

Quick Guide to Comprehensive Planning



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MVEDD
Mohawk Valley Economic Development District, Inc.



We're
Here!



Comprehensive Planning First Steps

1



Assemble Steering Committee

Consider who will comprise the core group overseeing the process. Members should be prepared to attend meetings consistently, and the committee should be as representative as possible. It can include town officials, business owners, and other prominent and trusted community members.

2



Organize Subcommittees

In addition to the steering committee, plans typically rely on several smaller groups focused on specific subject areas (e.g. housing, transportation, infrastructure, etc.) Members should have knowledge relevant to the subcommittee.

3



Survey Logistics

The cost of collecting survey data depends on many factors, including how the survey is designed, distributed, collected, and analyzed. Establishing whether responses will be collected online, by mail, or both, what kinds of questions will be posed, and what information you hope to glean will all save time in the long run.

4



Review Other Local Plans

Plans can range widely in terms of content and complexity. Reviewing plans from nearby communities and keeping a list of topics you hope to cover will provide context as well as ideas for candidate solutions to address issues previously faced by other communities.

5



Training and Resources

Webinars and other training materials are available through NY Department of State at their [website](#), and through other agencies. Please contact us using the information below to learn more about how to support your comprehensive planning work.



Comprehensive Planning

Committee Formation

Who should be on the Comprehensive Planning Committee and Subcommittees?

The Comprehensive Planning Committee should have at least one member from the planning board and shall include representatives from a large range of ethnic, social, and cultural backgrounds and a diverse range of stakeholders, such as residents, civic leaders, business owners, elected officials, environmental experts, and/or municipal board members.

- Planning board members
- Community representatives
- Community stakeholders
- Residents
- Community groups
- Business owners
- Elected officials
- Environmental experts
- Historic preservation groups
- Fire and rescue personnel

The **members of the Comprehensive Planning Committee (CPC)** conduct/oversee the planning process and the development of the Comprehensive Plan, participate in meetings, generate ideas and build consensus, provide relevant information reflective of the community's current condition and needs (including a list of completed and ongoing local planning efforts and initiatives), review drafted materials drafted and provide constructive feedback, support each of the proposed public participation and outreach efforts, and set the stage for cooperation and the plan's implementation.

Comprehensive Planning

Subcommittee Formation

Proposed Subcommittee

ENCOURAGE



Housing, Tourism/Business & Economic
Development



Natural Resources, Agriculture, Historic
Preservation, and Parks & Recreation

PROTECT



MAINTAIN



Infrastructure & Safety

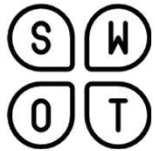


Comprehensive Planning

Step-by-Step

Source: [Department of State \(DOS\) Comprehensive Planning Website](#)
[DOS Comprehensive Planning Webinar](#) (Step-by-Step at 53:10)

1



Identify Issues

Complete a SWOT Analysis for your Community.

- Strengths
- Weaknesses
- Opportunities
- Threats

2



Community Inventory / Survey

Take a community inventory of assets within the community, not paper survey. Topics can include:

- Agriculture
- Historic / Cultural / Archeological
- Park & Recreation
- Environment
- Demographics
- Housing
- Economy
- Public Services
- Transportation

3



Identify Goals

- Based on Identified Issues (SWOTs)
- Goals become priorities for future policy development
- Goals are measurable and achievable
- SMART Goals (Specific, Measurable, Achievable, Relevant, and Time-bound)

4



Draft Plan

- When do you have enough research to begin writing
 - Primary concerns are addresses
 - Public meetings held (statutorily required and others)
 - All special board meetings are open to the public
 - Planning Committee
 - Public meeting within 90 days of receiving draft plan
- Monitor consultant's progress
 - Review to ensure consistency with community's vision

5



Evaluate Alternatives

- Are goals achievable financially?
- Are there more attainable/sustainable alternatives?
- What are cost effective ways to achieve goals?

6



Adopt Plan

- Governing Board adopts plan by resolution or other local enactment
- Adopted plan must be considered by other governmental agencies when planning for capital projects.

7



Implement Plan

- Suggestions to promote concepts outlines in plan
 - Amend land use regulations
 - Develop design guidelines
 - Budget for capital improvements
- Implementation matrix

8



Evaluate Plan

- Plan must include maximum intervals for review
- Amend plan as needed

Comprehensive Planning

Basic Plan Outline

1. Introduction and/or executive summary
2. Existing conditions
3. Trends
4. Environmental framework
5. Development goals & policies
6. Land use constraints & opportunities
7. Land use development plan
8. Fiscal impacts
9. Implementation strategies
10. Maps
11. Appendices

Appendices can include your survey, public meeting notes and summaries, regulations, design guidelines, budgets for capital improvements, grant applications, etc.

Your Community's Comprehensive Plan shouldn't be something that sits on a shelf and collects dust. It should be something that your community uses and reflects on when making decisions and to move your community forward. Make your Comprehensive Plan something that you will use, it can be short and sweet, have pictures and graphs, be aesthetically pleasing, etc.

