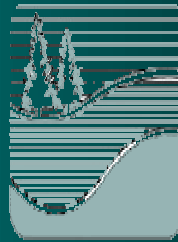




SUMMARY MEETING



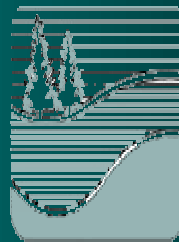
**R. CLARK
ASSOCIATES, INC.**

LANDSCAPE ARCHITECTS & LAND PLANNERS

The following is a compilation of
voting results from all five
visioning sessions.



WHO ARE
YOU?

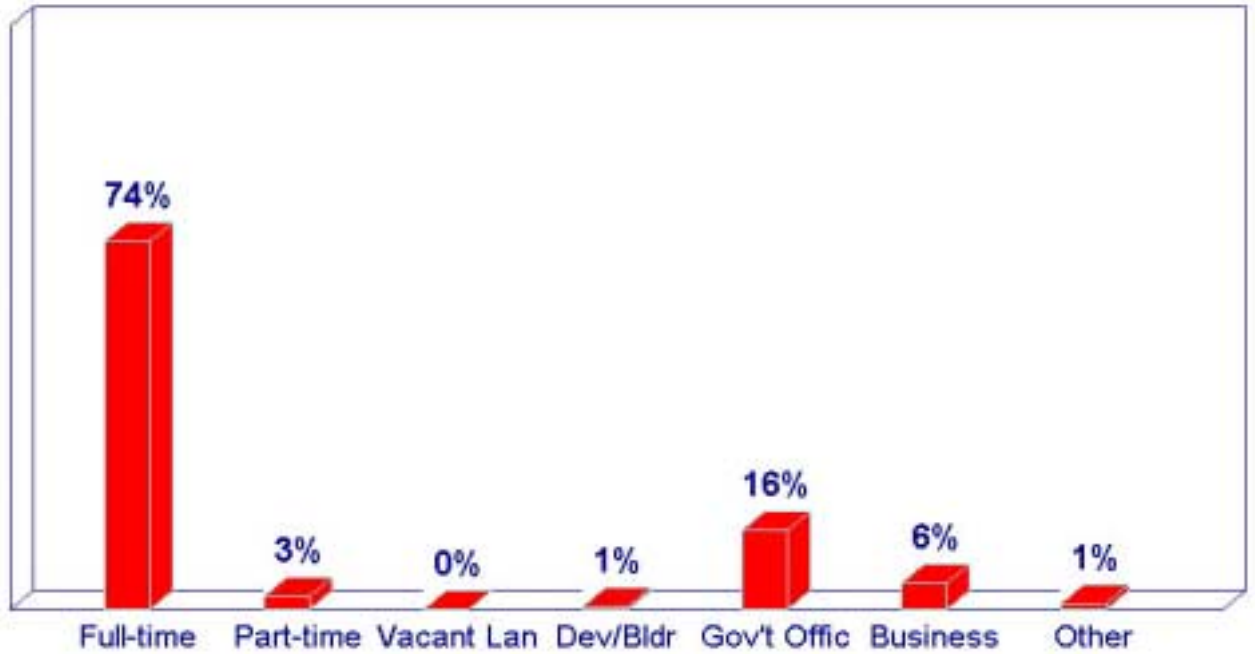


R. CLARK
ASSOCIATES, INC.

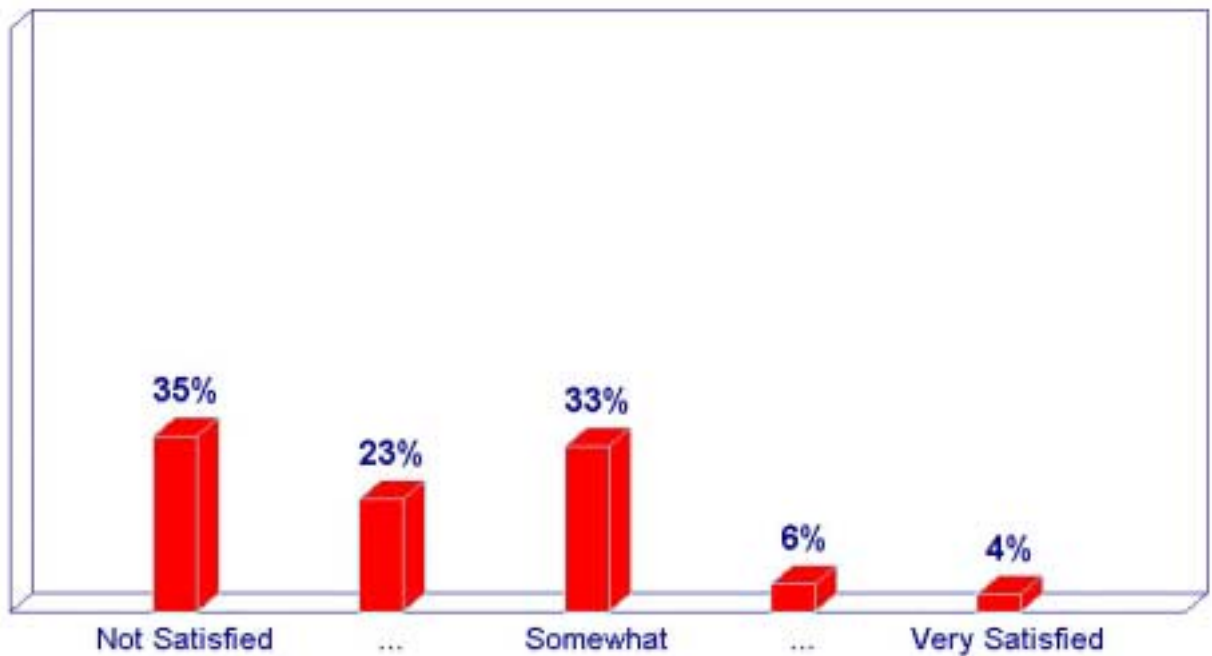
LANDSCAPE ARCHITECTS & LAND PLANNERS

The next 10 graphs show
compiled demographic
information about the participants
at all 5 visioning sessions.

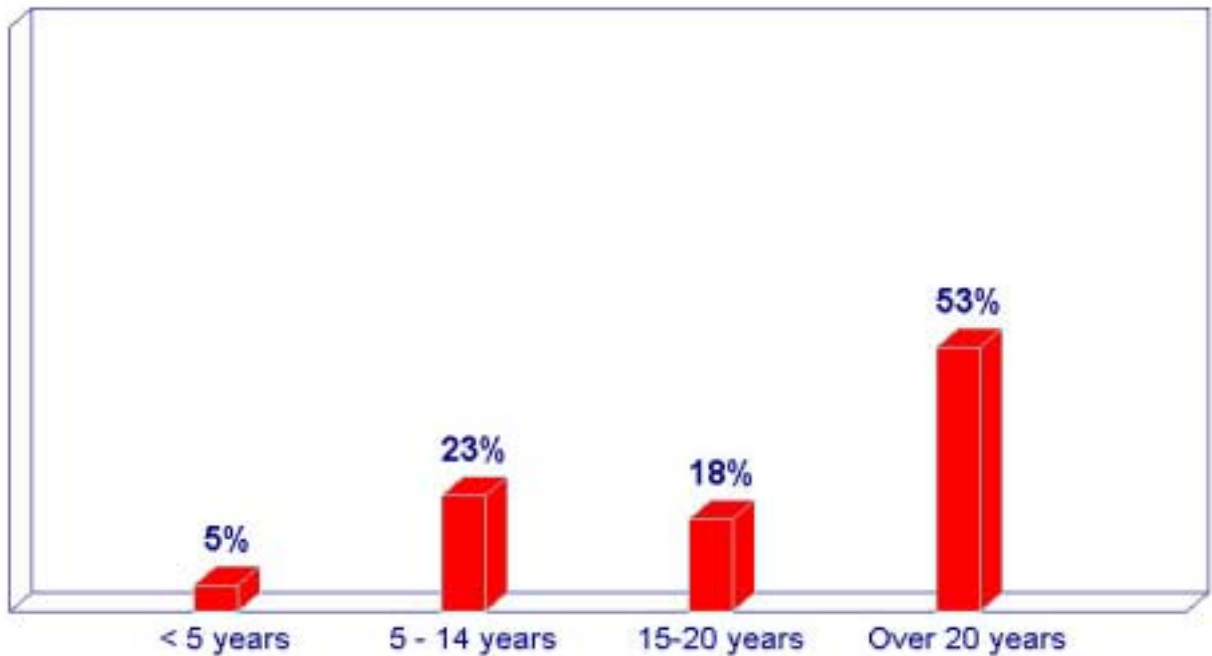
A- Which of the following BEST describes you?



Are you satisfied with the way growth has occurred in Otsego County?

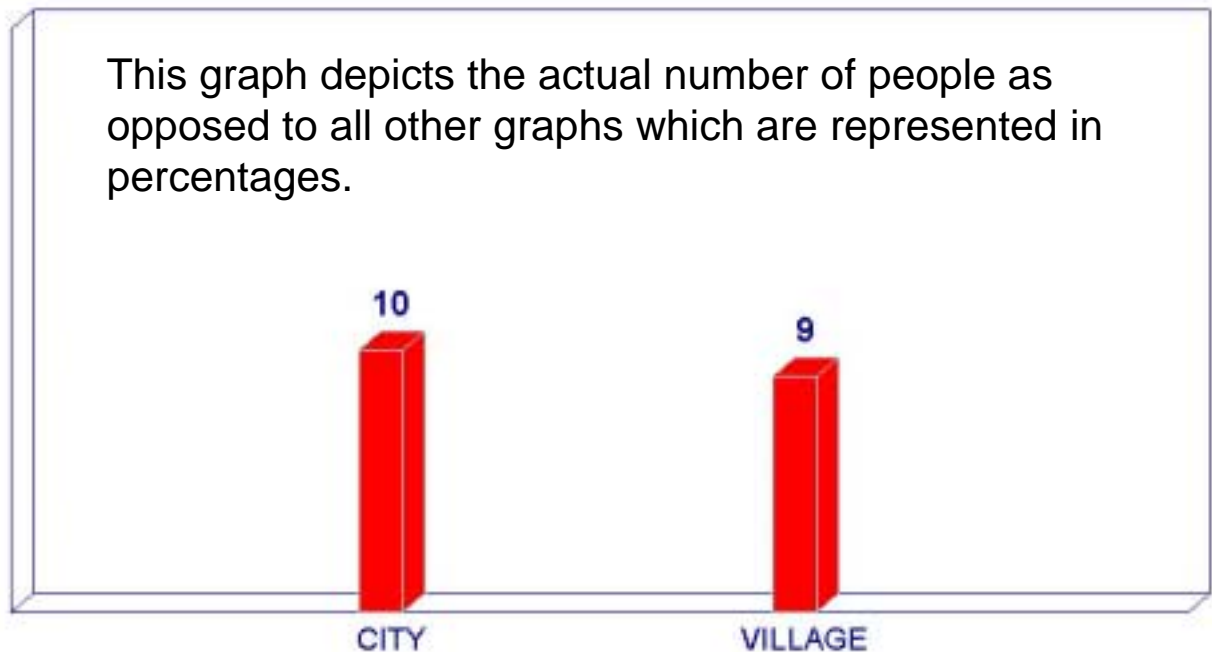


C- How long have you lived/owned in Otsego County?

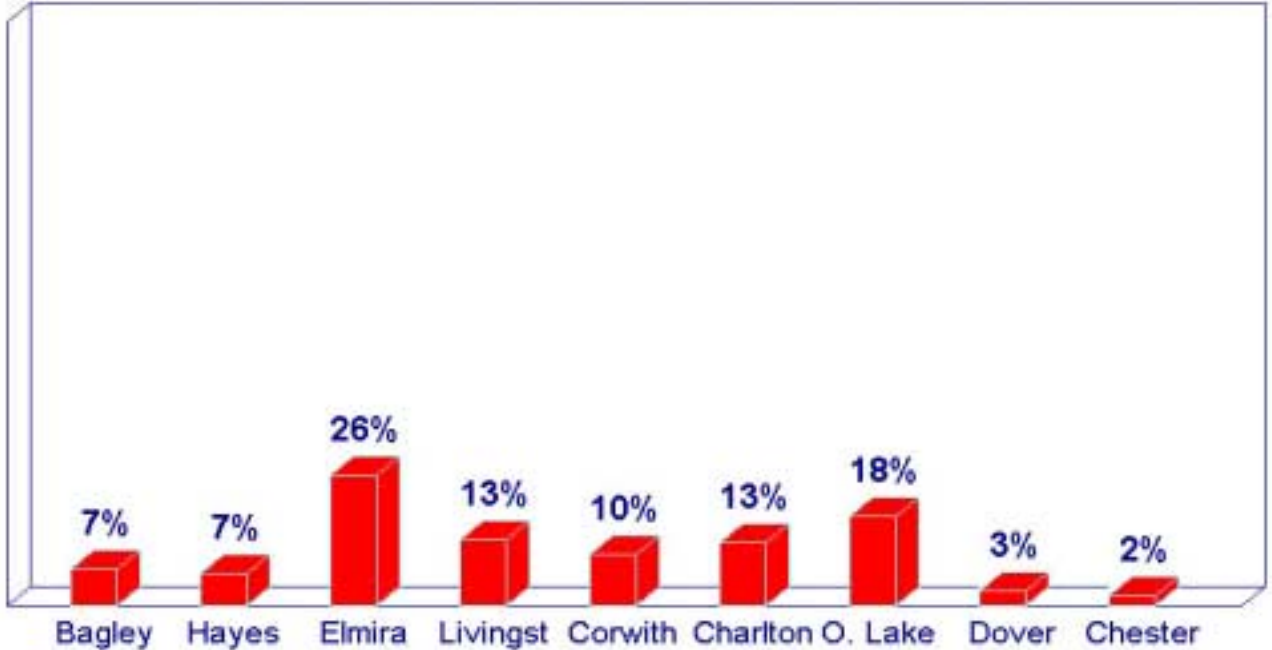


D- I live in:

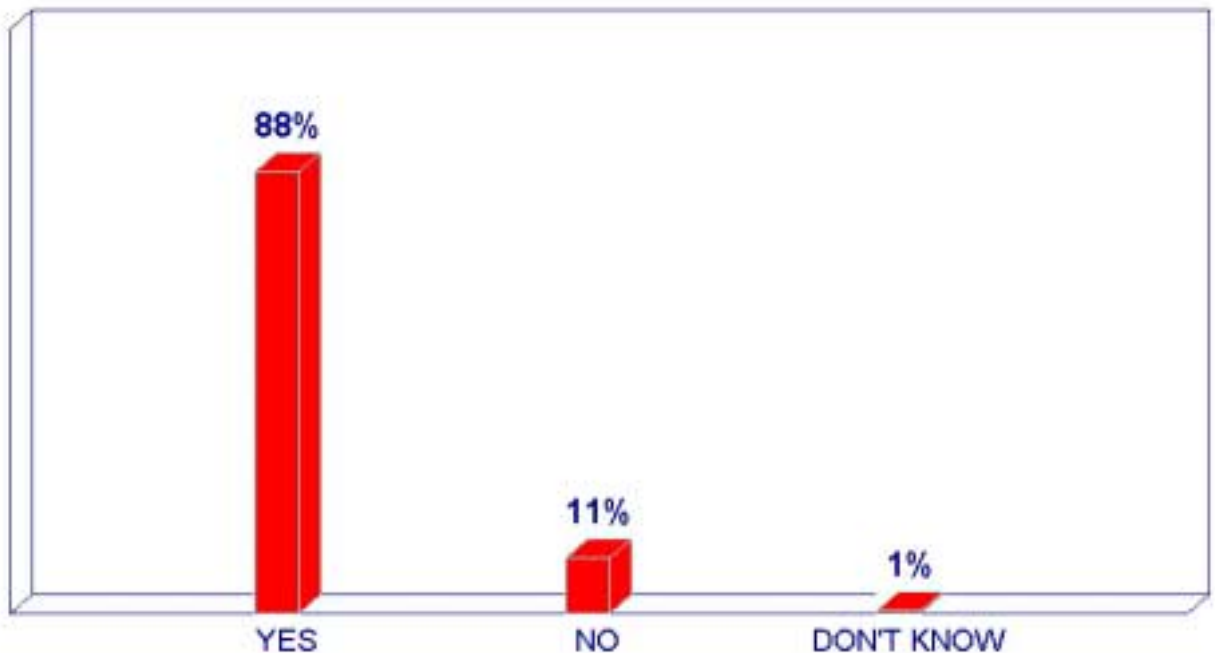
This graph depicts the actual number of people as opposed to all other graphs which are represented in percentages.



E- Which township do you live in?



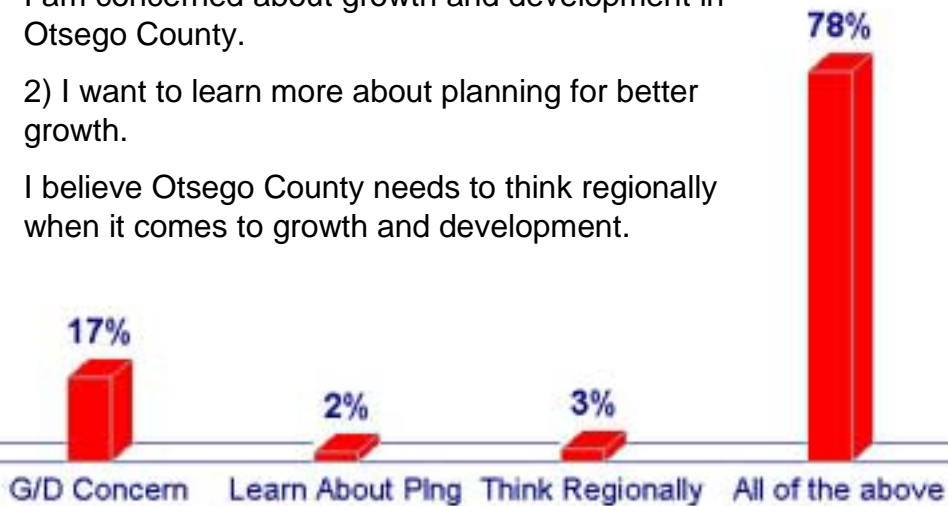
F- I have read a Zoning Ordinance (or portions) before.



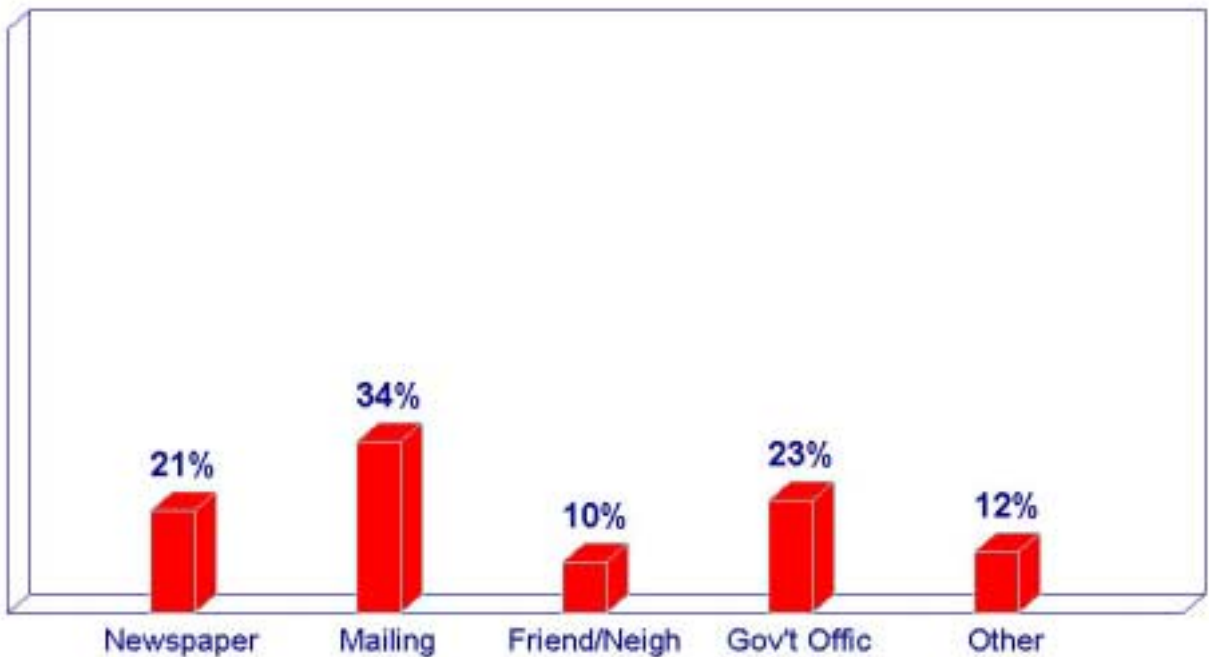
G- Why did you decide to attend this meeting?

