



*Town of Rotterdam Comprehensive Plan Update*

# **CPAC Meeting #4**

**April 9, 2020**

**6:30 pm – 8:30 PM**

**Virtual Meeting**



Engineering and  
Land Surveying, P.C.  
1533 Chaucer Road - Clifton Park, NY 12045



# Agenda

1. Roll Call, Welcome & Agenda Overview
2. Project Update
3. Community Survey Highlights
4. Draft Vision Discussion
5. Draft Goals Discussion
6. Discussion of Draft Comprehensive Plan Outline/Format
7. Public Comment: Please email comments to [RotterdamNYPlan@gmail.com](mailto:RotterdamNYPlan@gmail.com)





# Project Update

We are here!



Task	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21
Task 1: Project Coordination	▲		▲		▲		▲		▲		▲		▲			
Task 2: Community Engagement Plan & Process		★◇		△	◇	★	◇	◇	★			★				
Task 3: Existing Conditions Inventory and Analysis																
Task 4: Plan Vision and Goals																
Task 5: First Draft Comprehensive Plan																
Task 6: Final Draft Comprehensive Plan																
Task 7: Adoption Assistance																○

\*Reflects an October 2019 start & includes the Town Board adoption process. Schedule

- ★ Public Workshop (includes 1 Committee public hearing)
- ▲ Comprehensive Plan Committee Meetings (In Person)
- ◇ Pop-up Stations (3)
- △ Stakeholder Meetings/Interviews
- ◇ Focus Group Meeting (3)
- Town Board Public Hearing (1)





# Project Update

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- Existing Conditions Inventory and Analysis – In Progress
- Public Engagement – In Progress
  - Stakeholder Meetings (8 to date)
  - Public Workshops (2)
  - Pop-up stations (3)
  - Online Community Survey
- Plan Vision and Goals – In Progress
- Draft Comprehensive Plan Framework – In Progress





# Community Survey Highlights

- Online survey through Survey Monkey
- Live from February 27 to April 1, 2020
- Total of 222 respondents
- Topic Areas included:
  - Demographic and Background Information
  - The Places We Gather
  - The Way Land is Used
  - The Future



**TOWN OF ROTTERDAM  
COMMUNITY SURVEY**

Be part of the Rotterdam Comprehensive Plan Update. We need your input!

Go to this link and take the survey:  
[www.research.net/r/RotterdamNY](http://www.research.net/r/RotterdamNY)

For more information contact:  
[www.RotterdamNYPlan.com](http://www.RotterdamNYPlan.com) | [RotterdamNYPlan@gmail.com](mailto:RotterdamNYPlan@gmail.com)



