

Transforming Downtown Copake

NY Forward Submission 2024



Welcome and Introductions

WHY COPAKE?

WHY RIGHT NOW?

- Good things are happening
- NYF builds on our shared values
- Taps unique assets
- Broad engagement online and in person over multiple years
- Reconstruction of County Rte.7A will occur 2026
- Poised to refurbish historic structures, enhance streetscape and build affordable housing
- We are committed to expanding our tax base and growing our economy

Proposal must tell Copake's story:

- Quality of Life
- Vision
- Distinct and Walkable Boundary
- Documented Leverage: Recent and Future Investment
- Documented Job Creation: Recent and Future Job Creation
- DRAFT Transformational Projects
- Capacity to Succeed
- Community Endorsement in Letters of Support

NYS's Downtown Revitalization Programs

NYS DRI

- \$100 million among 10 (or more) downtowns
- 2-3 in the same region can submit together
- GOAL: vibrant places where next generation of New Yorkers will live, raise families, work & play

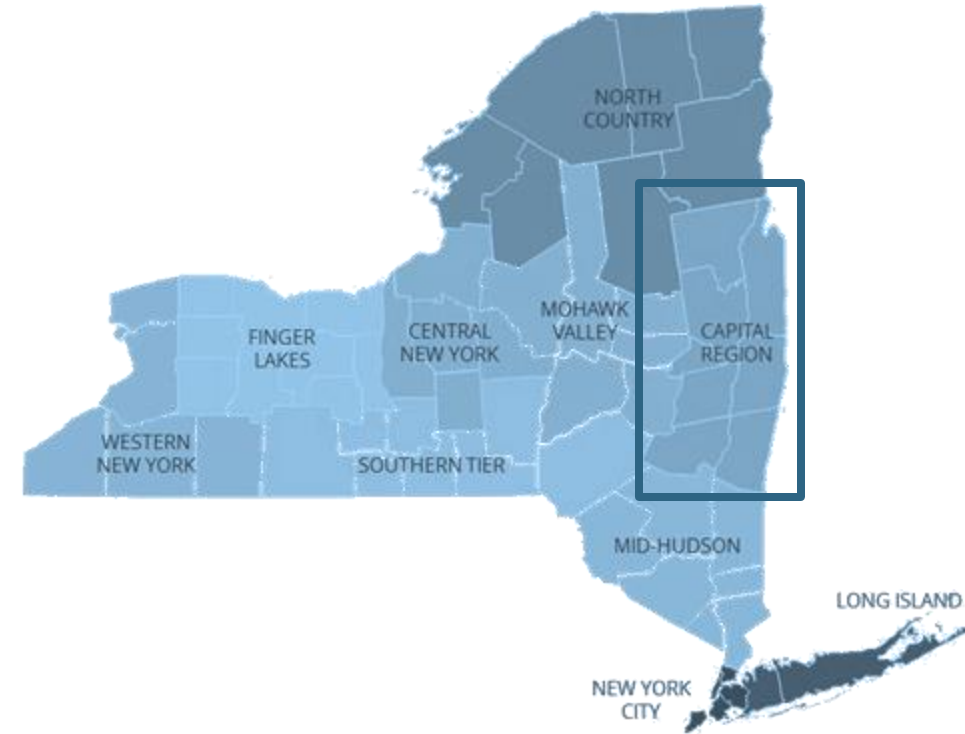
NY FORWARD

- NY Forward creates an easier path for small communities to receive funds
- NYF will fund two \$4.5 million winners

COPAKE 2024

- The Town has chosen to apply for NY Forward
- We are in the process of reviewing proposals with your input

The Capital Region REDC will nominate, and the State will choose, downtowns that are “**ripe for revitalization** and have the potential to become a **magnet for redevelopment**, business, job creation, greater economic and housing diversity, and opportunity.”



CREDC Looks For:

- Well Defined Boundaries
- Past Investment, Future Potential
- Recent/Impending Job Growth
- Quality of Life
- Supportive Local Policies
- Public Support
- Transformative Projects
- Administrative Capacity

NYF Process and Goals



DOWNTOWN PROFILE

- Defined **compact** target area
- Assessment and analysis of **conditions, assets and needs**



DOWNTOWN VISION, GOALS & STRATEGIES

- Clear **vision and goals**
- Projects **accomplish the vision**



PRIORITY PROJECTS

- Open call for projects
- Demonstrate ability to **kick-start action**
- Pick projects that **leverage public & private funds**



MANAGEMENT & IMPLEMENTATION APPROACH

- Show **local capacity to manage** the NYF process and implementation of projects

Recent Investments and Growth



- *Quantify investments in and around downtown (Past 5-10 years):*
 - **Public infrastructure improvements**
 - New development projects
 - Redevelopment of vacant or **underutilized spaces**
 - **Streetscape enhancements** to increase walkability
 - Addition of new or expansion of existing **community services**
- Explain how this growth will **attract a diverse workforce** and population, support redevelopment efforts, and **make growth sustainable** in the long-term

Growth In Copake

Renaissance: Copake is experiencing a downtown renaissance. Local people are investing in projects. Job and population growth and increased tourism support increased local spending.