The actual choices were:

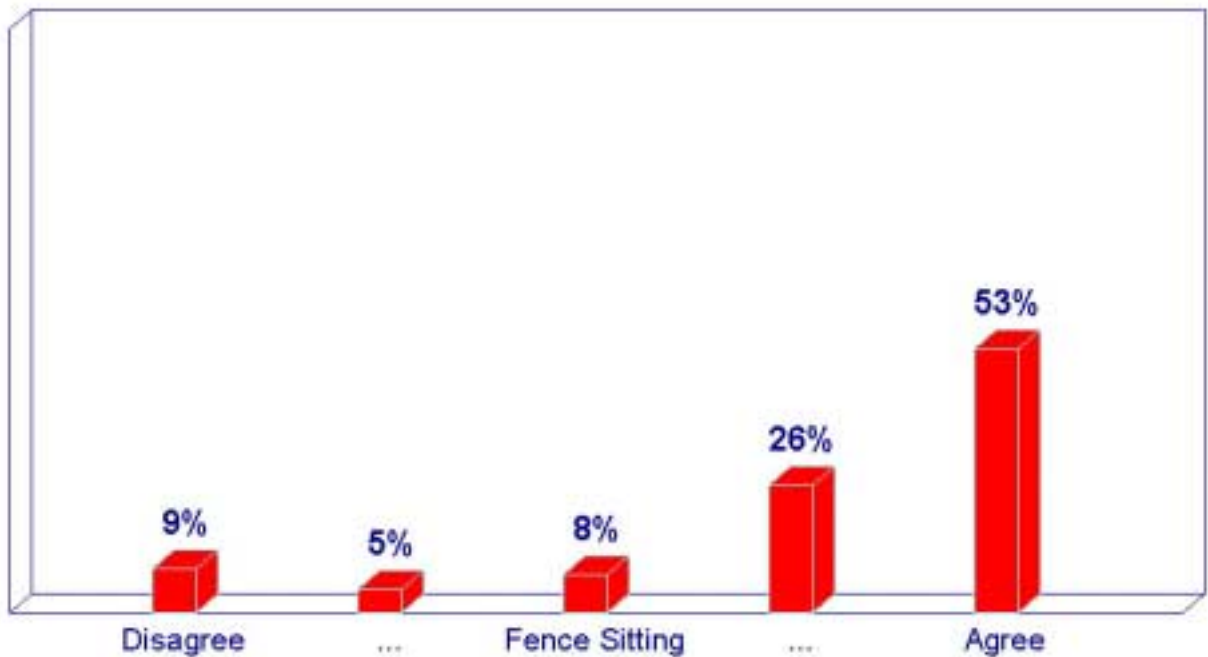
- 1) I am concerned about growth and development in Otsego County.
- 2) I want to learn more about planning for better growth.
- 3) I believe Otsego County needs to think regionally when it comes to growth and development.



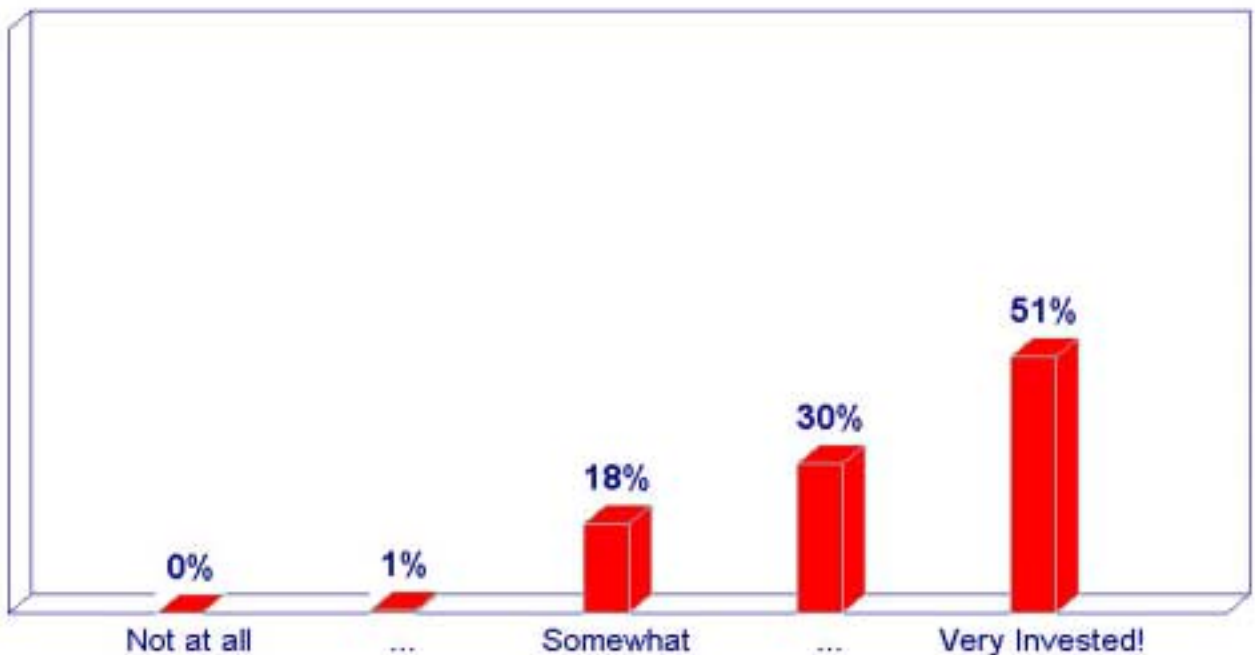
H- How did you learn about this meeting?



I- I believe that growth can be **MANAGED/PLANNED** appropriately to accommodate development while preserving the 'UPNORTH' quality of life.

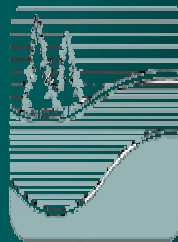


To what extent are you invested in the well-being of the community as a whole?





TELL US
WHAT YOU
KNOW...



R. CLARK
ASSOCIATES, INC.

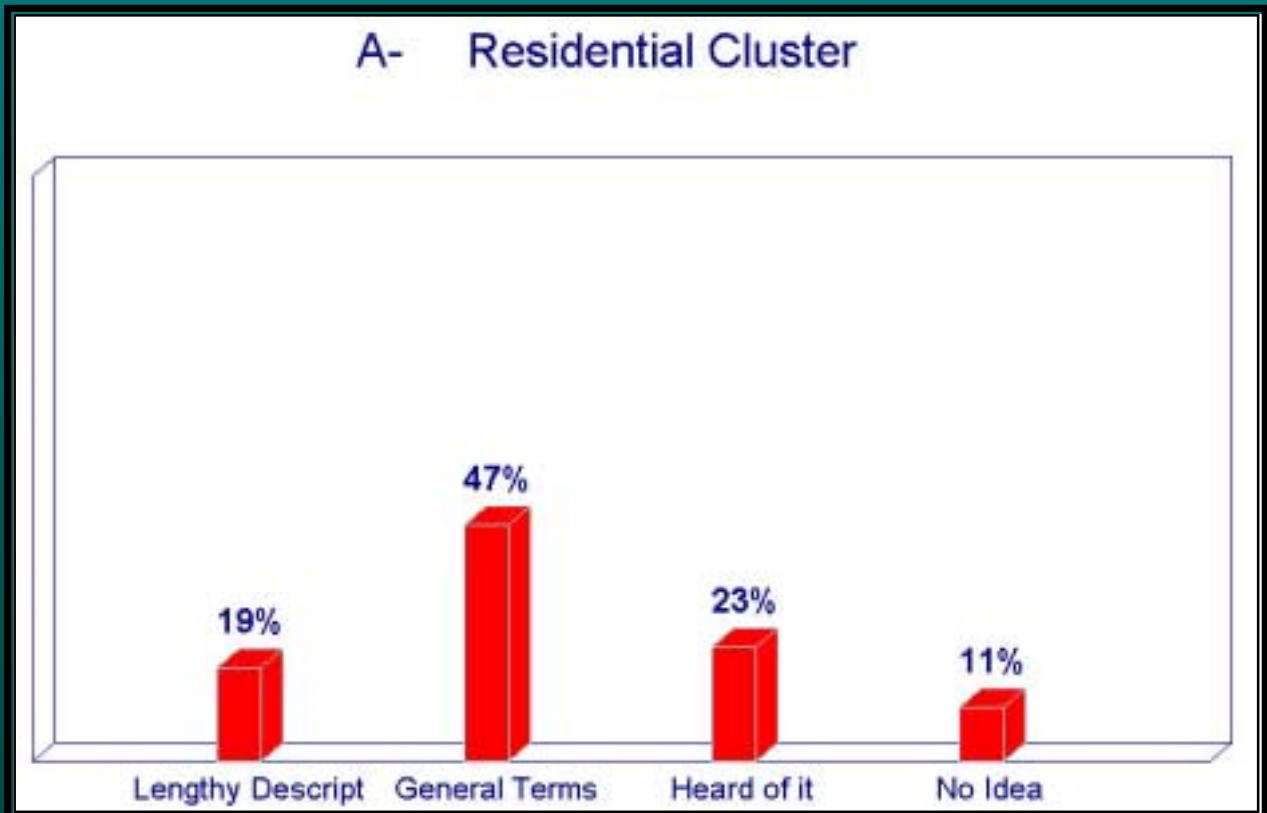
LANDSCAPE ARCHITECTS & LAND PLANNERS

The next 11 graphs show
compiled information from all five
visioning sessions.

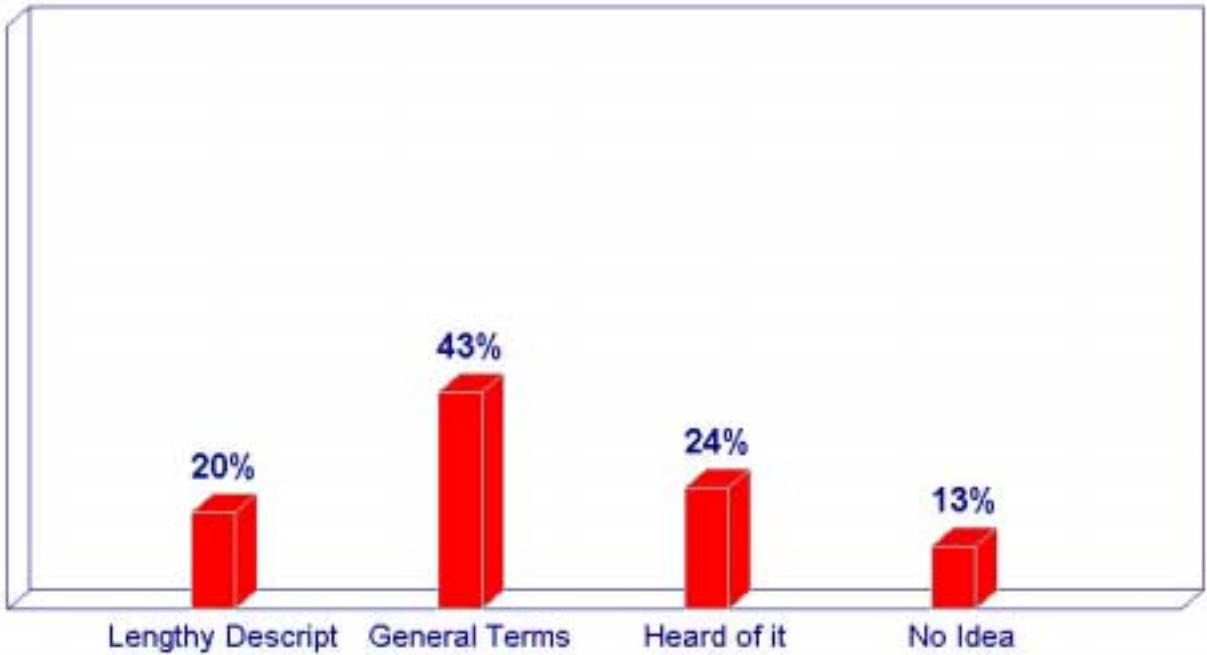
The participants were shown a list of development tools and then asked to rate (on the following scale) their perceived knowledge of each tool.

SCALE:

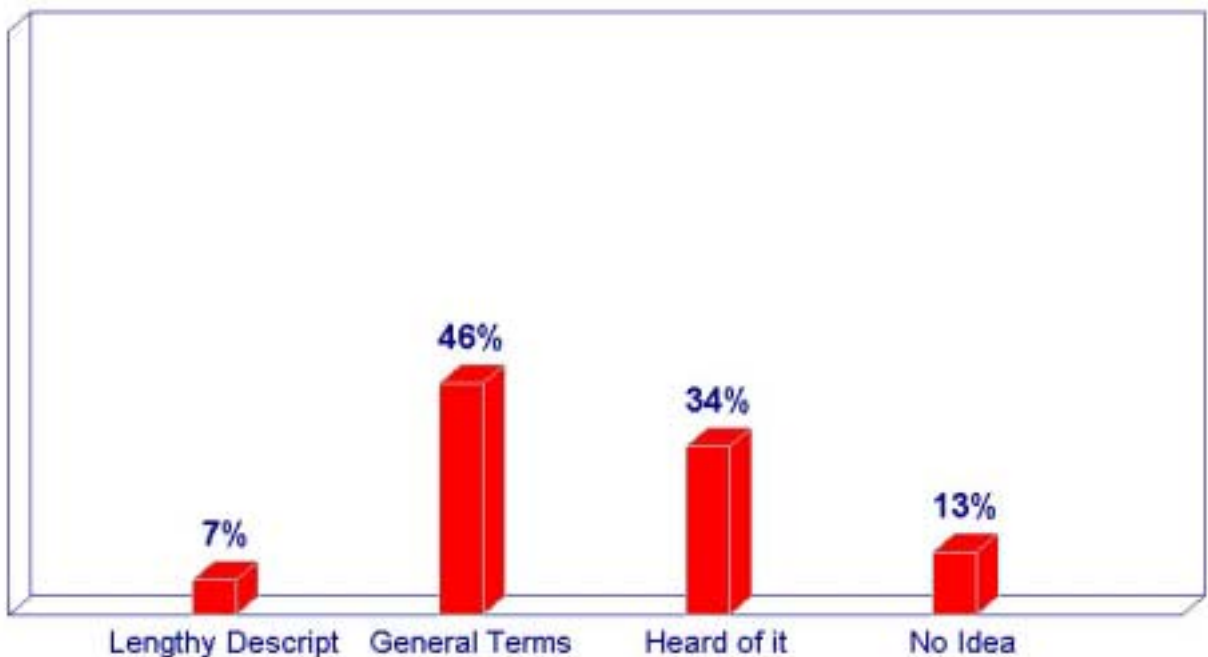
1. I can give you a lengthy description of this
2. I could explain it in general terms
3. I have only heard of this
4. I have NO IDEA!!



