

# TOWN OF EAST GREENBUSH COMPREHENSIVE PLAN UPDATE



## COMPREHENSIVE PLAN STEERING COMMITTEE MEETING MARCH 25, 2019



Engineering and  
Land Surveying, P.C.

RIVER STREET  
PLANNING & DEVELOPMENT



# AGENDA

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# AGENDA

1. Welcome & Introductions
2. Comprehensive Planning 101
3. Project Scope & Schedule
4. Roles and Responsibilities
5. Existing Conditions - Demographics
6. Group Exercise:  
Needs and Opportunities
7. Next Steps
8. Public Comment



# COMPREHENSIVE PLANNING 101



# WHAT IS A COMPREHENSIVE PLAN?

Town Law – Article 16 §272-A:

"town comprehensive plan" means the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive material that identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of the town located outside the limits of any incorporated village or city.

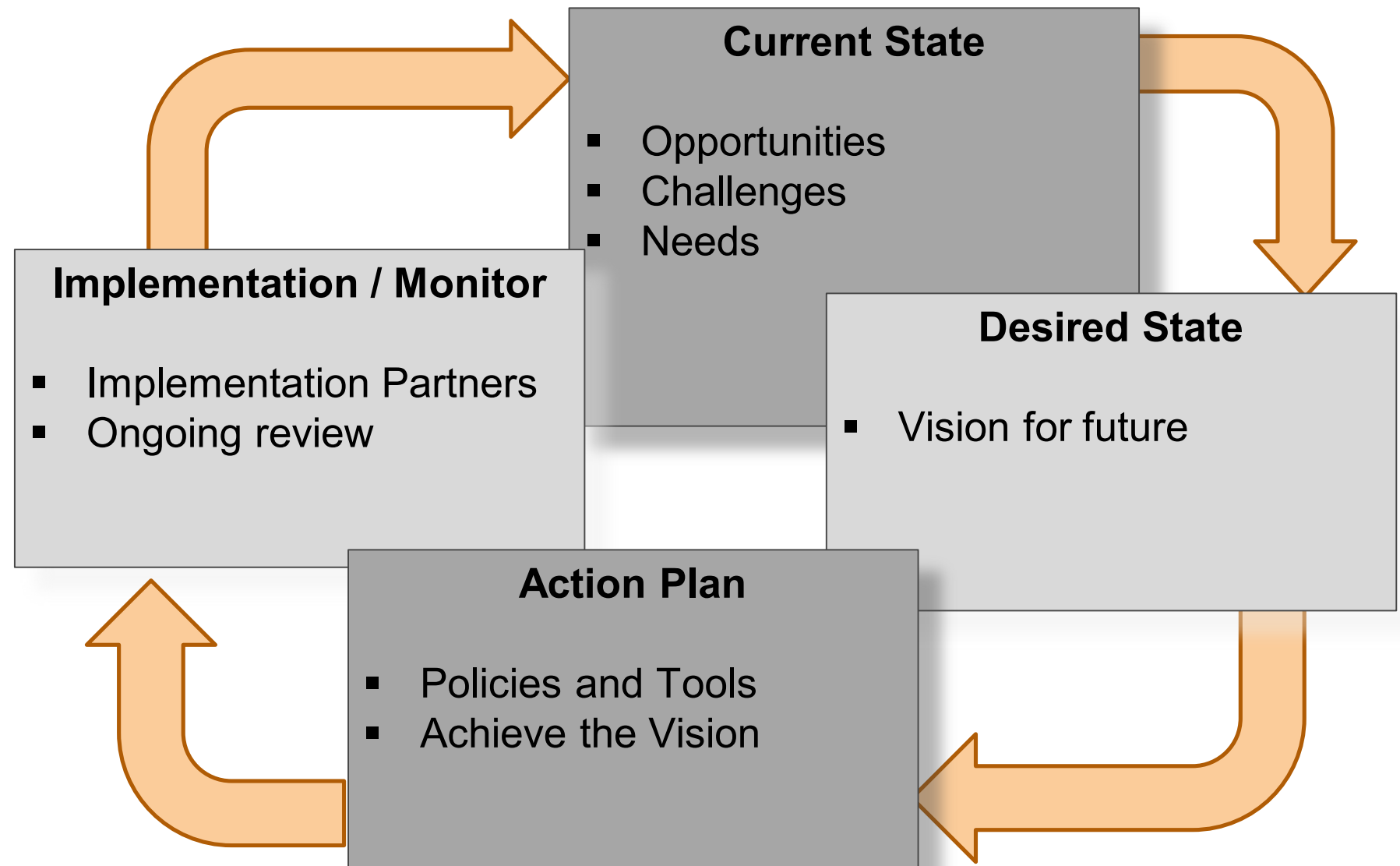


# WHAT IS A COMPREHENSIVE PLAN?

- A blueprint for the future of a community
- Broad in nature
- Addresses Community-wide topics
- A document, maps, illustrations that
  1. Evaluate the **Current** State
  2. Identify the Desired **Future** State
  3. Determine an **Action Plan**
  4. Describe how to **Implement**



# WHAT IS A COMPREHENSIVE PLAN?



# WHY HAVE A PLAN?

Families **plan** to buy a house, to take a vacation, for a child's education.

Businesses **plan** for profit and growth.

Communities **plan** for...

- ✓ population changes
- ✓ economic growth
- ✓ roads, community character, property values, tax base, schools, environmental protection, transit, recreation, pedestrian safety, sewage disposal, water supply...



# WHY HAVE A PLAN?

- Identify Long-term Community Vision
  - Community and Stakeholder Input
- Outline / Describe Approach to Achieve Vision

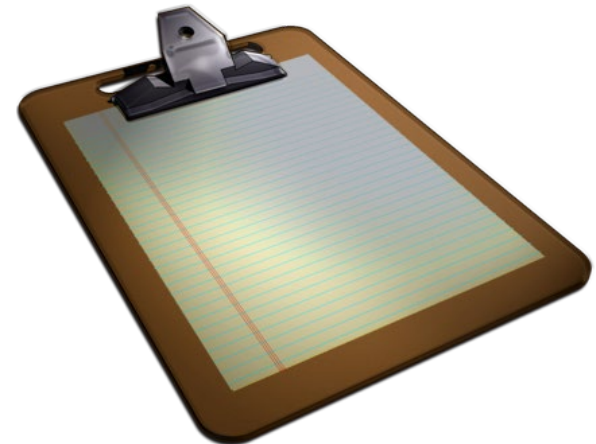
**“If you don't know where you are going,  
you'll end up someplace else.”**

**— Yogi Berra**



# How Do You Create ONE?

1. Analysis of existing conditions