- **\$70.6 Million Investments:** We build on +/-**\$70.6 million** in recent and ongoing public, nonprofit and private investments.
- **Growing Population:** The Town’s year-round and seasonal population approaches **7,000 people**.
- **Growing Workforce:** **318 people live downtown** and **362 work for 30 employers** or at remote work in NYF Area.
- **27% Job Growth:** Considering the current market and proposed investments from NY Forward (**134 new jobs**), private and nonprofit sector jobs in the NYF Area will increase to 500 over the next few years, **growing by 27%**.
- **\$120 Million in Spending Potential:** Over **\$121,850,000 in annual spending projected** in and around the NYF Area.

COPAKE NYF AREA RECENT AND IMPENDING JOB GROWTH AND PER CAPITA ANNUAL SPENDING

Source of Spending	Number of People	Per Capita Annual Spending	Spending Potential
Spending By NYF Area Residents	618 Residents	\$20,000 Per Capita Spending	\$12,360,000
Current Worker Earnings	262 Current Workers	\$43,961 Median Wage	\$15,913,882
New Local Worker Earnings	134 Proposed NYF Jobs	\$43,961 Median Wage	\$5,890,774
Local Worker Spending	496 Current & NYF Jobs	\$15,000 Annual Spending	\$7,440,000
Residents in 10 Miles of NYF Area	14,729 Residents	\$5,000 in Annual Spending	\$73,645,000
Recreation Visitors	176,000 HVRT Users	\$150/Day for 25% of Users (44,000)	\$5,625,000
TOTAL			\$121,850,000

Recent and Pending Potential Investment

Recent Investments and Leverage

Total Leverage: \$70.67 M

Public Investment in NYF Area

(\$16.25 M)

Route 7A Reconstruction 2025-2027; Town Projects 2025; Town Projects 2000-2024: Paving, storage, signage, pickleball; Municipal Parking Lots 2024; NYS EFC Engineering Grant; Building Permit Value (In and nearby the 2024 NYF Area); Donated Professional and Consulting Time

Public Investment Nearby to NYF Area

(\$4.38 M)

Bicentennial; Rheinstrom Hill Fdn.; Pomeroy Family Railroad; Alander Restaurant/Hotel; Catamount Little Cat Lodge; Farmland Conservation Easement Value

Private Leverage in NYF Area

(\$9.6 M)

Affordable Housing Site Acquisition; Business Investment as Reported by Past CEDAC Survey; Empire Farm/FarmOn!/The Grange/NE Fam Access

Private Leverage Nearby to NYF Area

(\$9.3 M)

Church Street Parking Lot; Bash Bish Bridge; Cold Storage Building; Memorial Garden; bandshell; Ice Rink/Pickleball Courts; Yonderview Rd Repaving; Generators, LED Streetlights; NYSERDA Energy Grants

Pending/Future Leverage in NYF Area

(\$29.2 M)

Private Donation: Copake Spur Engineering; Town Budget 2024-2025 (Paving, Events, Comp Plan Update; Annual HVRT User Spending (5 yr. total); Copake Match for Proposed 2024 Projects; Private and Nonprofit Partners for Projects in 2024-25 App.; Copake Match for "Potential" Projects if NYF Area is Enlarged

Pending/Future Leverage Nearby

(\$1.94 M)

Private/Nonprofit "Potential" Projects if NYF Area is Enlarged

Stress Quality of Life and Supportive Policies

What Gives Copake its Great Quality of Life?

Quality of Life Attributes	Supportive Local Policies
Varied Housing Types	Modern Zoning Code
Use of Upper Stories	Smart Growth Comprehensive Plan Planned
Healthy and Affordable Food	Ag and Farmland Protection Plan
Local Service and Retail	Waterfront Revitalization Plan
Niche-based Tourism	Complete Streets Policy
Recreation Amenities	Flood Hazard Prevention Law
Cultural Heritage	Cultural Heritage
Environment/Decarbonization	Environmental Protection
Public Parks/Gathering Space	Maintain Partnerships
Vacant/Underutilized Space	Water Quality Protection
Public Realm Placemaking	Certified Pro-Housing Community
Agricultural Heritage	Designated Climate Smart Community
Historic Buildings and Sites	Designated Clean Energy Community

“Copake offers attractiveness and livability for a diverse population of varying ages, income, gender identities, ability, mobility, and cultural backgrounds.”



