/Use</b>	<b>Cost</b>	<b>Funding Source</b>	<b>Status of Funds</b>
Construction	\$533,000	NY Forward	Requested
Soft Costs	\$92,000	NY Forward	Requested
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$625,000</b>
<b>TOTAL FUNDS FROM OTHER SOURCES (LEVERAGED)</b>			<b>\$0</b>
<b>TOTAL PROJECT COST</b>			<b>\$625,000</b>
<b>% REQUESTED OF TOTAL COST</b>			<b>100%</b>

remain accurate. The Village has already funded the conceptual designs.

## PROJECT FEASIBILITY AND IMPACT

The design and implementation of improvements for safe pedestrian and vehicular circulation near Doubleday Field are not likely to contribute to any permanent full- or part-time jobs. However, the project's \$625,000 budget is likely to increase the discretionary spending by construction workers within the NY Forward Area between approximately \$4,700 and \$7,000 during project construction.

The Village recognizes that this project will have a transformative impact to the downtown by improving circulation near Doubleday Field and providing aesthetic enhancements. The Village has completed a detailed feasibility study to identify potential design alternatives. The preferred solution requires the negotiation of approximately 500 square feet to formally accommodate the existing and proposed right-of-way. However, should an agreement not be reached, the Village has identified an alternative design solution to enable the project to move forward.

### EXISTING CONDITIONS | FOWLER WAY



Fowler Way at Chestnut Street looking toward Doubleday (top left); Internal crosswalk at Wood Bat Factory, view from Fowler Way looking toward Doubleday (top right); Internal crosswalk view looking toward Chestnut Street (bottom two images).

PROPOSED | FOWLER WAY



Proposed condition rendering, prepared by Delaware Engineering.



Proposed condition site plan, prepared by Passero Architecture and Engineering.

## TIMEFRAME FOR IMPLEMENTATION

### Anticipated Timeframe for Implementation

Task	Timeframe (Months or Dates)
<b>Project Start Date</b>	January 2024
<b>Permits and Approvals</b> <ul style="list-style-type: none"> <li>Contract with State</li> <li>Prepare construction drawings</li> <li>Review by NYSHPO</li> </ul>	6 Months
<b>Pre-Construction</b> <ul style="list-style-type: none"> <li>Construction Bidding</li> </ul>	4 Months
<b>Construction and Implementation</b> <ul style="list-style-type: none"> <li>Site preparation</li> <li>Construction</li> </ul>	6 Months
<b>Project End Date</b>	May 2025 Total Months – 16 Months

### TIMEFRAME FOR IMPLEMENTATION

Physical public infrastructure improvements are not undertaken during the summer months in Cooperstown to avoid disruption during the busy tourism season. This timeline is extended to avoid construction during the summer.

### REGULATORY REQUIREMENTS

- Update land agreements.
- State Environmental Quality Review.
- State Historic Preservation Office Coordination.



PROJECT

# 3

## CREATE A COMMUNITY ART SPACE AT 53 PIONEER STREET

### PROJECT DESCRIPTION

The building at 53 Pioneer Street is one of the oldest buildings in the Village of Cooperstown. Built in 1826, this two-story field-stone building has been in a state of disrepair for a number of years. The interior has been completely gutted and the façade has been removed and covered by a tarp to allow for the installation of structural supports. The Smithy-Pioneer Gallery, better known as the “Smithy,” seeks to rehabilitate this significant historic structure into a fully renovated, flexible artist and community space for all to enjoy. With three stories and 3,072 square feet of updated, climate controlled building area, the Smithy seeks to host exhibitions, classes, space for new and emerging artists, and a variety of workshops.

The Smithy organization currently consists of a year round Clay Studio (1 Otsego Court, directly behind 53 Pioneer) and a seasonal gallery space that celebrates local and regional artists from June through August (55 Pioneer Street). A central

**NY FORWARD FUNDING REQUEST**  
\$640,000

**TOTAL PROJECT COST**  
\$711,000

**% OF TOTAL PROJECT COST**  
90%

**PROJECT LOCATION**  
53 Pioneer Street,  
Cooperstown, NY

**PROJECT SPONSOR**  
The Smithy-Pioneer  
Gallery, Inc.  
 (“The Smithy”)

**PROPERTY OWNER**  
The Smithy-Pioneer  
Gallery, Inc.  
 (“The Smithy”)



LOCATION OF  
53 PIONEER STREET

garden area ties all three buildings together. The revitalization of 53 Pioneer Street will complete the small arts campus and expand year-round offerings in the heart of the Village.

Time is of the essence to preserve this building, but much work has already been done to prepare for construction and rehabilitation. An ADA accessible ramp has been designed and permitted through the Village's Building Department and Historic Preservation and Architectural Review Board; renderings, floor plans and cost estimates have been prepared by historic preservation experts and structural engineers; historically accurate windows have been purchased and await installation. Further, the Smithy-Pioneer Gallery, Inc. has set aside a building fund and endowment to support the realization of this project.

Rehabilitating 53 Pioneer Street will transform the Cooperstown NY Forward Area by visually completing this historic block. Removing the tarp to reveal a historically accurate façade with a modern interior that can host diverse community activities is both transformative and catalytic, adding a year-round use that expands on Cooperstown's unique sense of place.

## CAPACITY

The Smithy-Pioneer Gallery, Inc. will be responsible for implementing this project and has experience improving and maintaining historic buildings, including 55 Pioneer Street, the oldest building within the Village of Cooperstown, built in 1786. Past work performed on this building includes the design and installation of an exterior drainage system, exterior painting, repair of building siding, roofing and regular ongoing maintenance. To date, work on 53 Pioneer includes the design and permitting for an ADA accessible ramp, the preparation of renderings, floor plans and cost estimates and historically accurate windows have been purchased and await installation. Measures to stabilize the structure have also been taken, including the installation of concrete masonry units (CMUs) to stabilize the front of the building.

The Executive Director of The Smithy, Janet Erway, has had significant experience

with grant administration and implementation and is prepared to take on this landmark project with the full backing and support of the organization's Board of Directors.

The facilities manager and Board member, Tom Lieber, oversaw the replacement of 55 Pioneer Street's access ramp to include period appropriate materials, the sourcing and installation of wide plank pine flooring, installation of a new half bath, re-manufactured and installed windows, and the installation of a new slate roof. He has also overseen all improvements to 53 Pioneer that have been made to-date.

Charles Kieler, treasurer and director of strategic development for The Smithy, has worked in finance for over 30 years, serving on the Board of Directors for local non-profit organizations including Basset Hospital, the Fenimore Art Museum and the Cooperstown Art Association. He will be heading the fundraising campaign for The Smithy.

## PROJECT PARTNERS

The building and adjacent campus buildings are controlled by The Smithy-Pioneer Gallery, Inc. which will coordinate all aspects of this project.

## REVITALIZATION STRATEGIES

This project is consistent with the following State NY Forward goals and Cooperstown NY Forward goals.

### ➤ ALIGNS WITH STATE NY FORWARD GOALS



#### Goal 1: Create an active downtown with a strong sense of place.

The historic character of the Cooperstown NY Forward Area is one of the Village's greatest assets. 53 Pioneer Street is part of a block of historic buildings which share its flagstone design and distinction as some of the oldest buildings in the Village. The 53 Pioneer Street community art space will reactivate this section of Pioneer Street by rehabilitating the building façade, currently covered by an imposing tarp, and re-occupying a building that has been vacant for years. The addition of a year-

round community art space to The Smithy campus will ensure that the arts remain an active and important part of the neighborhood fabric.



**Goal 3: Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.**

53 Pioneer will be open to the public, with workshops, artist studios, and exhibitions held year-round. When open, access is available to the campus gardens, a quiet green oasis in the bustling NY Forward Area. The expanded offerings of The Smithy arts campus will undoubtedly draw new interest from residents and visitors.



**Goal 6: Provide amenities that support and enhance downtown living and quality of life.**

The 53 Pioneer Street community art space will diversity the offerings of an already well-known arts organization that will engage residents and visitors of all ages in local arts and culture through the hosting of myriad workshops, exhibitions, artist open studios, and community gatherings.



**Goal 7: Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.**

This project will employ decarbonization and energy saving techniques including the use of radiant flooring in the basement, electric heat pumps for heating and cooling and a high demand electric unit for potable hot water. Solar roof shingles are also proposed, in addition to an LED energy saving lighting system.

**➤ ALIGNS WITH VILLAGE OF COOPERSTOWN NY FORWARD GOALS**



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

The 53 Pioneer community art space will

reactivate a vacant historic building to expand The Smithy arts campus' current offerings and provide year-round arts and cultural programming to the Cooperstown community and beyond.



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

This project will employ decarbonization and energy saving techniques including the use of radiant flooring in the basement, electric heat pumps for heating and cooling and a high demand electric unit for potable hot water. Solar roof shingles are also proposed, in addition to an LED energy saving lighting system.

**➤ MVREDC Goals**

- ✓ Rebuilding and improving tourism
- ✓ Creating vibrant communities

**DECARBONIZATION**

This project does not require decarbonization strategies, but the Project Sponsor will integrate energy efficiency improvements into the building rehabilitation such as efficient appliances, LED lighting, electric heat pumps, radiant flooring and updated storm windows.

**RESILIENCY**

This project does not propose resiliency measures.

**PROJECT SYNERGIES**

The 53 Pioneer Street project is centrally located within the Village of Cooperstown's business district, in an area that has undergone significant public realm improvements. The building, its façade covered by a tarp for a number of years, visually complements neighboring buildings, which together represent some of the oldest historic structures in the NY Forward Area. Removal of the tarp and the restoration 53 Pioneer's façade will once again allow the building to contribute to the unique character of Pioneer Street and will further activate the public realm with a year-round community use. Buildings on Pioneer

Street that benefit from the Small Project Fund will also act to elevate this historic block. Importantly, this project ties in the two existing Smithy art spaces- the Ceramics Studio and Smithy Gallery, elevating this small urban arts campus to a year-round regional destination.

This, in conjunction with improvements to Pioneer Alley, will create a year-round pedestrian destination for residents and tourists alike. A short walk may include a trip to 53 Pioneer for a community art workshop or exhibit, a stop at the Cooperstown Farmer’s Market, down an improved Hoffman Lane which naturally draws one to visit Lakefront Park, a stop at the Village Library, and to many other nearby destinations.

### PUBLIC SUPPORT

This project was highly regarded by the public for its transformative potential. Those who provided feedback on what they like about the project felt that this historic asset is overdue for restoration. Respondents also conveyed enthusiasm for the proposed use which will diversify the year-round community offerings in Cooperstown. The Project Sponsor has a strong donor base

with which to leverage a capital campaign to balance the costs of the proposed project. This donor base is itself a testament to the public support garnered by the organization.

### BUDGET NARRATIVE

Engineering reports, building inspections, renderings and floor plans were previously prepared with assistance from James O. Forbes, P.E. and John P. Stopen Engineering, LLPC. A project scope was assembled by Tom Lieber, Smithy Facilities Manager, in consultation with the Project Sponsor’s construction specialists. The plans, project scope and cost estimates were reviewed and updated by Laberge Group after conducting a site visit.

In addition to an existing building fund set aside for this project, and an endowment for facility operations, the Project Sponsor will hire a development professional to initiate a capital campaign to replenish funds spent on this project. The Project Sponsor also intends to supplement the NY Forward request amount and any potential gaps, should the full NY Forward request not be awarded. That request amount and award has not yet been determined.

PROJECT BUDGET			
Budget Summary			
Activity/Use	Cost	Funding Source	Status of Funds
Construction	\$640,000	NY Forward	Requested
Construction	\$16,000	Private Funds	Secured
Soft Costs	\$55,000	Private Funds	Secured
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$640,000</b>
<b>TOTAL FUNDS FROM OTHER SOURCES (LEVERAGED)</b>			<b>\$71,000</b>
<b>TOTAL PROJECT COST</b>			<b>\$711,000</b>
<b>% REQUESTED OF TOTAL COST</b>			<b>90%</b>

## PROJECT FEASIBILITY AND IMPACT

This project will likely create two to three permanent full- and part-time jobs. Additionally, the

project's \$711,000 budget is likely to increase discretionary spending by construction workers within the district between approximately \$5,400 and \$8,000 over the project's implementation.

### EXISTING CONDITIONS | 53 PIONEER COMMUNITY ART SPACE



“The Smithy” campus, view from the garden, the Smithy Gallery to the left, 53 Pioneer at center and the Clay Studio at right.



The current building as viewed from Pioneer Street with and without the protective tarp covering.

PROPOSED | 53 PIONEER COMMUNITY ART SPACE



View from Pioneer Street.



Rear elevation.

## TIMEFRAME FOR IMPLEMENTATION

### Anticipated Timeframe for Implementation

Task	Timeframe (Months or Dates)
<b>Project Start Date</b>	January 2024
<b>Task 1: Façade Rehabilitation</b> <ul style="list-style-type: none"> <li>Finalize window schedule and install</li> <li>Repair and replace fascia, chimney repair</li> </ul>	6 Months
<b>Task 2: Interior Framing and Rehabilitation</b> <ul style="list-style-type: none"> <li>Prep and install basement floor</li> <li>Frame and support interior floors</li> </ul>	4 Months
<b>Task 3: Plumbing, Heating and Electrical Install</b>	3 Months
<b>Task 4: Roof Repair</b>	1 Month
<b>Task 5: Insulation Schedule Installed</b>	3 Months
<b>Task 6: Interior Finishes</b>	3 Months
<b>Project End Date</b>	Total Months – 20 Months September 2025

## REGULATORY REQUIREMENTS

- Village building permit.
- Historic Preservation and Architectural Review Board (HPARB) review.
- NYS Historic Preservation Office (SHPO) review.



PROJECT

# 4

## REDESIGN AND IMPROVE PEDESTRIAN CONDITIONS ON HOFFMAN LANE

### PROJECT DESCRIPTION

This project will transform Hoffman Lane, a narrow, Village-maintained roadway, into a pedestrian corridor similar in appearance to a picturesque European alley. Currently, Hoffman Lane connects one-way vehicular and pedestrian traffic from Main Street at the National Baseball Hall of Fame, north to Lake Street and beyond to Lakefront Park and Otsego Lake. Parking for a number of businesses and residences is provided off Hoffman Lane, including for Green & Green Law, Natty Bumpo's Restaurant and the Visions Inn. Importantly, Hoffman Lane is the gateway between the bustling Main Street business district and recreational activities at Lakefront Park, with views of Otsego Lake and the hills beyond visible from Main Street.

**NY FORWARD FUNDING REQUEST**  
\$569,000

**TOTAL PROJECT COST**  
\$1,400,000

**% OF TOTAL PROJECT COST**  
41%

**PROJECT LOCATION**  
Hoffman Lane,  
Cooperstown, NY

**PROJECT SPONSOR**  
Village of Cooperstown

**PROPERTY OWNER**  
Village of Cooperstown



LOCATION OF HOFFMAN LANE PEDESTRIAN PROJECT

This project addresses two of the biggest challenges for Hoffman Lane: The management of stormwater and facilitation of safe pedestrian movement between the business district and Lakefront Park. Stormwater is not currently managed on Hoffman Lane; therefore, the stormwater flows over the asphalt, creating puddles, cracks and potholes. This uneven surface is a challenge for both vehicles and pedestrians to navigate with a narrow right of way to share.

The redesigned Hoffman Lane includes a number of stormwater management techniques, including a rain garden at the Green & Green parking lot, an 18-inch cobblestone swale with permeable pavers following the center of the roadway and a reimagined Lakefront Park entrance, designed to capture stormwater moving north and downhill to the Lake. A four-foot-wide slate-like sidewalk is proposed along the western edge of Hoffman Lane flush with the asphalt to demarcate the pedestrian realm while allowing vehicles to utilize the roadway. New lighting that matches the Village standard light post is proposed throughout the design.

At the intersection with Lake Street, improved sidewalks with a brick paved crosswalk and an eight-foot bump-out is proposed to facilitate safe pedestrian crossing to a reimagined Lakefront Park entrance. Here, an existing parking area will be converted to a landscaped gateway and useable parkland, with stormwater infiltration basins, lamp posts, new tree plantings and an informational kiosk. A 10-foot-wide pervious pathway will lead from Lake Street down the existing stairs to Lakefront Park and east to Fish Road where new parking will be accommodated on permeable pavers. No loss of parking is proposed.

