

COMPREHENSIVE PLAN COMMITTEE MEETING MINUTES
July 9, 2014 -DRAFT

Comprehensive Plan Committee Members

Name	Position	Email address
Jim Schoenig	VOB Mayor	jschoenig@brewstervillage-ny.gov
Christine Piccini	VOB Deputy Mayor	dpiccini@aol.com
Tom Boissonault	VOB Trustee	TJBVOB@gmail.com
Mary Bryde	VOB Trustee	MBryde314@gmail.com
Terri Stockburger	VOB Trustee	tpstockburger@verizon.net
Peter Hansen	VOB Clerk/Treasurer	phansen@brewstervillage-ny.gov
Bob Cullen	Town of Southeast Councilman	rcullen@southeast-ny.gov
Jack Gress	VOB Zoning Board, Coalition for a Better Brewster	jackgress@verizon.net
Richard Ruchala	VOB Zoning Board	rrr845@gmail.com
Rick Stockburger	VOB Planning Board	rstockburger@verizon.net
George J. Gaspar	VOB Planning Board, Resident (architect by profession)	gjgaia48@gmail.com
John Folchetti	VOB Engineer, Consultant to Committee	John.Folchetti@jrfa.com
Anthony Mole	VOB Attorney	am@herodesmole.com
Bob Dumont	Business	Bob@thebowlcompany.com
Joe Czajka	Patterns for Progress	Jczajka@pfprogress.com
Barbara Barosa	Putnam County Planner	Barbara.Barosa@putnamcountyny.gov
Meghan Taylor	EDC President	meghan.taylor@putnamcountyny.gov
Harold Lepler	Covington	haroldlepler@gmail.com
Larry Nadels	Covington	nadels@comcast.net
Don Rossi	Covington, Legal Council	dmrossi@hoganandrossi.com

Members present July 9, 2014	Members absent July 9, 2014
Jim Schoenig	Richard Ruchala
Christine Piccini	Meghan Taylor
Tom Boissonnault	John Folchetti
Mary Bryde	Larry Nadels
Peter Hansen	Don Rossi
Rick Stockburger	
Bob Cullen	
Jack Gress	
George Gaspar	
Bob Dumont	
John Saccardi	
Anthony Mole	
Joe Czajka	
Harold Lepler	
Terri Stockburger	
Barbara Barosa	

Mayor Jim Schoenig led the Committee in the pledge of allegiance and made a motion to open the meeting. This was seconded by Ms. Bryde and passed unanimously.

Ms. Piccini made a motion to accept the revised minutes from the June 11, 2014 meeting. This was seconded by Ms. Bryde and passed unanimously.

Ms. Barosa began the meeting talking about the analysis of the existing zoning, which should be forwarded to the Comp. Plan committee next week. Next month the preliminary data will be forwarded. The report sent already was the background information (about 15 pages with the summary of the studies that they've already undertaken) and didn't include data. But it did discuss the business districts and that they should be consolidated; but didn't provide any recommendations on how they should be consolidated.

Mr. Czajka talked of the balance of the Existing Conditions Report which was downsized to seven pages from twenty-four pages. It was completed and sent to them. The longer section will remain as the Appendix.

Mr. Czajka confirmed that both the long and short version of the Demographics Chapter should be sent to the entire Committee.

Ms. Piccini asked if that Demographics Chapter would be incorporated into Mr. Saccardi's report that is expected next month. Mr. Czajka confirmed that the shorter version of the Demographics Chapter will be included in Mr. Saccardi's report in the Comprehensive Plan.

Ms. Barosa asked if Mr. Saccardi was doing a preliminary report rather than outlining what they planned to put into the report. Ms. Piccini responded that Mr. Saccardi was planning to do something like a charrette, getting input from anyone. However, Ms. Piccini felt that the Committee should be the first responders to the information he's putting out, first and foremost, otherwise it undermines the validity of what the Committee's work is. Ms. Piccini asked the Committee for their thoughts. Ms. Barosa recommended that the Committee should vet it first. Afterwards, since they will have to go through public hearings, these can be done as a charrette. Mr. Czajka concurred that the Committee should vet the document first. Mr. Stockburger agreed that the Committee should vet it, but any direction given to Mr. Saccardi should come from the Village Board to ensure there is nothing being requested or executed contrary to the contract that the Village has with Mr. Saccardi.