Copake's Engaged

TOWN OF COPAKE, NY
\$4.5 Million New York Forward (NYF) Proposal

COPAKE DOWNTOWN PUBLIC WORKSHOP



Join Us to Review Downtown Revitalization Projects
& Help Shape Copake's Proposal for up to \$4.5 Million!

COMMUNITY WORKSHOP #2

Thursday, October 10, 2024

4:00 pm - 5:30 pm

at Copake Town Hall

230 Mountain View Rd., Copake, NY 12516

Or join online at:

www.copakewaterfronts.com/nyforward

Take the NYF
Downtown SURVEY!



New York Forward SURVEY!
Use the QR code to take the survey or visit:
www.copakewaterfronts.com/nyforward

More information?
Please contact Supervisor Richard Wolf at:
copakesupervisor@townofcopake.org

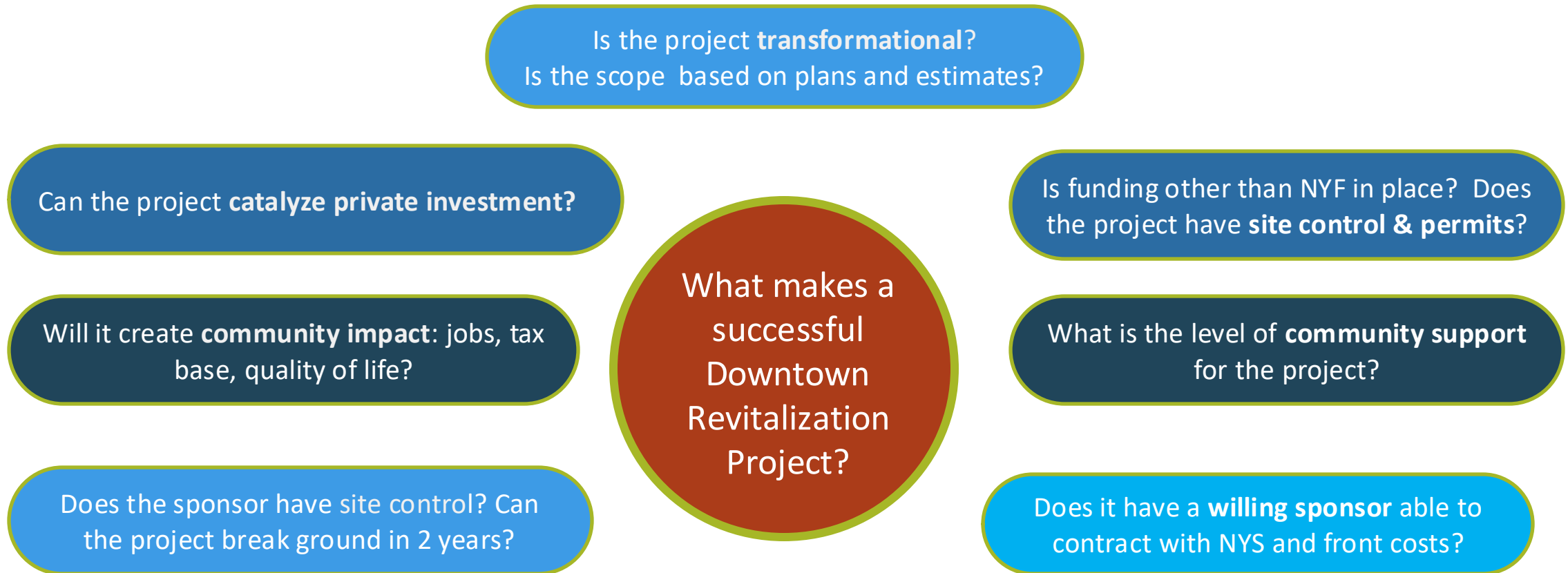
MOST POPULAR IDEAS 2024

- Create affordable housing
- Connect the Copake Spur
- Save the Copake Grange
- Add farm-to-table options
- Add places to eat and drink
- Beautification
- Improve sidewalks on 7A
- Increase locally grown food
- Connect sidewalks and trails
- Attract living wage jobs
- Advance the Rail Trail/Spur
- Build Hamlet Park (at Fire Pond)
- Bring more visitors downtown



LIVE, WORK AND PLAY IN DOWNTOWN COPAKE

What makes a great (and eligible) project?



2023 Proposal Feedback: Tighten up the target area considerably and leverage more private sector investment.

Four Categories of Eligible Projects

New Development and Rehabilitation of Existing Structures

Can be for **mixed-use, commercial, or public uses** that provide jobs, housing, or community services.