The Village hired Delta Engineering to perform a Green Infrastructure Feasibility Study for this corridor, which resulted in the proposed project and meets the following objectives:

- Strengthen the local community walkability with improved and safe pedestrian and vehicular connections.

- Create on-site green infrastructure demonstration projects to promote green infrastructure within this busy pedestrian corridor.
- Reduce stormwater runoff & promote collection, filtering and infiltration of urban runoff before it reaches Otsego Lake.
- Address the needs of the surrounding area by targeting environmental justice issues and helping to reduce the boundary of Disadvantaged Communities [specifically for communities along the Susquehanna River].
- Exceed NYSDEC SPDES General Permit Requirements.

In addition, this project addresses the Village of Cooperstown 2016 Comprehensive Plan and Revitalization Strategy goal to “Provide better visual and pedestrian access to the waterfront within the Village...” and to “Improve viewsheds and walkways from Main Street to waterfront, especially along Hoffman Lane, which provides direct access to Lakefront Park.”

This project will require Village Board approval, review by HPARB and NYSHPO. This is likely a Type 2 action under SEQR, and a SWPPP will not be required as disturbances proposed are less than one acre, rendering additional environmental review or permitting unnecessary.

## CAPACITY

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, NYS ESD, OPRHP), the Main Street TEP project (FHWA), WWTP replacement and upgrades (SAM/DASNY; NYS EFC), and Doubleday Field complex improvements (ESD, DASNY). These projects total over \$30 million in municipal improvements, and all have been capably handled by Village administrative staff.

## PROJECT PARTNERS

The Village of Cooperstown will work predominantly within the Village right of way and Village owned properties to realize this project.

Judith Green, owner of 50 Main Street/Green & Green Law has submitted a letter of support to host a rain garden to mitigate roof runoff from their building as part of the design.

## REVITALIZATION STRATEGIES

This project is consistent with the following State NY Forward goals and Cooperstown NY Forward goals.

### ➤ ALIGNS WITH STATE NY FORWARD GOALS



#### **Goal 1: Create an active downtown with a strong sense of place.**

The new design of Hoffman Lane will extend the Village's streetscaping initiative, including lampposts, landscaping, and curb cut design, to elevate the gateway from Main Street to Otsego Lake and Lakefront Park.



#### **Goal 3: Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.**

An enhanced Hoffman Lane and Lakefront Park gateway will create a safe and pleasant pedestrian corridor from Main Street to Lakefront Park, where a number of arts and cultural events are held throughout the year.



#### **Goal 6: Provide amenities that support and enhance downtown living and quality of life.**

An improved pedestrian experience along Hoffman Lane into Lakefront Park will improve the quality of life for residents and visitors by enhancing pedestrian safety and continuing the sense of place created by the existing streetscape in the NY Forward Area.



#### **Goal 7: Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.**

The management of stormwater on Hoffman Lane is of paramount importance as storm events become more intense due to climate change. This design will move stormwater safely and efficiently off the roadway, filtering it to reduce pollution before it reaches Otsego Lake. Further, improvements to the pedestrian realm will encourage walking over the use of carbon emitting vehicle travel.

### ➤ ALIGNS WITH VILLAGE OF COOPERSTOWN NY FORWARD GOALS



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

The public realm in the NY Forward Area mostly consists of sidewalks and other public rights-of-way such as Hoffman Lane. The proposed design will enhance this gateway between the business district and recreational uses at Lakefront Park, including the extension of streetscape improvements, landscaping, and lighting, which expands the area's sense of place. The varying use of materials and paint, such as the improved curb cuts and crosswalks at the Lake Street intersection, will enhance safety and accessibility for all.



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

Hoffman Lane improvements to the pedestrian realm will encourage walking over the use of carbon emitting vehicle travel.

### ➤ MVREDC Goals

- ✓ Rebuilding and improving tourism
- ✓ Creating vibrant communities
- ✓ Focus on resiliency

## DECARBONIZATION

Decarbonization is not required for this project as the project does not meet two or more of the substantial renovation criteria, however the Project Sponsor proposes to integrate energy efficiency improvements to reduce the carbon footprint.

## RESILIENCY

More rain and more severe storms driven by climate change are causing an increase in stormwater runoff to Otsego Lake. This project will make use of a bioretention infiltration trench, rain gardens, pervious pavements, and down-spout redirecting to treat stormwater before it gets to the lake. It will demonstrate that even in an urban context, stormwater can be treated in ways that allow for filtration and reentry to the water table rather than surface water contamination.

## PROJECT SYNERGIES

The redesign and improvement of Hoffman Lane adds to a number of projects in the NY Forward Area focused on improving the pedestrian experience and connecting people to places. Similar pedestrian improvements are also proposed for Pioneer Alley, Fowler Way, and Grove Street,

while the expansion of wayfinding on Upper Main Street also supports pedestrian circulation throughout the area.

Residents and patrons of a number of proposed projects will also benefit from improved, safe access between Lakefront Park and Main Street, including new residents of 103 and 134 Main Street, the Willow Brook Residential project and the 28 Railroad Avenue Residential projects. Patrons of the 53 Pioneer community art space will also benefit from an enhanced connection between the built and natural environment that the Hoffman Lane improvement project will provide.

## PUBLIC SUPPORT

The support for this project began with the 2016 Comprehensive Plan and Downtown Revitalization Strategy and continued with the application for NY Forward Program Award. Participants of Public Workshop #1 noted that Hoffman Lane is underutilized and should emphasize pedestrian traffic and be more welcoming, especially at the intersection with Lake Street. At public meeting #1, forty (40) of 78 respondents felt that this project would help transform downtown Cooperstown.

PROJECT BUDGET			
Budget Summary			
Activity/Use	Cost	Funding Source	Status of Funds
Construction	\$569,000	NY Forward	Requested
Soft Costs	\$210,000	GIGP	Requested
Construction	\$621,000	GIGP	Requested
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$569,000</b>
<b>TOTAL FUNDS FROM OTHER SOURCES (LEVERAGED)</b>			<b>\$831,000</b>
<b>TOTAL PROJECT COST</b>			<b>\$1,400,000</b>
<b>% REQUESTED OF TOTAL COST</b>			<b>100%</b>

## BUDGET NARRATIVE

The Village of Cooperstown received a grant from the NYS DEC to prepare a feasibility study for the scope of work proposed for this project. Delta Engineering prepared the feasibility study including a cost estimate. Laberge Group applied a 25% adjustment for soft costs, a 5% adjustment for 2025 inflation and a 30% contingency adjustment to that cost estimate for this budget.

The Village of Cooperstown has applied for a GIGP grant for \$831,035. Should this grant be awarded, the Village will seek to use NY For-

ward funding to cover the match, and any gaps in funding.

## PROJECT FEASIBILITY AND IMPACT

The proposed pedestrian design improvements for Hoffman Lane are not likely to contribute to any permanent full- or part-time jobs. However, the project's \$1.4 million budget is likely to increase discretionary spending by construction workers within the district between approximately \$10,500 and \$16,000 over the project's implementation.

### EXISTING CONDITIONS | HOFFMAN LANE



Conditions looking north toward Otsego Lake along Hoffman Lane.

EXISTING CONDITIONS | HOFFMAN LANE



Conditions looking south from Lakefront Park (foreground) at the intersection of Hoffman Lane and Lake Street.

EXISTING CONDITIONS | HOFFMAN LANE



Existing parking area at Lake Street and Hoffman Lane intersection.

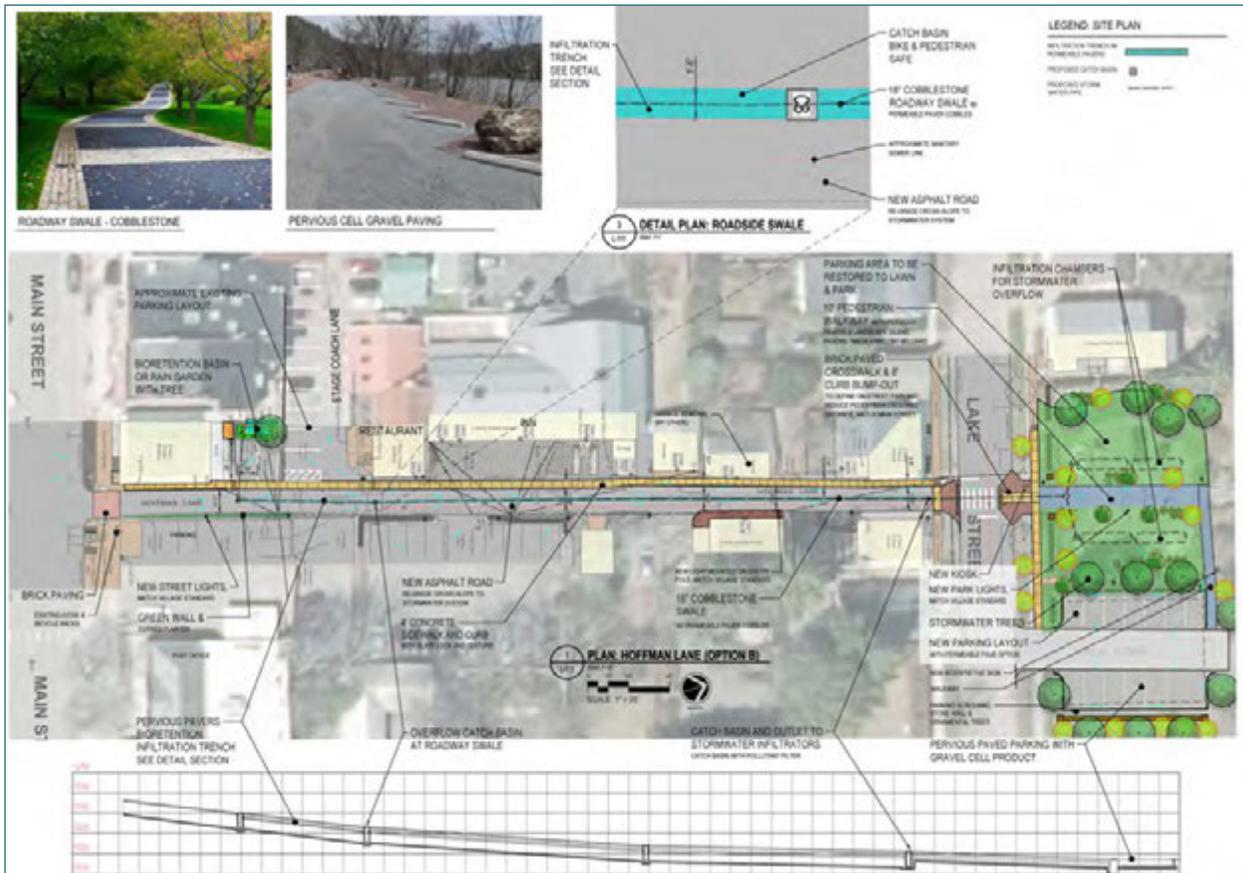


Existing conditions plan prepared by Delta Engineering.

PROPOSED | HOFFMAN LANE REDESIGN AND PEDESTRIAN IMPROVEMENTS



Conceptual rendering looking north to Lakefront Park. Prepared by LandArt Studio.



Proposed conditions site plan prepared by Delta Engineering.



Proposed view looking south on Hoffman Lane. Prepared by Delta Engineering.

## TIMEFRAME FOR IMPLEMENTATION

### Anticipated Timeframe for Implementation

Task	Timeframe (Months or Dates)
<b>Project Start Date</b>	January 2024
<b>Contract Coordination</b> <ul style="list-style-type: none"> <li>• State contracting</li> <li>• Contract with Engineer</li> </ul>	4 Months
<b>Design Development</b>	6 Months
<b>Construction Bidding</b>	4 Months
<b>Construction</b> <ul style="list-style-type: none"> <li>• Site Preparation</li> <li>• Construction</li> </ul>	6 Months
<b>Project End Date</b>	September 2026 Total Months – 20 Months

## REGULATORY REQUIREMENTS

- Village Board of Trustees Approval.
- State Environmental Quality Review.
- HPARB Review.
- NYSHPO Review.

PROJECT

5

## RENOVATE 103 MAIN STREET FOR RESIDENTIAL APARTMENTS

### PROJECT DESCRIPTION

Known locally as the Key Bank Building, 103 Main Street is one of the most prominent structures in the Village of Cooperstown. Centrally located on Main Street, this stately brick building was originally built in 1910 and frames the entrances to Doubleday Field and Pioneer Alley. The original building is characterized by a bracketed roofline with a parapet above, and distinctive casement windows. A later (c. 1930) addition to the back of the building continues the distinctive aesthetic of the four-story building with a sidewalk connecting the Doubleday parking lot to Pioneer Alley and the Cooperstown Farmer's Market.

103 Main Street is currently occupied by several commercial tenants, including Key Bank National on the ground floor. An attached one-story structure at the back of the building houses a retail establishment. The majority of the upper story space is currently vacant.

**NY FORWARD  
FUNDING REQUEST**  
\$1,300,000

**TOTAL PROJECT COST**  
\$6,081,000

**% OF TOTAL PROJECT COST**  
21%

**PROJECT LOCATION**  
103 Main Street,  
Cooperstown, NY

**PROJECT SPONSOR**  
103 Main Street Corp.

**PROPERTY OWNER**  
103 Main Street Corp.



KEY BANK RESIDENTIAL APARTMENTS  
PROJECT LOCATION - 103 MAIN STREET

The Key Bank Residential project will result in the rehabilitation of approximately 24,000 square feet of space on the second, third, and fourth floors of the building into 21 rental apartment units. A mix of studio, one and two-bedroom apartments will be available for both high-end as well as market-rate rentals. The renovations will include a new elevator and mechanicals, and exterior improvements to freshen up the building façade, including refurbished windows.

This project has both catalytic and transformative potential for the Cooperstown NY Forward Area. The project will invigorate the downtown with the addition of year-round residents on Main Street, who will be within walking distance of numerous businesses and recreational opportunities. These new residents may patronize existing businesses and add to a vibrant sense of place in addition to creating demand for a more diverse, year-round business environment.

The Project Sponsor intends to apply for 9% Low-Income Housing Tax Credits (LIHTC) through HCR to ensure a proportion of units are affordable. To implement this project, the Project Sponsor must seek a Special Use Permit from the Village Board of Trustees and receive approval from the Village Historic Preservation and Architectural Review Board (HPARB) along with the NYS Historic Preservation Office (SHPO).

## CAPACITY

Mr. Ferrara, the sole partner of 103 Main Street Corp, and the Project Sponsor, has been in the commercial and residential construction business for over 35 years. He has extensive experience in home improvement, new residential development, high rise construction, and commercial development and rehabilitation. Mr. Ferrara has maintained ties with the Cooperstown community for over 20 years. He owns, maintains and has made significant improvements to multiple Main Street properties that are occupied by commercial tenants, including the Wax Museum building adjacent to the Key Bank building. He is responsible for the complete redevelopment of a vacant building on Railroad Avenue into a sought-out boutique hotel, the Railroad Avenue Inn.

### Mr. Ferrara has submitted the following additional projects for NY Forward funding:

- Rehabilitate 134 Main Street for Residential Apartments
- Construct Railroad Inn Residential Units

## PROJECT PARTNERS

Mr. Ferrara is the sole partner of 103 Main Street Corp, and the Project Sponsor.

## REVITALIZATION STRATEGIES

This project is consistent with the following State NY Forward goals and Cooperstown NY Forward goals.

### ➤ ALIGNS WITH STATE NY FORWARD GOALS



#### Goal 1: Create an active downtown with a strong sense of place.

Adding residential uses on Main Street will foster a vibrant, community-oriented downtown, where residents of upper-floor apartments may utilize sidewalks and other public spaces as a place to recreate and socialize. Residents will be more likely to view the NY Forward Area and downtown Cooperstown as their own backyard, and contribute over time to its sense of place.



#### Goal 2: Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.

The addition of year-round residential apartments on Main Street will shape the surrounding market conditions and encourage the location of new businesses, or evolution of existing businesses, that cater to a residential population.



#### Goal 4: Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.

The addition of apartment units downtown will increase the housing options

within Cooperstown, enabling the housing market to right-size. For example, retirees might choose to shift from larger housing units to smaller units in a more walkable neighborhood, opening up larger units for young families. Further, upper story apartment housing can be a convenient and affordable housing option for local employees of downtown businesses.



