Town of Rotterdam Comprehensive Plan Update

CPAC Meeting #6

September 10, 2020
6:30 PM
Video Conference Meeting
1. Roll Call, Welcome & Agenda Overview

2. Project Update

3. Revised Community Engagement Options

4. Draft Vision Map Discussion

5. Public Comment: Please email comments to
   RotterdamNYPlan@gmail.com
Project Update

- Existing Conditions Inventory and Analysis – In Progress

- Public Engagement – In Progress
  - Stakeholder Meetings (8 held to date)
  - Public Workshops (2 held)
  - Pop-up stations (3 held)
  - Online Community Survey (complete)
  - Student generated survey (complete)

- Plan Vision and Goals – Complete

- Draft Comprehensive Plan Framework – Ongoing

NOTE: Engagement schedule has shifted due to COVID-19
Revised Community Engagement Approach

- Swap Public Workshop/Open House #3/focus group meetings with Interactive Webinar and follow-up Online Survey
  - **Purpose:** Review Vision Map & Gather Feedback

- Re-evaluate Public Workshop/Open House #4 at a later time
Shift from Future Land Use Map to Vision Map

- Previous discussions about future land uses with CPAC & feedback from public did not reflect significant land use changes

- To more easily reflect the community vision, a Vision Map has been drafted

- **Purpose:** Illustrate areas of focus for change, enhancement and improvement community-wide
Draft Vision

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**.
Draft Vision Map
Discussion

**Neighborhoods, Nodes & Connections**
Reminder this Map is NOT:

• Zoning

• Parcel Specific
Maintain Neighborhoods and Enhance Connections

- Maintain existing neighborhood character
- Enhance connections
  - Pedestrian and bicycle improvements
  - Connections to key commercial corridors, recreation areas and services
Protect Rural Character and Natural Resources

- Maintain rural character
- Support agriculture and agricultural business
- Protect and preserve natural resources
Maintain and Enhance Active Industrial Areas

- Maintain existing industrial areas
- Promote economic development
- Tax revenue
- Employment
Enhance Parks and Recreation Areas

- Maintain and enhance existing parks and recreation areas
- Explore opportunities for additional parks and recreational resources
Mixed-Use Nodes

- Via Port Mall Node
- Route 7/Pilot Travel Center Node
- Five Corners Node
- Hannaford Plaza Node
- Curry Road-Altamont Avenue Node
- Carmen Road-Hamburg Street Node
Mixed-Use Nodes

- Nodes of commercial activity in key locations and corridors
- Create vibrant and attractive destinations
  - Live, shop, work and gather
- Promote mixed-use development/redevelopment
- Compact and walkable areas
- Consistent building design and streetscape
- Multi-modal transportation options
Key Regional Access

- Main access points to Town
- Easy access
- Opportunity for future employers and residents
- Marketing opportunity
Corridor Improvements and Neighborhood Connections

- Improvements to key commercial/transportation corridors
- Connections to neighborhoods
Draft Vision Map Discussion

Corridor Improvements and Neighborhood Connections

- Hamlet Center Mixed-Use
  - Rotterdam Junction
  - Small-scale mixed-use development and redevelopment
- Connections to neighborhoods and recreation areas
- Streetscape improvements
Corridor Improvements and Neighborhood Connections

- **Corridor Mixed Use**
  - Key commercial and transportation corridors
  - Promote mixed-use development/redevelopment
    - Office/commercial/retail
    - Higher density residential
  - Consistent design and streetscape
  - Promote multi-modal transportation options and connections to neighborhoods
Additional Thoughts?
Outline of Comprehensive Plan Document

- Still includes
  - Vision
  - Town-wide Goals
  - Geographic Areas
  - Area specific and Town-wide recommendations
Comprehensive Plan Format

Introduction

Vision (Including Vision Map)

Goals

Geographic Area A
Geographic Area B
Geographic Area C
Geographic Area D
Geographic Area E

Recommendations by Geographic Area & Town-wide

Implementation & Priorities
Next Steps

- Revise Vision Map
- Public Engagement #3
- Draft Comprehensive Plan
- CPAC Meeting #7 – TBD
Public Comment

- Email Comments to:
  RotterdamNYPlan@gmail.com
Thank You!

- For More Info Go To Project Website:
  www.RotterdamNYPlan.com

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