



Town of Bethlehem

Local Waterfront Revitalization Program Update

# Community Outreach Process and Plan

September 2016



*This document was prepared with funding provided by the New York State Department of State under Title 11 of the Environmental Protection Fund.*

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Project Team



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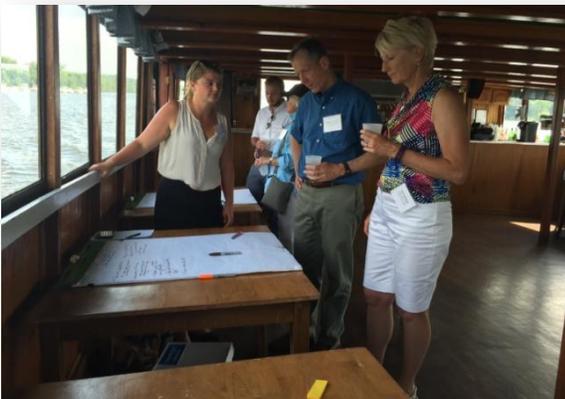
## 1. Introduction

### *Background*

The Town of Bethlehem (Town) has received funding from the New York State Department of State (NYS DOS) Division of Coastal Resources to update the Town's Local Waterfront Revitalization Program (LWRP).

An LWRP is a voluntary mechanism for local municipalities to participate in New York State's Coastal Management Program (CMP). Once approved by the New York State Secretary of State, actions by State agencies must be consistent with the approved LWRP. Similarly, once the federal government concurs with an LWRP, federal agency actions are required to be consistent.

The Town Board established a Local Waterfront Revitalization Advisory Group (LWRAG) to guide the update. The LWRAG includes a broad range of stakeholders including residents, property owners, and business owners. For a complete list of LWRAG members and affiliations, see Appendix A.



The process for updating the LWRP involves multiple tasks including public participation, an analysis of existing conditions, and an identification of projects and actions needed to

address issues and opportunities identified by the community. Additionally, the update will include recommendations for implementation.

The LWRP update is intended to encourage new economic activity and improve public access and recreational use of the Hudson River, while protecting and restoring natural resources. New goals to be considered in the update may address climate change, evaluate rising water levels in relation to proposed development areas and Town infrastructure, and support the evolution of the waterfront into a sustainable and resilient entity.

As part of the LWRP update, an update of the Henry Hudson Park Master Plan will also be completed. The Henry Hudson Park Master Plan Update will prioritize projects for the park and include specific strategies for funding and implementation. A draft and final Master Plan will be produced in narrative form and will include graphics such as maps, tables, charts, site plans, elevation and perspective drawings and renderings, as appropriate.

### *Project Team*

MJ Engineering and Land Surveying, P.C. has been selected to work with the Town and LWRAG to facilitate the LWRP update. Joining MJ Engineering's team of professionals is PLACE Alliance.

### *Community Outreach Process and Plan*

A community outreach process and plan provides an opportunity to gather information from members of the public and stakeholders about the study area. Input received is critical to making informed decisions regarding the study area.

This community outreach process and plan has been developed to establish a communication channel between the public, the Town, the LWRAG, applicable regulatory agencies, and the Project Team throughout the LWRP update. This process and plan aims to achieve this communication channel by sharing information with the public regarding the planning process, and by providing occasions for the public to provide input regarding potential issues, concerns, and opportunities.

## **2. Local Waterfront Revitalization Study Area**

The proposed waterfront revitalization study area measures approximately 6,361 acres. A mix of industrial, residential, commercial, and recreational uses currently exist throughout the study area. The proposed study area is bound by I-87 to the west, the Hudson River to the east, the Town Boundary bordering the City of Albany to the north, and the Town boundary bordering the Town of Coeymans to the south. Please see Appendix B for the draft waterfront revitalization study area. As part of this LWRP update, the LWRAG, with input from members of the public, will determine whether or not there is a need for modifying the waterfront revitalization study area as previously identified.