**Goal 5: Grow the local property tax base.**

The renovation of the Key Bank Building will increase its assessed value and, therefore, generate more tax revenue for the Village.



**Goal 6: Provide amenities that support and enhance downtown living and quality of life.**

The addition of residential apartments on Main Street will contribute to a year-round economy, as residents utilize this convenient location to walk to restaurants, shops, parks and Village services to meet their daily needs.



**Goal 7: Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.**

This project will convert an aging structure to meet the NY Forward program decarbonization requirements. The Project Sponsor intends to seek an Energy Star Score of 90% or better by installing high efficiency lighting, HVAC, insulation, windows and appliances.

**➤ ALIGNS WITH VILLAGE OF COOPERSTOWN NY FORWARD GOALS**



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

The addition of more diverse housing options will enable the housing market to right-size, as market studies identify

smaller bedroom counts are missing in Cooperstown. Diversifying housing options is a goal of the 2016 Comprehensive Plan and Downtown Revitalization Strategy, as well as this SIP.



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

The addition of year-round residential apartments on Main Street will shape the surrounding market conditions and encourage the location of new businesses, or evolution of existing businesses, that cater to a residential population.



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

This project will convert an aging structure to meet the NY Forward program decarbonization requirements. The Project Sponsor intends to seek an Energy Star Score of 90% or better by installing high efficiency lighting, HVAC, insulation, windows and appliances.

**➤ MVREDC Goals**

- ✓ Rebuilding and improving tourism
- ✓ Creating vibrant communities

**DECARBONIZATION**

This project meets the threshold for decarbonization as the project has an area of 72,000 SF. The project scope will include LED lighting, heat pumps, improving the building envelope, upgrading building windows, and installing energy efficient fixtures. The cost estimate for this project includes extra allowances in the line items for these improvements. It is not determined at this time whether additional financial incentives will be sought. The expected decarbonization compliance path is Path 2 – Energy Star Score of 90% or better.

## RESILIENCY

This project does not propose resiliency measures.

## PROJECT SYNERGIES

103 Main Street is centrally located within Village of Cooperstown's business district, in an area that has undergone significant public realm improvements. The project location is particularly enticing for young professionals and retirees, with a number of restaurants, businesses and the Cooperstown Farmer's Market steps from this historic building; the recently revitalized Pioneer Park across the street and Lakefront Park and the Village Library only two blocks in either direction.

A number of projects are proposed that will enhance the public realm, functionally the "backyard" for those living in upper story apartments, particularly the improvement of conditions on Pioneer Alley, Hoffman Lane and Fowler Way. The creation of a community art space at 53 Pioneer Street will also add to the year-round offerings for residents by supporting community workshops, artist studios and other arts and culture events from one of the oldest buildings in Cooperstown. The improvement of downtown buildings benefiting from the Small Project Fund will also elevate the public realm and historic fabric of the NY Forward Area, a potential point of pride for Main Street residents.

**Small Project Fund:** This project will provide funds for façade improvements for buildings with the NY Forward Area, creating a concentrated area of building and façade improvements.

**Improve Conditions on Pioneer Alley:** Directly adjacent to the proposed project, an improved pedestrian environment where the Farmer's Market and a number of businesses are located will likely be utilized and favored by new residents of the redevelopment.

**Create a Community Art Space at 53 Pioneer Street:** This project proposes to rehabilitate one of the oldest buildings in Cooperstown for use as a multi-functional art and workshop space open to the public.

## PUBLIC SUPPORT

This project was highly regarded by the public for its transformative potential. Those who provided feedback on what they like about the project felt that this project addresses the need for more housing and foot traffic on Main Street to enliven downtown and diversify the housing options in Cooperstown.

## PROJECT BUDGET

### Budget Summary

Activity/Use	Cost	Funding Source	Status of Funds
Construction	\$1,300,000	NY Forward	Requested
Construction	\$4,772,000	Rehabilitation Loan	Anticipated
Soft Costs	\$9,000	Rehabilitation Loan	
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$1,300,000</b>
<b>TOTAL FUNDS FROM OTHER SOURCES (LEVERAGED)</b>			<b>\$4,781,000</b>
<b>TOTAL PROJECT COST</b>			<b>\$6,081,000</b>
<b>% REQUESTED OF TOTAL COST</b>			<b>21%</b>

### BUDGET NARRATIVE

Cost estimates were prepared by Project Sponsor, Perry Ferrara, based on past experience and recent similar development projects in the region. The Project Sponsor provided extensive breakdowns of hard and soft cost estimates to the LPC for their consideration and has already invested time and money into the preparation of floor plans for the project. Only construction costs will be covered by NY Forward funds. The Project Sponsor intends to apply for 9% Low-Income Housing Tax Credits through HCR to ensure a proportion of units are affordable.

The Project Sponsor will seek a rehabilitation loan to complete this project. A letter of support from Meadowbrook Financial Mortgage Bankers, Corp. has been provided by the Project Sponsor.

### PROJECT FEASIBILITY AND IMPACT

This project will bring a true mixed-use building to the heart of downtown Cooperstown, injecting 21 new apartments into upper stories in a walkable community. There is demand for long-term rentals in the Village, the addition of which will help attract and retain employees for a wide range of nearby organizations including Bassett

Medical Center, Cooperstown School District, the Baseball Hall of Fame and Museum, as well as multiple small businesses in the area.

This project will address the mismatch in housing for one-and- two person households that has been identified in Cooperstown, creating more options for retirees to downsize and opening up larger single-family homes in the Village for three-or- more person households. It will also add rental units to a limited rental market. The addition of year-round residents in downtown Cooperstown will also contribute to a vibrant, year-round economy, and allow future residents the option of walking to local events, activities and services.

Economically, this project is likely to contribute approximately two part-time jobs such as an apartment manager and maintenance worker. The project's \$6.08 million budget is likely to increase discretionary spending by construction workers within the district between approximately \$46,000 and \$68,000 over the project's development.

The 21 new households will spend discretionary income within the district. However, the amount of this spending is likely to be less than \$2,500 per year, per household related to food, personal

care, and household staples, based on one- and two-person household spending patterns, and is not considered significant enough to induce

direct permanent full- or part-time employment within the NY Forward Area.

**EXISTING CONDITIONS | KEY BANK RESIDENTIAL APARTMENTS**



The Key Bank building as viewed from the Doubleday Field parking lot.

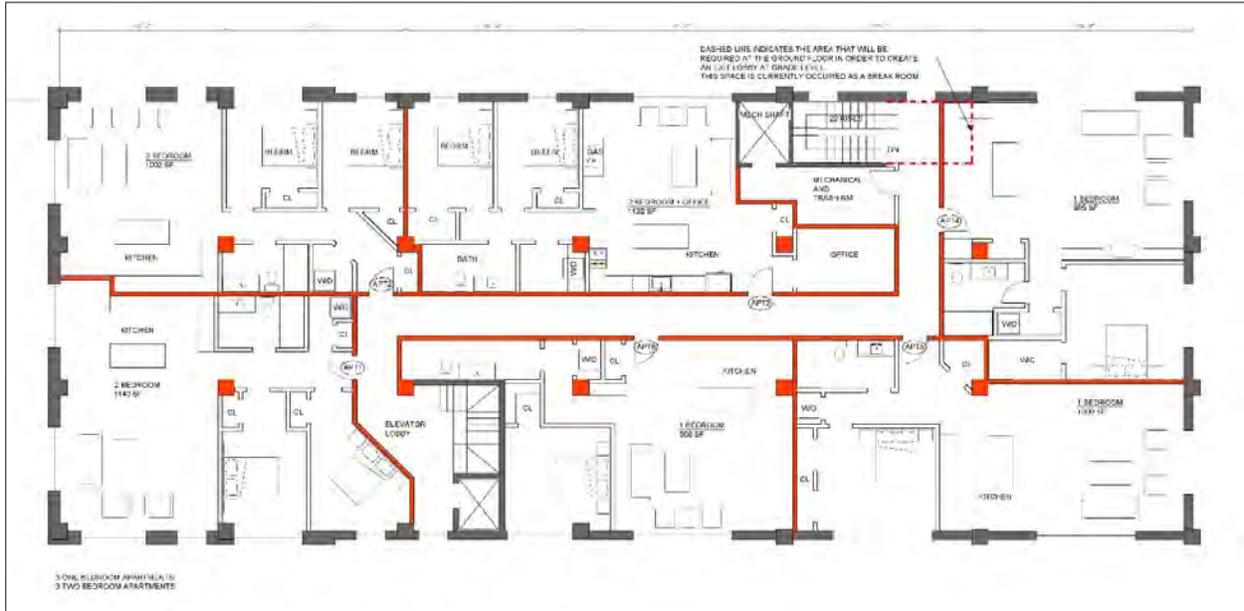


The Key Bank building as viewed from Main Street.



The Key Bank building interior spaces.

PROPOSED | KEY BANK RESIDENTIAL APARTMENTS



Architectural drawings of the 4th floor building layout, prepared by LRM Architect.

## TIMEFRAME FOR IMPLEMENTATION

Anticipated Timeframe for Implementation	
Task	Timeframe (Months or Dates)
Project Start Date:	January 2024
<b>Permits and Approvals</b> <ul style="list-style-type: none"> <li>Submit application to HCR for 9% LIHTC</li> <li>Village review and approvals</li> </ul>	4 Months
<b>Commence Construction</b> <ul style="list-style-type: none"> <li>Close Construction Loan</li> <li>Commence Building Renovation</li> </ul>	4 Months
<b>Complete Construction</b> <ul style="list-style-type: none"> <li>Construct Apartment Units</li> <li>Rent out units by floor</li> </ul>	7 Months
<b>Project End Date</b>	March 2025 Total Months – 15 Months

## REGULATORY REQUIREMENTS

- Site Plan Review and Special Use Permit-Village Board of Trustees.
- Historic Preservation and Architectural Review Board review.
- NYS Historic Preservation Office review.



PROJECT

# 6

## REHABILITATE 134 MAIN STREET FOR RESIDENTIAL APARTMENTS

### PROJECT DESCRIPTION

This three-story building on the north side of Main Street was originally built in 1840, with a third story addition constructed in 1870. The building currently supports a restaurant and retail store on the ground floor while the second and third floors are vacant. The total structure is approximately 10,000 square feet and accommodates tenant parking at the rear of the building.

The second and third floors have been gutted except for plumbing and electrical wiring. The outside of the building is in need of extensive repair, painting, new windows, and a new roof. The Project Sponsor proposes to revitalize the exterior of the building and rehabilitate approximately 4,800 square feet of the upper stories into four new two-bedroom apartment units for long-term rental.

This project is transformative and catalytic because it activates the currently vacant upper stories of a downtown building for

**NY FORWARD FUNDING REQUEST**  
\$250,000

**TOTAL PROJECT COST**  
\$803,000

**% OF TOTAL PROJECT COST**  
31%

**PROJECT LOCATION**  
134 Main Street,  
Cooperstown, NY

**PROJECT SPONSOR**  
Perry's 134 Main  
Street, LLC.

**PROPERTY OWNER**  
Perry's 134 Main  
Street, LLC.



PROJECT LOCATION - 134 MAIN STREET

housing, adding to the Village’s unique sense of place, and improving street life along Main Street. Residents of the proposed apartments will patronize local businesses all year, create a demand for year-round services, and contribute to an active and vibrant downtown. This activation of upper stories on Main Street is a goal of both the Cooperstown’s 2016 Comprehensive Plan and the Cooperstown NY Forward program.

## CAPACITY

The Project Sponsor has been in the commercial and residential construction business for over 35 years. He has extensive experience in home improvement, new residential development, high-rise construction, and commercial development and rehabilitation. He has made significant improvements to multiple Main Street properties that are occupied by commercial tenants, including the Wax Museum building and the Key Bank building. He is also responsible for the complete redevelopment of a vacant building on Railroad Avenue into a sought-out boutique hotel, the Railroad Avenue Inn.

### The Project Sponsor has submitted the following additional projects for NY Forward funding:

- Renovate 103 Main Street Residential Apartments.
- Construct Railroad Inn Residential Units.

## PROJECT PARTNERS

The principal partners of 134 Main Street, LLC are Perry Ferrara and Robert Hurley.

Mr. Ferrara is the on-site manager and operator of the building, who will be responsible for the renovation and redevelopment of 134 Main Street. Mr. Hurley is a partner with vast experience in several national and local restaurant endeavors including opening over 400 Subway franchises, developing Aroma Joe’s franchise coffee shops, the owner of Sal’s Pizza in Cooperstown, and partial owner in 124 Main Street “The Stables” in Cooperstown.

## REVITALIZATION STRATEGIES

This project is consistent with the following State NY Forward goals and Cooperstown NY Forward goals.

### ➤ ALIGNS WITH STATE NY FORWARD GOALS



#### Goal 1: Create an active downtown with a strong sense of place.

Adding residential uses on Main Street will foster a vibrant, community-oriented downtown, where residents of upper floor apartments may utilize sidewalks and other public spaces as a place to shop, recreate, and socialize. Residents will be more likely to view the NY Forward Area and downtown Cooperstown as their own backyard and contribute culturally to its evolution



#### Goal 2: Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.

The addition of year-round residential apartments on Main Street will shape surrounding market conditions and may encourage the location of new businesses, or evolution of existing businesses, that cater to a residential population.



#### Goal 4: Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.

The addition of upper story housing will diversify the range of housing opportunities available in the Village. For example, retirees might choose to shift from larger housing units to smaller units in a more walkable neighborhood, opening up larger units for young families.



#### Goal 5: Grow the local property tax base.

The proposed improvements are likely to increase the assessed value of the building thereby increasing property tax revenue for the Village.



#### Goal 6: Provide amenities that support and enhance downtown living and quality of life.

The use of upper floors for residential apartments on Main Street will contribute to a year-round economy, as residents utilize this convenient location to walk to restaurants and shops to meet their daily needs.



**Goal 7: Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.**

This project will rehabilitate an aging structure with updated HVAC, insulation, windows, lighting and appliances to attain an Energy Star Score of 90% or better.

➤ **ALIGNS WITH VILLAGE OF COOPERSTOWN NY FORWARD GOALS**



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

Upper story apartment housing helps to increase the housing options within Cooperstown. The addition of more diverse housing options will enable the housing market to right-size, as market studies identify smaller bedroom counts are missing in Cooperstown.



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

The addition of residents on Main Street will shape the surrounding market conditions and may encourage the location of new businesses, or diversification of existing businesses, that cater to residents.



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

This project will rehabilitate an aging structure with updated HVAC, insulation, windows, lighting and appliances to attain an Energy Star Score of 90% or better.

➤ **MVREDC Goals**

- ✓ Rebuilding and improving tourism
- ✓ Creating vibrant communities

**DECARBONIZATION**

This project does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. However, the Project Sponsor will integrate energy efficiency improvements, included in the project budget, into the building rehabilitation, and will seek an Energy Star rating of 90% or better.

**RESILIENCY**

This project does not propose resiliency measures.

**PROJECT SYNERGIES**

134 Main Street is centrally located in the Village of Cooperstown’s business district, in an area that has undergone significant public realm improvements. The project location is particularly enticing for young professionals and retirees, with a number of restaurants, businesses, the Cooperstown Farmer’s Market, Pioneer Park, Lakefront Park and the Village Library within easy walking distance of this building.

A number of projects are proposed that will enhance the public realm, an important amenity for those who choose to live on Main Street. Pedestrian improvements proposed for Pioneer Alley, Hoffman Lane, Fowler Way and Grove Street will make it safer and more appealing to walk around the NY Forward Area. The community art space at 53 Pioneer Street will add to the community activities offered in the Village. The improvement of downtown buildings benefiting from the Small Project Fund will also elevate the public realm and historic fabric of the NY Forward Area, a potential point of pride for Main Street residents.

**PUBLIC SUPPORT**

This project was supported by the public for its catalytic potential. Those who provided feedback on what they like about the project felt that adding housing downtown is extremely necessary. The diversification of housing through the use of upper story residential has been a goal for the Village since the adoption of the 2016 Comprehensive Plan.

## BUDGET NARRATIVE

Cost estimates were prepared by the Project Sponsor based on past experience and recent similar development projects in the region. The Project Sponsor provided extensive breakdowns of hard and soft cost estimates to the LPC for their consideration.