Ms. Piccini confirmed that the contract is with the Village Board and not the Committee. Mr. Hansen re-affirmed that the Comprehensive Plan Committed meetings are, in actuality, work sessions for the VOB Board of Trustees.

Mr. Mole reminded the Committee that any direction outside of the scope of the contract would have to go through the Village Board.

Ms. Piccini stated that she is looking for information that will be circulated to the entire Board and Ms. Barosa will work out those details.

The next Comprehensive Plan meeting will be held at St. Lawrence O'Toole in the gym with the public present, to listen only.

Mr. Czajka asked if everyone was okay with the schedule set up by Mr. Saccardi. Ms. Barosa had no problem with the timeline. The timetable is okay with the Committee. Mr. Schoenig said that he was trusting the Saccardi timeline and that it seems to be in line with what was set up in the contract.

At this point in the meeting Mr. Mike Goman from Goman & York arrived to present the Preliminary Market Feasibility Analysis of the Brewster, NY Market for Transit Oriented Development. This report is dated June, 2014. He distributed the shorter version of this analysis, but also brought a larger version which includes all the data tables which is the Appendix. He stated that both versions would be provided electronically, as well.

Mr. Goman began his presentation by introducing himself and providing a short biography of his work and credentials. He is a principle at Goman & York out of Hartford, CT and was engaged by Covington Development LLC to provide a preliminary study examining the market capacity and rental/sale parameters for the development of approximately 800-1000 new multi-family and/or condominium housing units in the Village of Brewster. His company is a multi-disciplinary real estate advisory firm and does a great deal of advisory work. His company does traditional brokerage work and advisory development services (financial modeling, cost estimating on the revenue side), conducts housing studies, hotel- and retail-related work, and also does economic development services, e.g. Bloomfield, CT. His firm also does underwriting of real estate development projects that are going to be funded by government agencies. They also do commercial development. And they hire consultants, e.g., architectural firms, town planners, to expand on the resources of their team, when necessary.

A large part of their work consists of financial modeling and cost estimating of a particular project, taking into account the cost and revenue sides of a project. Cost estimating is relatively straightforward. Site work is different because when opening up a site one has to worry if the geotechnical information that was received was correct and did they find everything they expected to find or if something was discovered that wasn't anticipated. The revenue side is more significant. This is a very important aspect of any project since a project can look great on the drawing board, but only when

an analysis of projected revenue is evaluated and a good ROI is established should a project be executed. Considerations are what the local community market will support. Considering both residential and commercial establishments, what will people pay, both from a housing and business side. If the ROI is correct, one can get funding; if not correct, projects don't get executed. What the revenue side will look like is a key factor to consider; what will the market support; what will people pay --- rent, restaurants, housing. In the beginning there will be some operating losses. Guidelines in the real estate business (both commercial and residential): If 60% pre-leased, financing commitments are secured; 80% leased will produce break-even results; if 90%, making money; if 95% of the units are occupied, the result is considered full occupancy.

He then made his presentation following the short version of the Market Feasibility Analysis, explaining that this is a macro-level analysis; it is not the type of analysis that would be enough to get funding.

Details and specifics of Mr. Goman's presentation can be found in the Market Feasibility Documents (either short or long version).

Highlights are as follows:

- . Primary goal of the project is to provide an attractive residential environment for young families.
- . Amenities to include: 1) 100,000 sq.ft. – 150,000 sq.ft. for arts, cultural, recreational and retail uses, 2) the creation of several meeting rooms, a fitness facility and resident-use areas commonly found in high-quality residential developments, and the project will provide a renewed focus on the cultural square in Brewster, including museum, theater, Wells Park and public library facilities.
- . The market will consist of three discrete trade areas, which is measured by a drive time parameters methodology – how people will get to these trade areas. The three categories used are: 5-minute drive time, 13-minute drive time and 23-minute drive time. A particular trade area is judged by demographic data (age, occupations, ethnicity, work environment) and socioeconomic data (culture, hobbies and interests, how they spend their time and money, what they do about their homes, e.g., rent an apartment or purchase a house or condo). Both need to be considered whether talking about residential or commercial properties.