Scan the QR code  
to access the  
survey on your  
mobile device

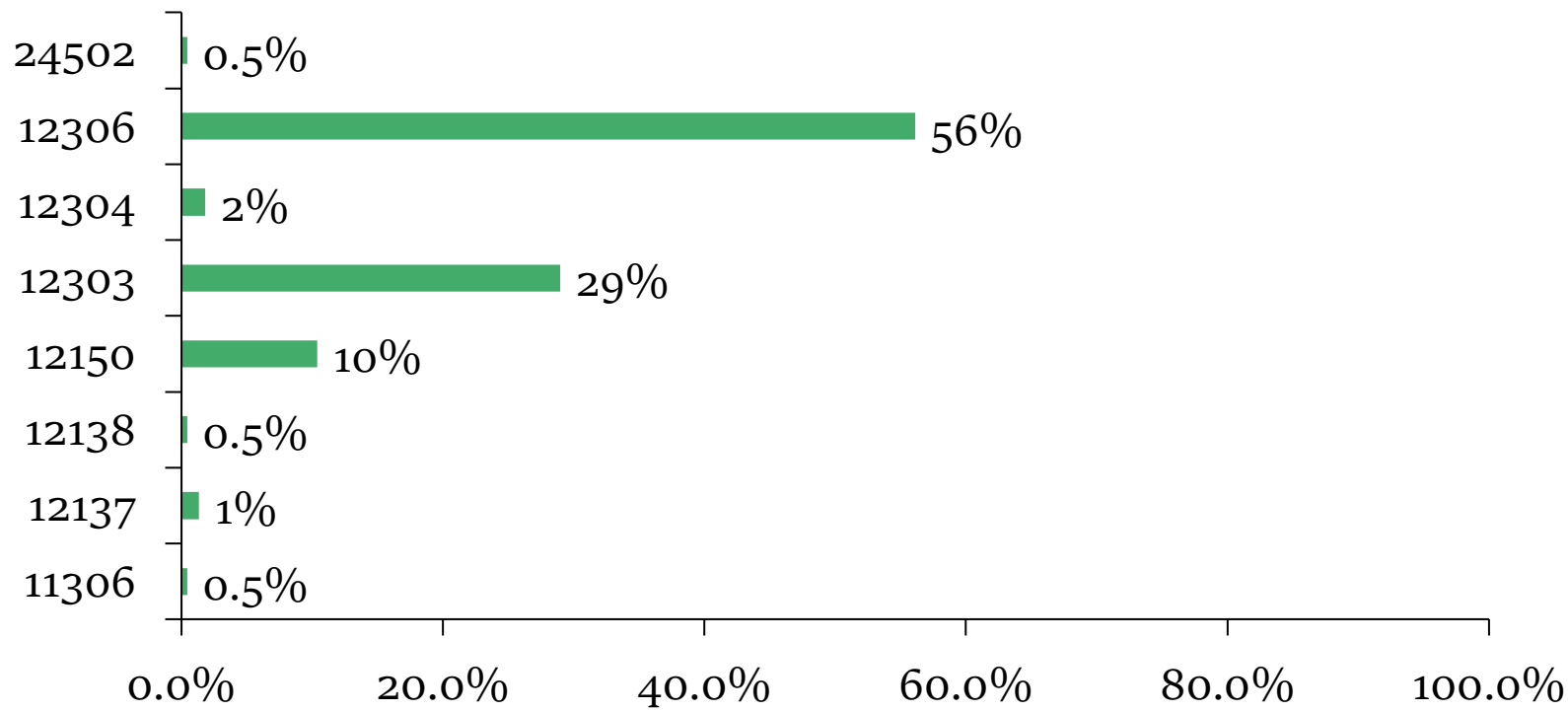




# Community Survey Highlights

## Demographic and Background Information

Q1 Please enter your zip code.