Small Grant Fund

One locally managed fund (up to \$600K) to undertake smaller projects such as façade upgrades, public art, and sidewalk repairs.

Public Improvements

Such as investments in **transportation, streetscapes, open space, broadband, public art, accessibility** and other public realm projects.

Branding and Marketing

One-time costs for downtown projects that **target residents, investors, developers, or visitors** (e.g., for materials or signage).

What is not eligible: Planning, operations/maintenance, property acquisition, most parking

Transformative Projects Poised for Implementation

“It is expected that the majority of DRI/NY Forward funds will be used for capital projects that will transform the physical environment of the downtown in ways that will benefit current residents and future generations.”

2024 Guidance

We need to identify a robust range of transformative projects and opportunities that could become part of the community’s **Strategic Investment Plan**.

- Need to make sure each project:
 - Fits in an **eligible project category**
 - Coordinates with property owners/**project sponsors**
 - Aligns with the **vision** for revitalization
 - Aligns with the **State’s program goals**
 - **Is supported by the public**
 - Benefits the **broader community**, not just the sponsor
 - **Is ready** for implementation
 - **Leverages funding** to the greatest extent possible
 - Is led by a project sponsor with the **ability to implement and administer a State grant**

For a \$4.5 million NYF Proposal, Copake needs \$8-10 million in projects to assure NYS there are options if a project cannot advance.



Draft Projects

NEW POSSIBILITIES

- Copake Inn Mixed Use/Housing
- FarmOn! Resort/Wellness Center & Accommodation

PUBLIC IMPROVEMENTS

- Route 7A Complete Streets
- Hamlet Park (Fire Pond)
- Wayfinding: Biking, Hiking & Heritage Tourism

REHABILITATION, REUSE AND NEW CONSTRUCTION

- Copake Grange Historic Rehab.
- Deep Roots Farm – Restaurant
- Deep Roots Farm – Farmworker Housing
- Buckley Farms Therapeutic Riding Center
- MTG Wine Bar

SMALL PROJECTS GRANT FUND

- Copake Wine Works
- Hamlet Hound Tasting Room
- The Purple Grape Restaurant

MARKETING AND BRANDING

- Recreation and Cycling Tourism Branding

TRAILS, TRAILHEADS AND AMENITIES

- Copake Spur Trail and Trail Head
- Cup of Coffee Trail and Trail Head
- Kiernan Farm Market