## **3. Scope of Work**

### ***Project Scope***

An LWRP includes a planning document and a management program to implement the plan. An LWRP may address issues that affect the waterfront of an entire community, or may address the issues for a portion of its waterfront. Villages, towns or cities located along the State's coast can prepare a new, or amend an existing LWRP. Municipalities are

encouraged to address local revitalization issues in a broader context, aligned with regional economic development strategies and regional resource protection and management programs.

This effort involves the following work tasks, which closely align with the outline of the document update:

- Project Meeting with Town and LWRAG
- Community Outreach Process and Plan
- Section I – Waterfront Revitalization Area Boundary
- Section II – Inventory and Analysis
- Section III – Local Waterfront Revitalization Policies
- Section IV – Proposed Land and Water Uses and Proposed Projects
- Section V – Techniques for Local Implementation
- Section VI – Federal and State Actions Likely to Affect Implementation
- Section VII – Local Commitment and Consultation
- Section VIII – Compliance with SEQRA
- Draft LWRP document
- Public Meetings/Workshops

Upon a Draft LWRP being accepted by the municipality and NYSDOS as complete, a formal public review of the document is initiated by NYSDOS. The review is conducted in accordance with the following three criteria:

- Article 42 of the Executive Law, the Waterfront Revitalization of Coastal Area and Inland Waterways Act, and its implementing regulations, 19 NYCRR Part 600-603
- State Environmental Quality Review Act and its implementing regulations, 6 NYCRR Part 617

- Coastal Zone Management Act of 1972 and its implementing regulations, 15 CFR Part 923

#### 4. Community Participation

Community participation for this effort includes a variety of outreach and engagement activities designed to inform the public and gather input to guide the update. The following community participation activities are included in this effort:

- Stakeholder Outreach
- Public Meetings/Workshops
- Digital Outreach
- Town Farmers' Market/Other Town Activities

Additionally, public notice procedures and information repositories are also discussed.

##### *Stakeholder Outreach*

Community participation begins with an understanding of the needs of stakeholders within the waterfront revitalization study area. The Project Team will support the Town as it organizes meetings with key stakeholders, including property owners, business owners and neighborhood groups within the study area. Fulfilling this outreach will allow the Town and the Project Team to know about potential plans underway, needs, and opportunities for the study area.

As these meetings are organized and conducted by Town staff, findings will be summarized, reviewed, and discussed with the LWRAG. Ultimately, these conversations are anticipated to help shape the recommendations identified in the final LWRP.

##### *Public Meetings/Workshops*

In addition to direct stakeholder outreach to be conducted by the Town staff, there will be four (4) opportunities to learn about progress, findings, and next steps of the LWRP update process through public meetings and/or workshops. Each public meeting is set to occur at key milestones of the project schedule.

The format for each of the public meetings will be determined cooperatively with the Town and the LWRAG. Each meeting will be organized to maximize public involvement. Public meeting formats may include:

- A traditional public meeting with a formal presentation followed by a questions and answer period;
- An interactive public workshop with a brief presentation followed by small group break-out sessions;
- An open house-style engagement event with facilitated stations;
- Or a combination of formats that best meets the engagement needs of the Town for this effort.



The Project Team will work with the Town to identify an appropriate meeting location for each meeting. Meeting participants will have the opportunity to weigh in about issues and

opportunities identified. Please note that at each meeting, the public will also have an opportunity to learn about and weigh in on the Henry Hudson Park Master Plan update.

#### [Public Meeting #1](#)

Following the completion of the initial drafts of Section I – Waterfront Revitalization Area Boundary and Section II – Inventory and Analysis, the Project Team will conduct a public information meeting regarding the identified local waterfront issues and opportunities and solicit public input regarding the completeness and accuracy of Sections I and II. The Project Team will work with the Town to prepare notifications and announcements to be posted to the project website. The project website is hosted by the Town of Bethlehem. All input received will be compiled into a meeting summary and be made available publicly.