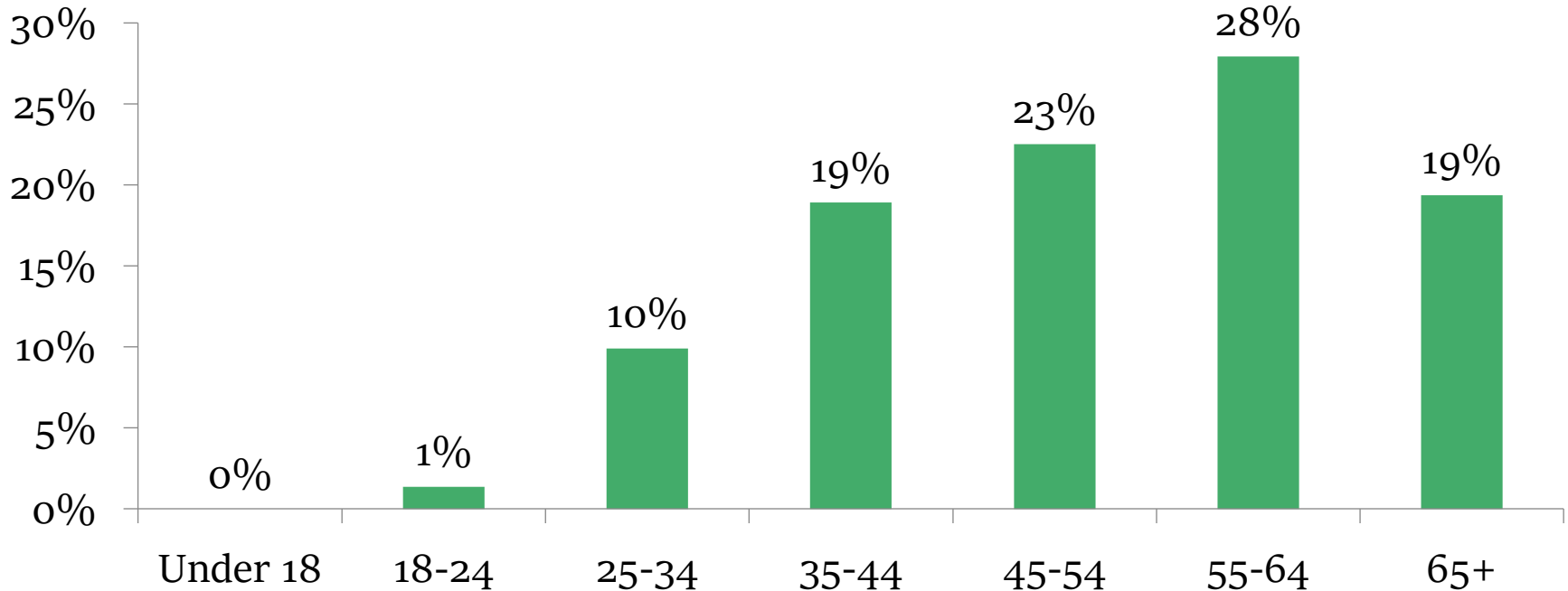




# Community Survey Highlights

## Demographic and Background Information

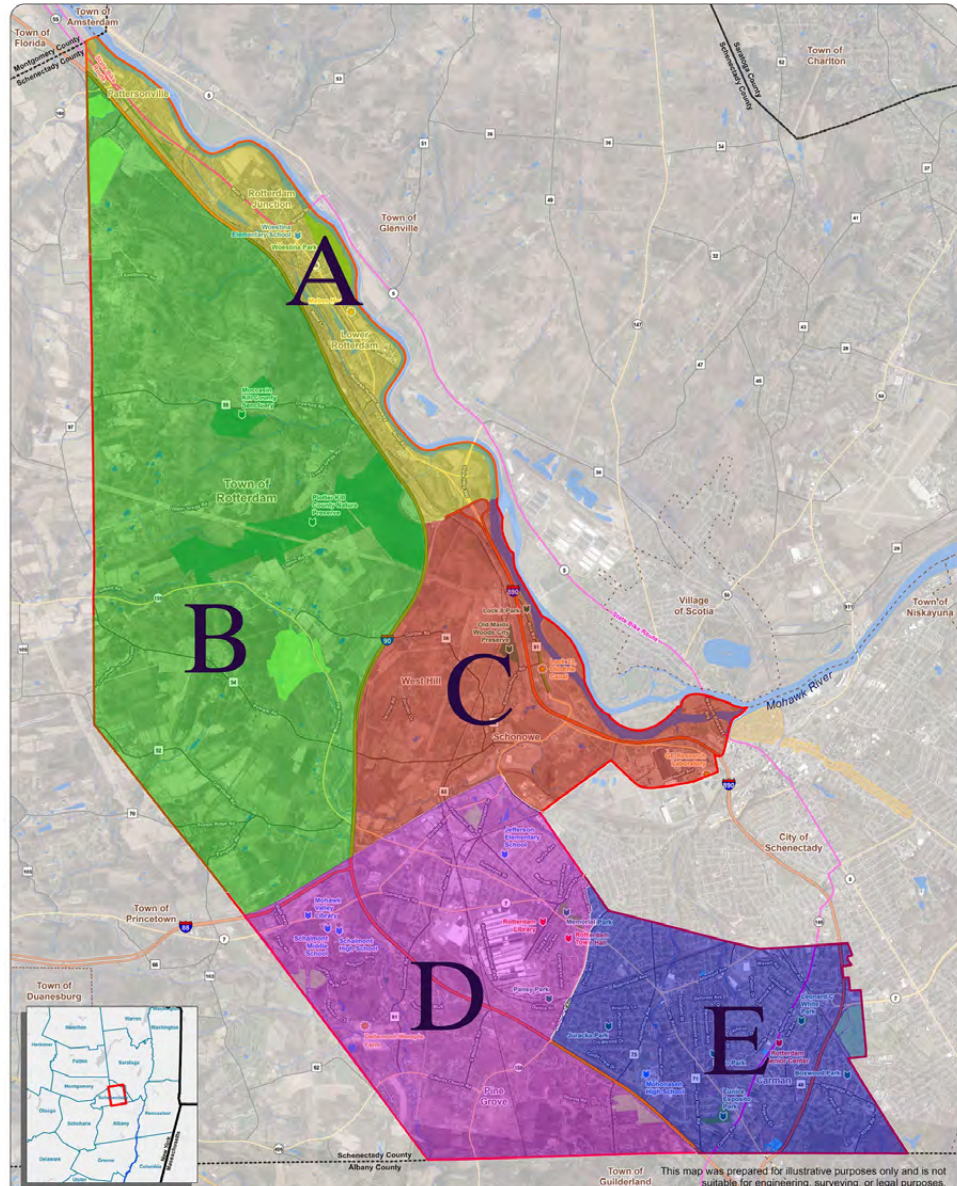
Q2. Please indicate your age.