2. Identification of vision
3. Goals
4. Action items
5. Implementation schedule
6. Public/stakeholder input



# A COMPREHENSIVE PLAN IS NOT...

- Zoning
- Parcel Specific
- A venue to address individual projects under review or in the review pipeline



# DETERMINING WHEN TO UPDATE

- Elapsed Time: 5 years generally
  - Demographics
  - Municipal budgets
  - Economic Conditions
  - Society changes (technology)
  - Single issue/focused plans completed
- Land Use:
  - Are patterns in balance?
  - Meet resident expectations & needs?
- Zoning:
  - Requests for variances or zone changes?



# PROCESS

- Town Board establish a committee
- Committee to update the plan
- Committee Public Hearing (required)
- Committee to advance updated draft to Town Board for consideration
- Town Board approval process (required items)
  - Public Hearing
  - GML 239-m – County Planning Review
  - State Environmental Quality Review Act (SEQR)



# PROJECT & SCOPE OVERVIEW



# PROJECT OVERVIEW

- 3 Phases
  - *Phase 1: Comprehensive Plan Update*
  - *Phase 2: Zoning Map & Text Amendment*
  - *Phase 3: GEIS Update*
- Phase 1 Overview
  - *Community Outreach and Engagement*
  - *Existing Conditions Evaluation*
  - *Identification of Recommendations*
  - *Strategies for Implementation*



# SCOPE OF WORK

## *Phase 1 – Comprehensive Plan Update Tasks*

Task	Task/Activity	
1	Project Initiation / Management	
2	Community Profile / Inventory	
3	Public Involvement	
4	Direction for Comprehensive Plan	
5	Technical Investigation Items	
6	Key Recommendations	
7	Draft Comprehensive Plan	
8	Final Draft Comprehensive Plan	

# SCOPE OF WORK

## ***Task 1 – Project Initiation / Management***

1. Coordination with Project Team, Staff and CPC
2. Keep process on track

Anticipated Deliverables: Project initiation meeting (1); Steering Committee Meetings (up to 6); Monthly Team Coordination Calls; Meeting/Call summaries.