- . The absorption rate, which is measured annually, is a determination of how many units can be filled up in a given market in a given period of time. They determined that the absorption rate for this project should be 50-100 units/year. This is not lineal.
- . Conclusion of their analysis is that a development that is phased in over approximately eight to ten years would be appropriate for this project. Developers must proceed cautiously so as not to overdevelop and produce a market that is over built.
- . Their goal is to come up with the answers that allow the project to be built successfully and success is measured by whether the project pays its way and makes sense financially, not just getting the buildings up.
- . They looked at transit oriented development and rail line ridership and non-transit oriented development up and down the line, which proved not to provide good comparables for this market.
- . Mr. Lepler asked Mr. Goman to elaborate on why some other transit-oriented projects aren't comparable. Mr. Goman explained that ridership accounts for everything; presence of a train line doesn't guarantee that a development next to it will be successful. Transit-oriented ridership only accounts for a certain percentage of total volume of business brought into the market. Every town has its own unique characteristics and it's difficult to make a correlation that the improvement in a town draws in additional occupants. And it's difficult to get accurate socioeconomic information that's reliable.
- . Mr. Lepler asked Mr. Czajka if he has the same difficulty getting the socioeconomic data, and Mr. Czajka responded, Yes, it's difficult.
- . Mr. Goman stated that they look at a development from a lender's point of view to provide information that is as accurate and realistic as possible in order to get lenders' support to loan money. They do the revenue underwriting side, as well, and lean to the conservative approach.
- . Mr. Lepler cited that office space in this area is reflecting 90 percent occupancy and that homes have doubled, and sometimes, tripled in this area.
- . Mr. Goman is a proponent of slow, steady growth and suggests under-building in order to have a "waiting list".
- . Mr. Lepler asked about the critical mass to support proposed restaurants/cafes/small shops, etc. Mr. Goman responded that, in general, if there are less than 5000 people within a 5-minute drive time trade

area, you'll attract local people only. As the numbers increase, the Duncan Donuts and Starbucks establishments (franchise businesses) might consider this area. The question is can you build a retail story around this development, and the answer is, Yes, but it takes time. Will need private and public amenities. Initially, the activity will be local.

. Mr. Lepler mentioned how the feeling of safety was an important factor in the success of a community's development.

. Mr. Goman mentioned how a town can turn around with non-glamorous changes, e.g., flower baskets posted on lamp poles, sidewalks fixed, improvements in streetscapes, change in traffic patterns, change in trash pick-up times, sending out of ambassadors on the street to help people, etc.

. Mr. Czajka asked Mr. Goman if he was considering other than the 20-35 year age bracket. Mr. Goman explained the other socioeconomic groups that he would expect to come.

Empty nesters – close to retirement, kids gone, high-end group with good incomes.

Millenials – young professionals, singles, no kids, good incomes; looking for less gritty area; hikers, bikers, not true city dwellers.

Double income households with young kids – couples just starting out and then moving on to a house nearby.

He would expect the 800 to 1000 units to be a mix of the above (ownership and rentals) and include a cross section of socioeconomic groups. Micro apartments (300 sq.ft. with no kitchen) are now becoming popular and might also be considered in this mix of housing. Aimed at someone in his/her first job who wants to keep expenses low.

. Mr. Dumont asked what the radius Mr. Goman was talking about. Mr. Goman responded that this was the 23-minute drive time. He added that the potential number of people to move here per year would be 8000 people. And that 5-10 percent of these would be a sustainable absorption rate over a long period of time.

. Mr. Gaspar asked about the count/discount tax between Connecticut and New York. Mr. Goman responded that it didn't make a difference in the decision making and that in this market there was no statistical affect.

. Mr. Goman stated that the reputation of schools also was not a factor in this area for these 800 to 1000 units.