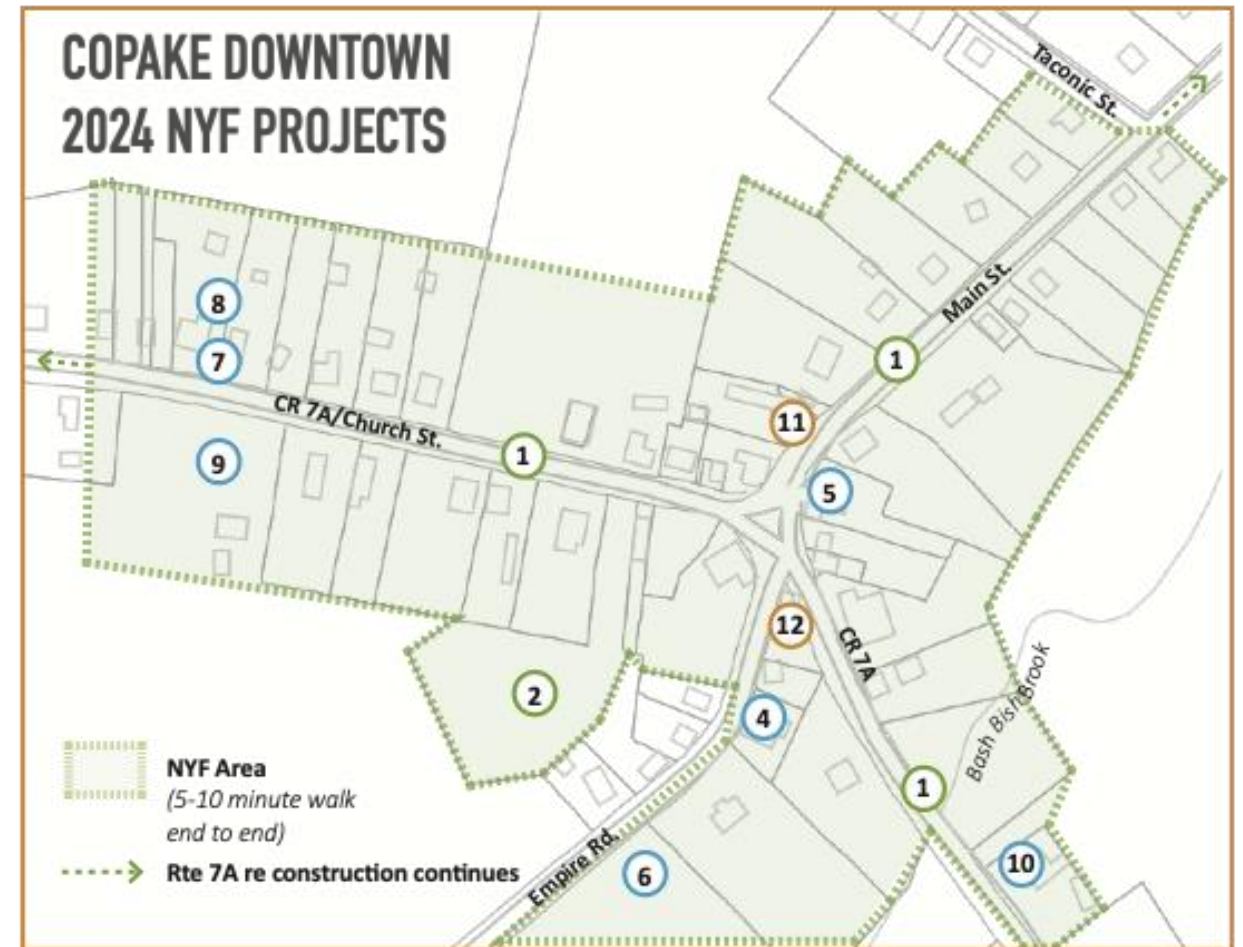


Copake's 2024 Draft Boundary

The 2024 NY Forward Area is significantly more compact than past proposals.

35 acres reaching 0.35 miles east to west (5–7-minute walk) with a 1.35-mile perimeter includes projects on:

- North and south sides of C7A/Church St.
- CR 7A southward to Bash Bish Brook
- Main St. northeast to the Cup of Coffee trailhead.



Copake's 2024 Draft Boundary

NYF Area was chosen because it:

- Is compact, walkable, bikeable and livable year round
- Links arts and cultural anchors in historic buildings
- Builds on CR Route 7A's traditional rural character
- Celebrates waterways, parks, trails and open spaces
- Appeals to employers and workers
- Focuses on fresh local food and community wellness
- Model affordability to avoid gentrification
- Reinforces Capital Region, Hudson Valley, Catskills, Berkshires Tourism
- Promotes green building, energy and infrastructure

PUBLIC IMPROVEMENTS

- 1 Rte 7A Complete Streets
 - 2 Hamlet Park
 - 3 Wayfinding Signage
- *Downtown wide - not on map*

NEW CONSTRUCTION, REHABILITATION & ADAPTIVE REUSE

- 4 Copake Grange 935 (628 Empire Rd)
- 5 Copake Inn Mixed-Use/Housing (170 Main St)
- 6 FarmOn! Agritourism & Wellness Center (556 Empire Rd)
- 7 Deep Roots Farm: Restaurant (1639 & 1643 County Rte 7A)
- 8 Deep Roots Farm: Farmworker Housing (1639 & 1643 County Rte 7A)
- 9 Buckley Farms Therapeutic Riding Ctr (1630 County Rte 7A)
- 10 MTG Wine Bar (Former Hub) (138 County Rte 7A)