"I love it when a plan comes together." - Colonel Hannibal Smith

Comprehensive Planning

Community Demographics

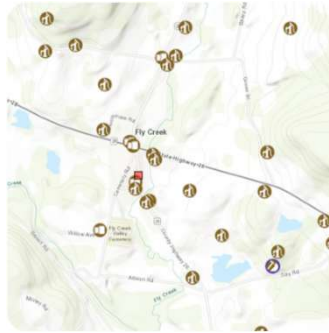
Maps of the Community



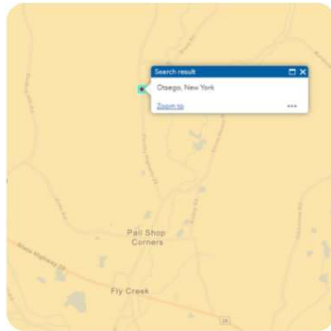
[FEMA Flood Map](#)



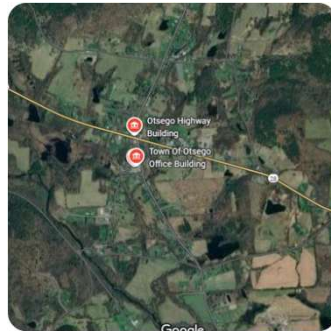
[US Fish and Wildlife Wetlands](#)



[DECinfo Locator](#)



[Economically Distressed Areas \(ESD\)](#)



[Community Map](#)

Map insight

The community is considered slightly distressed. There are some flood risk areas in the community. The town is mostly rural with the hamlet being more concentrated.

[Community Quick Facts](#)

Population (2020): 2,756

Median household Income: \$72,716

Persons under 18: 16.1%

Persons 65 and over: 22.8%

Average travel time to work: 22.8 Minutes

Homeownership rate: 71.1%

Households: 1,165

Disabled population: 15.4%

Employment Rate: 48.2%

Percent Poverty: 12.6%

Work from home: 3.3% (2023 ACS)

[Census Data](#)

Comprehensive Planning

Importance of a Comprehensive Plan

- How your community presents itself to the outside world
- Provides clear vision and direction for your community
- Legal basis for projects within your community
- Agencies must refer to your comprehensive plan when completing projects in your community
- Assist with grant funding opportunities
- Provides framework for community development
- Protects community resources and character

A photograph of a herd of brown cows grazing in a lush green field. The cows are in the foreground and middle ground, with some looking towards the camera. The background features a line of green trees under a clear sky. The image is slightly faded to allow text to be overlaid.

Comprehensive Planning

Importance of a Community Input

- Grounds the plan in reality and speaks to what your community wants for the future
- Identifies your communities priorities and needs
- Ensures that the plan is developed with the whole community in mind
- Creates a trusting, transparent, and engaging partnership
- Creates realistic goals and strategies for your community
- Provides input for potential grant funding opportunities
- Creates a more useable and beneficial comprehensive plan

WHAT CAN YOU DO?

- COMPLETE A SURVEY
- JOIN A SUBCOMMITTEE
- SHARE THE SURVEY WITH YOUR FRIENDS, FAMILY, AND NEIGHBORS
- ATTEND COMMUNITY MEETINGS

LINK TO SURVEY





Community Vision

From 2008 Comprehensive Plan

We, the Town of Otsego citizens, cherish and protect our rural and natural landscape. We assure that plentiful, accessible open spaces continue to exist. We see agriculture as a continuing important part of the Town's economy and character. We respect our traditions and history, and so preserve the Town's historic architecture and character. We wish to encourage new development to honor the ways our hamlets have looked through their long histories. Hence we promote careful design and placing of new buildings to complement and harmonize with those already here. We Town citizens are committed to involvement in its future and are proud of our strong community identity.



Community Vision

From 2008 Comprehensive Plan

We foresee the future Town of Otsego as continuing to have a clean environment, beautiful landscape, a rural character. We foresee carefully managed growth and development, maintaining access to our natural areas.

We foresee a place of safety for us and our families.

We expect increased year-round recreational and cultural opportunities, including biking, hiking, and walking trails, and ample access to Otsego and Canadarago Lakes. We see residents and visitors here enjoying even more access to the arts and cultural events.



Community Vision

From 2008 Comprehensive Plan

We want added economic growth, with more diverse year-round businesses that serve both residents and visitors. We want low-impact, family-owned small businesses to flourish, not only in Cooperstown, but in Fly Creek, the Town's secondary center for retail and service operations. We want the Town of Otsego to develop housing and jobs to draw young families here.



Community Vision

From 2008 Comprehensive Plan

We foresee high quality and diverse housing for all income levels and ages, with special attention given to housing our elderly so that they can continue life right here. We want residential development, concentrated in and around the hamlets, to strengthen our neighborhood, economy, and sense of community.

We foresee hamlet amenities like sidewalks and street trees adding to its desirability as a place to live. Beyond the hamlets, we foresee a mix of current size and some smaller, affordable homes surrounded by open land and farms.

We foresee all homes and neighborhoods safe and well maintained.

The background of the slide is a scenic photograph of a calm lake. In the distance, there are rolling hills or mountains under a soft, hazy sky. In the foreground, several boats are docked along the right side of the shore, their forms slightly blurred. The water reflects the light from the sky.

Community Vision

From 2008 Comprehensive Plan

We want roads well-built, maintained, and reflective of our rural and historic heritage. We want traffic volume and speed controlled to harmonize with the Town as a place of homes.

We foresee high-quality schools for our youngsters and a Town government that works to provide both public services and reasonable taxes. We foresee the Town working even more cooperatively with the Towns and Villages in the Leatherstocking region, promoting their good and ours.

This is our vision, the touchstone for our shared future.