# Community Survey Highlights

## The Places We Gather



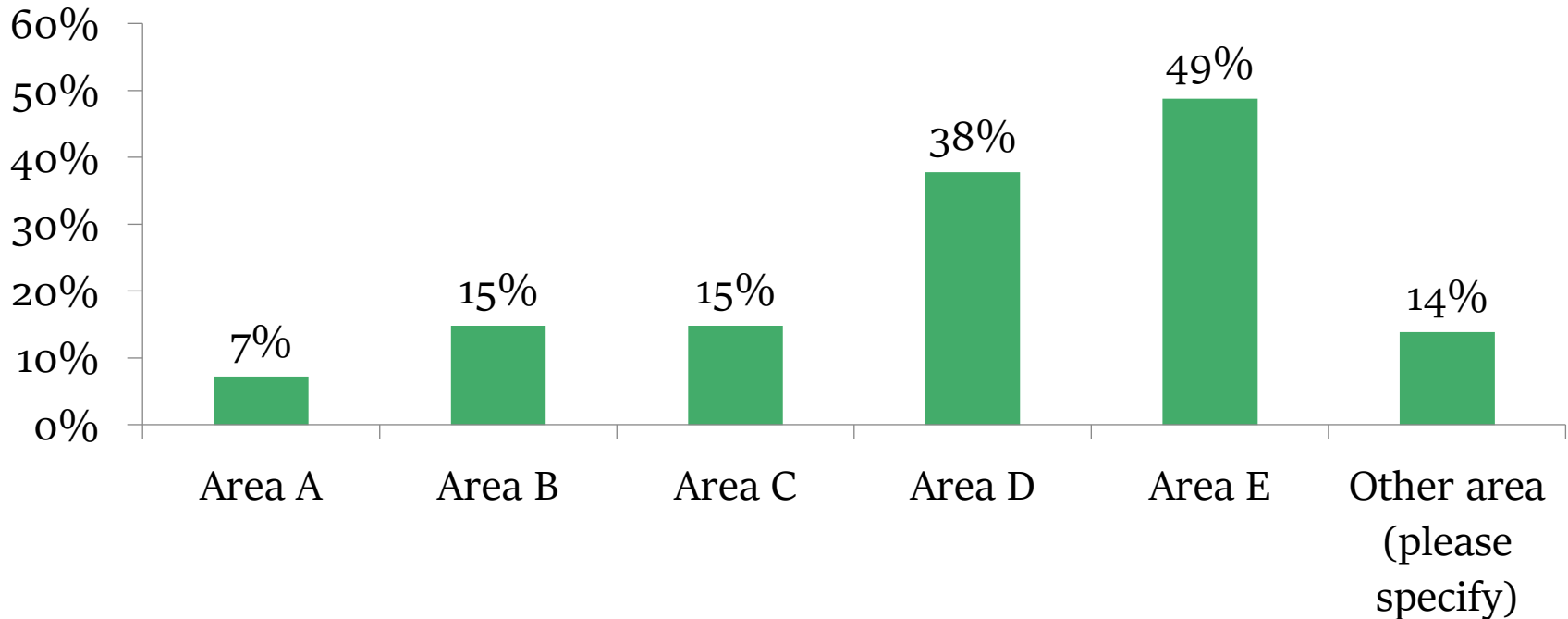




# Community Survey Highlights

## The Places We Gather: Dining, Shopping and Entertainment

Q3. Please select the areas in town you frequent the most for dining, shopping or entertainment.