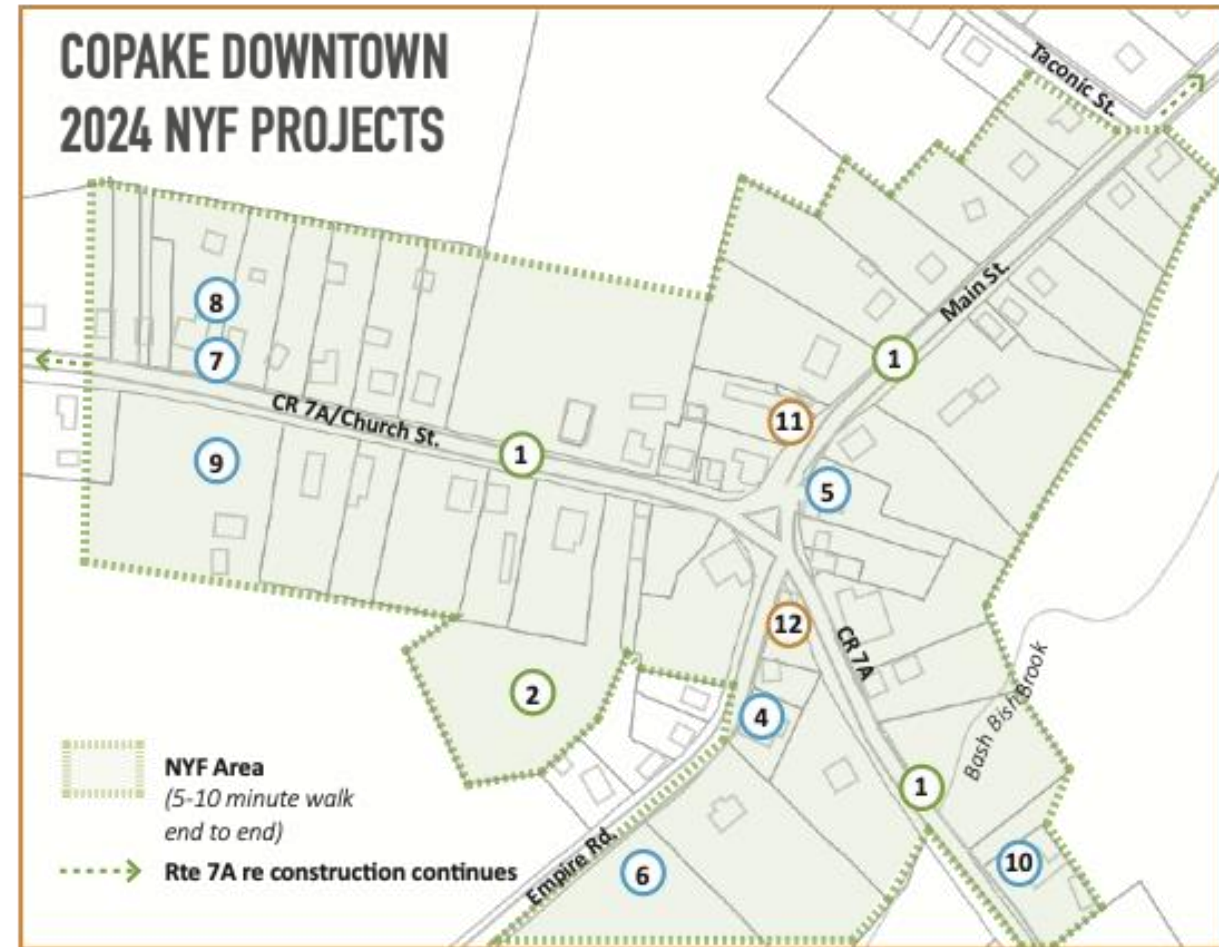
SMALL PROJECTS FUND

Example Projects for the Fund:

- 11 Copake Wine Works & The Hamlet Hound Tasting Room (177 County Rte 7A)
- 12 The Purple Grape (636 Empire Rd)