## PROJECT FEASIBILITY AND IMPACT

This project will bring a true mixed-use building to the heart of downtown Cooperstown, injecting four two-bedroom units into upper stories in a walkable community. There is extensive demand for long-term rentals in the Village, the addition of which will help attract and retain employees for a wide range of nearby organizations including Bassett Medical Center, Cooperstown Central School District, the National Baseball Hall of Fame and Museum, as well as multiple small businesses in the area.

This project will address the mismatch in housing for one-and- two person households that has been identified in Cooperstown, creating more options for retirees to downsize and opening

up larger single-family homes in the Village for three-or- more person households. It will also add rental units to a limited rental market. The addition of year-round residents in downtown Cooperstown will also contribute to a vibrant, year-round economy, and allow future residents the option of walking to local events, activities and services.

Economically, this project is not likely to contribute to any permanent full- or part-time jobs. However, the project’s \$803,000 budget is likely to increase discretionary spending by construction workers within the district between approximately \$6,000 and \$9,000 over the project’s development.

The four new households will spend discretionary income within the district. However, the amount of this spending is likely to be less than \$2,500 per year, per household related to food, personal care, and household staples, based on one- and two-person household spending patterns, and is not considered significant enough to induce direct permanent full- or part-time employment within the district.

## PROJECT BUDGET

### Budget Summary

Activity/Use	Cost	Funding Source	Status of Funds
Construction- Façade	\$50,000	NY Forward	Requested
Construction- Apartments	\$200,000	NY Forward	Requested
Construction	\$405,000	Rehabilitation Loan	Anticipated
Soft Costs	\$148,000	Rehabilitation Loan	Anticipated
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$250,000</b>
<b>TOTAL FUNDS FROM OTHER SOURCES (LEVERAGED)</b>			<b>\$553,000</b>
<b>TOTAL PROJECT COST</b>			<b>\$803,000</b>
<b>% REQUESTED OF TOTAL COST</b>			<b>21%</b>

## REGULATORY REQUIREMENTS

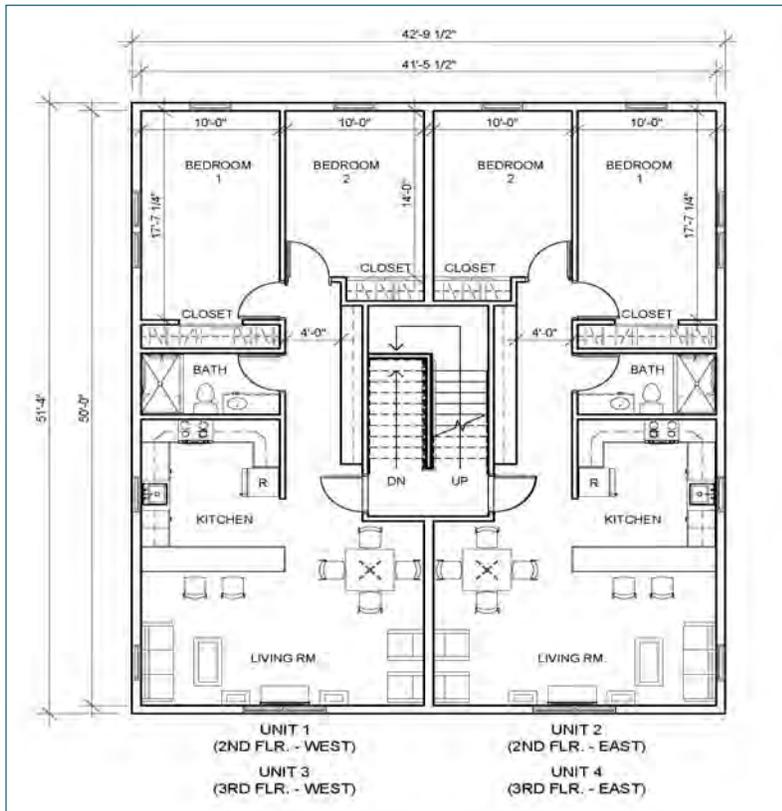
- Historic Preservation and Architectural Review Board (HPARB) review.
- Village building permit.
- NYS Historic Preservation Office (SHPO) review.

EXISTING CONDITIONS | 134 Main Street



The building as viewed from Main Street.

PROPOSED | 134 Main Street Apartments



Conceptual Floor Plan, Prepared by Laberge Group.

## TIMEFRAME FOR IMPLEMENTATION

### Anticipated Timeframe for Implementation

Task	Timeframe (Months or Dates)
Project Start Date:	January 2024
<b>Permits and Approvals</b> <ul style="list-style-type: none"> <li>Apply for HCR Affordable Housing Tax Credits</li> <li>Village and State Approvals</li> </ul>	4 Months
<b>Commence Renovation</b> <ul style="list-style-type: none"> <li>Close Project Financing</li> <li>Exterior Building Renovations</li> <li>Building Insulation and HVAC</li> </ul>	4 Months
<b>Complete Construction</b> <ul style="list-style-type: none"> <li>Apartment unit construction</li> <li>Rent out apartments</li> </ul>	4 Months
<b>Project End Date</b>	January 2025 Total Months - 12 Months



PROJECT

7

## DEVELOP WILLOW BROOK RESIDENTIAL HOUSING

### PROJECT DESCRIPTION

The Willow Brook Residential project is located at the corner of Glen Avenue and Grove Street on two tax parcels that will be merged to accommodate the new development of nine one-bedroom apartments along Glen Avenue and four two-bedroom townhomes along Grove Street. This project will result in a total of 13 new, passive house-certified residential units in the Railroad Avenue Business District. The property is bordered to the north by Willow Brook and its vegetated riparian buffer and currently contains two houses, listed on the National Historic Register, and two outbuildings on the property. These buildings are aging and in poor condition, however, the timber frame

**NY FORWARD  
FUNDING REQUEST**  
\$1,300,000

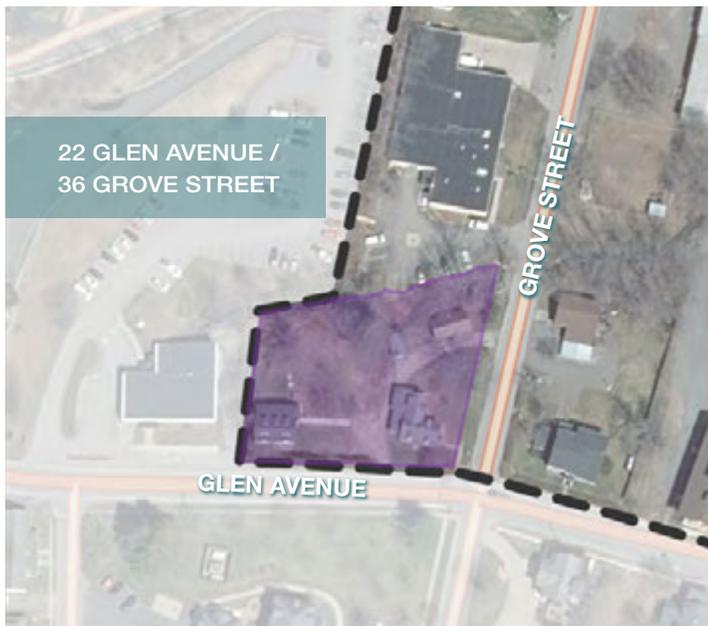
**TOTAL PROJECT COST**  
\$4,700,000

**% OF TOTAL PROJECT COST**  
28%

**PROJECT LOCATION**  
22 Glen Avenue,  
36 Grove Street,  
Cooperstown, NY

**PROJECT SPONSOR**  
ZAED Properties, LLC

**PROPERTY OWNER**  
ZAED Properties, LLC



22 GLEN AVE / 36 GROVE – LOCATION OF WILLOW BROOK PROJECT

home at 36 Grove Street is proposed to be preserved: disassembled and reassembled with upgraded insulation to fit into the townhouse structure and meet Passive House standards. The structure at 22 Glen Avenue was constructed in 1960 and is not cost effective to retain.

The proposed development will maintain the green space around Willow Brook for a terraced garden and gathering area, with significant trees to be relocated outside of the limits of disturbance. Each townhouse unit will be two stories high, with an attached garage, ranging from 1,300 square feet to 1,350 square feet for a total of 5,500 square feet. The residential apartment building will be two stories tall. However, it will be built into the existing topography so that only one story will be visible from Glen Avenue. Apartment units will range from 452 to 533 square feet for a total of 5,500 square feet. The townhomes will be sold under the umbrella of a Homeowners Association, while the apartments will be long term rentals. The Project Sponsor will work with the Village to install sidewalks along Grove Street between Glen Ave and Main Street.

The corner of Grove Street and Glen Avenue is a gateway into downtown Cooperstown, and an important area for the emerging Railroad Avenue Business District. Within easy walking distance to a number of downtown amenities, these units will appeal to seniors and semi-retired individuals looking to downsize, young professionals, and those seeking modern amenities, a low carbon footprint and easy access to all Cooperstown has to offer. The addition of these residential units will provide the community with convenient housing and increase the tax base. This project, along with others in the vicinity, are likely to spur future development in the Railroad Avenue Business District, and contribute to a vibrant, year-round economy.

To implement this project, the Project Sponsor must seek a Special Use Permit from the Village Board of Trustees and receive approval from the Village HPARB and NYSHPO. The project is subject to the NY Forward decarbonization guidelines. The Project Sponsor intends to satisfy this

requirement by achieving Passive House Certification for both buildings.

## CAPACITY

This project is proposed by a team with significant prior experience in multifamily Passive House construction that fits within the historic context of Cooperstown. ZAED Properties, LLC recently completed the development of Chestnut Crossing, a 13-unit Certified Passive multifamily project, in downtown Cooperstown. In partnership with Dooalot, LLC, ZAED is currently constructing The Bank Lofts, a 9-unit mixed used Certified Passive House retrofit in nearby Richfield Springs, NY. The Bank Lofts has been awarded NYSERDA's Buildings of Excellence Early Design Support Award as well as a Carbon Neutral Economic Development Grant.

The Willow Brook project will be the third project by the same team. Francesca Zambello and Josh Edmonds founded ZAED Properties, LLC in 2021. Francesca and Josh have teamed up with Simple Integrity and River Architects for Chestnut Crossing and The Bank Lofts. The same team is in place for Willow Brook. The Bank of Cooperstown has worked closely on previous projects with the same team and is on board to provide both long term and gap funding for the Willow Brook Project.

In addition, Simple Integrity and its founders Jon Edington and Josh Edmonds have significant experience with the rehabilitation of historic structures, and have physically moved numerous historic structures for museums and private clients, including the Hade Hollow Barn relocation.

## PROJECT PARTNERS

- **ZAED Properties, LLC** is responsible for managing the construction and long-term operation of the project.
- **Simple Integrity, LLC** will manage and complete the construction and permitting of the project.
- **River Architects** will assist with design and architectural documentation.

- **The Village of Cooperstown** will be a partner in project permitting and extending the sidewalks along Grove Street.

## REVITALIZATION STRATEGIES

This project is consistent with the following State NY Forward goals and Cooperstown NY Forward goals.

### ➤ ALIGNS WITH STATE NY FORWARD GOALS



#### **Goal 1: Create an active downtown with a strong sense of place.**

Adding residential uses in the Railroad Avenue Business District will foster a vibrant, walkable neighborhood, where residents may utilize public spaces and local businesses as a place to recreate and socialize. Residents will be more likely to view the NY Forward Area and Railroad Avenue Business District as their own backyard, and contribute culturally to its evolution.



#### **Goal 4: Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.**

The addition of housing options in the Village will help address imbalances in the local housing market. For example, retirees might choose to shift from larger housing units to smaller units in a walkable neighborhood, potentially opening up larger units for young families. Further, smaller rental housing in the Railroad Avenue Business District can provide a convenient and affordable option for local employees of downtown businesses.



#### **Goal 5: Grow the local property tax base.**

The addition of new uses and high quality, energy efficient housing, will increase property values and therefore, the taxable value of properties in the NY Forward Area.



#### **Goal 6: Provide amenities that support and enhance downtown living and quality of life.**

The addition of residential units in the Railroad Avenue Business District will contribute to a year-round economy, as residents utilize this location to walk to restaurants, shops, and services to meet their daily needs.



#### **Goal 7: Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.**

This project will construct 13 new Passive House-Certified residential units and conserve important green space along Willow Brook. These new housing units will be highly energy efficient, and the project will include EV charging stations to encourage the use of electric vehicles. Further, the location of the project will encourage pedestrian movement.

### ➤ ALIGNS WITH VILLAGE OF COOPERSTOWN NY FORWARD GOALS



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

The addition of more housing options will enable the housing market to right-size, as market studies identify smaller bedroom counts are missing, but in demand, in Cooperstown.



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

The addition of year-round housing on Grove Street will shape the surrounding market conditions and may encourage the location of new businesses or evolution of existing businesses that cater to a residential population.



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

The proposed project will include the completion of sidewalks on Grove Street between Main Street and Glen Avenue. This will facilitate the safe movement of pedestrians through the Railroad Avenue Business District, to the Red Trolley Lot, Otsego County Campus, and the lower Main Street business district.



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

This project will construct new highly energy efficient housing units to meet Certified Passive House design standards. The location of the project and addition of sidewalks on Grove Street will encourage pedestrian movement.

➤ **MVREDC Goals**

- ✓ Rebuilding and improving tourism
- ✓ Creating vibrant communities

**DECARBONIZATION**

Willow Brook Residential Housing meets the threshold for decarbonization as the project has an area of over 10,000 SF. The project scope will include LED lighting, heat pumps, high efficiency building envelope, and installing energy efficient fixtures to meet Passive House certification standards. The cost estimate for this project includes extra allowances in the line items for these improvements. It is not determined at this time whether additional financial incentives will be sought. The expected decarbonization compliance path is Path 3- Third-Party Certification.

**RESILIENCY**

While this project is not located within a floodplain, the site design has avoided some of the existing mature trees, and avoids disturbance to Willow Brook. The project proposes to relocate other mature trees outside of areas of distur-

bance, and will add plantings to enhance and protect Willow Brook.

**PROJECT SYNERGIES**

The Willow Brook Residential project is located in an area ripe for development, where a number of private and public improvements have set the stage for revitalization and enhanced the mixed-use neighborhood feeling and walkability of the area. In partnership with the Village, the installation of sidewalks and crosswalks will help facilitate safe pedestrian circulation from residential areas and the Red Trolley Lot to upper and lower Main Street.

Residents of the Willow Brook Residential project will directly benefit from these improvements. Additional residential units at 28 Railroad Avenue will also infuse the area with long-term residents, who will take ownership of the neighborhood and add to the demand for commercial services within the Railroad Avenue Business District. The expansion of wayfinding signage along upper Main Street will also create a clear gateway to the Railroad Avenue area, demarcating the area both as part of the business district, and as a distinct neighborhood with its own unique history and community character. Finally, the Small Project Fund will revitalize building facades and contribute to small building improvements in the area which will make it more attractive to future residents.

**PUBLIC SUPPORT**

Public feedback on this project included support for more diverse housing, but a desire to ensure that the housing is affordable for those who need it. The Project Sponsor has been receptive to public feedback and updated the project proposal to retain a historic house on site, but as of now, there is no affordable housing component. The NY Forward application and 2016 Comprehensive Plan and Downtown Revitalization Strategy included the goal of encouraging development in the Railroad Avenue Business District for housing and other compatible business uses.

## BUDGET NARRATIVE

The budget was developed by the Project Sponsor based on their experience with designing and constructing similar projects in the area. The budget includes soft costs such as design and engineering. The Project Sponsor has already expended approximately \$265,000 to acquire the property and develop conceptual renderings and site plans, which are not included in the total project cost.

## PROJECT FEASIBILITY AND IMPACT

The development of the proposed 13 new residential units in the Railroad Avenue Business District is not likely to contribute to any permanent full- or part-time jobs. However, the project’s \$4.7 million budget is likely to increase discretionary spending by construction workers within the district between approximately \$36,000 and \$54,000 over the project’s implementation.

The 13 new households will spend discretionary income within the NY Forward Area. However, the amount of this spending is likely to be less than \$2,500 per year, based on one- and two-person household spending patterns, and is not considered significant enough to induce direct permanent full- or part-time employment within the district.

## REGULATORY REQUIREMENTS

- Site Plan Review.
- Uniform Code Compliance.
- State Environmental Quality Review.
- State Historic Preservation Office Coordination.
- HPARB Review.