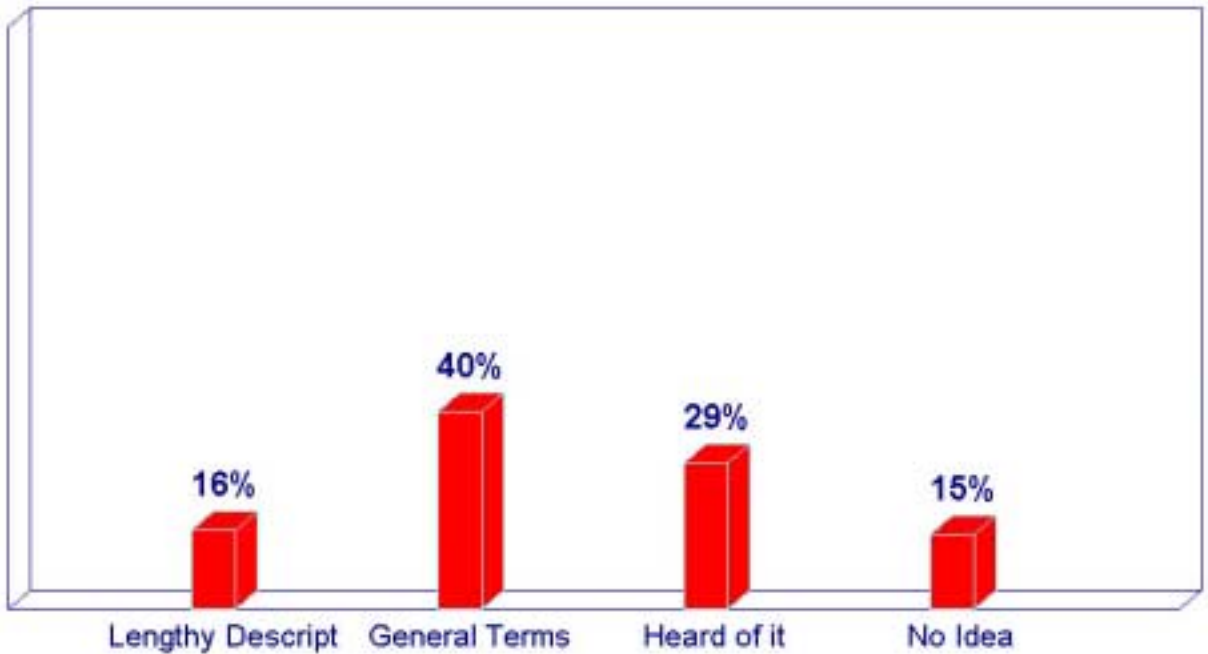
B- Planned Unit Development



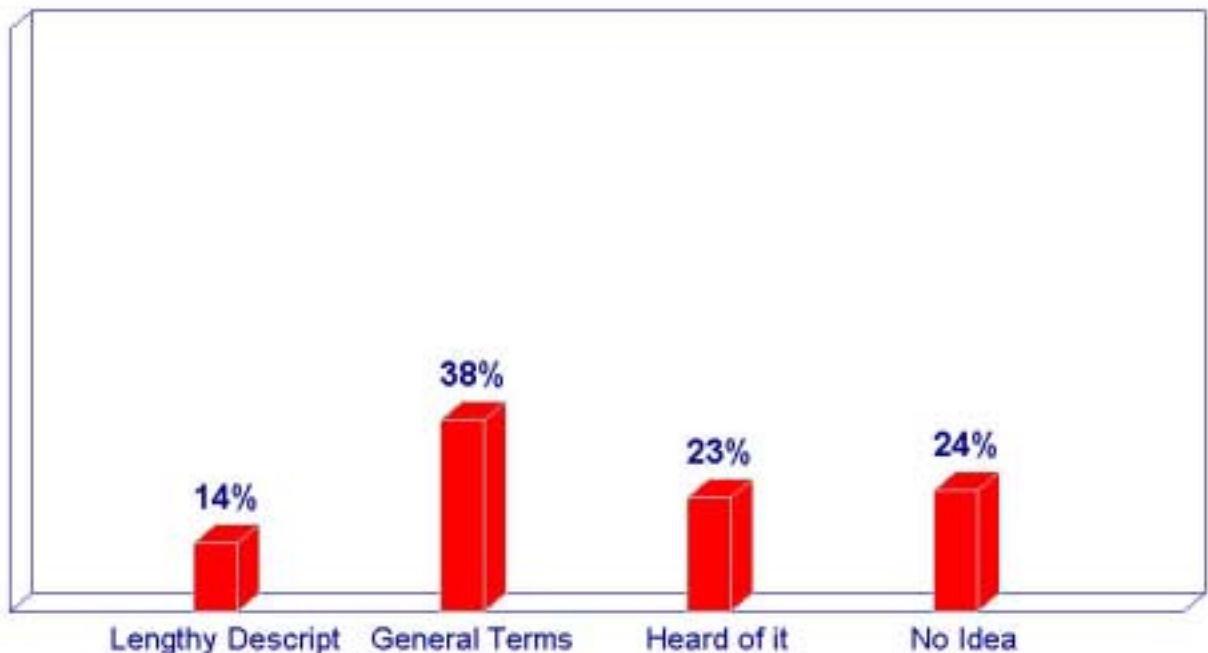
C- Planned Residential Development



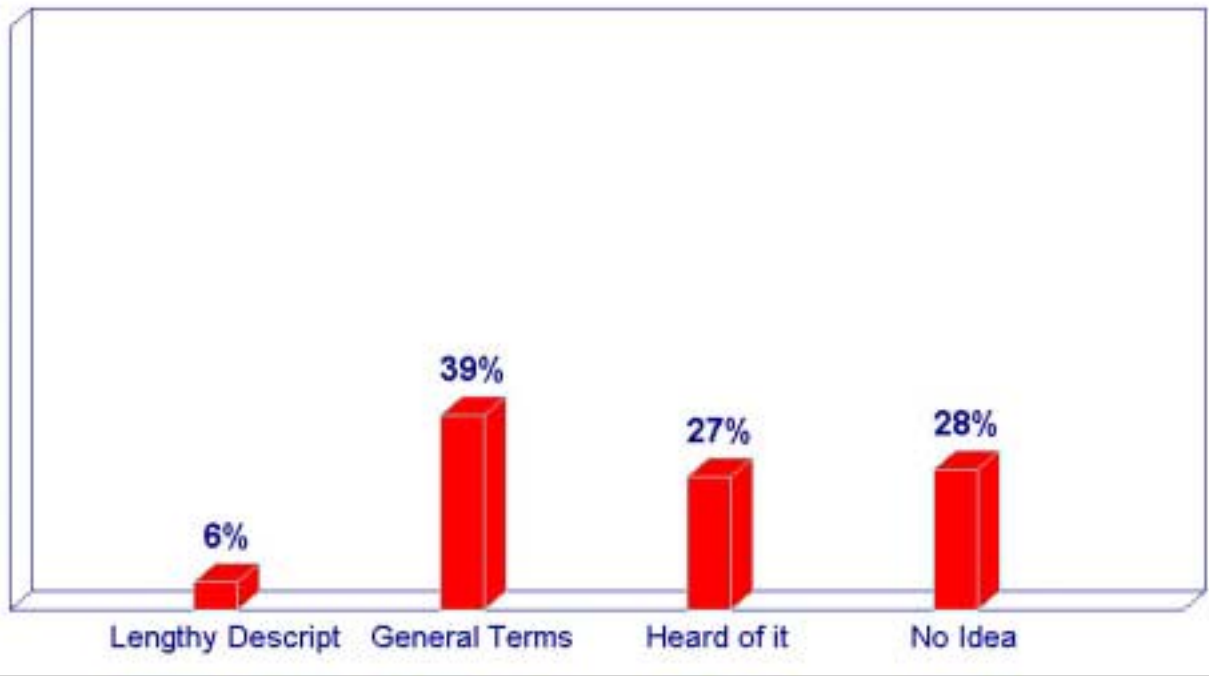
D- Conservation Easements



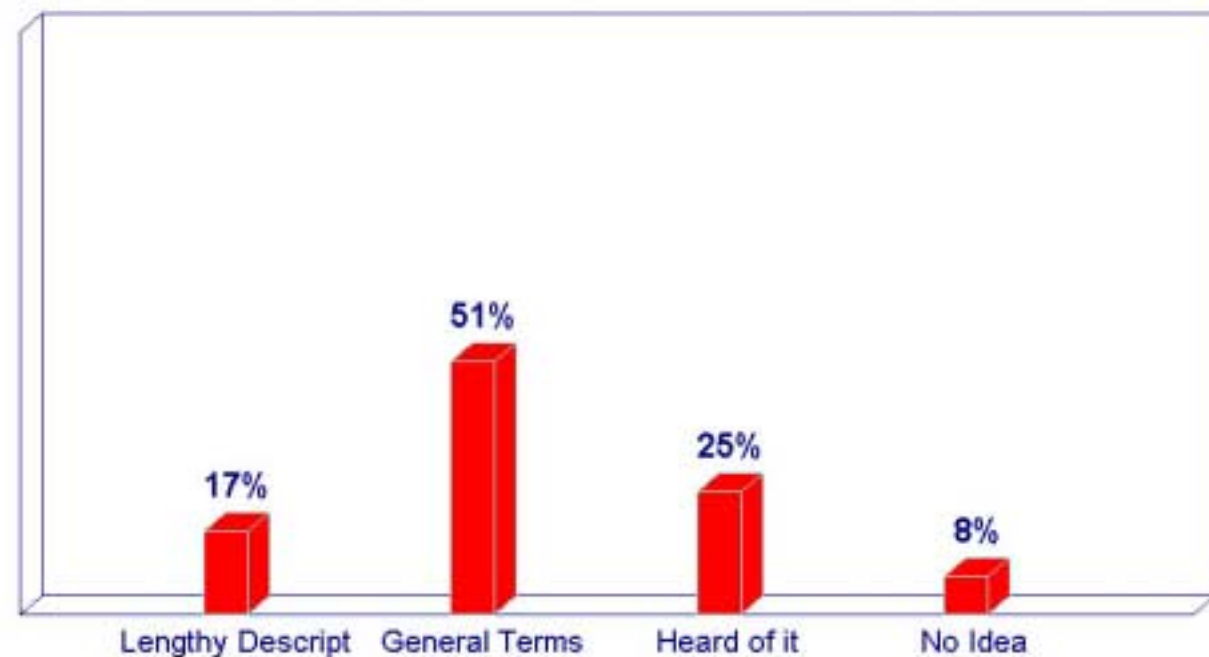
E- Purchase of Developmental Rights



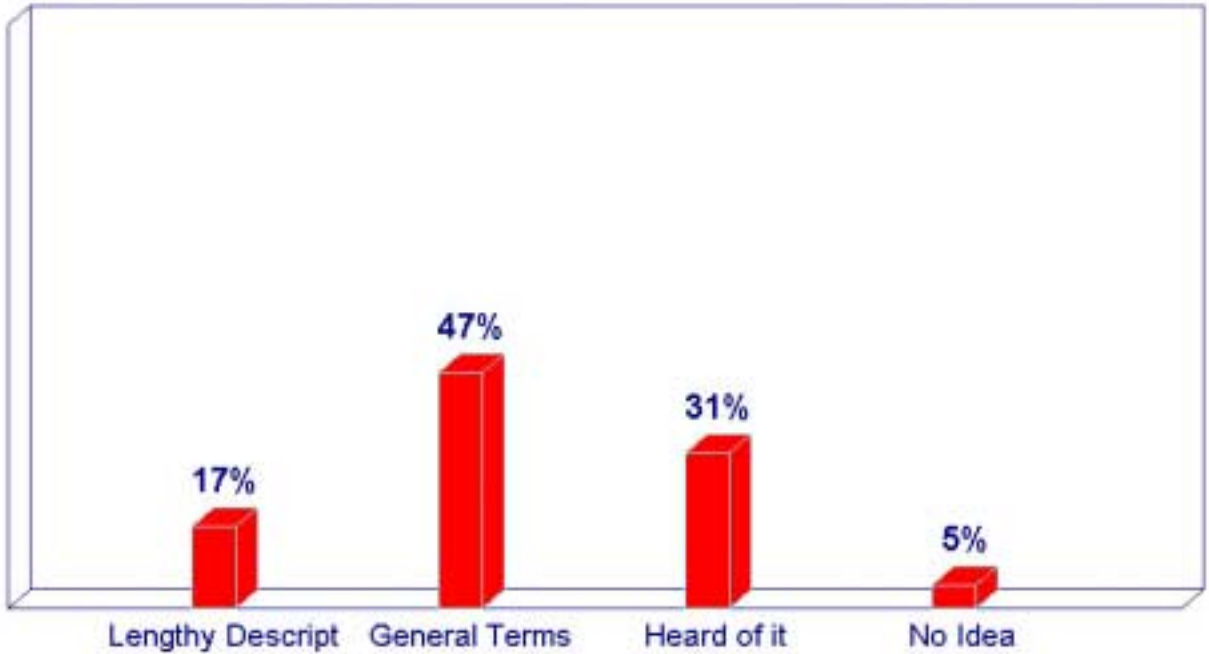
F- Transfer of Developmental Rights



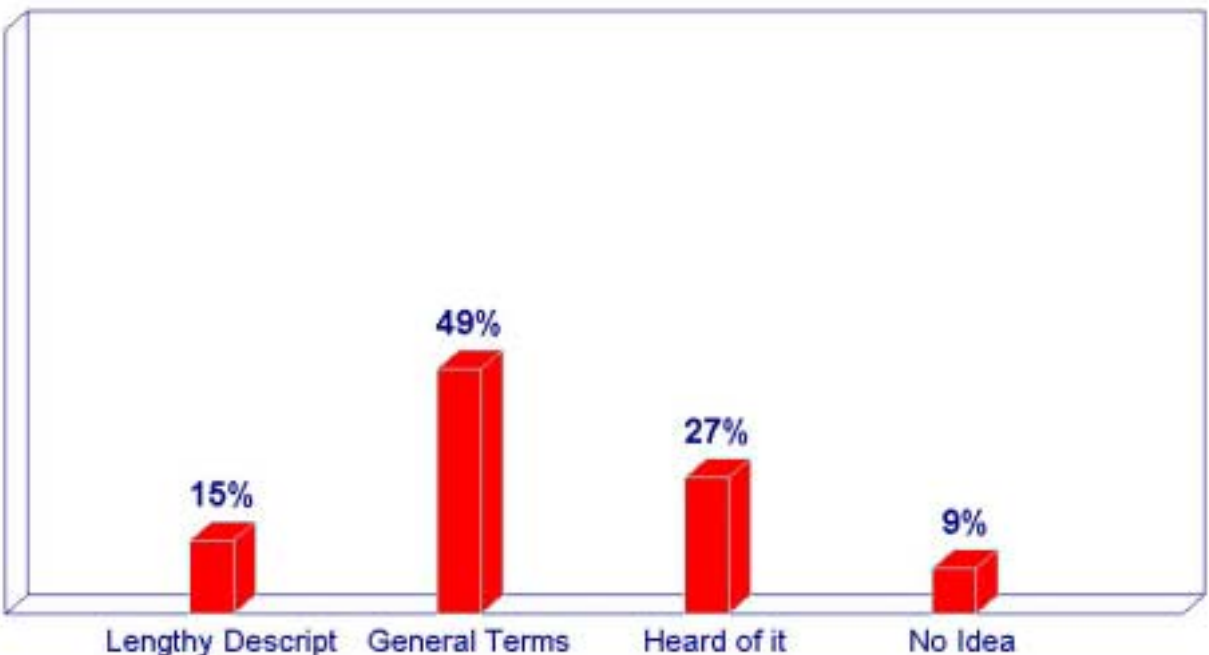
G- Openspace Preservation



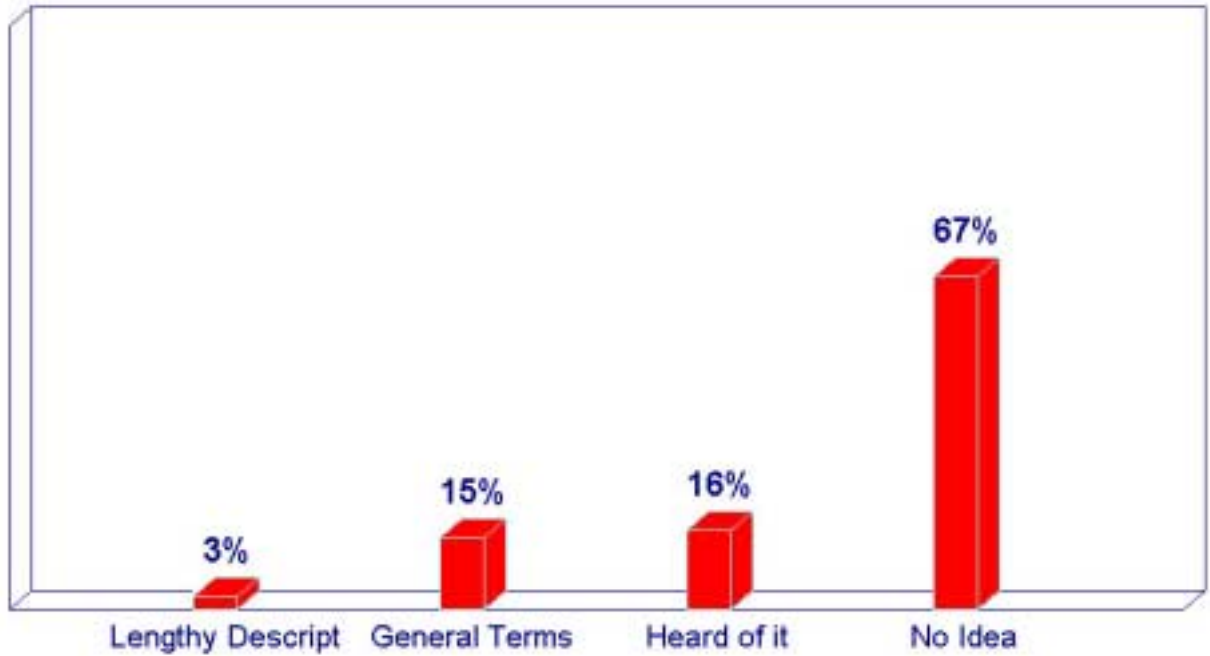
H- Agricultural Preservation



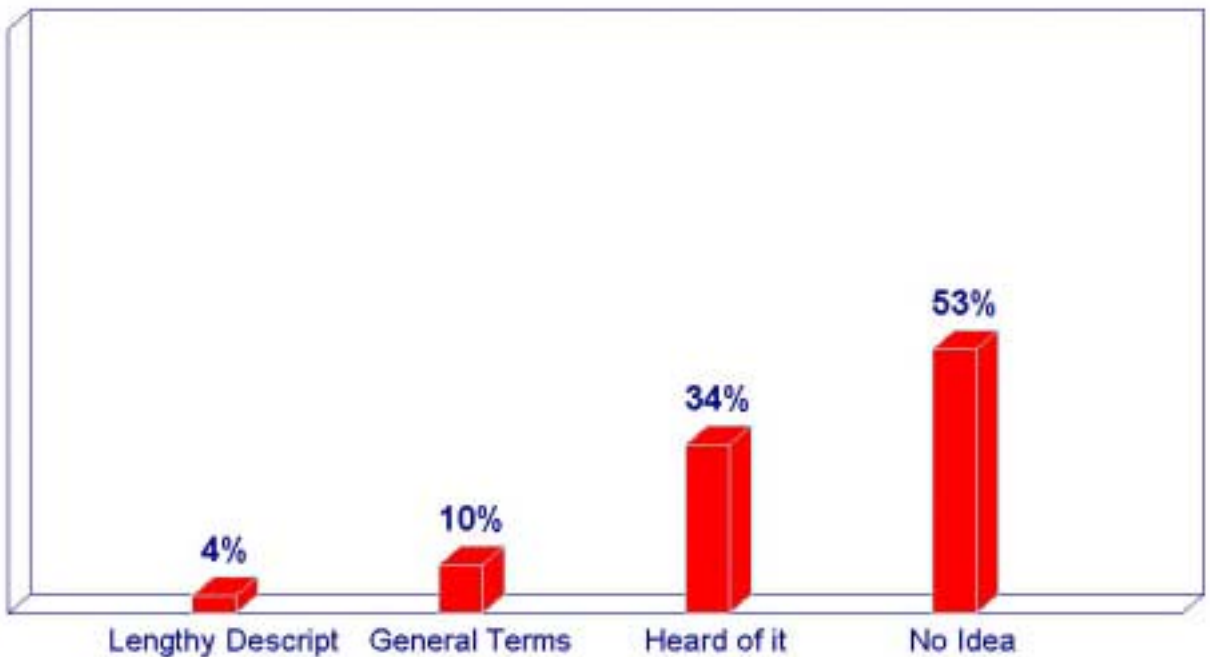
I- Woodland Preservation



J- Infill

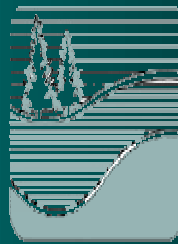


K- New Urbanism





Visual Preference



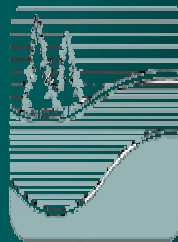
R. CLARK
ASSOCIATES, INC.

LANDSCAPE ARCHITECTS & LAND PLANNERS

PART ONE



Visual Preference



**R. CLARK
ASSOCIATES, INC.**

LANDSCAPE ARCHITECTS & LAND PLANNERS

The following images depict development of larger areas. The intent is to represent more community wide development patterns. Answers were based on each image (or image set) NOT on a comparison of the entire string of images. Participants were instructed to base their vote on GUT INSTINCT – their initial reaction upon seeing the image.

VISUAL #1



A- What is the likelihood of development like this occurring in Otsego County?

Discussion surrounding this slide usually focused on whether participants – based on their knowledge of the current zoning ordinance - thought development in the county would follow this pattern.

At this point in time the chances are greater than 50/50 that growth in Otsego County will resemble this image.

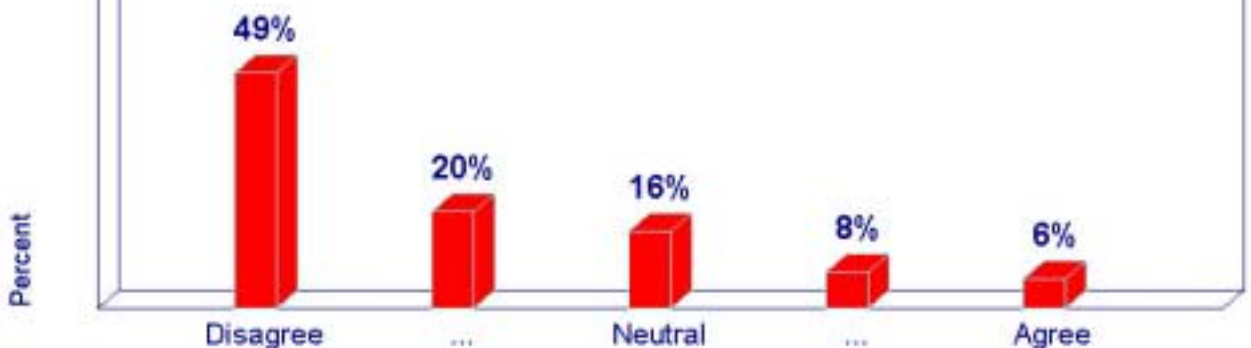


VISUAL #2

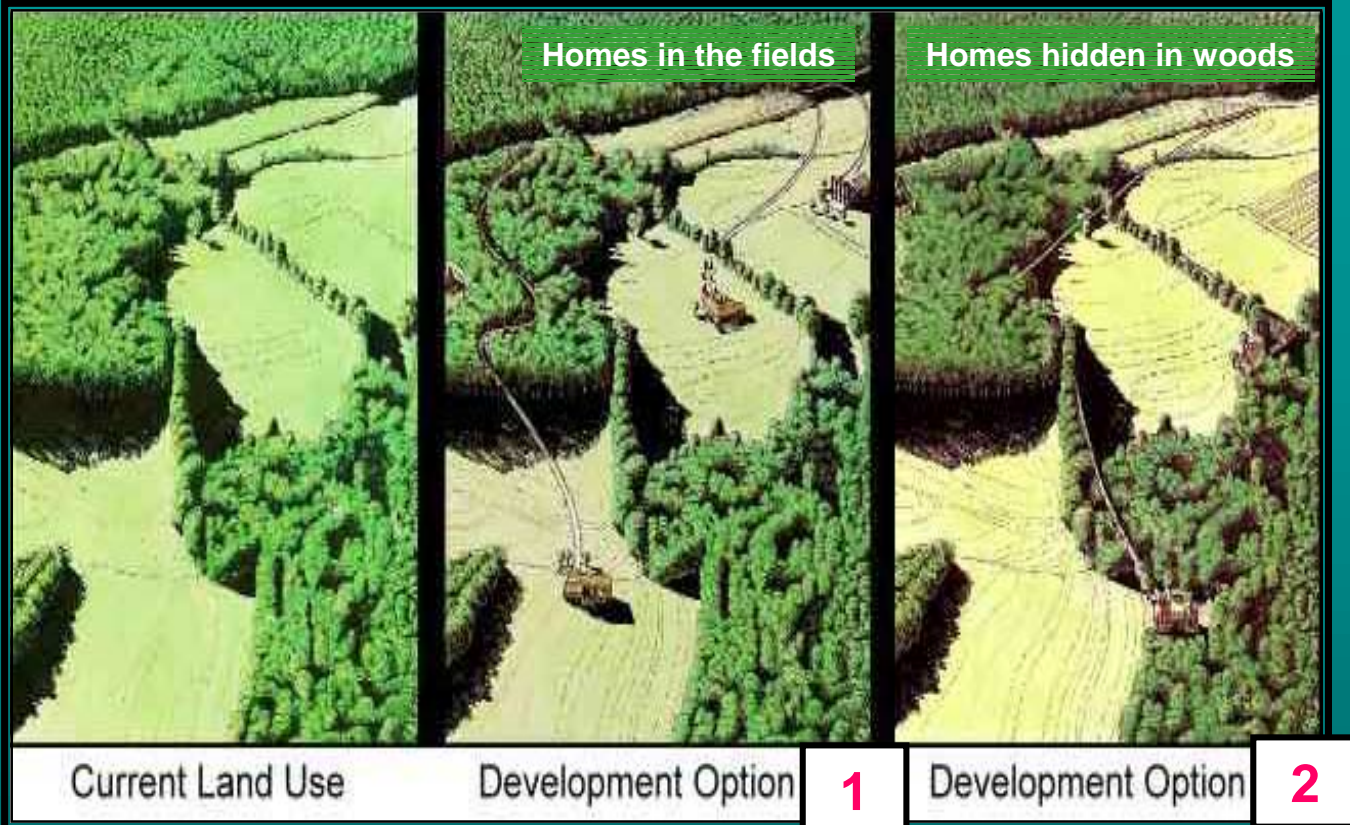


B- This looks like a good way to preserve agricultural land.

Although the house, barn, and out buildings remain, the housing is really too close for an active farm to comfortably continue the farming operation. Residences this close to farming operations typically begin complaining about noise, dust, and chemicals the farmer may need to treat crops.