# SCOPE OF WORK

## ***Task 2 – Community Profile/Inventory***

1. Review of existing plans
2. Analysis of existing conditions
  1. Demographics and socioeconomic trends
  2. Housing
  3. Transportation
  4. Environment
  5. Land Use and Zoning
  6. Neighborhoods
  7. Public Utilities and Infrastructure
  8. Parks, Recreation and Historic Preservation
  9. Community Facilities

Anticipated Deliverables: Community Profile Technical Memorandum

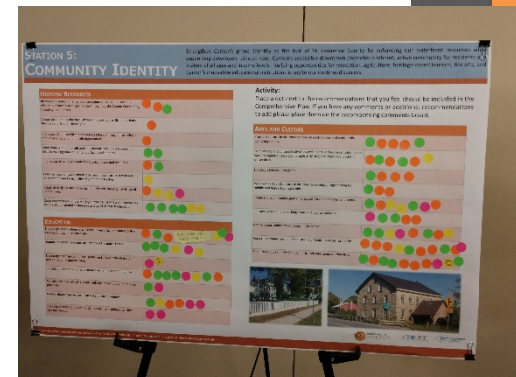
# SCOPE OF WORK

## ***Task 3 – Public Involvement***

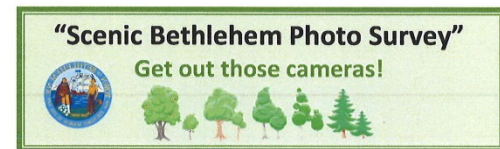
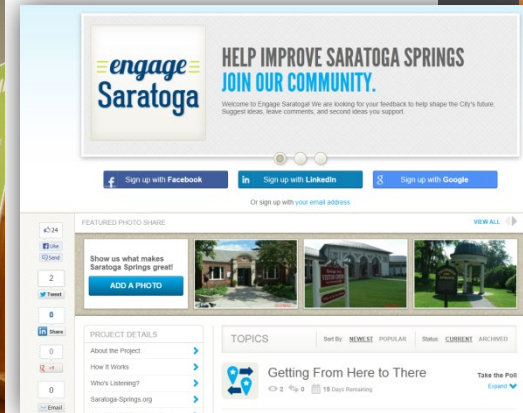
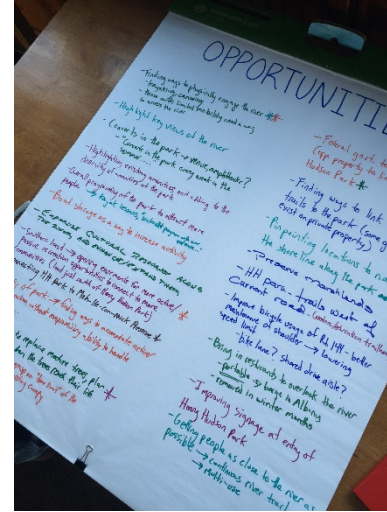
1. Key stakeholder interviews
2. Public workshops (three)
3. Public Survey
4. Web/Social Media Outreach
5. Monthly Town Board and Committee updates

Anticipated Deliverables: A public engagement plan outlining public involvement methods such as public meetings (3), key stakeholder interviews, one electronic public survey, and a formal committee public hearing.

# CREATIVE COMMUNITY ENGAGEMENT



## A man with glasses and a mustache, wearing a blue and white plaid shirt and jeans, is smiling and holding a black-framed sign. The sign has the text "My Vision..." in cursive, followed by "Preserve the beautiful habitat for all to admire &amp; enjoy." in green and blue marker. In the background, there is a display board titled "WHAT'S YOUR VISION?" with various text and images, and a mannequin wearing a green dress.