PROJECT BUDGET			
Budget Summary			
Activity/Use	Cost	Funding Source	Status of Funds
Design and Engineering	\$250,000	Private	Secured
Construction	\$1,100,000	Private	Secured
Construction	\$2,050,000	Bank of Cooperstown	Anticipated
Construction	\$1,300,000	NY Forward	Requested
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$1,300,000</b>
<b>TOTAL FUNDS FROM OTHER SOURCES (LEVERAGED)</b>			<b>\$3,400,000</b>
<b>TOTAL PROJECT COST</b>			<b>\$4,700,000</b>
<b>% REQUESTED OF TOTAL COST</b>			<b>28%</b>

EXISTING CONDITIONS | WILLOW BROOK RESIDENTIAL PROJECT



Existing residence at 36 Grove Street, with 22 Glen Avenue in the background.



Existing residence at 22 Glen Avenue with 36 Grove Street at the far right.

PROPOSED | WILLOW BROOK RESIDENTIAL PROJECT



Proposed Grove Street townhomes with preserved historic structure at the left.



Proposed Glen Avenue apartments from the street level.



Townhouse view from Glen Avenue looking east.

PROPOSED | WILLOW BROOK RESIDENTIAL PROJECT

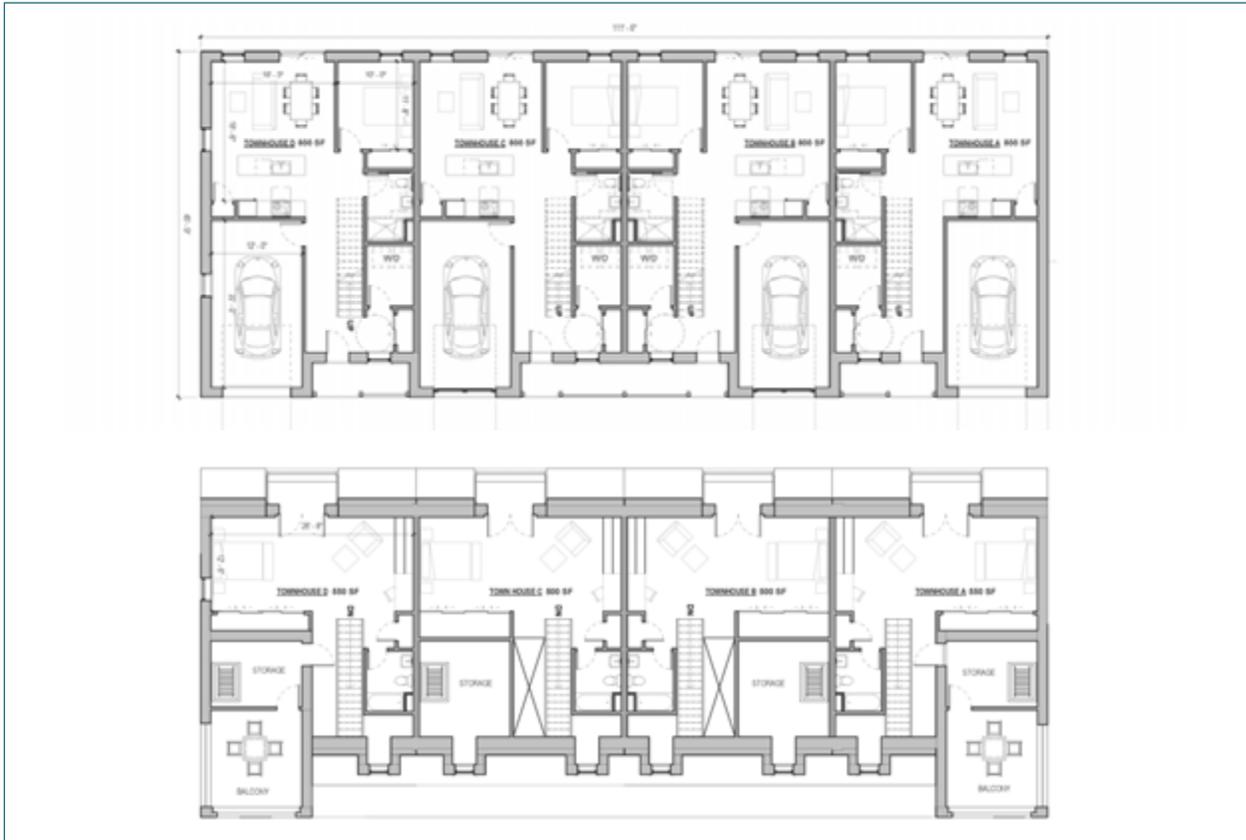


Proposed Glen Avenue apartments from the back garden, shared with the townhomes.

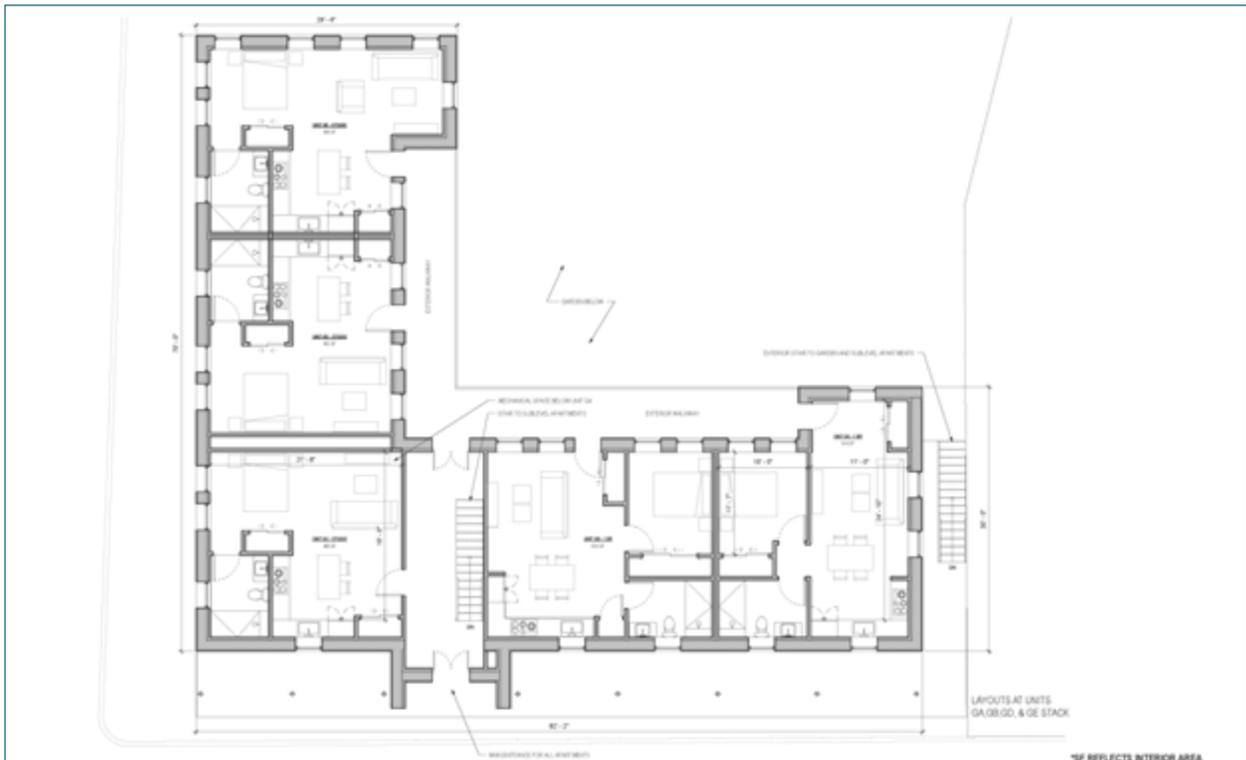


Willow Brook Residential Site Plan prepared by River Architects.

PROPOSED | WILLOW BROOK RESIDENTIAL PROJECT



Floor Plans for the townhouses; does not include historic structure unit.



Floor Plans for the townhouses; does not include historic structure unit.

## TIMEFRAME FOR IMPLEMENTATION

### Anticipated Timeframe for Implementation

Task	Timeframe (Months or Dates)
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<b>Project Start Date:</b>	January 2024
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#### Design

<ul style="list-style-type: none"> <li>• Design Development</li> <li>• Engineering</li> <li>• Construction cost estimating</li> </ul>	6 Months
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#### Project Permitting

<ul style="list-style-type: none"> <li>• Site Plan Review</li> <li>• HPARB Review</li> <li>• SEQR</li> <li>• NYSHPO Review</li> </ul>	6 Months
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#### Construction

<ul style="list-style-type: none"> <li>• Site preparation</li> <li>• Relocation of historic structure</li> <li>• Building construction</li> </ul>	14-16 Months
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#### Project End Date

March - May 2026  
Total Months – 26-28 Months



PROJECT

# 8

## BUILD SIDEWALKS ON GROVE STREET

### PROJECT DESCRIPTION

Grove Street, running parallel to Railroad Avenue between Main Street and Glen Avenue, lies within the Railroad Avenue Business District. The Village has designated this area as ripe for infill development. There are no sidewalks on this block of Grove Street, which is an anomaly in the relatively pedestrian friendly NY Forward Area. This is highlighted at the intersection of Main Street and Grove Street where gaps in the sidewalk present hazards for those walking from the Red Trolley Lot to downtown.

The proposed project will improve connectivity between upper and lower Main Street, Glen Avenue, and the Red Trolley Lot by adding a sidewalk along the western portion of the right-of-way, and improving the curb cuts and sidewalk at the intersection of Grove and Main Streets. The improvements will make it easier for visitors parking in the Red Lot and those who live or will live in the area to get around. The project will foster economic development and encourage people to invest in nearby vacant lots.

**NY FORWARD FUNDING REQUEST**  
\$310,000

**TOTAL PROJECT COST**  
\$310,000

**% OF TOTAL PROJECT COST**  
100%

**PROJECT LOCATION**  
Grove Street,  
Cooperstown, NY

**PROJECT SPONSOR**  
Village of Cooperstown

**PROPERTY OWNER**  
Village of Cooperstown



GROVE STREET

## CAPACITY

The Village of Cooperstown has successfully completed both state-funded and federal-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, OPRHP, ESD), Main Street TEP project (FHWA), WWTP replacement and upgrades (SAM/DASNY; NYS EFC), and Doubleday Field complex improvements (ESD, DASNY). These projects total over \$30 million in municipal improvements, and all have been capably handled by Village administrative staff.

## PROJECT PARTNERS

The Village of Cooperstown has been in contact with New York State Electric and Gas (NYSEG) to discuss the possible relocation of utility poles and with Bassett Healthcare, which owns the warehouse building on Grove Street. The sidewalk would run on the west side of Grove Street within the Village right-of-way on the warehouse property.

## REVITALIZATION STRATEGIES

This project is consistent with the following State NY Forward goals and Cooperstown NY Forward goals.

### ➤ ALIGNS WITH STATE NY FORWARD GOALS



#### Goal 1: Create an active downtown with a strong sense of place.

The proposed improved curb-cut and crosswalk will be designed like the pedestrian amenities on lower Main Street, creating continuity and connections within the NY Forward Area. Sidewalks will encourage pedestrian activity in this area and activate the neighborhood.



#### Goal 6: Provide amenities that support and enhance downtown living and quality of life.

Sidewalks and safe pedestrian infrastructure are critical amenities for a walkable mixed-use neighborhood, such as the one

envisioned in the Railroad Avenue Business District.

### ➤ ALIGNS WITH VILLAGE OF COOPERSTOWN NY FORWARD GOALS



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

The proposed sidewalks will connect the residential areas of the Village, and future residential projects along Grove Street to upper and lower Main Street. Improved crosswalk and curb-cuts will ensure the pedestrian realm is accessible for all users.

### ➤ MVREDC Goals

- ✓ Rebuilding and improving tourism
- ✓ Creating vibrant communities

## DECARBONIZATION

This project does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program.

## RESILIENCY

This project does not include resiliency measures.

## PROJECT SYNERGIES

The construction of sidewalks on Grove Street will provide a critical connection for new residents of the proposed Willow Brook Residential project, and will be enhanced by the upper Main Street wayfinding project. The crosswalk at Grove and Main Street will improve connections for visitors from the Red Trolley lot who may walk down upper Main Street to an improved Doubleday Field or the new community art space at the Smithy. These pedestrian improvements will also complement the improvements made to Fowler Way, Pioneer Alley and Hoffman Lane, and create a truly walkable NY Forward Area in Cooperstown.

## PUBLIC SUPPORT

During Public Workshop #2 and the survey, 38%

of respondents felt that this project would be transformative. Respondents favored the project as it enhances pedestrian safety and walkability in a challenging area, and would encourage more people to walk and support local businesses.

### BUDGET NARRATIVE

The Village of Cooperstown prepared the proposed budget based on similar past sidewalk improvement projects. Laberge Group reviewed the proposed budget and updated it to include a 30% contingency, a 5% inflation adjustment, and soft costs of 24%.

### PROJECT FEASIBILITY AND IMPACT

The installation of sidewalks and crosswalks to facilitate connectivity between Main Street, the trolley parking lot and Glen Avenue is not likely to contribute to any permanent full- or part-time jobs. However, the project’s \$350,000 budget is likely to increase discretionary spending by construction workers within the NY Forward Area between approximately \$2,300 and \$3,500 during project construction.

PROJECT BUDGET			
Budget Summary			
Activity/Use	Cost	Funding Source	Status of Funds
Construction	\$263,750	NY Forward	Requested
Soft Costs	\$46,250	NY Forward	Requested
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$310,000</b>
<b>TOTAL FUNDS FROM OTHER SOURCES (LEVERAGED)</b>			<b>\$0</b>
<b>TOTAL PROJECT COST</b>			<b>\$310,000</b>
<b>% REQUESTED OF TOTAL COST</b>			<b>100%</b>

### EXISTING CONDITIONS | GROVE STREET SIDEWALKS



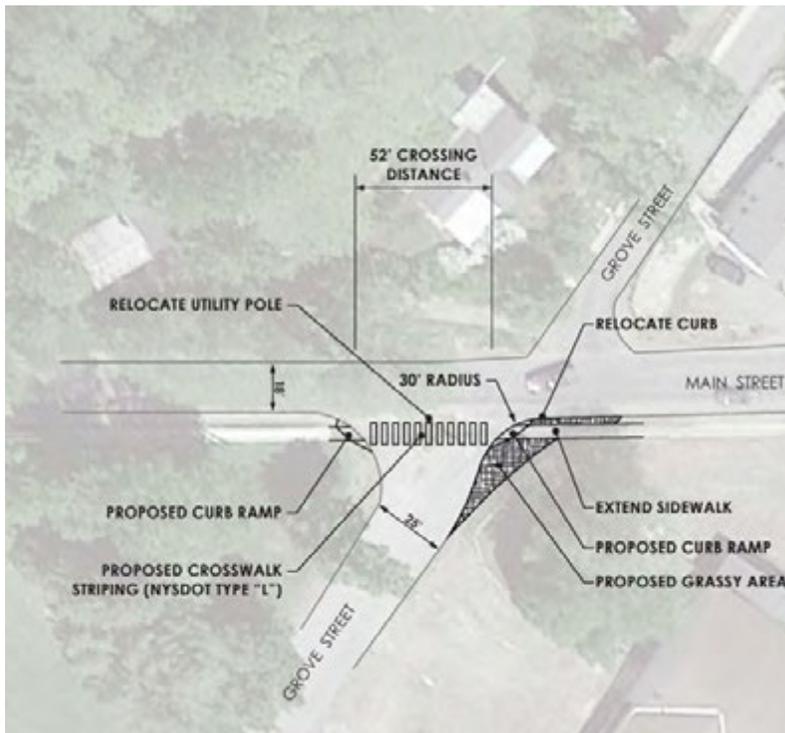
Grove Street Existing Conditions.

EXISTING CONDITIONS | GROVE STREET SIDEWALKS



Grove Street and Main Street intersection.

PROPOSED | GROVE STREET SIDEWALKS



Conceptual plans prepared by Passero Architecture and Engineering. Not to Scale.