MARKETING & BRANDING

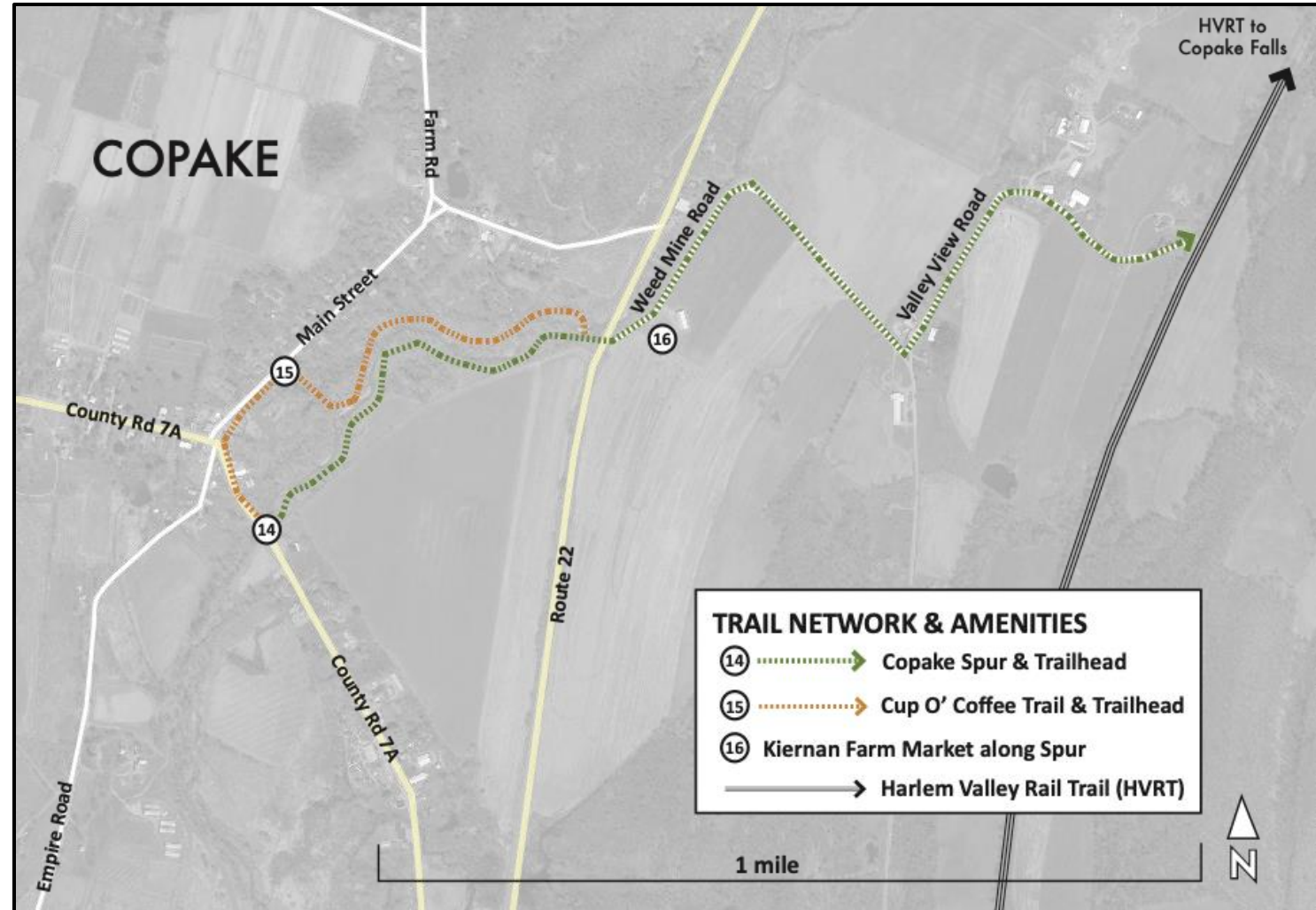
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Copake's 2024 Draft Boundary

Trails, Trailheads & Amenities

- Retain the critical Copake Spur Trail Head and Trail that ultimately connects to the Harlem Valley Rail Trail
- The Kiernan Family have generously agreed to donate an easement for the Copake Spur
- HVRT has an estimated 176,000 users annually. If even 25% used the Spur, over 44,000 visitors would be drawn to the NY Forward core
- The Kiernan Farm Store near the Route 22 crossing of the Copake Spur will be operated by a next generation of Kiernan farmers
- Includes the Cup O' Coffee Loop Trail with Trailhead



PROJECTS

- What projects do you think are most important to pursue:
 - Rehabilitation, Reuse and New Construction
 - Public Improvements
 - Grant Fund
 - Marketing and Branding

VISION

- What words or phrases express your vision for downtown Copake?
- What is your favorite place in the hamlet?
- What part of the hamlet do you feel would benefit MOST from a revitalization project?

INVESTMENT, QUALITY OF LIFE AND POLICIES

- What recent or impending investments should we list?
- What quality of life or supportive policies should we mention?

Wonderful things are happening in Copake. Downtown is a **thriving economic and social center** with restored historic buildings that appeal to residents and visitors. Reuse of vacant land enables savvy entrepreneurs to bring historic buildings back to life with **home-grown businesses including restaurants, art, music and event venues, unique shopping and services**. Residents invest in **accessible and affordable living spaces** to call home. A **new generation of farmers and agriculture enterprises innovate in an emerging food hub**. Our successful companies **train workers and lift wages**.

We celebrate Columbia County's rural beauty and **leverage our cultural and agricultural heritage** to be a **four-season destination for family tourism based on wellness, recreation, historic and culinary themes**. A network of trails and bikeways **link creative assets to our rebounding downtown**. Placemaking through complete streets and trails, climate-adaptive infrastructure, and preservation transform a **smart and sustainable core**. Copake is a diverse hamlet brimming with life – **in a beloved downtown with a great big heart**.