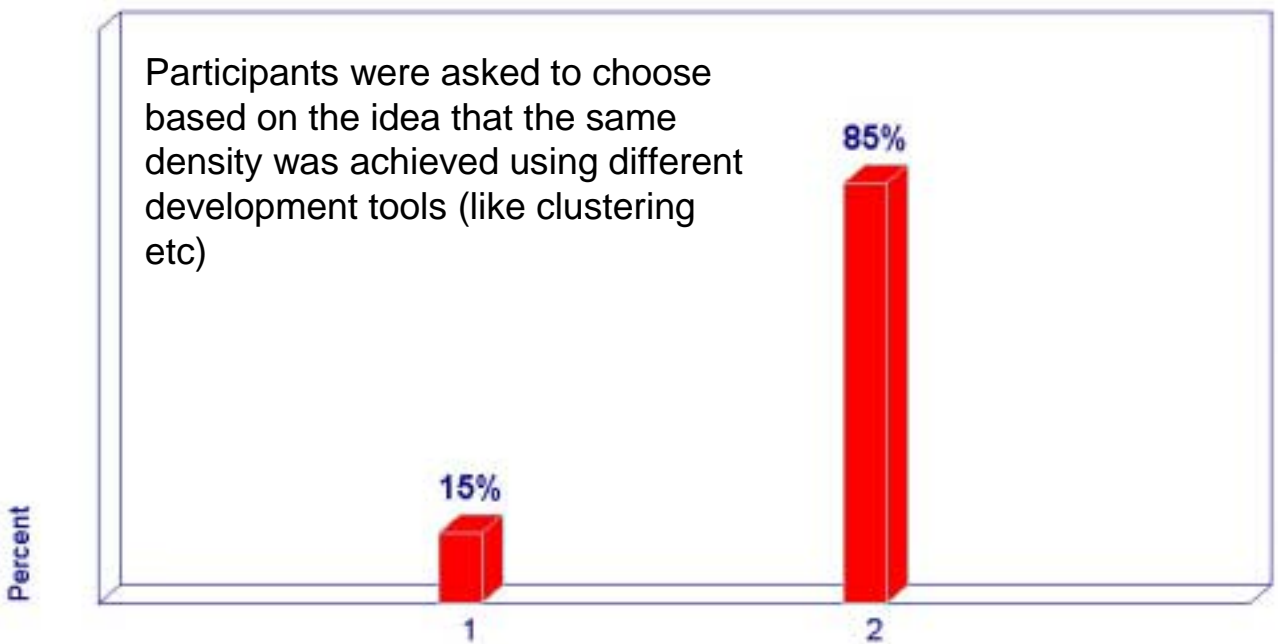


VISUAL #3



C- I would rather see development like number:

Participants were asked to choose based on the idea that the same density was achieved using different development tools (like clustering etc)

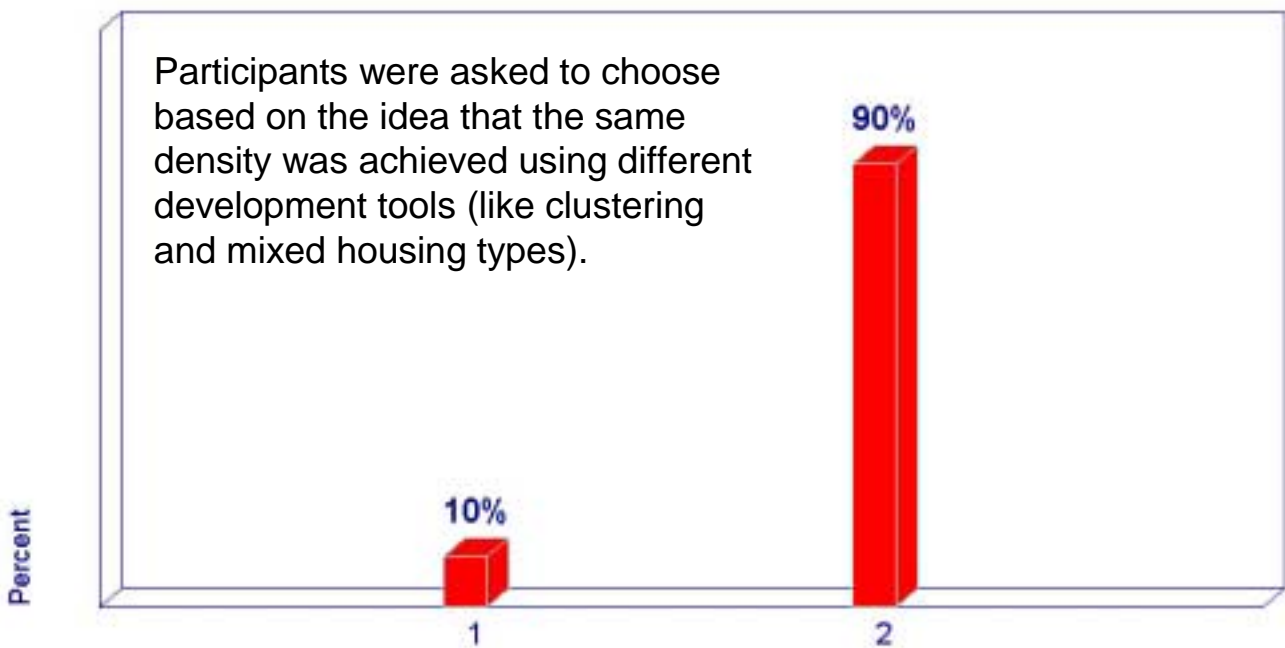


VISUAL #4



D- I would rather see development like number:

Participants were asked to choose based on the idea that the same density was achieved using different development tools (like clustering and mixed housing types).



VISUAL #5



Current Land Use

Conventional zoning with minimum lot size strictly adhered to



Development Option 1

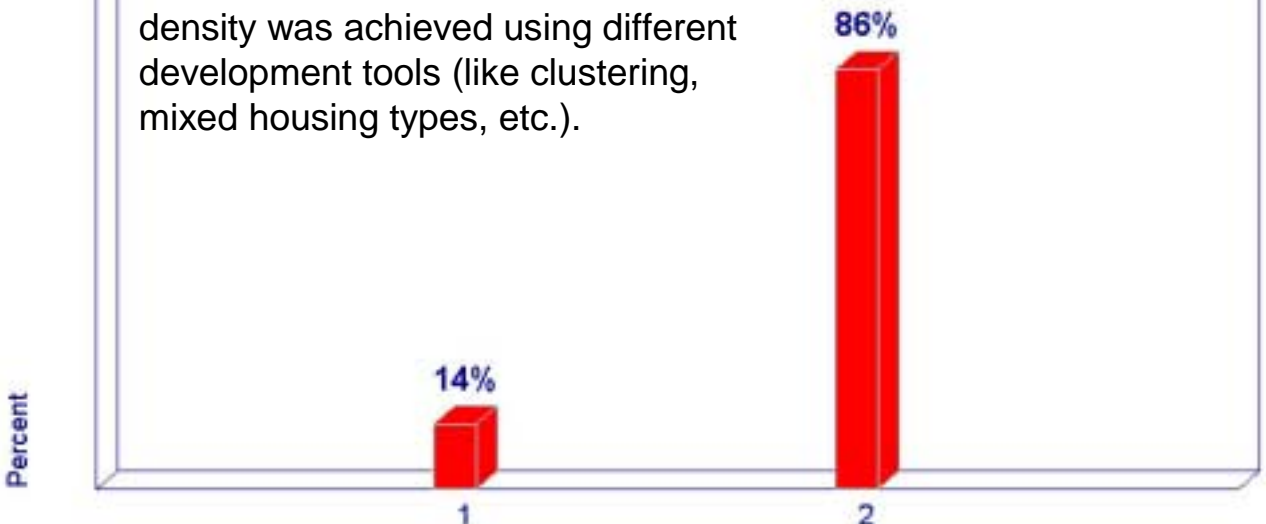
Homes clustered with a mix of housing types to achieve a similar density



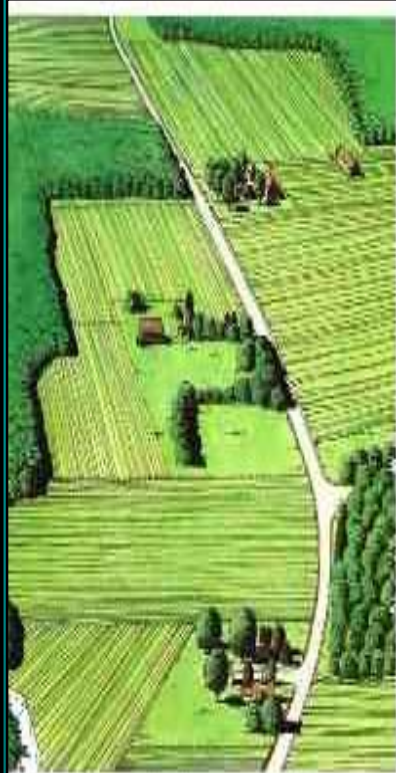
Development Option 2

E- I would rather see development like number:

Participants were asked to choose based on the idea that the same density was achieved using different development tools (like clustering, mixed housing types, etc.).



VISUAL #6



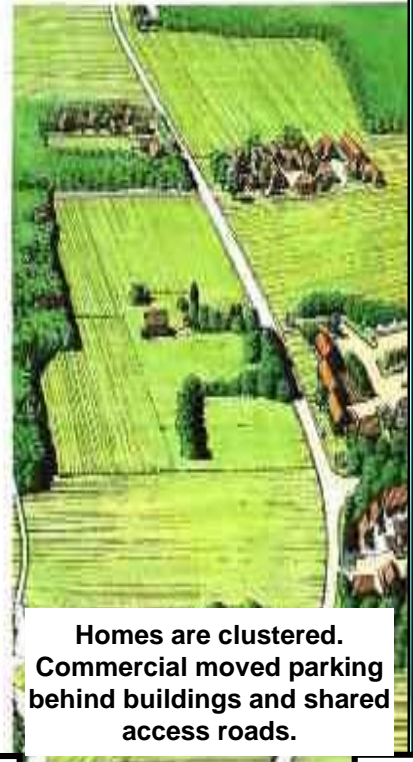
Current Land Use



Conventional zoning with residential & commercial utilizing individual access points

Development Option

1



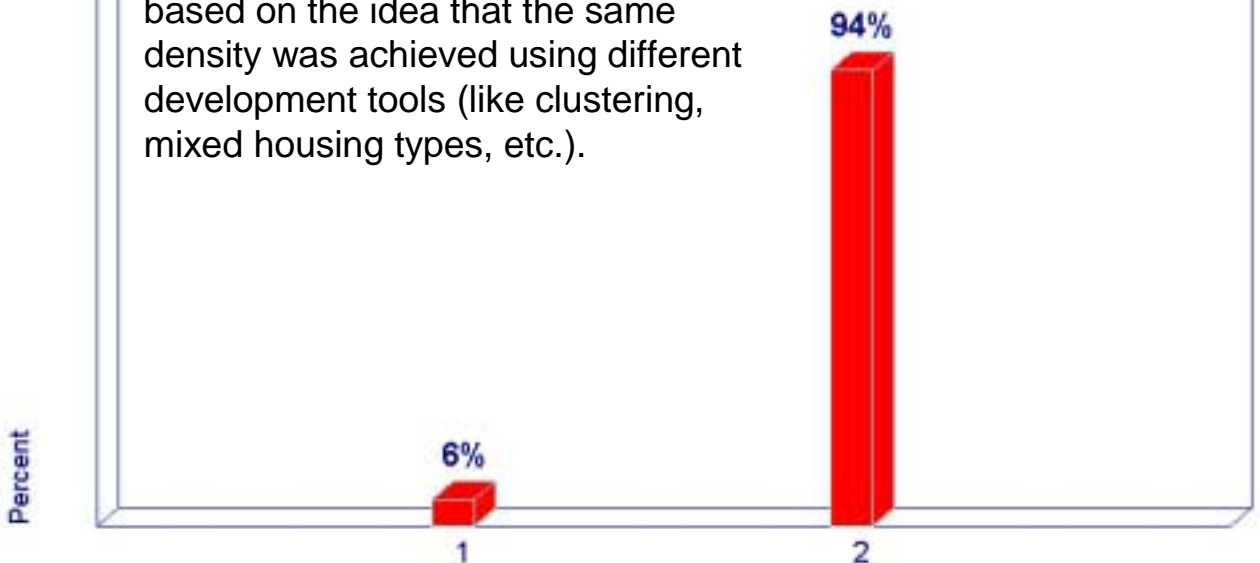
Homes are clustered. Commercial moved parking behind buildings and shared access roads.

Development Option

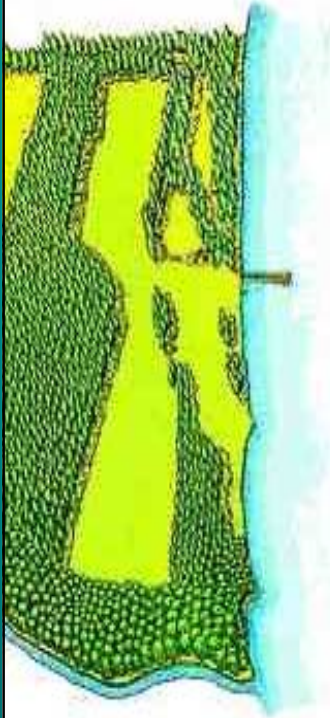
2

F- I would rather see development like number:

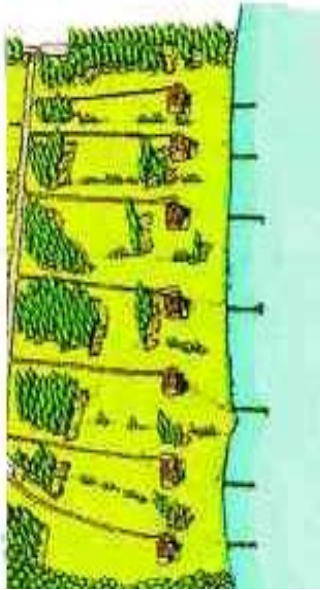
Participants were asked to choose based on the idea that the same density was achieved using different development tools (like clustering, mixed housing types, etc.).



VISUAL #7



Current Land Use



Each home has individual access to a private dock on a body of water

Development Option

1



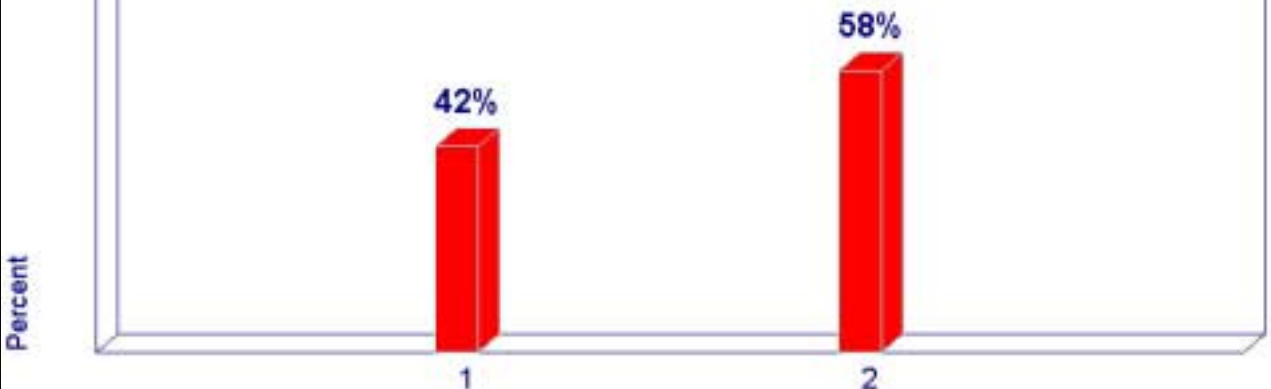
Homes are set back from the water and utilize a community dock

Development Option

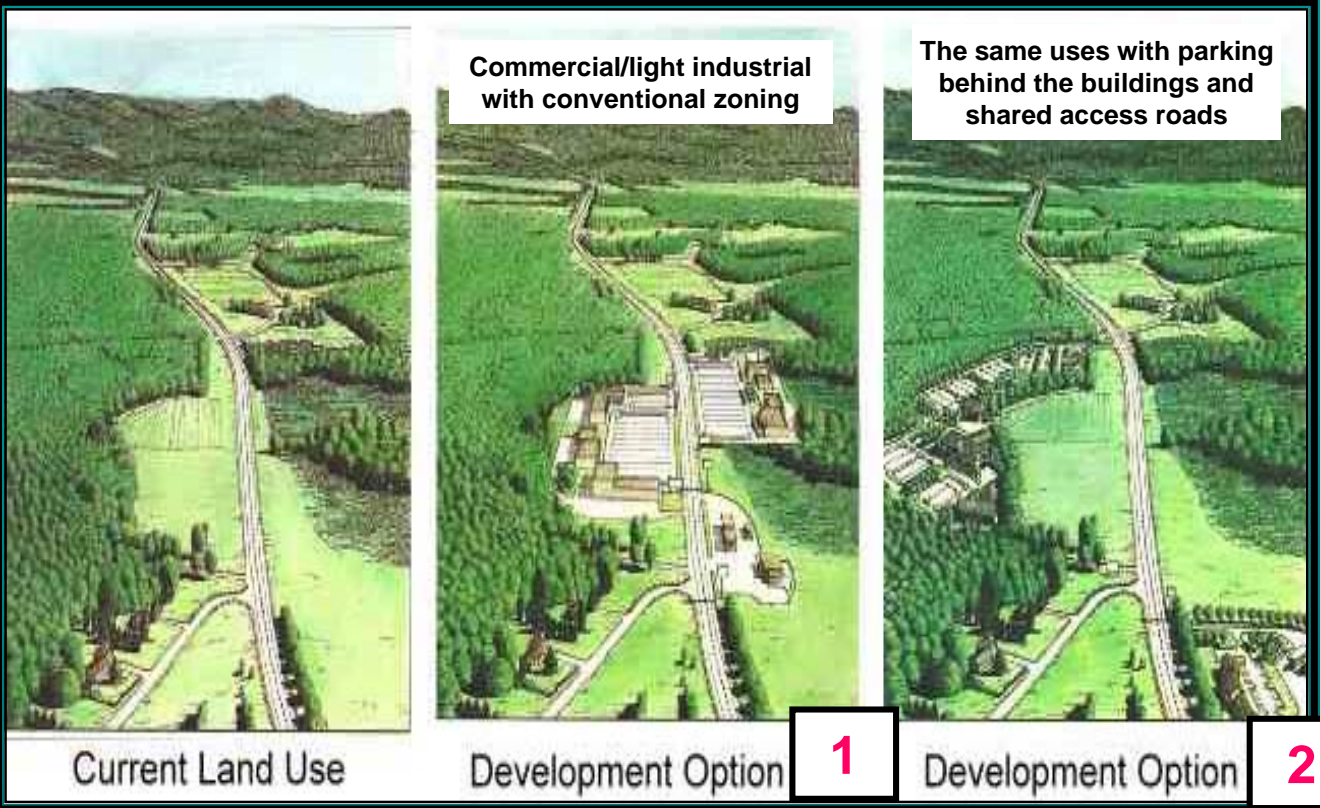
2

G- I would rather see development like number:

Participants were asked to choose based on the idea that the same density was achieved using different development tools (like clustering, conservation easements, etc.).

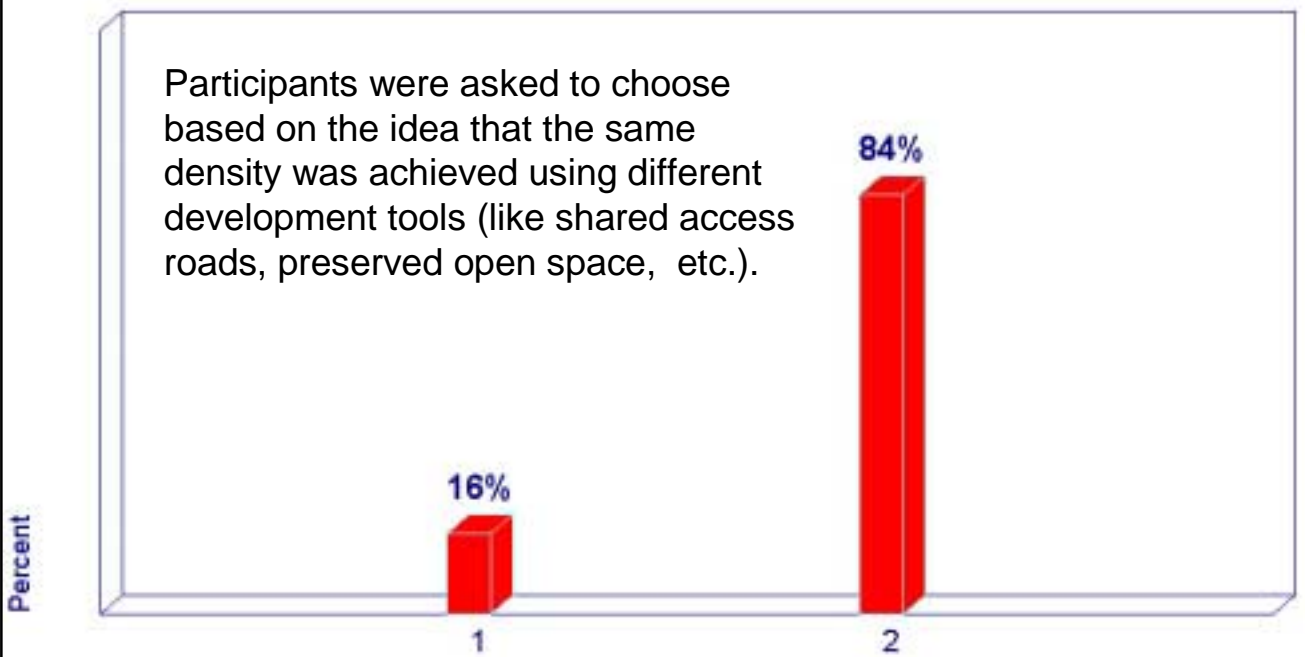


VISUAL #8

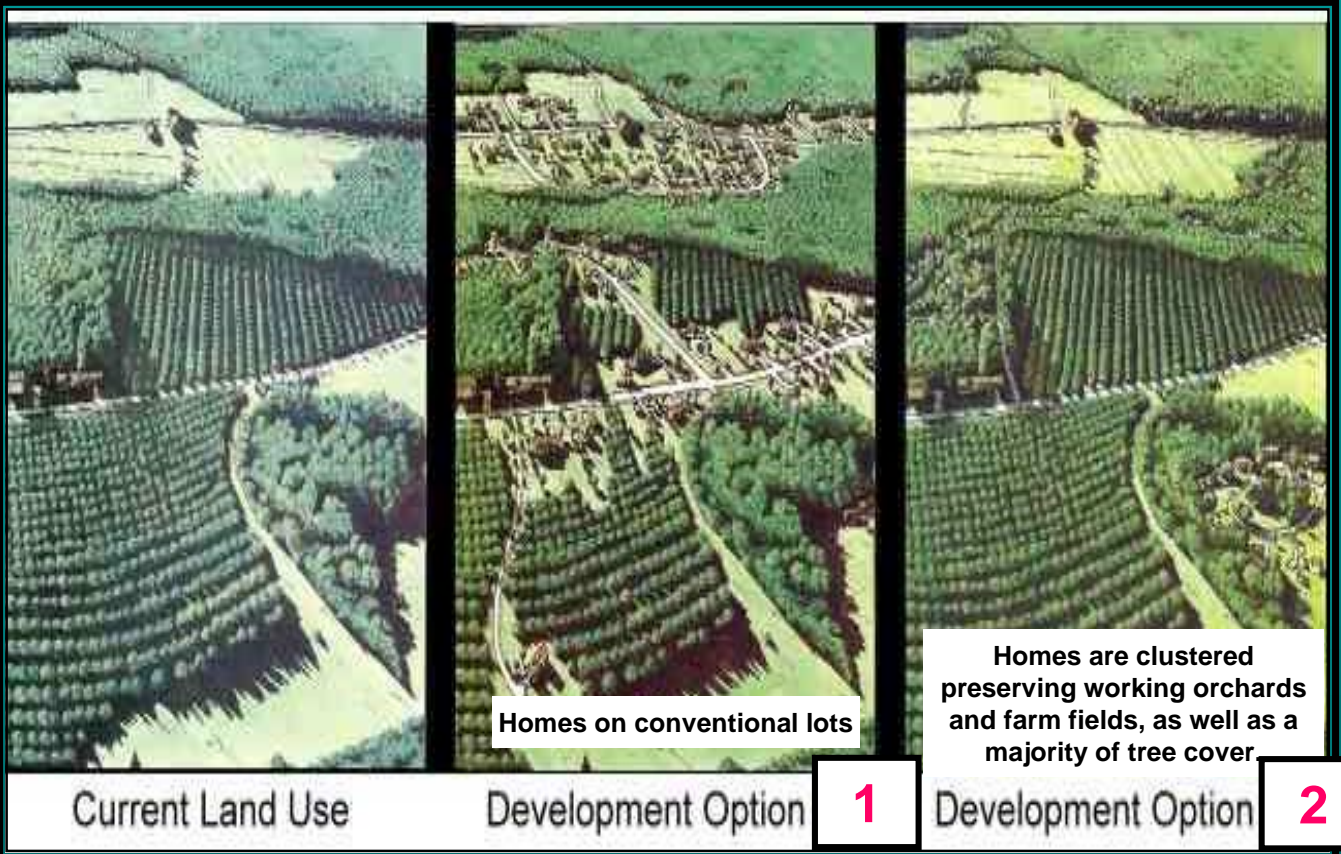


H- I would rather see development like number:

Participants were asked to choose based on the idea that the same density was achieved using different development tools (like shared access roads, preserved open space, etc.).