- . Regarding the socioeconomic data on page eight in the 23-minute segment, Mr. Goman focused on the City Lights, In Style and Silver & Gold segments as the demographic groups for renting and buying in this project.
- . Ms. Piccini asked a question on the digital version of this study and whether they'd be able to enlarge to focus in on village boundaries. Mr. Goman responded, Yes, and that this information is also included in the Appendix.
- . Mr. Goman also reported that he would send the 90mg file to Mr. Hansen's drop box.
- . Mr. Lepler asked how many additional copies would be needed on the larger versions (11 x 17). Mr. Hansen said that there would be one hard copy available now for the public's review and that the rest would be available electronically.
- . Mr. Bossoinneault asked about what type of services would be attracted to this area in the end. Mr. Goman responded that this would evolve. Initially, there would be food services, small cafes, bakeries, florists, basic services; followed by small real estate agencies, dental/medical services, outpatient/clinics, hair salons. In addition, ownership statuses would change. For example, from a local deli shop to a Panero.
- . Ms. Barosa asked about the ratio of commercial absorption to the retail. Mr. Goman responded that he anticipated that it would be growing at the same rate; 10 percent of the 80 units would expect 10,000 – 15,000 square feet retail and service. This would be a reasonable benchmark.
- . Mr. Gaspar asked what the impact on town services would be. Mr. Goman responded that usually more population could potentially require more emergency services; understands that the current utility capacity can handle this growth; there wouldn't be a great impact on school use. Protective services would be provided by individual buildings or the property itself, if necessary. Mr. Gaspar was speaking of on-the-street services (police). Mr. Goman said that this was not part of this analysis. This information could be analyzed later re: tax burden.
- . Mr. Lepler asked about the impact on assessed value on new development vs. value of property in the Village in totality today. Mr. Goman guessed that it would be \$150 - \$200 million. Mr. Hansen stated that they had the same numbers in their analysis and that there would be a doubling of assessed value with the doubling of the population.

- . Mr. Goman stated that there is a net gain with new development (in addition to increases in tax revenue) and there results a catalytic effect on surrounding properties (without any improvements on existing properties) by virtue of these properties being near the new development. And that every resident that moves in will use gasoline, eat at local restaurants and use the local trades. He also stated that the spin-off effect has an enormously positive effect on the community.
- . Mr. Czajka asked if Mr. Goman has an economic multiplier and Mr. Goman responded, Not yet, but they will.
- . Mr. Czajka stated the following statistic: On the housing side \$1.80 for every \$1.00 investment. Mr. Goman agreed.
- . Mr. Stockburger asked about the rental occupancy inside the Village in the 5-minute range (p6). Report shows 37.6% rental; owner occupied is 55.7%. In the Village, Mr. Stockburger stated that it would be the opposite. Mr. Goman stated that by shrinking the 5-minute range lower, the data gets less accurate.
- . Mr. Goman stated that the average age of communities in New England is aging (and above the national average) and that this is not good because kids are needed to rejuvenate communities. There needs to be a balance. There should be concerns if younger people are not moving in, as this will result in the closing of schools and threaten the sustainability of a community.
- . Ms. Piccini stated that what might help keep residents from moving out of the new development to a house with a yard is what else is offered in the development of the Village.
- . Mr. Goman emphasized that the development shouldn't be anti-kids and that they are needed to support the school system and home values. Without them, it doesn't create a good community.
- . Mr. Lepler asked about how the needs/desires/uses of the cultural facilities (churches/museum/library) change as the community changes.
- . Mr. Goman stated that a new resident population has a positive impact and that it's up to these cultural facilities to draw in the new population by modernizing and producing an enticing social environment.
- . Mr. Dumont stated that when a project like this is proposed, the surrounding area tends to improve by itself before the project actually begins. Mr. Goman responded that it can have a catalytic effect as business people are opportunistic and want to get in on the ground floor.

Ms. Stockburger asked for confirmation of what this Committee needed to focus on from page 8: City Lights, In Style and Silver and Gold markets for what is planned in the Village. Mr. Goman said, Yes.

Ms. Piccini wrapped up the meeting by stating that they were grateful for the information and that it was very helpful and useful. She also mentioned that there would be an Envision Brewster meeting on Thursday.

Mr. Schoenig made a motion to adjourn. This was seconded by Mr. Bossoinneault and approved unanimously.

Meeting adjourned at 9:10pm.