What's Next?



www.copakewaterfronts.com/nyforward

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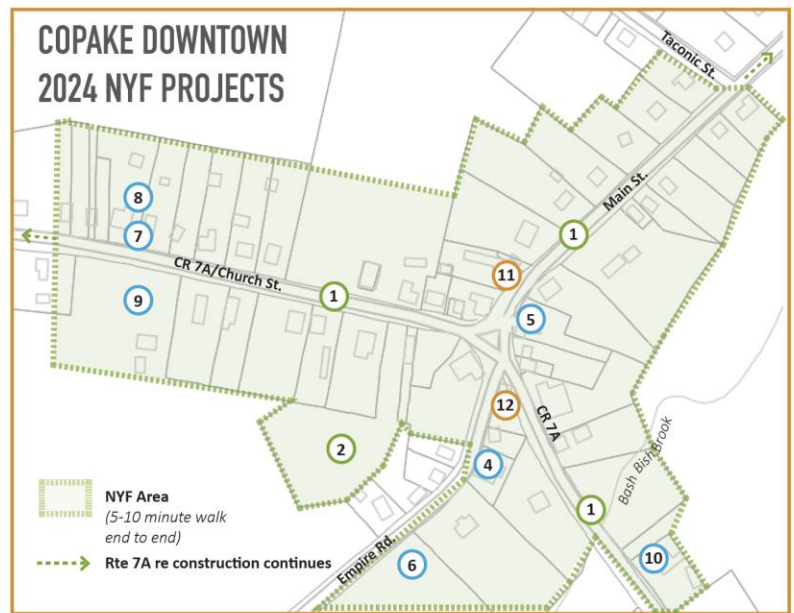
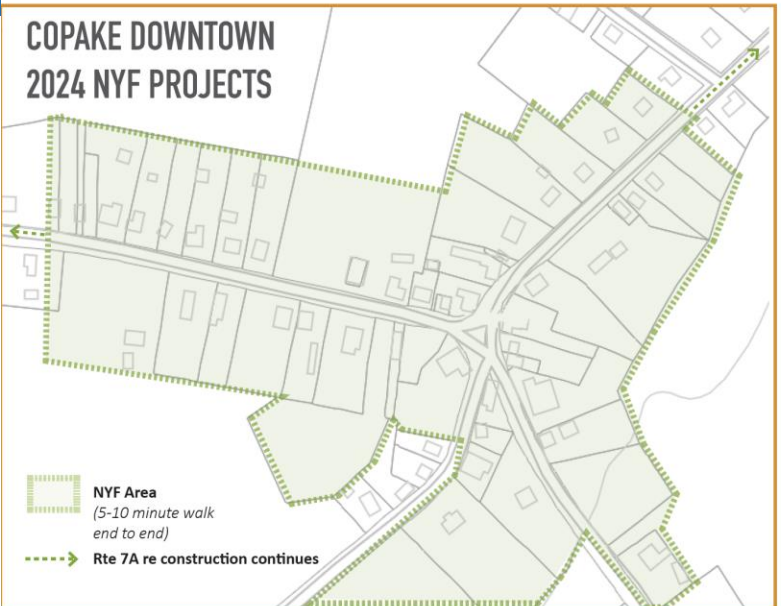
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- Please write a letter of support as soon as possible and send it to copakeNYforward@gmail.com
- Read more about NYS downtown programs at www.ny.gov/programs/downtown-revitalization-initiative
- Visit the project website at [NY Forward | Town of Copake \(copakewaterfronts.com/nyforward\)](http://NY Forward | Town of Copake (copakewaterfronts.com/nyforward))
- Email questions to copakeNYforward@gmail.com



Thank You

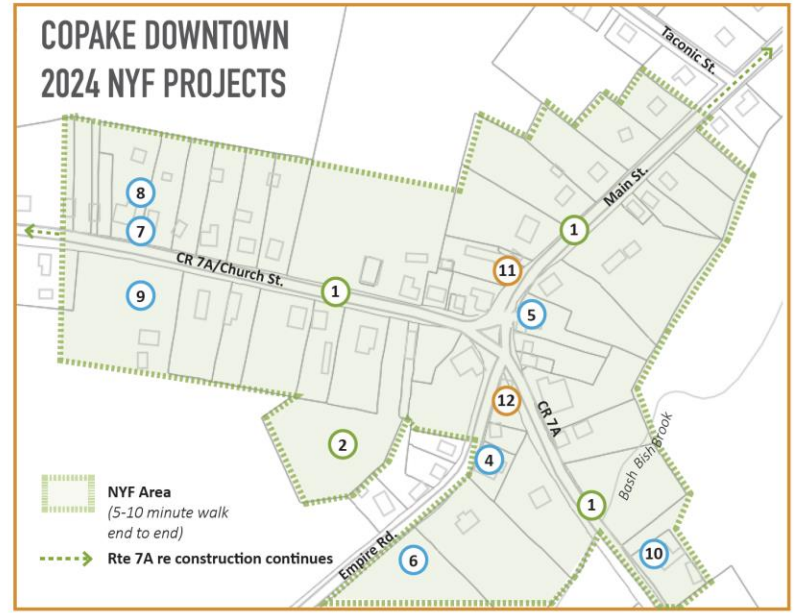




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