# SCOPE OF WORK

## ***Task 4 – Direction for Comprehensive Plan***

1. Issues/Opportunities identification
2. Vision and goals

Anticipated Deliverables: Issues and Opportunities Technical Memorandum; Vision and Goals.

# SCOPE OF WORK

## ***Task 5 – Technical Investigation Items***

Specific High Priority Issues identified by the Town to be addressed as part of Plan update:

1. Columbia Turnpike Redevelopment
2. Zoning
  - Validate the zoning and design guidelines included in the 2014 Corridor Plan
  - Evaluate the existing Land Use Map and Comprehensive Zoning Law in order to recommend specific changes based upon the results of Task 2 and 3
3. Housing needs and mix
4. Transportation needs
5. Community infrastructure

Anticipated Deliverables:  
Identification of key issues and opportunities related to the specific technical investigation items.

# SCOPE OF WORK

## ***Task 6 – Key Recommendations***

1. Provide Town with summary of key recommendations

Anticipated Deliverables: Key Recommendations Technical Memorandum

## ***Task 7 – Draft Plan Update***

1. Analyze information from previous tasks and draft the Plan Update document
2. The draft plan will identify and recommend specific strategies to address the key goals and objectives identified in Task 3

Anticipated Deliverables: Draft Plan Update, including one (1) revision

# SCOPE OF WORK

## ***Task 8 – Prepare Final Plan Update and Support Plan Adoption Process***

1. A Final Plan Update document based on feedback received on the draft plan review will be prepared
2. This task also includes preparation of materials consistent with the State Environmental Quality Review (SEQR) regulations.
3. MJ can assist in preparing draft adoption resolutions

Anticipated Deliverables: Final Plan Update, including one (1) revision; attendance at Town Board public hearing.

# ANTICIPATED SCHEDULE

We are here!



Task	Phase 1 Schedule													Phase 2 & 3 Schedule							
	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	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
Task 1.1: Project Initiation/Management	▲		▲		▲		▲			▲		▲									
Task 1.2: Community Profile/Environmental Inventory																					
Task 1.3: Public Involvement				★				★			★										
Task 1.4: Direction for Comprehensive Plan																					
Task 1.5: Technical Investigation Items																					
Task 1.6: Key Recommendations																					
Task 1.7: Draft Plan Update																					
Task 1.8: Final Plan Update and Adoption** Process Support														●							
Optional Task 2: Comprehensive Zoning Law Map & Text Amendment																	★		●		
Optional Task 3: GEIS Update																			★		●

**\*Reflects March 2018 start date. This schedule can be modified in coordination with the Town and MJ Team.**

**\*\*Assumes Final Plan Complete in 12 months and 3 additional months for adoption process.**



Public Meetings (3)



Comprehensive Plan Committee Meetings (In Person)



Town Board Public Hearing (One each for Task 1, Task 2 and Task 3)