# Community Survey Highlights

## The Places We Gather: Recreation

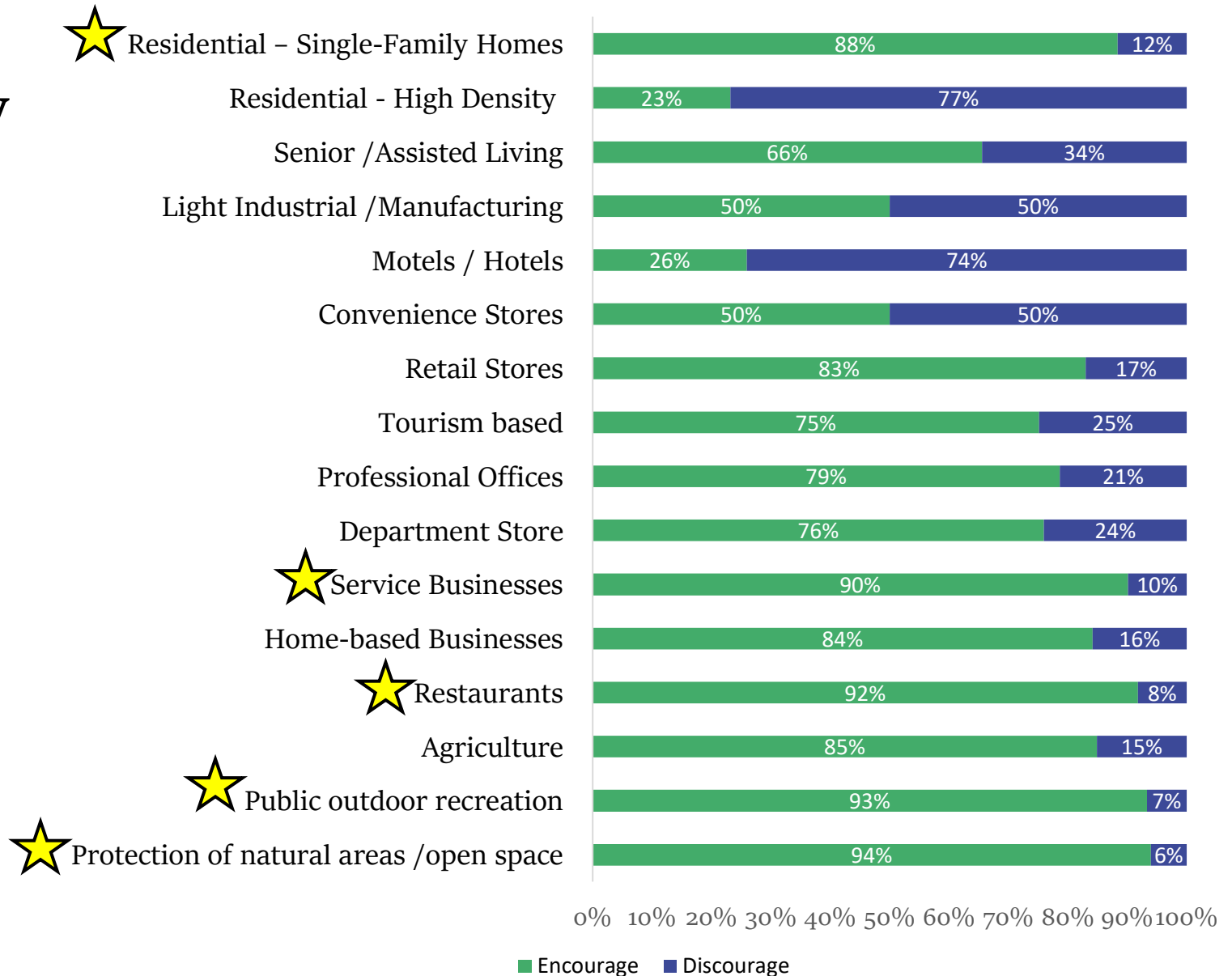
Q4. Please select the areas in town you frequent the most for Recreation.





## Q5. Would you encourage or discourage the following land uses in the Town? Select one per row.

# The Way Land is Used





# Community Survey Highlights

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## The Way Land is Used

Q6. What other land uses would you encourage in the Town? Please provide response below.

### Common Responses:

- More parks and recreational facilities/ large centrally located park
- More commercial/retail land uses, particularly grocery stores, restaurant and shopping.
- Re-use/redevelopment of existing areas





# Community Survey Highlights

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## The Way Land is Used

Q7. What other land uses would you discourage in the Town? Please provide response below.

### Common Responses:

- High density residential, including apartments, condominiums and high-rise structures.
- Some commercial uses, such as auto parts stores, convenience stores, banks and pharmacies.
- Industrial development





# Community Survey Highlights

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## The Way Land is Used

Q8. Where should commercial/retail growth be directed within the town?

### Common Responses:

- Five Corners area
- Via Port Mall
- Curry Road and Altamont Avenue
- Reuse of abandoned and vacant areas
- Western portion of Town





# Community Survey Highlights

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## The Way Land is Used

Q9. Where should residential growth be directed within the town?