## TIMEFRAME FOR IMPLEMENTATION

### Anticipated Timeframe for Implementation

Task	Timeframe (Months or Dates)
<b>Project Start Date</b>	January 2024
<b>Immediate Next Steps</b> <ul style="list-style-type: none"> <li>• Contract with State</li> <li>• Preparation of Bid Documents</li> </ul>	3 Months
<b>Project Bidding and Construction</b>	6 Months
<b>Project End Date</b>	October 2024 Total Months – 9 Months

### TIMEFRAME FOR IMPLEMENTATION

The timeframe for implementation will be coordinated with future proposed development projects on Grove Street. The below timeline does

not reflect that coordination, but the amount of time improvements will take.

### REGULATORY REQUIREMENTS

- Coordination with Village DPW.

PROJECT

# 9

## CONSTRUCT RESIDENTIAL UNITS AT THE RAILROAD INN

### PROJECT DESCRIPTION

In 2016, the former Agway feed store was purchased and underwent a \$3 million renovation into a 22-unit boutique hotel which provides short-term overnight accommodations for visitors, as well as longer-term stays for visiting nurses and other professionals. The proposed project is to build three additional long-term, two-bedroom rental units of approximately 900 square feet each on the remaining undeveloped property.

This project will add diverse housing options to the NY Forward Area and help revitalize the Railroad Avenue Business District into a mixed-use neighborhood, extending Cooperstown’s walkable downtown area. The Railroad Inn has already helped beautify and revitalize the Railroad Avenue Business District by welcoming visitors and showcasing the many attractions of the Village, both in the downtown area and beyond. The project will leverage existing private and public investments made

**NY FORWARD FUNDING REQUEST**  
\$150,000

**TOTAL PROJECT COST**  
\$489,000

**% OF TOTAL PROJECT COST**  
31%

**PROJECT LOCATION**  
28 Railroad Avenue,  
Cooperstown, NY

**PROJECT SPONSOR**  
28 Railroad Avenue  
Corporation,  
Perry Ferrara

**PROPERTY OWNER**  
28 Railroad Avenue  
Corporation,  
Perry Ferrara



28 RAILROAD AVENUE

within the Railroad Avenue corridor and directly contribute to the growing sense of place of the neighborhood. The addition of residential options in a walkable area will add to the quality of life of residents and enhance the economic health of the Village.

This project will require Site Plan Review by the Village of Cooperstown Planning Board and approval by the Historic Preservation and Architectural Review Board. Consultation with the NYS Historic Preservation Office will also be required. While this project does not require decarbonization through the NY Forward Program, energy efficiency practices, such as high-quality insulation, electrified heating and cooling, and energy efficient fixtures will be built into the project. The Project Sponsor plans to apply for a 9% affordable housing tax credit through the LIHTC Program.

## CAPACITY

The Project Sponsor, Perry Ferrara, sole partner of 28 Railroad Avenue Corporation, has been in the commercial / residential construction business for over 35 years. He has extensive experience in home improvement, new residential development, high-rise construction, and commercial development and rehabilitation. Mr. Ferrara has owned and renovated multiple Main Street properties that are occupied by commercial tenants. He and his family are committed to investing in and rehabilitating the properties he owns so that they are well maintained and provide long-term housing opportunities.

Mr. Ferrara has submitted the following additional projects for NY Forward funding:

- Renovate 103 Main Street for Residential Apartments;
- Rehabilitate 134 Main Street for Residential Apartments.

## PROJECT PARTNERS

Perry Ferrara is the sole partner of the 28 Railroad Avenue Corporation. The Village of Cooperstown and its reviewing boards will be a partner for permits and approvals.

## REVITALIZATION STRATEGIES

This project is consistent with the following State NY Forward goals and Cooperstown NY Forward goals.

### ➤ ALIGNS WITH STATE NY FORWARD GOALS



#### Goal 1: Create an active downtown with a strong sense of place.

Adding residential uses on Railroad Avenue will foster a vibrant, walkable neighborhood, where residents may utilize public spaces and local businesses as a place to recreate and socialize. Residents will be more likely to take ownership of the Railroad Avenue Business District, and contribute culturally to its evolution.



#### Goal 4: Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.

By introducing rental housing options, Cooperstown will expand its housing choices, leading to a more balanced housing market. For instance, retirees may opt for smaller apartments in walkable neighborhoods, freeing up larger homes for young families. Additionally, providing smaller rental units on Railroad Avenue could serve as an alternative housing option for those working in downtown businesses.



#### Goal 5: Grow the local property tax base.

The addition of new uses will increase property values and therefore, the taxable value of properties in the NY Forward Area.



#### Goal 6: Provide amenities that support and enhance downtown living and quality of life.

The addition of residential units on Railroad Avenue will contribute to a year-round economy, as residents will take full advantage of this location to walk to restaurants and shops to meet their daily needs.



**Goal 7: Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.**

This project will construct modern apartments to seek an Energy Star Score of 90% or better by installing high efficiency lighting, HVAC, insulation, windows and appliances.

➤ **ALIGNS WITH VILLAGE OF COOPERSTOWN NY FORWARD GOALS**



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

The addition of more diverse housing options will enable the housing market to right-size, as market studies identify smaller bedroom counts are missing, but are in demand in Cooperstown.



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

The addition of year-round residential apartments on Railroad Avenue will encourage business development that caters to a year-round residential population.



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

This project will construct modern apartments to seek an Energy Star Score of 90% or better by installing high efficiency lighting, HVAC, insulation, windows and appliances.

➤ **MVREDC Goals**

- ✓ Rebuilding and improving tourism
- ✓ Creating vibrant communities

**DECARBONIZATION**

This project is not required to meet NY Forward decarbonization strategies as the project has an area less than 5,000 SF. However, the Project Sponsor will integrate energy efficiency improvements into the building envelope and fixtures, and aim for an Energy Star Score of 90% or better.

**RESILIENCY**

This project does not propose resiliency measures.

**PROJECT SYNERGIES**

28 Railroad Avenue is located in an area ripe for redevelopment, where a number of private and public improvements have set the stage for revitalization. A number of projects are proposed that will enhance the mixed-use neighborhood feeling and walkability of the area. Improvements to the sidewalks and crosswalk are proposed at Grove Street and Main Street to help facilitate safe circulation of pedestrians from residential areas and from the Red Trolley Lot to upper and lower Main Street. Residents and visitors to 28 Railroad Avenue will directly benefit from these improvements.

The proposed Willow Brook Residential development at Grove Street and Glen Avenue will also infuse the area with long-term residents, who will take ownership of the neighborhood and add to the demand for commercial services within the Railroad Avenue Business District. The expansion of wayfinding signage along upper Main Street will also create a clear gateway to the Railroad Avenue area, demarcating the area as a distinct neighborhood with its own unique history and community character. Finally, the Small Project Fund will revitalize building facades and contribute to small building improvements in the area which will make it more attractive to future residents.

**PUBLIC SUPPORT**

Public feedback on this project included support for more diverse housing, but a desire to ensure that the housing is affordable for those who need it. Of 71 responses, 18 felt that the project will be

transformative for the Cooperstown NY Forward Area.

### BUDGET NARRATIVE

Cost estimates were prepared by the Project Sponsor, Perry Ferrara, based on past experience and recent similar development projects in the region. The Project Sponsor provided extensive breakdowns of hard and soft cost estimates to the LPC for their consideration. Soft costs are included in the construction budget but are not included in the NY Forward budget request. The Project Sponsor plans to apply for a 9% Low-Income Housing Tax Credits.

### PROJECT FEASIBILITY AND IMPACT

The proposed project is not likely to contribute to any full or permanent full- or part-time jobs.

However, the project’s \$489,000 budget is likely to increase discretionary spending by construction workers within the district between approximately \$3,700 and \$5,500 over the project’s development.

### REGULATORY REQUIREMENTS

- Planning Board Site Plan Review
- Village building permit
- State Environmental Quality Review.
- Village Historic Preservation and Architectural Review Board Approval
- State Historic Preservation Coordination.

PROJECT BUDGET			
Budget Summary			
Activity/Use	Cost	Funding Source	Status of Funds
Construction	\$150,000	NY Forward	Requested
Construction	\$339,000	Private	Secured
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$150,000</b>
<b>TOTAL FUNDS FROM OTHER SOURCES (LEVERAGED)</b>			<b>\$339,000</b>
<b>TOTAL PROJECT COST</b>			<b>\$489,000</b>
<b>% REQUESTED OF TOTAL COST</b>			<b>31%</b>

EXISTING CONDITIONS | 28 RAILROAD AVENUE RESIDENTIAL



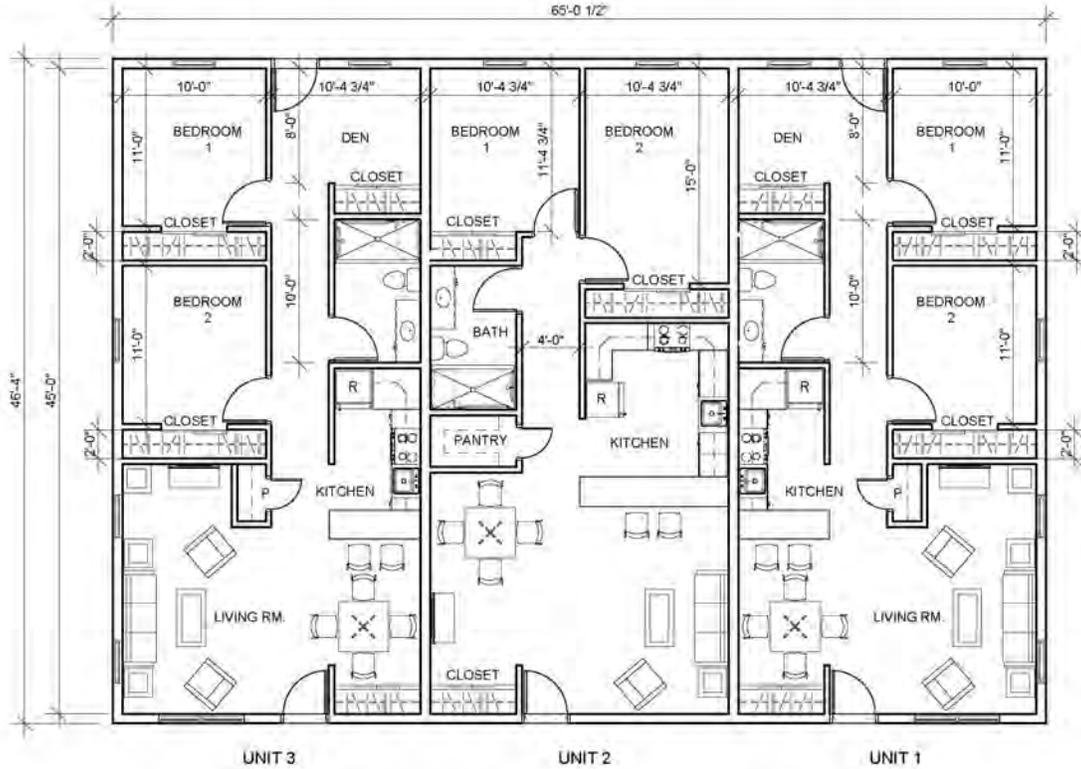
Proposed location of future residential units.

PROPOSED | 28 RAILROAD AVENUE RESIDENTIAL



Proposed residential units. Image provided by Politi + Siano Architects.

PROPOSED | 28 RAILROAD AVENUE RESIDENTIAL

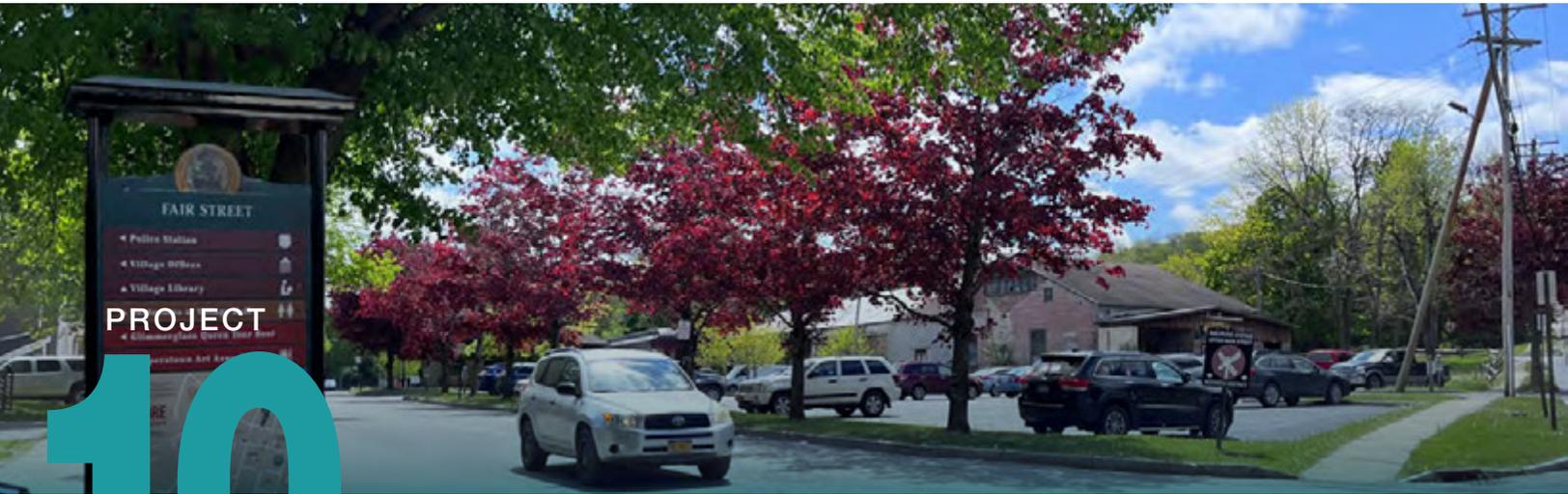


Conceptual floor plan layout.

## TIMEFRAME FOR IMPLEMENTATION

### Anticipated Timeframe for Implementation

Task	Timeframe (Months or Dates)
Project Start Date:	January 2024
<b>Design Documents</b> <ul style="list-style-type: none"> <li>Prepare construction documentation</li> </ul>	2 Months
<b>Permits and Approvals</b> <ul style="list-style-type: none"> <li>Apply for HCR 9% tax credit</li> <li>Seek Village Permits</li> </ul>	4 Months
<b>Construction</b> <ul style="list-style-type: none"> <li>Close on project financing</li> <li>Site preparation and construction</li> <li>Rent out units</li> </ul>	6 Months
<b>Project End Date</b>	January 2025 Total Months – 12 Months



## EXTEND WAYFINDING ALONG UPPER MAIN STREET

### PROJECT DESCRIPTION

This proposed project seeks to enhance and elevate the connection between the Red Trolley Lot on upper Main Street and Glen Avenue, the Railroad Avenue business district, and the Main Street business district by extending wayfinding signage along these quieter pedestrian corridors.

Extending existing wayfinding along upper Main Street will further the objectives of the Village 2016 Comprehensive Plan and Downtown Revitalization Strategy which includes the goal to “Link the Railroad Avenue District to a thriving Main Street to create a more diverse and larger business area, improving connectivity by emphasizing alternative forms of transportation.”



**NY FORWARD FUNDING REQUEST**  
\$52,000

**TOTAL PROJECT COST**  
\$55,000

**% OF TOTAL PROJECT COST**  
95%

**PROJECT LOCATION**  
Points Along Main Street from County Office Campus to Grove Street

**PROJECT SPONSOR**  
Village of Cooperstown

**PROPERTY OWNER**  
Village of Cooperstown (Street Rights of Way)

Otsego County (County Campus Property)

Clark Foundation (Trolley Red Lot)

PROPOSED LOCATIONS FOR EXPANDED WAYFINDING SIGNAGE ALONG UPPER MAIN STREET.

Specific recommendations in the plan are to:

- Work with Otsego County to better develop the 197 Main Street building, property, and parking lots as a link between Main Street and Railroad Avenue.
- Develop a walking map that illustrates connections between Main Street and Railroad Avenue.

The Red Trolley Lot just outside the Railroad Avenue business district is a popular parking lot for visitors to the Village and aids in the reduction of vehicular congestion on lower Main Street during the busy season. Parking in the Red Lot is free and a full day pass to ride the Trolley to points of interest throughout Cooperstown is \$2.50 per adult.