# ROLES AND RESPONSIBILITIES

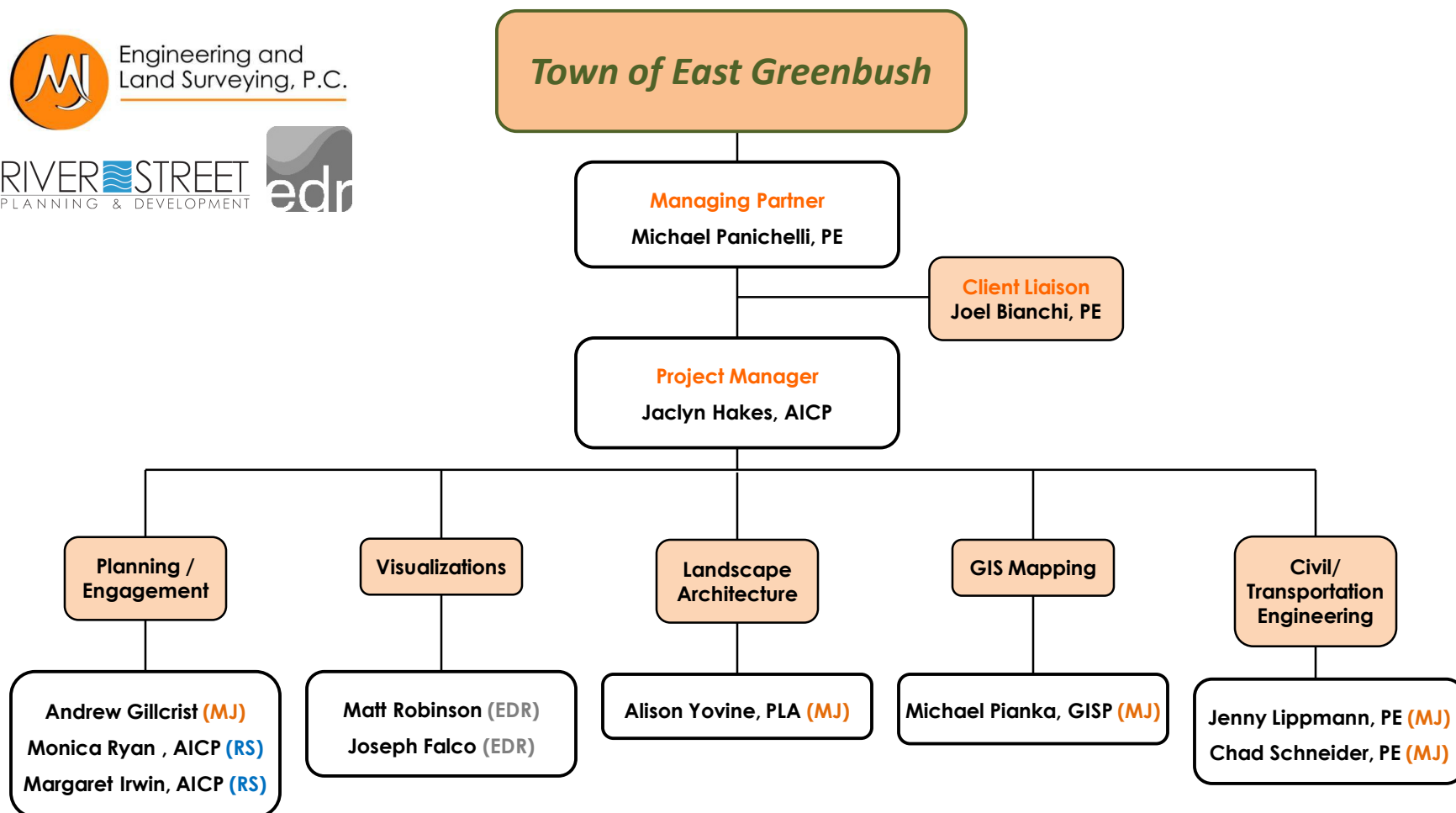


# PROJECT TEAM

- Town of East Greenbush
  - Town Board
  - Community
- Comprehensive Plan Steering Committee (CPSC)
- Consultant Team
  - MJ Engineering
  - Riverstreet Planning
  - EDR

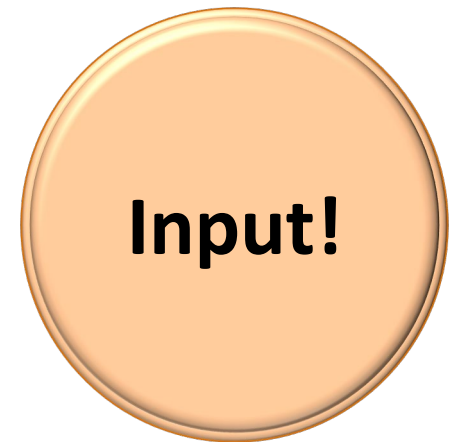
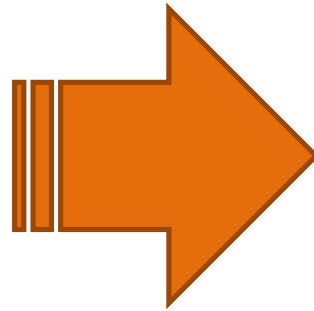


# STAFFING PLAN



# EAST GREENBUSH COMMUNITY

- Residents
- Business Owners
- Property Owners
- Visitors
- Stakeholders
- Community Partners



# COMMITTEE

- Guide the Plan Development
  - Provide Feedback & Input
  - Review Draft Plan Vision, Concepts & Action Items
  