### Common Responses:

- Western Rotterdam
- In existing residential areas
- Encourage better property maintenance and rehabilitation of structures rather than new residences.
- Encourage the construction of single-family homes as opposed to apartments





# Community Survey Highlights

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## The Future

Q10. How would you describe your ideal vision of Rotterdam in 5, 10 or 20 years?

### Common Responses:

- A safe community with a strong economy
- A more vibrant community with public recreation spaces that is welcoming to new businesses
- A more walkable community and an improved streetscape
- Better sense of community
- Balance of residential areas, shopping, dining and entertainment while maintaining natural areas and greenspace
- A thriving and active town





# Community Survey Highlights

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## The Future

Q11. Please identify the top 3 concerns or challenges for Rotterdam.

### Common Responses:

- Taxes too high
- Lack of commercial/retail businesses
- Property maintenance
- Too many apartments
- Infrastructure concerns related to water/sewer and road conditions
- Traffic congestion
- No sense of community
- Walkability/pedestrian infrastructure
- Lack of a large centralized park facility





# Community Survey Highlights

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## The Future

Q12. Please identify the top 3 opportunities you see for Rotterdam in the future.

### Common Responses:

- Commercial growth
- Access via major transportation networks
- Industrial Park
- Via Port Mall property
- Riverfront access
- Stable population via residential neighborhoods
- Agricultural opportunities
- Great schools





# Discussion of Draft Vision

## What is a Vision?

- A vision statement establishes the direction of the community over the next five to ten years
- It forms the basis for the comprehensive plan
- All subsequent recommendations aim to achieve the established vision







# Discussion of Draft Vision

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The Town of Rotterdam is a thriving, friendly community of distinct neighborhoods that together create a desirable place to live, work and play.

Locally owned businesses, walkable neighborhoods, excellent schools and vibrant commercial corridors as well as an active industrial area support a growing tax base, employment opportunities, and a high quality of life.

At the crossroads of several major transportation routes, Rotterdam offers easy access to major Capital Region destinations for employment, retail and institutions of higher education.

Rotterdam enjoys a diversity of housing options. From historic single-family neighborhoods to multi-family neighborhoods, there are housing choices to accommodate all generations.

Rotterdam is respectful of its rich history and natural resources prioritizing the health and well-being of its residents, visitors and the environment.

Parks and recreational opportunities abound providing options for people of all ages to connect with nature and each other.





# Discussion of Draft Goals

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## Steps to Develop Goals Supportive of Vision

- Establish Townwide Topic Areas
- Identify Broad Goals for Each Topic Area
- **Develop Specific Recommendations for Each Geographic Area in Town to Address Goals**





# Discussion of Draft Goals

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## Townwide Topic Areas

- Neighborhoods, Housing & Community
- Transportation & Mobility
- Economic Growth
- History, Culture and Education
- Natural Resources, Agriculture & Environment
- Parks and Recreation
- Infrastructure and Governance





# Discussion of Draft Goals

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## Neighborhoods, Housing & Community

### Goals:

- Preserve and enhance the character and unique identity of existing neighborhoods and hamlets.
- Create places and activities to celebrate community.
- Maintain and enhance existing housing stock.
- Support housing options that are appropriately located, meet the needs of seniors and all generations and serve all incomes.







# Discussion of Draft Goals

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## Transportation & Mobility

### Goals:

- Maintain a safe, reliable and efficient transportation system that provides multi-modal access to all residents and visitors.
- Enhance the walkability of historic hamlet areas and increase neighborhood connectivity.
- Improve accessibility of neighborhood commercial corridors by completing the street.





# Discussion of Draft Goals

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## Economic Growth

### Goals:

- Promote investment and reinvestment to attract and retain local businesses and employment opportunities.
- Ensure that commercial growth occurs in a manner that maintains the character of the community while expanding the Town's tax base and the availability of services to members of the community.
- Support and promote existing commercial and industrial areas.





# Discussion of Draft Goals

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## History, Culture & Education

### Goals:

- Protect, enhance and promote historic and cultural resources of the Town for the enjoyment of visitors and community members.
- Expand opportunities for residents and visitors to experience history, arts and culture.
- Support and foster educational opportunities to ensure the success of future generations.





# Discussion of Draft Goals

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## Natural Resources, Agriculture & Environment

### Goals:

- Preserve and protect key natural resources and critical environmental areas including the Great Flats Aquifer.
- Preserve and protect farmland and support a local agricultural economy.