The Village of Cooperstown has already invested in a distinctive sign design and wayfinding strategy installed throughout the lower Main Street business district, including for Pioneer Alley, Hoffman Lane, Pioneer Park and Doubleday Field. This proposal seeks to extend the signage initiative farther along Main Street to shed light on the history of this less visited part of the Village, highlighting points of interest and suggesting alternative pedestrian paths for reaching them. Points of focus include the old railroad building and the history of the rail line through Cooperstown, the historic courthouse and jail, and the history of Cooperstown as the county seat. Practical directions to and through the Otsego County Campus and to nearby businesses may also be incorporated. The signs would also address environmental issues such as the water quality of Willow Brook, emphasize the benefit of using public transportation, and highlight the role of historic preservation in Cooperstown.

East of the Red Lot, the Railroad Avenue district contains an array of amenities for residents and visitors including a deli, inn, distillery, medical, legal and accounting services; and has been identified by the Village as an area ripe for investment. A number of underutilized parcels in this area could be developed for mixed-use, and several housing proposals in this area were submitted for NY Forward funding. As the Railroad

Avenue district becomes an established neighborhood with a unique identity, area businesses and use of these pedestrian routes will be elevated by the improved wayfinding signage.

## CAPACITY

The Village of Cooperstown has successfully completed both state-funded and federal-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; ESD; OPRHP), Main Street TEP project (FHWA), Wastewater Treatment Plan replacement and upgrades (SAM/DASNY; NYS EFC), and Doubleday Field complex improvements (ESD, DASNY). These projects total over \$30 million in municipal improvements, and all have been capably handled by Village administrative staff. The Village, Otsego County and the Clark Foundation already work collaboratively together to provide the trolley system, providing a history of shared expenditures for the public good.

## PROJECT PARTNERS

The majority of this property is owned by the Village of Cooperstown (street rights-of-way) or Otsego County. The Red Lot is owned by the Clark Foundation and rented by the Village for public parking. The Clark Foundation has worked with the Village on past projects to improve the infrastructure related to the trolley system including the installation of signage, port-a-potties, and a trolley passenger shelter. Provision for such amenities is part of the lease agreement between the Village and the Clark Foundation.

The Village of Cooperstown and Otsego County will collaborate on this project, seamlessly connecting upper Main Street and the Otsego County property to the downtown area by extending the existing signage program beyond Main Street. Interpretive content development will be undertaken by SUNY Oneonta students in the Graduate Program in museum studies.

## REVITALIZATION STRATEGIES

This project is consistent with the following State NY Forward goals and Cooperstown NY Forward goals.

### ➤ ALIGNS WITH STATE NY FORWARD GOALS



#### **Goal 1: Create an active downtown with a strong sense of place.**

This project will help to connect a popular Red Trolley Lot and parking area to Railroad Avenue and upper Main Street, strengthening ties between this area and the existing lower Main Street business district.



#### **Goal 3: Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.**

The incorporation of new signage will enhance the public rights-of-way by drawing pedestrians and encouraging residents and visitors to learn about the history and environment that has shaped the neighborhood. This will contribute to the Railroad Avenue neighborhood's sense of place, and encourage the activation of new public spaces as development occurs.



#### **Goal 6: Provide amenities that support and enhance downtown living and quality of life.**

This project can help enhance the cohesion between downtown Cooperstown and the Railroad Avenue district, allowing new residents west of Chestnut Street to feel part of an existing community while also creating their own sense of place.

### ➤ ALIGNS WITH VILLAGE OF COOPERSTOWN NY FORWARD GOALS



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

The expansion of wayfinding signage west

of Chestnut Street will create a clearer connection between two distinct neighborhoods. It will highlight the history and environment of the area, as well as identify points of interest and alternative pedestrian routes between a popular parking area and downtown Cooperstown. This will encourage more pedestrian activity and activate the Railroad Avenue neighborhood as it expands to include a mix of residential, commercial and service uses.

### ➤ MVREDC Goals

- ✓ Rebuilding and improving tourism
- ✓ Creating vibrant communities

## DECARBONIZATION

This project does not require a decarbonization component as the project does not meet two or more of the substantial renovation criteria. However, the project may encourage additional pedestrian activity that would reduce vehicular carbon emissions.

## RESILIENCY

This project does not include a resiliency component.

## PROJECT SYNERGIES

This project directly addresses goals and strategies proposed in the 2016 Comprehensive Plan and Downtown Revitalization Strategy for expanding wayfinding to the Railroad Avenue business district, which has seen significant private and public investment in the past 10 years. These improvements include the expansion of the Cooperstown Distillery; revitalization of Spurbeck's Grocery and Convenience Store and the Railroad Inn; and improvements to the 21 Railroad Avenue office complex.

In addition to these improvements, projects proposed for NY Forward funding in this area include the development of 13 new residential units at the corner of Glen Avenue and Grove Street, and the construction of three new efficiency rental units adjacent to the Railroad Inn. These new residential uses will contribute to a true mixed-use neighborhood, spurring addition-

al investment in desired uses where underutilized properties still remain in this area.

Expanding wayfinding in this area will connect new residents and visitors to the bustling downtown Cooperstown, while elevating the Railroad Avenue district as its own unique place.

### PUBLIC SUPPORT

Supporters of this project highlight the benefit of promoting local history, enhancing walkability and creating a more vibrant business district while making the Red Trolley Lot and Railroad Avenue feel more accessible and closer to Main Street. Otsego County Director of Planning, Tamie Harris, provided a letter of support and commitment to work with the Village on this project.

### BUDGET NARRATIVE

The budget was prepared using the costs of the completed Village wayfinding project as a guide-

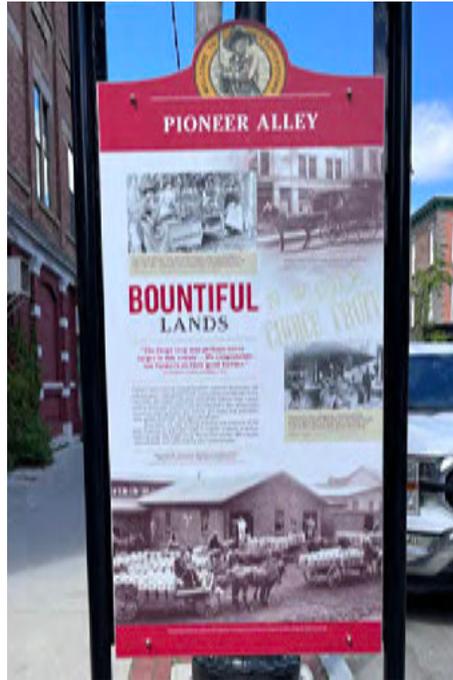
line. The Village and the County are prepared to install the signage, and utilize help from community organizations to finalize the design and content of each sign similar to the prior signage project.

### PROJECT FEASIBILITY AND IMPACT

The Village has extensive experience in public realm improvements, and has already undergone a wayfinding signage initiative for the Main Street Business District. The County has already indicated its support in hosting signage on campus, a necessary partnership for this project. The wayfinding signage project is not likely to contribute to any permanent full- or part-time jobs. However, the project’s \$55,000 budget is likely to increase discretionary spending by construction workers within the district between \$400 and \$620 over the project’s implementation.

PROJECT BUDGET			
Budget Summary			
Activity/Use	Cost	Funding Source	Status of Funds
Sign Content Development	\$25,000	NY Forward	Requested
Sign Support Structures (7)	\$17,000	NY Forward	Requested
Sign Panels (14)	\$10,000	NY Forward	Requested
Sign Installation	\$3,000	Village and County	Secured
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$52,000</b>
<b>TOTAL FUNDS FROM OTHER SOURCES (LEVERAGED)</b>			<b>\$3,000</b>
<b>TOTAL PROJECT COST</b>			<b>\$55,000</b>
<b>% REQUESTED OF TOTAL COST</b>			<b>95%</b>

EXISTING CONDITIONS | EXPANDING UPPER MAIN ST. WAYFINDING



Existing Signage Located East of Chestnut Street and in the Railroad Avenue Business District Gateway.



Existing Railroad Avenue Business District Gateway Area and Signage.

EXISTING CONDITIONS | EXPANDING UPPER MAIN ST. WAYFINDING



Top: Some Historic Points of Interest and attractions on upper Main and Railroad Avenue; top left: County Courthouse building; top right: Railroad Depot Building; Middle: recent Investments on Railroad Avenue; middle left: Spurbeck's Grocery; middle right: Cooperstown Distillery; bottom: small Businesses and Community Character of upper Main Street.

PROPOSED | EXPANDED WAYFINDING LOCATIONS



Map courtesy of the Village of Cooperstown. Not to scale.



Photo simulation of wayfinding signage for Railroad Avenue.

## TIMEFRAME FOR IMPLEMENTATION

### Anticipated Timeframe for Implementation

Task	Timeframe (Months or Dates)
<b>Project Start Date</b>	<b>January 2024</b>
Content Development Village and State Historic Review	4 Months
Final Signage design	4 Months
Fabrication	4 Months
Installation	2 Months
<b>Project End Date</b>	Spring 2025 Total Months – 18 Months

## REGULATORY REQUIREMENTS

- Village Historic Preservation and Architectural Review.



PROJECT

# 11

## INITIATE REPAIRS TO DOUBLEDAY FIELD

### PROJECT DESCRIPTION

Doubleday Field is a publicly owned, historic baseball stadium, known as the mythical birthplace of baseball. Doubleday Field, a beloved community hub in Cooperstown’s vibrant Main Street business district, welcomes tens of thousands of visitors each year. The stadium and field have been in use roughly since the 1920’s. Today, the field is home to the Cooperstown High School baseball games, the site of the National Baseball Hall of Fame game, and the annual National Baseball Hall of Fame Classic, which brings major league teams and alumni to play on Memorial Day weekend. Each year, hundreds of teams from across the country come to Cooperstown for an opportunity to play at Doubleday Field, which can be rented from approxi-

**NY FORWARD FUNDING REQUEST**  
\$1,700,000

**TOTAL PROJECT COST**  
\$1,700,000

**% OF TOTAL PROJECT COST**  
100%

**PROJECT LOCATION**  
51 Doubleday Court,  
Cooperstown, NY

**PROJECT SPONSOR**  
Village of Cooperstown

**PROPERTY OWNER**  
Village of Cooperstown



DOUBLEDAY FIELD

mately mid-April through Columbus Day weekend in mid-October.

The Village has taken many steps in recent years to preserve this historic landmark. Improvements to date include the rehabilitation of the third base dugout and bleachers, redesign of the Doubleday Field entrance from Main Street and improvements to the parking lot and sidewalks. Despite these improvements, conditions on the field remain a concern. Stormwater management and poorly laid irrigation causes pooling and uneven conditions on the field, and flooding of the dugouts. When this condition occurs, the Village, which owns and maintains Doubleday Field, must reimburse the cost of renting the field back to teams. Rental of the field for a game range between \$500 and \$650 per game, and up to three games can be hosted per day. In addition to rental revenue, significant tourism revenue is lost by shops and restaurants in the NY Forward Area when games are canceled due to poor field conditions.

The proposed project includes regrading the field with infield sand and outfield topsoil; installing a new drainage system connected to an existing catch basin; investing in a new irrigation system; installing new base anchors; and updating the netting in the historic grandstand. These repairs will not only improve field conditions but may also attract high caliber tournaments that will yield tourism and economic benefits across the NY Forward Area.

## CAPACITY

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, OPRHP, ESD), Main Street TEP project (FHWA), WWTP replacement and upgrades (SAM/DASNY; NYS EFC), and Doubleday Field complex improvements (ESD, DASNY). These projects total over \$30 million in municipal improvements, and all have been capably handled by Village administrative staff.

## PROJECT PARTNERS

The Village of Cooperstown will work closely with the National Baseball Hall of Fame and Museum and the Friends of Doubleday Field, both represented on the Doubleday Field Advisory Committee to understand the needs of the field. The Village Board of Trustees will have fiduciary responsibility to approve all work on the field.

## REVITALIZATION STRATEGIES

This project is consistent with the following State NY Forward goals and Cooperstown NY Forward goals.

### ➤ ALIGNS WITH STATE NY FORWARD GOALS



#### Goal 1: Create an active downtown with a strong sense of place.

Doubleday Field is thought to be the birthplace of baseball and is therefore the nexus for Cooperstown’s identity as a baseball destination, along with the National Baseball Hall of Fame. Improvements to Doubleday Field will allow the attraction to remain open even during and after wet weather events and continue to contribute to an active and vibrant downtown Cooperstown.



#### Goal 3: Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.

Doubleday Field, owned and managed by the Village of Cooperstown, hosts festivals, baseball games, and tournaments throughout the spring and summer, and draws visitors from all over the world. Improvements to the field will ensure that the field remains a valuable cultural icon for years to come while increasing the number of events the field can host.



#### Goal 6: Provide amenities that support and enhance downtown living and quality of life.

In addition to offering recreational and cultural opportunities, Doubleday field offers

entertainment opportunities for those living downtown, enhancing the amenities and quality of life.

➤ **ALIGNS WITH VILLAGE OF COOPERSTOWN NY FORWARD GOALS**



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

The improvement of Doubleday Field will reduce the likelihood of game cancellations, which could represent an economic benefit to area businesses that rely on baseball tourism to operate. The enhanced field performance will also increase the number and quality of games that can take place.

➤ **MVREDC Goals**

- ✓ Rebuilding and improving tourism
- ✓ Creating vibrant communities
- ✓ Focus on resiliency

**DECARBONIZATION**

Decarbonization is not required or proposed for this project as per NY Forward program guidelines. However, stormwater management has a carbon connection. The improved system will provide efficiency to reduce its carbon footprint.

**RESILIENCY**

Improved stormwater management will improve the resiliency of Doubleday Field, an important economic driver in Cooperstown that is weather dependent. Improved stormwater management at Doubleday will ensure the field remains open for business even as heavy rain events become more common due to climate change.

**PROJECT SYNERGIES**

The proposed project will support tourism in the NY Forward Area and provide a form of entertainment to new residents that might live in the proposed residential projects including 103 Main Street, 134 Main Street, Railroad Inn and Willow Brook Residential units. Pedestrian improvements to Fowler Way, Pioneer Alley and Hoffman Lane will channel the movement of visitors

toward Doubleday Field in a safe, efficient, and enjoyable manner. Further, the improved wayfinding on upper Main Street will guide visitors to Doubleday Field from the Red Trolley Lot through the NY Forward Area.

**PUBLIC SUPPORT**

The 2016 Comprehensive Plan and Downtown Revitalization Strategy included a public charrette, where facility improvements for Doubleday Field were identified as needed by participants. During the NY Forward planning process, 29% of Public Workshop #1 and survey participants identified this project as transformative for the NY Forward Area.

**PROJECT FEASIBILITY AND IMPACT**

The proposed upgrades to Doubleday Field are likely to increase long-term economic activity within the NY Forward Area by tens of thousands of dollars annually (e.g., retail, food and lodging related tourist expenditures) resulting from an increase in the number and caliber of tournaments that the improvements may facilitate. Additionally, the construction work associated with the project is likely to increase discretionary spending by construction workers within the district between approximately \$13,000 and \$19,000 over the project’s implementation.

**REGULATORY REQUIREMENTS**

- Village Board Review.
- State Historic Preservation Office Coordination.

## BUDGET NARRATIVE

In 2017 the Village worked with Delaware Engineering to develop a plan to begin improvements to the field. Laberge Group reviewed the pro-

posed budget, incorporating a 10% contingency, a 5% inflation adjustment, and 8% soft costs to better ensure project completion.

PROJECT BUDGET			
Budget Summary			
Activity/Use	Cost	Funding Source	Status of Funds
Construction	\$1,585,000	NY Forward	Requested
Soft Costs	\$115,000	NY Forward	Requested
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$1,700,000</b>
<b>TOTAL FUNDS FROM OTHER SOURCES (LEVERAGED)</b>			<b>\$0</b>
<b>TOTAL PROJECT COST</b>			<b>\$1,700,000</b>
<b>% REQUESTED OF TOTAL COST</b>			<b>100%</b>

## EXISTING CONDITIONS | DOUBLEDAY FIELD



Flooding and stormwater runoff shown in a dugout.

EXISTING CONDITIONS | DOUBLEDAY FIELD



Left: stormwater pooling on the field; right top and bottom: uneven field surfaces caused by irrigation lines.



Teams practice at Doubleday Field.

**PROPOSED | DOUBLEDAY FIELD**



Proposed improvements will ensure better field conditions year-round.