#### [Public Meeting #2](#)

Following the completion of the initial draft of Section IV – Proposed Land Uses and Proposed Projects, the Project Team will conduct a public information meeting regarding the proposed land and water uses and projects. The intent of this meeting will be to solicit public input regarding the completeness and accuracy of Section IV. The Project Team will work with the Town to prepare notifications and announcements to be posted to the project website.

#### [Public Meeting #3](#)

Following the completion of the draft Section V – Techniques for Local Implementation of the Program, the Project Team will conduct a public information meeting to present to the public the draft LWRP policies included in Section III and the proposed laws that will support and enhance the implementation of these policies,

and solicit public feedback. The Project Team will work with the Town to prepare notifications and announcements to be posted to the project website.

All input received will be compiled into a meeting summary. The Project Team will identify and address requested changes, as directed by the LWRAG.

#### [Final Public Hearing / Public Meeting #4](#)

Following completion of the Draft LWRP and in conjunction with a 60-Day Review and compliance with the State Environmental Quality Review Act (SEQRA), the Project Team will conduct a public hearing/meeting on the draft LWRP and identify any document changes as a result of feedback received from Public Meeting #3. The Project Team will work with the Town to prepare notifications and announcements to be posted to the project website.

The final LWRP amendment will include responses to comments received, a schedule of adoption, and posting of the final LWRP amendment to the project website.



### ***Digital Outreach***

Digital outreach includes use of a website and digital media to share project information with the public and notify the public of opportunities to participate in the process. The intent is to reach all interested stakeholders using a variety of outreach methods. Digital media is a preferred method of sharing and gathering information by many.

### ***Website***

The project website is hosted by the Town of Bethlehem and will include a variety of materials to keep the public informed of the study progress. Materials available on the website may include, but not be limited to the following:

- An inventory of applicable plans, studies, and policies
- Meeting presentations, handouts, and summaries
- List of LWRAG members
- Mapping

The website is located at the following link:  
<http://www.townofbethlehem.org/746/Local-Waterfront-Revitalization-Advisory>

Community members may also take advantage of the Notify Me feature on the project website. This feature allows subscribers to receive meeting notifications and announcements through email and/or text message regarding community news and Town calendar updates.

### ***Social Media***

The Town will utilize its social media outlets, Twitter and Facebook, to advertise public engagement activities.

The Project Team will also share information about engagement activities on their respective social media accounts such as Facebook and Twitter.

### ***Town Farmers' Market/Other Town Activities***

In addition to formal flyers and announcements, materials may also be distributed at existing Town and community events, such as the Town Farmers' Market. These may also be unique opportunities to gather unique input.



### ***Public Notice Procedures***

Public notice and meeting materials will be prepared by the Project Team and provided to the Town at least two (2) weeks in advance of public meetings. The Town will be responsible for distributing those materials to LWRAG members.

Meeting announcements will be the responsibility of the Town and are suggested to be posted on the project website as well as in local news outlets, per the Town's discretion and as per the Town's meeting noticing requirements.

### ***Information Repositories***

Information about this project will be available on the project website and at the Economic and Development Planning Office in Town Hall.

The website is located at the following link:  
<http://www.townofbethlehem.org/746/Local-Waterfront-Revitalization-Advisory>

Town Hall is located at 445 Delaware Avenue, Delmar, NY 12054.

### ***Local, State, Federal Contacts***

The following information provides contact information for the Town of Bethlehem and New York State Department of State.

#### **Town of Bethlehem**

Robert Leslie, AICP  
Director  
Economic Development and Planning  
Town Hall, Room 203  
445 Delaware Avenue  
Delmar, NY 12054  
518-439-4955, x1157  
[rleslie@townofbethlehem.org](mailto:rleslie@townofbethlehem.org)

#### **New York State Department of State**

Valeria Ivan  
Coastal Resources Specialist  
Office of Planning and Development  
99 Washington Avenue, 10<sup>th</sup> Floor  
Albany, NY 12231  
518-473-2465  
[Valeria.Ivan@dos.nys.gov](mailto:Valeria.Ivan@dos.nys.gov)

### **5. Schedule**

Appendix C identifies a tentative project schedule. Please note that this schedule is based upon an assumed review time by involved agencies and is approximate. If review times exceed the assumed task duration, the schedule will be adjusted accordingly. Revised schedules, as needed, will be provided on a regular basis to the LWRAG and members of the public.