# Discussion of Draft Goals

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## Parks and Recreation

### Goals:

- Provide recreational opportunities that utilize the scenic and natural resources of the town.
- Provide a diversity of year-round recreational opportunities for the enjoyment of all residents and visitors.





# Discussion of Draft Goals

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## Infrastructure and Governance

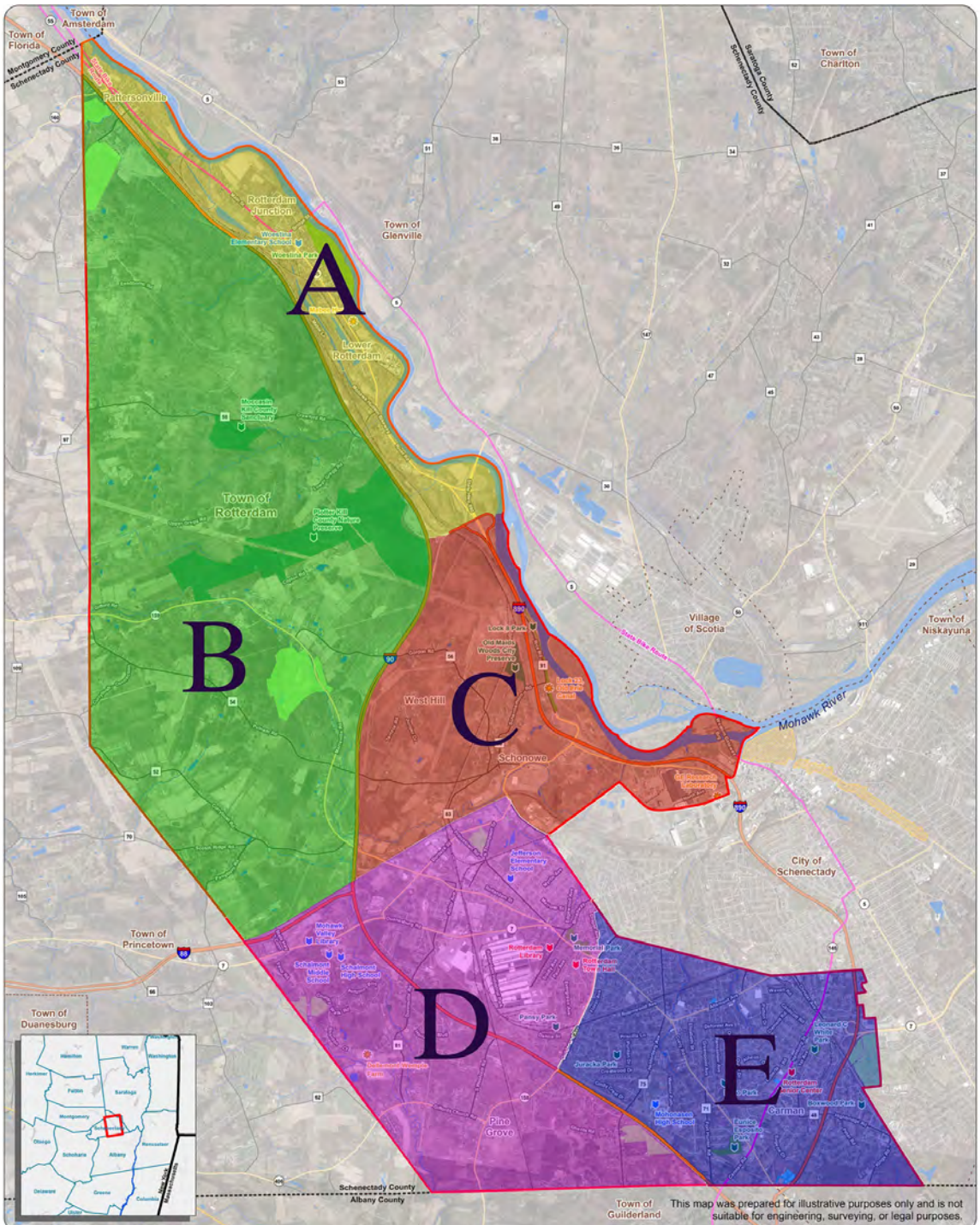
### Goal:

- Ensure the availability of public facilities, infrastructure and emergency services that adequately serve the present and future needs of Rotterdam.