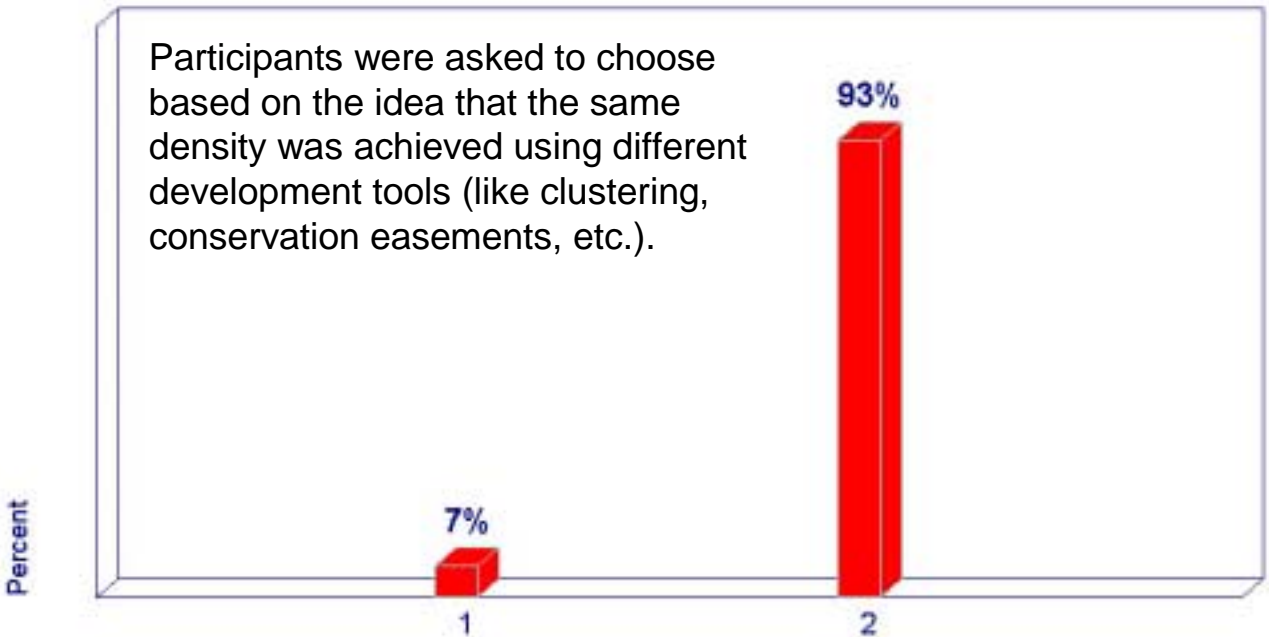


VISUAL #9



J- I would rather see development like number:

Participants were asked to choose based on the idea that the same density was achieved using different development tools (like clustering, conservation easements, etc.).



Conventional zoning

1

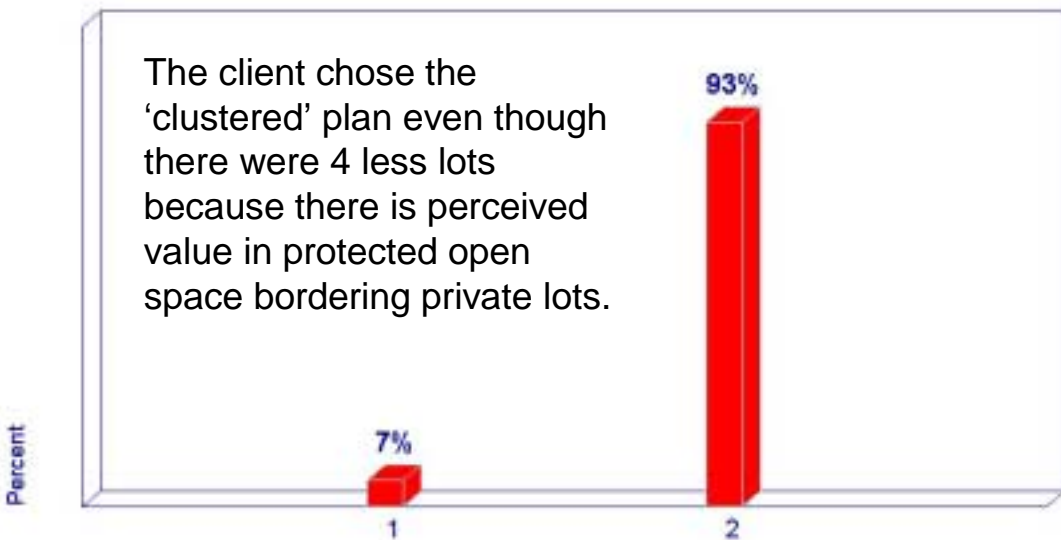
VISUAL #10

Homes are clustered, each having a view and at least one property line adjacent to dedicated open space.

2

J- I would rather see development like number:

The client chose the 'clustered' plan even though there were 4 less lots because there is perceived value in protected open space bordering private lots.

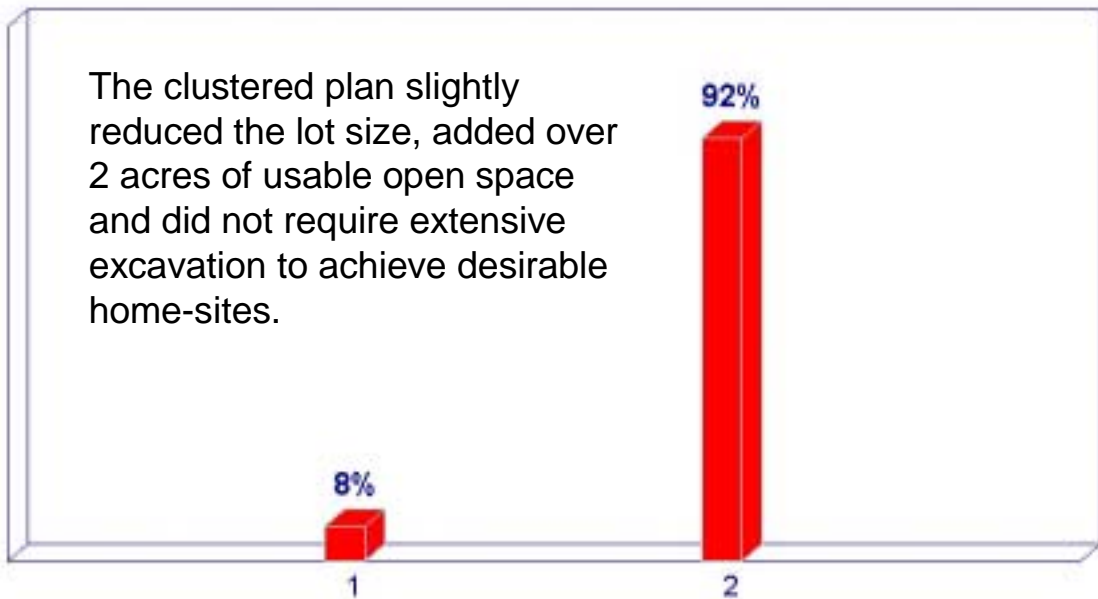


VISUAL #11



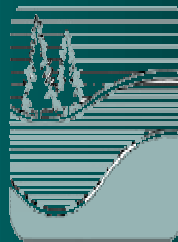
K- I would rather see development like number:

The clustered plan slightly reduced the lot size, added over 2 acres of usable open space and did not require extensive excavation to achieve desirable home-sites.





Visual Preference



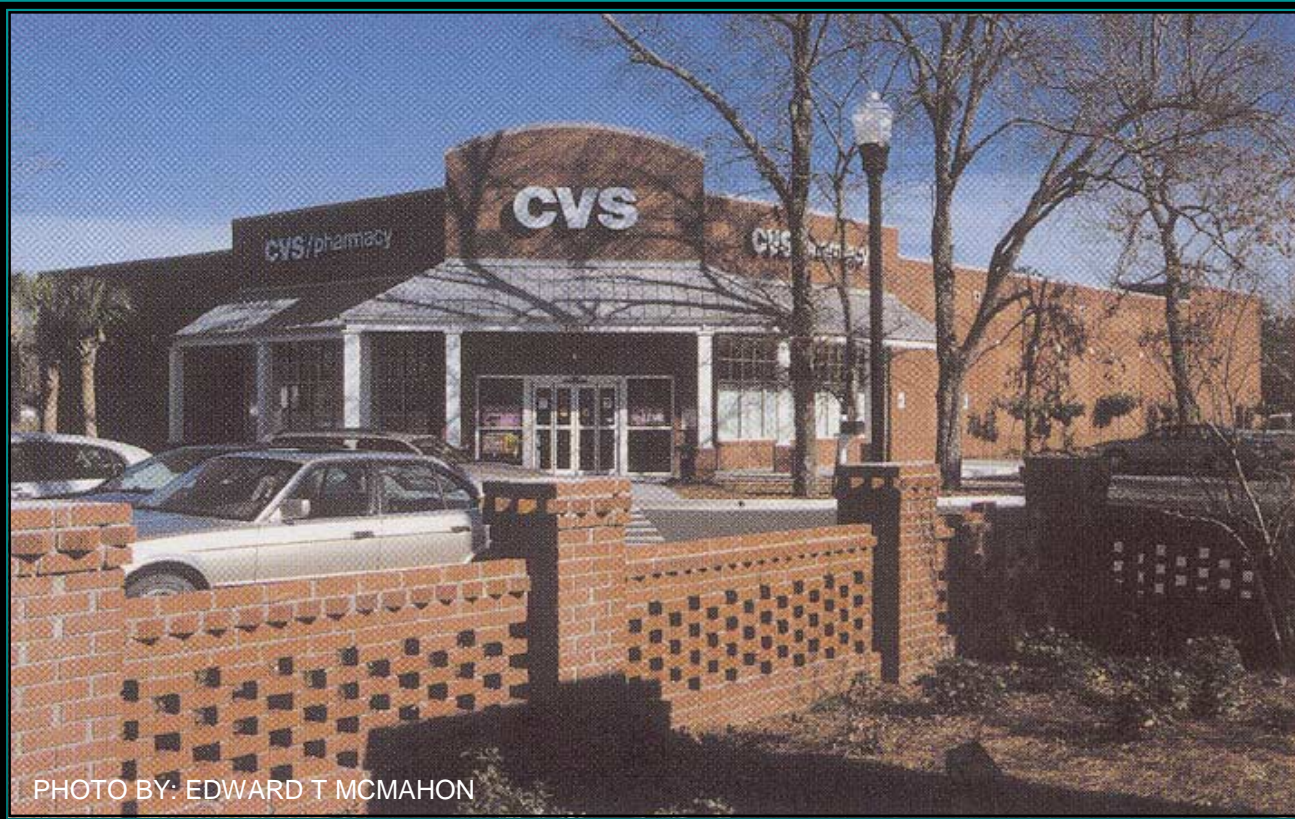
R. CLARK
ASSOCIATES, INC.

LANDSCAPE ARCHITECTS & LAND PLANNERS

The next images depict more site specific kinds of development. The intent is to demonstrate how architectural & site details affect the overall desirability of a community. Answers were based on each image (or image set) NOT on a comparison of the entire string of images.

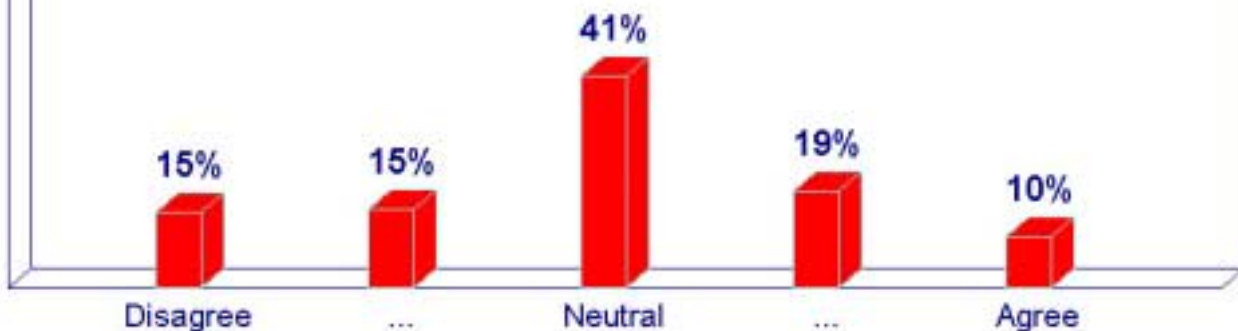
Participants were told to base their vote on GUT INSTINCT – their initial reaction upon seeing the image.

VISUAL #12



L- This image appeals to me.

This image depicts a screened parking provision. Typically landscaping or some kind of wall can be used to 'camouflage' a parking lot. If more greenery had been in the picture it may have gotten more favorable results. Regardless landscaping and screening for parking will help soften the look of commercial areas.

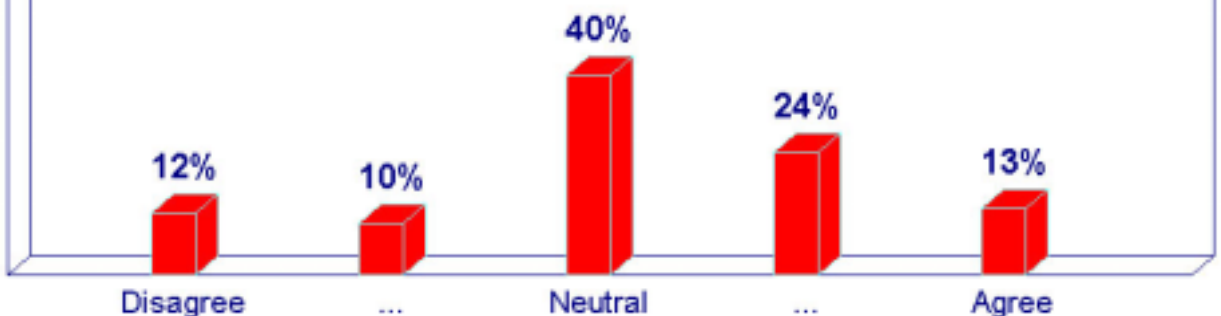


VISUAL #13



M- This image appeals to me.

This home is not in a traditional neighborhood. There are large trees and more separation between neighbors. Some participants commented on the 'For Sale' sign and made their decision based on their feelings about the sign being there.



VISUAL #14

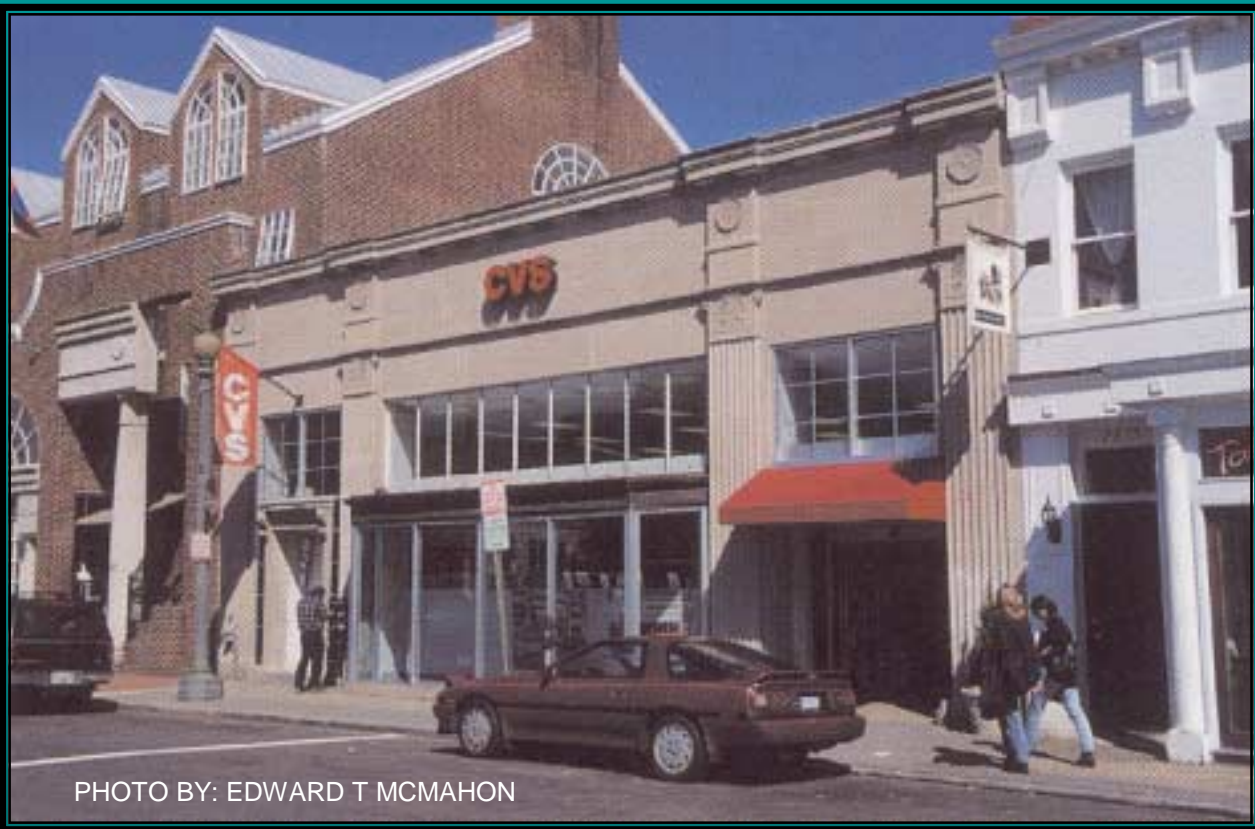
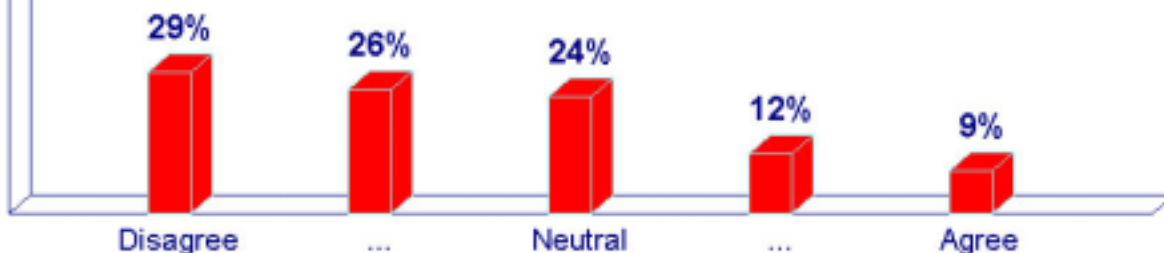


PHOTO BY: EDWARD T MCMAHON

N- This image appeals to me.

Although this did not receive a favorable response the point is that CVS came into this town and blended their corporate identity into the existing community character.