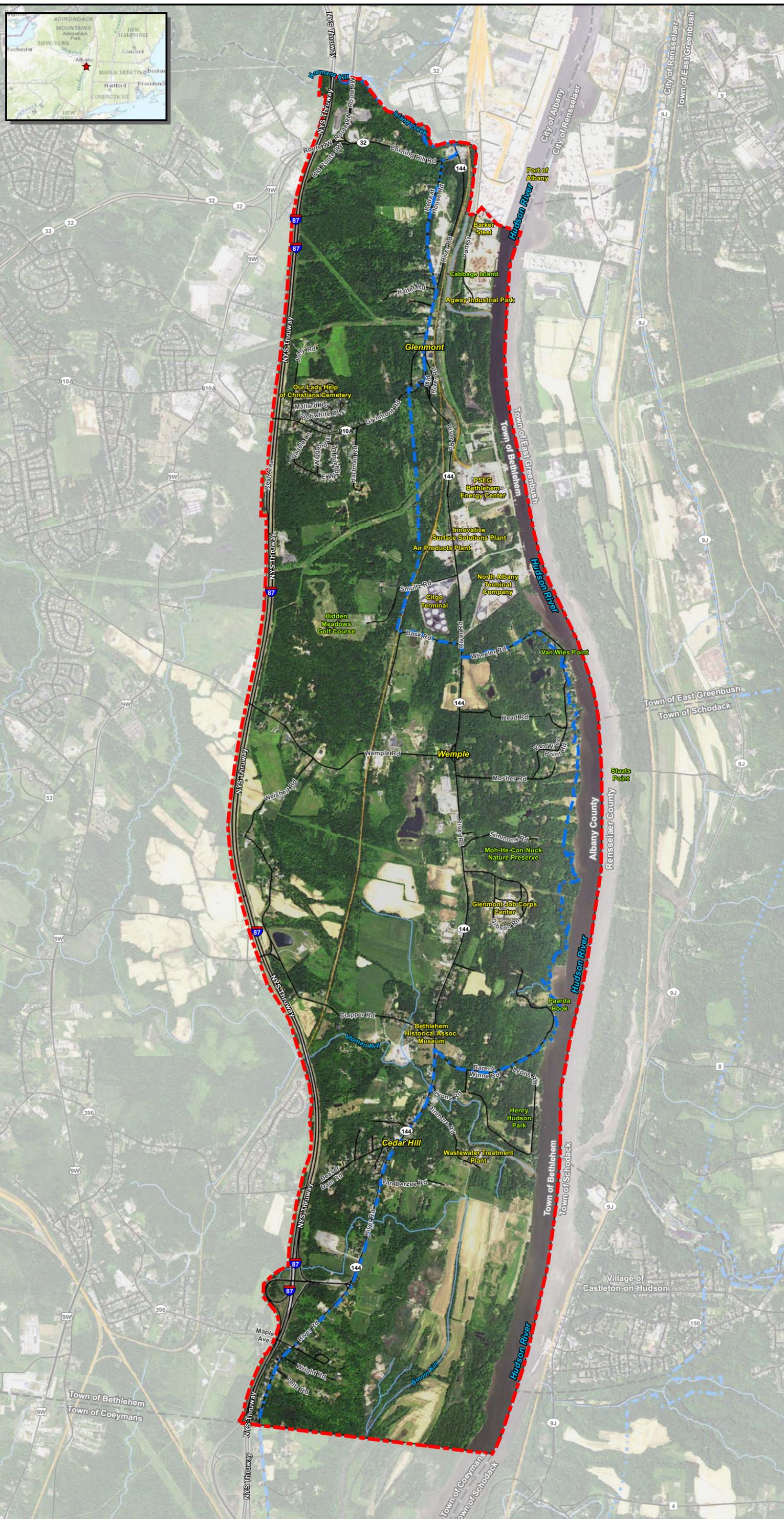
## Appendix A

Local Waterfront Revitalization Advisory Group (LWRAG)