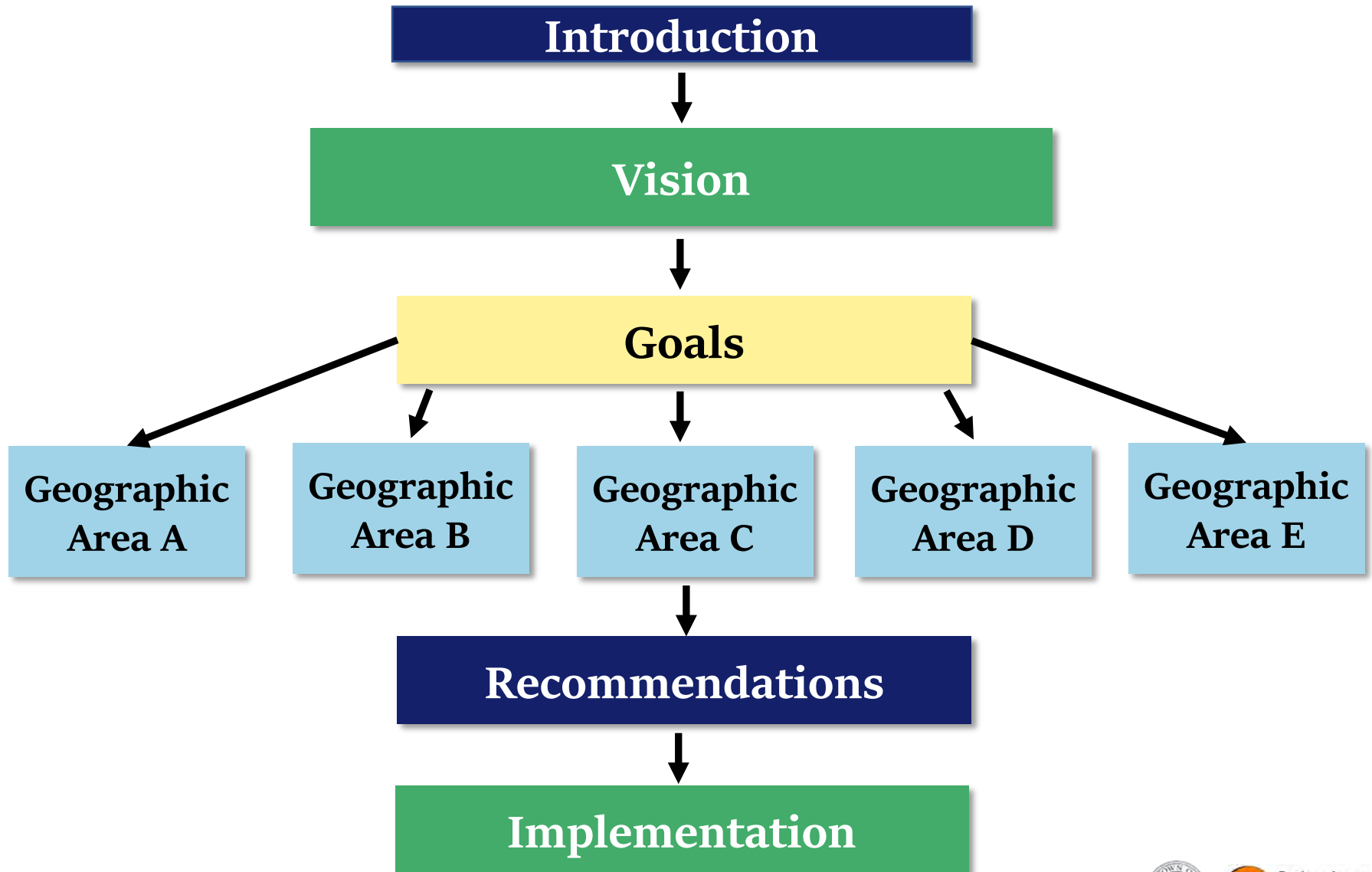
# Geographic Areas

*Example - For discussion purposes only*





# Comprehensive Plan Format







# Next Steps

- Focus Group Meetings
- Develop Geographic Area-Specific Recommendations
- Draft Comprehensive Plan
- CPAC Meeting #5 – June 11, 2020





# Public Comment

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- Email Comments to:

[RotterdamNYPlan@gmail.com](mailto:RotterdamNYPlan@gmail.com)





# Thank You!

- For More Info Go To Project Website:

[www.RotterdamNYPlan.com](http://www.RotterdamNYPlan.com)

- A recording of this meeting and the presentation will be available on the project website