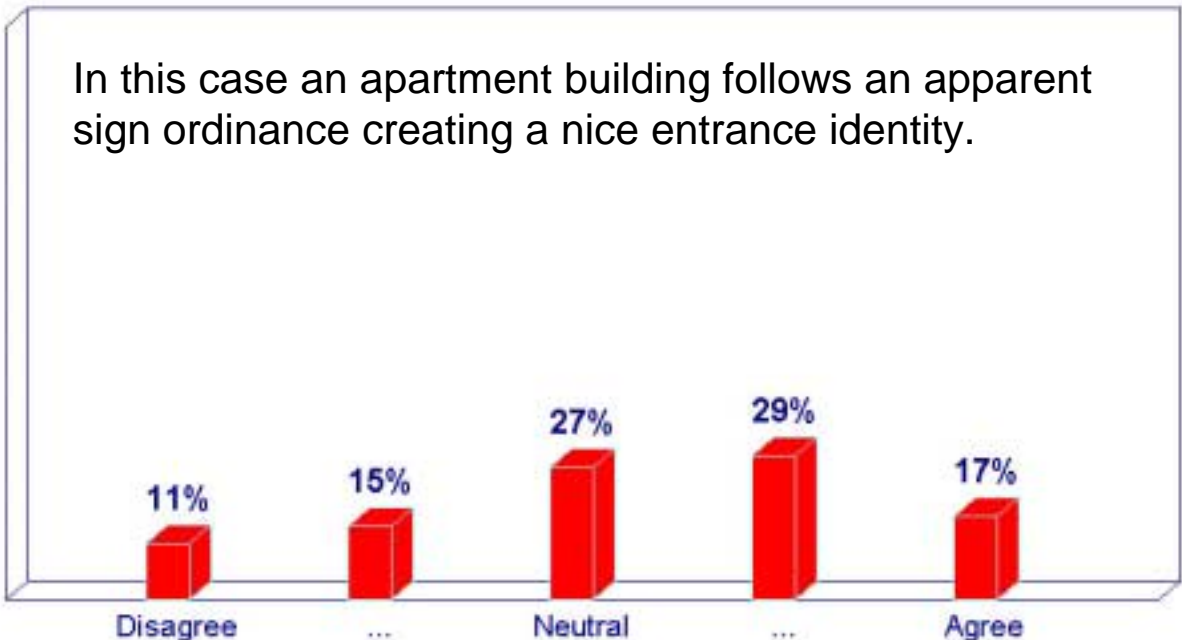


VISUAL #15



O- This image appeals to me.

In this case an apartment building follows an apparent sign ordinance creating a nice entrance identity.

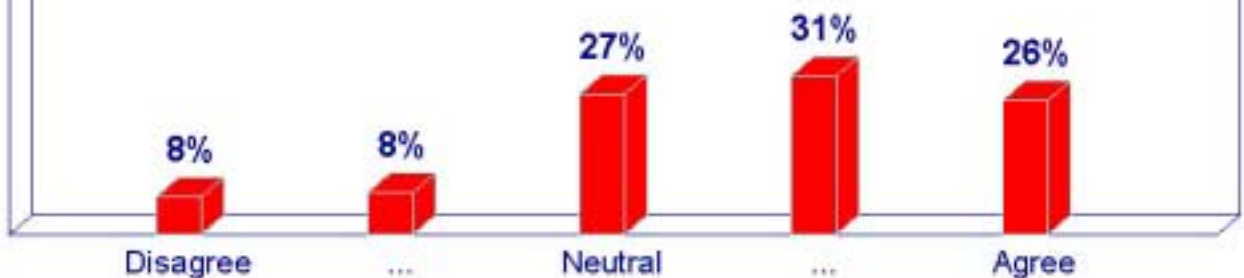


VISUAL #18



R- This image appeals to me.

Parking on the streets, street trees, and lighting work together to give this image distinction. The church and greenery acting as a terminus also add to the character.

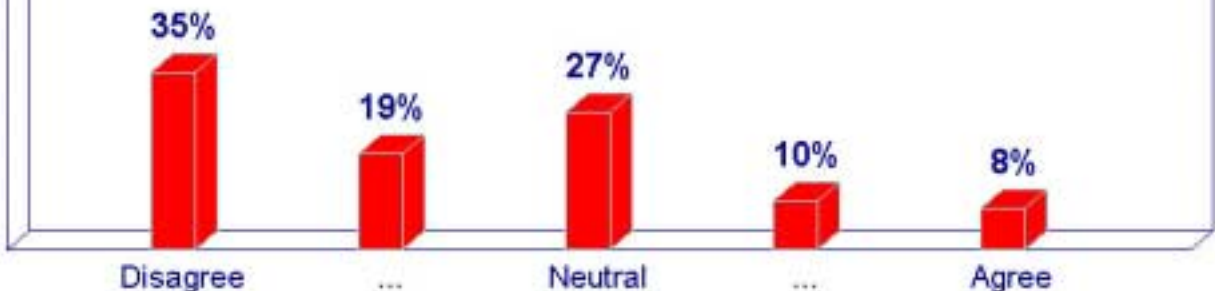


VISUAL #19



S- This image appeals to me.

A variety of housing types adds to the desirability of this top-selling property. The denser housing pattern allows over 100 acres of open space to be preserved for the enjoyment of the residents. If open space and/or woodland preservation is a community goal then some type of denser development pattern will be necessary.



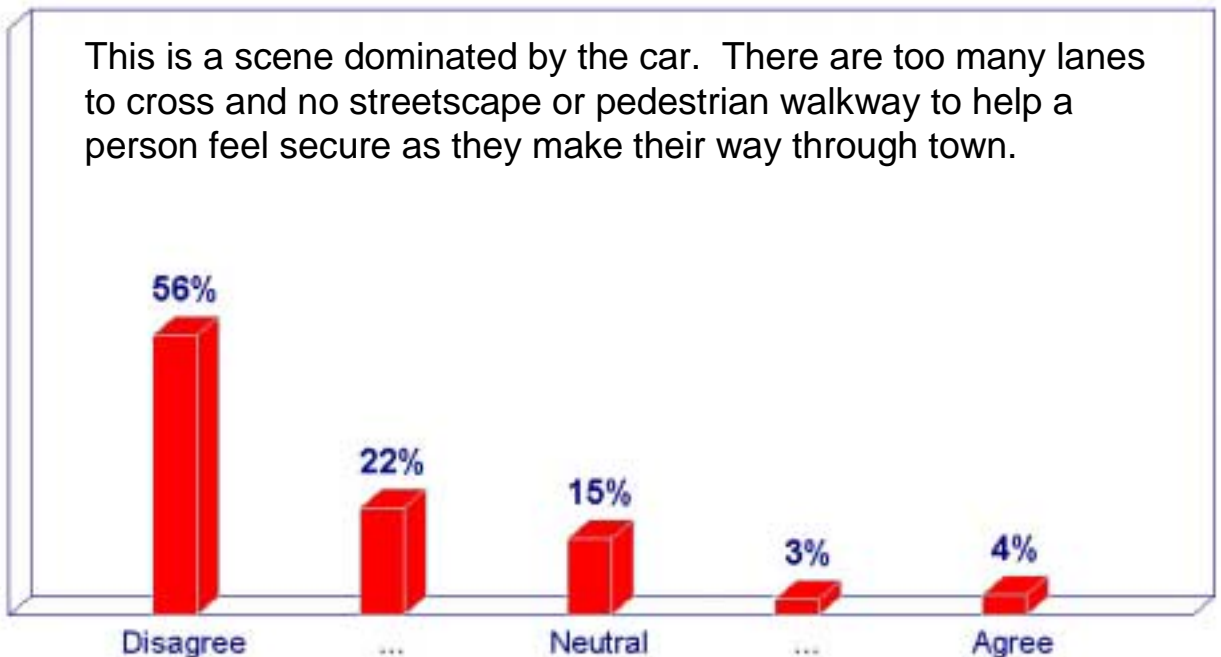
VISUAL #20



PHOTO BY: ROD CORTWRIGHT

T- This image appeals to me.

This is a scene dominated by the car. There are too many lanes to cross and no streetscape or pedestrian walkway to help a person feel secure as they make their way through town.



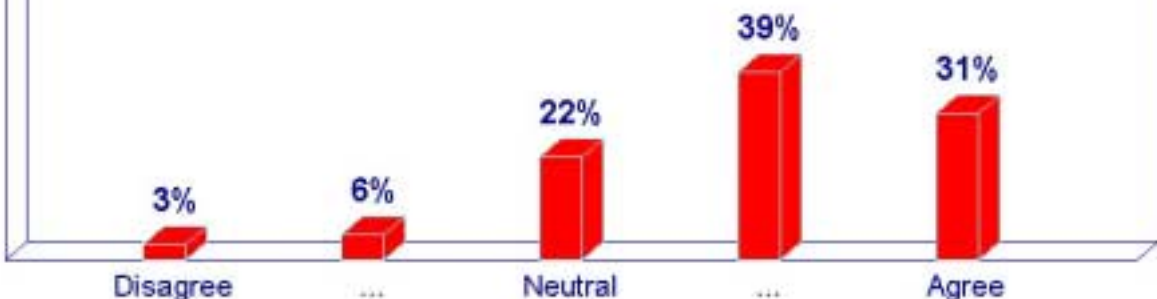
VISUAL #21



PHOTO BY: ROD CORTWRIGHT

COMMUNITY CHARACTER

The sidewalk, light post, and front porch are just a few of the things adding to the community character depicted in this image.

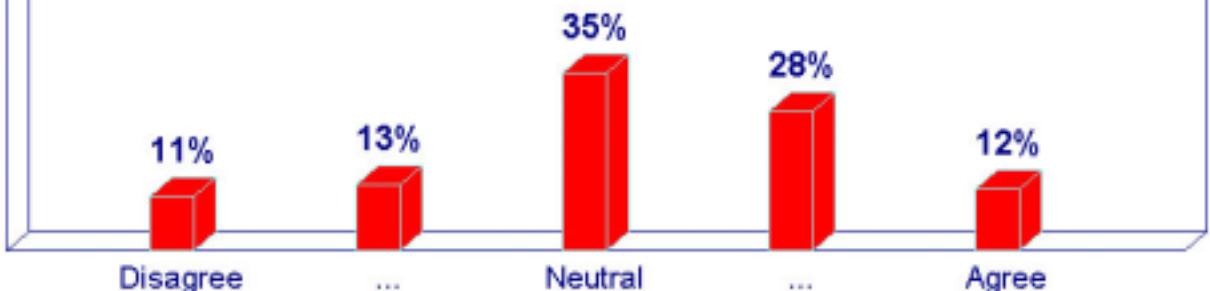


VISUAL #22



DENSITY

This is an example of higher density housing. Housing options (some of them higher density) are necessary to achieve a vibrant, sustainable community.



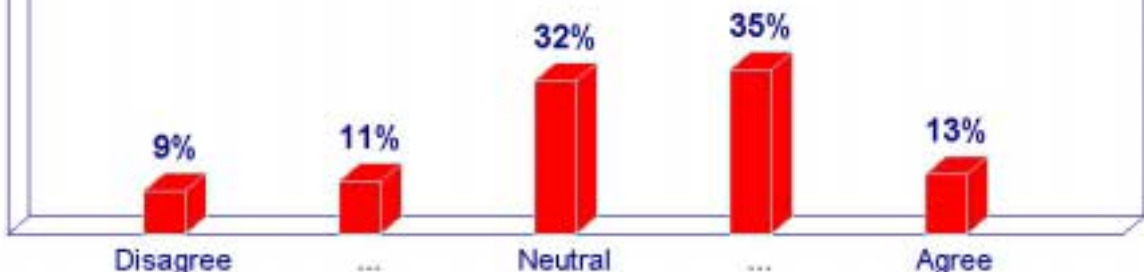
VISUAL #23



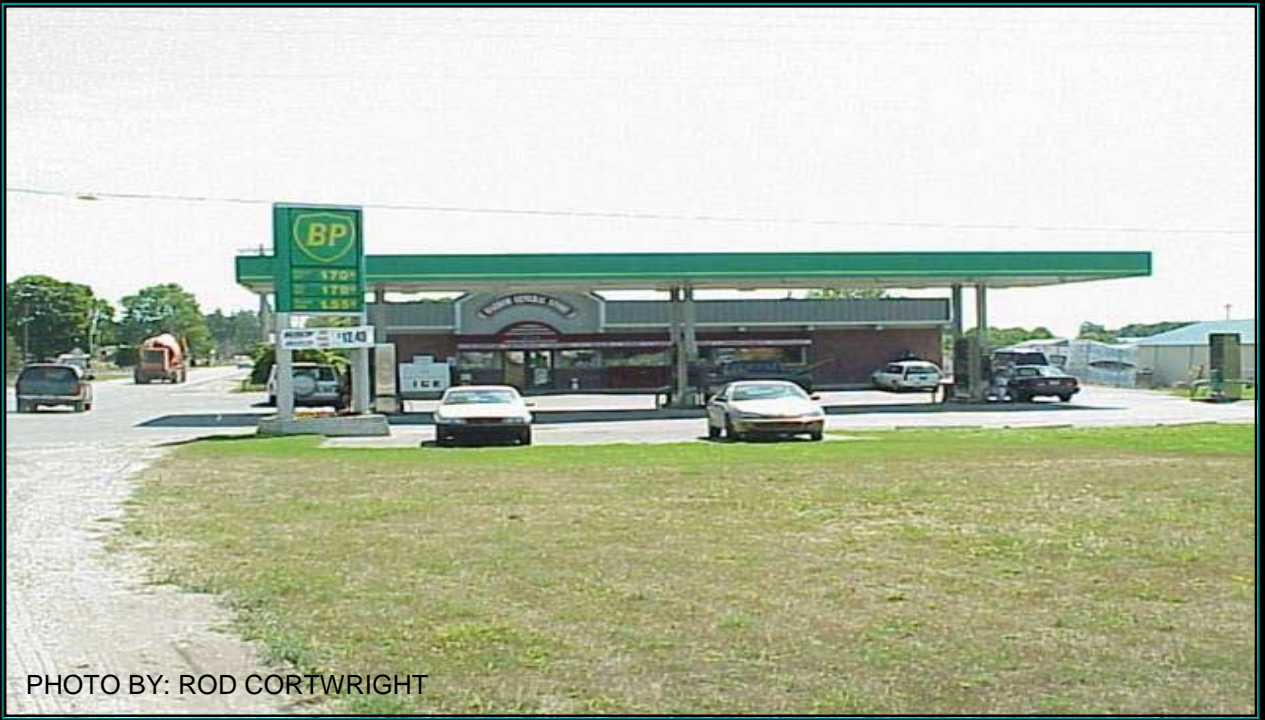
PHOTO BY: ROD CORTWRIGHT

CORPORATE IDENTITY STANDARDS

More structure character, landscaping, and adherence to a sign standard is what most likely got this image a higher approval than other gas station images.

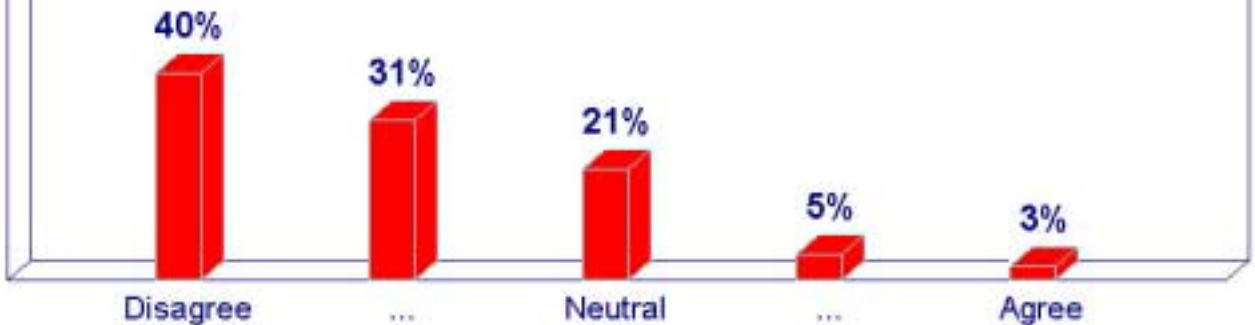


VISUAL #24



CORPORATE IDENTITY STANDARDS

The structures lack character and the signage is overpowering. The station was allowed to follow its own corporate identity. The gas brand is different than the main building's identity.

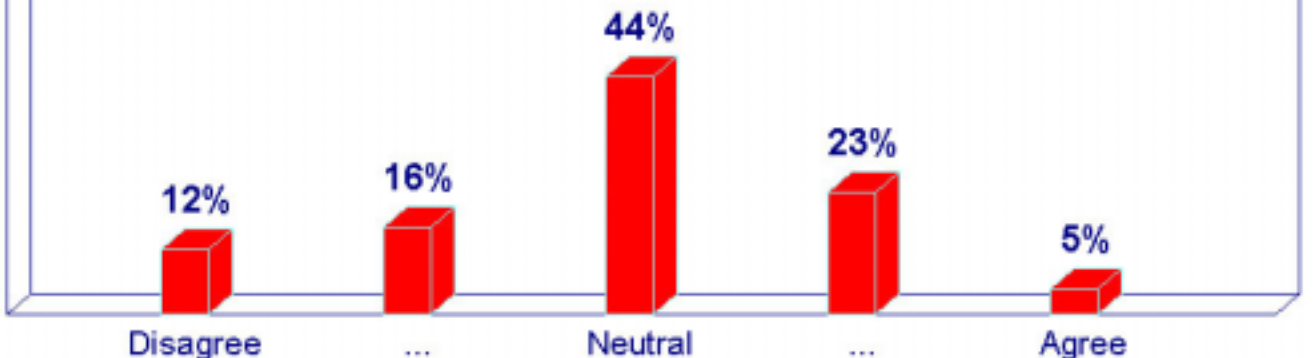


VISUAL #25



CORPORATE IDENTITY STANDARDS

This gas station was adhering to a community's standards. Although the majority of participants responded neutrally it still shows that if a community sets certain standards they can expect a different outcome in the built environment.

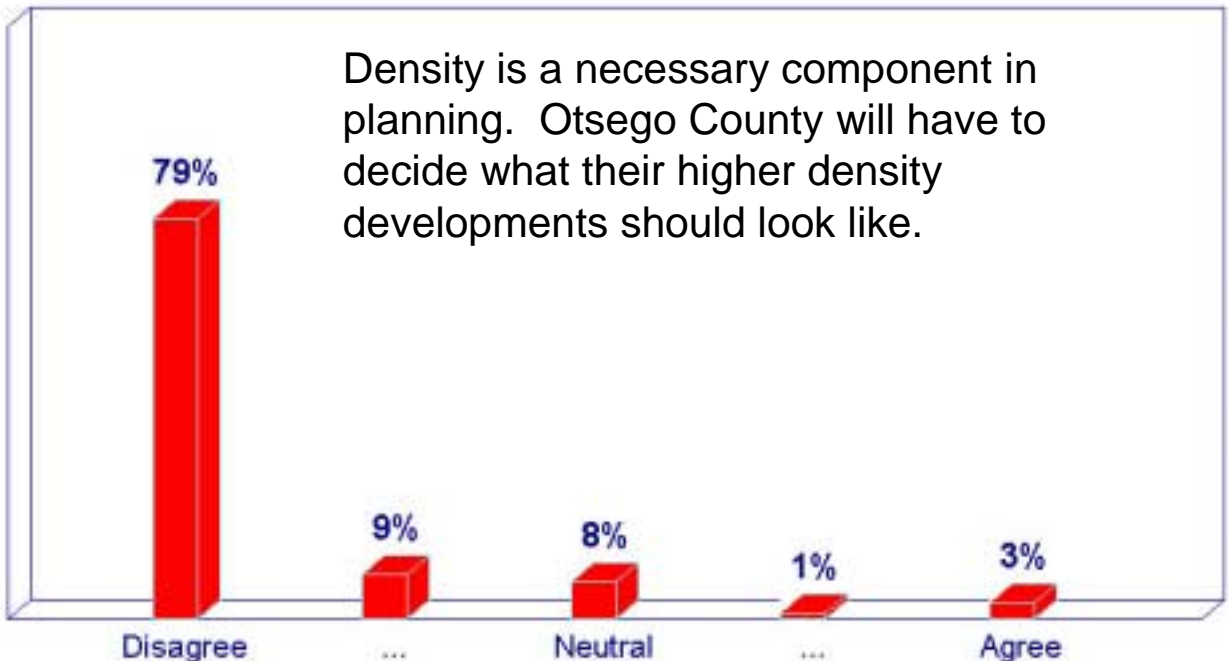


VISUAL #26



DENSITY

Density is a necessary component in planning. Otsego County will have to decide what their higher density developments should look like.



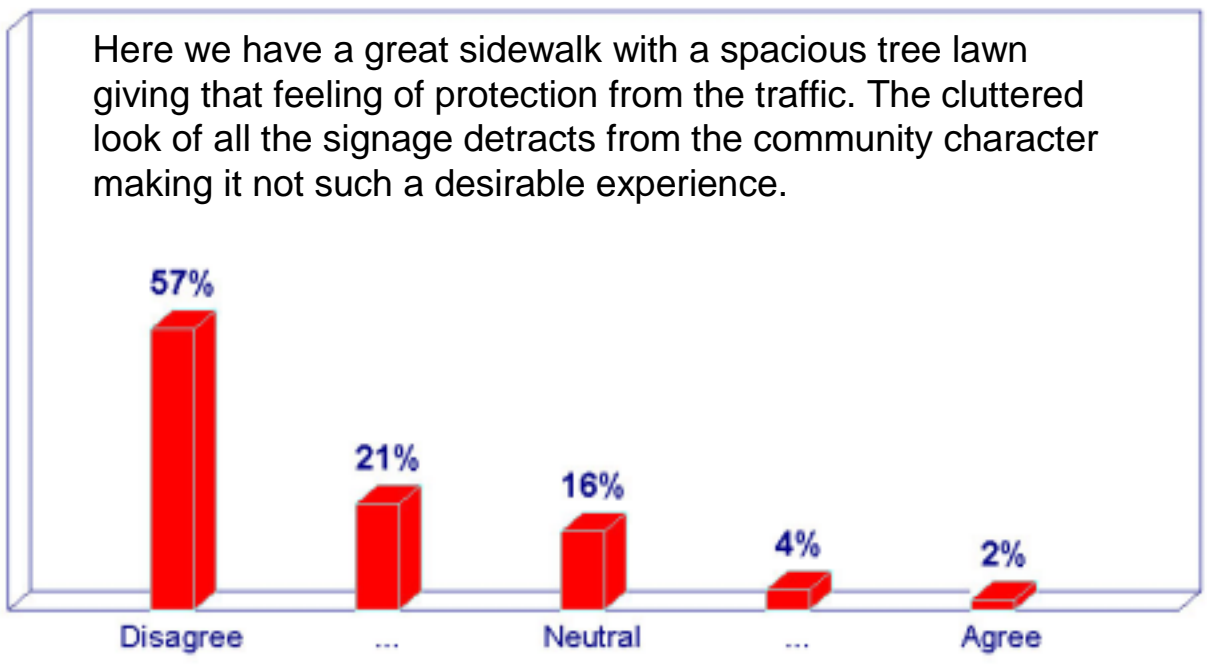
VISUAL #27



PHOTO BY: ROD CORTWRIGHT

SIGN ORDINANCES

Here we have a great sidewalk with a spacious tree lawn giving that feeling of protection from the traffic. The cluttered look of all the signage detracts from the community character making it not such a desirable experience.