Name	Affiliation
Jeff Anzevino	Scenic Hudson
Charlotte Buchanan	Van Wies Point Resident
William Clancy	Plant Manager, PSEG
John Clarkson	Town Supervisor
Maureen Cunningham	Director, Hudson River Watershed Alliance/Town Resident
Joann Dawson	Former Town Board Member
Lisa Evans	Waterfront Resident
Joan Gavrilik	President, Friends of Bethlehem Parks and Recreation
Nan Lanahan	Director, Parks and Recreation
Sam Messina	Former Town Supervisor
Ann Morin	Business and Community Liaison, Glenmont Job Corps
Mark Poole	Vice President and General Manager, Innovative Surface Solutions
John Sherman	Mohawk Hudson Land Conservancy
John Smolinsky	Planning Board Chairman
Nava Tabak	Scenic Hudson
Peter Thomas	Friends of the Rail Trail/Bike and Trail Enthusiast
David VanLuven	Town Board

## Appendix B

### Proposed Waterfront Revitalization Study Area



# Town of BETHLEHEM

## Local Waterfront Revitalization Program Update

### Proposed Waterfront Revitalization Study Area September 2016

-  Proposed Waterfront Revitalization Study Area
-  Existing Coastal Area Boundary
-  Municipal Boundaries
-  Roads
-  Railways
-  Rivers and Streams

Sources:  
 Esri  
 NAIP 2015 Imagery  
 NYS ITS  
 Town of Bethlehem



This map was prepared for illustrative purposes only and is not suitable for engineering, surveying, or legal purposes.

## Appendix C

### Local Waterfront Revitalization Program – Project Schedule\*

*\*Please note that schedule is subject to change.*

<b>Task #</b>	<b>Description</b>	<b>Date of Completion (assuming Week 1 is the date of Contract execution)</b>
Task 6	Project Meeting	06/17/16*
Task 7	Community Outreach Process and Plan	06/30/16
Task 8	LWRP – Section I – Waterfront Revitalization Area Boundary	07/29/16*
Task 9	LWRP – Section II – Inventory and Analysis	09/23/16*
Task 10	First Public Meeting	10/21/16
Task 11	LWRP – Section III – Local Waterfront Revitalization Policies	11/30/16*
Task 12	LWRP – Section IV – Proposed Land Uses and Projects	12/30/16*
Task 13	Second Public Meeting	01/20/17
Task 14	LWRP – Section V – Techniques for Local Implementation of the Program	02/28/17*
Task 15	Third Public Meeting	03/24/17
Task 16	LWRP – Section VI – Federal and State Actions and Programs Likely to Affect Implementation of the LWRP	04/28/17
Task 17	LWRP – Section VII – Local Commitment and Consultation	04/28/17
Task 18	LWRP – Section VIII – Determination of Significance and SEQRA Compliance Significance and Compliance with SEQRA	04/28/17
Task 19	Draft LWRP	05/26/17* to NYSDOS 07/28/17 (end 60 day Rev.)
Task 20	Final (fourth) Public Meeting	06/16/17*
Task 21	Final LWRP Amendment	08/31/17*
Task 22	Henry Hudson Park Master Plan Update	04/28/17*

*Note: Schedule presented above is based upon an assumed review time by involved agencies and is approximate. If review times exceed the assumed task duration, the schedule will be adjusted accordingly. Revised schedules, as needed, will be provided on a regular basis to project stakeholders.*

\*Denotes a proposed Local Waterfront Revitalization Advisory Group (LWRAG) meeting to occur prior to date of completion. Up to 10 LWRAG meetings are proposed.