**TIMEFRAME FOR IMPLEMENTATION**

Public infrastructure improvements are not undertaken during the summer months in Cooperstown to avoid disruption during the busy

tourism season. Following the completion of contracting, design and permitting, this project would be paused until the next construction window to avoid the prime tourist season. Without pause, this project can be completed within 12 months.

**TIMEFRAME FOR IMPLEMENTATION**

Anticipated Timeframe for Implementation	
Task	Timeframe (Months or Dates)
Project Start Date:	January 2024
Immediate Next Steps <ul style="list-style-type: none"> <li>Contract with State</li> </ul>	2 Months
Final Design <ul style="list-style-type: none"> <li>Bid for Engineering Consultant</li> <li>Preparation of final construction drawings</li> </ul>	4 Months
Project Preparation <ul style="list-style-type: none"> <li>Village Board Review</li> <li>SHPO Review</li> <li>Construction Bidding</li> </ul>	4 Months
Construction <ul style="list-style-type: none"> <li>Construction</li> </ul>	2 Months
<b>Project End Date</b>	January 2025 Total Months –12 Months

PROJECT

# 13

## IMPLEMENT THE SMALL PROJECT FUND

### PROJECT DESCRIPTION

The Small Project Fund will provide financial support to small businesses and property owners within the Cooperstown NY Forward Area to fund building renovations, business assistance, and soft costs. Business and property owners have demonstrated interest in the Small Project Fund through the NY Forward Open Call for Projects.

Post-award, the Village will facilitate an application process for businesses and property owners to apply to the Small Project Fund for a variety of projects including facade enhancements, building renovation improvements to commercial or mixed-use residential spaces, business assistance, or public art. A program will be designed that further emphasizes climate-smart and resiliency upgrades while aligning with the desired vision of the LPC. There will be a minimum private match requirement of 25%; however, projects with a higher match may be considered more favorably.

**NY FORWARD FUNDING REQUEST**  
\$300,000

**TOTAL PROJECT COST**  
\$390,000

**% OF TOTAL PROJECT COST**  
75%+/-

**PROJECT LOCATION**  
Cooperstown  
NY Forward Area

**PROJECT SPONSOR**  
Village of Cooperstown

**PROPERTY OWNERS**  
TBD



THE SMALL PROJECT FUND APPLIES TO THE ENTIRE COOPERSTOWN NY FORWARD AREA.

The Village will facilitate the preparation of a program guide that references the terms of the program, circulate an application, organize a project review committee, and prepare a project evaluation rubric to determine funding awards. The Village estimates that it will fund 10-15 projects.

The Village of Cooperstown will allocate 10% of the project award for oversight and administration of the projects, leaving a potential pool of award money of \$270,000, that would be leveraged with private funding, a minimum requirement of \$90,000. The Village will implement this project with input from a locally appointed project review committee and assistance from its selected consulting team. Project awards will vary depending on criteria established by the project review committee and/or the need demonstrated in the received applications.

## CAPACITY

The Village of Cooperstown will oversee the implementation of the proposed project with assistance from a hired consultant and Village staff. The Village has successfully administered and managed publicly funded grant programs. State agencies, including FEMA, DOT, and NYS OPRHP have worked with the Village on prior infrastructure grant funded projects.

The Village will retain a qualified grant administrator to oversee project implementation, reporting and management. This will ensure that all aspects of the project are completed on schedule. Village Staff will oversee and review project progress at key stages throughout its timeline.

## PROJECT PARTNERS

- **Mayor of Cooperstown:** Grant execution, liaison to Village Board.
- **Village Board:** Acceptance of State Assistance Contracts, authorization of the hiring of consultants/contractors, and general guidance and input as the project progresses.
- **Village Staff and Administration:** Grant Management.
- **Grant Administrator:** Qualified Consultant to administer the NY Forward Small Project Fund.

- **Contracting Partner for the State:** Office of Homes and Community Renewal.

## REVITALIZATION STRATEGIES

This project is consistent with the following State NY Forward goals and Cooperstown NY Forward goals.

### ➤ ALIGNS WITH STATE NY FORWARD GOALS



#### **Goal 1: Create an active downtown with a strong sense of place.**

The Small Project Fund will strengthen downtown and the sense of place by increasing investment in the businesses and buildings leading to renewed activity, commerce, and revitalization.



#### **Goal 2: Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.**

The Small Project Fund will attract and revitalize businesses that can increase jobs, the business landscape, and attract visitors.



#### **Goal 3: Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.**

The Small Project Fund can be used to fund permanent public art installations, which can enhance the entire downtown area and attract tourists.



#### **Goal 4: Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.**

The Small Project Fund helps build a more diverse population by funding targeted building renovation projects that create more housing and employment options.



**Goal 5: Grow the local property tax base.**

The Small Project Fund has the potential to grow the local property tax base through building renovation and public art projects which increase the assessed value of strategic properties throughout the Village.



**Goal 6: Provide amenities that support and enhance downtown living and quality of life.**

The improvements funded through the Small Project Fund will make downtown living more viable and improve the Village's Quality of Life.



**Goal 7: Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.**

The vast majority of potential project applicants are revitalizing existing structures with far more energy-efficient materials and features.

➤ **ALIGNS WITH VILLAGE OF COOPERSTOWN NY FORWARD GOALS**



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

Projects will likely include requests for renovation of mixed-use buildings and apartments. Renovation of these spaces will contribute to housing in this area.



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

Many of the submitted projects that were slated for the Small Project Fund would rehabilitate aging buildings that are integral to the historic character of the NY Forward Area. Rehabilitation of these buildings is necessary to attract new business and residents to the downtown area.



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

The Small Project Fund could facilitate art installations in the public realm, which adds to the visual interest and community character that makes a place attractive to residents and visitors.



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

Several Project Sponsors that expressed interest in the Small Project Fund proposed decarbonization improvements such as improved insulation and high efficiency appliances, heating/cooling. The evaluation process will set goals for resiliency which will encourage projects that incorporate decarbonization and green infrastructure measures.

➤ **MVREDC Goals**

- ✓ Rebuilding and improving tourism
- ✓ Creating vibrant communities
- ✓ Focus on resiliency

**DECARBONIZATION**

The Small Project Fund will not be subject to the decarbonization requirements as projects being administered would not likely meet the State requirements for decarbonization, however, these requirements will be examined on a case-by-case basis.

**RESILIENCY**

to date, this project does not have any resiliency components though future applicants may include resiliency as part of their proposed work.

**PROJECT SYNERGIES**

The Small Project Fund will support not only the improvement of building facades and signage, but the enhancement of historic building stock within the NY Forward Area. These improvements will support proposed and future public

and private investments throughout the NY Forward Area. Pedestrian improvements such as the Fowler Way, Pioneer Alley and Hoffman Lane projects, and general pedestrian circulation between the Red Trolley Lot and lower Main Street will be further enhanced by the aesthetic improvements supported by the Small Project Fund. Physical building improvements helped by the Small Project Fund will allow landlords and businesses to evolve to meet the needs of new residents and visitors attracted to the area.

### PUBLIC SUPPORT

The Small Project Fund was viewed by 93% of respondents as being transformative during workshop #2 and the public survey. It is an important goal of the 2016 Comprehensive Plan and Downtown Revitalization Strategy to revitalize the NY Forward Area, including façade revitalization and historic preservation.

### BUDGET NARRATIVE

NYF allows for up to \$300,000 of the award to be put into a Small Project Fund. Cooperstown will retain an administrative fee of 10% (\$30,000) to support the fund and hire a qualified consultant to help administer it. Total Funds from other sources (leverage) represents the minimum 25% program match requirement for project appli-

cants. The Village may consider applying for a Main Street NY and/or a CDBG Micro-Enterprise program grant to leverage the Small Project Fund.

### PROJECT FEASIBILITY AND IMPACT

Cooperstown NY Forward Area businesses and property owners will apply for funding through the Small Projects Fund. The Village will reference and deploy the best practices of both the NYS Main Street Program and the NYS Office of Parks, Recreation, and Historic Preservation as they relate to site control, tenant, and owner permissions, maintenance agreements, and public access covenants, as needed.

The versatility of the Small Project Fund makes it an ideal project to support the revitalization of the NY Forward Area. Exterior renovations can lead to a more cohesive, attractive streetscape. Energy efficiency upgrades can not only reduce a business or property owner’s carbon footprint, but they can also reduce utility costs. Business assistance funds can help local proprietors offer a more seamless experience to their customers. Public art installations can create a more authentic sense of place and provide distinct recreational and cultural benefits to the greater Cooperstown community.

PROJECT BUDGET			
Budget Summary			
Activity/Use	Cost	Funding Source	Status of Funds
Small Project Fund	\$270,000	NY Forward	Requested
Small Project Fund	\$90,000	25% Applicant Match	Anticipated
Admin & Program Delivery	\$30,000	NY Forward	Requested
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$300,000</b>
<b>TOTAL FUNDS FROM OTHER SOURCES (LEVERAGED)</b>			<b>\$90,000</b>
<b>TOTAL PROJECT COST</b>			<b>\$390,000</b>
<b>% REQUESTED OF TOTAL COST</b>			<b>75%+/-</b>

## DEMONSTRATED NEED FOR THE SMALL PROJECT FUND

The following projects were submitted through the Open Call for Projects. However, upon LPC review and coordination with the Project Sponsors, the projects were determined to be of a

scale and impact that was best categorized for the SPF. The following project list is included to illustrate the local demand for the SPF. Any interested participants will need to apply for funding consideration at a later date.

PROJECT NAME	ADDRESS	DESCRIPTION	FUNDING REQUEST	APPLICANT MATCH	TOTAL PROJECT COST
Otsego Lodge	77 Main Street	Restore the building façade and update the HVAC.	\$245,000	\$0*	\$245,000
Rudy's Wine and Liquor	143-147 Main Street	Restore building façade and install insulation.	\$219,000	\$0*	\$219,000
Veteran's Club	60 Main Street	Renovate building with an elevator, new HVAC, new water heater, roof repair, and insulation.	\$200,000	\$50,455*	\$250,445
Paperkite Creative, LLC	175 Main Street	Renovate building façade, including the installation of novelty wood siding and window trim.	\$150,000	\$0*	\$150,000
Hotel Pratt	50 Pioneer Street	Renovate building façade with exterior paint and replace windows.	\$116,000	\$0*	\$116,000
Green Law	50 Main Street	Install new siding for the entire building.	\$105,000	\$0*	\$105,000
Tin Bin Alley	114 Main Street	Renovate the building façade, upgrade four existing apartments, and seal the roof.	\$100,000	\$0*	\$100,000
209 Main Street	209 Main Street	Renovate the building façade, replace all windows, insulate wall spaces, and install updated electrical for safety.	\$76,000	\$4,000*	\$80,000
Wax Museum	97-99 Main Street	Restore the building façade.	\$60,000	\$75,000*	\$135,000
Kate's Upstate	62 Main Street	Restore the building façade.	\$50,000	\$0*	\$50,000
52 Pioneer Street	52 Pioneer Street	Remove lead paint from the exterior building façade and rehab bathroom rehab two bathrooms to create affordable residential units.	\$48,000	\$0*	\$48,000
Cooperstown Classics	81 Main Street	Renovate the exterior of the building and install new HVAC.	\$46,000	\$120*	\$46,000
Mel's at 22	22 Chestnut Street	Renovate building to provide basement access for deliveries and safety, and provide screening of utilities, recycling/refuse systems.	\$45,000	\$0*	\$45,000
124 Main Street	124 Main Street	Renovate the building façade.	\$40,000	\$40,000*	\$80,000
139 Main Street	139 Main Street	Renovate the building façade and provide interior building improvements to the entry hall, Doubleday Court, and the bookstore's floor.	\$28,000	\$0*	\$28,000
<b>TOTAL NY FORWARD FUNDING REQUEST</b>			<b>\$1,528,000</b>		
<b>TOTAL PROJECT COST</b>					<b>\$1,697,445</b>

\* A match was not stipulated during the Open Call.

EXISTING CONDITIONS | LOCAL BUSINESSES SEEKING SMALL PROJECT FUNDING



Example businesses that may seek Small Project Funding.

## TIMEFRAME FOR IMPLEMENTATION

### Anticipated Timeframe for Implementation

Task	Timeframe (Months or Dates)
Project Start Date	January 2024
Contracting, Program Guide Approval	January – February 2024 2 Months
Call for Project Applications	2 Months
Architecture Consultation	1 Month
Review of Applications & Award	1 Month
Contracting with Property Owners	1 Month
Notice to Proceed with Projects	1 Month
Potential Second Call for Project Applications	January 2025 2 Months

## REGULATORY REQUIREMENTS

- Potential Site Plan Review.
- Potential Building Permits.
- Potential State Environmental Quality Review.
- Potential Historic Preservation coordination.

## PIPELINE PROJECTS

Several projects were identified as important to the community due to their potential to contribute to the revitalization of the NY Forward Area. However, through the LPC vetting process and working with the Project Sponsors, the follow-

ing projects were determined to not be ready for inclusion as priority projects. The Village looks forward to working with these sponsors to strengthen their projects and to identify additional funding opportunities to bring them to fruition.

### EXPAND THE WOOD BAT ENTERTAINMENT CENTER AT DOUBLEDAY FIELD

This project involves the expansion of the current Wood Bat Factory batting cages, located adjacent to Doubleday Field, to house year-round entertainment activities, including batting cages, retail and concessions. Currently the building contains over 4,000 square feet of amusements including batting and pitching cages, arcades, a food and beverage concession stand, and retail. The aging building lacks insulation and is only operational during the summer months. A new timber and frame building, designed to complement Doubleday Field, is proposed to expand to 13,700 square feet with improved, modernized and expanded amenities and amusements. The batting cages will be designed with ample seating for families and groups to view the action while enjoying food and beverages. While the structure is located within the Glimmerglass and Cooperstown Historic Districts, it is not a Contributing building. The project would create jobs and year-round economic activity in the Village.



### DEVELOP THE PIONEER VALLEY MICROBREWERY

The proposed project involves the transformation of a vacant building fronting Pioneer Alley into a microbrewery with a small tasting room. The Project Sponsor also owns the adjacent Pratt Hotel and seeks to integrate the two uses by serving beer from the Microbrewery at the hotel bar. The proposal includes exterior improvements to the building including re-siding, painting, and installing large storefront windows in addition to extensive interior improvements. The project will activate businesses in and surrounding Pioneer Alley throughout the year, as well as beautifying and activating a vacant building fronting to this popular pedestrian location. This project will be complemented by the improvement of Pedestrian Conditions on Pioneer Alley, a priority project in this Strategic Investment Plan.



## DEVELOP AN APARTMENT AT 115 MAIN STREET

This project proposes to develop an apartment over 115 Main Street, which currently houses a dry-cleaning business and retail business on the ground floor. Strategically located, 115 Main Street faces Doubleday Court, borders Pioneer Alley and is adjacent to 103 Main Street, a Priority Project in this Strategic Investment Plan. The proposed apartment would expand the second story of the building, and include a rooftop deck to afford tenants a birds-eye-view of this bustling location. Access to the apartment would be provided from the exterior of the building.



## CONSTRUCT THE LAKEFRONT PARK VIEWING PLATFORM

Lakefront Park is located between the northern terminus of Pioneer Street and Fish Street, and is the only Village-owned Park on Otsego Lake within the NY Forward Area. The park currently contains a waterfront path and pollinator garden, bandstand and passive recreational field. The Park is well used by the public and home to summer concerts and other community events. The Village of Cooperstown proposes to construct a Platform for fishing and scenic enjoyment at Lakefront Park in order to provide greater access to Otsego Lake. Just a block from the Village's Main Street business district, the Platform will provide an ADA compliant pathway for visitors and residents to fish, socialize, and enjoy the scenic beauty of the Lake. Design and construction drawings have been developed in collaboration with the Village Parks Board, using funds from a 2018 CFA grant award. The proposed overlook platform will be fully accessible and offer unobstructed panoramic views of the Lake, with a railing designed to incorporate historic and environmental information relevant to this location. This project is further complimented by the Redesign and Improvement of Pedestrian Conditions on Hoffman Lane, a Priority Project, which will elevate and redesign the entrance to Lakefront Park.





Source: Image courtesy of [ThisIsCooperstown.com](https://www.thisiscooperstown.com) and Otsego County.

# VILLAGE OF COOPERSTOWN

## Strategic Investment Plan

JANUARY 2024

