



**TOWN OF COPAKE WATERFRONT AND COMMUNITY PLAN
STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS – February 2020**

Strengths	Weaknesses	Opportunities	Threats
Scenic beauty	Lack of/distance from amenities	Maintain rural character	High taxes
Increasing trail network	Rundown character of downtown	Improve the Town park	Lack of employment
Small town feel	Auto dependency	Recruit “green” businesses	Poor cell service
Recreation opportunities	Not enough employment opportunities	Buy local campaign	Poor broadband service (though better now)
Friendly people	Small business support/tax breaks	Reuse Roeliff Jansen School	Pressure on open space and ag.
Lakes and streams	Need more protection of historic resources	Preserve history: Iron Works, railroad buildings, Roe Jan School, churches, homes	Rising land /home costs not affordable
Restored clock	Need infrastructure in hamlets	DOT investment downtown	Flooding/climate change risks
Value added agriculture	Roads and bridges need improvement	More beautification	Pressure on ground water/aquifer
Land Trust easements protects important land	People go to the Berkshires for cultural activities	Enhance cultural resources: art, performance, music	Not attractive enough to young families: need more to do
Rural atmosphere – not suburban or ‘staged’ feeling	Need public access to waterways and lakes, including Copake Lake for fishing and swimming	Support Ag.: market products, niche farms, education, tax, breaks, CSA’s, farmers market	Proposed solar farm will surround Taghkanic Creek and future rail trail
Active seasonal residents	New recreation is privately owned	Retain local businesses	Aging population
Growing identity as a biking destination	Hard to recruit young first responders (education requirements)	Improve recreation: rail trail, other trails, bike routes	Lack of services
Resilience (especially Copake Hamlet)	Lack of affordable and senior housing/density incentives, rehabilitation	Commercial opportunities in service sector (and retail, but not as strong)	Septic systems - pressure on aquifer
Rheinstrom Hill Audubon Society	Job opportunities/training	Transportation that helps businesses	Lack of young people
Farm to table activity	Cell and broadband services (improving)	Marketing the town	Route 22 divides the Town
Copake Agricultural Center (farmland in middle of hamlet)	Need places for visitors to stay (B&B’s, hostel, inns and hotels)	Signage - along waterways, especially at the bridges; 22 signage – seasonal	Costs
Central location to NYC & Boston	Safe and walkable hamlets	Pop-up businesses	Old school

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Cultural and community resources (e.g., Library and the Copake Grange; parks and public land including Roe Jan Park, Taconic State Park; community events such as the Roe Jan Ramble Bike Tour)	Parking - especially Copake Falls and around the park swimming area	Recreation: Fishing, hunting, waterfront activities, swimming, park activities, walking trails (e.g., fishing at Twin Bridges Rd and at Empire Rd at Roe Jan Kill, Taghkanic Creek at County Route 7)	Street lighting negatively impacting the sky
Clean air, dark skies, clean water	Accessibility	Linkages to hamlets	“Citified” ideas
Crisscrossed by former rail beds	Decay of Rail Trail asphalt	Connect Copake Memorial Park to Spur	Short-term thinking
Fishing access (e.g., trail down from Rail Trail bridge over Bish Bash to stream; pull-off from Rte 22, just across from Orphan Farm Rd. – access to Roe Jan; you can walk the Bash Bish from the falls parking area in either direction; invite people to fish the Roe Jan in Roe Jan Park)	Vacant store fronts (could be an opportunity for pop-up businesses)	Seasonal streetscaping (Christmas trees, flower beds)	Suburbanization feel and “tourist” town feel replacing authentic rural heritage of Copake. Need to preserve our character.
Volunteerism	Copake Hamlet needs public sewer system	Advertise on Facebook for cost efficiency	
Hemp at Copake Agricultural Center?	Hub to be condemned by Town or buy back from current owners	Get Brooklyn entrepreneurs to open businesses	
Catamount	Multiple, disparate stakeholders	Start walking clubs	
Tourism is increasing, particularly cycling	Misinformation, misunderstanding, lack of information and transparency	Climate migration as other communities become unlivable	
Generally strong love of community & way of life	County regulations	Involve Copake Lake residents	
Camps and other organizations (e.g., Camp Pontiac, Camp Anne, Camphill Village)		Incremental, thoughtful approach without rushing to solutions or monopoly of vision	
		Plan Do Check Act/React (PDCA)	
		Annual road race	