- Function as an Ambassador / Liaison
  - Community
  - Organizations



# CORE TEAM

- Consultant Team
- Town Staff
- CPSC Chair

## Role:

- Assist with project logistics
- Review Draft Information
- Review Draft Plan Language



# CONSULTANT TEAM

- Facilitate & Coordinate the Planning Process
  - CPSC
  - Working Group
  - Public Engagement
- Synthesize Information
- Develop Draft Plan



# EXISTING CONDITIONS - DEMOGRAPHICS



# POPULATION

Population 1990-2017					
Location	1990	2000	2010	2017	% Change 1990-2017
Town of East Greenbush	14,076	15,560	16,473	16,403	16.5%
Rensselaer County	154,429	152,538	159,429	159,800	3.5%

Source: American Community Survey, 2017 Five-Year Estimates

Population Projections							
1980	1990	2000	2010	2020	2030	2040	2050
12,913	14,076	15,560	16,473	16,896	17,244	17,542	17,801

Source: U.S. Census Bureau; CDRPC Projections

## Key Takeaways:

- East Greenbush population increased 16.5% since 1990
- East Greenbush accounts for nearly 10% of Rensselaer Co. population



# INCOME

2017 Median Household Income		
	Rensselaer County	East Greenbush
Income	\$63,166	\$76,113

Source: American Community Survey, 2017 Five-Year Estimates

## Key Takeaways:

- The median household income of East Greenbush is approximately 17% higher than Rensselaer County



Age Cohorts				
	Rens. County	Rens. County %	East Greenbush	East Greenbush %
<b>Under 18</b>	32,079	20%	3,531	22%
<b>18 to 24</b>	16,899	11%	925	6%
<b>25 to 34</b>	21,869	14%	1,354	8%
<b>35 to 44</b>	18,663	12%	2,371	14%
<b>45 to 54</b>	22,658	14%	2,401	15%
<b>55 to 64</b>	22,676	14%	2,894	18%
<b>65 to 74</b>	14,530	9%	1,729	11%
<b>75 &amp; Over</b>	10,426	7%	1,198	7%
<b>Total</b>	<b>159,800</b>	<b>100%</b>	<b>16,403</b>	<b>100%</b>

Source: American Community Survey, 2017 Five-Year Estimates

## Key Takeaways:

- 20% of population is under 18
- Nearly 47% of population is between the ages of 35-64
- 18% of population is between ages of 55 -64



# HOUSING

Housing Tenure				
	Rensselaer County	County Percent	Town of East Greenbush	Town Percent
<b>Owner-Occupied</b>	40,878	63%	5,275	78%
<b>Renter-Occupied</b>	23,578	37%	1,499	22%
<b>Total Occupied Housing Units</b>	64,456	100%	6,774	100%

Source: American Community Survey, 2017 Five-Year Estimates



# EMPLOYMENT

Employment Industry Sectors		
Industry	Rensselaer County	Town of East Greenbush
Agriculture, forestry, fishing and hunting, and mining	0.5%	0.4%
Construction	6.7%	5.6%
Manufacturing	7.6%	6.2%
Wholesale trade	2.0%	1.8%
<b>Retail trade</b>	<b>10.3%</b>	<b>11.0%</b>
Transportation and warehousing, and utilities	5.3%	4.9%
Information	1.8%	2.4%
Finance and insurance, and real estate and rental and leasing	5.7%	5.5%
<b>Professional, scientific, and management, and administrative and waste management services</b>	<b>10.0%</b>	<b>11.8%</b>
<b>Educational services, and health care and social assistance</b>	<b>26.9%</b>	<b>27.2%</b>
Arts, entertainment, and recreation, and accommodation and food services	8.0%	8.0%
Other services, except public administration	4.6%	3.8%
<b>Public administration</b>	<b>10.6%</b>	<b>11.3%</b>



# GROUP EXERCISE: NEEDS AND OPPORTUNITIES



# NEXT STEPS



# NEXT STEPS

- Establish regular CPSC meeting schedule
- Select CPSC Chair(s)
- Public Engagement
  - Website
  - Engagement Plan





# PUBLIC COMMENT