

PUBLIC INVOLVEMENT PLAN—Working Draft September 12, 2016
MARLBOROUGH COMPREHENSIVE PLAN UPDATE and
LOCAL WATERFRONT REVITALIZATION PROGRAM (LWRP)

Contacts. The outreach plan contact list identifies key individuals, organizations, and entities to be involved. This will be maintained and updated by the town as needed throughout the process. An initial list will be developed by Behan Planning and Design for this purpose.

Project Schedule. A project schedule will be developed and made available and updated as needed through project completion.

Public Meeting Notices and Distribution. All public information meetings will be publicized in the community through press releases, announcements, individual email blast, and any other appropriate means. Behan Planning and Design will provide an announcement and invitation summarizing each meeting for use by the town in promoting each event. Town will post list of scheduled committee meetings as open to the public. Behan Planning and Design will provide a summary of each advisory committee meeting and public outreach session will be made available to the town for its records and posting on the web.

Town Role. The town will be responsible for advertising and distribution of the notices/invitations and for all logistics with the meeting event. The Town will identify other partners that can assist with creating public involvement in the project and will outreach to these groups to solicit participation.

Outreach and Education Support. The Town will explore finding a local educational partner(s) to help with public outreach. (e.g., Cornell Cooperative Extension Education Team Members could be asked to provide in-kind services for some of the public outreach—for example, design and implement planning sessions as an input to the LWRP for local students,). Behan Planning and Design will support this effort.

Web. Draft materials and meeting notices will be posted on the town web site. Town will email project notices when materials are posted to the town website to those who request this be done (town will have a place on website where this can be requested).

A. LWRP Project Kick-Off Meeting (complete)

Behan Planning and Design, the Town, and the Department of State held an initial meeting to review the project scope, project requirements, LWRP preparation

requirements, roles and responsibilities of project partners and entities involved in preparing the LWRP. In addition, the composition of the town's Waterfront and Comprehensive Plan Advisory Committee was discussed during the project kick-off meeting. The Town and the Department spent a large part of the meeting discussing match requirements for the grant and the process for securing commitment for in-kind contributions from volunteers and for professional services.

B. Initial Meeting – Scoping Session with Committee (Complete)

Here, the comprehensive plan update and LWRP were introduced to the town-appointed advisory committee and members of the public were in attendance as well at the meeting held in June 2016 in town hall. Committee participants were invited to share their thoughts about the resources and opportunities upon which the plan should be based. As a prelude to this conversation, the consultant will prepared a brief overview of the prior studies and the presentation focused on the scope of work and goals for the comprehensive plan update and LWRP. Participants identified goals in terms of updating the town comprehensive plan and preparing the LWRP. Meeting notes and the PowerPoint presentation were provided to the town.

C. Committee Meeting and LWRP Administration Review (Planned)

Meeting to review public involvement plan and work-to-date draft of the inventory and analysis. NYSDOS representative to review administration requirements of the grant project. Project partners at this meeting will review the LWRP preparation process, comprehensive plan review process including compliance with SEQRA, and discuss town board as SEQRA lead agency and potential involved/interested agencies. Behan Planning and Design shall prepare and distribute a brief meeting summary clearly indicating the agreements/understandings reached at the meeting.

D. Committee Meetings (+/- monthly)

Regularly-scheduled meetings with advisory committee to review deliverables and guide project according to the project schedule.

Community Forum Series (First Draft -- to be refined)

1. Agriculture, Agritourism and Working Forests

Theme: *Planning for agriculture.*

Invitations--Meet Me in Marlborough members, others per town and committee recommendation. Public welcome.

Consider invited speaker—Rep from American Farmland Trust.

Background information needed: Map and aerial photo of active agriculture land in town. Supporting data on agriculture from Meet Me in Marlborough folks, Ulster County and Cornell Cooperative Extension.