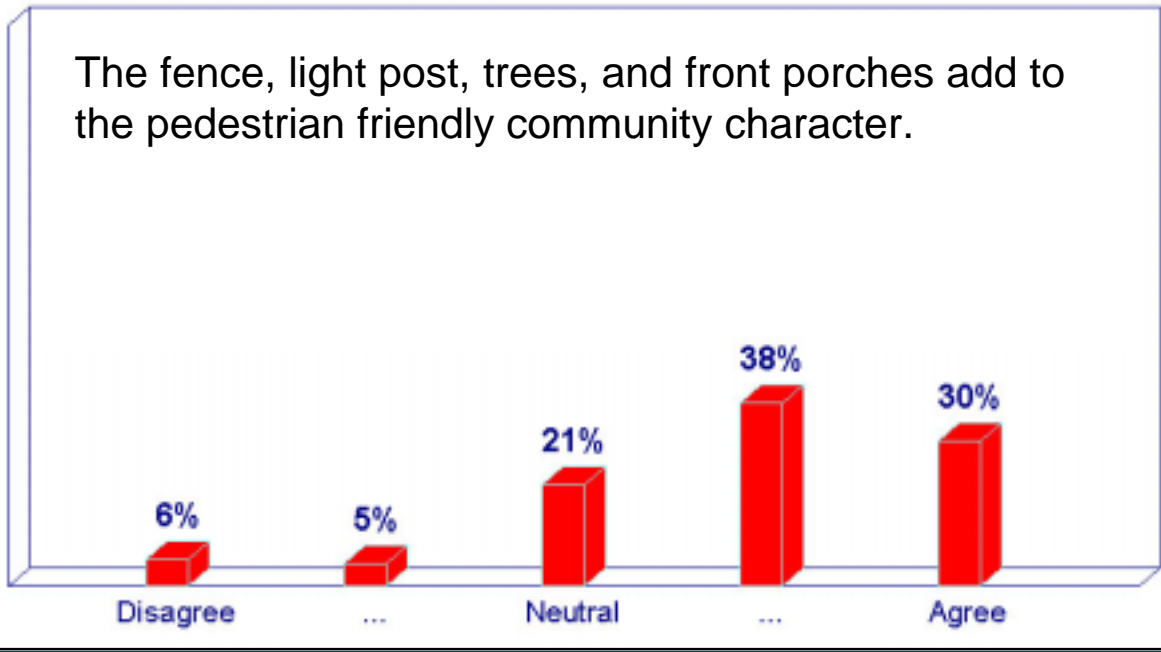


VISUAL #28



COMMUNITY CHARACTER

The fence, light post, trees, and front porches add to the pedestrian friendly community character.

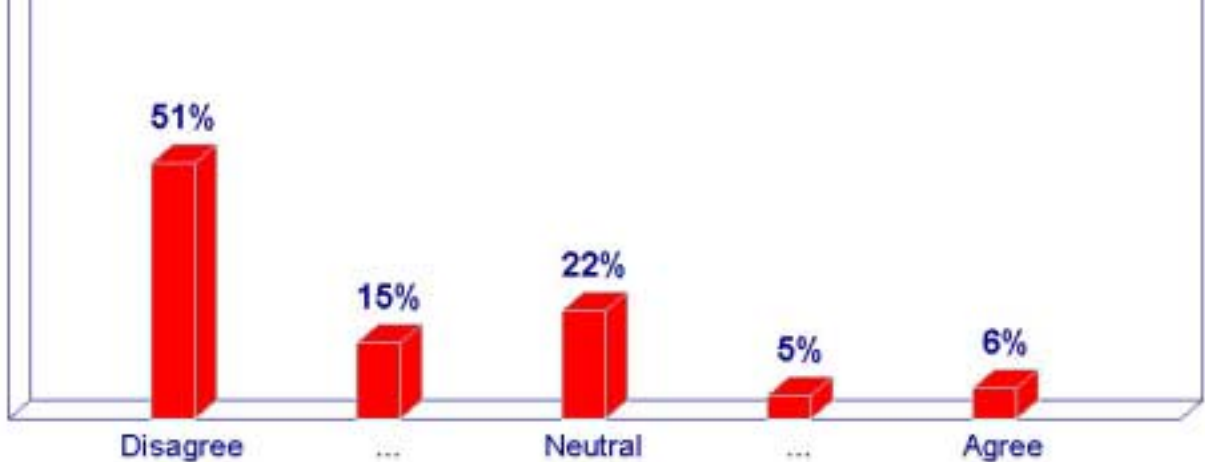


VISUAL #29



CORPORATE IDENTITY STANDARDS/NEW URBANISM

It is possible for a community to incorporate ordinance standards that require brand identity to blend with a community's character and parking in the rear of buildings.

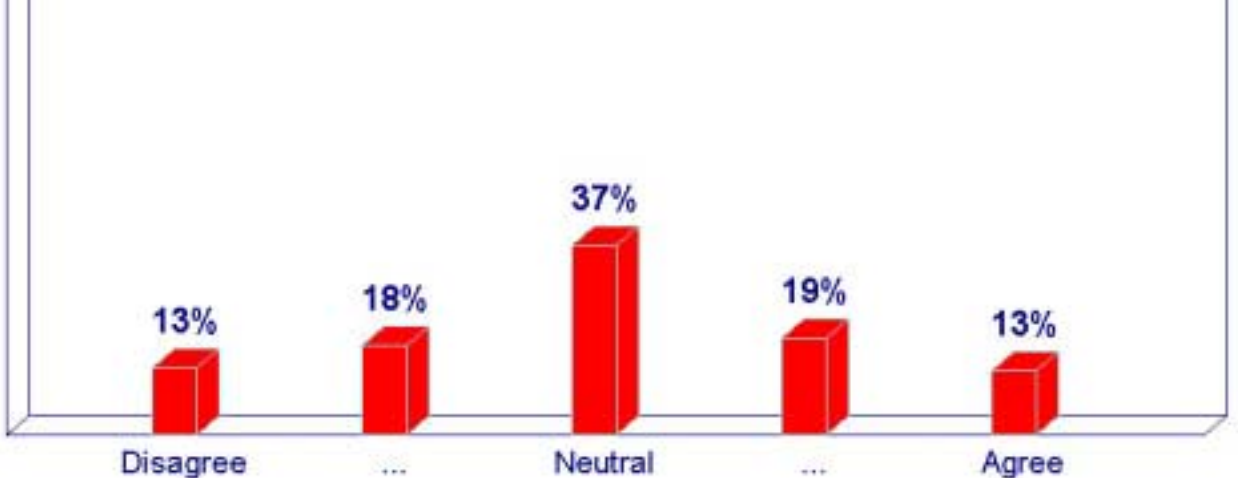


VISUAL #30



DENSITY

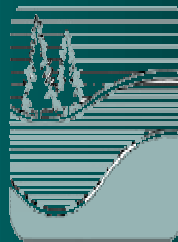
All levels of density are valid. A community must determine where the varying levels are the most appropriate.





Visual Preference

PART TWO

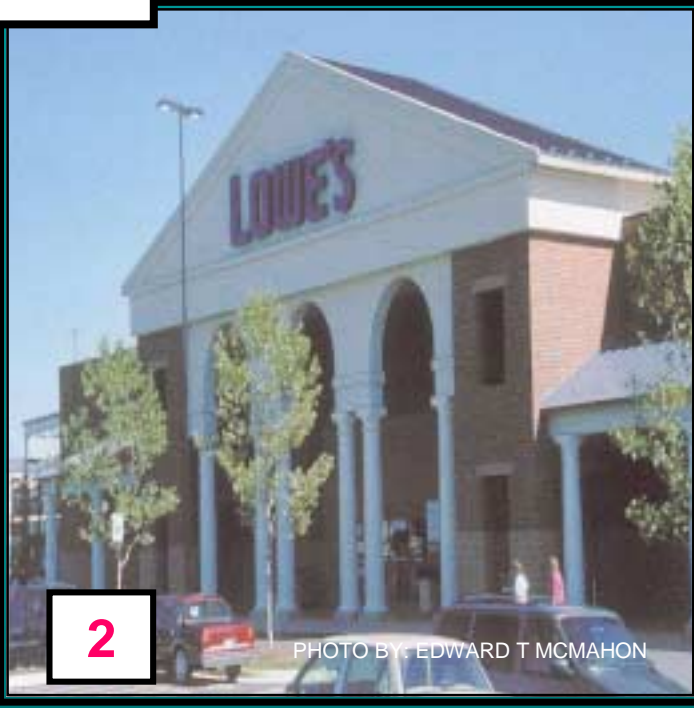


R. CLARK
ASSOCIATES, INC.

LANDSCAPE ARCHITECTS & LAND PLANNERS

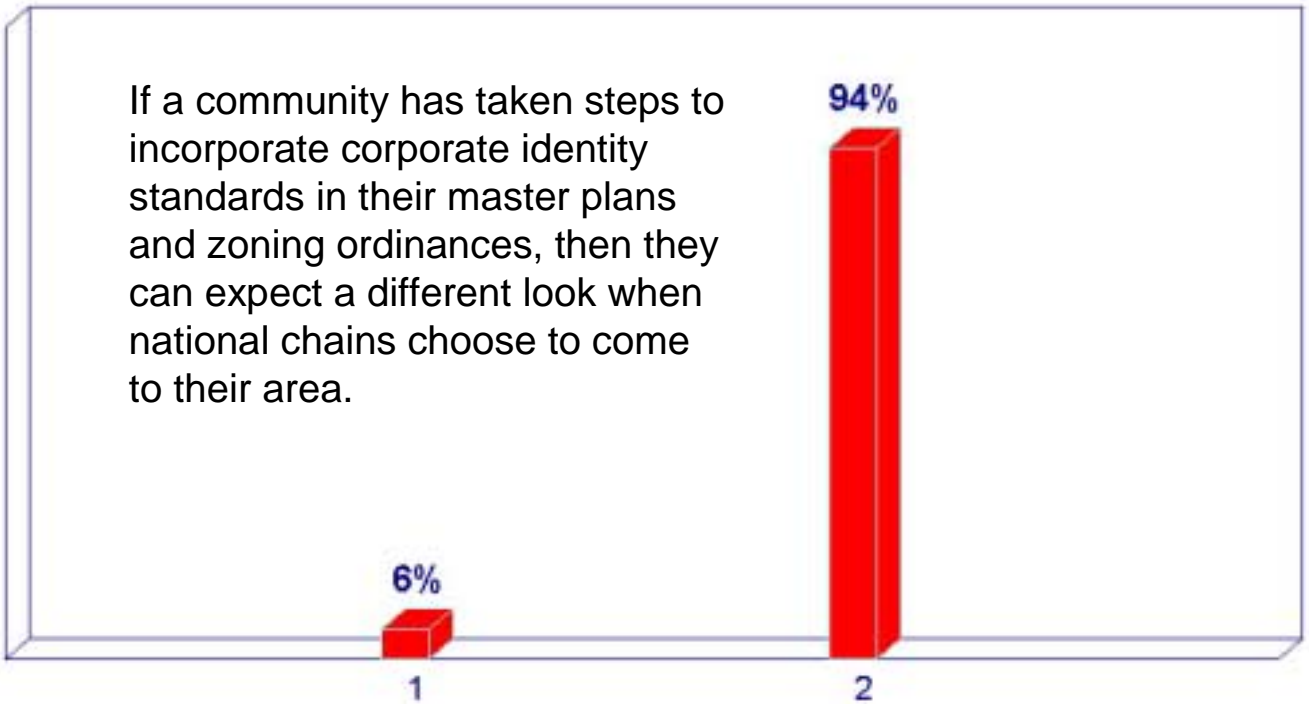
The next images are a comparison of site specific kinds of development. The intent is to demonstrate how architectural & site details affect the overall desirability of a community. Answers were based on each image set NOT on a comparison of the entire string of images. Participants were instructed to base their vote on GUT INSTINCT – their initial reaction upon seeing the image.

SET #1



CORPORATE IDENTITY STANDARDS

If a community has taken steps to incorporate corporate identity standards in their master plans and zoning ordinances, then they can expect a different look when national chains choose to come to their area.

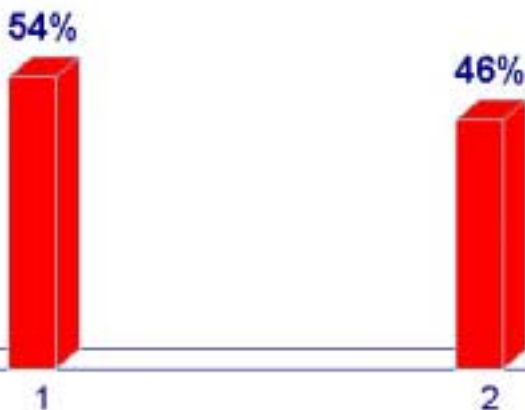


SET #2

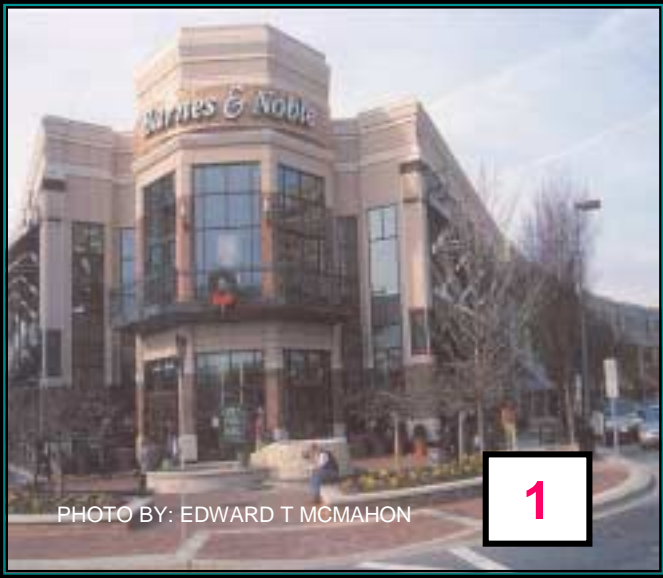


CORPORATE IDENTITY STANDARDS

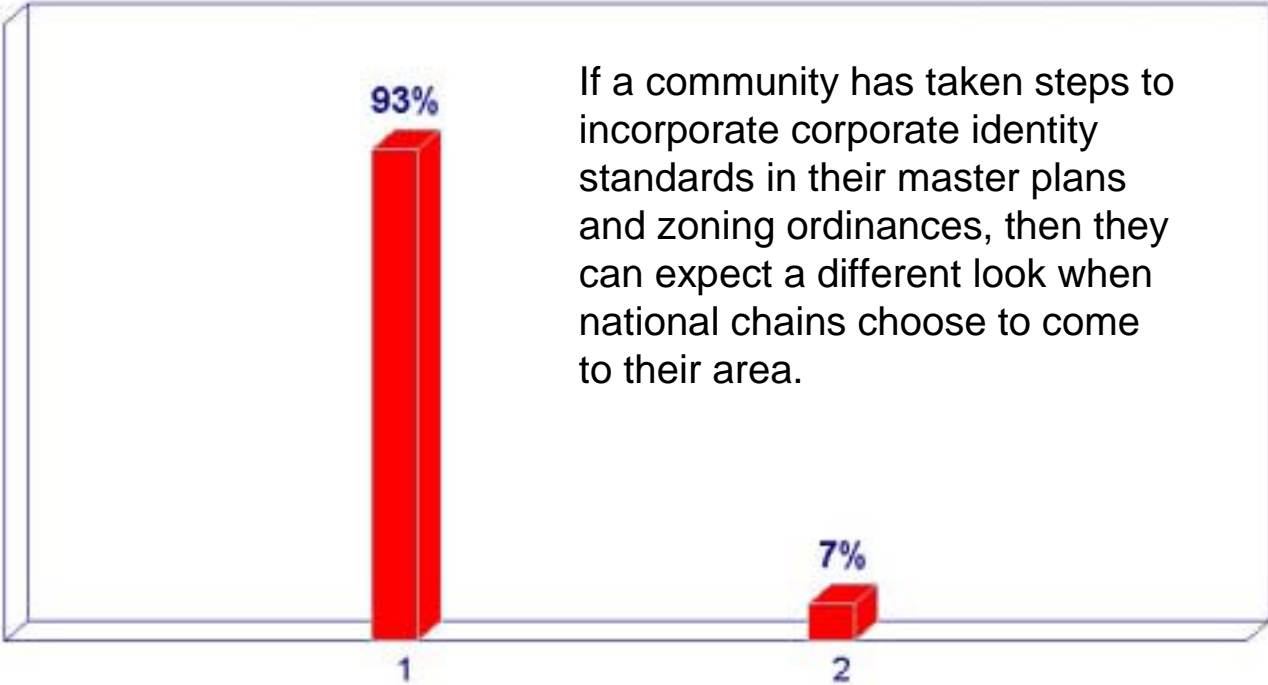
If a community has taken steps to incorporate corporate identity standards in their master plans and zoning ordinances, then they can expect a different look when national chains choose to come to their area.



SET #3



CORPORATE IDENTITY STANDARDS

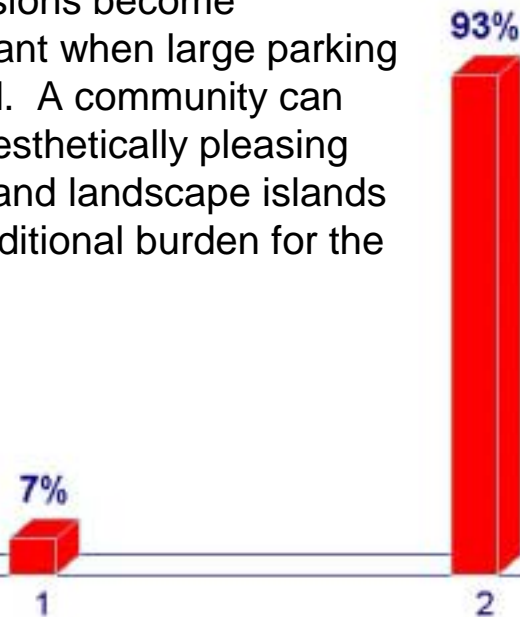


SET #4



LANDSCAPING PROVISIONS

Landscape provisions become especially important when large parking lots are proposed. A community can decide that the aesthetically pleasing addition of trees and landscape islands outweighs the additional burden for the snow plow.



SET #5



CORPORATE IDENTITY STANDARDS

If a community has taken steps to incorporate corporate identity standards in their master plans and zoning ordinances, then they can expect a different look when national chains choose to come to their area.

13%



1

87%



2

SET #6



SIDEWALKS

(#2) A wider sidewalk allows for gathering places outside. The awnings, lighting, and umbrellas give a sense of place and people are using the space.

15%



1

85%



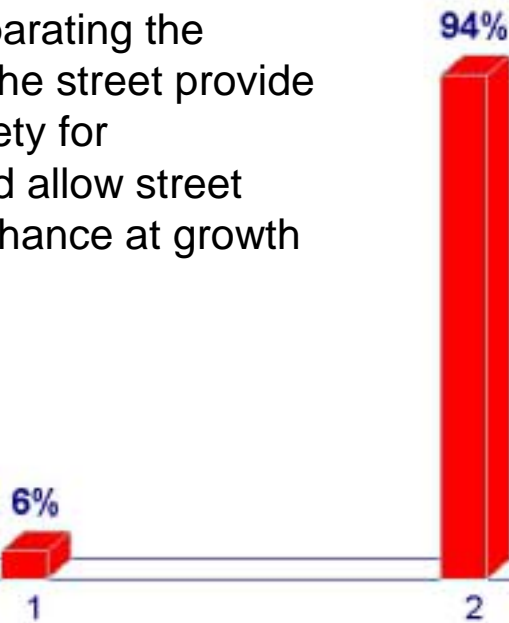
2

SET #7



SIDEWALKS

Tree-lawns separating the sidewalk from the street provide a feeling of safety for pedestrians and allow street trees a better chance at growth and survival.