Potential discussion topics

- Current state of agriculture—big picture. Desired state for agriculture. What can this planning process do to help? SWOT discussion?
- Do the Ag uses here have any practices that would conflict with residential uses?
- Farm succession issues?
- Farmland protection plan for Marlborough?
- Other
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2. Economic Development, Hamlet Revitalization and Waterfront Access

Theme: *Hamlets on the Hudson--Putting it all together*

Invitations: The Hamlet of Milton Association, Marlboro Hamlet Economic Development Committee, Milton Landing Citizens Committee, Ulster County IDA. Others per town and committee. Public welcome

Consider invited speaker: Representative from Empire State Development

Background information needed on current state—hamlets, agribusiness, other core businesses.

Potential discussion topics.

- How can the hamlets complement one another with services, attractions, etc... (Examples of other unified efforts—e.g. the Rivertowns of Westchester.)

- What sort of new businesses would be good/appropriate for the Hamlets?
- What do business owners want to see? What do residents want to see?
- The arts, culture, food and entertainment—everybody has to eat! Would a “Taste of New York venue in Marlborough” be helpful if town could secure approval from NYS?
- Trail Connections?
- Branding and Marketing?
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3. Land Use, Transportation and Community Character and Zoning.

Theme: *Linking Land Use, Transportation and Community Character*

Invitations: town planning and zoning boards. Public welcome.

Consider invited speaker: representative from NYS Department of Transportation

Background information needed on land use trends, transportation systems, and current zoning districts.

- Consider historical development patterns: the rural landscape is changing.
- Look at 9W corridor: Highway corridor character and opportunities
- Consider doing this workshop in coordination/as part of UCTC 9W corridor project.
- Hamlet land use—fill development, maintaining and improving neighborhood character (sidewalks, lighting, etc.)

4. Housing and Community Services

Theme: *Housing for all generations.*

Consider invited speaker—Representative from Rural Ulster Preservation Company

Background information needed on existing housing supply, mix, and any documented condition studies and needs analysis.

Potential discussion topics

- What housing types are allowed and are there needs for other types of housing?
- What housing problems are there in town?
- Youth opportunities—sessions with middle schoolers/high schoolers? What do kids (esp. 12 – 18 year-olds) need in Marlborough in terms of after-school activities, employment opportunities, etc.?

E. Meetings with Town Leadership

During the planning process, consultant will meet with town leadership (town board, committees, etc.). We anticipate that many of these meetings will be conducted back-to-back with public participation meetings.

F. Public Informational Meetings

First public information meeting. Following completion of the initial drafts of Section I - Waterfront Revitalization Area Boundary and Section II - Inventory and Analysis, Behan Planning and Design will help lead a public information meeting regarding the identified local waterfront issues and opportunities, comprehensive plan related issues and opportunities and solicit public input regarding the completeness and accuracy of the draft report sections I and II.

Second Public Information Meeting. Following completion of the initial draft of Section IV - Proposed Land and Water Uses and Proposed Projects, Behan Planning and Design will help lead a public information meeting regarding the proposed land and water uses, zoning recommendations and proposed projects and solicit public input regarding the completeness and accuracy of Section IV.

Third Public Information Meeting. Following preparation of a preliminary Draft Comprehensive Plan and Local Waterfront Revitalization Program and draft generic EIS, Behan Planning and Design will help lead a public informational meeting to provide for an informal review of the preliminary draft comprehensive plan and LWRP for the community. Feedback from this meeting will be considered as part of the preparation of the formal draft comprehensive plan, LWRP, and generic EIS. Town liaisons to local boards (planning, greenway, etc.) will discuss preliminary drafts with these boards to share information on these documents and to garner input.

Acceptance and Circulation of Draft. Town board will review draft documents and accept as complete and will circulate to NYSDOS, NYSDEC, abutting municipalities, town and county planning boards and other involved/interested agencies. Town will post draft comprehensive plan and LWRP report to town website, circulated documents as required to involved/interested agencies and provide hard copies for public review will be made available at the town clerk's office, Marlboro Free Library and Sarah Hull Hallock Free Library and the Marlborough High School Library.