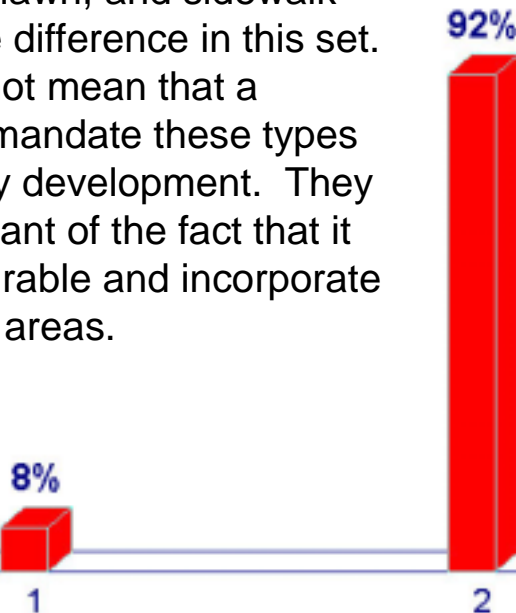


SET #8



SIDEWALKS

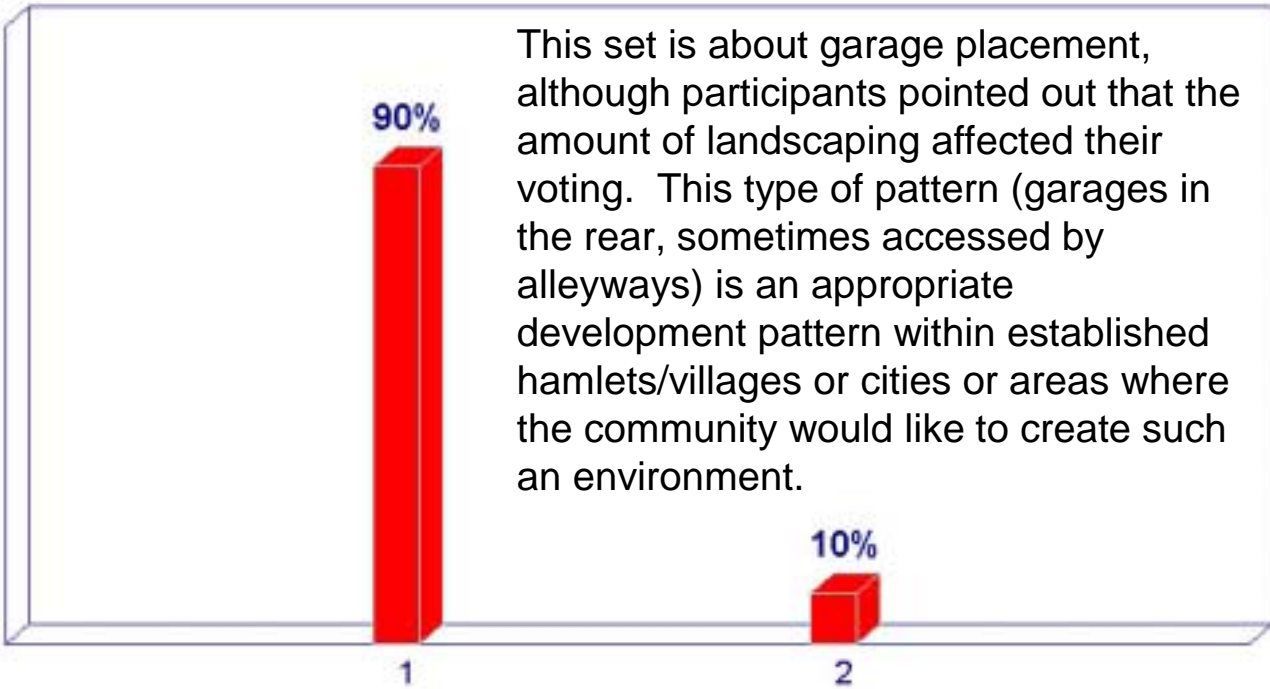
The curbing, tree-lawn, and sidewalk seem to make the difference in this set. Again, this does not mean that a community must mandate these types of details for every development. They need to be cognizant of the fact that it was voted as desirable and incorporate it into appropriate areas.



SET #9



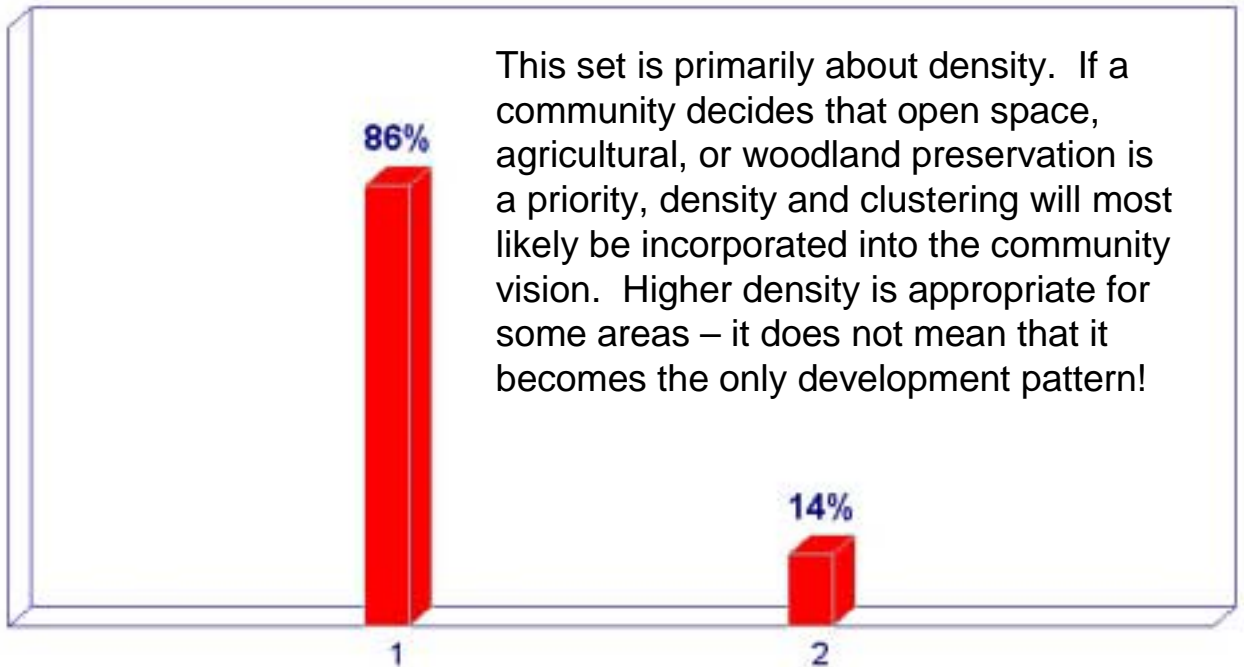
GARAGE PLACEMENT



SET #10



DENSITY



SET #11



SIGN ORDINANCES

This set has to do with sign ordinances and how utilities are handled. Setbacks and landscape requirements also have an impact on the differences seen here.

96%

4%

1

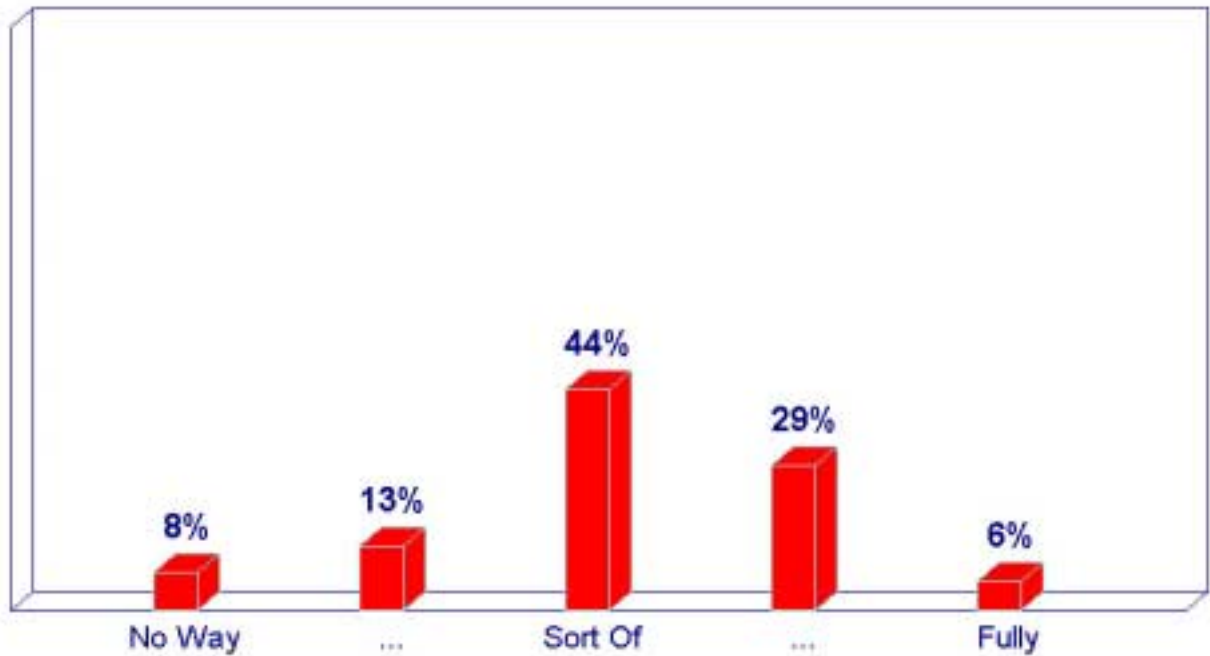
2



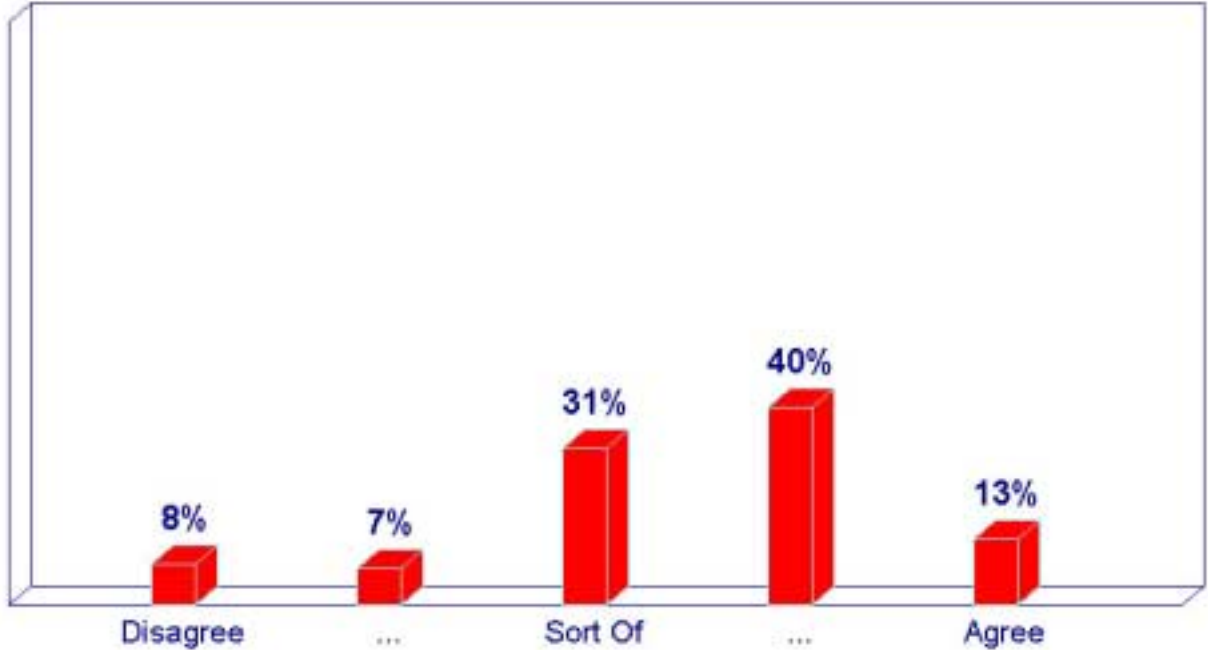
EVALUATION RESPONSES

(NEXT 8 GRAPHS)

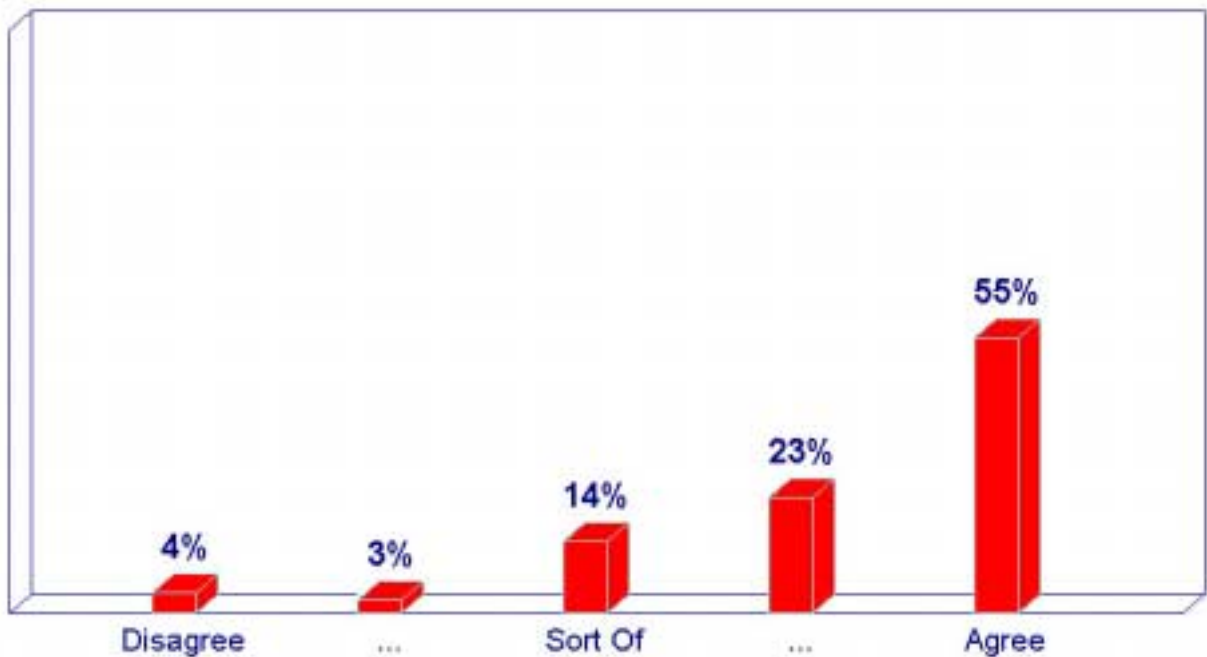
Tonight's activities have satisfied questions and concerns I've had.



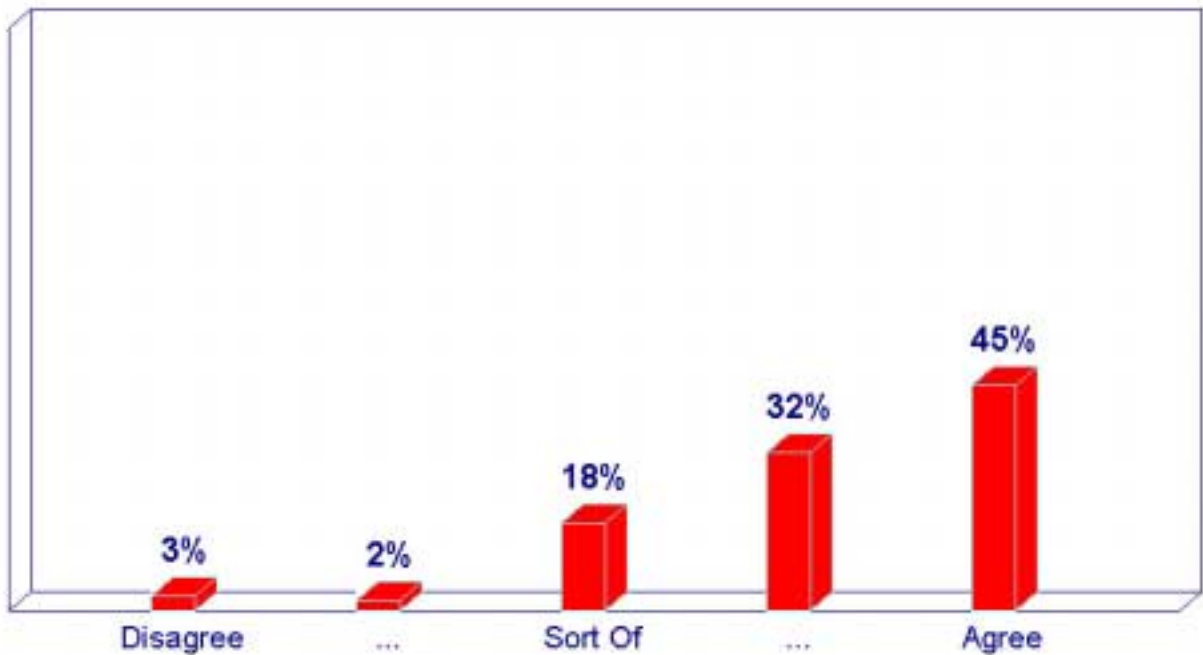
I know more now about development tools than I did before tonight's session.



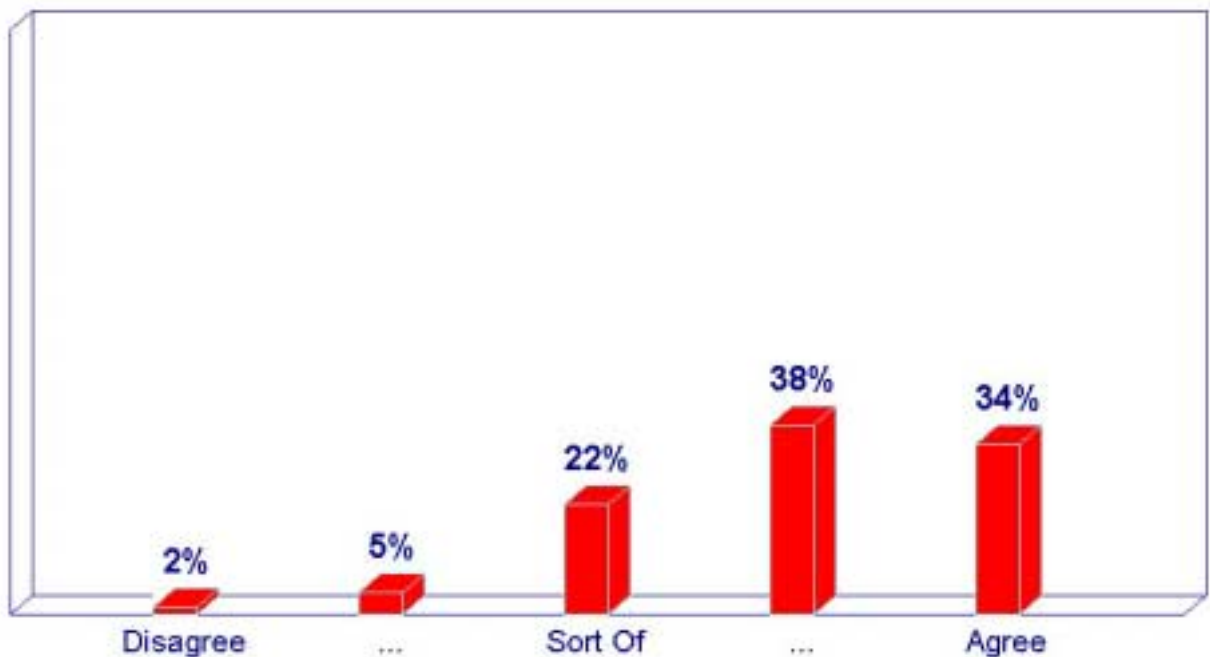
I found the OptionFinder to be a great asset to this meeting.



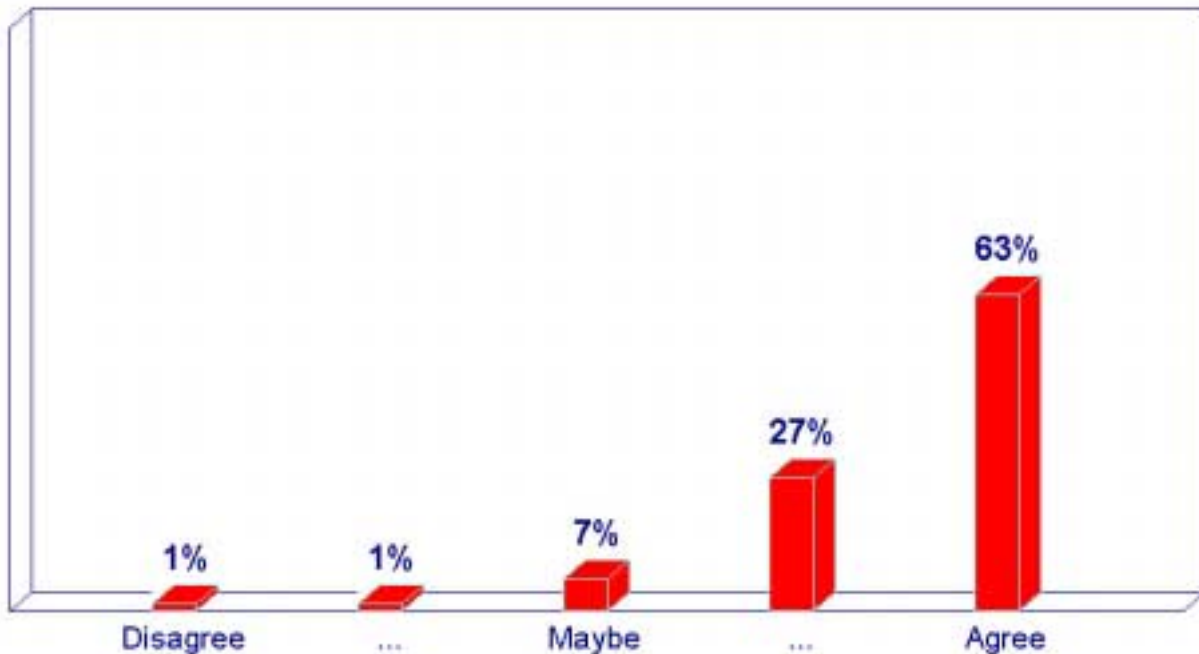
E- Tonight's experience was positive for me.



F- The brainstorming component was useful.



If someone asks me I would tell them not to miss the Visioning Session in their area.



I will most likely attend the summary meeting on Tuesday evening:

