

Routes 96 & 318 Rural Corridor Study

Ontario & Seneca Counties, New York



Executive Summary

March 2009

Prepared by:



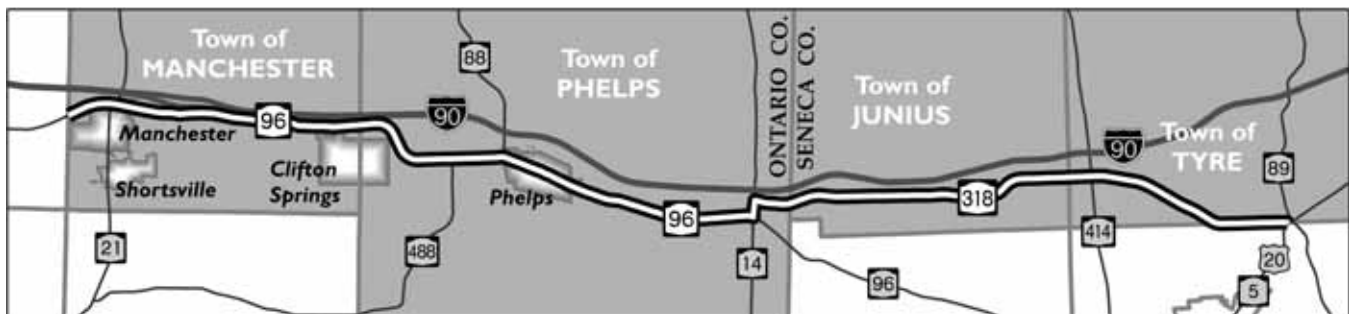
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Executive Summary

The State Routes 96 and 318 Rural Corridor Study project is funded by the Genesee Transportation Council through the United Planning Work Program (UPWP) at the request of Ontario and Seneca Counties. The UPWP is the program of federally-funded transportation planning activities to be undertaken each year by GTC staff, its member agencies, and other jurisdictions in the Genesee-Finger Lakes Region. Ontario and Seneca counties are members of the Genesee Transportation Council.

STUDY AREA

The Study Area, shown below, spans 25 miles through eight municipalities within two counties. The corridor begins on State Route 96 at the Farmington/Manchester town line in Ontario County and extends east to State Route 14 at Five Points. It then continues north along State Route 14 to State Route 318, and then east along State Route 318 into Seneca County. The corridor ends at the intersection of Routes 5 and 20 in the Town of Seneca Falls. The Study Area encompasses the entire corridor and includes properties to the north and south within 1,000 feet of the roadway. The approximately fifteen square miles of Study Area is predominantly agricultural and rural residential in character, with pockets of development at primary intersections, Thruway interchange nodes, and villages.



STUDY PURPOSE & OBJECTIVES

The purpose of the project is to develop a corridor management plan that will facilitate development of a safe, efficient, and integrated transportation network that maintains community character, coordinates decision-making, and advances appropriately-scaled residential, commercial and industrial development.

The objectives of this Study are to:

- Identify a set of strategies to maintain and enhance access, mobility, safety, economic development, and environmental quality along the State Routes 96 and 318 highway corridor.
- Provide land use and zoning guidance to local officials to manage growth and development in the corridor.
- Foster intergovernmental cooperation between multiple municipalities by bringing them together to address common planning and development issues.
- Identify existing agricultural, historic and natural assets, including the corridor view sheds, and coordinate their enhancement.
- Address transportation issues that may arise from changes in land use in the corridor.
- Build consensus on a vision for land use and design concepts for future development of the corridor.

- Identify specific issues and opportunities related to improving pedestrian, bicyclists, etc. use and access.
- Identify linkages/access to regional trail projects or other recreational or tourism-related resources.
- Identify areas where interagency and/or inter-municipal partnerships (formal or informal) are necessary to implement the plan. For example, communication between localities and NYSDOT or County Highways regarding issuance of curb cut permits and the local planning/review process.
- Identify implementation projects, including capital, operational, regulatory and legislative, that are necessary to implement the Plan.
- Identify implementation projects (additional studies, etc) that the project partners can pursue that address critical issues identified in the corridor plan.
- Educate the public about community and quality of life benefits of land use controls.

PUBLIC PARTICIPATION PROCESS

The Routes 96 and 318 Rural Corridor Study provides a comprehensive approach to land use and transportation policy across the corridor's multiple communities. Regional planning efforts such as this require an inclusive public participation process that provides multiple opportunities for public involvement, comment, and discussion. The project's public participation process included public informational meetings, vision-building workshops, and area-specific Focus Groups. The common thread tying the public involvement process together was the formation of a Steering Committee composed of residents, business owners, organizational leaders and County staff.

In addition to the public input opportunities described above, study materials were also posted on the Ontario and Seneca County web sites.

STUDY ORGANIZATION

The Study is separated into two parts: a Corridor Management Plan (CMP) and a set of three Sub Regional Plans (SRPs). The CMP contains a corridor-wide vision and set of goals and objectives that provide the framework for general recommendations. The SRPs break the corridor into manageable segments and include a greater level of detail regarding implementation steps. Plan elements at the corridor level provide a broad framework from which to develop specific action items that will be implemented at the sub regional level. The corridor Vision, Goal Areas, and Objectives were developed during the project's previously discussed public participation process, and deal directly with the issues facing corridor communities.

Existing Conditions Report

The Existing Conditions Report, found in Report #1, explores a variety of topics and data in the corridor. The Report contains information on land use, natural and community resources, demographics, retail market analysis, and build-out estimations. The Report also contains a series of maps addressing these topics.



CORRIDOR-WIDE VISION, GOALS & OBJECTIVES

Vision

The Towns and Villages of the Routes 96 & 318 Rural Corridor Study will incorporate policies of “smart growth,” preserving rural and farmland areas while promoting economic development near existing population and commercial centers. These policies will include a progressive planning approach to a variety of issues, including community character, natural and historic resources, sustainable land use and design, transportation systems, and regional context and cooperation.

In order to accomplish this vision, the study identifies the following objectives for six goal areas.

Goal Area #1: Community Character

- Preserve rural character and encourage long-term viability of agricultural operations and protection of farmland resources.
- Enhance mixed-use, commercial, and industrial areas.

Goal Area #2: Safe and Efficient Transportation

- Improve vehicular safety throughout the corridor.
- Ensure existing and future commercial developments utilize best practices for access management.

Goal Area #3: Bicycle and Pedestrian Accommodations

- Expand opportunities for recreational biking and hiking.
- Improve pedestrian and bicycle safety in the corridor.
- Encourage bicycling and walking to and between commercial uses.

Goal Area #4: Economic Development

- Capitalize on the presence of historic and cultural assets adjacent to the corridor.
- Encourage sustainable business development that meets the needs of residents and expands the employment base.
- Support agriculture-based economic development initiatives.

Goal Area #5: Regional Cooperation

- Ensure this Study is utilized by developers, municipal officials, and residents.
- Continue the regional and collaborative approach to planning established by this Study.
- Leverage the corridor’s status as a significant gateway to the Finger Lakes Region.

Goal Area #6: Sustainable Land Use and Design

- Enhance access to and preservation of important natural features.
- Target growth to areas where sufficient transportation and water/sewer infrastructure is already present.

CORRIDOR-WIDE FUTURE LAND USE MAP

A Future Land Use Plan (portion shown below) was developed for the Study Area and is intended to be a visual representation of the community's desired land use pattern. The purpose of the Future Land Use Map is to identify where specific development types and patterns are most appropriate and to support the goals and objectives articulated in the rest of the Study. The Future Land Use Map consists of the following land use categories:

- *Agriculture and Open Space (AO)* - intended to preserve farmland and allow limited development of uses including residential, commercial, and industrial activity in a manner preserves the undeveloped nature of certain areas along NYS Route 96 and 318.
- *Gateway Transitional (GT)* - intended to foster the creation of a moderately dense node of activity at the edge of villages with a variety of uses including residential, commercial, and industrial activity that serves the daily needs of local residents and the traveling public.
- *Village Core (VC)* - intended to foster the preservation and enhancement of existing small-scaled, mixed use areas consistent with the pedestrian-oriented and historical character of the downtown area.



Excerpt from Map 9: Corridor-Wide Future Land Use Plan

- *Interchange Commercial (IC)* - intended to provide for the placement of commercial and industrial facilities while preserving the interchange's ability to carry traffic to and from the freeway in a safe and expeditious manner.
- *Regional Destination (RD)* - intended to provide for the placement of specialty commercial uses that cater to patrons from across western New York and beyond.
- *Sensitive Environmental Area (SEA)* - intended to protect valuable environmental features from potentially harmful development impacts.

Ultimately, the corridor communities should consider revising or adopting zoning codes that are consistent with the spirit of this Future Land Use Plan. While zoning regulations are tied to specific parcels, the edges of the future land use categories are intentionally drawn irrespective of property lines. The refinement of the land use edges, as well as identifying specific land use categories and permitted uses, is a more detailed exercise that is a function of future zoning code updates.

CORRIDOR-WIDE TRANSPORTATION PLAN

The Corridor-Wide Transportation Plan is meant to complement and support the Future Land Use Plan, as well as other goals and objectives in this Study. The Transportation Plan includes general recommendations for operational and safety improvements of the highway itself. These recommendations include:

- Access points (driveways and intersections) should be more defined. This involves reducing unnecessary widths where an access point connects to the highway, forming perpendicular intersections whenever possible, and maintaining consistent shoulder widths. Access points should also be kept out of intersections, consolidated whenever possible, and should not be larger than necessary to accommodate driveway traffic.
- Limit parking on roadway edges, enforce property setbacks.
- Consider designation of shoulders as multi-purpose spaces (bike lanes with bike symbols, emergency pull-offs and snow storage).
- Maintain appropriate corner clearances within village settings.

In addition to these general transportation recommendations, the Study includes a Corridor Overlay District (COD). The COD identifies access provisions, driveway spacing standards, building setbacks, sign regulations, and landscaping requirements to ensure the safety and efficient flow of traffic along NYS Route 96 and 318 while enhancing the overall character of the corridor. It should be noted that the COD is presented in a code-ready format that can be customized by localities to suit their needs.

SUB-REGIONAL PLAN RECOMMENDATIONS

The Sub-Regional Plans break the corridor into manageable segments in order to provide recommendations with a greater level of detail. This Study divides the Study Area in the following three focus areas:

- Focus Area 1 SRP covers the Ontario County Villages of Manchester, Shortsville, and Clifton Springs and the Town of Manchester. These communities comprise roughly a third of the Study Area on the western end.
- Focus Area 2 SRP covers the Town and Village of Phelps, located in Ontario County. These communities comprise roughly a third of the Study Area, centered between the other two Focus Areas.
- Focus Area 3 SRP covers the Seneca County Towns of Junius and Tyre. These communities comprise roughly a third of the Study Area on the eastern end.

The Sub Regional Plans (SRPs) contain a Transportation Recommendations section that is consistent with the goals and objectives outlined in the Corridor Management Plan (CMP), but outlines specific improvements that can be made within each Focus Area. Finally, the Sub Regional Plan contains an Action Plan that lists the specific steps necessary to achieve the vision, goals and objectives found in the CMP. Each of these sections has a certain degree of overlap in their content, as is the case between the CMP and the SRPs. They are organized in this fashion to allow communities to use this as a workbook, wherein each section addresses a specific issue, yet is consistent with and reinforced by the remainder of the document.

AREA SPECIFIC CONCEPTUAL PLANS

Conceptual Plans were developed for five locations in the corridor, as identified by County staff and the consultant team. Each Plan represents a development scenario for that area, but it should not be interpreted as a master plan for a particular site. The purpose of the Plans is not to show how specific parcels will be developed, but rather what they could look like if certain design principles were applied.

The following locations were identified for Conceptual Area Specific Plans to be developed:

- Clifton Springs Gateway (area around Route 96 & Kendall Street)
- Knickerbocker Corners/Phelps Junction (area around Routes 96, 488 and Phelps Junction Road)
- Five Points/West Junius (area around Routes 96, 14, and 318)
- Regional Shopping Destination (area around Waterloo Premium Outlets)
- Magee (area around Routes 318 and 414)

For each of the five selected locations, two Conceptual Plans are included. The first is based on conventional commercial/residential design, using existing zoning and land use regulations as parameters. This scenario represents how a series of disconnected and uncoordinated developments might lay out over time. It is designed to show how building sites would look under current practices and regulations, should enough development pressure materialize.

The second is based on a more concentrated land use pattern with consideration given to community character, mixing of uses, access management, pedestrian accommodation, and landscaping/ reforestation. These features are addressed within the framework of the goals and objectives outlined in this Study. This scenario is referred to as the “Best Practices” design.

In addition to these five locations, two hypothetical scenarios are included for a rural portion of the corridor. The first presents a build-out scenario that could result from current land use regulations. The second balances farmland protection with future development in an effort to protect rural character and viable agriculture.

The Best Practices Design for the Five Points/West Junius Conceptual Plan is shown on the following page.

Five Points / West Junius: Best Practices Design

-
- 1) Pedestrian and vehicular connectivity between development parcels
 - 2) Pedestrian passageway between buildings to adjacent development
 - 3) Use of curbed islands and medians for pedestrian sidewalks across parking lots
 - 4) Shared access
 - 5) Buildings provide definition to edge of roadway
 - 6) Cohesive pedestrian network between buildings
 - 7) Parking setback behind building line
 - 8) Coordinated fencing and street trees provide gateway enhancements
 - 9) Rear access road between parcels limits vehicle trips on Routes 96 and 14
 - 10) Rows of grape vines strengthen gateway to Finger Lakes wine country
 - 11) Roundabout improves vehicular circulation, includes iconic feature or element in the center
 - 12) Dedicated truck access to service area

General Notes:

- Enhanced landscape elements designed around the Finger Lakes wine country theme strengthen gateway status
- Consistent setbacks and building frontages along Route 14
- Pedestrian connections between buildings and street
- Improved appearance and function of truck service stop
- Utilize shared service roads to provide rear access to parcels

This plan is intended to illustrate quality design principles. It should not be misconstrued as an implementation plan for actual development of these locations.

City of Geneva
↓

Peak hour trips generated by potential new construction: 1,400



IMPLEMENTATION PLAN

Overview

There are numerous options available to corridor communities to achieve the Vision and Goals outlined in this Study. Ideally, each community will adopt a consistent set of regulations throughout the corridor. This will enhance the safety and functionality of Routes 96 and 318, as well as work towards various quality of life objectives identified in the Study. Each community has the option of pursuing any given combination of initiatives identified below, each of which will move the corridor closer to the goals identified through this publicly-driven project. Certain items are found in the Corridor Management Plan (CMP) while others can be found in the Sub Regional Plans (SRPs). Implementation options are grouped into land use and transportation categories.

Land Use Regulations

- Adopt/revise a **zoning ordinance**, addressing permitted uses and other regulations consistent with the Future Land Use Plan. Future infrastructure investments such as water and sewer improvements should also be consistent with the Future Land Use Plan. *See Future Land Use Plan and Map 9.*
- Adopt/revise **subdivision and site plan review** regulations to be consistent with the Goals and Objectives outlined in this Study. *Various sections.*
- Adopt/revise residential and/or commercial **design guidelines**. *Illustrated by Area Specific Conceptual Plans on page 41 of the CMP and the Future Land Use Plan.*
- Adopt **Planned Development District** (PDD) regulations or develop a **master plan** to ensure desirable development of large parcels or multiple adjacent parcels. *Illustrated by Area Specific Conceptual Plans on page 41 of the CMP.*

Transportation Improvements

- Adopt a **Corridor Overlay District** (COD), using the example provided in the Study as a base. The COD addresses access management, building setbacks, signage, and landscaping. *See page 34 of the CMP.*
- Work with NYS DOT to pursue the various **roadway and intersection improvements**. *See Transportation Recommendations in each SRP.*
- Pursue projects identified in the **Transportation Plan**, including pedestrian enhancements and various multi-use trail projects. *See Maps 11, 13, and 15.*

Additional Initiatives

- Review **Area Specific Conceptual Plans** which illustrate a variety of techniques and initiatives that can achieve quality site design and access management principles. *See page 41 of the CMP.*
- Pursue specific items identified in the **Action Plan**, which are organized into six Goal Areas. *See Action Plan in each SRP.*
- Establish a “**Corridor Liaison**” from each of the participating municipalities. Liaisons would meet periodically to discuss the progress of specific action items and potential developments that would impact the corridor. This would also serve as an advisory forum, where liaisons can learn about policies and techniques used in neighboring communities.

Routes 96 & 318 Rural Corridor Study

Ontario & Seneca Counties, New York



REPORT #1: Existing Conditions & Build-out Analysis

March 2009

Prepared by:



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Existing Conditions & Build-out Analysis

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I. Land Use

EXISTING LAND USE (Map 1)

The Routes 96 and 318 Rural Corridor Study area includes the Towns of Manchester and Phelps and the Villages of Manchester, Shortsville, Clifton Springs, and Phelps in Ontario County, as well as the Towns of Junius, Tyre, and Seneca Falls in Seneca County. Land use is described utilizing the New York State Office of Real Property Services uniform classification system. This simple system of classification consists of three-digit numeric codes in nine categories. Categories are composed of divisions, the second digit, and subdivisions, the third digit (see Table I-1).

All parcels adjacent to or within 1,000 feet of Routes 96 and 318 are considered part of the study area. Within this 24-mile corridor, there are 1,237 parcels on 9,866 acres (slightly more than fifteen square miles), with classifications in all nine categories. The 96 and 318 corridor is predominantly a mixture of agricultural and rural-residential land uses along with a significant portion of vacant and commercial properties.

Land uses within the corridor are shown on Map 1.

Property Classifications

Code	Property Class	Parcels		Area	
	Category	Count	% of Total	Acreage	% of Total
100	Agricultural	73	5.9%	4077.03	41.3%
200	Residential	799	64.6%	2044.01	20.7%
300	Vacant	147	11.9%	1247.23	12.6%
400	Commercial	138	11.2%	788.18	8.0%
500	Recreation & Entertainment	8	0.6%	138.22	1.4%
600	Community Services	23	1.9%	524.68	5.3%
700	Industrial	20	1.6%	508.04	5.1%
800	Public Services	24	1.9%	329.20	3.3%
900	Wild, Conservation, Forest	3	0.2%	179.71	1.8%
0	Property Data Unavailable	2	0.2%	29.70	0.3%
Totals		1237	100.0%	9866.00	100.0%

Table I-1: Source: Ontario County & Seneca County

Agricultural

Agricultural land is defined as property used for the production of crops or livestock, and includes agricultural vacant land as part of an operating farm, as well as fish, game and wildlife preserves.

Within the study corridor, only 5.9 percent of the parcels are coded as Agricultural. However, Agricultural lands account for over 41 percent of the corridor's acreage. As can be seen in Map 1, Existing Land Use, the largest tracts of Agricultural lands can be found west of the Village of Clifton Springs on the 96 corridor's south side, east of the Village of Phelps in the Unionville area of 96, west of Junius Corners along 318 in the Town of Junius, and in the Nichols Corners portion of 318 in the Town of Tyre. In addition to these areas, several large and small parcels can be found throughout the corridor on both the north and south sides.

Residential

Residential land is defined as property used for human habitation, and includes year-round rural residences with 10 or more acres, seasonal residences and mobile homes. Hotels and apartments are classified under the Commercial category.

Within the study corridor, nearly 65 percent of the parcels are categorized as Residential, accounting for almost 21 percent of the corridor's land area. As can be seen in Map 1, Residential land uses are distributed throughout the corridor, with the largest concentrations found along Route 96 between the Villages of Manchester and Clifton Springs, within the Village of Phelps, and between Junius Corners and Nichols Corners in Seneca County.

Vacant

Vacant land is defined as property that is not in use, is in temporary use, or lacks permanent improvement, and includes abandoned agricultural land and swamps, marshes, rocky areas and vegetated areas not associated with forest lands.

Within the study corridor, nearly 12 percent of the parcels are considered vacant, covering almost 13 percent of the land area. As seen in Map 1, the greatest concentrations of Vacant lands are located adjacent to primary transportation corridor interchanges such as Thruway exits 43, 42 and 41, and urbanized areas such as the Villages of Phelps and Clifton Springs.

Commercial

Commercial land is defined as property utilized for the sale of goods and/or services, and includes living accommodations such as apartments and hotels, along with multipurpose buildings that either include, or have been converted from, a residence.

Within the study corridor, Commercial land uses account for roughly 11 percent of total parcels, and eight percent of total land area. Much like Vacant land uses, Commercial land uses within the study corridor are concentrated adjacent to transportation interchanges and urbanized areas, with nearly all parcels having frontage on Routes 96 and 318.

Recreation and Entertainment

This classification is defined as property used by groups for recreation, amusement or entertainment, and includes theaters, clubs, fairgrounds, racetracks, camping facilities, parks and picnic grounds, regardless of ownership.

There are eight parcels on 138 acres within the study corridor classified as Recreation and Entertainment, ranging in use from an American Legion Lodge, a Sportsman's Club, an RV park, and a public park.

Community Services

Community Services properties are classified as those being used for the well being of the community, and include libraries, churches, government buildings, cemeteries and some roadways.

There are 23 parcels categorized as Community Services, covering over 524 acres of land. The large amount of land coverage is due to the 324 acres of wetlands and open space around Junius Ponds.

Industrial

Industrial lands are categorized as properties used for the production and fabrication of durable and nondurable man-made goods, and includes offices associated with an adjacent industrial activity, mining and quarrying, and pipelines utilized by non-utility companies.

There are twenty parcels categorized as Industrial covering more than 500 acres of land within the study corridor. The largest of these is the 346 acre Hanson Aggregates sand and gravel quarry located just west of Five Points Junction at Routes 96 and 14, and the 75 acre sand and gravel quarry operated along Townline Road in Ontario County.

Public Service

Public Services lands are defined as property used to provide services to the general public, and include public and private utilities, bus and train stations, and railroads.

The study corridor contains approximately 330 acres of Public Services lands distributed among 24 parcels. The largest being the large parcel located adjacent to Phelps Junction, which accounts for 124 acres, or 38 percent of the Public Services lands within the corridor. The remaining properties are distributed throughout the corridor.

Conservation & Parks

This classification includes reforested lands, preserves, private hunting and fishing clubs, and includes state, county and local parks. There are three parcels classified in this category, totaling nearly 180 acres. Conservation and Parks constitutes the smallest category by type, and covers the second least amount of area within the corridor, behind only Recreation and Entertainment.

ZONING (Map 2)

With the exception of the Town of Junius, which only has a site plan review ordinance, each of the municipalities in the study area has zoning laws in place. Generally speaking, residential and commercial zones tend to be located around the villages and at important intersections, while much of the land between the villages is zoned agricultural. A complete summary of all land use regulations in the corridor is found in Appendix A.

II. Natural and Community Resources

TOPOGRAPHY (Map 3)

The study corridor is located south of the New York State Thruway, in a region shaped by glacial action. The northern retreat of these glaciers left large deposits of sand, gravel and other till materials in large drumlin formations. These drumlins are linear hills, with the longest axis running in a north south direction. The southern extent of these drumlin fields extends to approximately the New York State Thruway, with the area south of the Thruway having a less hilly, and more rolling topography as the geography begins to flatten prior to approaching the Finger Lakes Region. The overall topography drains from the Finger Lakes in the south towards Lake Ontario to the north via the Oswego River.

This rolling topography typifies the study corridor. Beginning on the western end of the corridor at the Manchester-Farmington town line, the topography is at an elevation of approximately 580 feet above sea level. This elevation is relatively constant as the corridor travels east through the Village of Clifton Springs. In Ontario County, the corridor reaches an elevation maximum of approximately 630 feet above sea level just east of the Village of Clifton Springs, and a minimum elevation of approximately 450 feet above sea level near the Five Points Junction with Route 14. Entering Seneca County, the topography begins to undulate, with rises and dips of 10 to 30 feet that deviate from the near constant elevation of 500 feet above sea level. As the corridor approaches its terminus at Routes 5&20, the elevation begins to recede to 450 feet above sea level.

Overall, the study corridor has an elevation difference of approximately 180-200 feet, which taken over the course of the 24 mile study area provides a relatively constant elevation. The terrain cannot be considered flat or level due to the consistently undulating glacial formations, yet there are no dramatic rises or drops that define particular areas of the study corridor. Very few locations in the corridor have slopes greater than 15 percent. Slopes of this magnitude tend to be problematic for development, and as intensive erosion controls are necessary. Of the few areas that have steep slopes, none have a direct impact on the roadway itself.

WATERBODIES (Map 4)

Streams and Creeks

There are numerous streams and creeks within the study corridor, with many of the smaller being unnamed. The primary streams and creeks include the Canandaigua Outlet, Rocky Run, Flint Creek, Dublin Brook, Pond Brook, Flint Brook, Black Brook and the Seneca River. Each of these has multiple tributaries reaching far to the south to form their headwaters. The largest of these watercourses, the Canandaigua Outlet and the Seneca River, form the backbone of the study corridor's watershed system, collecting the largest portion of the immediate region's surface water flows.

Watersheds

The study corridor is made up of five subwatersheds, which are part of the Finger Lakes Watershed, ultimately draining into Lake Ontario via the Oswego River. These subwatersheds form a network of brooks, creeks, streams and rivers that collect storm water runoff and groundwater outflows from the Finger Lakes region. Precipitation and surface water flows within the study corridor collect in the five subwatersheds, ultimately flowing from west to east into the Seneca River, which then meets with the Oneida River to form the Oswego River. Further complicating the watershed system is the Erie Canal, which receives and delivers surface flows at multiple points throughout its journey across the state.

However, being north and downstream of the study corridor, the influence Erie Canal is not of substantial concern to the study.

The regional watershed system is dominated by three of the five present within the corridor. The Canandaigua Outlet subwatershed stretches across seven municipalities, and covers an approximate 87,000 acres, or roughly 136 square miles. The second largest, the Pond Brook/Black Brook subwatershed covers approximately 54,000 acres, or roughly 84 square miles. Prior to entering the Oswego River, this watershed drains into a massive series of wetlands in the Montezuma Wildlife Refuge. The presence of this natural resource, which has both regional and continental significance in terms of wildlife migration, should be a major factor when considering appropriate land use planning in the corridor. The Canandaigua Outlet subwatershed is predominate in the Ontario County portions of the study area, while the Pond Brook/Black Broom subwatershed is primary in Seneca County portions.

As a result of the myriad of land uses and the strong agricultural component to the corridor, issues of water quality may have dramatic and compounded impacts on downstream neighbors. This is further enhanced by the significant number of communities and distance of travel for surface waters from the study corridor to its final outfall into Lake Ontario.

Lakes and Ponds

There are numerous small ponds throughout the study area due to the topography and underlying geology. The largest and most prominent of these are the Junius Ponds located in the Town of Junius near its border with Ontario County. Recently, the New York State Department of Environmental Conservation (NYSDEC) purchased some of the lands surrounding Junius Ponds for conservation and recreational purposes. While not within the study area, Canandaigua, Seneca and Cayuga lakes are the dominant waterbodies within the region, located 7, 5.5 and 1.2 miles from the study corridor, respectively.

Floodplains

Currently available floodplain data depicts the primary floodplain of concern to be that associated with the Canandaigua Outlet. The Outlet's floodplain crosses the corridor at three points within Ontario County. In addition, with the Outlet paralleling the study corridor to the north throughout Ontario County, its associated floodplain encroaches within the 1,000 foot-corridor offset significantly in two locations: between the Villages of Manchester and Clifton Springs, and east of the Village of Phelps. The presence of this floodplain may impact potential land uses within these areas, and should be considered in further land use analysis.

Wetlands

For the same reasons there are multiple small ponds throughout the study area, topography and geology play an important role into the numerous wetlands complexes found throughout the corridor. NYSDEC regulated wetlands are found throughout the corridor, with the largest impacts found in Ontario County south of Route 96 in the Town of Manchester. A large wetland complex is found in Seneca County that stretches across the study corridor, although current mapping does not place a large percentage of this within the study boundaries. However, there is a large complex of wetlands at Montezuma which is immediately east of the study area.

TRANSPORTATION (Map 5)

Roadways

The study region has two primary east-west transportation corridors and four primary north-south corridors. The east-west corridors are the NYS Thruway, and the study corridor composed of Routes 96 and 318. The north-south corridors are Routes 21, 88/488, 14 and 414, connecting the corridor to urban centers in Wayne County to the north, and Finger Lakes cities to the south.

Map 5 shows the Average Annual Daily Traffic, or AADT, for the major road segments in the corridor. It also notes the Level of Service, or LOS, of these segments. Level of Service is a letter grade system that identifies the performance of an intersection or road segment. A LOS of “A” is performing very efficiently, with little or no notable congestion or delays. A LOS of “F” is considered to be failing, with high congestion and/or delays. The segment with the highest volumes on the corridor is Route 96 between Routes 488 and 88 (12,260 vehicles). All segments in the corridor have either a C or a D LOS.

Major traffic generators within the study area include Clifton Springs Plaza, Midlakes Schools, Hanson Aggregates, the Sugar Creek Travel Plaza, the Waterloo Premium Outlets, the Petro Truck Stop and the Seneca Meadows Landfill. These traffic-generating land uses are in addition to the three Thruway exits which collect and distribute traffic throughout the study corridor.

In addition to capacity analysis, a planning-level screening was performed of available accident data in the corridor. The complete results of this analysis can be found in Appendix C. Analysis of this data determined that, with the exception of the short segment of Route 14 that is part of the study area, the corridor in general has a lower accident rate than the statewide average for similar roadways. The Route 96 portion of the corridor has a rate that is closer to the statewide average when compared to the accident rate on Route 318.

Railroads

There are two primary rail lines within the study area along with a secondary spur that terminates westward in the Village of Victor. The Finger Lakes Railroad Canandaigua Line travels approximately 25 miles from the City of Canandaigua and parallels the study corridor to the south, traveling through the villages of Shortsville, Clifton Springs and Phelps before turning southward along Route 14 into the City of Geneva. According to the website ‘Greater Rochester Railfan Page’ (<http://www.rochester-railfan.net>) the Canandaigua Line has thirteen on-line customers, with two of those in the Village of Clifton Springs, and two in Phelps.

On the east side of Route 14 the Norfolk Southern Tier Line travels north from the City of Geneva, across the study area and into Wayne County. In the Village of Lyons, the line intersects with the CSX Chicago Line, which is the primary east-west line in New York State.

Transit Service

There are two regional bus/transit services operating within the study corridor. In Ontario County, the County Area Transit Service (CATS) Route 5 travels along Routes 21 and 96 through the Villages of Shortsville, Manchester, Clifton Springs and Phelps, connecting these communities via nine bus stops to points south along Route 21 and Pre Emption Road.

In Seneca County, the Seneca Transit System travels north on Route 414 from the County Complex to a bus stop at the Petro Truck Stop, west along Route 318 to a stop at the Waterloo Premium Outlets, and

south on Whiskey Hill Road back to Waterloo. There are no mid-line bus stops present within the study corridor.

Multi-Use Trails

Currently, the Ontario Pathways rail-trail from Stanley to Phelps is the only completed multi-use trail within the study area. This trail is along the east side of Route 488 along the former Penn Central line, and is part of the 23-mile Ontario Pathways network that connects Canandaigua, Stanley, Seneca Castle, Orleans and Phelps/Clifton Springs. The trail is open to the public year round for hiking, bicycling, horseback riding, and cross-country skiing. There are no motorized vehicles allowed and there is no charge for use of the trail. The Village of Phelps has plans to connect to this branch of the Ontario Pathways network, as well as to the branch that leads north to Arcadia in Wayne County. Additionally, the Village of Manchester is pursuing the development of the Manchester Gateway Trail, a multi-use trail that would run parallel to the Canandaigua Outlet from Route 96 to the Village's southern boundary.

Snowmobile Trails

There is a state-approved snowmobile trail that runs through the corridor near Clifton Springs. The trail, which is maintained by the Lehigh Valley Snow Riders, parallels Route 96 from the railroad crossing east of the village to the intersection of Kendall Street/CR 25. The trail then splits north along CR 25 and west towards the Village of Shortsville, ultimately entering the City of Canandaigua.

AGRICULTURE (Map 6)

According to Real Property Classifications for Ontario and Seneca Counties, there are 82 parcels within the study area utilized for active agricultural purposes such as crops, fruits, vegetables and livestock. Of these 82, 38 are located within Ontario County, and 44 in Seneca. Eighty-two percent of the active agricultural parcels within the study area are also located with an agricultural district. Large portions of the agricultural lands within Ontario County are considered prime agricultural soils. In Seneca County, approximately 40 percent of lands in agricultural districts contain prime agricultural soils, including a large concentration near Grange Hall Road. According to the United States Department of Agriculture, prime farmland is defined as the land best suited to food, feed, forage, fiber, and oilseed crops. Prime farmland produces the highest yields with minimal inputs of energy and economic resources, and farming it results in the least damage to the environment. Nearly all parcels currently undergoing agricultural productivity contain some amount of prime agricultural soils.

WATER AND SEWER SERVICE (Map 7)

The presence or absence of municipally supplied infrastructure such as water and sanitary sewer services greatly impacts the land use potential within a given area. The presence of water and sewer together lessens the requirements for overall acreage involved in a development. However, the greatest impact on land use from a lack of water and sanitary sewer is felt in residential development. State health code requirements regarding the locations of potable well water supplies and sanitary leach fields dictate that large areas of land must be provided for adequate separation. Map 7 depicts currently available data regarding water and sanitary sewer service within the study corridor. At this time, water and sanitary sewer records were not available for the Villages of Manchester or Shortsville.

The Town of Manchester provides water service on Route 96 from the Farmington town line east to the intersection with County Road 7. Water is also provided on Route 21 from Route 96 north towards Palmyra. There is no sewer service in the town. The Village of Clifton Springs provides sanitary sewer service to all village streets. That system extends into the Town of Manchester on West Main Street, Silver Street, and Pearl Street. Water service records were not available for Clifton Springs. The Village

of Phelps provides water and sanitary sewer service to all properties within the village limits, extending to Route 488 along Route 96.

Within the Town of Junius, water service is supplied along Burgess Road, Strong Road and Route 318, heading west to the Waterloo Premium Outlets, where water and sewer service is provided. As part of the same system that serves portions of Junius, the Town of Tyre has water service on Route 318 from the western town line to Anderson Road and on Route 414 from Route 318 to Strong Road. This system then loops down Strong Road into Junius and back up to Route 318 via Burgess Road. Sanitary sewer service is available to commercial properties only on Route 414 from Exit 41 south towards Seneca Falls. It is anticipated that this sewer line will eventually be part of a town district with full access for all land uses by 2010.

III. Demographics and Community Profile

The demographic and community profile for the Routes 96 and 318 Corridor Study highlights key demographic data for the study area, as well as for the individual communities located along the corridor. The evaluation of demographic data is an important factor in determining future policies and decisions regarding land use, growth and development, infrastructure, and community services. The demographic analysis is important to gain an understanding of the growth or decline of the region to better allocate future resources.

POPULATION

Ontario County experienced a population growth of 47% between 1960 and 2000, making it the largest percentage increase in population of any County in the Genesee / Finger Lakes Region. By 2040 Ontario County is expected to have a population of 108,248, representing an 8% growth rate between 2000 and 2040. On the contrary, while Seneca County saw limited growth between 1960 and 2000, the population is expected to decrease between 2000 and 2040. Between 1960 and 2000 Seneca County experienced a 4.2% increase as the population changed from 31,984 to 33,342. By 2040 the population is expected to be 32,827, a decrease of 1.5% from 2000.

The population of all municipalities in the study area in 2000 was 18,536, a 1.16% increase from the 1990 population of 18,324. Modest growth is expected for the study area through 2040 at which time the population is projected to be 19,318. This represents a growth rate of approximately 4.2% over the forty year period. Figure III-1 shows population changes for the various municipalities located along the corridor in 20-year increments from 1980 through 2040.

Population Change, by municipality, 1980-2040

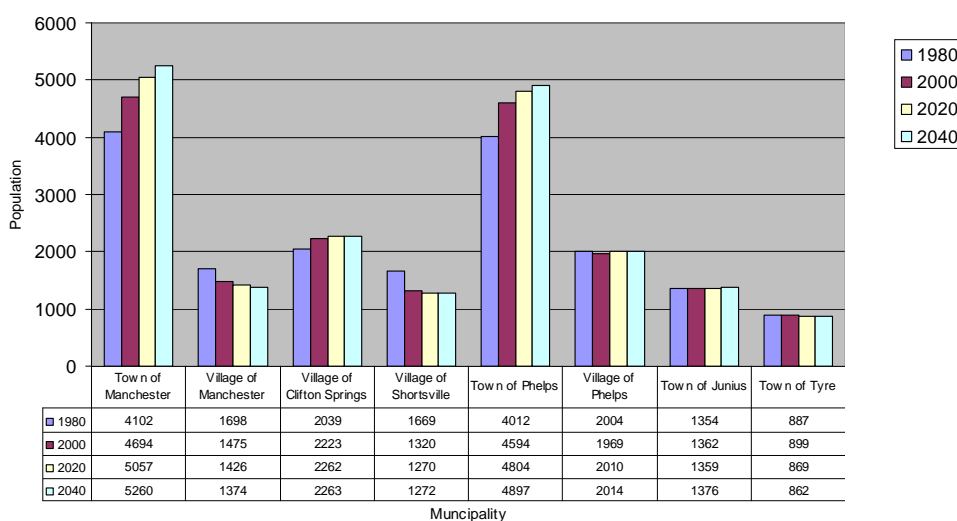


Figure III-1: Source, US Bureau of the Census

According to the US Census, the Towns of Manchester and Phelps are expected to see modest growth over the next thirty years. The Village of Manchester is expected to see a slight decline, while the remaining municipalities will likely see little change.

Population in the Town of Manchester was 4,694 in 2000 and is expected to consistently increase every decade through 2040 when the population is projected to reach 5,260, an increase of approximately 12 percent.

The population of the Village of Clifton Springs has been growing since 1960 when the population was 1,953 persons. By 2000 the population had increased to 2,223. As most of the Village is built out, very modest growth is expected through 2040, when the population is projected to reach 2,263. This equates to a growth of 40 people, or a 1.8 percent increase in population over the forty year period between 2000 and 2040.

The Town of Phelps had a population of 4,300 in 1990 and 4,594 in 2000. The Town is expected to continue to grow, with a projected population of 4,897 by 2040. Growth is projected to be steady, with about 100 new residents each decade. The population of the Village of Phelps is also expected to increase from a population of 1,969 in 2000 to a population of 2,014 in 2040, representing a growth rate of approximately 2.2 percent.

Between 1960 and 2000 the Town of Junius grew substantially, equal to a rate of 56.4 percent. The growth projected for the Town of Junius between 2000 and 2040 is slower, with only 14 new residents projected to be added during that time period. The population of the Town was 1,362 in 2000 and is projected to be 1,376 in 2040.

The Town of Tyre is projected to see minimal decreases in its population in the coming years. The 2000 population for the Town was 899. By 2010 the population is projected to decrease to 874, resulting in a loss of 25 people, or 2.8 percent of the total population of the Town. By 2040 the population is projected to be 862 people.

HOUSEHOLDS

The number of households along the corridor has increased from 6,731 in 1990 to 7,076 in 2000, representing a 5.13 percent increase. Estimated projections for the current year identify 7,272 households along the corridor; this number is expected to increase an additional 1.4 percent by 2012. The modest increase in household numbers along the corridor is consistent with modest increases to the overall population.

The rate of growth in households along the corridor is occurring at a slower rate than in the United States as a whole; the US experienced a 7.8 percent increase in the number of households between 2000 and 2007. The rate of household growth nationwide is expected to increase an additional 4.9 percent between 2007 and 2012. The average household size along the corridor is 2.58 persons, which is similar to the national average household size of 2.59.

AGE

The age of residents within a community or project study area is important because it provides an additional level of information that should be factored into decisions regarding land use and transportation issues. The potential land use needs and objectives of a young population may be markedly different than those associated with a large senior citizen population.

According to 2000 census data, 6.8 percent of the population in communities along the corridor is under the age of 5, with approximately one quarter of the total population aged 17 and under. Approximately 12.4 percent of the population is over the age of 65, with those between the ages of 18 and 64 accounting for 61.9 percent of the population.

The median age for persons living along the corridor is 39.9 years; this figure is projected to increase to 41.6 years by 2012. The population along the corridor is slightly older than the population of the US as a whole. The median age for the United States is 36.5 years and is expected to increase to 37.6 by 2012.

This data suggests that the percentage of middle-aged and elderly populations is growing. As the population ages, communities need to be mindful of issues such as traffic safety, availability of transportation choices, and public health. Studies have shown that different types of development patterns, i.e. village, suburban, or rural, have a direct impact on the amount of physical activity of their respective residents.

EDUCATION

The level of educational attainment in a community is an important characteristic to consider. Education statistics may be used by a business as an indicator of the age and skills of the workforce. Since 1960, the percentage of New York State residents receiving a degree from a four-year college has doubled to approximately twenty percent.

Approximately 84.4 percent of residents along the corridor, aged 25 and older, have received their high school diploma. This figure is slightly higher than the national average of 80.4 percent for the same population group. Figure III-2 compares the percent of high school graduates for each community along the corridor.

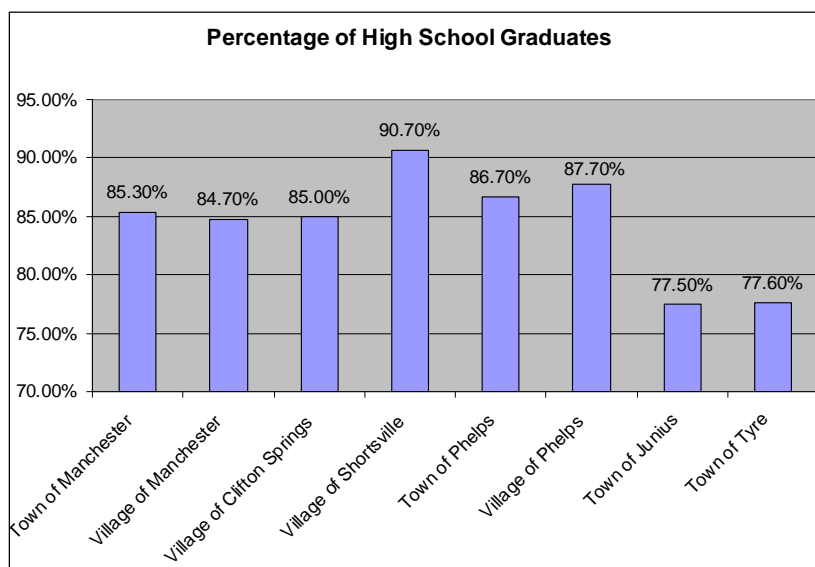


Figure III-2: Source, US Bureau of the Census

It is estimated that 6 percent of the population residing along the corridor, over the age of 25, has earned a Master's, Professional, or Doctorate Degree, while 9.7 percent have earned a Bachelor's Degree. These figures are notably lower than the United States as a whole. Current year estimates for the United States indicate that 8.9 percent of the population over age 25 has earned a Master's, Professional, or Doctorate Degree, while 15.7 percent have earned a Bachelor's Degree.

EMPLOYMENT

Employment is a key economic indicator within a community or group of communities. Employment creates wealth for both workers and the community as a whole, contributes to stable communities,

increases the percentage of home ownership within a community, and influences social progress. Employment changes along the corridor are similar to those from throughout the nation and New York State as employment trends show a shift from manufacturing-based jobs to service-based jobs.

Within the United States, 47.1 percent of the population is estimated to be over the age of 16 and employed. Within the communities along the corridor, between 48.1 percent and 58.8 percent of the population is estimated to be employed and over the age of 16. The highest percentage of employees are white collar workers employed in the occupational category defined as “Sales and Office” (22.9 percent). This is followed by occupations associated with “Production, Transportation, and Material Moving” (20.4 percent). Only 1.1 percent of employed persons along the corridor are employed in the occupational category of “Farming, Fishing, and Forestry”. The figure below identifies the percentage breakdown of all occupational categories for employed persons residing within the corridor study area.

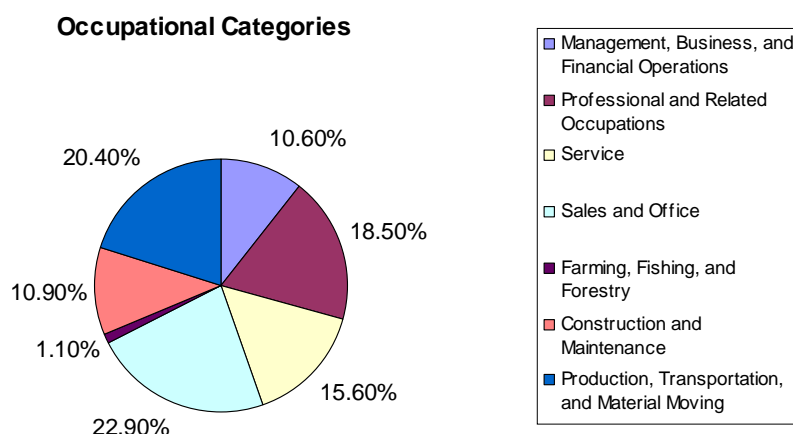


Figure III-3: Source, US Bureau of the Census

Within the United States, the occupational categories of “Sales and Office” (26.7 percent) and “Professional and Related Occupations” (20.3 percent) are the most popular employment sectors. Nationally, 0.7 percent of all employed persons are employed under the occupational category of “Farming, Fishing, and Forestry.”

UNEMPLOYMENT

Unemployment figures are an important component to the larger picture of the general economic health of a community. Unemployment will always exist, but a lower unemployment rate indicates a healthy economic atmosphere.

The Bureau of Labor Statistics provides unemployment data for areas with a population of 25,000 or more. Because none of the communities along the corridor meet that threshold, the unemployment rates for Ontario and Seneca Counties were reviewed and considered to gain a better sense of unemployment trends in the region and the overall economic health of the region.

In October 2007 the unemployment rate for New York State was 4.6 percent, which is consistent with the national October 2007 unemployment rate of 4.7 percent. Unemployment rates at the County level were only available through September 2007. In Ontario County the unemployment rate was down to 3.5 percent in September 2007, as compared to February 2007 when the unemployment rate hit a high of 5.3 percent. Unemployment rates in Seneca County have followed a trend similar to Ontario County. In Seneca County the highest rate of unemployment in 2007 also occurred in February with a rate of 5.6 percent. The unemployment rate for September is at a 2007 low of 3.7 percent. Both Counties have

current unemployment rates that are approximately one percent less than the state and national rates, indicating that the local economies of Ontario and Seneca Counties are fairly healthy and have a stable level of employment.

The table below shows the variations in the unemployment rates in Ontario and Seneca Counties from January to September 2007.

Table III-I – 2007 Unemployment Rates
Ontario and Seneca Counties

Month	Unemployment Rates	
	Ontario County	Seneca County
January 2007	5.2%	5.5%
February 2007	5.3%	5.6%
March 2007	4.6%	4.9%
April 2007	3.9%	4.1%
May 2007	3.7%	3.8%
June 2007	3.8%	3.9%
July 2007	3.9%	4.0%
August 2007	3.4%	3.7%
September 2007	3.5%	3.7%

Source: US Bureau of Labor Statistics and Real Estate Center at Texas A&M University

INCOME

There is a wide discrepancy in average household incomes along the corridor, ranging from a low of \$47,855 in the Village of Manchester to a high of \$62,411 in the Town of Phelps. The 2007 average household income for the entire corridor is \$56,500. All of the communities along the corridor have an average household income that is between 6 percent and 28 percent lower the national average household income of \$66,670. Figure III-4 shows the average household income for each municipality for 2007 as well as the 2012 estimate.

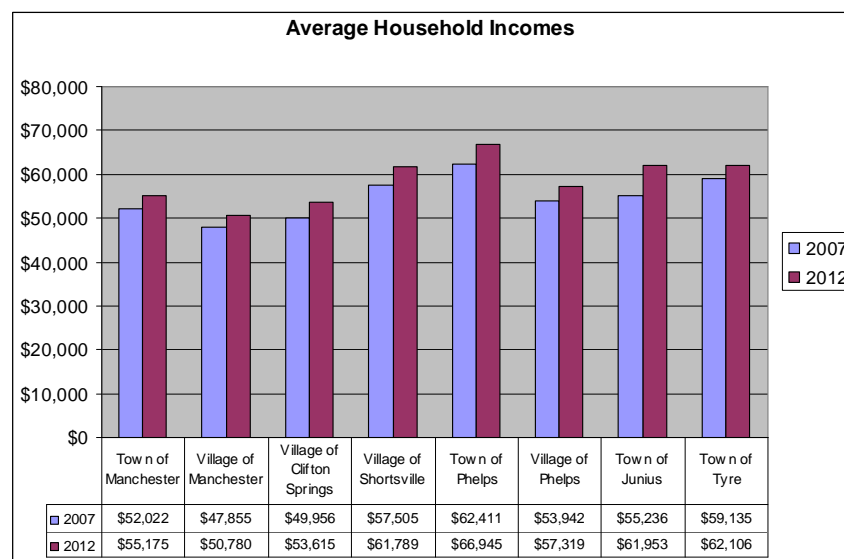


Figure III-4, Source – US Bureau of the Census

Average household incomes are projected to increase between 5 percent and 12.2 percent along the corridor between 2007 and 2012, with the smallest percentage increase in the Town of Tyre and the greatest percentage increase in the Town of Junius. On average, household income levels are projected to increase 7 percent along the entire corridor between 2007 and 2012. The United States is projected to have a 10.6 percent increase in average household income over the same period, increasing the national average household income to \$73,737.

Figure III-5 identifies the breakdown of income ranges for the entire corridor. Approximately a quarter (23.53 percent) of the households along the corridor have a household income that ranges from \$50,000 to \$74,999. Only six households, or 0.08 percent of the population, have household incomes greater than \$500,000.

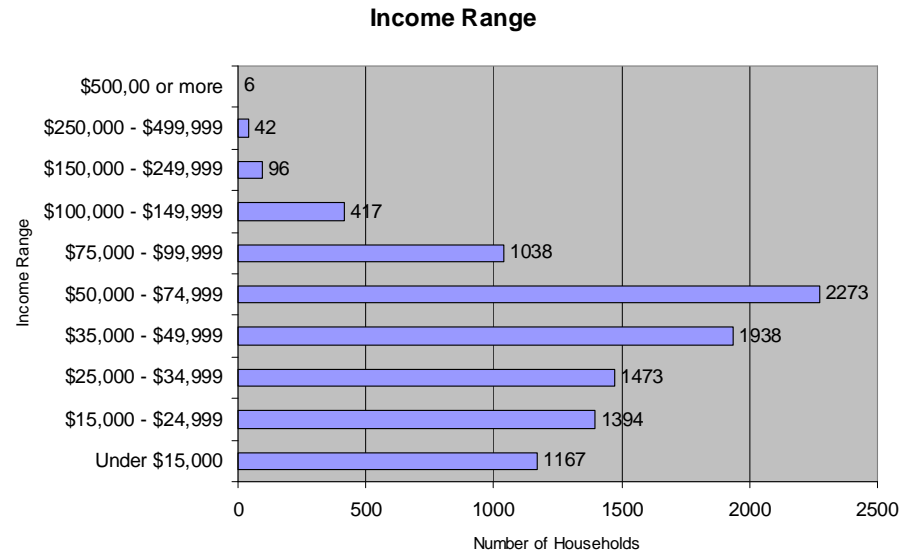


Figure III-5, Source – US Bureau of the Census

Poverty status is a measure of an individual's ability to afford the basic minimum amount of goods and services. Poverty levels are based on overall household income, the number of people within a household, and the general cost of living in a given area. As indicated in the table below, the poverty rate for each of the communities along the corridor varies from a low of 4.3 percent to a high of 13.1 percent. According to 2000 Census data, the corridor-wide poverty rate is approximately 9.8 percent, which is below the national average of 12.4 percent.

Table III-2 – Poverty Status
Municipalities within Study Area

Municipality	Persons Below Poverty Level	Percent of Population
Town of Manchester	767	8.4%
Village of Manchester	105	7.2%
Village of Clifton Springs	275	13.1%
Village of Shortsville	59	4.3%
Town of Phelps	300	4.3%
Village of Phelps	118	6.1%
Town of Junius	106	7.9%
Town of Tyre	91	10.2%
TOTAL – Study Area Corridor	1,821	9.8%

Source: 2000 Census Data, US Bureau of the Census

Housing

Housing and home ownership are also important indicators of an area's overall economic health and stability. High rates of home ownership typically translates into more stable neighborhoods as homeowners take pride in their residence and tend to participate in a greater level within the local community. In New York State less than 55 percent of the total population owns their residence, compared to the entire country which has a home ownership rate of 67 percent.

According to 2007 data, owner-occupied rates are considerably higher along than the corridor than in New York State or the United States as a whole. Exceptions along the corridor include the Village of Clifton Springs (58 percent) and Village of Phelps (69.7 percent). All other municipalities along the corridor have an owner-occupied rate between 78.8 percent (Town of Manchester) and 85.6 percent (Village of Shortsville). The corridor as a whole has an owner-occupancy rate of 80.4 percent. Figure III-6 shows home ownership rates for each community along the corridor for 2007.

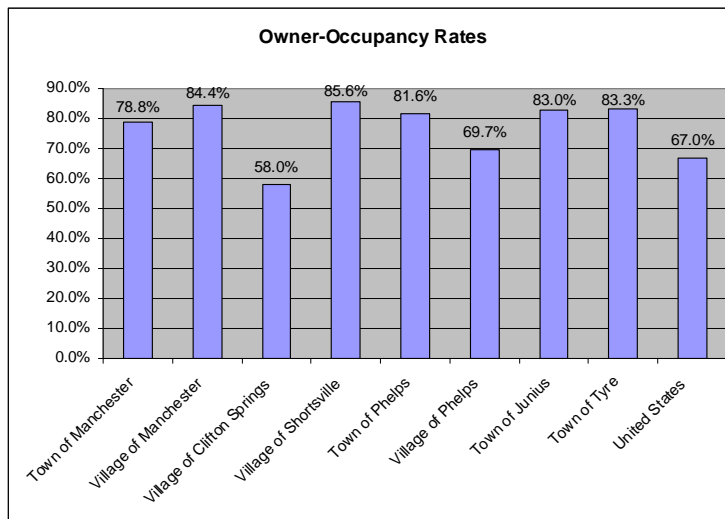


Figure III-6, Source – US Bureau of the Census

Along the corridor, the vacancy rate for housing units averages 6.06 percent. This is almost 3 percent lower than the national rate of 9 percent. However, there are variations along the corridor, from a low rate of 2.3 percent vacancy in the Village of Shortsville to a high vacancy rate of 9.8 percent in the Village of Phelps. Figure III-7 identifies the vacancy rates for each community along the corridor, as well as provides comparisons to the corridor and the United States.

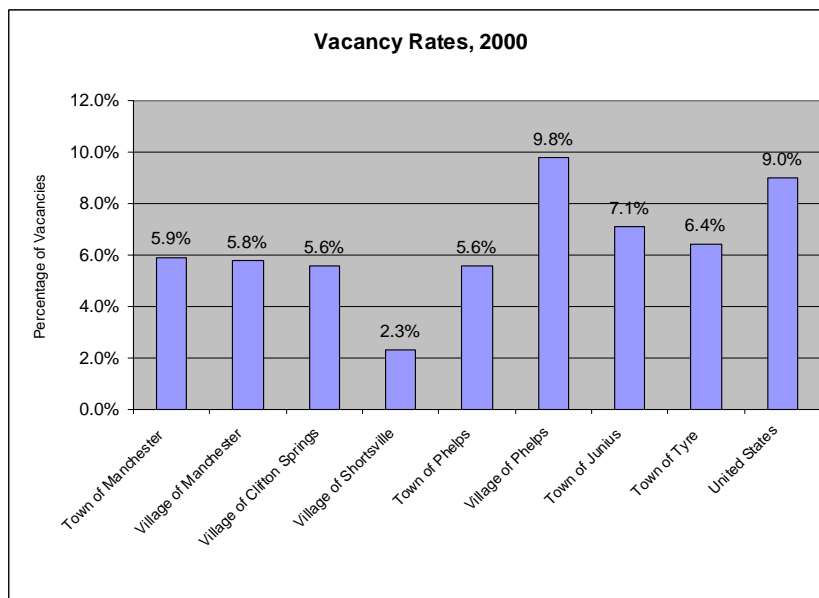


Figure III-7, Source – US Bureau of the Census

Approximately half of the houses along the corridor were constructed prior to 1939, and the majority of houses (64.4 percent) are estimated to be structures that are single unit, detached. According to 2000 Census data, the median value of a home in the United States was \$119,600. For the same period, the median value of a home along the corridor was \$78,787.

IV. Retail Market Analysis

When considering the potential for future growth and development along the corridor, it is important to identify scenarios that are rooted in reality. In order to identify what the future potential is for retail growth along the corridor, it is important to understand the existing demand for retail goods from residents within the Towns and Villages along the corridor, as well as the current supply for retail goods within the same area. This exercise will identify the square footage of various retail uses that could be supported along the Route 96 and 318 Corridor, as well as those uses that do not have a reasonable potential for success given that current supply is greater than existing demand.

ASSUMPTIONS AND CONSIDERATIONS

The existing conditions along the corridor, as well as the demographic data presented for communities along the corridor, has an influence over how to best interpret the retail data and findings presented within this report. The following trends and considerations should be considered when reviewing and interpreting the retail market data presented below:

- Waterloo Premium Outlets is a large outlet mall located on Route 318 in the Town of Junius, home to over 100 stores. The outlet center primarily draws people from the Rochester, Syracuse, and Finger Lakes Region, but is also a popular destination for travelers from other states, Canada, and even overseas. The retail market analysis must take into account its unique market range relative to other retail entities in the corridor.
- Retail demand figures are based only on spending patterns associated with residents within the Towns of Manchester, Phelps, Tyre, and Junius and the Villages of Manchester, Shortsville, Phelps, and Clifton Springs. Retail demand figures generated by transient visitors to the Waterloo Premium Outlets are not reflected in the demand column.
- The retail supply figures do include retail sales data for all retailers currently located in the Waterloo Premium Outlets. Supply figures for retail categories represented in the outlet center, such as Clothing and Accessories, are notably higher than local demand figures. As a result, a substantial surplus of square footage is identified for those retail categories.
- The Waterloo Premium Outlets is a regional shopping destination that is not intended to be supported only by residents within the Town of Tyre and surrounding municipalities, such as those along Routes 96 and 318. *Surplus square footages identified within retail categories that have a presence at the Waterloo Premium Outlets, such as Clothing and Accessories, Furniture / Home Furnishings, and Limited Service Dining, do not signify that those retail categories are overrepresented along the corridor and should be decreased.* Waterloo Premium Outlets, as a regional and state-wide destination, must be considered as a unique characteristic of the local retail market.
- Similar to the outlet center, the presence of the New York State Thruway is a unique factor when analyzing the retail market. More specifically, the three interchanges in the corridor are natural locations for highway-related businesses such as gas stations, convenience stores, and fast food restaurants. These businesses have chosen these locations primarily because of the long-distance type traffic associated with the Thruway interchanges. This is demonstrated by the lack of these kinds of businesses at the other state road intersections in the corridor, namely Routes 488, 88, and 5 and 20. Therefore, the presence of these businesses is largely due to the proximity to the Thruway, as opposed to the population of just the study area. For example, it is not likely that the approximately 67,000 square feet of gas stations in the corridor would be supported by the spending patterns of only those who live in the study area. Given the regional and even national

nature of gas station sales, it is difficult to predict how many, if any, new gas stations would succeed in the corridor.

- There are additional regional draws adjacent to the corridor that have a significant outside influence on through traffic and thus retail sales. These include Hobart and William Smith Colleges in Geneva, Montezuma National Wildlife Refuge in Tyre, the Clifton Springs Hospital and Clinic, and the Finger Lakes Region in general.
- There is limited population growth projected for the study area over the course of the next three decades. Therefore, there will not be a significant amount of new retail potential, beyond what is identified below, unless the spending patterns of residents within the study area change significantly. Therefore, it can be assumed that any retail projections identified herein will remain applicable for the foreseeable future.
- The average household income within the subject area is \$10,000 lower than the average household income for the United States. This implies that residents within the immediate study area have less “buying power” for retail goods than the average American household.

The table below shows a breakdown of retail supply and demand by category within the study area. Categories highlighted in gray show a surplus of current retail sales over consumer expenditures in the area. The actual surplus figures are shown in bold. For example, an analysis of consumer spending patterns shows that people in the study area spend a combined \$10.5 million a year in the Furniture / Home Furnishing category. There are approximately \$12.3 million in Furniture / Home Furnishings sales in the study area per year. Therefore, there appears to be a surplus of \$1.8 million in Furniture / Home Furnishings products in the corridor. This is not to say that a new furniture store in Phelps would be unsuccessful, but the table gives a general sense of which categories already have a strong presence in the corridor. Overall, the table suggests that the corridor may be able to support an additional 365,102 square feet of new retail space.

Table IV-1 – Retail Potentials
Route 96 / 318 Corridors

RETAIL CATEGORIES	DEMAND (Consumer Expenditures)	SUPPLY (Current Retail Sales)	OPPORTUNITY GAP (+) / SURPLUS (-)	MEDIAN SALES (Per SF)	TRANSLATED TO SQUARE FOOTAGE
Gas Stations	\$47,683,512	\$91,203,416	- \$43,519,904	\$1,354.57	32,128 SF
Furniture / Home Furnishings	10,573,143	12,366,897	- 1,793,754	259.43	6,914 SF
Electronics and Appliances	9,372,395	1,613,679	+ 7,758,716	294.15	26,376 SF
Home and Garden Equipment	48,795,558	26,458,160	+ 22,337,398	261.00	85,583 SF
Grocery Stores	46,988,868	33,076,384	+ 13,912,484	349.41	39,817 SF
Convenience Stores	2,454,568	3,359,140	- 904,572	*	*
Wine and Liquor Stores	3,252,457	761,219	+ 2,491,238	363.50	6,853 SF
Health and Personal Care	19,516,517	18,230,302	+ 1,286,215	482.00	2,668 SF
Clothing and Accessories	17,629,588	114,305,315	- 96,675,727	255.79	377,949 SF
Sporting Goods and Hobby	5,228,665	2,326,634	+ 2,902,031	194.55	14,916 SF
Books and Music	2,011,677	1,458,853	+ 552,824	131.75	4,196 SF
General Merchandise (Dept.)	22,221,821	2,239,994	+ 19,981,827	170.50	117,195 SF
Warehouse Clubs (Costco, Sam's)	23,448,767	20,944,515	+ 2,504,252	655.00	3,823 SF
Office, Stationary, Gifts	4,482,461	2,284,599	+ 2,197,862	128.91	17,049 SF
Full-Service Restaurants	17,224,637	5,418,855	+ 11,805,782	253.20	46,626 SF
Limited-Service Dining	15,840,997	18,234,001	- 2,393,004	266.25	8,987 SF
TOTAL POTENTIAL ADDITIONAL RETAIL SQUARE FOOTAGE					365,102 SF**

Source: Claritas and ULI, Dollars and Cents of Shopping Centers, 2006, Median Sales Volume per Square Foot of GLA

* Median sales per square foot data unavailable for this retail category

** This is a sum of all categories that are showing a gap (+). Surplus (-) categories are not subtracted from the total as that would eliminate the recognition of a gap in specific categories.

KEY FINDINGS

The most important aspect of a retail market analysis is the translation of retail sales figures into actual retail square footages. Figure IV-1 identifies the amount of square footages that could be supported along the corridor, as well as the amount of surplus square footage that exists for certain retail categories, such as Clothing and Accessories. The square footages for retail categories that do not show a surplus could reasonably be supported along the corridor based on current consumer spending patterns.

General findings associated with the retail potentials for the Routes 96 and 318 Corridor are highlighted below:

- Based on current spending patterns, there is the potential for 365,102 square feet of new retail and restaurant uses along the corridor. Specifically, the findings indicate that 232,893 square feet of new retail use could be supported as well as 46,626 square feet of full-service restaurant uses. Given the infrastructure limitations and the location of a critical mass of similar uses, any potential retail growth is likely to occur around the outlet center or in and around the villages.
- The potential for additional retail and restaurants identified in Table IV-1 should be tempered by the presence of a major retail corridor to the south of the Study Area. Routes 5 and 20 between Geneva and Seneca Falls, particularly near the Route 414 intersection, contain many large stores that provide general merchandise, groceries, home and garden products, and other goods and services within a short distance of the 96 and 318 corridor. This retail corridor is not accounted for in the table and should be taken into consideration when planning for additional businesses in the Study Area.
- Retail categories represented in the Waterloo Premium Outlets – Clothing and Accessories, Furniture / Home Furnishings, and Limited Service Dining (Food Court) – show a surplus of square footage. This would indicate that they are not supportable by residents along the corridor alone. This is a reasonable finding given that the Waterloo Premium Outlets is intended to be a regional destination.
- Gas stations and convenience stores also have an identified surplus of supportable square footage. This is likely attributable to the development of these uses in association with the Thruway exits and an influx of regional visitors to the corridor as a gateway to the Waterloo Premium Outlets and the Finger Lakes Region.
- Typically, when calculating the square footage of new retail space that could reasonably be supported in a given area, surplus square footage is subtracted from potential new retail, to achieve an overall retail square footage figure. Surplus figures were not subtracted for this study area given the unique circumstances associated with the Waterloo Premium Outlet shopping center. All identified retail surplus is associated with the Waterloo Premium Outlets. As a regional destination supported by consumers outside of the study area, these figures are not applicable in determining local potentials as they would typically be when completing a retail analysis for a specified area.

Specific findings for each retail category, as defined in Figure IV-1, are summarized below:

- There is a 32,128 square foot surplus of gas stations along the corridor, which amounts to about six to ten gas stations. The surplus is likely related to additional transient visitors associated with the Waterloo Premium Outlet center and the New York State Thruway. Given that much of the

gas station sales are from visitors outside the region, it is difficult to project how many, if any, new stations could be supported. However, based solely on the existing population of the study area, there is an ample supply of gas stations.

- Based on current consumer spending patterns and existing supply, new Furniture or Home Furnishing stores may not have strong support in the study area. The surplus of 6,914 square feet is likely associated with stores that are located within the Waterloo Premium Outlets. However, given that a typical furniture store could be anywhere from 15,000 to 50,000 square feet, a 6,914 square foot surplus does not suggest a major oversupply of those types of products.
- Approximately 26,376 square feet of retail space could be supported specializing in household appliances, televisions, radios, computer and software, and cameras and photographic equipment. This is an appropriate square footage for a single multi-purpose electronic store. The potential retail figure is slightly lower than the typical size of a chain electronics dealer, such as Circuit City, which is typically around 30,000 square feet. A combination of smaller, locally-owned businesses could tap into this potential.
- According to the findings of the retail analysis, approximately 85,583 square feet of commercial space could be supported for home and garden equipment supplies. This retail category includes the types of items typically found in a home center, hardware store, paint and wallpaper store, lumberyard, nursery, or garden center. The square footage may take the form of a single, large-scale store, or may be divided up into several smaller stores that specialize in one or more of the areas listed above. For comparison purposes, a typical Ace Hardware store is 10-15,000 square feet and a typical Home Depot can range in size from 80,000 to 120,000 square feet.
- Consumer spending patterns indicate that an additional 39,817 square feet of grocery-related businesses could be supported within the study area. This is a reasonable square footage for a small- to mid-size grocery store.
- Although median sales per square foot data are not available for convenience stores, a surplus is identified through the analysis of supply and demand. The surplus is likely associated with the convenience stores at the Thruway interchanges that tap into regional and national traffic.
- An additional wine and liquor retailer could be supported along the corridor to serve the needs of local residents. Calculations identify an existing gap of approximately 6,853 square feet.
- Health and personal care categories include pharmacies, drug stores, cosmetics, beauty supplies, optical goods, and other personal health and care stores. Only 2,668 additional square feet of these types of retail goods could reasonably be supported along the corridor. This square footage would likely not be enough for a typical pharmacy, but may be appropriate for a personal care specialty store, such as lotions, beauty aids, or make-up.
- As anticipated in association with the presence of the Waterloo Premium Outlets, which is largely comprised of clothing, shoe, and accessory stores, there is a surplus of almost 400,000 square feet of these types of uses on the corridor. The spending patterns of those in the study area alone could not reasonably support additional uses of this type, outside of the outlet center. Although the surplus square footage is significant, the regional nature of the outlet center signifies that this surplus is acceptable because consumers from outside of the study area are utilizing the outlet center. The success and sustainability of the outlet center is not reliant on consumers within the study area.
- Sporting goods and hobby retailers typically sell sports equipment, hobby materials, games, musical instruments and supplies, and needlework and piece goods. There is the reasonable potential that an additional 14,916 square feet of retail space could be supported along the corridor that specializes in this type of merchandise. This could take the form of a single sporting good store, or could take the form of two smaller stores that specialize in a single area, such as musical instruments and needlework.

- Books and music stores are sufficiently represented along the corridor, with the potential for only 4,196 square feet of additional retail space for these categories. Identifying a specific local market, whether for new books, used books, or music would be warranted before developing a retail business within this category due to the limited square footage potential.
- General merchandise includes the variety of goods that would typically be found within a department store or general merchandiser, such as Target. Based on current data, the corridor could feasibly support an additional 117,195 square feet of a general merchandise use. Based on findings, it would be reasonable to state that the corridor could sustain the development of a department store or general merchandise store, such as Wal-Mart, Target, or K-Mart. Locally owned and operated general stores may also be developed and would fulfill the retail gap identified for this commercial category.
- The development of a warehouse club within the study area, such as Sam's or Costco, is not feasible. There is currently only a gap of 3,823 square feet within the study area which is less than 2% of the size of a typical warehouse club store.
- Additional office, stationary, and gift stores could be supported along the corridor. New retailers within this category would fill a gap of approximately 17,049 square feet. This could be a single store or a number of smaller stores that specialize in one aspect of this retail category. For comparison purposes, a typical Office Max store may range from 18,000 to 25,000 square feet.
- There is the opportunity for the development of almost 50,000 square feet of new, full-service restaurant space within the study area that could be supported by corridor residents based on current spending patterns. Additional full-service restaurant opportunities may also exist in association with transient visitors to the Waterloo Premium Outlets. An average full-service sit down restaurant usually occupies approximately 10,000 square feet. At this size, the corridor could reasonably accommodate up to five new restaurants.
- There is a surplus of limited service restaurants within the study area, attributable to development associated with the Waterloo Premium Outlet, including the food court at the mall.

V. Build-Out Estimations

OVERVIEW

Determining how the Routes 96 and 318 corridor will develop over time is difficult to project as many factors must be considered. While some factors can be controlled by the communities along the corridor, such as land use regulations, open space protection ordinances, and the availability of infrastructure, others cannot. Changes to the local, state, and federal economy can impact development trends and the changing ownership of private lands can also impact how the corridor will evolve.

Understanding the development potential for the corridor based on existing land use regulations will help to identify the associated traffic, infrastructure, safety, and community character impacts that may occur as a result of greater build-out over the next ten to twenty years.

A build-out analysis is a tool used by communities to get a sense of the potential for development to occur, usually in multiple scenarios. For the Routes 96 and 318 corridor, build-out scenarios were developed based on existing land uses, current zoning regulations, known environmental limitations, practical design considerations, and market trends. Two build-out scenarios were developed to assist Seneca and Ontario Counties in future planning and decision-making related to land use along the corridor. The results of these build-out estimations may also assist local communities along the corridor in defining where stricter, or more lenient, land use regulations may be warranted. This exercise is intended to assist in land use and transportation planning in the corridor, and should not be interpreted as a precise prediction of future development.

The first build-out scenario, shown below, involves full development of existing vacant, farm, and underutilized lands. This scenario demonstrates the amount of development that could happen given current land use regulations. It is a benchmark scenario to be used for comparison purposes, one that is not likely to occur in the near future. The second build-out scenario, found in Report #2, is made up of a series of Area Specific Conceptual Plans. It is difficult to predict how much development will occur in the corridor, regardless of the land use regulations that are in place. Therefore, the second build-out scenario, rather than exploring *how much* development will take place, illustrates *how* development should take place, per the recommendations in this Study. It shows conceptual site plans for a number of locations in the corridor, addressing access management, building and parking arrangements, landscaping, pedestrian accommodations, and overall impact on community character.

There is not sufficient data to develop an accurate build-out scenario that is moderated by current market conditions. In general terms, future residential and commercial development is expected to occur near the population centers in and adjacent to the corridor, as well as at major traffic generating destinations such as Waterloo Premium Outlets and the three NYS Thruway interchanges. A review of population growth and building permit trends indicates that the municipalities in the corridor will likely experience slow growth in the upcoming decade, although the potential for a fair amount of commercial development near the outlet mall may occur at any time. Even with moderate growth in these municipalities, it is difficult to predict the proportion of that development that might occur in the corridor.

BUILD-OUT SCENARIO – FULL BUILD-OUT BASED ON EXISTING ZONING REGULATIONS

Assumptions and Considerations

For the towns and villages in the study area, a full build-out of developable lands is not likely to occur over the next 10 to 20 years. Full build-out may realistically take thirty years or longer, or may never

occur. The scenario is intended to simply demonstrate the amount of development allowed by existing zoning, which should then be compared to the future land use plan developed for the corridor.

In completing the full build-out scenario, all parcels either adjacent to or within 1,000 feet of Routes 96 and 318 were considered. From that selection, all existing vacant and agricultural parcels with a reasonable potential for development were identified. In the Finger Lakes Region, the majority of new development occurs when either a vacant property is developed or a farm is subdivided. These agricultural and vacant parcels were first selected according to official classification codes developed by the NYS Office of Real Property Services. They were then field checked for accuracy. As part of the field check, additional properties considered to be underutilized were added to the list of developable lands. Many communities make a concerted effort to redevelop existing buildings as a means of preserving historic structures, reducing vacancy rates, and encouraging compact development patterns.

Total acreage of all developable lands was calculated. Each of the parcels was then reviewed for any environmental or physical site constraints such as NYS DEC designated wetlands (Map 4), lands with slopes greater than 15 percent (Map 3), the presence of public water or sewer service (Map 7), and access to adjacent roadways (Map 5). The site constraint analysis yielded a reduced amount of developable acreage in the corridor. Local land use regulations from each of the Towns and Villages were then applied to determine allowable densities and other development constraints (see Appendix A for a summary of all zoning district regulations). In the Town of Junius, where no land use regulations exist, assumptions for potential development were made taking into consideration surrounding land uses and land use densities permitted in adjacent communities in the corridor.

In the case of parcels located in residential and agricultural zoning districts, a potential number of residential units was calculated. To account for new roadways, driveways and other infrastructure, developable acreage was reduced by an additional 20 percent prior to calculating the number of residential units.

For parcels located in commercial and industrial zoning districts, square footage of potential buildings was determined. For the purposes of this study, retail, office, manufacturing, warehousing, etc. were generalized into the commercial category. The industry standard of an average of 10,000 square feet of commercial building per acre of land was used to calculate the potential build-out. In addition to their value from a land use planning perspective, these numbers are also used to determine the number of new vehicles generated by future development. This trip generation analysis is summarized in Table V-10.

Table V-1 shows the number of developable parcels along the corridor, broken down by land use category. Their acreage is shown in parentheses. These same parcels are organized by zoning district in Tables V-2 through V-8.

Table V-1 – Potential Developable Land

Municipality	Vacant	Agricultural	Underutilized
Town of Manchester	20 (241.93 acres)	8 (470.35 acres)	1 (5.19 acres)
Village of Manchester	13 (62.67 acres)	0	1 (8.8 acres)
Village of Clifton Springs	2 (77.94 acres)	0	1 (2.85 acres)
Town of Phelps	29 (286.61 acres)	26 (1,157.31 acres)	1 (1.72)
Village of Phelps	13 (24.45 acres)	1 (51.36 acres)	0
Town of Junius	20 (274.83 acres)	24 (943.01 acres)	0
Town of Tyre	10 (146.24 acres)	16 (930.66 acres)	0
TOTAL	107 (1,114.67 acres)	75 (3,552.69 acres)	4 (18.56 acres)

The following tables summarize the development potential for a full build-out scenario in each municipality. In agricultural or residential districts, the number of potential new residential units is listed (Units); in commercial or industrial districts, the square footage of potential new buildings is shown (SF).

Table V-2 – Potential Development in the **Town of Manchester**

Zoning District	Developable Acreage	Development Potential
A-1 Agricultural	346.38	347 Units
R-1 Single Family Residential	62.03	62 Units
R-2 Manufactured Home Park	2.84	12 Units
C-1 Commercial	93.43	934,325 SF
TOTAL	504.68 acres	421 Units 934,325 SF

Table V-3 – Potential Development in the **Village of Manchester**

Zoning District	Developable Acreage	Development Potential
R-1 Residential	45.12	196 Units
C-1 Commercial	6.27	62,700 SF
I-1 Restricted Industrial	8.80	88,000 SF
TOTAL	60.19 acres	196 Units 150,700 SF

Table V-4 – Potential Development in the **Village of Clifton Springs**

Zoning District	Developable Acreage	Development Potential
R-1 Residential	27.18	88 Units
R-2 Residential	12.66	92 Units
C-2 Commercial	26.59	265,900 SF
TOTAL	66.43 acres	180 Units 265,900 SF

Table V-5 – Potential Development in the **Town of Phelps**

Zoning District	Developable Acreage	Development Potential
R-AG Agricultural Residential	899.92	979 Units
R-1 Residential	9.25	12 Units
C-1 Commercial	217.31	2,173,140 SF
C-2 Neighborhood Commercial	24.12	241,190 SF
M-1 Industrial	7.01	70,070 SF
TOTAL	1,157.62 acres	991 Units 2,484,400 SF

Table V-6 – Potential Development in the **Village of Phelps**

Zoning District	Developable Acreage	Development Potential
R-1 Residential	54.80	119 Units
R-2 Residential	0.63	4 Units
C-1 Commercial	1.64	16,400 SF
M-1 Industrial	4.90	49,000 SF
TOTAL	61.97 acres	123 Units 65,400 SF

Table V-7 – Potential Development in the **Town of Junius** (no zoning districts present)

Zoning District	Developable Acreage	Development Potential
TOTAL	983.59 acres	803 Units 1,798,400 SF

Table V-8 – Potential Development in the **Town of Tyre**

Zoning District	Developable Acreage	Development Potential
A Agricultural	737.07	737 Units
R Residential	38.82	39 Units
B Business	58.99	589,900 SF
TOTAL	834.88 acres	776 Units 589,900 SF

The following table summarizes the above tables and provides total figures for both the counties and the entire corridor.

Table V-9 – Summary of Potential Development in the Corridor

Municipality	Developable Acreage	Development Potential
Town of Manchester	504.68	421 Units 934,325 SF
Village of Manchester	60.19	196 Units 150,700 SF
Village of Clifton Springs	66.43	180 Units 265,900 SF
Town of Phelps	1,157.62	991 Units 2,484,400 SF
Village of Phelps	61.97	123 Units 65,400 SF
Town of Junius	983.59	803 Units 1,798,400 SF
Town of Tyre	834.88	776 Units 589,900 SF
TOTAL Ontario County	1,850.88	1,911 Units 3,900,725 SF
TOTAL Seneca County	1,818.47	1,579 Units 2,388,300 SF
TOTAL Corridor	3,669.35 acres	3,490 Units 6,289,025 SF

Trip Generations

As development materializes along the corridor, it will have an impact on the efficiency of the road network. Residential and commercial development generates a certain amount of trips, both entering/exiting and within the corridor as well as new turning movements. Estimates of these new trips were generated for the each segment of the corridor, as shown below in Table V-10. This exercise is for planning and demonstration purposes only, and should not be interpreted as a precise projection.

Using the latest Average Annual Daily Trips (AADT) as a base, an estimated 2008 AADT was developed in order to have a consistent starting point. The estimated 2008 AADT can be used to generate a PM Peak Hour Volume, which is necessary for determining the Level of Service (LOS). Note that the base numbers used are for entire segments, and may not accurately represent a given point within that segment.

Using the residential and commercial development potential numbers (see Table V-9), estimates of new trips were generated. New trips were then added to the base 2008 AADT, which then allowed for a Build-out LOS to be developed. The far right column in Table V-10 indicates that a full build-out based on existing zoning regulations would result in a LOS of E or F for the majority of the corridor.

Table V-10 – Traffic Impacts of Potential Development in the Corridor

Corridor Segment	AADT	Count Year	Estimated 2008 AADT (+2%/yr)	K-Factor (Estimated)	Estimated PM Peak Hour Volume	2008 LOS	Proposed Zoning Built-out Traffic Volume	PM Peak Hour Volumes Adjusted for Proposed Zoning Build-out	Build-out LOS
<i>Route 96</i>									
Rt. 332 to Rt. 21	6,946	2005	7,363	0.093	700	C	700	1,400	D
Rt. 21 to Rt. 488	9,317	2005	9,876	0.093	900	D	1,100	2,000	E
Rt. 488 to Rt. 88	12,260	2005	12,996	0.093	1,200	D	1,800	3,000	F
Rt. 88 to CR 6	7,583	2003	8,341	0.093	800	C	1,100	1,900	E
CR 6 to Rt. 14	8,786	2004	9,489	0.1	900	D	1,100	2,000	E
<i>Route 14</i>									
Rt. 96 to I-90	12,124	2004	13,094	0.1	1,300	D	2,200	3,500	F
<i>Route 318</i>									
Rt. 14 to Seneca Co. Line	7,643	2006	7,949	0.1	800	C	1,200	2,000	E
Ontario Co. Line to Rt. 414	8,000	2004	8,640	0.1	900	D	2,200	3,100	F
Rt. 414 to CR 101	8,583	2004	9,270	0.1	900	D	1,900	2,800	F
CR 101 to Rts. 5 & 20	6,354	2005	6,735	0.1	700	C	900	1,600	E

Findings

The following section identifies key findings of the full build out analysis for communities along the corridor.

- There is a total of 3,669.35 acres of potentially developable land existing along the Routes 96 and 318 corridor today.
- Based on available land and existing land use regulations, there is the potential for the development of 6,289,025 square feet of commercial uses in the corridor.
- Based on available land and existing land use regulations, there is the potential for 3,490 new residential units to be constructed in the corridor.

- The Town of Phelps has the greatest potential to be impacted by future development as they have the largest amount of developable land (1,157 acres). The build out scenario for the Town identifies that current zoning regulations would potentially allow an additional 991 residential units and over two million square feet of new commercial development. Reviewing and updating regulations for the R-AG Agricultural Residential District may help to limit potential new residential development.
- The Town of Junius, which does not currently have zoning districts, also has significant build-out potential. Developing a zoning ordinance to help guide and direct development in the Town will help to target future development to appropriate locations and parcels. The presence of the Waterloo Outlet Mall, as well as the excess capacity available from its sewer system, suggest that the town should plan for this potential growth. Based on the current lack of zoning, parcels along the corridor could potentially hold 803 residential units and an additional 1,798,400 square feet of commercial development. These figures are based on a total of 834 acres of developable land along the corridor.
- While the Village of Phelps does not have the smallest amount of developable land (61.97 acres), it does have the lowest development potential of the seven communities along the corridor. Parcels along the corridor in the Village could reasonably hold an additional 123 residential units and 65,400 square feet of commercial uses based on existing zoning designations. While these figures are not insignificant, they do signify that the Village has carefully considered zoning designations and locations for specific zoning districts and their impacts on how the Village may evolve.
- The Village of Manchester has the smallest amount of developable land at 60.19 acres, yet the development potential is significant. Approximately 196 residential units and 150,700 square feet of commercial can be developed along the corridor in the Village based on current land use regulations. These figures are significantly higher than in the Village of Phelps which has a similar amount of developable land area. This substantial development potential should be carefully reviewed in light of the Future Land Use Plan developed for the corridor.
- Similar to the Village of Manchester, the Village of Clifton Springs has 66.43 acres of developable land with the potential under a full build out scenario to construct an additional 180 residential units and 265,900 SF of commercial uses on that acreage.
- The Town of Manchester has a significant amount of developable acreage with 504 acres of land available. Based on existing zoning designations and land use regulations in place, 421 residential units and 934,325 square feet of commercial use could be developed within the Town on lands limited to the Route 96 corridor. That amount of commercial development equates to approximately five Wal-Marts.
- The Town of Tyre has 834 acres of potentially developable land. Approximately 776 residential units and 589,900 square feet of commercial uses could be developed in the Town under a full build out scenario.
- Generally speaking, the agricultural districts present in various communities in the corridor appear to have little regulations in place that would limit the amount of residential development. In light of the Future Land Use Plan developed for the corridor, each community should consider strengthening their agricultural districts with techniques that protect existing farmlands and rural landscapes.

- As is shown in Report #2, Corridor Management Plan, it is important for communities in the corridor to consider the traffic impacts associated with potential new development.
- Many communities face the challenge of undesirable land use and transportation patterns, such as sprawling commercial development, loss of farmland, and congested highways. This is typically caused by the lack of a strategic planning process when growth occurs at a higher rate than was expected. It is recommended that the towns and villages in this corridor embrace the future land use planning process, as it provides a blueprint for both moderate and unexpected growth.

Appendix A. Summary of Zoning Regulations

This section serves to summarize the regulatory language and requirements of the zoning districts located along the Routes 96 and 318 Corridor. Zoning is different than land use in that it represents the regulatory districts established by local governments. The official classifications for the way a property is currently used, as defined by NYS, are not the same as zoning districts. Thus the Existing Land Use and Zoning maps are not identical.

For each Town and Village in the study area, the existing zoning classifications for the entire municipality are listed, but only those districts that fall within 1000 feet of the Route 96 and 318 roadway are described in more detail. This overview will provide a foundation upon which zoning recommendations can be made to correspond with the vision and goals developed as part of the Rural Corridor Study process.

The Schedule of Regulations/Dimensional Tables from each zoning ordinance were reviewed and used to prepare this summary.

TOWN OF MANCHESTER – EXISTING ZONING

The Town of Manchester has nine zoning classifications as outlined below:

- A-1: Agricultural
- R-1: Single-Family Residential
- R-2: Manufactured Home Park
- H-R: Hamlet Residential
- H-C: Hamlet Commercial
- C-1: Commercial
- M-1: Industrial
- M-2: Light Industrial
- INST: Institutional

The following districts are located within the study area along Route 96 between in the town: Agricultural (A-1), Single-Family Residential (R-1), Manufactured Home Park (R-2), Commercial (C-1), and Industrial (M-1). Therefore only a summary of these districts will be presented.

Town of Manchester: A-1 Agricultural

The intent of the Agricultural district is “(1) To protect these predominantly agricultural areas from premature or inefficient development which would adversely affect the rural character of the area; and (2) To provide for residential non-farm uses in an appropriate manner that will conform to the agricultural character of this district.” The permitted uses in the Agricultural district include single-family detached dwellings, farms, farm uses, customary farm occupations, farm storage buildings, agricultural waste management facilities, and roadside stands. Specially permitted uses in the Agricultural district consist of airports, golf courses, churches, day care, educational facilities, medical and veterinary offices, two-family and multi-family dwellings, extractive uses (quarries), hotel/motel, and public uses.

The table below summarizes the bulk and setback regulations for the A-1 district:

Table APP A-1.

Bulk, Area, & Yard Requirements for the Town of Manchester A-1 District

Dimensional category	Requirement
Minimum Lot Width	175 feet
Minimum Lot Size	1 acre

Maximum Lot Coverage	25%
Front Setback	75 feet
Side Setback	25 feet
Rear Setback	50 feet

Town of Manchester: R-1 Single-Family Residential

The intent of the Single-Family Residential district is “(1) To upgrade the character of all residential areas in the Town by requiring standards of land use and lot and building bulk and size which more accurately reflect existing development; and (2) To protect the integrity of residential areas by prohibiting the incursion of incompatible nonresidential uses.” The permitted uses in the Single-Family Residential district include one-family dwellings, schools, churches, and public buildings. Specially permitted uses in the Single-Family Residential district consist of essential services, golf courses, multiple-family dwellings, antennas and satellite dishes, and customary home occupations.

The table below summarizes the bulk and setback regulations for the R-1 district:

Table APP A-2.
Bulk, Area, & Yard Requirements for the Town of Manchester R-1 District

Dimensional Category	Requirement
Minimum Lot Width	175 feet
Minimum Lot Size	1 acre; 32,500 sq.ft. w/water & sewer
Maximum Lot Coverage	25%
Front Setback	75 feet
Side Setback	15 feet
Rear Setback	50 feet

Town of Manchester: R-2 Manufactured Home Park

The intent of the Manufactured Home Park district is “(1) To upgrade the character of all manufactured home parks in the Town by requiring standards of land use and lot and building bulk and size which more accurately reflect existing development; and (2) To protect the integrity of residential parks by prohibiting the incursion of incompatible nonresidential uses.” The permitted uses in the Manufactured Home Park district include manufactured home parks, accessory storage sheds, park office buildings, park recreation buildings, and park playgrounds. Specially permitted uses in the Manufactured Home Park district consist of customary home occupations only.

The table below summarizes the bulk and setback regulations for the R-2 district:

Table APP A-3.
Bulk, Area, & Yard Requirements for the Town of Manchester R-2 District

Dimensional Category	Requirement
Minimum Lot Width	175 feet
Minimum Lot Size	1 acre
Maximum Lot Coverage	25%
Front Setback	75 feet
Side Setback	25 feet
Rear Setback	50 feet

Town of Manchester: C-1 Commercial

The intent of the Commercial district is "...to provide a broad range of commercial goods, and services necessary to serve all elements of the Town and to strengthen the economic vitality and attractiveness in an orderly fashion that maintains a well balanced Commercial District which is compatible with the Comprehensive Plan and will not be detrimental to adjacent development or general community health, safety or welfare." The permitted uses in the Commercial district include bed and breakfasts, health care/institutional uses, essential services, non-retail commercial uses, personal and professional services, professional offices and outpatient health-care services. Specially permitted uses in the Commercial district consist of car washes, gas stations, convenience stores, motor vehicle sales and rentals, restaurants, veterinary office, hotel/motel, and mobile home sales.

The table below summarizes the bulk and setback regulations for the C-1 district:

Table APP A-4.

Bulk, Area, & Yard Requirements for the Town of Manchester C-1 District

Dimensional Category	Requirement
Minimum Lot Width	100 feet
Minimum Lot Size	1 acre; 32,500 sq.ft. w/ water & sewer
Maximum Lot Coverage	65%
Front Setback	100 feet; 150 feet from residential
Side Setback	25 feet; 150 feet from residential
Rear Setback	25 feet; 150 feet from residential

VILLAGE OF MANCHESTER – EXISTING ZONING

The Village of Manchester has four zoning classifications as outlined below:

- R-1 Residential
- C-1 Commercial
- I-1 Restricted Industrial
- I-2 General Industrial

The following districts are located within the study area along Route 96 within the Village of Manchester: Residential (R-1), Commercial (C-1), and Restricted Industrial (I-1). Therefore only a summary of these districts will be presented.

Village of Manchester: R-1 Residential

The Village of Manchester Code does not include an intent or purpose statement for this zoning classification. However, it can be inferred from the name and code requirements that the intent of the R-1 district is to allow single-family residential development. The permitted uses in the R-1 district include single-family dwellings. Specially permitted uses in the R-1 district consist of two-family dwellings, essential services, public and semipublic uses and buildings, cluster residential developments, multifamily dwellings, townhouses, residential conversions, rooming houses, and mobile home parks.

The table below summarizes the bulk and setback regulations for the R-1 district:

Table APP A-5.

Bulk, Area, & Yard Requirements for the Village of Manchester R-1 District

Dimensional Category	Requirement Without Utilities	Requirement With Utilities
Minimum Lot Width	125 feet	100 feet
Minimum Lot Size	20,000 square feet	10,000 square feet
Maximum Lot Coverage	20%	30%
Front Setback	30 feet	30 feet
Side Setback	20 feet/40 feet	15 feet/30 feet
Rear Setback	30 feet	30 feet

Village of Manchester: C-1 Commercial

The Village of Manchester Code does not include an intent or purpose statement for this zoning classification. However, it can be inferred from the name and code requirements that the intent of the C-1 district is to allow commercial development that meets the daily shopping needs of the Village's residents. The permitted uses in the C-1 district include retail businesses with a neighborhood service character (grocery stores, drugstores, clothing stores, hardware stores), personal service establishments (barber/beauty salons, shoe repair, dry cleaning), offices (medical, insurance, banks), restaurants, print shops, automobile sales, public markets, funeral parlors, and hotel/motels. Specially permitted uses in the C-1 district consist of motor vehicle service stations and auto repair shops, car washes, commercial recreation and essential services.

The table below summarizes the bulk and setback regulations for the C-1 district:

Table APP A-6.

Bulk, Area, & Yard Requirements for the Village of Manchester C-1 District

Dimensional Category	Requirement
Minimum Lot Width	40 feet
Minimum Lot Size	4,000 square feet
Maximum Lot Coverage	70%
Front Setback	10 feet
Side Setback	10 feet / 20 feet
Rear Setback	25 feet

Village of Manchester: I-1 Restricted Industrial

The Village of Manchester Code does not include an intent or purpose statement for this zoning classification. However, it can be inferred from the name and code requirements that the intent of the I-1 district is to allow light industrial development. The permitted uses in the I-1 district include light industrial uses that involve processing, assembly, compounding, or packaging of previously refined materials, office buildings, scientific or research laboratories, processing of pharmaceuticals or cosmetics, and commercial storage buildings. Specially permitted uses in the I-1 district consist of essential services, excluding power plants, and motor vehicle service stations and repair shops.

The table below summarizes the bulk and setback regulations for the I-1 district:

Table APP A-7.
Bulk, Area, & Yard Requirements for the Village of Manchester I-1 District

Dimensional Category	Requirement
Minimum Lot Width	Not defined
Minimum Lot Size	Not defined
Maximum Lot Coverage	50%
Front Setback	75 feet
Side Setback	75 feet / 150 feet
Rear Setback	75 feet

VILLAGE OF SHORTSVILLE – EXISTING ZONING

Because the Village of Shortsville is located directly south of the Village of Manchester, Route 96 does not directly intersect the Village boundaries. Since the Village of Shortsville does not lie within the 1000-foot study boundary along the Route 96 and 318 Corridor, the zoning for this Village was not reviewed as part of this study.

VILLAGE OF CLIFTON SPRINGS – EXISTING ZONING

The Village of Clifton Springs has nine zoning classifications as outlined below:

- R-1: Single-Family Residential
- R-2: Two-Family Residential
- R-3: Multifamily Residential
- P-D: Planned Development
- C-1: Local Shopping District
- C-2: General Commercial
- M-1: Industrial
- LI: Light Industrial
- L-C: Land Conservation

The following districts are located within the study area along Route 96 within the Village of Clifton Springs: Single-Family Residential (R-1), Two-Family Residential (R-2), and General Commercial (C-2). Therefore only a summary of these districts will be presented.

Village of Clifton Springs: R-1 Single-Family Residential

The intent of the Single-Family Residential district is, “(1) Delineate those areas where predominantly residential development has occurred or will be likely to occur in accordance with the General Plan for the Village of Clifton Springs; (2) Upgrade the character of all residential areas in the village by requiring standards of land use an lot and building bulk and size which more accurately reflect existing development; and (3) Protect the integrity of residential areas by prohibiting the incursion of incompatible nonresidential uses.” The permitted uses in the Single-Family Residential district include single-family detached dwellings. Specially permitted uses in this district include public buildings, social halls/clubs, churches, golf courses, public swimming pools, tourist homes/bed and breakfasts, customary home occupations or professional offices, schools, libraries and museums.

The table below summarizes the bulk and setback regulations for the R-2 district:

Table APP A-8.

Bulk, Area, & Yard Requirements for the Village of Clifton Springs R-1 District

Dimensional Category	Requirement
Minimum Lot Width	90 feet
Minimum Lot Size	13,500 sq. feet
Maximum Lot Coverage	30%
Front Setback	30 feet
Side Setback	20/40 feet
Rear Setback	30 feet

Village of Clifton Springs: R-2 Two-Family Residential

The intent of the Two-Family Residential district is, "...to delineate those areas where predominantly residential development has occurred or will be likely to occur in one- or two-family structures in accordance with the General Plan for the Village of Clifton Springs." The permitted uses in the Two-Family Residential district include one-family detached dwellings and two-family dwellings. Specially permitted uses in this district include public buildings, social halls/clubs, planned unit developments, golf courses, public swimming pools, tourist homes/bed and breakfasts, customary home occupations or professional offices, churches, schools, libraries and museums.

The table below summarizes the bulk and setback regulations for the R-2 district:

Table APP A-9.

Bulk, Area, & Yard Requirements for the Village of Clifton Springs R-2 District

Dimensional Category	Detached Single-Family	Two-Family
Minimum Lot Width	50 feet	60 feet
Minimum Lot Size	5,000 sq. feet	6,000 sq. feet
Maximum Lot Coverage	30%	30%
Front Setback	25 feet	25 feet
Side Setback	10/20 feet	10/15 feet
Rear Setback	30 feet	30 feet

Village of Clifton Springs: C-2 General Commercial

The intent of the General Commercial district is, "...to delineate predominantly commercial areas intended to serve the daily needs of surrounding residential areas and highway users." The permitted uses in the General Commercial district include any retail or personal service establishments, business and professional offices, hotels and motels, automobile salesrooms and mobile home sales, farm machinery sales, and other uses that serve highway traffic. Specially permitted uses in this district include large-scale developments, commercial amusements such as drive-in theaters, amusement centers, golf driving ranges and miniature golf, and a category defined as "essential services."

The table below summarizes the bulk and setback regulations for the General Commercial district:

Table APP A-10.

Bulk, Area, & Yard Requirements for the Village of Clifton Springs C-2 District

Dimensional Category	Requirement
Minimum Lot Width	80 feet
Minimum Lot Size	10,000 square feet
Maximum Lot Coverage	40%
Front Setback	30 feet
Side Setback	10/20 feet
Rear Setback	25 feet (150 feet from R1 & R2 required)

TOWN OF PHELPS – EXISTING ZONING

The Town of Phelps has five zoning classifications as outlined below:

- R-AG: Agricultural Residential
- R-1: Residential
- C-1: Commercial
- C-2: Neighborhood Commercial
- M-1: Industrial

All zoning districts listed above are located within the study area along Route 96 within the Town of Phelps. A summary of these districts is presented below.

Town of Phelps: R-AG Agricultural Residential

The Town of Phelps Code does not include an intent or purpose statement for this zoning classification. However, it can be inferred from the name and code requirements that the intent of the R-AG district to balance residential development with the preservation of rural agriculture and farming activities. The permitted uses in the R-AG district include single or two-family dwelling, church, hospital, public building for governmental or cultural uses, manufactured homes, and agricultural operations. Specially permitted uses in the R-AG district consist of golf courses, cemeteries, meat processing facility/abattoir, extractive/excavation operations, animal kennel & veterinary clinic, riding academies/stables, swimming pools, community buildings and utilities, and manufactured home parks.

The table below summarizes the bulk and setback regulations for the R-AG district:

Table APP A-11.

Bulk, Area, & Yard Requirements for the Town of Phelps R-AG District

Dimensional Category	Without Public Sewer & Water	With Public Sewer & Water
Minimum Lot Width	150 feet	125 feet
Minimum Lot Size	1 acre	30,000 sq. ft.
Maximum Lot Coverage	25%	25%
Front Setback	40 feet	40 feet
Side Setback	20 feet	20 feet
Rear Setback	40 feet	40 feet

Town of Phelps: R-1 Residential

The Town of Phelps Code does not include an intent or purpose statement for this zoning classification. However, it can be inferred from the name and code requirements that the intent of the R-1 district is to promote single-family residential uses. The permitted uses in the R-1 district include all permitted uses in the R-AG district and most permitted accessory uses, with roadside stands being the only exception. While swimming pools are listed as a Special Use under R-AG, they are permitted in the R-1 district as an accessory use. There are no Specially Permitted uses indicated for the R-1 district.

The table below summarizes the bulk and setback regulations for the R-1 district:

Table APP A-12.

Bulk, Area, & Yard Requirements for the Town of Phelps R-1 District

Dimensional Category	Without Public Sewer & Water	With Public Sewer & Water
Minimum Lot Width	150 feet	125 feet
Minimum Lot Size	1 acre	30,000 sq. ft.
Maximum Lot Coverage	30%	30%
Front Setback	40 feet	40 feet
Side Setback	20 feet	20 feet
Rear Setback	40 feet	40 feet

Town of Phelps: C-1 Commercial

The Town of Phelps Code does not include intent or purpose statements for this zoning classification. However, it can be inferred from the name and code requirements that the intent of the C-1 district is to allow commercial development that meets the daily shopping needs of the Town's residents while providing areas for larger-scale commercial operations. The permitted uses in the C-1 district include retail businesses or service establishments, banks, automobile service stations, funeral homes, manufactured homes, gift/antique/specialty shops, single or two-family dwelling, churches, hospitals, public buildings, and agricultural operations. Specially permitted uses in the C-1 district consist of manufactured home sales, nursing/convalescent home, excavation operations, and warehousing/truck terminals.

The table below summarizes the bulk and setback regulations for the C-1 district:

Table APP A-13.

Bulk, Area, & Yard Requirements for the Town of Phelps C-1 District

Dimensional Category	Without Public Sewer & Water	With Public Sewer & Water
Minimum Lot Width	150 feet	125 feet
Minimum Lot Size	1 acre	30,000 sq. ft.
Maximum Lot Coverage	50%	50%
Front Setback	25 feet	25 feet
Side Setback	25 feet	25 feet
Rear Setback	15 feet	15 feet

Town of Phelps: C-2 Neighborhood Commercial

The intent of the Neighborhood Commercial (C-2) district is, “...to provide locations where groups of small establishments may be appropriately located to serve frequent commercial and personal service needs of residents within convenient traveling distance. It is not intended to permit major commercial or service establishments in such districts.” The permitted uses in the C-2 district include bakeries/delicatessens, drugstores, barber/beauty shops, restaurants (excluding fast food, drive-ins, and those serving liquor), boutiques and specialty retail, gasoline and fueling stations, grocery and convenience stores, laundry and dry cleaning, banks and lending institutions, and single-family dwellings. Specially permitted uses in the C-2 district consist of public buildings, medical and dental clinics, essential services and structures, business and professional offices, and private nursery school or day care.

The table below summarizes the bulk and setback regulations for the C-2 district:

Table APP A-14.

Bulk, Area, & Yard Requirements for the Town of Phelps C-2 District*

Dimensional Category	Without Public Sewer & Water	With Public Sewer & Water
Minimum Lot Width	150 feet	125 feet
Minimum Lot Size	1 acre	30,000 sq. ft.
Maximum Lot Coverage	50%	50%
Front Setback	25 feet	25 feet
Side Setback	25 feet	25 feet
Rear Setback	15 feet	15 feet

**NOTE: The C-2 district was adopted by the Town in 2004, and while it is described in Section 145-8.1 of the Zoning Ordinance, dimensional requirements are not reflected in the Ordinance, including the Town’s “Schedule of Regulations” which illustrates the permitted uses and dimensions for the other zoning classifications in the Town of Phelps. The Code Enforcement officer for the Town of Phelps advised that the C-1 dimensional requirements would apply, but will discuss this issue with the Town’s Zoning Board at their next meeting.*

Town of Phelps: M-1 Industrial

The Town of Phelps Code does not include intent or purpose statements for this zoning classification. However, it can be inferred from the name and code requirements that the intent of the M-1 district is to accommodate industrial development. The permitted uses in the M-1 district include agricultural or nursery uses, single or two-family dwelling, churches, hospital and convalescent homes, manufactured homes, public buildings, and agricultural operations. Specially permitted uses in the M-1 district consist of: uses allowed in C-1; freight and truck terminals; wholesale businesses; warehousing and distribution plants; storage and sale yards; heavy commercial uses; manufacture, assembly, or packing of products; junkyards; kennels; and excavation operations.

The table below summarizes the bulk and setback regulations for the M-1 district:

Table APP A-15.

Bulk, Area, & Yard Requirements for the Town of Phelps M-1 District

Dimensional Category	Without Public Sewer & Water	With Public Sewer & Water
Minimum Lot Width	200 feet	200 feet
Minimum Lot Size	1 acre	1 acre

Maximum Lot Coverage	50%	50%
Front Setback	75 feet	75 feet
Side Setback	35 feet	35 feet
Rear Setback	25 feet	25 feet

VILLAGE OF PHELPS – EXISTING ZONING

The Village of Phelps has six zoning classifications as outlined below:

- R-1: Residential
- R-2: Residential
- C-1: Commercial
- C-2: Commercial
- B-O: Business and Office
- M-1: Industrial

All zoning districts listed above are located within the study area along Route 96 within the Village of Phelps. A summary of these districts is presented below.

Village of Phelps: R-1 Residential

The Village of Phelps Code does not include intent or purpose statements for each zoning classification. However, it can be inferred from the name and code requirements that the intent of the R-1 district is to encourage single-family dwellings and related neighborhood amenities. The permitted uses in the R-1 district include single family residences, churches, public buildings for governmental or cultural uses, schools, and public parks. Specially permitted uses in the R-1 district consist of cemeteries, public utility structures, and planned unit developments.

The table below summarizes the bulk and setback regulations for the R-1 district:

Table APP A-16.
Bulk, Area, & Yard Requirements for the Village of Phelps R-1 District

Dimensional Category	Requirement
Minimum Lot Width	100 feet
Minimum Lot Size	20,000 square feet
Maximum Lot Coverage	30%
Front Setback	25 feet
Side Setback	15 feet
Rear Setback	25 feet

Village of Phelps: R-2 Residential

The Village of Phelps Code does not include purpose statements for each zoning classification. However, it can be inferred from the code requirements that the intent of the R-2 district is to accommodate higher-density residential uses in a compact use pattern. The permitted uses in the R-2 district include all principal uses listed in the R-1 district, two-family and multi-family dwellings, tourist lodging, rooming houses, and convalescent homes. Specially permitted uses in the R-2 district consist of public utility structures, cemeteries, residential conversions, planned unit developments and mobile home parks.

The table below summarizes the bulk and setback regulations for the R-2 district:

Table APP A-17.

Bulk, Area, & Yard Requirements for the Village of Phelps R-2 District

Dimensional Category	R-2 Permitted Uses	Mobile Homes In Park
Minimum Lot Width	60 feet	40 feet (n/a)
Minimum Lot Size	7,000 sq feet	3,000 sq feet (5 acres)
Maximum Lot Coverage	35%	35% (35%)
Front Setback	20 feet	10 feet (50 feet)
Side Setback	10 feet	10 feet (50 feet)
Rear Setback	20 feet	2.5 feet (50 feet)

Village of Phelps: C-1 Commercial

The Village of Phelps Code does not include intent or purpose statements for each zoning classification. However, it can be inferred from the name and code requirements that the intent of the C-1 district is to foster commercial uses that meet the daily/weekly shopping needs of Village residents. The permitted uses in the C-1 district include business & professional office, neighborhood retail establishment including barber/beauty shop, grocery store, drugstore, shoe repair and other convenience stores. Specially permitted uses in the C-1 district consist of auto-related uses including gas station, repair shop, and car sales, restaurant and mobile home sales.

The table below summarizes the bulk and setback regulations for the C-1 district:

Table APP A-18.

Bulk, Area, & Yard Requirements for the Village of Phelps C-1 District

Dimensional Category	Requirement
Minimum Lot Width	90 feet
Minimum Lot Size	10,000 square feet
Maximum Lot Coverage	50%
Front Setback	25 feet
Side Setback	20 feet
Rear Setback	20 feet

Village of Phelps: M-1 Industrial

The Village of Phelps Code does not include intent or purpose statements for each zoning classification. However, it can be inferred from the name and code requirements that the intent of the M-1 district is to accommodate industrial uses in the Village. The permitted uses in the M-1 district include agricultural and nursery uses; wholesale business, warehousing, and distribution plants; storage and sales yards; heavy commercial uses including machine shops, trade schools, machinery sales, custom manufacturing, and research/laboratories; manufacture, assembly or packing of products; and feed and grain storage. Specially permitted uses in the M-1 district consist of freight & truck terminals, retail uses, auto salvage & wrecking operations, and junkyards.

The table below summarizes the bulk and setback regulations for the M-1 district:

Table APP A-19.

Bulk, Area, & Yard Requirements for the Village of Phelps M-1 District

Dimensional Category	Requirement
Minimum Lot Width	100 feet
Minimum Lot Size	10,000 square feet
Maximum Lot Coverage	50%
Front Setback	30 feet
Side Setback	20 feet
Rear Setback	20 feet

TOWN OF JUNIUS – SITE DEVELOPMENT PLAN REVIEW ORDINANCE

The Town of Junius currently does not have a zoning ordinance in place. The Town does, however, have a Site Development Plan Review Ordinance that was developed to:

- “...maintain the rural setting of the Town, enable public hearings for new land development activities not excluded herein and insure compliance with NY State regulations for environmental and storm water control.”
- “...ensure optimum overall conservation, protection, preservation development and use of the natural and man-related resources of the Town by controlling land development activity within the Town through review and approval of site plans.”
- “...allow all land use activities which meet the standards set forth in this ordinance, and which cannot be shown to be a threat to public health and safety.”

The ordinance presents objectives of site plan review, most notable of which focuses on future development within the Route 318 corridor. These objectives address minimizing negative impacts to the Town from future development along Route 318 by protecting the revenue base of the Town while preserving agricultural use as an economic activity; managing vehicular congestion, and protection of natural, cultural and historical resources.

The review requirements state that, “All new land development activities within the Town shall require site plan review and approval before being undertaken, except the following.” The listed uses that do not require site plan review in the Town of Junius include single-family dwellings, agricultural operation buildings, interior alterations, exterior alterations to one-family dwellings or agricultural operation buildings that do not change the use of the building, landscaping/grading on properties less than one acre, agricultural or garden uses that do not require storm water management per NYS Department of Environmental Conservation, and non-lighted, non-motorized signs less than 10 square feet per face/35 square feet for all faces.

TOWN OF TYRE – EXISTING ZONING

The Town of Tyre has four zoning classifications as outlined below:

- A: Agricultural
- R: Residential
- B: Business
- I: Industrial

The following districts are located within the study area along Route 96 within the Town of Tyre: Agricultural (A), Business (B), and Residential (R). Therefore only a summary of these districts will be presented.

Town of Tyre: A Agricultural

The intent of the Agricultural District is, "...to retain and promote agricultural and related uses of the land while allowing some development of scattered single-family dwellings." Any lands not specifically included in a designated zoning district in the Town are considered to be zoned agricultural. The permitted uses in the A district include farm buildings, single-family dwellings, two-family dwellings, tourist home/bed & breakfast, boardinghouses, churches, commercial greenhouses, day camps, home occupations, factory-built nonresidential structures, manufactured homes, public and commercial trails, public utilities, and veterinary services. Specially permitted uses in the A district consist of commercial livestock operations, agricultural service establishments, airports, limited, retail, and wholesale business, commercial feed lots, commercial kennels, group homes, commercial marinas, mining and extractive operations, manufactured home development, hotel/motel, motor vehicle repair, multifamily dwellings, gas stations, recreation/sports complex, restaurants, and shopping centers.

The table below summarizes the bulk and setback regulations for the A district:

Table APP A-20.
Bulk, Area, & Yard Requirements for the Town of Tyre A District

Dimensional Category	Requirement
Minimum Lot Width	150 feet
Minimum Lot Size	1 acre
Maximum Lot Coverage	No regulation identified
Front Setback	50 feet for dwellings; 75 feet for "other"
Side Setback	10 feet
Rear Setback	40 feet

Town of Tyre: B Business

The intent of the Business district is, "...to promote business development at advantageous locations for the convenience of the public and to minimize interference with residential development." The permitted uses in the B district include farm buildings, agricultural service establishments, boardinghouses, limited, retail, and wholesale business, churches, commercial greenhouses, commercial kennels, home occupations, hotel/motel, motor vehicle repair shop, multifamily dwellings, gas stations, private clubs, recreational/sports complex, tourist home/bed & breakfast, and veterinary services. Specially permitted uses in the B district consist of public and commercial trails, airports, campgrounds, group homes, factory-built structures on separate lot, public utilities and public service buildings, and shopping centers.

The table below summarizes the bulk and setback regulations for the B district:

Table APP A-21.
Bulk, Area, & Yard Requirements for the Town of Tyre B District

Dimensional Category	Requirement
Minimum Lot Width	150 feet
Minimum Lot Size	1 acre
Maximum Lot Coverage	No regulation identified
Front Setback	75 feet

Side Setback	15 feet
Rear Setback	40 feet

Town of Tyre: R Residential

The intent of the Residential district is, "...to promote residential development in areas of the community where they may eventually be serviced by public services and where there may be the least negative impact between residential and other uses." The permitted uses in the R district include single-family dwellings, two-family dwellings, farm buildings, factory-built structures on a separate lot, and manufactured homes on a separate lot. Specially permitted uses in the R district consist of multifamily dwellings, boardinghouses, churches, agricultural service establishments, limited and retail businesses, motor vehicle repair shops, public utilities, tourist home/bed and breakfasts, and veterinary services.

The table below summarizes the bulk and setback regulations for the R district:

Table APP A-22.
Bulk, Area, & Yard Requirements for the Town of Tyre R District

Dimensional	Requirement
Minimum Lot Width	150 feet
Minimum Lot Size	1 acre
Maximum Lot Coverage	No regulation identified
Front Setback	50 feet
Side Setback	10 feet
Rear Setback	40 feet

OVERVIEW OF PARKING REQUIREMENTS IN THE ROUTE 96 and 318 CORRIDOR

This section serves to summarize the minimum parking requirements that apply to municipalities that lie within 1000 feet of the Route 96 / Route 318 Rural Corridor Management Plan Study area. For each Town and Village for which this data was available, the existing parking requirements were reviewed and are presented in Table APP A-23 on the following page.

For comparison purposes, where minimum parking requirements are presented in terms of one space per square feet of floor area, these values were standardized to the number of spaces per 1,000 square feet. For example, a requirement listed as one space per 200 square feet in the Ordinance is listed in Table APP A-23 as 5 spaces per 1,000 square feet.

In instances where specific uses were not listed for each municipality, a note was drawn directly from each ordinance to indicate the procedure that would be applied to determine the number of spaces for that use. For the Village of Clifton Springs, for instance, uses not specified in the Ordinance would be submitted to the Code Enforcement Officer (CEO) for review and ruling; to the Zoning Board of Appeals (ZBA) in the Town of Phelps; and the Planning Board (PB) in the Village of Phelps.

The Town of Junius does not have an adopted zoning ordinance and therefore minimum parking requirements were not available for evaluation. The Town of Tyre's Zoning Ordinance does not include or note minimum parking requirements in Section 5.509, Off Street Parking.

Table APP A-23. Route 96/318 Rural Corridor Study - MINIMUM PARKING REQUIREMENTS

	Town of Manchester	Village of Manchester	Village of Clifton Springs	Town of Phelps	Village of Phelps
RESIDENTIAL					
Single family dwellings	2 per dwelling unit		2 per dwelling unit		1 per dwelling unit
Townhouses	2 plus 0.5 per unit		Determined by CEO	Determined by ZBA	Determined by PB
Home occupations	2 (additional parking)		Determined by CEO	1 per dwelling + 5 spaces	1 per dwelling + 5 spaces
Two-family dwellings	4 (2 per unit)		Determined by CEO	Determined by ZBA	Determined by PB
Apartment houses	2 per building plus 1 per bedroom plus 0.5 per building for overflow parking		Determined by CEO	1 for each apartment	1 for each apartment
Rooming houses	Not specified		1 per 2 bedrooms		Determined by PB
Hotels and motels	1 per room + 1 per employee + 1 per 4		1 per unit	1 per unit	1 per unit
Bed & breakfasts	2 plus 1 additional per rented room		Determined by CEO	Determined by ZBA	Determined by PB
Senior citizen apartments	1.25 per dwelling unit		Determined by CEO	Determined by ZBA	Determined by PB
Adult residential care/nursing home	1 per 4 beds – 1 per employee		1 per 3 beds	1 per 3 beds	1 per 3 beds
COMMERCIAL					
Business property	5 per 1,000 sq. ft.		5 per 1,000 sq. ft.		Determined by PB
Convenience restaurants	25 per 1,000 sq. ft.; minimum 20		Determined by ZBA	Determined by ZBA	Determined by PB
Restaurants	Not specified		5 per 1,000 sq. ft.	1 per 5 seats	1 per 5 seats
Shopping centers (25KSF - 400KSF)	4.5 per 1,000 sq. ft.		Determined by CEO	Determined by ZBA	Determined by PB
Regional shopping centers (>400KSF)	5 per 1,000 sq. ft.		Determined by CEO	Determined by ZBA	Determined by PB
Automobile/machine sales	Not specified		0.33 per 1,000 sq. ft.		Determined by PB
All other retail & commercial	5 per 1,000 sq. ft.		5 per 1,000 sq. ft.	3.33 per 1,000 sq. ft.	3.33 per 1,000 sq. ft.
INDUSTRIAL					
Motor vehicle maintenance & repair	6 per repair bay		Determined by CEO	10 spaces	10 spaces
All other Industrial uses	2.5 per 1,000 sq. ft.		0.33 per 1,000 sq. ft.	1 per 1,000 sq. ft. + 1 per 4 employees based on maximum shift	1 per 1,000 sq. ft. + 1 per 4 employees based on maximum shift
Storage/warehousing	0.33 per 1,000 sq. ft.		0.33 per 1,000 sq. ft.	1 per 1,000 sq. ft.	1 per 1,000 sq. ft.
PUBLIC/CULTURAL/ASSEMBLY					
Bowling alleys	5 per alley + 1 per employee + 1 per person for other accessory uses		5 per alley + spaces for affiliated uses (bar, restaurant, etc.)	4 per alley	4 per alley
Tennis/handball courts	1 per 2 people + 1 per employee based on max. employees per shift		Determined by CEO	Determined by ZBA	Determined by PB
Auditoriums, community buildings, general assembly	1 per 2 persons for max. occupancy + 1 per employee based on max. number of employees per shift		1 per 5 seats	5 per 1,000 sq. ft.	5 per 1,000 sq. ft.
Assembly halls without fixed seats	Not specified		10 per 1,000 sq. ft.	Determined by ZBA	Determined by PB
Libraries, galleries	Not specified		1.67 per 1,000 sq. ft.	Determined by ZBA	Determined by PB
Places of worship	1 per 2 persons at max. occupancy		1 per 5 seats	1 per 5 seats	1 per 5 seats
Funeral home	Not specified		6 per parlor	10 spaces	10 spaces
Educational	1 per employee + 1 per 4 persons at max. occupancy		Determined by CEO	Determined by ZBA	Determined by PB
Day care	1 per 4 clients + 1 per employee		Determined by CEO	Determined by ZBA	Determined by PB
Health care	1 per 4 patients + 1 per employee		5 per 1,000 sq. ft.	Determined by ZBA	Determined by PB

Notes:

- For comparison purposes where applicable, all values were converted to 1,000 sq. ft. from the original tables.
- Generally speaking, where specific uses were not listed in the zoning ordinances reviewed for each municipality, it was noted that the proposed use would be reviewed by the appropriate governing body (CEO—Code Enforcement Officer; ZBA—Zoning Board of Appeals; PB—Planning Board) and the requirement for the use most similar to the one being proposed would apply.
- The Town of Junius does not have a zoning ordinance therefore minimum parking requirements were not available for inclusion in this summary.
- The Town of Tyre's Zoning Ordinance did not include or note minimum parking requirements in Section 5.509 of the Ordinance.

Appendix B. Summary of Recent Planning Initiatives

This section serves to summarize the community planning efforts that have been completed for the municipalities located along the Route 96 and 318 corridor.

TOWN OF MANCHESTER, VILLAGE OF MANCHESTER, AND VILLAGE OF CLIFTON SPRINGS

Village of Manchester - Community Development Strategic Plan, 2006

The Village of Manchester completed a Community Development Strategic Plan in March 2006 that identifies a community vision, goals, and strategies to revitalize the Village economy and guide future growth and investment in the Village. The Plan provides an overview of the existing context of the Village and focuses on the revitalization potential of the Main Street area of the Village through a market segmentation & business analysis.

Goal 16 of the plan calls for the Village to “Foster economic development throughout the Village of Manchester.” The objectives of this goal that relate directly to the Route 96 corridor include:

- Encourage large-scale commercial development on Route 96 in the Village; and
- Ensure commercial trucking has adequate access to businesses located along NYS Route 96.

The Plan highlights that a key opportunity in the Village’s future revitalization effort is the easy access that exists from the NYS Thruway to the Village, but issues such as truck traffic on Main Street and aging infrastructure must be addressed for long-term success.

Village of Manchester Comprehensive Plan, 2005

The Village of Manchester adopted a Comprehensive Plan in November 2005 that presents a vision to promote a livable and sustainable community while protecting community character and capitalizing on the potential for economic growth and social advancement. The Plan addresses transportation, infrastructure, economic development, Main Street revitalization, recreation, senior housing, and opportunities for consolidation of services.

According to the plan, the goal for the Route 96 rural corridor should focus on economic development and the vacant land currently available for development around the intersection of Route 96 with Route 21 and the NYS Thruway. The “Action Step” related to this goal encourages:

“...new small service-based businesses to locate in the downtown district instead of in the Thruway interchange area, by 1) joining the downtown commercial district with the commercial district at the north end of the Village; and 2) within the newly formed district, prohibiting the types of retail facilities (strip plazas) that would directly compete with redevelopment of village historic commercial.”

The Plan also emphasizes the revitalization of the Village’s Main Street area and places a high priority on limiting competition within the Village for commercial development. The Plan calls for promoting development in commercial areas that complements and strengthens the desired neighborhood-scale business activities desired along Manchester’s Main Street.

Draft Profile of Village of Manchester Character Areas, 2006 (table/handout)

The Village of Manchester is working with the Ontario County Planning Department in an ongoing effort to produce Design Guidelines for the Village. A “Draft Profile of Village of Manchester Character Areas” was prepared in 2006 and highlights the Route 96/Route 21/NYS Thruway intersection as a key target area as the “northern entrance to the Village.” The Profile identifies goals for this area that include creating visually attractive commercial development that caters to travelers, providing a friendly visitor gateway to the Village and region, improving the visual quality of the Village entrance, and enhancing the pedestrian environment in this area, noting that the intersection is located only three-tenths (0.3) of a mile north of the Village Center.

The Profile then defines the Route 96/Route 21/NYS Thruway intersection as a potential “Travel Services Area” within the Northern Gateway character area, and articulates a proposed zoning district for this area:

“The intent of this district is to recognize the special service needs of the traveling public at a major highway interchange area. The purpose is to provide limited small-scale commercial and business uses and services that primarily serve the traveling public. These include accommodations, restaurants, repair and service stations, and convenience retail establishments.”

“Though these businesses may serve village residents, they are not intended to detract from, or supplant commercial and retail establishments found in the Village Center of Village Retail Districts.”

“This District is a critical part of the Village of Manchester. It introduces and orients the traveling public to this unique 19th century village. Therefore, the size, spacing, layout and design of parcels and structures will emphasize village scale and form, provide linkages to the village center, and minimize adverse impacts on adjoining residential areas.”

Town of Manchester/Village of Clifton Springs Joint Comprehensive Plan, 1999

The Town of Manchester and Village of Clifton Springs finalized a Joint Comprehensive Plan in January 1999. This document provides goals, objectives and policy statements that were adopted by the Manchester Town Board and the Village of Clifton Springs Board of Trustees in 1998 and address conservation, open space and environmental protection, growth management, agriculture, housing and residential land use, economic development, transportation and infrastructure, parks and recreation, and historic preservation. One goal focuses on commercial growth in the Village of Clifton Springs and its relationship to the Route 96 corridor:

Section V. Economic Development.

Goal: “To focus commercial growth in the Village of Clifton Springs, within the central business district and along Kendall and NYS Route 96, at appropriate scales of development.”

The objective for this goal emphasizes commercial land uses that do not adversely impact business in the Village’s central business district, are set back from public highways, provide appropriate internal vehicular and non-vehicular circulation and access, complement existing and future needs in this area, and apply landscaping requirements.

TOWN & VILLAGE OF PHELPS

Town & Village of Phelps Joint Comprehensive Plan, 2007

The Town and Village of Phelps prepared and finalized a Joint Comprehensive Plan in 2007. This document summarizes a vision focused on promoting the health and well-being of the residents of this area, and provides goals with objectives and implementation actions that are intended to be applied over time for land use planning and capital improvement projects.

The Business and Tourism section of the Joint Comprehensive Plan calls for “...responsible growth of business and tourism within the Town and Village, while respecting the character of our community.” An objective of this goal is to “Minimize the inevitable impacts of such high intensity development on the Town and Village’s primarily rural character by allowing it to occur only in suitable pre-selected areas.” The Plan references the Route 14 Corridor Management Plan in this section as a resource when zoning changes are considered.

The Traffic & Transportation section of the Joint Comprehensive Plan calls for the creation and maintenance of traffic levels “...appropriate to the character and scale of the Town and Village context.” An implementation action step associated with this goal specifically calls out the need for a traffic study to document, “...volume and flow of vehicular movement on major routes such as Route 96.”

The 2007 Plan also provides targeted Appendices that provide more detail on demographics, agricultural context, business and tourism, environmental data and goals, historical information, housing, local law review, and recreational opportunities in the Town and Village.

Route 14 Corridor Management Plan, 2007

The City of Geneva, Town of Geneva, and Town of Phelps, through a NYSDOT Quality Communities Grant Initiative, completed a Corridor Management Plan for Route 14 in March 2007. Route 14 travels north-south parallel to the easternmost boundary of the Town of Phelps and forms part of the Route 96/Route 318 Rural Corridor study area as a brief transition zone connecting Route 96 north to Route 318 at the NYS Thruway Exit 42 interchange.

The Route 14 Corridor Management Plan was prepared to provide a build-out of the study area and prepare a vision and recommendations for the Corridor that addresses safety, congestion, access, and other traffic management issues. The Plan identifies five character areas in the Corridor, one of which addresses “Route 96 to Cross Road.” This character area is zoned C-1 Commercial but is described as a “...transitional area in terms of character, with a mix of commercial, agricultural and residential uses through an area that is mostly wooded.”

Through the build-out scenario, the Plan identified this character area as having potential for “haphazard development,” individual curb cuts, and a wide variety of uses, but also noted that a key opportunity lies in the potential to provide a Gateway feature to welcome visitors to the area from the Thruway exit.

The recommendations for this character area addressed design standards for future development, a signage program to announce a traveler’s arrival to the region, and zoning changes in this character area from C-1 Commercial to residential or agricultural with clearly-defined nodes of commercial areas.

TOWN OF JUNIUS AND TOWN OF TYRE

Only a Site Development Plan Review Ordinance for the Town of Junius and a Zoning Ordinance for the Town of Tyre were available for review in this area of the Route 96/Route 318 Rural Corridor study area. A summary of these documents is presented as part of the Zoning Summary.

Appendix C. Accident Data Screening

I. OVERVIEW ASSESSMENT

An accident screening has been conducted for the NYS Route 96/NYS Route 318 corridor defined by the following study limits:

- NYS Route 96: Western Limit of Town of Manchester to NYS Route 14;
- NYS Route 14: NYS Route 96 to NYS Route 318; and,
- NYS Route 318: NYS Route 14 to NYS Route 5/20.

This screening used accident data from the NYSDOT Safety Information Management System (SIMS) for a three year period (April 2004 through March 2007).

For the study period, three hundred and seventy-three (373) accidents were documented within the study limits. Approximately 35.4% (132/373) of these accidents contained an injury or fatality. Table APP C-1 provides an overview of the accident data for the corridor roadways described above. A more detailed discussion by specific location of the accident severity, rates, and patterns follows in this memo.

**Table APP C-1
Corridor Overview**

Location	Number of Accidents	Calculated Accident Rate	Statewide Average Accident Rate
Segment		Accidents/MVM	Accidents/MVM
NYS Route 96	216	1.42	1.79
NYS Route 14	38	4.50*	1.60
NYS Route 318	119	0.80	1.79

Note: Locations with accident rates that exceed the Statewide Average Accident Rate are denoted with an asterisk (*)

II. LOCATION SPECIFIC ASSESSMENT

A more detailed review of the accident history was conducted by delineating the study area by intersections that were located adjacent to I-90 interchanges. These intersections are:

- NYS Rt. 96 & NYS Rt. 21;
- NYS Rt. 14 & NYS Rt. 318; and,
- NYS Rt. 318 & NYS Rt. 414.

These intersections contained a notable number of accidents and were not representative of the adjacent of the roadway segments. Therefore, these intersections were removed from the segments and summarized separately.

Accident Severity

The roadway segment and intersection accident severity summaries are presented in Table APP C-2.

**Table APP C-2
Accident Severity
Study Segments and Intersections**

Location	Fatality	Non-Fatal Injury	Property Damage	Non-Reportable	Total
Segments					
NYS Rt. 96: Manchester Western Limits to NYS Rt. 21	0	1	2	1	4
NYS Rt. 96: NYS Rt. 21 to NYS Rt.14 Interchange	1	71	57	60	189
NYS Rt. 96: NYS Rt.14 Interchange	0	1	2	3	6
NYS Rt. 14: NYS Rt.96 Interchange	1	3	4	3	11
NYS Rt. 318: NYS Rt.14 to NYS Rt. 414	0	20	21	14	55
NYS Rt. 318: NYS Rt. 414 to NYS Rt. 5/20	0	13	12	13	38
Total	2	109	98	94	303
Intersections					
NYS Rt. 96 & NYS Rt. 21	0	4	8	5	17
NYS Rt. 14 & NYS Rt.318	1	8	11	7	27
NYS Rt. 318 & NYS Rt. 414	0	8	12	6	26
Total	1	20	31	18	70

Also, the accident data indicated that the NYS Route 96/CR 7 intersection and the NYS Route 96/CR 6 (Pre-Emption Road) intersection appeared to have notably more accidents than other similar intersections within the study area. The accident severity summaries for these locations are presented in Table APP C-3.

**Table APP C-3
Accident Severity For
County Route 7 and County Route 6 Intersections**

Location	Fatality	Non-Fatal Injury	Property Damage	Non-Reportable	Total
NYS Route 96 & CR 7	0	8	2	1	11
NYS Route 96 & CR 6 (Pre-Emption Road)	0	6	4	6	16

A total of three fatalities were documented within the study limits. The locations of the fatalities are presented in Table APP C-4.

**Table APP C-4
Fatality Summary**

Roadway Segment/Intersection	Specific Location
NYS Rt. 96: NYS Rt. 21 to NYS Rt.14 Interchange	NYS Route 96: RM 1087 (near CR 43)
NYS Rt. 14: NYS Rt.96 Interchange	NYS Route 14 / Old Street
NYS Route 14 / NYS Route 318	NYS Route 14 / NYS Route 318

There were a total of two reported pedestrian/bicycle accidents within the study limits. The location of the reported bicycle/pedestrian accidents is presented in Table APP C-5.

**Table APP C-5
Summary of Pedestrian & Bicycle Accidents**

Roadway Segment/Intersection	Specific Location
NYS Rt. 96: NYS Rt. 21 to NYS Rt.14 Interchange	NYS Route 96: RM 1087 (near CR 43)
NYS Route 14 / NYS Route 318	NYS Route 14 / NYS Route 318

Accident Rates

Calculated accident rates were compared to the Statewide Average Accident Rates for similar facilities. The traffic volumes used to calculate the accident rates were based on AADT information provided by the New York State Department of Transportation (NYSDOT).

Table 6 presents a summary of the accident rates for the study segments and intersections. Locations with accident rates that exceed the Statewide Average Accident Rate are denoted with an asterisk (*).

**Table APP C-6
Accident Rates**

Location	Calculated Accident Rate	Statewide Average Accident Rate
Segments	Accidents/MVM	Accidents/MVM
NYS Rt. 96: Manchester Western Limits to NYS Rt. 21	0.45	1.79
NYS Rt. 96: NYS Rt. 21 to NYS Rt.14 Interchange	1.34	1.79
NYS Rt. 96: NYS Rt.14 Interchange	1.41	1.60
NYS Rt. 14: NYS Rt.96 Interchange	2.61*	1.60
NYS Rt. 318: NYS Rt.14 to NYS Rt. 414	0.92	1.79
NYS Rt. 318: NYS Rt. 414 to NYS Rt. 5/20	1.02	1.79
Intersections	Accidents/MEV	Accidents/MEV
NYS Rt. 96 & NYS Rt. 21	0.80*	0.39
NYS Rt. 14 & NYS Rt. 318	1.19*	0.39
NYS Rt. 318 & NYS Rt. 414	1.36*	0.39
NYS Rt. 96 & CR 7	0.78*	0.22
NYS Rt. 96 & Pre-Emption Road	1.20*	0.22

Accident Patterns

For the locations where the calculated accident rate was above the Statewide Average Accident Rate the accident data was reduced into accident types/patterns. These locations are:

- NYS Route 14: NYS Route 96 Interchange
- NYS Route 96 / NYS Route 21
- NYS Route 14 / NYS Route 318
- NYS Route 318 / NYS Route 414
- NYS Route 96 / CR 7
- NYS Route 96 / CR 6 (Pre-Emption Road)

NYS Route 14 / NYS Route 96 Interchange

**Table APP C-7 - Accident Type
NYS Route 14 / NYS Route 96 Interchange**

Accident Type	Number of Accidents	Percent of Total Accidents
Right Angle	1	9%
Left Turn	1	9%
Rear End	3	27%
Overtaking	0	0%
Right Turn	0	0%
Fixed Object	4	37%
Pedestrian	0	0%
Animal	1	9%
Other	1	9%
Total	11	100%

Table 7 shows that fixed object accidents were the predominant accident type at this location. No specific accident patterns were identified.

The fatal accident was a right angle accident at Old Street, which is located directly to north of the interchange. A westbound vehicle failed to yield the right-of-way and pulled out in front of a northbound vehicle.

Based on information provided by NYSDOT, guide sign replacements were made on this roadway segment in 2007. There is not enough data to determine if this improvement has improved safety on the roadway segment.

NYS Route 96 / NYS Route 21

**Table APP C-8 - Accident Type
NYS Route 96 / NYS Route 21**

Accident Type	Number of Accidents	Percent of Total Accidents
Right Angle	3	18%
Left Turn	2	12%
Rear End	2	12%
Overtaking	3	18%
Right Turn	1	5%
Fixed Object	1	5%
Pedestrian	0	0%
Animal	2	12%
Other	3	18%
Total	17	100%

Table APP C-8 shows that there was not a predominant accident type.

NYS Route 14 / NYS Route 318

**Table APP C-9 - Accident Type
NYS Route 14 / NYS Route 318**

Accident Type	Number of Accidents	Percent of Total Accidents
Right Angle	2	7%
Left Turn	8	30%
Rear End	7	26%
Overtaking	3	11%
Right Turn	1	4%
Fixed Object	0	0%
Pedestrian	1	4%
Animal	3	11%
Other	2	7%
Total	27	100%

Table APP C-9 shows that left turn accidents were the predominant accident type at this location. Seven of the eight left turn accidents, including the fatal accident, involved a northbound vehicle turning in front

of a southbound vehicle. Common accident causes for the left turn accidents were failure to yield right-of-way and driver inattention.

The pedestrian accident involved an eastbound vehicle hitting a bicyclist crossing the intersection southbound.

Based on information provided by NYSDOT, signal phasing/timing adjustments were made at this intersection in 2006. The accident screening showed a reduction in left turn accidents involving northbound and southbound vehicles in late 2006 and 2007.

NYS Route 318 / NYS Route 414

**Table APP C-10 - Accident Type
NYS Route 318 / NYS Route 414**

Accident Type	Number of Accidents	Percent of Total Accidents
Right Angle	2	8%
Left Turn	8	31%
Rear End	6	23%
Overtaking	3	11%
Right Turn	1	4%
Fixed Object	1	4%
Pedestrian	0	0%
Animal	3	11%
Other	2	8%
Total	26	100%

Table APP C-10 shows that left turn accidents were the predominant accident type at this location. Four of the eight left turn accidents involved an eastbound vehicle turning in front of a westbound vehicle. Common accident causes for the left turn accidents were failure to yield right-of-way, driver inattention, and turning improperly.

There were also six rear end accidents. Three of the six rear end accidents involved eastbound vehicles. Common accident causes for the rear accidents were following too closely and unsafe speed.

NYS Route 96 / CR 7**Table APP C-11 - Accident Type
NYS Route 96 / CR 7**

Accident Type	Number of Accidents	Percent of Total Accidents
Right Angle	6	55%
Left Turn	1	9%
Rear End	0	0%
Overtaking	1	9%
Right Turn	0	0%
Fixed Object	1	9%
Pedestrian	0	0%
Animal	1	9%
Other	1	9%
Total	11	100%

Table APP C-11 shows that right angle accidents were the predominant accident type at this location. Four of the six right angle accidents involved a northbound vehicle colliding with a westbound vehicle. The prevalent cause for the right angle accidents was disregard of traffic control.

NYS Route 96 / CR 6 (Pre-Emption Road)**Table APP C-12 - Accident Type
NYS Route 96 / CR 6**

Accident Type	Number of Accidents	Percent of Total Accidents
Right Angle	3	19%
Left Turn	2	12%
Rear End	7	44%
Overtaking	0	0%
Right Turn	0	0%
Fixed Object	3	19%
Pedestrian	0	0%
Animal	0	0%
Other	1	6%
Total	16	100%

Table APP C-12 shows that rear end accidents were the predominant accident type at this intersection. Five of the seven rear end accidents involved either eastbound or westbound vehicles. These vehicles rear ended vehicles that were stopped in traffic, yielding to make a left turn. The prevalent causes for the rear end accidents were following too closely and driver inattention.

The two left turn accidents both involved an eastbound vehicle turning in front of a westbound vehicle. The prevalent cause for the left turn accidents was failure to yield right-of-way.

Routes 96 & 318 Rural Corridor Study

Ontario & Seneca Counties, New York



REPORT #2: Corridor Management Plan & Sub Regional Plans

March 2009

Prepared by:



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Route 96 near Knickerbocker Corners, Town of Phelps

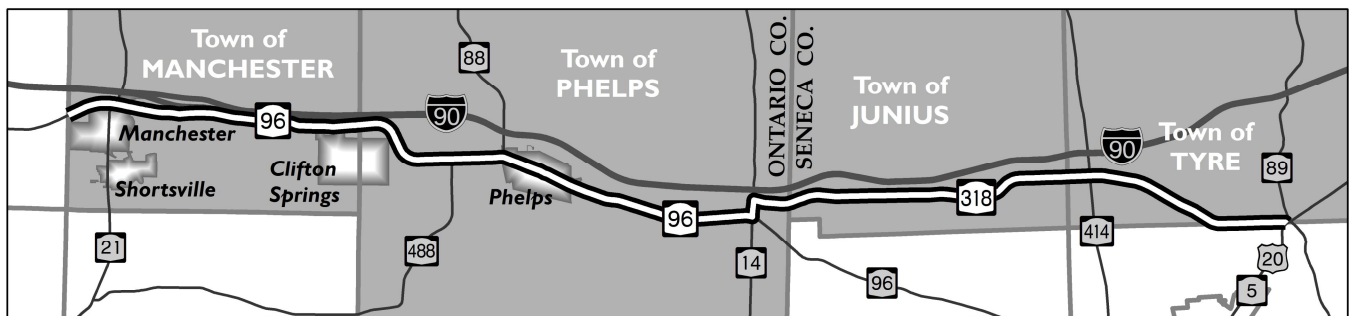
Report #1: Existing Conditions and Build-out Analysis is a separately bound document that addresses:

- Existing Land Use
- Natural & Community Resources
- Demographics & Community Profile
- Retail Market Analysis
- Build-out Estimations
- Summary of Zoning Regulations
- Summary of Recent Planning Initiatives
- Accident Data Screening

Introduction

The Routes 96 and 318 Rural Corridor Study (hereafter referred to as “the Study”, “the Study Area” or “the corridor”) is a joint project between Ontario and Seneca Counties, in partnership with eight local municipalities. The Study is funded by the Genesee Transportation Council (GTC) through the Unified Planning Work Program (UPWP). The UPWP is the program of federally-funded transportation planning activities to be undertaken each year by GTC staff, its member agencies, and other jurisdictions in the Genesee-Finger Lakes Region. Ontario and Seneca Counties are members of GTC.

The Study Area spans 25 miles through eight municipalities within two counties. The corridor begins on State Route 96 at the Farmington/Manchester town line in Ontario County and extends east to State Route 14 at Five Points. It then continues north along State Route 14 to State Route 318, and then east along State Route 318 into Seneca County. The corridor ends at the intersection of Routes 5 & 20 in the Town of Seneca Falls. The Study Area encompasses the entire corridor and includes properties to the north and south within 1,000 feet of the roadway. The approximately fifteen square miles of Study Area is predominantly agricultural and rural residential in character, with pockets of development at primary intersections, Thruway interchange nodes, and villages.



Sporadic development patterns have impacted the agricultural and rural residential character of the corridor as well as the safety and efficiency of the corridor’s transportation system. Not unlike other transportation corridors throughout New York State, the 96 and 318 corridor’s land use pattern is largely uncoordinated and varies from municipality to municipality. The Study seeks to provide guidance and an underlying level of continuity that will preserve community character, enhance the corridor’s safety and traffic flow, and encourage future land use patterns.

PROJECT PURPOSE

The purpose of the project is to develop a corridor management plan that will facilitate development of a safe, efficient, and integrated transportation network that maintains community character, coordinates decision-making, and advances appropriately-scaled residential, commercial and industrial development. The goals and objectives of the project are to:

- Identify a set of strategies to maintain and enhance access, mobility, safety, economic development, and environmental quality along the State Routes 96 & 318 highway corridor;
- Provide land use and zoning guidance to local officials to manage growth and development in the corridor;
- Foster intergovernmental cooperation between multiple municipalities by bringing them together to address common planning and development issues;

- Identify existing agricultural, historic and natural assets, including the corridor view sheds, and coordinate their enhancement;
- Address transportation issues that may arise from changes in land use in the corridor;
- Build consensus on a vision for land use and design concepts for future development of the corridor;
- Identify specific issues and opportunities related to improving pedestrian, bicyclists, etc. use and access;
- Identify linkages/access to regional trail projects or other recreational or tourism-related resources;
- Identify areas where interagency and/or inter-municipal partnerships (formal or informal) are necessary to implement the plan. For example, communication between localities and NYS DOT or County Highways regarding issuance of curb cut permits and the local planning/review process;
- Identify implementation projects, including capital, operational, regulatory, and legislative, that are necessary to implement the Plan;
- Identify implementation projects (additional studies, etc.) that the project partners can pursue that address critical issues identified in the corridor plan; and
- Educate the public about community and quality of life benefits of land use controls.

PUBLIC PARTICIPATION PROCESS

The Routes 96 and 318 Rural Corridor Study provides a comprehensive approach to land use and transportation policy across the corridor's multiple communities. Regional planning efforts such as this require an inclusive public participation process that provides multiple opportunities for public involvement, comment, and discussion. The project's public participation process included informational meetings, vision-building workshops, and area-specific Focus Groups. The common thread tying the public involvement process together was the formation of a Steering Committee composed of residents, business owners, organizational leaders and County staff.

Steering Committee

The Steering Committee consists of 15 members and met a total of five times during the 14-month planning process. The Steering Committee focused on the administration of the project and was charged with keeping the project on track for scope and timeline, along with making key decisions that impacted the final study recommendations. The committee, including County staff, continuously absorbed external input and comments provided at the public meetings and workshops and aided the consultant team in the interpretation and prioritization of public sentiment.

Sub Regional Focus Groups

The Sub Regional Focus Groups provided detailed information from an everyday user perspective on specific areas of the corridor. The three Sub Regional Focus Groups assisted with developing the vision, goals and management plan for their respective target area. The following is a breakdown of the Focus Groups by municipality:

Focus Group 1

Village of Manchester
Village of Shortsville
Village of Clifton Springs
Town of Manchester

Focus Group 2

Village of Phelps
Town of Phelps

Focus Group 3

Town of Junius
Town of Tyre

A series of three Sub Regional Focus Group meetings (nine total meetings) were held during the early stages of the project. As the project progressed, it became evident that combining the Steering Committee and Focus Groups into joint meetings would ensure more meaningful representation and participation. An invitation for membership to these Focus Groups was announced by County staff via local media outlets as well as direct contact of key stakeholders. Each Focus Group was attended by liaisons from the Steering Committee to act as a link to discussions taking place outside of the Focus Group.

Public Workshop

The consultant team and Steering Committee hosted a Public Informational Meeting in December of 2007 to inform the general public on the goals, timeline and process of the Routes 96 and 318 Rural Corridor Study. The meeting included break-out groups based on the Sub Regional Focus Areas, which allowed residents to discuss in detail certain opportunities for improving the corridor. This meeting also informed the public on further opportunities for involvement in the process through participation in the Sub Regional Focus Groups and future Public Meetings. A follow-up Public Workshop was held in December of 2008 to allow residents to review a draft of the corridor study. Feedback generated at this meeting was reviewed by the Steering Committee and Focus Group members in order to make final revisions to the document.

Project Website

In addition to the Public Meetings, Workshops, and Focus Groups, interested parties could also view project documents on Ontario County's website:

http://www.co.ontario.ny.us/planning/rt96_318_study.htm

The website included information on the purpose of the project, its goals and objectives, and draft documents and maps for public review. A link to this website was placed on Seneca County's website as well:

<http://www.co.seneca.ny.us/dpt-econ-development.php>

STUDY AREA OVERVIEW

The following section provides a brief overview of the Study Area and important aspects that shape the corridor vision, goals, objectives and recommendations made throughout the plan. **For further information see Report #1: Existing Conditions and Build-out Analysis, which contains Maps 1 through 8.**

Demographics

Population and Age

According to the 2000 Census, the combined population of municipalities in the Study Area increased 1.2 percent between 1990 and 2000, and modest growth is expected to continue for the Study Area through 2040 at which time the population is projected to have increased 4.2 percent over the forty year period. According to 2000 Census data, 6.8 percent of the corridor population is under the age of 5, approximately 25 percent is aged 17 and under, and approximately 12.4 percent is over the age of 65. Persons between the ages of 18 and 64 account for nearly two-thirds of the corridor population.

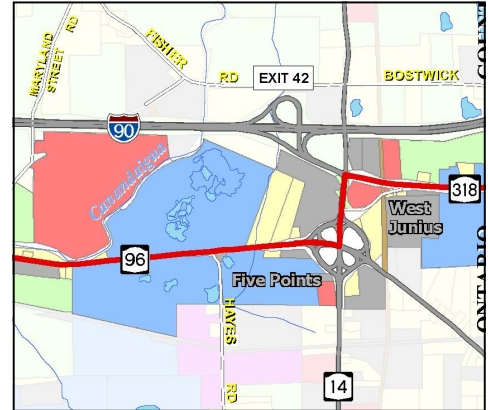
Education and Employment

Approximately 84.4 percent of residents along the corridor aged 25 and older received a high school diploma, which is higher than the national average of 80.4 percent. It is estimated that 15.7 percent of the population residing within the corridor over the age of 25 has earned a bachelor's degree or greater, which is notably lower than the 24.4 percent for the United States as whole. Corridor employment data shows the highest percentage of employment within the occupational category defined as "Sales and Office" (22.9 percent), followed by occupations associated with "Production, Transportation, and Material Moving" (20.4 percent).

Land Use and Zoning

Land Use - Map 1 (found in Report #1)

The 25-mile Study Area consists of 1,237 parcels on 9,866 acres (slightly more than fifteen square miles), with classifications in all nine categories of the New York State Office of Real Property Services uniform classification system. The Routes 96 and 318 corridor is predominantly a mixture of agricultural and rural residential land uses along with a significant portion of vacant and commercial properties. Land uses within the corridor are shown on Map 1.



Excerpt from Map 1: Existing Land Use
(found in Report #1)

Zoning - Map 2 (found in Report #1)

The Study area spans eight municipalities with a combined total of 37 zoning districts, 24 of which are within the study corridor. Currently there is no zoning ordinance present within the Town of Junius, yet a Site Development Plan Review Ordinance does exist to aid in the review of applicable projects. To simplify the analysis, zoning districts found within the corridor were generalized by types of uses permitted. The Summary of Zoning Ordinances in Appendix A of Report #1 contains more detailed descriptions for each corridor municipality. There are 12 generalized zoning districts, covering the following use types.

- Agricultural
- Single-Family Residential
- Two-Family Residential
- Multi-Family Residential
- Mobile Home Park
- Institutional
- Small Scale Commercial
- General Commercial
- Business/Office
- Light Industrial
- General Industrial
- Land Conservation



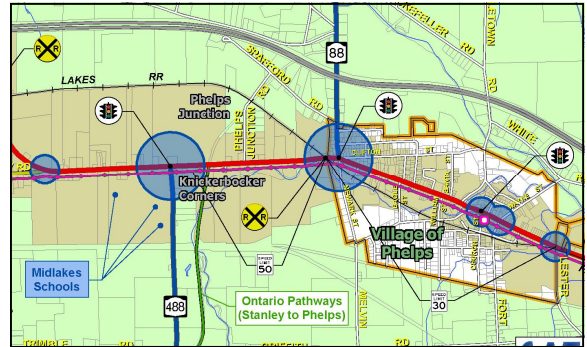
Main Street Phelps, looking east

In summary, Agricultural and Small Scale Commercial zoning districts encompass a majority of the corridor, with the Village of Phelps portions predominantly categorized as Two-Family Residential. See Map 2 for further information regarding the generalized zoning districts for the study corridor.

Infrastructure

Roadways and Railroad - Map 5 (found in Report #1)

The Study Area has two primary east-west transportation corridors, and three primary north-south corridors. The east-west corridors are the NYS Thruway, and the study corridor composed of Routes 96 and 318. The north-south corridors are State Routes 21, 14 and 414, connecting the corridor to urban centers in Wayne County to the north, and Finger Lakes cities to the south. Access to these five major corridors can be considered good, with three Thruway interchanges located within the Study Area. There are two primary rail lines within the Study Area along with a secondary spur that terminates westward in the Village of Victor. The Finger Lakes Railroad - Canandaigua Line travels approximately 25 miles from the City of Canandaigua and parallels the study corridor, traveling through the villages of Shortsville, Clifton Springs and Phelps before turning southward along Route 14 into the City of Geneva. On the east side of Route 14, Norfolk Southern's Southern Tier Line travels north from the City of Geneva across the Study Area and into the Village of Lyons and beyond.



Excerpt from Map 5: Transportation Network (found in Report #1)

Water and Sanitary Sewer - Map 7 (found in Report #1)

The Villages of Manchester, Shortsville, Clifton Springs, and Phelps provides water and sanitary sewer service to all properties within the village limits, with minor extensions on the outskirts of the villages. Within the Town of Junius, water service is supplied along Burgess Road, Strong Road and Route 318, heading west to the Waterloo Premium Outlets, where water and sewer service is provided. Map 7 depicts currently available data regarding water and sanitary sewer service within the study corridor.



Lester Road rail overpass in the Town of Phelps



Near the intersection of Routes 318 and 414 in Tyre

Study Organization

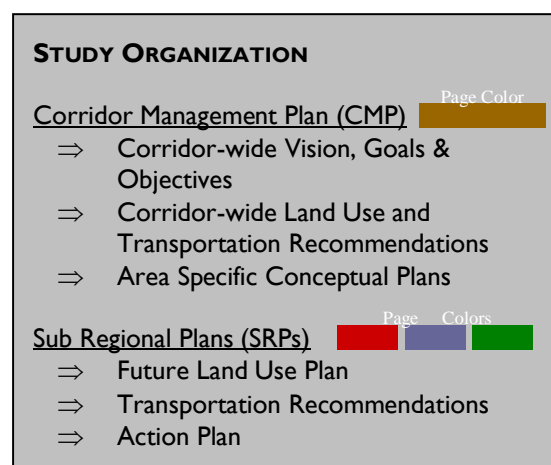
The Routes 96 and 318 Rural Corridor Study Area is a broad geographic region encompassing 25 miles of roadway within eight municipalities that span two counties. The roadway itself is a state highway under the jurisdiction of the New York State Department of Transportation (NYS DOT). Given the multiple levels of government that are included in this Study, recommendations are designed to foster intermunicipal cooperation. Some actions will be implemented at the town and village level, some will have county involvement, while others will rely heavily on the NYS DOT. Regardless of the responsible party, the corridor vision and implementation steps are designed to encourage consistent policy throughout the corridor with respect to various land use, transportation, and quality of life issues.

The Study is separated into two parts: a **Corridor Management Plan (CMP)** and a set of three **Sub Regional Plans (SRPs)**. The CMP contains a corridor-wide vision and set of goals and objectives that provide the framework for general recommendations. The SRPs break the corridor into manageable segments and include a greater level of detail regarding implementation steps.

Plan elements at the corridor level provide a broad framework from which to develop specific action items that will be implemented at the sub regional level. The corridor **Vision, Goal Areas, and Objectives** were developed during the project's previously discussed public participation process, and deal directly with the issues facing corridor communities.

The Goal Areas that form the foundation of the CMP are as follows:

- Community Character
- Safe and Efficient Transportation
- Bicycle and Pedestrian Accommodations
- Economic Development
- Regional Cooperation
- Sustainable Land Use and Design



A primary component of the Routes 96 and 318 Rural Corridor Study is the recommended **Future Land Use Plan**. Land use and the corresponding transportation network are closely intertwined patterns of infrastructure and investment. These two elements have far reaching ramifications on issues such as community character, the economy, and the general quality of life for corridor communities. As such, an entire section of the CMP has been devoted to these critical corridor elements.

Also included at the corridor level are conceptual plans that depict alternative development scenarios along the corridor. These **Area Specific Conceptual Plans** are accompanied by the regulatory tools necessary to achieve the recommendations (see page 55). The Conceptual Plans are for specific locations within the corridor, yet are not intended to be master development plans for any particular parcel. They are intended to graphically represent certain recommendations and best practices related to site design, access management, and the preservation of community character.

The three Sub Regional Plans build upon the foundation set by the corridor-wide goals and objectives, and include detailed discussions on land use and transportation recommendations along with a series of specific action items catering to each sub region. These sections of the Study are designed to be stand-alone workbooks that local municipalities can utilize to specifically address local needs while maintaining consistency with the overall corridor vision.

Corridor-Wide Planning Framework

CORRIDOR VISION STATEMENT

The Towns and Villages of the Routes 96 & 318 Rural Corridor Study will incorporate policies of “smart growth,” preserving rural and farmland areas while promoting economic development near existing population and commercial centers. These policies will include a progressive planning approach to a variety of issues, including community character, natural and historic resources, sustainable land use and design, transportation systems, and regional context and cooperation.

CORRIDOR GOAL AREA 1: COMMUNITY CHARACTER

The Routes 96 and 318 Rural Corridor Study reflects the quality of life residents and visitors enjoy. The variety of character areas, including open space and farmlands, villages, natural and cultural resources, neighborhoods, and commercial centers, should be maintained and enhanced in the future.

CORRIDOR GOAL AREA 2: SAFE AND EFFICIENT TRANSPORTATION

Routes 96 and 318 are important corridors for commercial, residential, agricultural, industrial and tourism uses. For this reason, it must provide for the safe and efficient movement of through and local traffic as well as access to businesses and services. It must also accommodate public transportation that serves the needs of residents and visitors alike.

CORRIDOR GOAL AREA 3: BICYCLE AND PEDESTRIAN ACCOMMODATIONS

The provision of safe and accessible bicycle and pedestrian networks should be considered throughout the Study Area. Recreational and non-recreational systems should be interconnected, providing linkages between neighborhoods, business districts, and natural areas.

CORRIDOR GOAL AREA 4: ECONOMIC DEVELOPMENT

Future economic development should be encouraged within the Routes 96 and 318 corridor in a manner that minimizes impacts to rural character and the function of the transportation system. Communities in the corridor will also strive to maximize redevelopment opportunities for underutilized or vacant properties, consistent with the corridor’s Future Land Use Plan.

CORRIDOR GOAL AREA 5: REGIONAL COOPERATION

The Routes 96 and 318 Rural Corridor Study should be utilized as a tool for encouraging cooperation and consideration for projects that may influence the function of the corridor. As the corridor is a collection of small towns, the communities should leverage their collective assets and continue the intermunicipal approach to managed growth established by this Study.

CORRIDOR GOAL AREA 6: SUSTAINABLE LAND USE AND DESIGN

Future development in the Routes 96 and 318 corridor should strive for sustainable land use and design practices that maximize the use of existing infrastructure, minimize the practice of over-zoning and reduce impacts to the natural environment. Together, the towns and villages must approach future development in a manner that recognizes the relationship between land use and traffic.

Goal Area 1: Community Character

The Routes 96 and 318 Rural Corridor Study reflects the quality of life residents and visitors enjoy. The variety of character areas, including open space and farmlands, villages, natural and cultural resources, neighborhoods, and commercial centers, should be maintained and enhanced in the future.

EXISTING CHARACTER OF THE CORRIDOR

The community character areas described in this section denote the overall visual, cultural, or social traits or characteristics that distinguish particular segments of the corridor from each another, and are summarized on a broad level. Different character areas within the corridor are presented below in order to give a general sense of the existing variety of settings in the Study Area. Future land use categories, found in later in the Study, outline a vision for development patterns in specific locations.

The Study Area begins in Ontario County, traveling through the Towns of Manchester and Phelps and the Villages of Manchester, Clifton Springs, and Phelps, continuing into the Towns of Junius, Tyre, and Seneca Falls in Seneca County. The corridor's community character can generally be separated into four categories: agricultural; rural residential; village; and highway interchange.

Agriculture and Natural Resources

Over 41 percent of the corridor Study Area consists of agricultural lands as classified by the New York State Office of Real Property Service. The agricultural areas are found in large groupings, with tracts west of the Village of Clifton Springs, east of the Village of Phelps, west of Junius Corners in the Town of Junius, and around Nichols Corners in the Town of Tyre. The character of these agricultural areas is typified by tilled crop land, expanses of mown grassy field, fallow and abandoned farm land, and successional old fields. The corridor is also rich in natural resources, including streams, wetlands, woodlands and quality soils. Forested lands have encroached on the periphery in many areas, taking hold as lands cease their agricultural productivity. Throughout the corridor, hedgerows visually break up expansive views. They take form as a rural agricultural heritage element that crosses the corridor perpendicularly, along sinuous stream corridors that cross the roadway, or as intentionally planted windbreaks.

The region is characterized by economically viable agriculture operations and farm culture. The agricultural presence is a part of the classic town and country model that defined American settlement patterns up until World War II. While farming as a lifestyle faces a myriad of challenges in the 21st Century, many small family farms still exist throughout the corridor.

Rural Residential

The agricultural character of the 96 and 318 corridor is closely intermingled and enhanced by rural residential areas. These areas include old farmsteads with multiple buildings on large tracts, single-family homes on small parcels or with woodlots, multi-family conversions, and mobile home parks. While rural



Agricultural field on Black Brook Road in Tyre



Single family home near Phelps

residential character areas are found along the entire length of the Study corridor, the largest concentration is along Route 96 between the Villages of Manchester and Clifton Springs and in the Junius Corners hamlet. The rural residential areas within the Ontario County portion consist primarily of single-family homes on subdivided lots and mobile home parks with a denser pattern of development. The Seneca County portion is home to many single-family residences and farmsteads on large tracts of land, with a greater separation between units.

These portions of the corridor share similarities with the surrounding farming culture, valuing peace and quiet, country living, and community pride. Many of these residents commute to nearby towns in the Finger Lakes, while some work as far away as Rochester and Syracuse, taking advantage of easy access to the NYS Thruway.

Villages

The Study Area contains three primary villages, including Manchester, Clifton Springs and Phelps. The Villages of Shortsville, Waterloo, and Seneca Falls are just outside the Study Area to the south. As a group, villages within the corridor consist of an urbanized commercial core with single and multi-family housing radiating outward. The commercial core areas largely contain two- to four-story buildings placed at or near the right-of-way line, with large sidewalk areas that abut on-street parking. The commercial areas within the villages are somewhat intact at the center, while urban renewal and newer suburban-style development has occurred as a transition zone between the historic village centers and the residential areas. The residential components closest to the core are the densest, with large homes on small lots fronting directly on the street. Residential areas extend to the edge of the village boundaries, becoming less dense and spaced further apart as the development spreads into the rural residential character areas of the corridor.

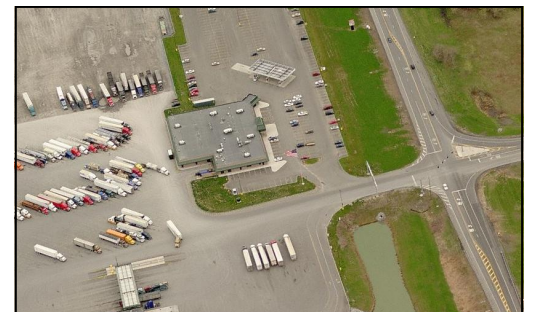


Church and Main in Phelps

Village living is another important element that defines the character of communities in the corridor. Residents take pride in their villages, working hard to revitalize them as economic struggles threaten their once-proud standing. Walking distance to shops and services, close neighbors, and historic architecture are among the many benefits of living in one of the corridor's villages.

Highway Interchange

The highway interchange areas include those intersections that are connecting points to the NYS Thruway as well as primary state and county roads that intersect the corridor. The character of the highway interchange areas is suburban/automobile-oriented, with larger commercial buildings and deep setbacks from the street. Typically, these areas lack the vernacular architecture found elsewhere throughout the corridor, with simple buildings spaced far apart on large lots. Large expanses of paved parking areas predominate the landscape, with little vegetation utilized as a buffer to soften the visual impact.



Magee/Route 414 intersection in Tyre

Although these areas are somewhat incongruous with the historic and small town character found in the rest of the corridor, they are important areas that help define the 96 and 318 corridor. The region is an important gateway to the Finger Lakes, with close ties to Canandaigua, Geneva, Montezuma National Wildlife Refuge, and historic Waterloo and Seneca Falls. The interchange areas are the first impression for travelers exiting the NYS Thruway. Retail and service establishments in these nodes attract important through traffic onto the corridor.

GENERAL RECOMMENDATIONS AND BEST PRACTICES

How a community or region is perceived by visitors and residents has an impact on a range of issues, including the economy, government, and general quality of life. Desires to preserve, enhance, or maintain community character often stir great passion among community members. As a result, planning and policy efforts that will impact community character are often ‘hot-button’ topics for both government officials and residents. Within the Routes 96 and 318 corridor, many communities exhibit a rural and agricultural character. A primary goal of this Study is to retain and enhance this character while encouraging sustainable growth practices through land use and transportation policies.

Areas of existing development can be enhanced in multiple ways, through strategies that strive to increase the density of development, improve the relationships of adjacent development areas, or provide enhanced buffers and aesthetic treatments. As well, efforts to improve the identity and sense of place within existing areas will maintain and strengthen community character throughout the corridor.

Farmland and Rural Areas

The preservation of farmland and rural character areas requires the identification of elements and characteristics that make areas special and worthy of preservation. Characteristics within the Routes 96 and 318 corridor include the following:

- expansive viewsheds;
- active and fallow farm fields;
- hedgerows;
- stream corridors;
- vernacular rural farmhouse architecture;
- building setbacks of approximately at least 70 feet from the roadway; and
- the slight undulation, broad curvature, and relatively narrow width of the roadway.

After identifying the elements to be preserved, recommended design and policy guidelines will promote and encourage the preservation of these characteristics. As well, specific recommendations can also be implemented within a community’s zoning ordinance, such as minimum lot sizes, building setbacks and the distance between structures.

The preservation of key characteristics through the promotion and encouraged utilization of guidelines can also enhance a community’s sense of place. While this Study is focused on the 25-mile corridor of Routes 96 and 318, it is recognized that there are distinct communities along its length, each with their own sense of identity. The utilization of gateway elements and streetscape treatments along the roadway will provide defined points of entry to a particular community or character area. It is recognized that the existing suburban character of corridor interchanges, primary intersections, and commercial transition zones conflicts somewhat with the rural and village character found throughout the Study Area. These commercial areas are primary gateway locations within corridor communities and the first point of contact for both residents and visitors. To enhance their gateway status, efforts should be made to improve the quality of site design and architecture within these areas.

Commercial and Industrial Areas

Commercial areas at the edge of the villages are largely out of scale with the surrounding community. Pedestrian scaled lighting, landscaping, and contextual architecture styles should be promoted to make these places more inviting. Design guidelines for building massing, form, style, site design,

landscaping, parking, and pedestrian accommodations will strive to bring these areas into harmony with adjacent development. The enhancement of these locations should also include appropriate infill development that is complimentary to existing land uses, yet not competitive with central business districts in the villages.

Industrial and manufacturing areas are the second largest employment generators within the Study Area, and as such, play a primary role in the life and economy of corridor communities. While these areas play important roles within the community, they need not detract from the physical environment. Industrial and light manufacturing facilities are not anticipated to meet vernacular architectural guidelines, yet their location, site design, landscaping, and parking facilities should be complementary to their surroundings. In addition, façade materials and substantial landscape buffers should be considerate of the building's adjacent land uses.

Mixed-Use Areas

Mixed-use areas within the corridor's villages are relatively dense nodes of activity and culture. They should be retained and enhanced to strengthen the community from an economic and social standpoint. Corridor-wide, new development areas should be more cognizant of a pedestrian presence, as most conventional development is designed exclusively around the automobile. A higher quality approach would include the provision of sidewalks and crosswalks as well as smaller scale signage and lighting. Infill development within villages should be promoted, with an emphasis on providing upper story residential alternatives and office space that will increase the population density and add foot-traffic and vibrancy.

Villages

Within villages, the historic architectural character should be retained and promoted with design guidelines. Improving the sense of place within mixed-use areas includes the provision of gateway elements such as signs, landscaping, and streetscape enhancements unique to each community, yet somewhat consistent throughout the corridor. The creation of defined community character boundaries is important to building a strong community identity for each of the corridor's municipalities, ultimately improving the quality of life for residents and visitors.

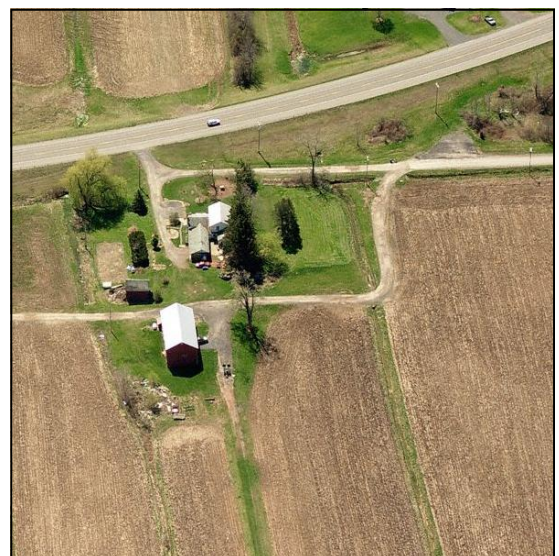
OBJECTIVES

Objective 1.1

Preserve rural character and encourage long-term viability of agricultural operations and protection of farmland resources.

Objective 1.2

Enhance mixed-use, commercial, and industrial areas.



Farm near Junius Corners in Junius

Goal Area 2: Safe and Efficient Transportation

Routes 96 and 318 are important corridors for commercial, residential, agricultural, industrial and tourism uses. For this reason, it must provide for the safe and efficient movement of through and local traffic as well as access to businesses and services. It must also accommodate public transportation that serves the needs of residents and visitors alike.

EXISTING CHARACTER OF THE CORRIDOR

Routes 96 and 318 are predominately two lane facilities that accommodate east-west travel across northern Ontario and Seneca Counties. Motorists traveling along the corridor generally experience good operating conditions although travel speeds are often above the posted limit. A review of the accident history determined that, with the exception of the short segment of Route 14 included in the Study Area, the corridor has a lower accident rate than the statewide average for similar roadways.

Motor vehicle volumes within the Study Area range from about 6,300 vehicles per day at the eastern end to about 12,000 vehicles per day west of the Village of Phelps. These volumes consist of local and regional traffic due, in part, to the close proximity of the NYS Thruway and the presence of three Thruway exits. These exits collect and distribute traffic throughout the corridor. In addition, there are several major traffic generators within or immediately adjacent to the Study Area, including:

- Clifton Springs Plaza;
- Midlakes Schools;
- Hanson Aggregates;
- Sugar Creek Travel Plaza;
- Waterloo Premium Outlets;
- Petro Truck Stop; and
- Seneca Meadows Landfill.

By comparison, minor volume traffic generators include commercial operations that are smaller in scale or that do not depend on pass-by traffic such as a local restaurant or veterinary clinic. Three of the major traffic generators are located at the Thruway interchanges. The remaining major and minor traffic generators are currently spread out in various locations along the corridor.

Route 96 is classified as a rural minor arterial roadway and Route 318 is classified as a rural major collector. According to the Federal Highway Administration, the role of a rural minor arterial (Route 96) is to accommodate longer trips between counties with relatively high overall travel speeds and minimal interference to through movement. The role of a rural major collector (Route 318) is to accommodate shorter trips within a county with moderate travel speeds and to provide a higher degree of property access than a rural minor arterial.

As development continues to occur along the corridor, the role of Routes 96 and 318 to safely and efficiently move vehicles could be negatively impacted. Figure 1 illustrates how this can occur over time. The towns and villages within the Study Area are currently experiencing moderate changes in land

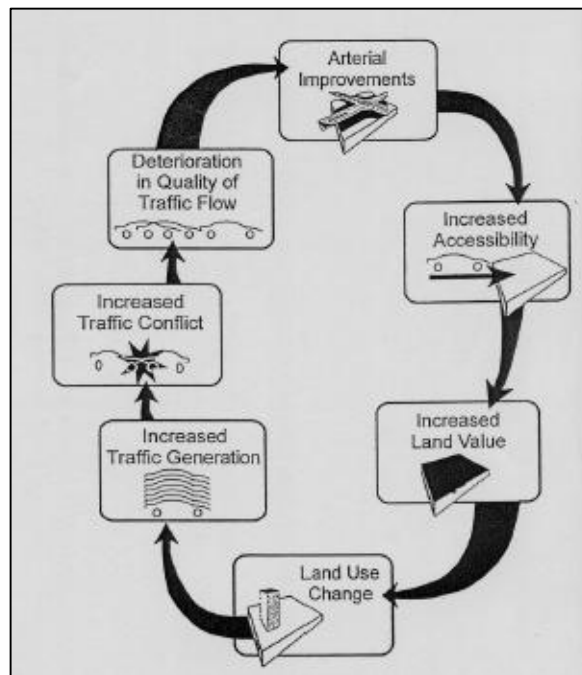


Figure 1: The Transportation and Land Use Cycle

use along Routes 96 and 318 (shown at the bottom of the cycle). As time passes, these land use changes will result in increased traffic generation and vehicle conflicts. These conflicts serve to deteriorate the existing traffic flow and require roadway improvements (additional travel lanes, turning lanes, etc.) to maintain acceptable operating conditions. Once these improvements are in place, accessibility is restored and land values increase.

In order to slow this cycle and preserve the existing public investment in the corridor, the communities must develop land use policies that manage access while accommodating commercial and industrial growth. Granted, this cycle is occurring at a slower pace in this region relative to other parts of the country. However, it is often this slow pace that impedes communities from a pro-active planning approach — one that is necessary to ensure future impacts are mitigated.

GENERAL RECOMMENDATIONS AND BEST PRACTICES

Each driveway or intersection along a roadway creates a set of potential conflict points between vehicles. For example, nine conflict points occur at every three-way or ‘T’ intersection (or driveway) and 24 conflict points occur at every four-way intersection. As traffic volumes and the number of driveways increase, the number of conflict point exposures also increases. As a result, traffic flows can become turbulent and unpredictable. This is especially problematic for this corridor, as the majority of the roadway has a 55 MPH posted speed.

The transportation impacts are verifiable and can be dramatic: accidents increase, travel times increase, and capacity decreases. In addition, the degradation of traffic conditions negatively affects the sustainability of existing businesses and the potential for new businesses. The communities in the Study Area should implement access management principles to limit the number of conflict points that can be created along the Route 96 and 318 corridor.

Access management is a comprehensive approach designed to improve corridor safety by integrating transportation and land use solutions. Some of the key elements to any good access management strategy include:

- Driveway spacing — establishing minimum separation distance between driveways reduces the number of conflict points and promotes the sharing of access.
- Cross or joint access — utilizing shared driveways to serve adjacent properties reduces the number of conflict points and allows traffic to circulate between properties without re-entering the public roadway.
- Corner clearances — separating the nearest access point from an existing roadway intersection helps to provide adequate site distance and avoid conflicts between driveway traffic and queuing or turning vehicles.
- Access roads — providing an access road to consolidate multiple access points can reduce strip development by opening up interior development sites.
- Throat length — establishing minimum length of driveways to provide adequate on-site storage of entering and exiting vehicles can serve to avoid congestion on the main roadway.

An individual municipality can incorporate some or all of these elements into its zoning or subdivision regulations to help manage access. These elements can also be packaged into a single Corridor Overlay District (COD) for one or more communities that share the same roadway. A review of the land development regulations within the Study Area indicates a range of land use tools are currently in place. For example, the Town of Junius has no zoning code and relies on its subdivision regulations to manage development. Other towns and villages have zoning and subdivision requirements. As a result, it is recommended that a COD for the entire Study Area be developed to manage access and create a consistent experience for motorists traveling the corridor. This COD can also address other issues including landscaping, parking and signage.

OBJECTIVES

Objective 2.1

Improve vehicular safety throughout the corridor.

Objective 2.2

Ensure existing and future commercial developments utilize best practices for access management.



Truck traffic at Routes 318 and 5 & 20 in Tyre



Route 96 and Pratt Rd intersection in Manchester



Thruway interchange 42 at Route 14 in Phelps



Route 96 near Church Street in Village of Phelps

Goal Area 3: Bicycle and Pedestrian Accommodations

The provision of safe and accessible bicycle and pedestrian networks should be considered throughout the Study Area. Recreational and non-recreational systems should be interconnected, providing linkages between neighborhoods, business districts and natural areas.

EXISTING CHARACTER OF THE CORRIDOR

Within the Routes 96 and 318 Rural Corridor Study area there are few safe alternatives for pedestrians and bicyclists. The only area of dedicated sidewalks within the corridor exists within the Village of Phelps, which has a nearly continuous network of sidewalks on both sides of Route 96 (Main Street). These sidewalks connect Main Street to adjacent neighborhoods, providing convenient access for residents to shops and services within the core of the Village. Striped crosswalks are utilized at most intersections, with few exceptions such as the intersections of Pearl and Flint Streets that allow a crossing of Main Street.

Outside of the Village of Phelps, pedestrians and cyclists are accommodated by large paved shoulders along the roadway. However, with a posted speed limit of 55 MPH for most of the corridor, and with typically higher measured speeds, the roadway is far from pedestrian and cyclist friendly. The Five Points interchange of Routes 96 and 14 is perhaps the least accessible and most inhospitable area within the corridor for non-vehicular travel. It is uncommon for people to venture into this area on foot or bike. Portions of the corridor on the edge of villages, such as west of Phelps and at Routes 96 and 21, are of primary concern as there are ample residences within close proximity to businesses and schools, yet no sidewalks available.

From a recreational perspective, the Study Area has one multi-use rail trail owned and operated by Ontario Pathways, which connects Phelps south to Stanley and west to Canandaigua. An additional trail along the Canandaigua Outlet in the Village of Manchester is in the design phase.

GENERAL RECOMMENDATIONS AND BEST PRACTICES

The ability to safely and efficiently walk or bike throughout a neighborhood or community has a large impact on resident and visitor quality of life. Walking and bike riding are recreational activities as well as modes of transportation, providing a cost-free means of movement throughout a community. Additionally, the physical features that make bicyclists and pedestrians feel welcome are often the same features that make a community feel quaint, attractive, and human-scaled. Walking or biking to and from destinations encourages a slower pace, consistent with the small town values found in the corridor. It is a healthy choice and can help increase the amount of interaction among neighbors within the community.

As an alternative to vehicular transportation, the demand for safe and efficient bicycle and walking alternatives may increase as rising fuel costs strain family budgets and push people to look for other options. As more people choose to walk or bike to destinations within a reasonable distance, the need for infrastructure to safely accommodate them will become an important issue. Bicycle and pedestrian infrastructure has been largely overlooked in developing areas throughout the nation, and is of particular importance within the rural and less affluent areas of New York's Finger Lakes Region, where residents are more likely to feel increasing fuel costs compete with discretionary and necessity spending.

Corridor-wide recommendations for enhanced pedestrian and bicycle access and safety include promoting increased connectivity within and between established development areas. Areas of high conflict between vehicles and non-motorized traffic should be addressed with highly visible crosswalks, signal timing adjustments, and pedestrian signal poles. Logical connection points between obvious origins and destinations, such as residential areas with commercial districts or school/community buildings, should be considered a high priority as these are routes likely already utilized without safe and appropriate infrastructure. In many instances where existing pathways do not have adequate infrastructure, “cattle paths” (where foot/bike traffic has paved its own way) can be a tell-tale sign of a need for pedestrian or bicyclist accommodations.

Within urbanized areas such as villages and interchange nodes, safe and efficient access to services provided in these locations should also be a high priority. In many instances throughout the corridor, this equates to the filling of gaps and the elimination of conflict or pinch-points within the sidewalk network. The provision of amenities within nodal areas and at primary destinations should also include bike-racks, benches, directional signage, and pedestrian scale lighting. Opportunities for communities to create designated recreational loops and trails along existing or new infrastructure may allow walkers and bikers to access unique vistas and natural features. As roadways become associated with pedestrian and bicycle traffic, the use of signage and traffic calming measures that cue motorists to areas of shared roadway should be encouraged throughout the corridor.

OBJECTIVES

Objective 3.1

Expand opportunities for recreational biking and hiking.

Objective 3.2

Improve pedestrian and bicycle safety in the corridor.

Objective 3.3

Encourage bicycling and walking to and between commercial uses.



Example of a bicyclist in traffic without a dedicated bike lane



Example of a dedicated bike lane on a rural road

Goal Area 4: Economic Development

Future economic development should be encouraged within the Routes 96 and 318 corridor in a manner that minimizes impacts to rural character and the function of the transportation system. Communities in the corridor will also strive to maximize redevelopment opportunities for underutilized or vacant properties, consistent with the corridor's Future Land Use Plan.

EXISTING CHARACTER OF THE CORRIDOR

The character of the Routes 96 and 318 Rural Corridor Study area is defined by a range of land uses that translate into a diversified economic base. In addition to single-family, multi-family, and mobile home residential development, the following businesses and industries are present along the corridor:

- Gas stations;
- Convenience stores;
- Light industrial;
- Agricultural operations;
- Agricultural services;
- Retail/services;
- Restaurants; and
- Quarries.



Route 96 commercial corridor in Phelps

These businesses have emerged along the corridor over an extended period of time and share limited physical connectivity other than by car. Sporadic and absent land use regulations, together with a lack of consistent regional planning, has resulted in a development pattern which separates uses rather than unifies them. Development has historically been slow and haphazard, resulting in the irregular and disconnected land use patterns found today.

The economic development concerns facing the towns and villages along the corridor are not specific to the Study Area. Upstate New York as a whole has struggled economically for several decades, though the continued loss of population and major employers in the region has exacerbated the problem on a more localized level. The difficulties facing the corridor can be seen directly from the roadway in the form of closed businesses and abandoned buildings. When comparing economic conditions along the corridor with the nation, it becomes more evident that there are issues that need to be addressed. Each of the Study Area communities has an average household income between six and 28 percent lower than the national average.



Farm equipment dealership on Route 96

A bright note for the communities along the corridor is their location as a gateway to the Finger Lakes Region. While some aspects of the regional economy continue to struggle, the corridor benefits from the wine trails and recreational opportunities, as well as proximity to Rochester and Syracuse markets. The influx of tourists and visitors to the Finger Lakes has provided a much needed economic catalyst for many of the small, rural communities in the region. Additionally, the corridor runs through highly productive farmland and agriculture is an important part of the economic activity.

The corridor itself is also home to one of the more significant retail establishments in the region, Waterloo Premium Outlets. The outlet center provides a unique shopping opportunity to corridor residents and also serves as a destination for people from throughout Upstate New York, Canada, and

beyond. While it is an asset for the corridor, the mall, in conjunction with suburban shopping centers in surrounding communities, have also made it more difficult for the small villages along the corridor to remain viable. Corridor Central Business Districts continue to struggle to maintain a concentration of retail, service, and restaurant uses.

GENERAL RECOMMENDATIONS AND BEST PRACTICES

There are specific areas that the corridor may look to target in order to improve upon existing economic conditions. Capitalizing on the corridor's location as a gateway to the Finger Lakes, as well as the presence of the Waterloo Premium Outlets, will be critical in establishing and creating an economically viable corridor. Identifying ways to assist local small business owners, and attract potential new owners in targeted industries, such as light industrial or agricultural support, may provide additional spin-off opportunities for economic growth.

In rural areas, economic development should be approached at the regional level, creating efficiencies and opportunities that may not be realized by individual communities. Economic development initiatives should not be constrained by municipal boundaries; the sharing of limited resources, ideas, and marketing would benefit each of the towns and villages along the corridor.

The economic development goal for the corridor encourages the use of Routes 96 and 318 to further the economic health and well-being of residents, business owners, and employers within the Study Area. Economic development can occur in small steps and be gradual in nature as to ensure it does not interfere with the rural character and transportation system already in place. For example, the efficient use of existing infrastructure such as roads, water, and sewer can enhance property values without the increased burden of additional infrastructure investment. Economic development planning should be a proactive exercise rather than reactive. Haphazard and free form development that has occurred in the past is likely to continue without a specific series of goals and a vision for economic development in place.

Sustainable economic development can be achieved through a proactive planning effort initiated at the County level, although solid partnerships with towns and villages are key. Small business assistance programs, business marketing, the marketing of available land, incentives for development, and reasonable land development regulations are immediate steps that could be undertaken to try to improve the local business environment, economic development opportunities, and general economic health of the Study Area. Coordinating with other Finger Lakes communities and identifying opportunities associated with a growing interest in the wine and recreational sectors are also an important consideration for Ontario and Seneca Counties. The rising popularity of day trips or "stay-cations" should be carefully examined so as to adjust marketing efforts and target audiences.

OBJECTIVES

Objective 4.1

Capitalize on the presence of historic and cultural assets adjacent to the corridor.

Objective 4.2

Encourage sustainable business development that meets the needs of residents and expands the employment base.

Objective 4.3

Support agriculture-based economic development initiatives.

Goal Area 5: Regional Cooperation

The Routes 96 and 318 Rural Corridor Study should be utilized as a tool for encouraging cooperation and consideration for projects that may influence the function of the corridor. As the corridor is a collection of small towns, the communities should leverage their collective assets and continue the intermunicipal approach to managed growth established by this Study.

EXISTING CHARACTER OF THE CORRIDOR

Regional cooperation, from governance to economic development, is an important consideration for small, rural communities. The towns and villages along the Routes 96 and 318 corridor have not fully taken advantage of the opportunities which are linked to greater inter-municipal cooperation. Although Ontario and Seneca Counties have worked jointly on specific County initiatives, there has been less collaboration at the individual municipal level. To date, the majority of joint community projects have been transportation oriented, with organizations such as the Genesee Transportation Council providing funds for projects that cross municipal boundaries and plan at a regional level. As another example, the Villages of Manchester and Shortsville are currently working on Design Standards for important gateway areas.

One of the major obstacles to inter-municipal or regional coordination is the desire to maintain local control and identity. Towns and villages take pride in their unique qualities, which are typically associated with either their historic villages, rural character, or agricultural past. This sense of local pride is an important asset, but it can sometimes evolve into a level of competition with neighboring communities that hinders all involved. New York State's Home Rule laws further reinforce local government autonomy, giving the authority to pass local laws associated with property, governance, and land use.

Despite their small size and close proximity, towns and villages in the corridor have limited examples of resource-sharing. Such agreements, either formal or informal, would include sharing of staff, equipment, knowledge and marketing efforts. Dissolution of local municipalities is not necessary to pursue regional planning initiatives. Rather, a healthy mix of cooperation, coordination, and leveraging of assets can yield tremendous results.

The coordination of land development is of particular importance on Routes 96 and 318. Currently, there is limited coordination of land development regulations between the communities along the corridor, and one town (Junius) has no zoning in place at all. In other communities, such as Manchester and Phelps, there may be an oversupply of land in commercial districts, which has the potential to negatively impact and hinder future commercial development in adjacent villages. A lack of regional coordination with respect to land use can have spin-off effects, impacting overall economic development efforts and the long term economic health of the corridor Study Area.

GENERAL RECOMMENDATIONS AND BEST PRACTICES

Small, rural communities often find it difficult to capitalize on some of the opportunities available to them due to limited resources and funding. For this reason, regional cooperation and joint programming can be critical to the viability and long-term sustainability of these municipalities. Today, limited funding opportunities and stretched local, county, and state budgets make the required expenditures of local government particularly significant, resulting in increased costs for taxpayers. When looking for assistance and outside funding, it is often harder for small communities to justify the need for help when compared to larger areas serving a greater number of people. However, many funding resources do look

favorably on collaborative projects, as funding agencies recognize the efficiencies and cost-effectiveness of these types of relationships. By working together, instead of competing against (or at best independent of) one another, the corridor communities could better leverage the assets and resources they currently have. The results could be a substantial amount of additional assistance, whether in the form of improved services, better planning, or increased money for local administration of programs.

This principle applies to lobbying for improvements with the NYS DOT as well. The state looks favorably on inter-municipal efforts, recognizing that transportation and economic challenges know no municipal boundaries. As is demonstrated in this Study, a collaborative effort among eight towns and villages has resulted in a strategic set of action items that are consistent with a corridor-wide vision.

Local governments have the responsibility of providing amenities and services to their residents, even when facing challenging economic times. This provides an ideal opportunity for inter-municipal cooperation. The consolidation of services, such as road maintenance and plowing, in addition to others, would create a more efficient regional service distribution system, ultimately decreasing the costs for each of the municipalities. Costs associated with the purchase of materials, vehicles, equipment and facilities, as well as the maintenance of facilities and vehicles could be shared. This would alleviate some of the financial burdens facing each of the Study Area communities today. The New York State Department of State (NYS DOS) has a variety of programs that encourage these agreements, as well as resources available for studying their feasibility.

The first step in moving towards a more regional approach to planning is to create a framework and vision from which to grow. Defining a vision that each of the communities is comfortable with, and which was developed collectively, will allow economic development and growth to be managed in a way that is consistent with future goals. As a result of this kind of grass roots process, this Study contains an overall vision for the corridor, as well as more specific guidance under goal areas, that form a regional approach to policy and implementation.

Regional cooperation can be achieved through proactive planning efforts and can build on the regional planning efforts currently being completed at the County level, including regional planning studies such as the corridor plan. Identifying opportunities for the consolidation of services and spending, working together to leverage additional funding for municipal projects and studies, and sharing resources are important actions which will result in the development of strong inter-municipal relationships. In cooperation with Ontario and Seneca Counties, meetings between individual community leaders should be held to provide decision-makers with an open forum in which they can discuss cooperative efforts.

OBJECTIVES

Objective 5.1

Ensure this Study is utilized by developers, municipal officials, and residents alike.

Objective 5.2

Continue the regional and collaborative approach to planning established by this Study.

Objective 5.3

Leverage the corridor's status as a significant gateway to the Finger Lakes Region.



Manchester Town Hall

Goal Area 6: Sustainable Land Use and Design

Future development in the Routes 96 and 318 corridor should strive for sustainable land use and design practices that maximize the use of existing infrastructure, minimize the practice of over-zoning and reduce impacts to the natural environment. Together, the towns and villages must approach future development in a manner that recognizes the relationship between land use and traffic.

EXISTING CHARACTER OF THE CORRIDOR

With the exception of the Town of Junius, all municipalities within the Study Area maintain a zoning ordinance that dictates the location of development according to land use categories such as agricultural, residential, commercial, and industrial. The placement and extent of the zoning districts are largely governed by historical development patterns and the existing transportation network. Within the corridor's villages, much of the development predates the inception of zoning ordinances. Therefore, zoning districts primarily conform to the locations of commercial and residential areas. Primary transportation nodes such as intersections and interchanges typically result in commercial and industrial land uses due to their inherent access, location, and visibility advantages, and thus are zoned for these heavy/intensive uses. The remaining lands outside of village centers and primary intersections are predominantly zoned as agricultural.

Low population densities in the corridor, and the resulting lack of economies of scale, reduces the viability of investment in public infrastructure on a broad level. Public infrastructure investments are primarily located within corridor villages, with a significant service extension along Route 318 for the Waterloo Premium Outlets and Route 414 in Tyre being the most notable exceptions. A general lack of water and sewer infrastructure drives development within the Study Area to be very low in density due to the land requirements generated by NYS Health Code regulations pertaining to wells and septic fields. Combined with the region's sluggish economy, the lack of coordinated land use controls and limited density zoning regulations have perpetuated sporadic development, further reducing the viability of investing in sustainable public infrastructure to service residents and businesses.

GENERAL RECOMMENDATIONS AND BEST PRACTICES

The ability to create and enact local land use controls is one of the most far-reaching powers New York State has passed down to individual municipalities. The manner in which municipalities regulate the use of land has a profound impact upon all aspects of a community, including the economy, taxes, and general quality of life for residents. The decisions regarding 'what, where, and how' development takes place within a community have serious legal, economic, and environmental implications, and will shape its future many years into the future.

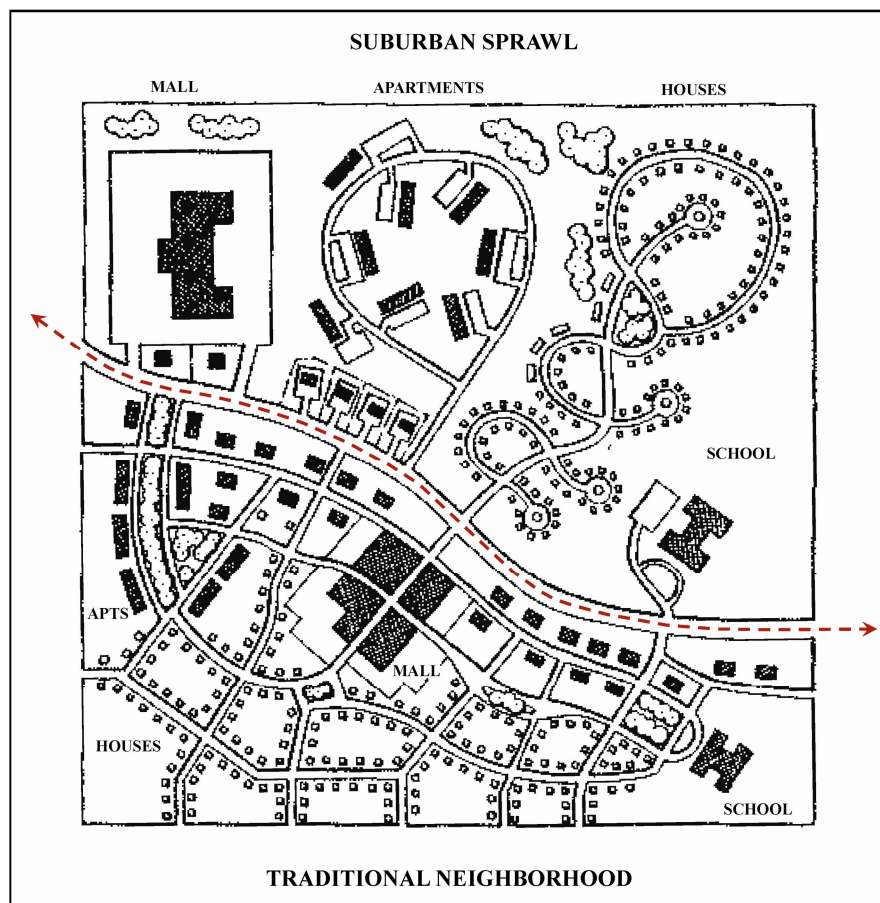
Sustainable actions are those that can be maintained with minimal effort or that retain a level of equilibrium or balance. With respect to land use, sustainable practices can be achieved by planning around existing available resources or services. Development that occurs outside the serviceable area of existing infrastructure may require the extension of services to meet its needs. Also, development that exceeds the capacity of existing infrastructure may require additional investment to increase capacity. In both instances, if the costs of these extensions and expansions are not entirely paid for by the new development (either taxes or fees), then the actions can be considered unsustainable or at least unadvisable.

With respect to design, sustainable practices are those that reduce the use of non-renewable resources, including energy and materials, while minimizing negative impacts related to air and water quality, noise levels, and light pollution, among others. Sustainable design practices within the Study Area will involve both architecture and site engineering.

The Study Area has an abundant supply of vacant and/or underutilized land. Yet, a property's current development status is not an appropriate single measure of its suitability for particular uses. Determining the appropriate land use scenario within a community requires additional information, such as soil and geologic suitability, hydrologic status, proximity to existing population centers, relationship with the transportation system, infrastructure availability, and many more. An appropriate land use scenario will take the myriad of factors into consideration and will develop appropriate alternatives that provide viable opportunities for economic growth while enhancing and preserving existing man-made and natural resources. A sustainable land use pattern will be cognizant of both community character and economic viability, while also considering the environmental impacts of choosing where particular types of development should be located.

The Routes 96 and 318 corridor is fortunate to have multiple viable village centers either along or adjacent to the Study Area. These centers of activity have the size and density needed to support public utility infrastructure such as water and sewer. Future land use patterns within the corridor should take advantage of these benefits by locating development districts adjacent to or within the reach of infrastructure. Development in these districts should include mixed-use buildings that are complementary to the architectural vernacular, including upper story residential units where viable. Leveraging existing resources such as roadways, sidewalk networks, public utilities, and population centers will increase the likelihood of economic success of future development, while also providing a sustainable

approach to land use and resource investment. Additionally, from a municipal operations perspective, development/redevelopment within existing activity nodes is less expensive to maintain and easier to manage logistically. Collectively, this approach is commonly known as "Smart Growth."



Example of sprawling (suburban) vs. nodal (traditional) development

Inappropriate development patterns, such as highway commercial and larger scale service and retail establishments, should be kept within limited boundaries of primary intersections and Thruway interchanges and outside of village centers. Commercial development at interchanges should not provide services that compete directly with those present in village business districts. Large scale or chain service and retail establishments should only be considered where they do not conflict with village business districts or existing commercial development.

Interchange commercial areas should include appropriate infrastructure and amenities to support safe and convenient pedestrian access throughout and between developments, such as sidewalks, crosswalks, and lighting, while striving to retain the rural and agricultural character of their surroundings. Development around the interchanges should be designed in a sustainable manner that protects natural resources. As well, these districts are prime opportunities for creative and sustainable storm water management practices, the protection of wetlands, and the preservation of soils. Development within these areas should be models for rural interchange development and provide a character appropriate with their status as gateways to corridor communities and the Finger Lakes Region.

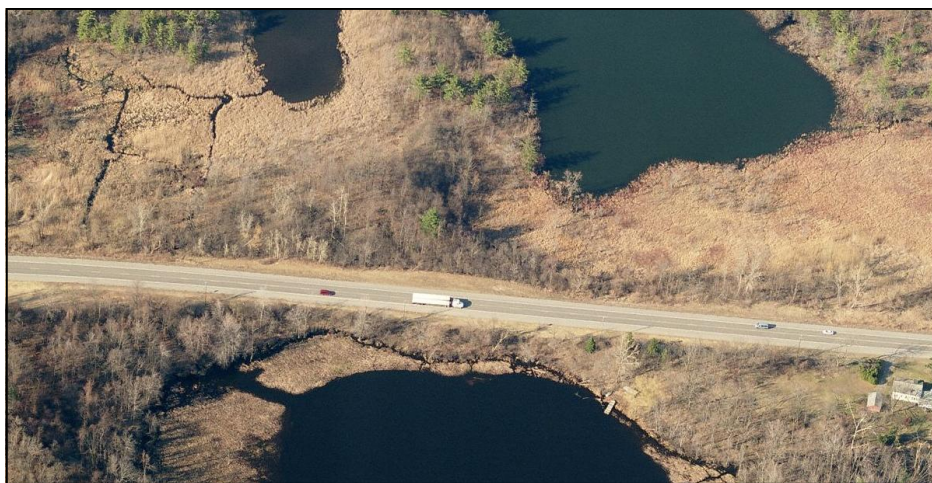
OBJECTIVES

Objective 6.1

Enhance access to and preservation of important natural features.

Objective 6.2

Target growth to areas where sufficient transportation and water/sewer infrastructure is already present.



Route 318 as it bisects the Junius Ponds complex in Junius

Corridor-Wide Land Use and Transportation Recommendations

THE LAND USE AND TRANSPORTATION CONNECTION

Land use patterns and transportation networks are directly connected to one another, each providing broad levels of influence. Figure 1 on page 12 demonstrates the land use - transportation connection. The example below provides an additional example that relates well to the context of the Routes 96 and 318 corridor.

A road is constructed between two villages to increase trade between the communities. As regular traffic between the two villages increases, developers realize the potential to capture some economic benefit by locating along the roadway. Soon the entire roadway is lined with development, catering to travelers from village to village as well as travelers passing through the region. When traffic reaches the capacity of the existing roadway, it is widened to handle more cars. This expansion allows more traffic to flow between villages which in turn supports more development along the roadway.

At about this time in the scenario a role reversal begins to take shape regarding the direction of influence. Until this point the roadway and the traffic it carries has been influencing the land use pattern. However, when development along the corridor becomes a primary destination rather than a pass-by trip the land uses along the corridor begin to place a heavy influence on the transportation system.

After the roadway expansion, a major retail shopping complex is constructed removing several smaller development parcels. This shopping complex becomes a destination within the area, and the roadway is no longer utilized only for trips from village to village. The increased traffic is noticed by adjacent land owners, who, looking to benefit from an increased customer base, expand their operations as well. A regular cycle of land use expansions and resulting traffic increases places a heavy burden on the roadway. It is time again for the roadway to be expanded. And the cycle continues...

In addition to the impacts on land and infrastructure, the patterns in which we inhabit the land and travel from place to place have profound impacts on community character and human interaction. For example, if all commercial development were designed exclusively around the automobile, people would have little reason to be outside walking in their community, which reduces opportunities for interaction with neighbors. This approach also has clear impacts on the physical health of citizens. Designing development with pedestrians in mind allows people to operate at a slower pace, amidst more human-scaled buildings and spaces, which then allows for a finer appreciation of one's community. In contrast, development with large buildings set far back from the roadway, accompanied by signs meant to be read at high speeds and parking lots meant to be large enough for holiday crowds, are not conducive to human interaction let alone lasting community pride.

The land use - transportation connection is at the center of the Routes 96 and 318 Rural Corridor Study. The recommendations made within this document are to prevent locations along the corridor from getting out of balance, while attempting to provide guidance to those areas most susceptible to the cycle of development and traffic described above. At the same time, this Study recognizes that the land use - transportation connection can lead to winners and losers. As in the example scenario, the communities historically connected by the roadway have much of the economic activity at their core siphoned off by the roadway development, whereby the nodes that were once the destinations for travel become the origins for trips to stores and shopping along the corridor itself. The land use and transportation recommendations made within this Study are geared towards the revitalization of the existing villages by placing them again at the center of growth within the region, alongside development opportunities near the interchanges.

Corridor-Wide Future Land Use Plan

PURPOSE

Future land use planning involves identifying how lands within a region would ideally look and function in the future, if redevelopment or new development were to occur. For the purposes of this Study, it also allows municipalities to identify specific areas and resources in the corridor which should be preserved and protected as they currently exist. While land use planning does help to guide and direct development, it will also help to create a common vision for the corridor. The character of these municipalities and their sense of place are directly tied to their land uses and the relationships between land uses.

The Future Land Use Plan developed for the Routes 96 and 318 Rural Corridor Study is intended to be a visual representation of the community's desired land use pattern. It was developed from a regional perspective, considering the impacts that each specific area or node has on the remainder of the corridor. It is intended to identify where specific development types and patterns are most appropriate and it supports the goals and objectives identified in the rest of the Study. Coordinating land use policy from a regional perspective, especially at or near municipal boundaries, is critical to avoiding undesired impacts to traffic, safety, community character, and the environment.

Ultimately, corridor communities should consider revising or adopting a zoning code that is consistent with the spirit of this Future Land Use Plan. While zoning regulations are tied to specific parcels, the edges of the future land use categories are intentionally drawn irrespective of property lines. The refinement of the land use edges, as well as identifying specific land use categories and permitted uses, is a more detailed exercise that is a function of future zoning code updates.

The Future Land Use Plan shown on Map 9, along with the land use category descriptions that follow, are generalized somewhat for the corridor-wide perspective. Section 3 of the Study contains Future Land Use Plans for each of the three Sub Regional Plans. These are focused on smaller areas and contain a greater level of detail for recommendations related to permitted uses and dimensional requirements.

FUTURE LAND USE CATEGORIES

Five future land use categories have been established for the Corridor Management Plan. Each land use category is described in more detail following the Future Land Use Map. Accompanying each description are photos from outside of the corridor which exemplify the character of these areas and demonstrate desirable design techniques. Future Land Use categories include:

- Agriculture and Open Space (AO)
- Gateway Transitional (GT)
- Village Core (VC)
- Interchange Commercial (IC)
- Regional Destination (RD)

In addition to these five categories, the Future Land Use Plan identifies a Sensitive Environmental Area (SEA) around the Junius Ponds complex and other environmental features. Shown in green on the map, this designation should be considered an overlay district to the underlying land use designation. An additional level of site plan review is recommended above and beyond other land use regulations in order to preserve and protect the important environmental features found in these areas.

Agriculture & Open Space (AO)

Lands devoted to agriculture and open space comprise a significant portion of the Study Area, directly contributing to the rural and scenic character of the corridor. Within the Future Land Use Plan, approximately 70 percent of the corridor falls under the Agriculture and Open Space category. The protection and continuation of agricultural practices within these areas is a recommended priority over all other forms of development. However, this does not preclude future residential growth from occurring in these areas. Rather, it seeks to promote residential growth in a manner that is sensitive and considerate to the rural character, natural features, and agricultural lands which currently exist.

Agriculture and Open Space areas are currently characterized by sporadic, low density residential development on roadside frontage scattered throughout the corridor. The remaining active farms, prime agricultural lands, and open spaces are important features for Study Area communities to preserve. These areas are encouraged to remain available for farming, open space conservation, and limited residential development that is respectful of the surrounding environment.

The retention of the rural ambiance and community character has been an identified priority of residents; prudent monitoring of development within these areas should be an on-going effort undertaken by local municipalities. It is equally important to promote the continuing operation of existing farms. The over-development of rural road frontages in these areas is discouraged due to potential negative impacts on environmental and economic resources, agricultural operations, community character, and the transportation network.

Types of uses recommended for the Agriculture and Open Space future land use category include: agriculture; single-family residential; public and community services; limited commercial such as agriculture support services.



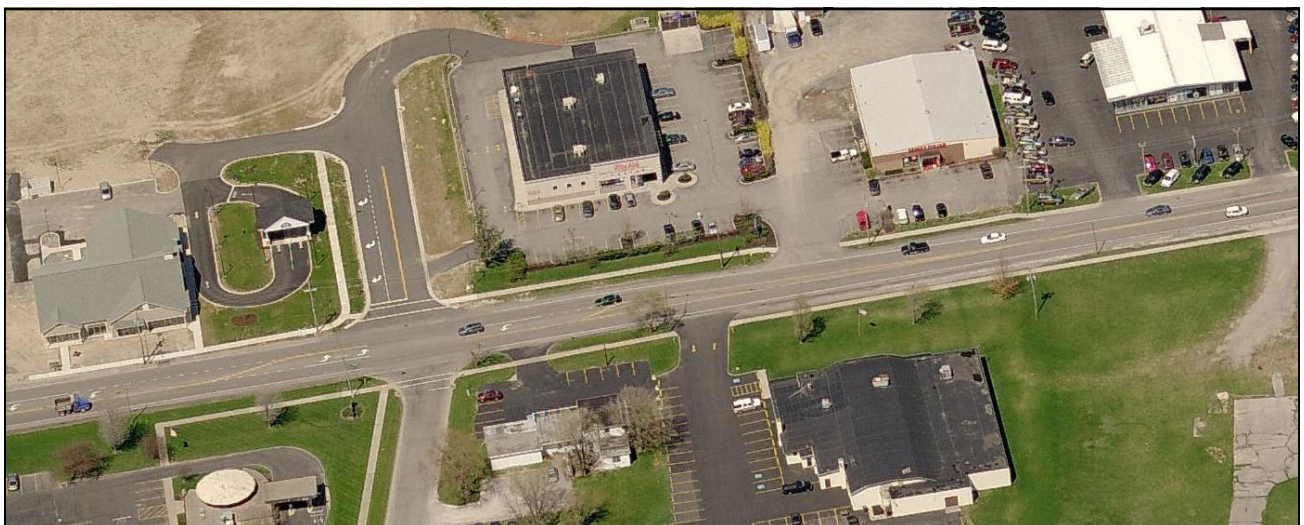
Examples from outside the corridor of desirable land use patterns and design

Gateway Transitional (GT)

The Gateway Transitional future land use category encompasses locations along the corridor that are the primary entrances into Study Area communities, including transportation nodes adjacent to corridor villages and the terminal points of the Study Area. This future land use category accounts for approximately 14 percent of the Study Area. Currently, the character of these areas is suburban in both development pattern and building construction, and is primarily devoted to retail and service establishments catering to corridor users. Some residential uses are present as well. These areas contain some of the highest traffic counts within the corridor and are the primary areas of concern with respect to the previously discussed land use - transportation connection. Careful consideration should be given to these areas regarding site design, access management, and intensity of future development.

These areas should provide a distinct transition point between adjacent village and rural areas. The gateway status of Gateway Transitional designation should be improved through the use of signage, landscaping, and streetscape enhancements. The suburban nature of existing uses in these areas hinders the possibility of creating a scale and density consistent with historic village cores. However, future development should strive to uphold certain principles found in village cores. This includes sidewalks and other pedestrian connections between businesses, shorter building setbacks, tree-lined streets, and parking lots in the rear or side yards. Design guidelines for building form, site design, parking placement, and pedestrian connectivity should enhance the continuity of development with adjacent areas.

Types of uses recommended for the Gateway Transitional future land use category include: retail and services; professional and medical offices; single- and multi-family residential; public and community services; and light industrial (certain locations only).



Examples from outside the corridor of desirable land use types and designs

Village Core (VC)

The Village Core future land use category encompasses only the Village of Phelps and comprises about six percent of the Study Area. The village remains the densest residential area within the immediate Study Area, as well as one of the commercial and service center of the region. The Village Core area is a mix of commercial, residential, and public uses and is proximate to larger residential neighborhoods. Development in the village has a small, pedestrian-friendly scale that includes shallow building setbacks, ample front porches, building entrances fronting primary streets, sidewalks, lighting, and curbed streets.

The Route 96 corridor is the village's Main Street and contains the primary commercial node at the Church Street intersection. New or infill development within the Village Core should be completed in harmony with the volume, speed, and flow of traffic on the Route 96 corridor to prevent undue congestion and circulation problems. The future land use pattern within this category should mimic the existing Village character while providing enhanced commercial and residential opportunities for residents and visitors. The character of the Village Core land use designation should be retained and enhanced with multi-story buildings and vertical mixing of uses. This mix typically includes retail or services on the first floor, offices or residential on the second floor, and residences or studios on the third floor.

The transitional areas outside the primary intersection at Church Street are ideal locations to continue the village development patterns, and are appropriate areas to offer a greater diversity of residential styles. This area should be promoted as a residential option for those who desire the scale, proximity, and connectivity associated with village living. It is important that new residential development includes connections to the existing sidewalk network.

Types of uses recommended for the Village Core future land use category include: single- and multi-family residential; retail and services; professional and medical offices; restaurants (excluding drive-in/drive-thru restaurants); artisan/craftsman studios; and public and community services.



Examples from outside the corridor of desirable land use types and designs

Interchange Commercial (IC)

The Interchange Commercial areas of the Future Land Use Plan are located along Routes 14 and 414 adjacent to New York State Thruway exits 42 and 41, respectively. Together the two areas comprise about seven percent of the total Study Area. These areas are currently sporadically developed with commercial and service oriented businesses that cater to Thruway travelers such as dining establishments, vehicle service stations, motels, and convenience stores. The proximity of these areas to the interstate corridor of the Thruway provides ample justification for specific recommendations as these locations are gateways into the corridor communities and the Finger Lakes Region. As well, the potential for land development within these areas is increased due to higher traffic counts and the potential to attract regional travelers outside the corridor. While commercial areas at Thruway interchanges are typically more expansive, it is recommended that land allocated for such uses be confined to the immediate area in exchange for higher intensity development with better design standards.

Similar to recommendations made for the Gateway Transitional future land use category, development within the Interchange Commercial areas should provide pedestrian-level scale and amenities, while retaining the adjacent rural and agricultural character to the extent possible. If development is permitted to sprawl out from the interchange in a haphazard, low intensity fashion, it can detract from the objective of establishing these nodes as attractive and well-designed gateways.

Buildings should be one or two stories in height, or higher if desirable, such as with a hotel/conference center. Architectural detailing consistent with the rural and/or Finger Lakes vernacular should be utilized. This will add interest and distinction to the gateways, making them unique among the otherwise monotonous development found at most Thruway interchanges. In the same vein, creative and distinct landscaping treatments should emphasize the heritage of the region, such as the inclusion of small vineyards or split rail fencing. While such treatments may not be appropriate for actual land development regulations, local communities should keep these concepts in mind as they work with developers. Local officials should emphasize the importance of the interchange area within the region, noting that high quality design up front can lead to better economic returns.

Interchange Commercial (IC), continued

It is envisioned that future development along the interchanges would provide enhanced pedestrian connectivity within and between developments, either through internal pathways or sidewalks along primary streets. Internal connectivity includes pathways between buildings and from parking lots to primary building entrances, and linkages to multi-modal facilities such as bus stops and Park-and-Ride areas. Travelers often take advantage of the mix of uses typically found at interchanges (dining, lodging, fueling, convenience stores, etc.). Therefore, separate businesses should be well connected by walkways and grouped somewhat close together. This avoids an environment where visitors would be forced to drive to each of their destinations.

Development should place parking areas behind or to the side of primary structures, with primary façade treatments complementary to the rural community character and wrapped around the building, when feasible, to be visible from public streets. The area's impact on the state highways should be minimized through internal cross access points and shared driveways for multiple development sites.

Recommended uses for the Interchange Commercial category include: medium- to large-scale commercial/retail; convenience store/fueling stations; offices; restaurants; hotel/motel; light industrial; and warehouse/distribution. In the long-term, if sufficient blue collar jobs are established at a particular interchange, consideration should be given to allowing for worker housing.



Examples from outside the corridor of desirable land use types and designs

Regional Destination (RD)

The Regional Destination (RD) future land use category recognizes the unique qualities and challenges posed by the location of the Waterloo Premium Outlets within the corridor. The regional impact and draw of visitors to this location cannot be ignored, and potential future development in surrounding areas may likely occur with continued success of this commercial development. Additionally, there is ample water and sewer capacity available in this node, minimizing the infrastructure costs necessary to attract new development.

The character of this future land use designation differs slightly from that of the Interchange Commercial designation, yet recognizes that the scale and intensity of uses in this location will likely be increased as a result of its status as a regional destination. The primary difference between the two categories is that visitors to the outlet center are typically stopping for extended portions of a day, whereas interchange areas attract shorter visits from Thruway travelers. In this light, pedestrian accommodations between destinations and greater architectural detailing are of utmost importance.

One of the goals for this area is to respect the surrounding agricultural and rural residential character. Design standards for development within this area should include recommendations for building form, site design, parking placement, and pedestrian connectivity. Such standards should reflect the existing design of the outlet center. Further character recommendations include the potential for a district-wide thematic approach that complements the rural and agricultural surroundings with architecture, signage, landscaping, and treatments that mimic the rural vernacular. Developments within this area should provide an enhanced sense of place and a unique character that complements their identity as a destination. Uncoordinated and widely varied levels of site design and architecture are discouraged as this may diminish the regional draw potential for the entire district. The RD area's impacts upon the corridor should be minimized through cross access, shared driveways, and parking facilities located behind or to the side of buildings.

Recommended uses for the Regional Destination category include: medium- to large-scale commercial/retail; restaurants; entertainment; and hotel/motel.



Examples from outside the corridor of desirable land use types and designs

Corridor-Wide Transportation Plan

PURPOSE

The Corridor-Wide Transportation Plan is meant to complement and support the Future Land Use Plan, as well as other goals and objectives in this Study. Having a consistent set of transportation-related policies in the corridor will improve safety and predictability while ensuring the impacts of future development on the roadway are reduced.

OVERVIEW

The Transportation Plan includes general recommendations for operational and safety improvements of the highway itself. These should be coordinated with the New York State Department of Transportation (NYS DOT) as well as county/town/village highway departments when applicable. The NYS DOT has jurisdiction over Routes 96 and 318. As a result, they are responsible for all permitting and maintenance of the roadway. The towns and villages should actively engage NYS DOT in all planning and regulatory activities within the corridor. This will ensure that the communities are aware of NYS DOT's roles and responsibilities as well as to make NYS DOT aware of the local economic and land use vision.

In addition to the general transportation recommendations, this section includes a Corridor Overlay District (COD). The COD is presented in a code-ready format that can be customized by localities to suit their needs. It is recommended that each municipality in the corridor adopt the COD with at least the fundamental principles remaining in place across the corridor. A review of the land development regulations within the Study Area indicates a range of land use tools are currently in place. As a result, it is recommended that a COD for the entire Study Area be developed to manage access and create a consistent experience for motorists traveling the corridor. This COD can also address other issues including landscaping, parking and signage.



GENERAL RECOMMENDATIONS

The following recommendations are the result of public input, accident screening, planning-level operations analysis, and field observations. More detailed and location-specific recommendations can be found in the Sub Regional Plan section of the Study. Recommendations at this point in the planning process are intentionally generalized, as actual improvements will only result from detailed engineering studies that may follow this Study.

Access management and site access observations:

- Access points (driveways and intersections) should be more defined. This involves reducing unnecessary widths where an access point connects to the highway, forming perpendicular intersections whenever possible, and maintaining consistent shoulder widths.
- Access points should be limited and consolidated whenever possible. This is addressed in detail in the COD.
- Access points should be kept out of intersections. The COD addresses recommended intersection clearance distances.
- Access points should not be larger than necessary to accommodate driveway traffic.
- Parking for commercial businesses should be accommodated on site and not on roadway shoulders.
- Limit parking on roadway edges, enforce property setbacks.
- Consider designation of shoulders as multi-purpose spaces (bike lanes with bike symbols, emergency pull-offs and snow storage).
- Maintain striping to ensure clarity for drivers.
- Review intersection sight distances. Add “intersection ahead” or “signal ahead” warning signs as necessary.
- Maintain appropriate corner clearances within village settings.

Corridor Overlay District

INTENT AND PURPOSE

The purpose of the Route 96 and 318 Corridor Overlay District (COD) is to manage access to property along Routes 96 and 318 in a manner that preserves the safety, efficiency, development potential, and character of the highway corridor and the individual communities along it. Specific purposes are as follows:

- To protect the safety of motorists traveling Routes 96 and 318 and its crossroad intersections and preserve the efficiency of traffic flow along the corridor;
- To protect the safety of pedestrians and bicyclists and provide for pedestrian facilities in appropriate locations;
- To encourage development on the corridor that is compatible with or does not detract from the traditional character of the villages and the rural character of the towns along the corridor;
- To preserve and enhance development options along the corridor and to promote development of unified access and circulation systems that serve more than one property;
- To assure that driveways and street connections along Routes 96 and 318 are designed according to standards for safe entry and exit and are adequately spaced; and
- To promote cooperative planning and coordination between area property owners and the many agencies that have an interest in the Route 96/318 corridor, including but not limited to Ontario and Seneca Counties, the various towns and villages, and the New York State Department of Transportation (NYS DOT).

APPLICABILITY

The COD shall apply to a distance of 500 feet from the center line on both sides of the following roadways:

- Route 96 beginning at the western boundary of the Town of Manchester and terminating at its intersection with Route 14;
- Route 14 between Routes 96 and 318, and
- Route 318 beginning at Route 14 and terminating at its intersection with Routes 5 and 20.

These regulations shall be in addition to all other existing regulations of the villages and towns. Persons with property divided by the COD or that do not have frontage but request an access connection in the affected area must comply with the district standards. This district does not change the zoned use of property. Permitted, conditional, or specially permitted uses in the overlay district shall be as provided for in the existing underlying zoning districts.

Connections permitted prior to the adoption of the COD shall be allowed to remain and will be considered legal and conforming until such time as there is a significant change in the use of the property (including the development of land, structures or facilities) that results in any increase in the trip generation of the property. If the principal activity on a parcel with access connections that do not meet the regulations herein is discontinued or out of service for a period of one year or more, then that parcel must comply with all applicable access requirements of this overlay district.

SUBMISSION REQUIREMENTS

All site plans shall include the location and dimensions of streets, driveways, turn lanes, access drives, inter-parcel connections, bicycle and pedestrian access, parking areas, landscaped areas and other relevant information.

ACCESS PROVISIONS

Access to Routes 96 and 318 shall be provided by direct or indirect means, consistent with the following requirements:

Number of Access Points

Each tract of land recorded prior to effective date shall be permitted one point of direct or indirect access to the public roadway system, provided that such access conforms to the minimum driveway spacing and corner clearance requirements the COD. Where the roadway frontage of a tract of land is greater than 500 feet, an additional access point may be permitted, if it is determined in consultation with NYS DOT that such access will not be detrimental to highway safety, capacity, or function. Any such additional access shall comply with all applicable sections of this ordinance. Individual property access shall not be provided to NYS Highway System where alternative access is available. Where multiple parcels are developed as a single project, such as a shopping center or similar use, they shall be treated as a single parcel for the purposes of determining the permitted number of access points. Within village settings, driveway access to the roadway may not always be possible, appropriate, or permissible. In these areas, the community and NYS DOT shall review requests for access based on the potential for shared access, the need for parking, desired corner clearance, and driveway spacing.

Minimum Driveway Spacing

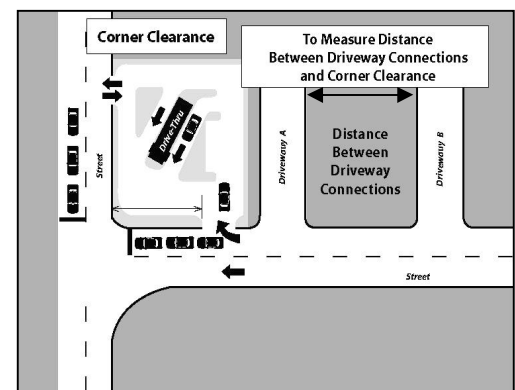
Minimum driveway spacing is to be measured from the closest edge of the driveway to the closest edge of the nearest driveway (see figure below). All direct access connections to Routes 96 and 318 shall meet or exceed the minimum connection spacing requirements, excluding single-family residences, listed below: *

- 125 feet for a posted speed limit of 35 MPH or less;
- 245 feet for a posted speed limit of 36 to 44 MPH ; and
- 440 feet for a posted speed limit greater than 45 MPH .

** There are no minimum driveway spacing requirements for the development of four or fewer single-family dwelling within the COD. However, the access drive or local street that serves a development of more than five single-family residences must meet these standards.*

Where the existing configuration of properties and driveways in the vicinity of a parcel or site precludes spacing of an access point in accordance with those listed above, the Planning Board, in consultation with NYS DOT, may waive the spacing requirement if all of the following conditions have been met:

- A joint use driveway will be established to serve two or more abutting building sites;
- The building site is designed to provide cross access and unified circulation with abutting sites with cross access easements; and



Corner clearance & driveway spacing

- The property owner signs an agreement to close any pre-existing curb-cuts that do not meet the requirements of the COD after the construction of both sides of the joint use driveway, and agrees to enter a joint maintenance agreement defining maintenance responsibilities of property owners that share the joint use driveway and cross access system.

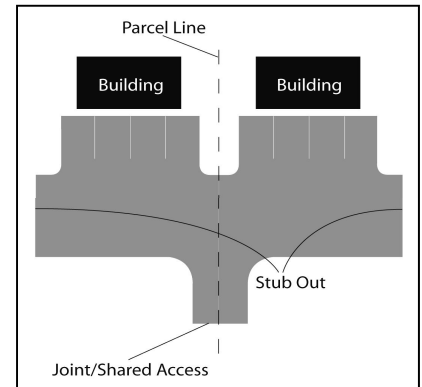
In the event that the characteristics or layout of abutting properties would make development of a unified or shared access and circulation system impractical, the Planning Board may modify or waive these requirements.

Joint & Cross Access

Adjacent commercial or office properties and compatible major traffic generators (i.e. shopping plazas, office parks, apartments, etc.) shall provide a cross access drive and pedestrian access way to allow circulation between sites (see figure at right). This requirement shall also apply to a new building site that abuts an existing developed property unless the Planning Board finds that this would be clearly impractical. Property owners shall record a cross access easement and a joint maintenance agreement with the public records office.

Property owners that provide for joint and cross access may be granted a temporary driveway connection permit, where necessary, to provide reasonable access until such time as the joint use driveway and cross access drives are provided with adjacent properties. All necessary easements and agreements shall be recorded with the deed to the property, including:

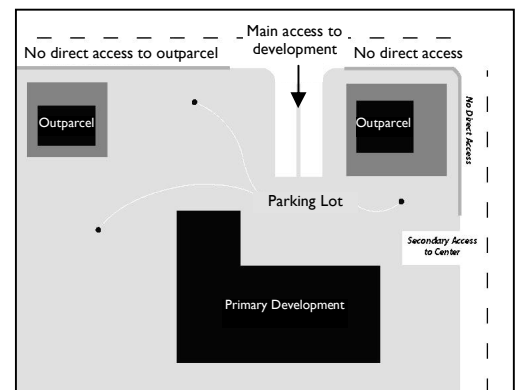
- An easement allowing cross access to and from the adjacent properties;
- An agreement to close and eliminate any pre-existing driveways provided for access in the interim after construction of the joint-use driveway; and
- A joint maintenance agreement defining maintenance responsibilities of property owners that share the joint use driveway and cross access system.



Cross access stub-outs

Minimum Corner Clearance

Minimum corner clearance is to be measured along the road from the closest edge of the right-of-way of the intersecting road to the closest edge of the proposed driveway (see figure at right). Driveway connections to state highways for corner properties shall not be allowed within 220 feet an intersection. For side street approaches to a designated highway, the minimum corner clearance shall be 110 feet from the intersecting State road. At signalized intersections, corner clearances in excess of these minimum dimensions may be required, in consultation with NYS DOT. These standards may not be possible or desirable in village settings. In these areas, corner clearance may be reduced based upon a traffic study that shows peak hour queue lengths will not extend past the proposed driveway location.



Internalized access to outparcels

Outparcels

An outparcel can be described as a parcel of land, generally located on the perimeter of a larger parcel of commercial land that is subordinate to the larger parcel for access, parking and drainage purposes. All access to outparcels shall be internalized utilizing the main access drive of the principal commercial center (see figure at right). Access to the outparcel shall be as direct as possible, avoiding excessive movement across the

parking aisles and queuing across surrounding parking and driving aisles. In no instance shall the circulation and access of the principal commercial facility and its parking and service be impaired.

New Residential Subdivisions

New residential subdivisions consisting of more than five units, shall include an internal street layout that shall connect to the streets of surrounding developments to accommodate travel demand between adjacent neighborhoods without the necessity of using the highway.

Shared Access and Reverse Frontage

Inter-parcel connections shall be provided to facilitate the local movement of traffic and minimize demand for local trips on the highway. Based on consultation with the NYS DOT, inter-parcel access may take the form of direct driveway connections or reverse frontage roads.

Pedestrian Access

On site pedestrian walkways shall be incorporated into each project and shall be coordinated with on-site landscaping so as to minimize conflicts with vehicular traffic. Pedestrian circulation systems shall be provided to connect multiple uses within individual projects, and shall be extended to adjacent parcels where inter-parcel vehicular access is required. Where pedestrian access crosses an access drive (such as crossing from a parking aisle to a building entrance), crosswalk improvements shall be required. In the event that a public sidewalk is adjacent to the property, the pedestrian circulation system shall connect to the existing sidewalk system.

DRIVEWAY LOCATION & DESIGN

- 1) Driveway connections shall be located and designed to provide adequate sight distance. NYS DOT standards for sight distance shall apply.
- 2) The NYS DOT, in coordination with the municipality, may require turn lanes where deemed necessary due to traffic volumes or where a safety or operational problem exists. The design of left-turn and right-turn lanes shall conform to NYS DOT design standards.
- 3) Construction of driveways along turn lanes and tapers is prohibited unless no other access to the property is available.
- 4) Driveways with more than one entry and one exit lane shall incorporate channelization features to separate the entry and exit sides of the driveway. Double yellow lines may be considered instead of medians, where truck off-tracking is a problem.
- 5) Driveways shall be designed with adequate on-site storage for entering and exiting vehicles to reduce unsafe conflicts with through traffic or on-site traffic and to avoid congestion at the entrance. Guidelines for driveway throat length are provided below:

- 125 feet for a shopping centers or mixed use developments over 200,000 sq ft;
- 75 - 95 feet for a development less than 200,000 sq ft with a signalized access drive;
- 40 - 60 feet for smaller developments with an unsignalized access drive; and
- 40 - 60 feet for residential subdivisions of five units or more.

SETBACKS

In order to preserve highway safety and efficiency and to readily accommodate future arterial improvements, a front yard setback shall be provided for all developments subject to the COD. The front yard setback shall be measured 100 feet from the centerline of the roadway. This setback shall remain free from all development, including buildings, gas pumps, canopies, and similar structures and

facilities. Signs, parking, and landscaped areas shall be permitted within the setback, consistent with the regulations outlined herein. Where necessary to accommodate an approved circulation plan, access driveways are permitted within setbacks.

For village areas, where traditional shallow setbacks contribute to local character, new development and redevelopment shall conform to the traditional setbacks. In these areas, existing building frontages shall constitute a “build-to” line, with moderate variations permitted based on the existing pattern. Side and rear setbacks shall also follow traditional patterns.

SIGNS

To manage roadway signs in a manner consistent with traffic safety and corridor appearance, the following standards shall apply. Site plans shall identify the number, location, size, and height of signs, consistent with the following:

Number of Signs

- Residential subdivisions and multi-family complexes: These residential uses shall be permitted one freestanding sign per main entrance, not to exceed 2 signs per development.
- Commercial and industrial uses: Each parcel shall be permitted one freestanding sign, provided all other standards are met. In addition, each structure shall be permitted one on-structure sign. For the purposes of this section, a shopping center or similar use shall be permitted one main freestanding sign; no freestanding signs shall be permitted for individual establishments in shopping centers or for outparcels.

Size of Signs

Sign area shall include the entire face of the sign (one side only). Where the sign consists of individual raised letters or a sign face of irregular shape, the sign area shall include the smallest rectangle that can encompass the letters or the sign face. Space for changeable copy (including fuel prices or similar displays) shall be included in the area of the sign. The size for a freestanding sign shall be one square foot per five linear feet of lot frontage, up to a maximum of 32 square feet, provided that shopping centers or similar uses with five or more establishments shall be permitted up to 40 square feet of sign area. The square footage for on-structure signs shall be as follows:

- For wall signs mounted flat on the building: One square foot per linear foot of building frontage, up to a maximum of 100 square feet.
- For projecting or perpendicular signs: One square foot per linear foot of frontage up to a maximum of 12 square feet.

Location

No freestanding sign shall be located closer than 15 feet to the right-of-way of a designated COD route. Signs shall not obstruct sight distances as required herein.

Height

The maximum height for freestanding signs shall be seven feet above grade. Signs may be placed on landscaped berms or structural bases no higher than



Example of desirable signage design for a freestanding monument-style sign



Example of inappropriately sized freestanding sign

three feet tall, provided that these support methods contain no wording, logos, or other advertising material. When constructed in this manner, sign height shall be measured from the top of such berm or base. On-structure signs shall not project above the eaves line for buildings with pitched roofs, and not above the roofline for buildings with flat roofs. In addition, the top of wall signs shall be placed no higher than 20 feet above ground, and wall signs shall not extend from the wall more than 12 inches. The top of projecting signs shall not be higher than 15 feet and the base shall not be lower than eight feet. Projecting signs shall not project more than four feet from the wall on which they are mounted.

Construction

Freestanding signs shall be ground mounted, monument type structures. No pole or pylon signs shall be permitted. Signs shall be designed and constructed to complement the architecture of the building to which the sign refers.

Sign Landscaping

Landscaping shall be integrated into the installation of freestanding signs. This landscaping shall count towards the perimeter landscaping requirements contained in the COD. The landscaped area around the base of freestanding signs shall not be less than 100 square feet.



Attractive building mounted perpendicular signage

LANDSCAPING

The intent of this section is to ensure that the placement and maintenance of landscaping within the COD serves to:

- Preserve and enhance the visibility of traffic on major highways;
- Preserve and enhance the visual quality of designated corridors;
- Reduce the volume and improve the quality of stormwater runoff; and
- Shade parking lots, reducing heat generation.

Submission Requirements

Site plans shall include a landscaping plan, drawn to the same scale as the site plan, and showing the location, size, and description of all landscaping materials in relation to structures, parking areas, and driveways.

Minimum Size Standards

Trees shall have minimum caliper of 2½ inches at the time of planting. Shrubs shall have a minimum height of two feet at the time of planting.

Tree Preservation

Preservation of existing trees shall be maximized except when necessary to provide access, or in accordance with accepted landscape practice. Stand alone trees of six inches or greater diameter at breast height, located within any required setback, shall be preserved. Where any such tree is unhealthy, or needs to be removed in accordance with accepted landscape practice, its removal shall be indicated on the landscaping plan. Existing wooded areas shall be left in an undisturbed in their natural state, unless modifications are approved or required during site plan review.

Perimeter Landscaping

Landscaping shall be required at the outer boundaries of projects, or within the required setbacks, and shall be provided except where driveways or other openings may be required. For large development projects such as shopping centers, perimeter landscaping shall apply to the full perimeter of the project, and not to internal property lines. The linear feet guidelines below are to be used to calculate the number of required plantings; they do not require that plantings be uniformly spaced. Rather, grouping of plants consistent with accepted landscape practice is encouraged. Specific requirements are as follows:

- At least one tree for each 50 linear feet of the perimeter of the lot and
- At least one shrub for each 10 linear feet of the perimeter of the lot.

Parking Lot Landscaping

Parking lots containing ten or more spaces shall be internally landscaped, so as to provide shade and screening, and in order to facilitate the safe and efficient movement of traffic. The area designated as required setbacks shall not be included as part of the required landscaping. Plantings shall be spaced and grouped consistent with accepted nursery standards, and shall not be located in a manner that impedes driver visibility. Specific requirements are as follows:

- A landscaped buffer at least 20 feet in width must be provided between a parking lot and the State Highway System. In traditional village settings, this distance may be reduced to be consistent with existing setbacks;
- Shade trees shall be planted along the frontage, parallel to the frontage road with a spacing not to exceed 50 feet or consistent with existing tree spacing on neighboring lots when present;
- A minimum of one landscaped island, at least 200 square feet in size, shall be provided for every eleven parking spaces contained within each single row of parking. Islands shall be planted with trees and shrubs with a minimum of two trees per eleven parking spaces;
- End islands shall be required for all parking configurations entirely surrounded by drive aisles, provided such configurations contain more than five spaces in a single row and ten spaces in a double row;
- Landscaped parking lot medians, a minimum of 10 feet in width, shall be used to separate driveway entrance aisles from parking areas;
- Landscaped areas shall contain no less than eight feet in average width;
- Trees and shrubs located within or adjacent to paved areas shall be salt tolerant; and
- All landscaped areas shall be planted with vegetative groundcover or shall be mulched, so that no bare ground exists.



Example of parking lot median separating parking areas



Example of parking lot islands with landscaping and lawn

Area Specific Conceptual Plans

OVERVIEW AND PURPOSE

The following pages contain Area Specific Conceptual Plans for the Routes 96 and 318 Study Area. Conceptual Plans were developed for five locations in the corridor, as identified by county staff and the consultant team. Each Plan represents a development scenario for that area, but it should not be interpreted as a master plan for a particular site. The purpose of the Plans is not to show how specific parcels will be developed, but rather what they could look like if certain design principles were applied. *They should not be misconstrued as implementation plans for actual development of these locations.* Additionally, the Conceptual Plans are in no way connected to actual real estate pressures; they are not intended to suggest that these sites will ever be fully built out to the extent shown. They are examples of how each area could be developed utilizing the design and policy objectives set forth in this document.

The following locations were identified for Area Specific Conceptual Plans to be developed:

- 1) **Clifton Springs Gateway** (area around Route 96 & Kendall Street)
- 2) **Knickerbocker Corners/Phelps Junction** (area around Routes 96, 488 and Phelps Junction Road)
- 3) **Five Points/West Junius** (area around Routes 96, 14, and 318)
- 4) **Regional Shopping Destination** (area around Waterloo Premium Outlets)
- 5) **Magee** (area around Routes 318 and 414)

For each of the five selected locations, two Conceptual Plans are included. The first is based on conventional commercial/residential design, using existing zoning and land use regulations as parameters. This scenario represents how a series of disconnected and uncoordinated developments might lay out over time. It is designed to show how building sites would look under current practices and regulations, should enough development pressure materialize.

The second is based on a more concentrated land use pattern with consideration given to community character, mixing of uses, access management, pedestrian accommodation, and landscaping/ reforestation. These features are addressed within the framework of the goals and objectives outlined in this Study. This scenario is referred to as the “Best Practices” design. Additionally, two of the sites (Knickerbocker Corners/Phelps Junction and Magee) have oblique angle images that are included to show a different perspective of the Conceptual Plans.

The purpose of each pair of Conceptual Plans is to contrast different development scenarios, providing ideas and inspiration to municipalities and developers in order to achieve higher standards for development. They illustrate objectives expressed in other sections of this Study including access management techniques, nodal development with a mix of uses, pedestrian accommodations, and quality site design. Finally, they provide a planning-level estimate of trip generation based upon each of the Best Practices development scenarios.

In addition to these five locations, two hypothetical scenarios are included for a rural portion of the corridor. The first presents a build-out scenario that could result from current land use regulations. The second balances farmland protection with future development in an effort to protect rural character.

Clifton Springs Gateway: Conventional Design

Lack of cross access between parcels

Lack of shared access to Route 96

Building does not relate to corner

Lack of defined curb cut

Single-family potentially conflicts with commercial driveways

Building does not address the street

Parking dominates entire intersection

Building is out of scale with surroundings

Lack of connection to adjacent buildings or sidewalk network

Driveways not aligned

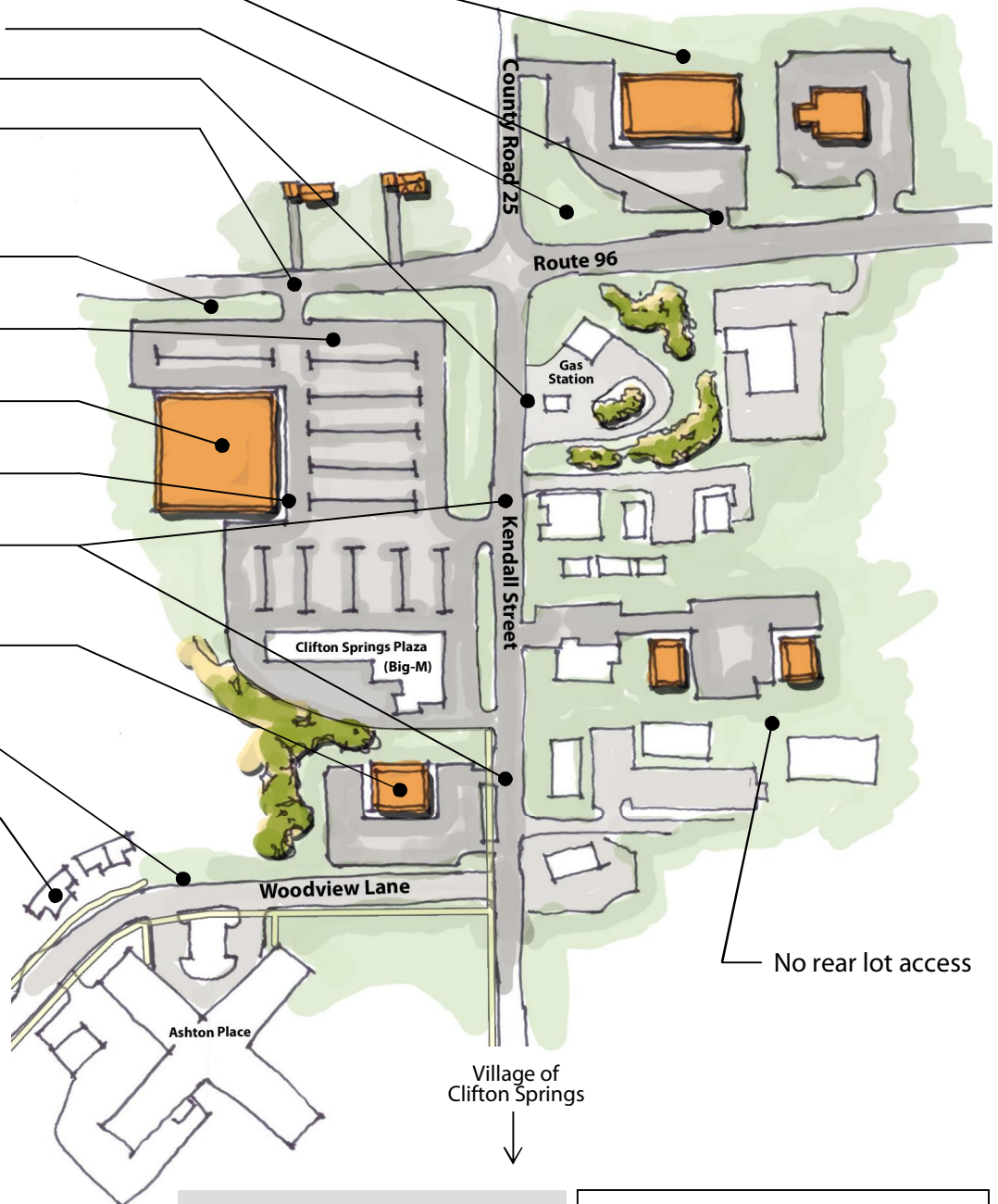
Building surrounded by parking lot (no connection to sidewalks along Kendall)

Lack of continued sidewalk connection to Kendall Street

Townhouses with garage as prominent feature reinforces auto-oriented setting

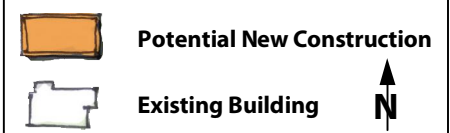
General Notes:

- Limited landscaping
- Inconsistent setbacks
- Uncoordinated / awkward transition between Village core and surrounding rural areas



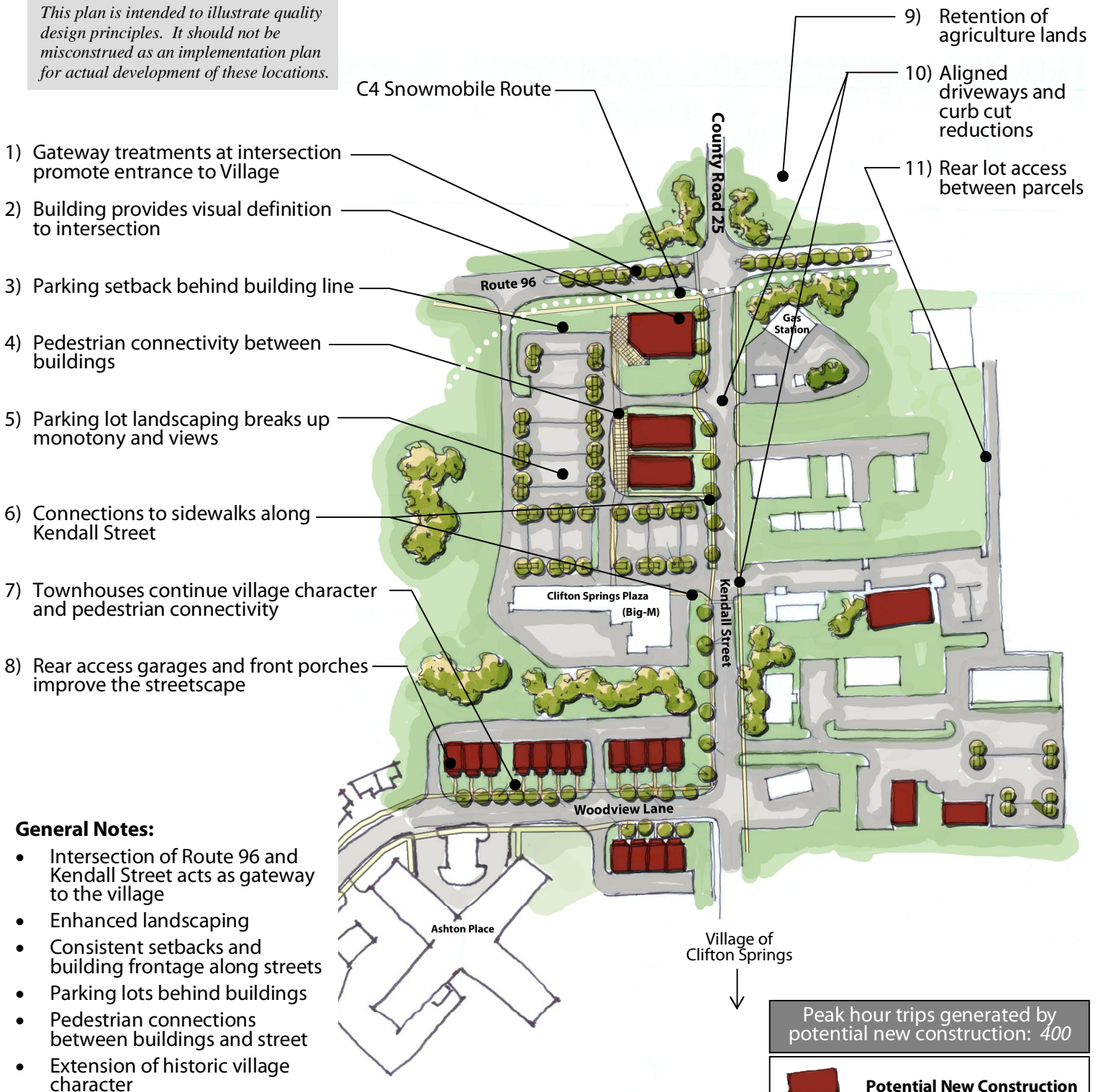
No rear lot access

This plan is intended to illustrate typical or conventional design principles. It is not intended to suggest actual development pressures in the corridor.



Clifton Springs Gateway: Best Practices Design

This plan is intended to illustrate quality design principles. It should not be misconstrued as an implementation plan for actual development of these locations.



Knickerbocker Corners / Phelps Junction: Conventional Design

This plan is intended to illustrate typical or conventional design principles. It is not intended to suggest actual development pressures in the corridor.

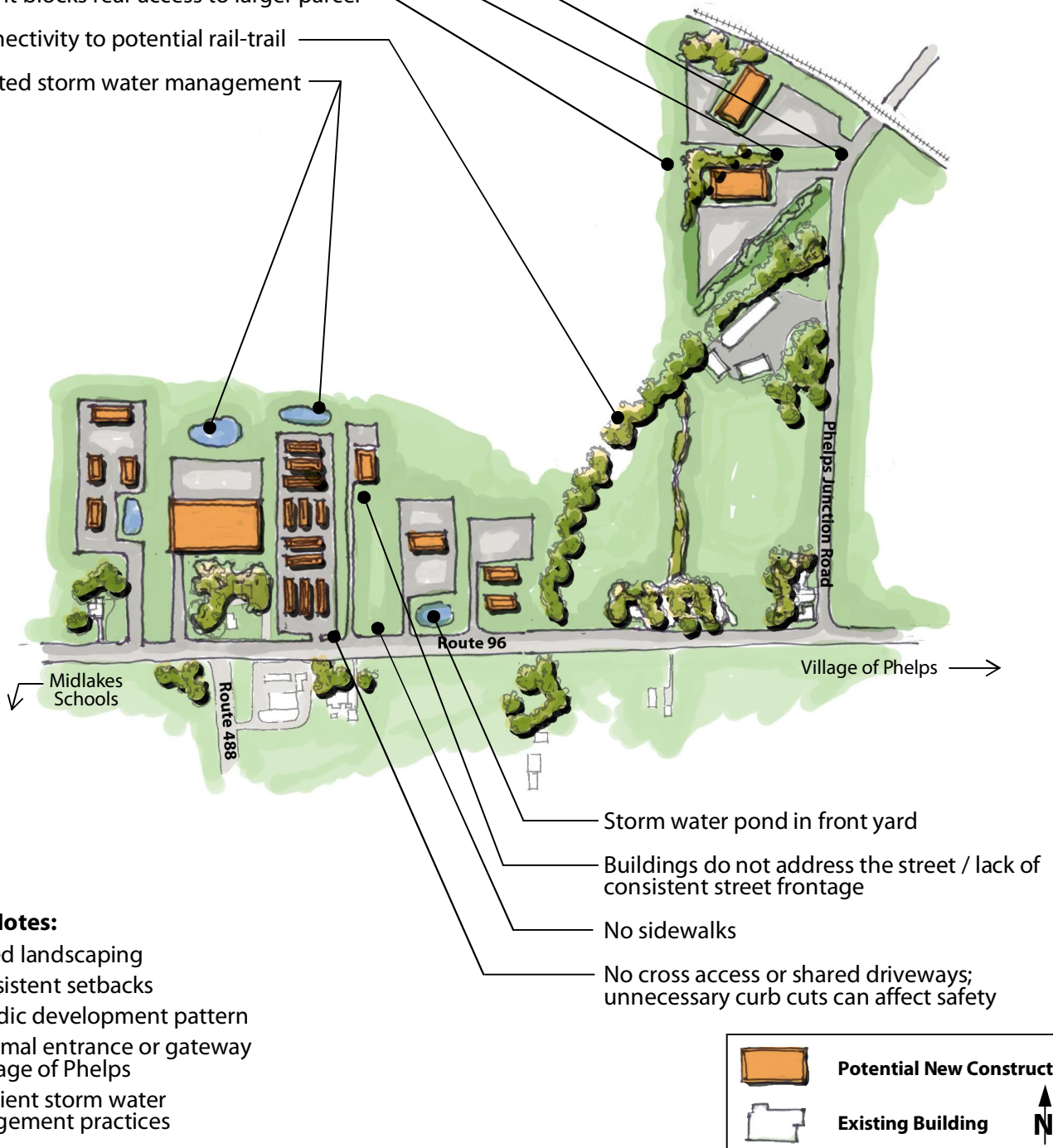
Lack of shared access to Phelps Junction Rd

Lack of cross access between parcels

Development blocks rear access to larger parcel

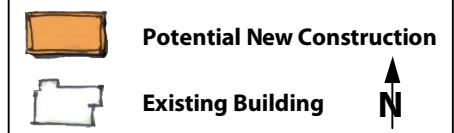
Lack of connectivity to potential rail-trail

Uncoordinated storm water management



General Notes:

- Limited landscaping
- Inconsistent setbacks
- Sporadic development pattern
- No formal entrance or gateway to Village of Phelps
- Inefficient storm water management practices



Knickerbocker Corners / Phelps Junction: Best Practices Design



- 1) Coordinated storm water management facility with recreational trail system
- 2) Townhouse development with side/rear access garages and pedestrian connections to surrounding uses

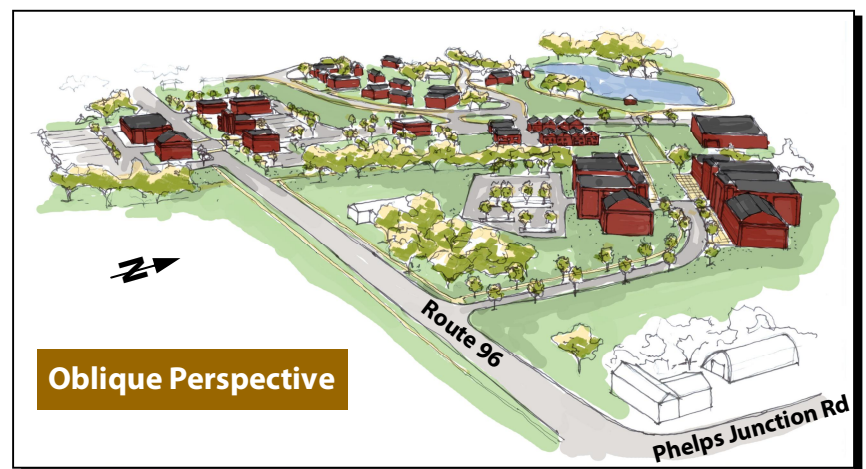
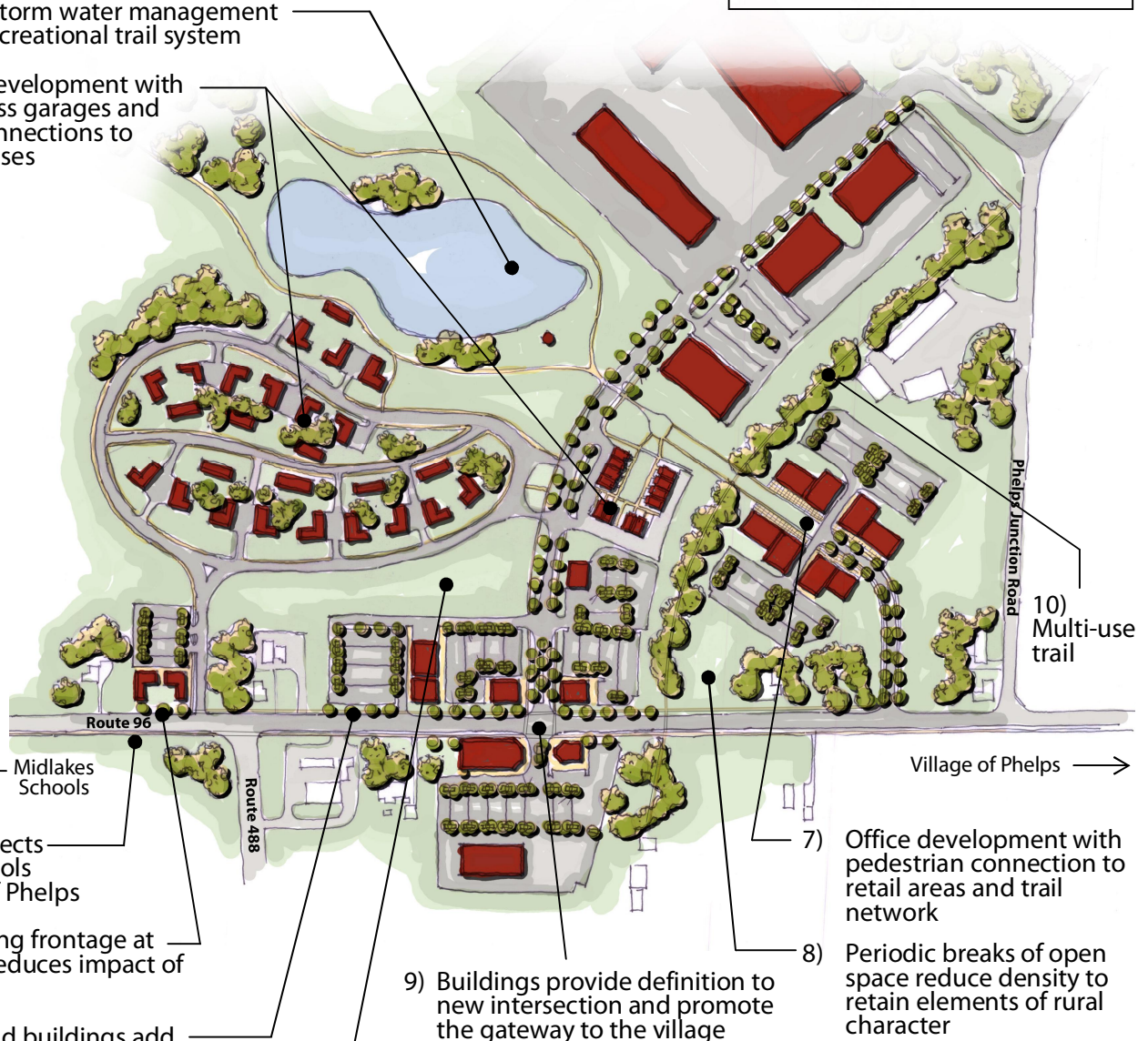
This plan is intended to illustrate quality design principles. It should not be misconstrued as an implementation plan for actual development of these locations.

Peak hour trips generated by potential new construction:
1,150

- 3) Pathway connects Midlakes Schools with Village of Phelps
- 4) Limited building frontage at right-of-way reduces impact of development
- 5) Street trees and buildings add visual friction to roadway and slow down traffic
- 6) Open space buffer between residential and corridor commercial uses

General Notes:

- Mix of uses with residential creates vibrancy in a small node
- Centralized storm water management facility doubles as a recreational/amenity feature
- Use of buildings, vegetation, and roadways to create a gateway into the village



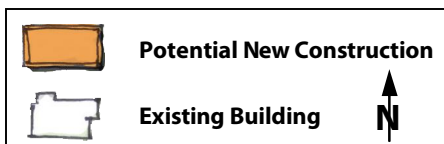
Oblique Perspective

Five Points / West Junius: Conventional Design

- Lack of cross access between parcels
- Lack of shared access to Route 318
Increases the number of conflict points
- Building does not relate to corner
- Lack of dedicated entry drive to mobile home park
- Building does not contribute to a gateway entrance to the region/corridor
- Lack of sidewalk connections between adjacent buildings
- Lack of consistent setbacks
- Inefficient use of land
- Cloverleaf design disproportionate to current levels of traffic

General Notes:

- Limited landscaping
- Inconsistent setbacks
- Uncoordinated gateway entrance to Finger Lakes region



This plan is intended to illustrate typical or conventional design principles. It is not intended to suggest actual development pressures in the corridor.

Five Points / West Junius: Best Practices Design

-
- 1) Pedestrian and vehicular connectivity between development parcels
 - 2) Pedestrian passageway between buildings to adjacent development
 - 3) Use of curbed islands and medians for pedestrian sidewalks across parking lots
 - 4) Shared access
 - 5) Buildings provide definition to edge of roadway
 - 6) Cohesive pedestrian network between buildings
 - 7) Parking setback behind building line
 - 8) Coordinated fencing and street trees provide gateway enhancements
 - 9) Rear access road between parcels limits vehicle trips on Routes 96 and 14
 - 10) Rows of grape vines strengthen gateway to Finger Lakes wine country
 - 11) Roundabout improves vehicular circulation, includes iconic feature or element in the center
 - 12) Dedicated truck access to service area

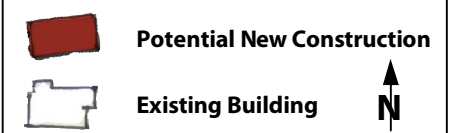
General Notes:

- Enhanced landscape elements designed around the Finger Lakes wine country theme strengthen gateway status
- Consistent setbacks and building frontages along Route 14
- Pedestrian connections between buildings and street
- Improved appearance and function of truck service stop
- Utilize shared service roads to provide rear access to parcels

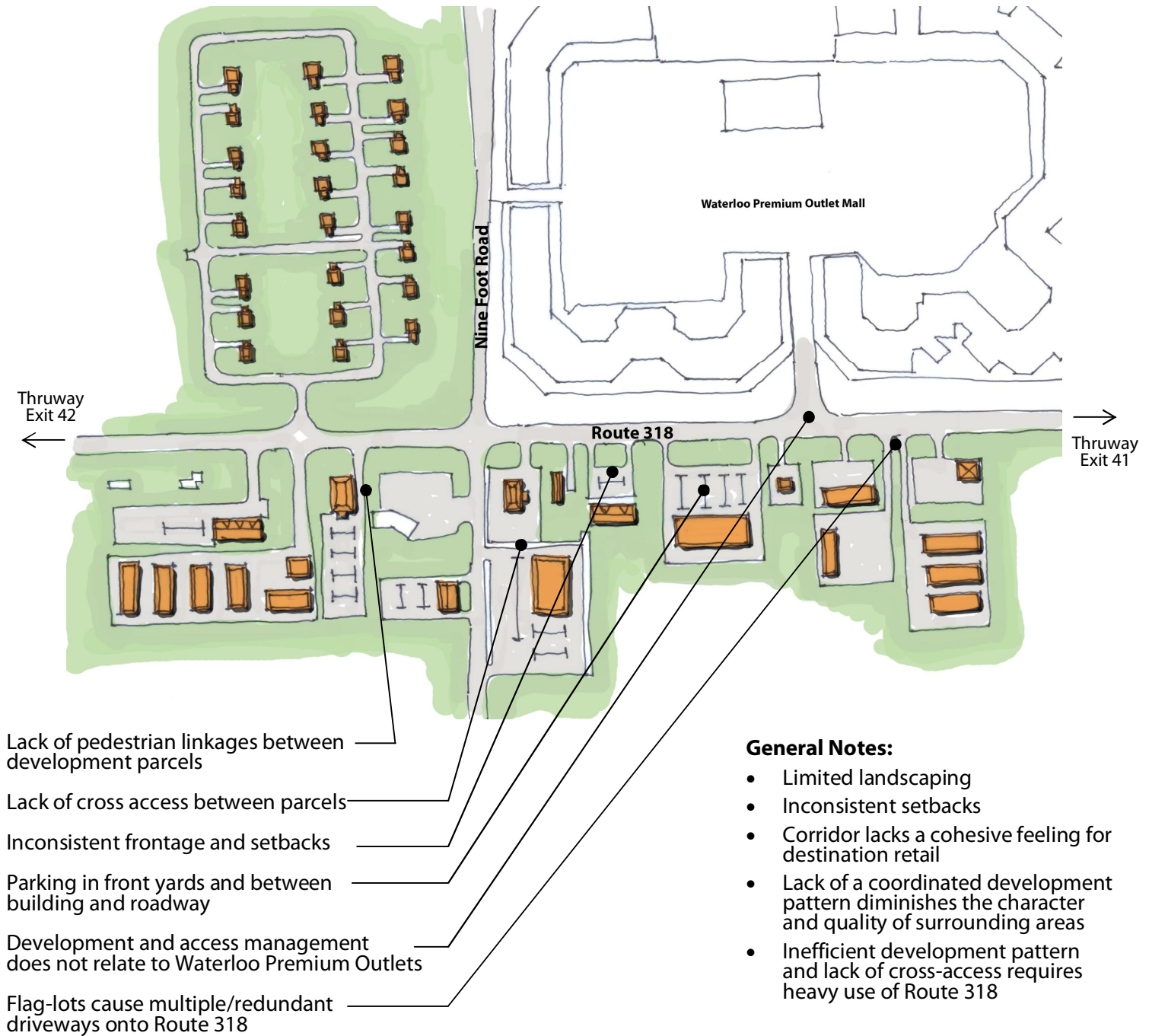
This plan is intended to illustrate quality design principles. It should not be misconstrued as an implementation plan for actual development of these locations.

City of Geneva
↓

Peak hour trips generated by potential new construction: 1,400



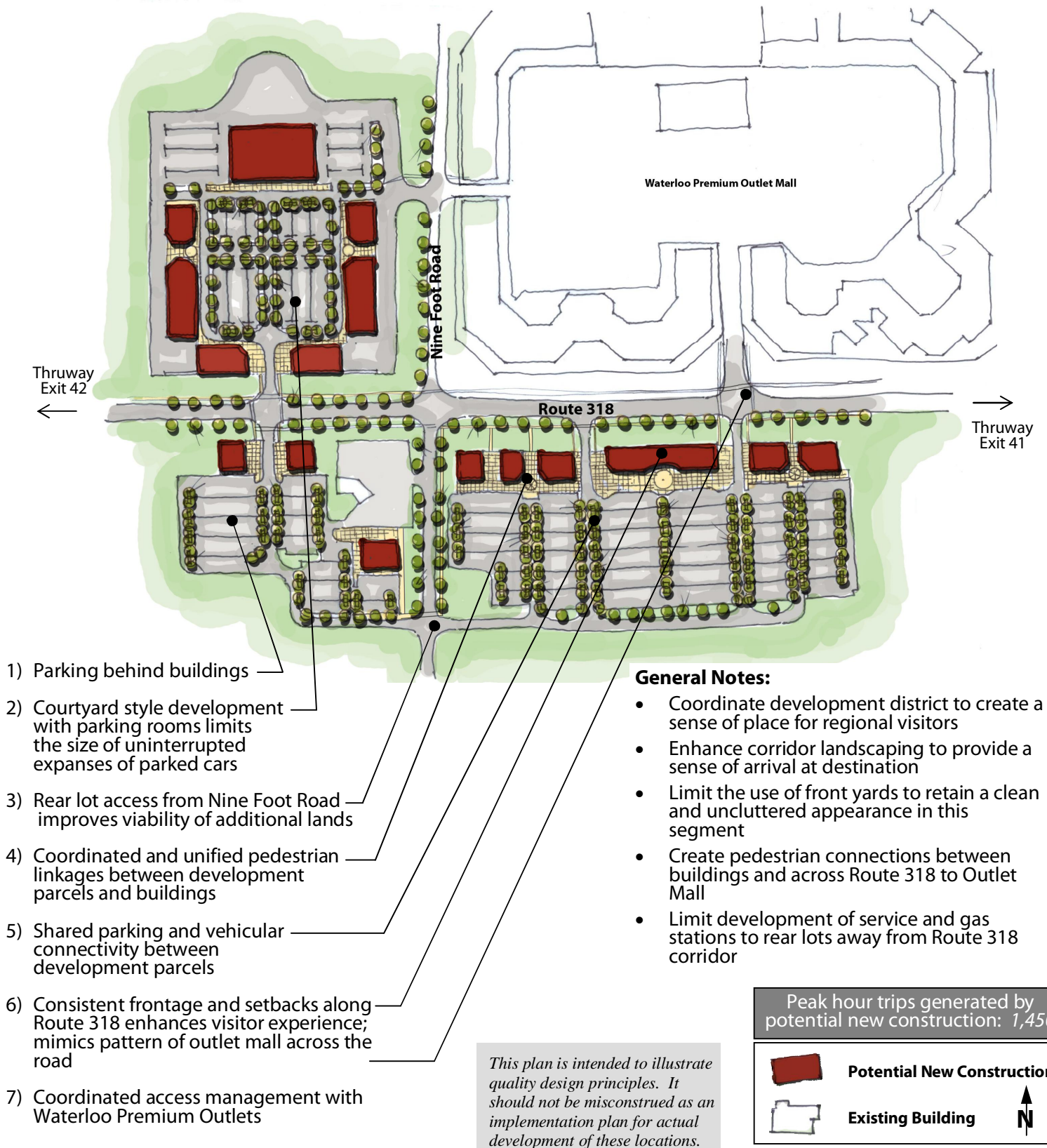
Regional Shopping Destination: *Conventional Design*



This plan is intended to illustrate typical or conventional design principles. It is not intended to suggest actual development pressures in the corridor.



Regional Shopping Destination: *Best Practices Design*



Generic Rural Segment: Conventional Design



Cul-de-sacs lack connectivity,
diminish rural character

Development limits utility of
remaining land for agriculture

Commercial properties negatively
impact rural character

Lack of shared access

Large lot with deep setback reduces
viable farmland and diminishes rural
character

Frontage lots and flag-lots chop up
the street edge

General Notes:

- Removal of hedgerows and woodlots negatively impacts rural character
- Inconsistent setbacks
- Lack of a coordinated development pattern diminishes the character and quality of corridor
- Loss of viable agricultural land

This plan is intended to illustrate typical or conventional design principles. It is not intended to suggest actual development pressures in the corridor.



Potential New Construction



Existing Building



Generic Rural Segment: Best Practices Design



Cluster development hidden from view within the corridor and retains much of existing woodlot

Agricultural land and access retained

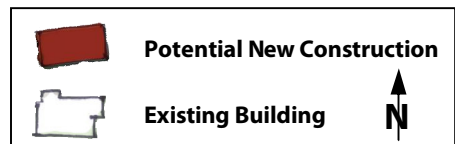
Subdivision of existing farm into 50 acre parcels retains rural character

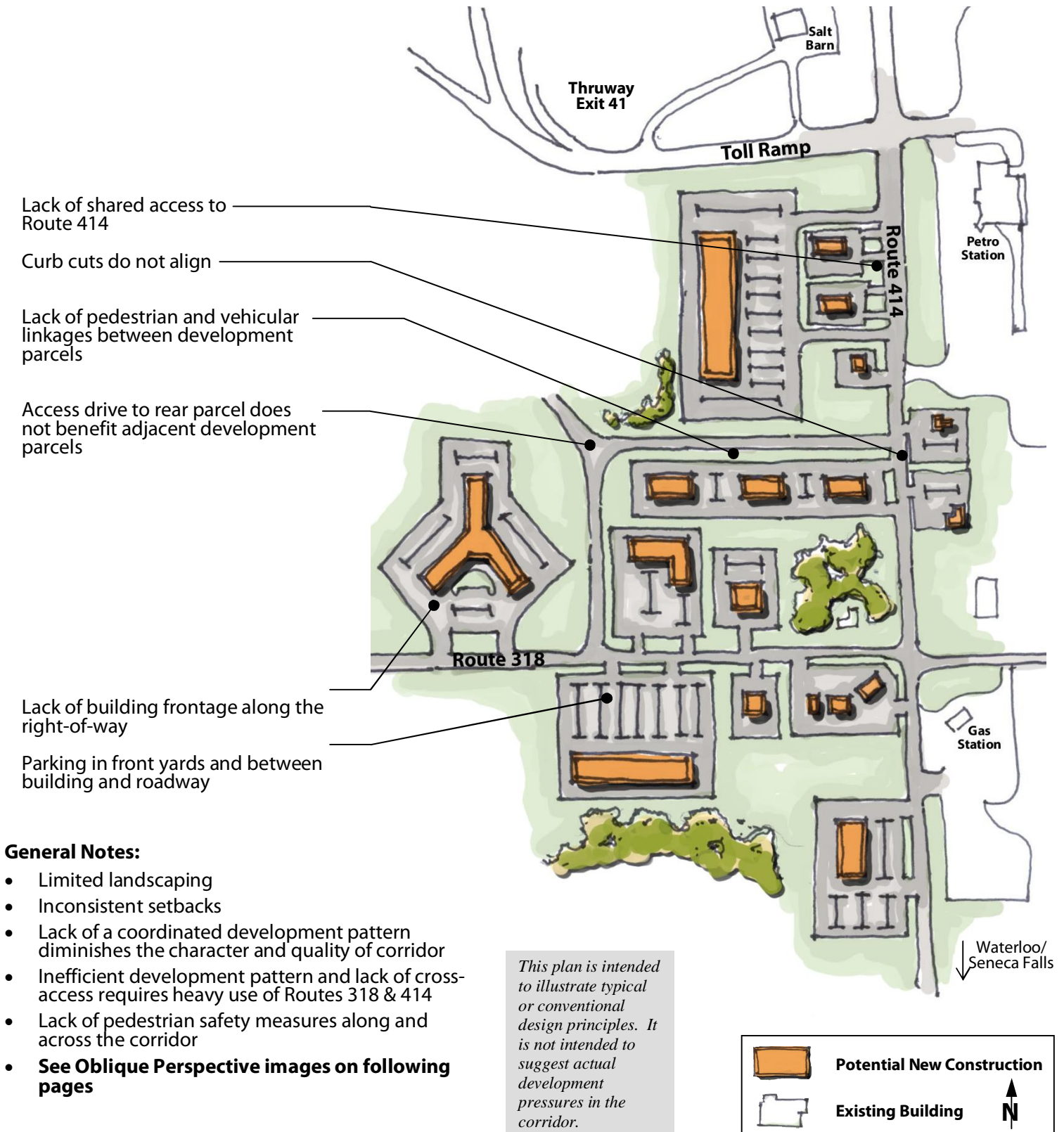
New development shares access and is buffered from roadway

General Notes:

- Agriculture and open space character is retained through limited development
- Woodlots and hedgerows preserved

This plan is intended to illustrate quality design principles. It should not be misconstrued as an implementation plan for actual development of these locations.



Magee: Conventional Design

Magee: Best Practices Design

- 1) Buildings front on corridor with parking in rear
- 2) Hotel with conference space is adjacent to supporting development such as retail and restaurants
- 3) Parking rooms limit the size of uninterrupted expanses of parked cars
- 4) Rear lot access from internal development driveway aisles
- 5) Coordinated pedestrian linkages between development parcels and buildings
- 6) Improved corridor landscaping provides visual friction and aids in traffic calming
- 7) Consistent frontage and setbacks along Route 318 enhances visitor experience
- 8) Shared access driveways aligned across corridor
- 9) Rear access connector roads limit short trips on Route 318

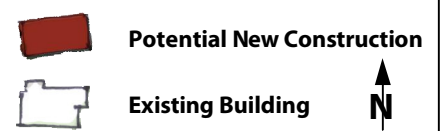
This plan is intended to illustrate quality design principles. It should not be misconstrued as an implementation plan for actual development of these locations.

General Notes:

- Enhance corridor landscaping to create a sense of place and arrival
- Limit the use of front yards to retain a clean and uncluttered appearance
- Create pedestrian connections between buildings and across Route 318
- Limit development of service and gas stations to rear lots away from Route 318 corridor
- Coordinate storm water management facilities and place them in rear yards or off-site
- Consider the creation of regional storm water management facilities
- **See Oblique Perspective images on following pages**

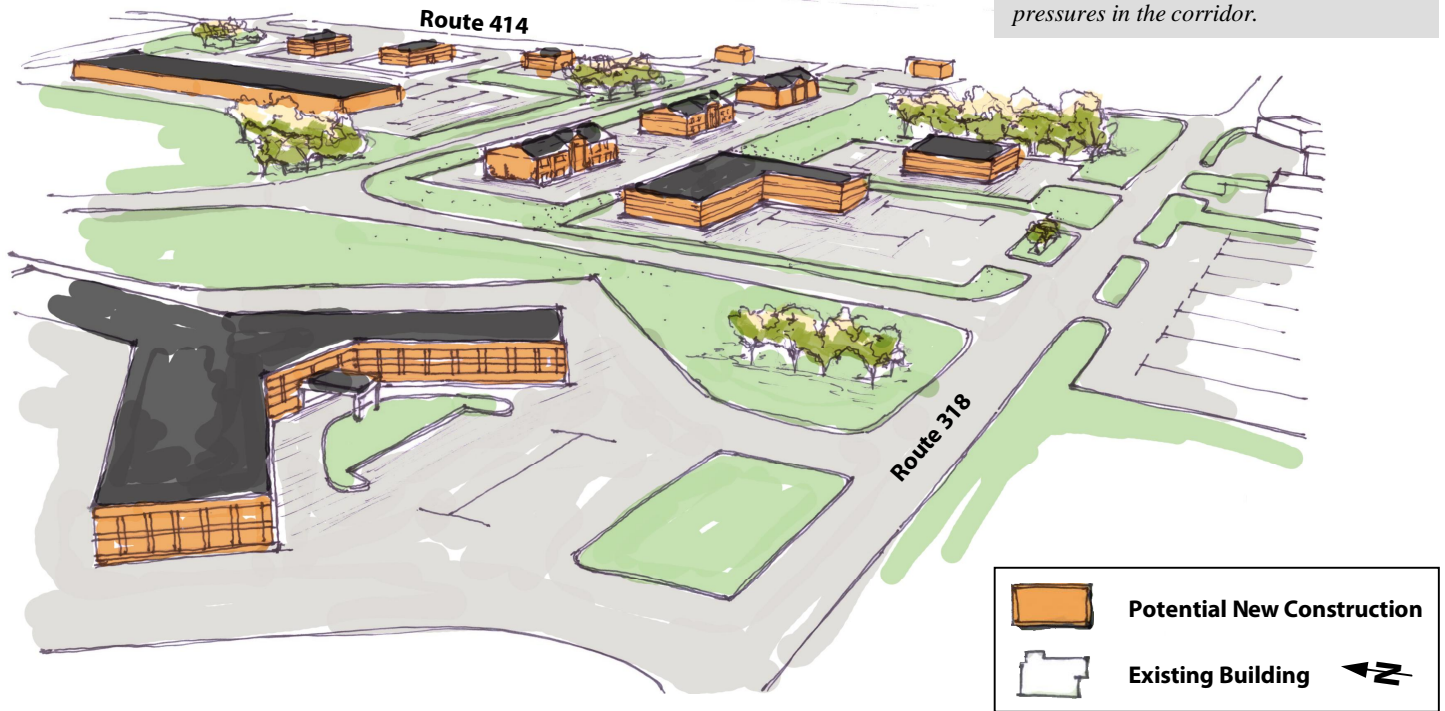


Peak hour trips
generated by
potential new
construction: 1,150



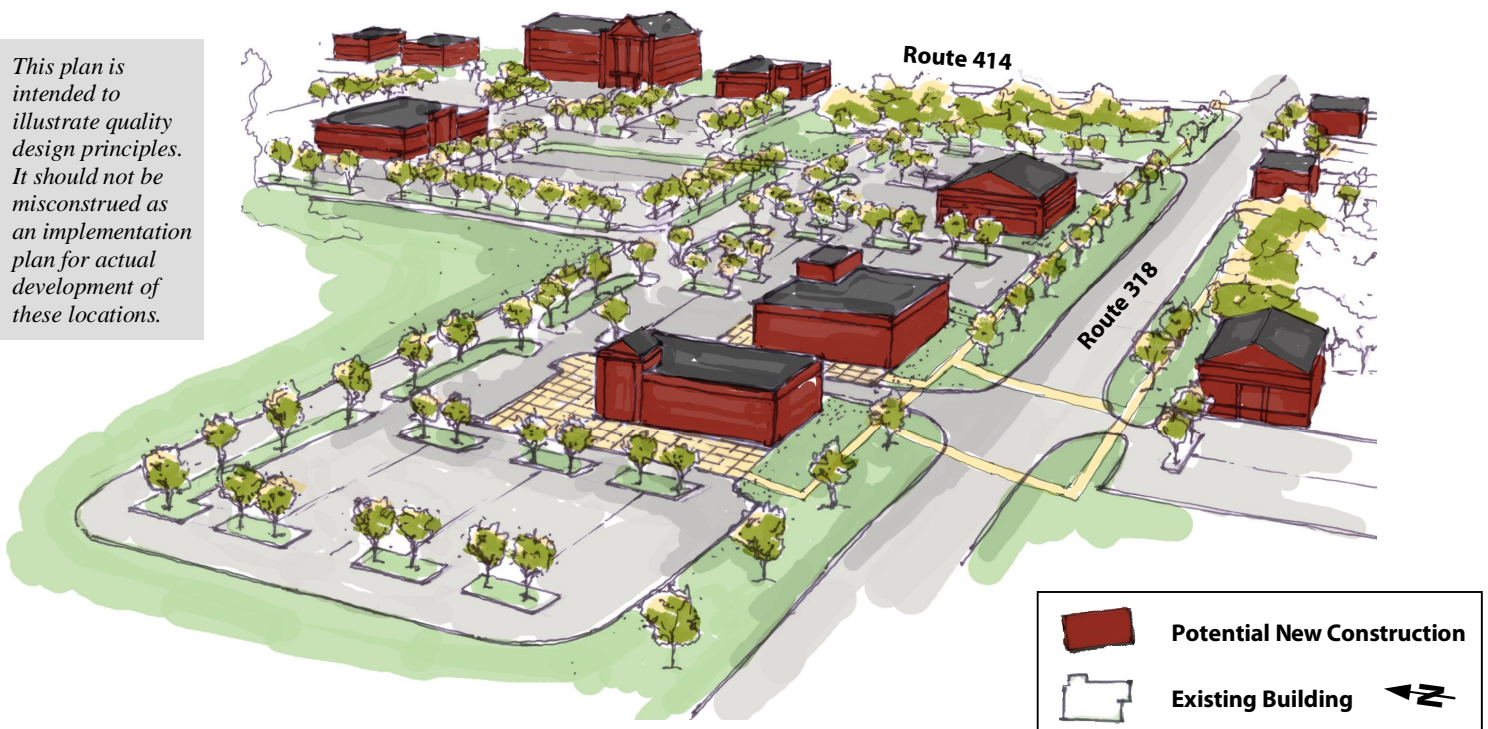
Magee: Conventional Design (Oblique Perspective)

This plan is intended to illustrate typical or conventional design principles. It is not intended to suggest actual development pressures in the corridor.



Magee: Best Practices Design (Oblique Perspective)

This plan is intended to illustrate quality design principles. It should not be misconstrued as an implementation plan for actual development of these locations.



REGULATORY TOOLS

While the Best Practices Designs shown on previous pages are not intended to be master plans for a particular site, they do illustrate design features that are consistent with the vision and goals expressed by communities in the corridor. In order to achieve these design features for an actual proposed development, there are a number of regulatory tools, review processes, and partnerships that need to be in place. This section provides a summary of actions necessary to implement the specific elements called out in the Conceptual Plans.

Item numbers correspond to the notes on each of the Best Practices Design Plans. Local officials should determine which design features are most important to their community, and then identify the corresponding regulatory tools (listed below) necessary to require such features. Depending on the community and the desired design feature, this may result in either improving existing regulations or adopting new regulations, such as the Corridor Overlay District (COD). It should be noted that an effective site plan review process is critical to ensuring that many of these elements are included in future development proposals along the corridor.

Clifton Springs Gateway

Item 1

Work with design professionals and NYS DOT to design and construct the preferred gateway treatment at intersection. The community and its partners will be responsible for contributing to the cost of the enhancements as well as maintaining any plantings.

Items 2 & 3

Develop and implement a set of Corridor Design Guidelines. The purpose of these guidelines is to augment traditional land use regulations in order to improve the overall quality of commercial development.

Items 4, 5, 6, 10, & 11

Adopt the various elements of the preliminary Corridor Overlay District contained on page 34 of this Study.

Items 7 & 8

Adopt the recommended permitted use list contained in the Gateway Transitional District described on page 1.6 of the Sub Regional Plan for Focus Area 1. Incorporate rear access requirements into Village Code or require rear access through the site plan review process.

Item 9

Work with various groups such as the Genesee Land Trust to ensure this land remains in agricultural production utilizing various preservation techniques such as the purchase of development rights.

Knickerbocker Corners / Phelps Junction

Items 1, 2, 6, 7, & 8

Allow various elements through the application of the existing Planned Development regulations. According to the Town Zoning Code, the intent of these regulations is, “to permit diversification in the location of structures and to improve circulation facilities and other site qualities while ensuring adequate standards relating to public health, safety, welfare, and convenience in the use and occupancy of buildings and facilities in planned groups.”

Item 3

Work with the town, school district and regional trail groups to develop a path that connects the School with the village sidewalk system.

Item 4

Incorporate the lot size and parking placement standards contained within the Gateway Transitional District described page 1.6 of the Sub Regional Plan for Focus Area 1.

Items 5

Adopt the landscaping requirements described in the preliminary Corridor Overlay District found on page 34 of this Study. Utilize the site plan review process to ensure that appropriate landscaping is included in future development proposals.

Item 9

Develop and implement a set of Corridor Design Guidelines. The purpose of these guidelines is to augment traditional land use regulations in order to improve the overall quality of commercial development.

Item 10

Work with the Genesee Transportation Council and Ontario Pathways to advance a multi-use trail connecting existing segments of the Ontario Pathways system.

*Five Points / West Junius**Items 1, 2, 3, 4, 6, 8, & 9*

Adopt the various elements of the preliminary Corridor Overlay District found on page 34 of this Study. Utilize the site plan review process to ensure that these elements are included in future development proposals.

Items 5 & 7

Develop and implement a set of Corridor Design Guidelines. The purpose of these guidelines is to augment traditional land use regulations in order to improve the overall quality of commercial development.

Items 10 & 11

Work with design professionals and NYS DOT to design and construct preferred gateway treatment at intersection. The community and its partners will be responsible for contributing to the cost of the enhancements as well as maintaining any plantings.

Item 12

Utilize the site plan review process to ensure that a separate truck access is provided in future development proposals where appropriate.

*Regional Shopping Destination**Items 1, 2, 3 & 5*

Develop and implement a set of Corridor Design Guidelines. The purpose of these guidelines is to augment traditional land use regulations in order to improve the overall quality of commercial development.

Items 3, 4, 5, & 7

Adopt the various elements of the preliminary Corridor Overlay District found on page 34 of this Study. Utilize the site plan review process to ensure that these elements are included in future development proposals.

*Magee**Item 1*

Incorporate the lot size and parking placement standards contained within the Interchange Commercial District described on page 3.8 of the Sub Regional Plan for Focus Area 3.

Item 2

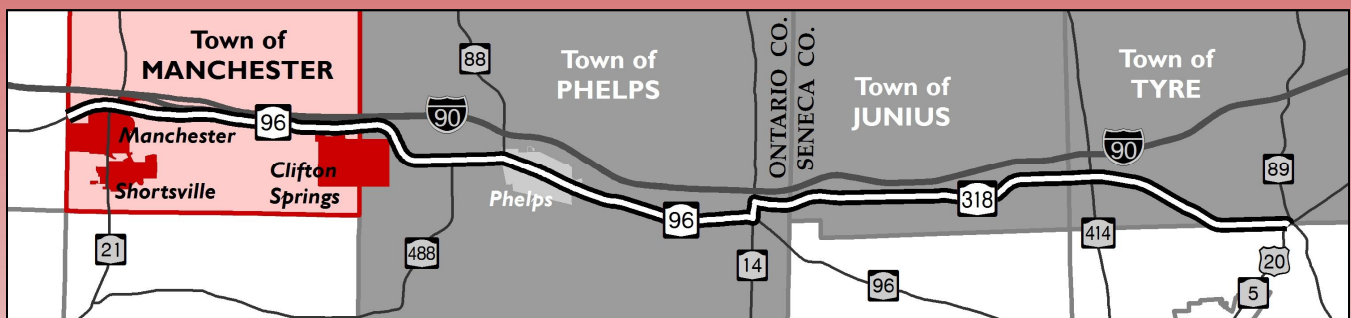
Adopt the recommended permitted use list contained in the Interchange Commercial District described on page 3.8 of the Sub Regional Plan for Focus Area 3. Incorporate rear access requirements into Village Code or require rear access through the site plan review process.

Items 3, 4, 5, 6, 7, 8, 9

Adopt the various elements of the preliminary Corridor Overlay District found on page 34 of this Study.

Routes 96 & 318 Rural Corridor Study

Ontario & Seneca Counties, New York



Sub Regional Plan Focus Area I

Village of Manchester
Village of Shortville
Village of Clifton Springs
Town of Manchester

March 2009

Prepared by:



Sub Regional Plan — Focus Area 1

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OVERVIEW

The Routes 96 and 318 Rural Corridor Study is separated into two parts: a **Corridor Management Plan (CMP)** and a set of three **Sub Regional Plans (SRPs)**. The CMP contains a corridor-wide vision and set of goals and objectives that provide the framework for general recommendations. The SRPs break the corridor into manageable segments and include a greater level of detail regarding implementation steps. The Focus Area 1 SRP covers the Ontario County Villages of Manchester, Shortsville, and Clifton Springs and the Town of Manchester. These communities comprise roughly a third of the Study Area on the western end.

A primary component of the Routes 96 and 318 Rural Corridor Study is the recommended **Future Land Use Plan**. Land use and the corresponding transportation network are closely intertwined patterns of infrastructure and investment. These two elements have far reaching ramifications on issues such as community character, the economy, and the general quality of life for corridor communities. As such, an entire section of the SRP has been devoted to these critical corridor elements.

The Future Land Use Plan for Focus Area 1 can be found on the next page. Although the vision for each land use category in the Plan is consistent with the Corridor-Wide Future Land Use Plan (page 25) this section contains a greater level of detail for recommendations related to permitted uses and dimensional requirements.

The Sub Regional Plan for Focus Area 1 also contains a **Transportation Recommendations** section that, once again, is consistent with the goals and objectives outlined in the CMP, but outlines specific improvements that can be made within this Focus Area. Finally, the Sub Regional Plan contains an **Action Plan** that lists the specific steps necessary to achieve the vision, goals and objectives found in the CMP. Each of these sections has a certain degree of overlap in their content, as is the case between the CMP and the SRPs. They are organized in this fashion to allow communities to use this as a workbook, wherein each section addresses a specific issue, yet is consistent with and reinforced by the remainder of the document.

Financial assistance for the preparation of this report was provided in part by the Federal Highway Administration. The Ontario County Planning and Research Department and the Seneca County Planning and Community Development Department are solely responsible for its content. The views and opinions expressed herein do not necessarily reflect the official views or policy of the U.S. Department of Transportation. Transportation recommendations included in this report are conceptual in nature and other alternatives may result from a more detailed engineering analysis. In all cases, improvements should be coordinated with the New York State Department of Transportation (NYS DOT) as well as county/town/village highway departments when applicable.

Future Land Use Plan — Focus Area I

PURPOSE

This section presents a Future Land Use Plan specific to Focus Area 1, which includes the Villages of Manchester, Shortsville, and Clifton Springs and the Town of Manchester in Ontario County. Shortsville is technically not in the corridor Study Area. However, it is included in this Focus Area in recognition of its similarities with Manchester and the joint planning efforts in which those communities have engaged.

Section 1 of the Routes 96 and 318 Rural Corridor Study contains a Corridor-Wide Future Land Use Plan (see page 25), which addressed land use recommendations from a broader perspective. The Sub Regional Future Land Use Plan contained in this section is consistent with the future land use areas identified at the corridor level, but contains additional detail related to permitted uses, specially permitted uses, dimensional requirements and parking standards. This information is presented in a code-ready format that can be customized by localities to suit their needs. In order to achieve the preferred development pattern in the corridor, it is recommended that municipalities consider incorporating some or all of the following recommendations into their existing regulatory framework.

As shown on Map 10, the preferred development pattern for Sub Regional Focus Area 1 consists of two distinct categories, as follows:

- Agriculture and Open Space (AO)
- Gateway Transitional (GT)

For each of these categories, recommendations are presented for the desired vision, appropriate land uses, and design regulations. While zoning regulations are tied to specific parcels, the edges of the future land uses categories are intentionally drawn irrespective of property lines. The refinement of the land use edges, as well as finalizing the list of permitted uses, is a more detailed exercise that communities should engage in when updating their zoning ordinance.

In addition to these four categories, the Future Land Use Plan identifies a Sensitive Environmental Area (SEA) around certain environmental features. Shown in green on the map, this designation should be considered an overlay district to the underlying land use designation in this part of the corridor. An additional level of site plan review is recommended above and beyond other land use regulations in order to preserve and protect the important environmental features found in these areas.

Agriculture & Open Space (AO)

OVERVIEW

Although the area between Manchester and Clifton Springs contains the highest population of any of the Agriculture and Open Space areas within the Study Area, it can still be described as rural in character. Much of the area between the two villages contains rural residences, with the occasional farm or open space. There is also a high concentration of mobile home parks in this area. Therefore, additional residential development should be carefully considered, if not avoided, to reduce impacts on traffic operations and the rural character in general.

It is recommended that zoning and regulatory provisions are put in place that preserve the low density of land development in these areas. In order to accomplish this, the Town of Manchester should consider revising their agricultural zoning district to reflect the vision expressed in this section. The town should study in greater detail the specific parcels to be included in this district, as the Future Land Use Plan is intended to be a general guide. The town should review the following code elements and determine which are most appropriate to achieve their individual community vision.

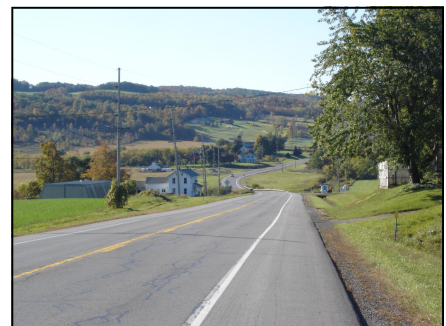
PURPOSE

The purpose of the Agriculture & Open Space (AO) District is to support the goals, objectives, and policies contained in local planning documents. More specifically, the AO District is intended to allow the development of a limited number of uses including farming, residential, and limited commercial activity in a manner that preserves the undeveloped nature of certain areas along State Route 96. In order to accomplish this, the AO District regulates the location, design and use of structures and land to create a low concentration of activity in a rural setting and to ensure the safe and efficient movement of vehicles along the corridor.

PERMITTED USES*

The following uses are to be permitted within the AO District:

1. Farming & agricultural operations
2. Roadside stands
3. Greenhouses
4. Public & semi-public uses
5. Parks, recreational facilities, etc
6. Single-family residential
7. Golf courses



Examples from outside the corridor of desirable land use patterns and design

SPECIALLY PERMITTED USES*

The following uses are to be allowed by special permit within the AO District:

1. Kennels
2. Veterinary clinics
3. Two-family residential
4. Places of Worship

DIMENSIONAL REQUIREMENTS FOR NON-RESIDENTIAL USES*

- Minimum Lot Size - 1 to 2 acres
- Minimum Lot Width - 175 to 200 feet
- Maximum Lot Coverage - 20% to 25%
- Minimum Front Yard Setback - 75 to 100 feet
- Minimum Side Yard Setback - 25 feet
- Minimum Rear Setback - 50 feet

Subdivision

Subdivision regulations can be used to implement the transportation and safety objectives of the Corridor Overlay District (see page 34) and maintain the agricultural land base along the corridor.

Access Management

The long term fragmentation of the corridor that results in unsafe turning movements and poor access can be addressed during subdivision review. All subdivision regulations for localities along the corridor should provide requirements for the appropriate access management tools as listed in the Corridor Overlay District. All subdivisions, regardless of size or number of resulting parcels, within 500 feet of the centerline of the corridor, should be required to have subdivision approval by the Planning Board. This will help address the land use and transportation impacts that a series of independent, adjacent subdivisions can have on the corridor over time.

Agriculture

In order to preserve large blocks of agricultural land and maintain viable agricultural operations within the AO District, the localities should consider impacts to agricultural infrastructure which include surface and subsurface stormwater management systems, equipment lanes, and cross field access points. Such infrastructure should be mapped as part of the review process to ensure impacts are mitigated.

* Note that these recommendations are intended to be a guide when developing local regulations, and are consistent with the regional planning perspective outlined in this Study. Ultimately, each municipality should determine which regulations are appropriate for their circumstances.

Zoning

Establish a minimum lot size for residential uses at one acre and set a maximum density limit for each parcel. The one acre lot size could be increased only in cases where it is necessary to accommodate a septic system or to include adjacent areas that are considered non-farmable. For example, if the lot abutted a stream corridor, the parcel line could be continued to include the property between the lot and the creek. In the Town of Seneca, the maximum density limit is currently set at one residential unit per 50 acres. Under this scenario, a 100 acre farm would be allowed to subdivide two, one acre lots to build two residential units.

PARKING

No parking should be permitted in the front yard of commercial establishments. Side and rear yard parking shall be permitted. The lack of front yard parking, combined with the front setback will create continuous green space along the corridor within the AO District.

The current parking requirements for the town and villages can generally be described as very high. For example, restaurants typically are required to provide from six to ten parking spaces per 1,000 square feet of floor space. By comparison, Manchester requires 25 parking spaces per 1,000 square feet. It is recommended that the town and villages revise and reduce their parking requirements in their respective zoning codes.

NON-RESIDENTIAL ARCHITECTURAL STANDARDS

It is recommended that structures within the AO District be constructed to mimic the appearance of building types typically found in rural landscapes. These include but are not limited to farmhouses, barns, stables, and country stores. This is accomplished through the use of building materials, roof lines, and decorative treatments. In addition, ground and roof mounted HVAC units must be screened from view with a treatment that is integral with the design of the building (i.e. parapet wall, mansard roof or garden wall). Dumpsters should also be screened from view using materials and colors that are consistent with the building that it serves (i.e. a brick building must have a dumpster screened with brick walls).

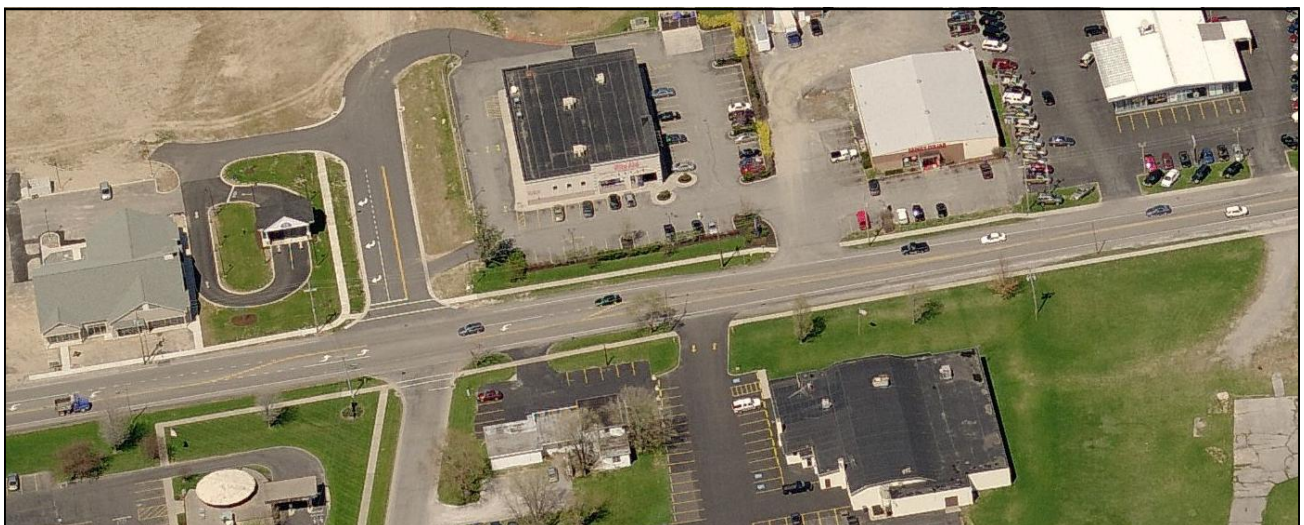
Gateway Transitional (GT)

OVERVIEW

The Gateway Transitional future land use category provides a transition between the village centers (Manchester and Clifton Springs) and the rural character of the surrounding area. Note that the Gateway Transitional area north of Manchester was not designated as Interchange Commercial along with the other two interchange areas in the corridor. This is due to the unique nature of the Route 96 and 21 intersection. It is recommended that this area strive for the character of a village gateway rather than an interchange. This principle is consistent with the Design Standards currently being developed for the village, which designate this as a “Village Gateway Travel Services District.”

In a similar fashion, the area around Kendall Street and Route 96 should strive for a medium-scale transition from Clifton Springs to the surrounding countryside, rather than the largely suburban development that currently exists. This approach involves inclusion of more pedestrian amenities, consistent setbacks, rear or side yard parking and context-sensitive architecture. It also entails allowing and encouraging a mix of residential and commercial uses, rather than separating them into disconnected zoning districts. While residential areas are often hesitant to welcome commercial development, if both land uses are designed well with logical connections, the Gateway Transitional land use area can achieve some of the vibrancy found in the village core. The Gateway Transitional land use area in particular would benefit significantly from the access management and site design principles found in a Corridor Overlay District as depicted on page 34.

It is recommended that zoning and regulatory provisions are put in place within these areas that accommodate additional residential, commercial and light industrial development which compliments the existing downtown businesses. The proposed limits of the Gateway Transitional areas are shown in purple



Examples from outside the corridor of desirable land use types and designs

in Map 10. Each community within Focus Area 1 should review the following code elements and determine which are most appropriate to achieve their individual community vision.

PURPOSE

The purpose of the Gateway Transitional (GT) District is to support the goals, objectives, and policies contained in the local planning documents. More specifically, the GT District is intended to foster the creation of a moderately dense node of activity with a wide variety of uses including residential, commercial, and light industrial activity that serves the daily needs of local residents and the traveling public. In order to accomplish this, the GT District regulates the location, design and use of structures and land to create a cluster of activity in a nodal fashion and to ensure the safe and efficient movement of vehicles along the corridor.

PERMITTED USES*

The following uses are permitted within the GT District:

1. Retail and service operations
2. Professional and medical offices
3. Personal services
4. Funeral homes
5. Public and semi-public uses
6. Single-family residential
7. Multi-family residential

SPECIALLY PERMITTED USES*

The following uses are to be allowed by special permit within the GT District:

1. Drive through facilities as a stand alone operation or in conjunction with a permitted use
2. Eating and drinking establishments
3. Automobile sales & repair
4. Car washes
5. Gas sales
6. Nursing homes and assisted living facilities
7. Light industrial

DIMENSIONAL REQUIREMENTS*

- Minimum Lot Size - ½ to 1 acre
- Minimum Lot Width - 100 to 125 feet
- Maximum Lot Coverage - 60% to 70%
- Minimum Front Yard Setback - 50 to 75 feet
- Minimum Side Yard Setback - 15 feet/100 feet from residential
- Minimum Rear Setback - 15 feet/100 feet from residential

* Note that these recommendations are intended to be a guide when developing local regulations, and are consistent with the regional planning perspective outlined in this Study. Ultimately, each municipality should determine which regulations are appropriate for their circumstances.

PARKING & SITE ACCESS

Large front yard parking lots should be discouraged within the GT District. Two rows of convenience parking (a total of 64 feet of pavement) can be considered for the front of smaller buildings. The remainder of the parking should be to the side or rear of the building. The limitation on front yard parking will serve to place the building closer to the street than in the AO district. As a result, pedestrian and bicycle activity from the adjacent population centers can be readily accommodated with appropriate elements such as sidewalks and bike racks.

As previously stated, the parking requirements for the communities can generally be described as very high. Typically, a mix of land uses in close proximity to each other has lower parking requirements than stand alone uses. This can be attributed to the fact that visitors will park once and walk to multiple destinations, so long as sidewalks are provided. As a result, the communities should consider developing a second set of parking requirements for the GT District and/or adopting a shared parking ordinance. A description of a shared parking ordinance is as follows:

Shared parking may be applied when land uses have different parking demand patterns and are able to use the same parking spaces/areas throughout the day. Shared parking is most effective when these land uses have significantly different peak parking characteristics that vary by time of day, day of week, and/or season of the year. In these situations, shared parking strategies will result in fewer total parking spaces needed when compared to the total number of spaces needed for each land use or business separately. Land uses often used in specific shared parking arrangements include office, restaurants, retail, colleges, churches, cinemas, and special event situations. Shared parking is often inherent in mixed-use developments, which include one or more businesses that are complementary, ancillary, or support other activities (courtesy, Stein Engineering).

The intent of the GT District is to provide for a mix of employment, neighborhood retail and residential development that is linked to the broader community by a multi-modal transportation network. Patrons of businesses in the GT District should be able to access the area by car, on foot, or on bicycle. In order to accomplish this, pedestrian accommodations and connections should be required throughout the GT Districts.

NON-RESIDENTIAL ARCHITECTURAL STANDARDS

It is recommended that structures within the GT District be constructed to mimic the appearance of building types typically found in rural landscapes. These include but are not limited to farmhouses, barns, stables, and country stores. This is accomplished through the use of building materials, roof lines, and decorative treatments. In addition, ground and roof mounted HVAC units must be screened from view with a treatment that is integral with the design of the building (i.e. parapet wall, mansard roof or garden wall). Dumpsters should also be screened from view using materials and colors that are consistent with the building that it serves (i.e. a brick building must have a dumpster screened with brick walls). Maximum square footage of the principal structure is a 10,000 to 18,000 square foot building footprint.

Transportation Recommendations — Focus Area I

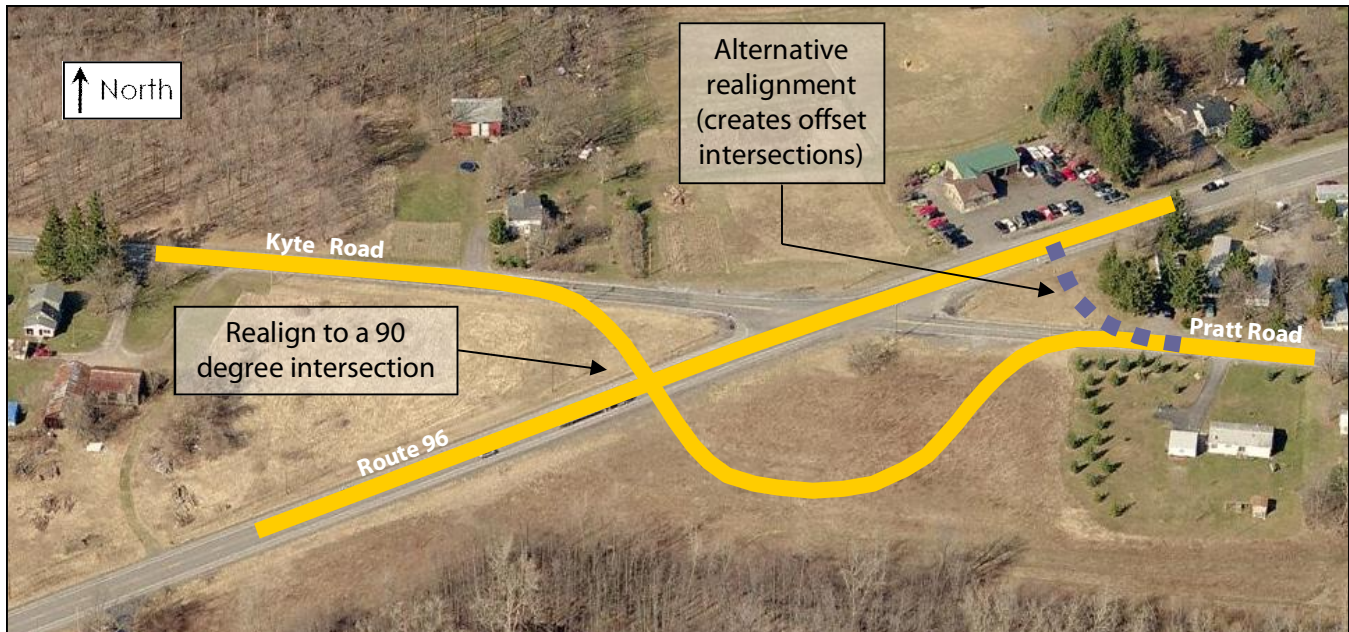
PURPOSE

Whereas the Corridor-Wide Transportation Plan found on page 32 contains general recommendations (repeated at right) for the overall roadway, this portion of the Sub Regional Plan contains recommendations for improvements at specific locations. These recommendations are conceptual in nature and other alternatives may result from a more detailed engineering analysis. In all cases, improvements should be coordinated with the New York State Department of Transportation (NYS DOT) as well as county/town/village highway departments when applicable. The NYS DOT has jurisdiction over Routes 96 and 318. As a result, they are responsible for all permitting and maintenance of the roadway. The town and villages should actively engage NYS DOT in all planning and regulatory activities within the corridor. This will ensure that the communities are aware of NYS DOT's roles and responsibilities as well as to make NYS DOT aware of the local economic and land use vision.

The roadway and intersection recommendations on the following pages and Map 11 are the result of public input, accident screening, planning-level operations analysis, and field observations. Recommendations at this point in the planning process remain somewhat generalized, as actual improvements will only result from detailed engineering studies that may follow this Study. In addition, Map 11 contains multiple recommendations for multi-use trail concepts.

GENERAL RECOMMENDATIONS FOR ACCESS MANAGEMENT & SITE ACCESS:

- Access points (driveways and intersections) should be more defined. This involves reducing unnecessary widths where an access point connects to the highway, forming perpendicular intersections whenever possible, and maintaining consistent shoulder widths.
- Access points should be limited and consolidated whenever possible. This is addressed in detail in the COD.
- Access points should be kept out of intersections. The COD addresses recommended intersection clearance distances.
- Access points should not be larger than necessary to accommodate driveway traffic.
- Parking for commercial businesses should be accommodated on site and not on roadway shoulders (except for on-street parking in the villages).
- Limit parking on roadway edges, enforce property setbacks.
- Consider designation of shoulders as multi-purpose spaces (bike lanes with bike symbols, emergency pull-offs and snow storage).
- Maintain striping to ensure clarity for drivers.
- Review intersection sight distances. Add "intersection ahead" or "signal ahead" warning signs as necessary.
- Maintain appropriate corner clearances within village settings.



Note: Alignments shown are conceptual. Actual geometry would require detailed engineering analysis.

ROUTE 96 & KYTE/PRATT ROAD

- Realign Kyte & Pratt Road's sharp angle approaches to reduce crossing distance and improve line of sight. (*)

ROUTE 96 & ROUTE 21 (see figure on following page)

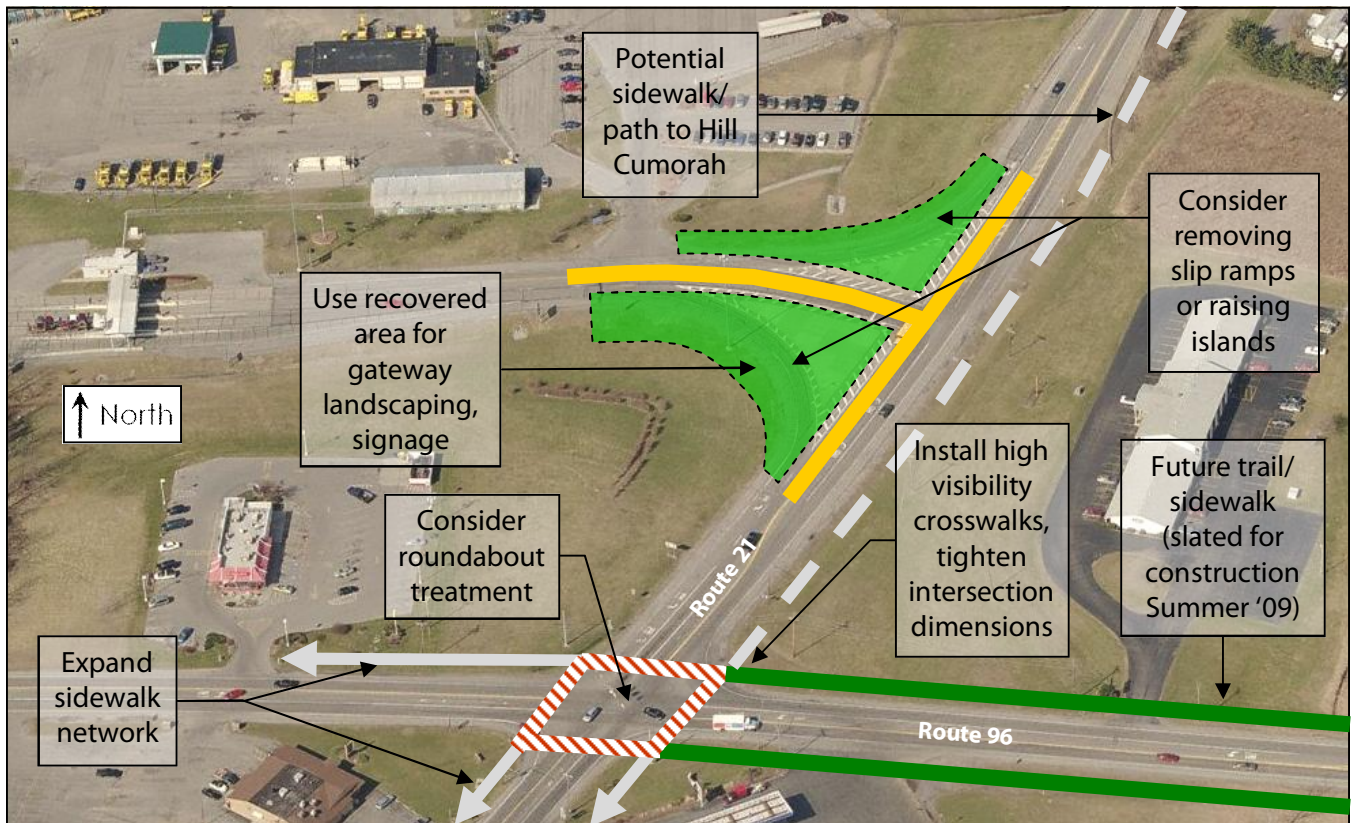
Accident screening identified intersection as a hot spot

- Perform detailed evaluation of the intersection in order to identify a correctable accident pattern.
- Determine the actual turning radii necessary at each corner to see if the intersection can be tightened up with reduced pavement and/or restriping.
- Ensure that the proposed Canandaigua Outlet Trail is accommodated including high-visibility crosswalks and signage.
- A phased approach is recommended in order to achieve a reduction in the posted speed limit. Traffic calming applications, including narrower lanes, landscaping or fencing to improve intersection definition, gateway signage, 'Signal Ahead' signage, and clearly-delineated crosswalks, should be examined first. The Town and Village should also revise their zoning regulations to reflect the Gateway Transitional category shown on the Future Land Use Map. This will direct future development to help change the character of the intersection. A more dense form of development, with buildings closer to the roadway, is necessary before a reduction in the posted speed is warranted.
- Consider a roundabout design for the intersection. Funding sources and current state-level policies deem that selection of this design must be driven by improving safety and mobility. (*)

* Recommended improvement is a best-case design scenario and may not be warranted in the near future. Local, county and state officials should monitor these locations to see if future safety conditions or development pressures would warrant proceeding with the recommendation. **Any improvements to a state facility will require NYS DOT to perform the appropriate analysis in order to determine the transportation benefits and cost. If the project is justified by documented benefits and meets the agency's goals, it is then eligible to compete and be selected for funding on a region-wide basis.**

ROUTE 21 & NYS THRUWAY INTERCHANGE

- Consider removal of slip ramps for entry/exit to NYS Thruway. These ramps allow for accelerated speeds onto Route 21 south approaching Route 96 and unnecessarily continue the sense of traveling on a high-speed roadway. A simple 'T' intersection will reinforce traffic calming efforts recommended above for the Routes 96 and 21 intersection. If ramps are not removed, consider raised islands or installing vegetation.



Note: Alignments shown are conceptual. Actual geometry would require detailed engineering analysis.

ROUTE 96 & CR 7

Accident screening identified intersection as a hot spot.

- Perform detailed evaluation of the intersection in order to identify a correctable accident pattern.
- Evaluate need for 'Signal Ahead' warning signs, as the signal control is somewhat unexpected and lost in background.

ROUTE 96 & KING ROAD

- Evaluate the need for an 'Intersection Ahead' sign. The intersection is located in the middle of an 'S-Turn' with 45 MPH advisor speed, and box beam guide rail on the south side of Route 96 may reduce sight distance.

ROUTE 96 & CR 25/KENDALL STREET

- Consider consolidation of access points along Kendall Street as it approaches Route 96. See page 43 for conceptual sketches.
- Consider a roundabout design for the intersection. Funding sources and current state-level policies deem that selection of this design must be driven by improving safety and mobility.

Action Plan — Focus Area I

VISION STATEMENT

The Towns and Villages of the Routes 96 & 318 Rural Corridor Study will incorporate policies of “smart growth,” preserving rural and farmland areas while promoting economic development near existing population and commercial centers. These policies will include a progressive planning approach to a variety of issues, including community character, natural and historic resources, sustainable land use and design, transportation systems, and regional context and cooperation.

GOAL AREA I:

COMMUNITY CHARACTER

The Routes 96 and 318 Rural Corridor Study reflects the quality of life residents and visitors enjoy. The variety of character areas, including open space and farmlands, villages, natural and cultural resources, neighborhoods, and commercial centers, should be maintained and enhanced in the future.

Objective 1.1

Preserve rural character and encourage long-term viability of agricultural operations and protection of farmland resources.

Action Items

- A) Adopt Site Plan Review regulations to ensure appropriate scale and design for new developments. Over time, a series of unregulated individual residences may collectively work against the goals expressed in this Study.
- B) Adopt subdivision regulations that address land development issues such as traffic management, protection of open spaces and environmental features, and provision of infrastructure. A well-crafted subdivision law can ensure future development will respect the character of a given area of the Town/Village.
- C) Revise the Town’s C-1 Commercial Zoning District to exclude the forested and wetland areas west of the Routes 96 and 21 intersection.
- D) Consider supplementing these improved land use regulations by implementing agricultural protection programs, such as Purchase of Development Rights (PDR), Area Allocation Method (AAM) or cluster subdivision design.
- E) Initiate a County-wide program whereby local farms can sell products directly to village and city residents, reinforcing the concept of “town and country.”

Objective 1.2

Enhance mixed-use, commercial, and industrial areas.

Action Items

- A) Revise the permitted uses in the Town’s C-1 Commercial District to be more compatible with the uses outlined in the Villages of Manchester and Shortsville Design Guidelines, Route 21 Corridor – Northern Gateway Character Area.
- B) In Clifton Springs, develop and implement a set of Village Design Guidelines to augment traditional land use regulations and improve the overall quality of development within the

Route 96 and Kendall Street area. These guidelines should be an intermunicipal effort between the Town of Manchester and Village of Clifton Springs, and should also be coordinated with the “Villages of Manchester and Shortsville Design Guidelines.”

- C) Work with design professionals and NYS DOT to design and construct gateway treatments at the Route 96 and Kendall Street intersection.
- D) Amend zoning ordinances to ensure future developments use appropriate lighting techniques that reduce night glare and spillover to adjacent properties. This is also known as “Dark Sky Compliant.”

GOAL AREA 2:

SAFE AND EFFICIENT TRANSPORTATION

Routes 96 and 318 are important corridors for commercial, residential, agricultural, industrial and tourism uses. For this reason, it must provide for the safe and efficient movement of through and local traffic as well as access to businesses and services. It must also accommodate public transportation that serves the needs of residents and visitors alike.

Objective 2.1

Improve vehicular safety throughout the corridor.

Action Items

- A) Adopt a Corridor Overlay District, using the model code found in this Study as a base.
- B) Consider realigning Kyte and Pratt Road’s sharp angle approaches to reduce crossing distance and improve line of sight (see Page 1.10).
- C) Address speed, safety and character of the Routes 96 and 21 intersection. A phased approach is recommended in order to achieve a reduction in the posted speed limit. Traffic calming applications, including narrower lanes, landscaping or fencing to improve intersection definition, gateway signage, signal ahead signage, and clearly-delineated crosswalks, should be examined first. The Town and Village should also revise their zoning regulations to reflect the Gateway Transitional category shown on the Future Land Use Map. This will direct future development to help change the character of the intersection. A more dense form of development, with buildings closer to the roadway, is necessary before a reduction in the posted speed is warranted. Regardless of a change in the posted speed, the Town and Village should work with law enforcement officials to increase the speed enforcement presence in the area.
- D) Determine the actual turning radii necessary at each corner of the Routes 96 and 21 intersection to see if the intersection can be tightened up with reduced pavement and/or striping (see Page 1.11).
- E) Consider a roundabout design for the Routes 96 and 21 intersection. Funding sources and current state-level policies deem that selection of this design must be driven by improving safety and mobility.
- F) Consider removal of slip ramps at the intersection of Route 21 and NYS Thruway entrance, resulting in a simple “T” intersection. This design will reduce speeds of vehicles entering and exiting the Thruway from Route 96 (see Page 1.11).

- G) To reduce the speed of westbound left turns onto North Avenue from Route 96, realign the intersection so that North Ave is perpendicular to Route 96.
- H) Work with the NYS DOT to examine the need for turning lanes or protected left turn signals at Route 96 and Kendall Street.
- I) Perform detailed evaluations of Route 96 intersections with Route 21 and CR 7 to identify accident patterns and provide solutions.
- J) Evaluate the need for improved signage and sight distance improvements to the intersection Route 96 intersections with King Road and County Road 7.
- K) Consider revising subdivision regulations to encourage a single access point for multiple adjacent residential driveways.
- L) Work with the NYS DOT to examine the possibility of widening the Route 96 bridge over the Canandaigua Outlet, so as to provide sufficient shoulder space for snowmobiles and snow storage.

Objective 2.2

Ensure existing and future commercial developments utilize best practices for access management.

Action Items

- A) Incorporate access management provisions into the existing zoning or subdivision regulations, utilizing the Corridor Overlay District contained in this Study as a base.
- B) Provide training to the various review boards on the benefits of and techniques available to implement access management.
- C) Avoid high traffic generators in the Agricultural and Open Space designation of the Future Land Use Plan.
- D) Consider the consolidation of access points along Kendall Street as it approaches Route 96. See page 44 for conceptual sketches.
- E) Work with the NYS DOT to redirect a portion of traffic mitigation funds for the Finger Lakes Race Track to the Town and Village of Manchester. Although the funds currently are given to the Town of Farmington, there are substantial traffic impacts in Manchester due to the presence of Exit 43.

GOAL AREA 3:**BICYCLE AND PEDESTRIAN ACCOMMODATIONS**

The provision of safe and accessible bicycle and pedestrian networks should be considered throughout the Study Area. Recreational and non-recreational systems should be interconnected, providing linkages between neighborhoods, business districts, and natural areas.

Objective 3.1

Expand opportunities for recreational biking and hiking.

Action Items

- A) Support the completion of the Canandaigua Outlet Trail in Manchester, including high visibility crosswalks and signage at the Routes 96 and 21 intersection.
- B) Work with the Genesee Transportation Council to explore a multi-use trail opportunity that would continue the Canandaigua Outlet trail from Manchester east to Phelps. The concept presents a unique opportunity for developing a nature area in the large swath of land between the eastbound and westbound lanes of the NYS Thruway.
- C) Work with the Genesee Transportation Council to explore a rails-to-trails opportunity along the abandoned Finger Lakes RR line between Manchester/Shortsville and Geneva.
- D) Establish a working group to advance the various multi-use trail concepts in this Study. Consider involving Ontario Pathways in this endeavor.

Objective 3.2

Improve pedestrian and bicycle safety in the corridor.

Action Items

- A) Work with the NYS DOT to explore traffic calming techniques at the Route 96 and Route 21 intersection, such as narrower lanes, lower speed limit, strategic landscaping, crosswalks and pedestrian signals. These efforts should be coordinated with the development of the Canandaigua Outlet Trail in Manchester. See also 2.1 C, D and E.
- B) Extend pedestrian accommodations to serve residents of Friendly Village, including sidewalks and trail linkages.
- C) Consider expanding the sidewalk network in the Village of Clifton Springs north on both sides of Kendall Street to access existing and future businesses as well as the potential connection west on Route 96 to the mobile home parks near King Road.
- D) Work with the NYS DOT and residents of the mobile home parks adjacent to King Road and Route 96 to explore options for providing safe bicycle and pedestrian access between that area and the Village of Clifton Springs. These improvements would enable residents of the area to bike or walk safely to the village and the Thruway Travel Plaza, as well as protect school bus operations that serve local residents. A sidewalk on the north side of Route 96 between the rear entrance to the Thruway Travel Plaza and Kendall Street would allow for safe crossing at the Kendall Street traffic signal.

Objective 3.3

Encourage bicycling and walking to and between commercial uses.

Action Items

- A) Ensure commercial development along the corridor incorporates an on-site pedestrian circulation system as well as pedestrian connections between developments.
- B) Require new developments to provide a direct connection to an existing sidewalk system.

- C) Promote and incorporate vehicular rear access requirements for townhome and other similar residential developments within the Villages. This enables the design of the units to have a pedestrian-oriented front façade, with direct connection to the sidewalk network.
- D) Require bike racks be placed at new commercial establishments.

GOAL AREA 4:

ECONOMIC DEVELOPMENT

Future economic development should be encouraged within the Routes 96 and 318 corridor in a manner that minimizes impacts to rural character and the function of the transportation system. Communities in the corridor will also strive to maximize redevelopment opportunities for underutilized or vacant properties, consistent with the corridor's Future Land Use Plan.

Objective 4.1

Capitalize on the presence of historic and cultural assets adjacent to the corridor.

Action Items

- A) At the Route 21 intersection with the NYS Thruway, install attractive and contextual gateway signage directing visitors to the Villages of Manchester and Shortsville to the south and the Hill Cumorah Visitors Center to the north.
- B) At the Route 96 and Kendall Street/County Road 25 intersection, install attractive and contextual gateway signage directing visitors to the historic village center of Clifton Springs.
- C) Explore adaptive re-use opportunities for the former Red Jacket High School building.
- D) Install historic interpretive signage at the old mill site(s) on the Canandaigua Outlet near Route 96 and County Road 7.

Objective 4.2

Encourage sustainable business development that meets the needs of residents and expands the employment base.

Action Items

- A) Encourage the formation of Community Supported Agriculture (CSAs) that will invest in local agriculture while providing healthy food options for residents of the region.
- B) Examine the potential for developing a business incubator space, perhaps along Kendall Street in the Village of Clifton Springs.

Objective 4.3

Support agriculture-based economic development initiatives.

Action Items

- A) Adopt land use policies that are compatible with agricultural operations. Such policies include refining agriculture-based zoning districts to reflect the standards set forth in the AO designation of the Future Land Use Plan (see page 1.3), adopting a Corridor Overlay District (see page 34), and considering a Purchase of Development Rights program.

GOAL AREA 5:
REGIONAL COOPERATION

The Routes 96 and 318 Rural Corridor Study should be utilized as a tool for encouraging cooperation and consideration for projects that may influence the function of the corridor. As the corridor is a collection of small towns, the communities should leverage their collective assets and continue the intermunicipal approach to managed growth established by this Study.

Objective 5.1

Ensure this Study is utilized by developers, municipal officials, and residents alike.

Action Items

- A) Identify a “Corridor Liaison” from each of the participating municipalities. After the completion of this Study, these liaisons would meet periodically to discuss the progress of specific action items and potential developments that would impact the corridor. This would also serve as an advisory forum, where liaisons can learn about policies and techniques used in neighboring communities.
- B) Amend local zoning ordinances to recognize this Study, requiring that future development be consistent with the vision and goals expressed herein.

Objective 5.2

Continue the regional and collaborative approach to planning established by this Study.

Action Items

- A) As a joint project between the Town of Manchester and the Village of Clifton Springs, establish design guidelines for the commercial zoning districts around the intersection of Route 96 and Kendall Street. The guidelines should promote an appropriate scale and design that complements the character of the Main Street in the Village and eases the transition between “town and country.”
- B) Whenever other planning-related efforts (such as comprehensive plans, zoning ordinances, farmland protection plans, design standards, etc.) are initiated or amended, consider involving adjacent municipalities in these efforts. This may be in the form of a courtesy review or a joint effort with shared resources.
- C) Pursue grant opportunities through the NYS Department of State’s Shared Municipal Services Incentive (SMSI) program, which provides technical assistance and competitive grants to municipalities for the development of projects that will trim costs and promote shared services among two or more localities.
- D) Engage the NYS DOT early on in the review process when considering development proposals that involve curb cuts.

Objective 5.3

Leverage the corridor’s status as a significant gateway to the Finger Lakes Region.

Action Items

- A) Create an ongoing partnership between corridor communities and the two Counties to market development sites consistent with the Future Land Use Plan and with identified gaps in products and services (see Retail Market Analysis in Report #1).

GOAL AREA 6:
SUSTAINABLE LAND USE AND DESIGN

Future development in the Routes 96 and 318 corridor should strive for sustainable land use and design practices that maximize the use of existing infrastructure, minimize the practice of over-zoning and reduce impacts to the natural environment. Together, the towns and villages must approach future development in a manner that recognizes the relationship between land use and traffic.

Objective 6.1

Enhance access to and preservation of important natural features.

Action Items

- A) Install signage on the Route 96 bridge over the Canandaigua Outlet calling attention to the waterbody and its accompanying multi-use trail.
- B) Ensure all land use regulations, both existing and future, are designed to reduce impacts to Montezuma National Wildlife Refuge (MNWR). The entire Route 96 & 318 Rural Corridor Study Area drains into MNWR, an invaluable resource with regional and continental significance.
- C) Provide incentives, such as an incentive zoning program, to developers to achieve Leadership in Energy and Environmental Design (LEED) certification through the use of sustainable building practices (reuse of materials, energy-efficient systems, renewable energy sources, etc.)
- D) Ensure that site plan and subdivision regulations include coordinated storm water management facilities for phased commercial developments, so as to prevent the proliferation of multiple, uncoordinated facilities.

Objective 6.2

Target growth to areas where sufficient transportation and water/sewer infrastructure is already present.

Action Items

- A) Refine zoning district maps to be more consistent with the Future Land Use Plan included in this Study.
- B) Consider the use of impact fees to help fund infrastructure projects made necessary by new development.
- C) In the Town of Manchester, revise the C-1 Commercial district near Clifton Springs to exclude properties north of Route 96. This will help focus development closer to the Village, which has established businesses and sidewalks in place, and will reduce vehicular conflict points on the corridor.

Implementation Plan

OVERVIEW

There are numerous options available to corridor communities to achieve the Vision and Goals outlined in this Study. Ideally, each community would adopt a consistent set of regulations throughout the corridor. This will enhance the safety and functionality of Routes 96 and 318, as well as work towards various quality of life objectives identified in the Study. Each community has the option of pursuing any given combination of initiatives identified below, each of which will move the corridor closer to the goals identified through this publicly-driven project. Certain items are found in the Corridor Management Plan (CMP) while others can be found in the Sub Regional Plan (SRP). Implementation options are grouped into land use and transportation categories.

LAND USE REGULATIONS

- Adopt/revise a **zoning ordinance**, addressing permitted uses and other regulations consistent with the Future Land Use Plan. Future infrastructure investments such as water and sewer improvements should also be consistent with the Future Land Use Plan. *See page SRP 1.2 and Map 10.*
- Adopt/revise **subdivision and site plan review** regulations to be consistent with the Goals and Objectives outlined in this Study. *Various sections.*
- Adopt/revise residential and/or commercial **design guidelines**. *Illustrated by Area Specific Conceptual Plans on page 41 of the CMP and the Future Land Use Plan on page SRP 1.2.*
- Adopt **Planned Development District (PDD)** regulations or develop a **master plan** to ensure desirable development of large parcels or multiple adjacent parcels. *Illustrated by Area Specific Conceptual Plans on page 41 of the CMP.*

TRANSPORTATION IMPROVEMENTS

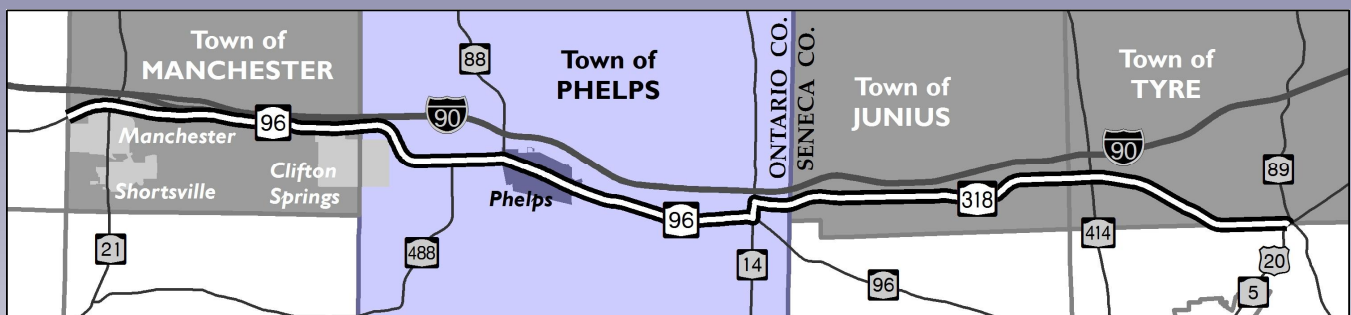
- Adopt a **Corridor Overlay District (COD)**, using the example provided in the Study as a base. The COD addresses access management, building setbacks, signage, and landscaping. *See page 34 of the CMP.*
- Work with NYS DOT to pursue the various **roadway and intersection improvements**. *See page SRP 1.10.*
- Pursue projects identified in the **Transportation Plan**, including pedestrian enhancements and various multi-use trail projects. *See Map 11.*

ADDITIONAL INITIATIVES

- Review **Area Specific Conceptual Plans** which illustrate a variety of techniques and initiatives that can achieve quality site design and access management principles. *See page 41 of the CMP.*
- Pursue specific items identified in the **Action Plan**, which are organized into six Goal Areas. *See page SRP 1.12.*
- Establish a **“Corridor Liaison”** from each of the participating municipalities. Liaisons would meet periodically to discuss the progress of specific action items and potential developments that would impact the corridor. This would also serve as an advisory forum, where liaisons can learn about policies and techniques used in neighboring communities.

Routes 96 & 318 Rural Corridor Study

Ontario & Seneca Counties, New York



Sub Regional Plan Focus Area 2

Village of Phelps
Town of Phelps

March 2009

Prepared by:



Sub Regional Plan — Focus Area 2

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OVERVIEW

The Routes 96 and 318 Rural Corridor Study is separated into two parts: a **Corridor Management Plan (CMP)** and a set of three **Sub Regional Plans (SRPs)**. The CMP contains a corridor-wide vision and set of goals and objectives that provide the framework for general recommendations. The SRPs break the corridor into manageable segments and include a greater level of detail regarding implementation steps. The Focus Area 2 SRP covers the Town and Village of Phelps, located in Ontario County. These communities comprise roughly a third of the Study Area, centered between the other two Focus Areas.

A primary component of the Routes 96 and 318 Rural Corridor Study is the recommended **Future Land Use Plan**. Land use and the corresponding transportation network are closely intertwined patterns of infrastructure and investment. These two elements have far reaching ramifications on issues such as community character, the economy, and the general quality of life for corridor communities. As such, an entire section of the SRP has been devoted to these critical corridor elements.

The Future Land Use Plan for Focus Area 2 can be found on the next page. Although the vision for each land use category in the Plan is consistent with the Corridor-Wide Future Land Use Plan (page 25) this section contains a greater level of detail for recommendations related to permitted uses and dimensional requirements.

The Sub Regional Plan for Focus Area 2 also contains a **Transportation Recommendations** section that, once again, is consistent with the goals and objectives outlined in the CMP, but outlines specific improvements that can be made within this Focus Area. Finally, the Sub Regional Plan contains an **Action Plan** that lists the specific steps necessary to achieve the vision, goals and objectives found in the CMP. Each of these sections has a certain degree of overlap in their content, as is the case between the CMP and the SRPs. They are organized in this fashion to allow communities to use this as a workbook, wherein each section addresses a specific issue, yet is consistent with and reinforced by the remainder of the document.

Financial assistance for the preparation of this report was provided in part by the Federal Highway Administration. The Ontario County Planning and Research Department and the Seneca County Planning and Community Development Department are solely responsible for its content. The views and opinions expressed herein do not necessarily reflect the official views or policy of the U.S. Department of Transportation. Transportation recommendations included in this report are conceptual in nature and other alternatives may result from a more detailed engineering analysis. In all cases, improvements should be coordinated with the New York State Department of Transportation (NYS DOT) as well as county/town/village highway departments when applicable.

Future Land Use Plan — Focus Area 2

PURPOSE

This section presents a Future Land Use Plan specific to Focus Area 2, which includes the Village of Phelps and the Town of Phelps in Ontario County. Section 1 of the Routes 96 and 318 Rural Corridor Study contains a Corridor-Wide Future Land Use Plan (see page 25), which addresses land use recommendations from a broader perspective. The Sub Regional Future Land Use Plan contained in this section is consistent with the future land use areas identified at the corridor level, but contains additional detail related to permitted uses, specially permitted uses, dimensional requirements and parking standards. This information is presented in a code-ready format that can be customized by localities to suit their needs. In order to achieve the preferred development pattern in the corridor, it is recommended that municipalities consider incorporating some or all of the following recommendations into their existing regulatory framework.

As shown on Map 12 the preferred development pattern for Sub Regional Focus Area 2 consists of four distinct categories, as follows:

- Agriculture and Open Space (AO)
- Gateway Transitional (GT)
- Village Core (VC)
- Interchange Commercial (IC)

For each of these categories, recommendations are presented for the desired vision, appropriate land uses, and design regulations. While zoning regulations are tied to specific parcels, the edges of the future land uses categories are intentionally drawn irrespective of property lines. The refinement of the land use edges, as well as finalizing the list of permitted uses, is a more detailed exercise that communities should engage in when updating their zoning ordinance.

In addition to these four categories, the Future Land Use Plan identifies a Sensitive Environmental Area (SEA) around certain environmental features. Shown in green on the map, this designation should be considered an overlay district to the underlying land use designation in this part of the corridor. An additional level of site plan review is recommended above and beyond other land use regulations in order to preserve and protect the important environmental features found in these areas.

Agriculture & Open Space (AO)

OVERVIEW

The areas recommended for the Agriculture and Open Space designation include Route 96 from the Manchester town line to approximately Midlakes Schools and Route 96 from just east of the Village of Phelps to the quarry operations west of Route 14 (see Map 12). Finally, a small area of Route 318 west of the county line is included in this designation. Although these areas are largely farmland and open space, there are numerous single-family homes that create a rural residential feel to the space between the villages. There are relatively high traffic volumes in this Focus Area, especially west of the village of Phelps, due in part to the presence of the village, school, and surrounding commercial uses. Therefore, additional residential and commercial development should be carefully considered, if not avoided, to reduce impacts on traffic operations and the rural character in general.

It is recommended that zoning and regulatory provisions are put in place that preserve the low density of land development within these areas. In order to accomplish this, the Town of Phelps should consider revising their agricultural zoning district to reflect the vision expressed in this section. The town should study in greater detail the specific parcels to be included in this district, as the Future Land Use Plan is intended to be a general guide. The town should review the following code elements and determine which are most appropriate to achieve their individual community vision.

PURPOSE

The purpose of the Agriculture & Open Space (AO) District is to support the goals, objectives, and policies contained in local planning documents. More specifically, the AO District is intended to allow the development of a limited number of uses including farming, residential, and limited commercial activity in a manner that preserves the undeveloped nature of certain areas along Routes 96 and 318. In order to accomplish this, the AO District regulates the location, design and use of structures and land to create a low concentration of activity in a rural setting and to ensure the safe and efficient movement of vehicles along the corridor.

PERMITTED USES*

The following uses are to be permitted within the AO District:

1. Farming & agricultural operations
2. Roadside stands
3. Greenhouses
4. Public & semi-public uses
5. Parks, recreational facilities, etc
6. Single-family residential
7. Golf courses



Examples from outside the corridor of desirable land use patterns and design

SPECIALLY PERMITTED USES*

1. Kennels
2. Veterinary clinics
3. Two-family residential
4. Places of worship

DIMENSIONAL REQUIREMENTS FOR NON-RESIDENTIAL USES*

- Minimum Lot Size - 1 to 2 acres
- Minimum Lot Width - 175 to 200 feet
- Maximum Lot Coverage - 20% to 25%
- Minimum Front Yard Setback - 75 to 100 feet
- Minimum Side Yard Setback - 25 feet
- Minimum Rear Setback - 50 feet

Subdivision

Subdivision regulations can be used to implement the transportation and safety objectives of the Corridor Overlay District (see page 34) and maintain the agricultural land base along the corridor.

Access Management

The long term fragmentation of the corridor that results in unsafe turning movements and poor access can be addressed during subdivision review. All subdivision regulations for localities along the corridor should provide requirements for the appropriate access management tools as listed in the Corridor Overlay District. All subdivisions, regardless of size or number of resulting parcels, within 500 feet of the centerline of the corridor, should be required to have subdivision approval by the Planning Board. This will help address the land use and transportation impacts that a series of independent, adjacent subdivisions can have on the corridor over time.

Agriculture

In order to preserve large blocks of agricultural land and maintain viable agricultural operations within the AO District, the localities should consider impacts to agricultural infrastructure which include surface and subsurface stormwater management systems, equipment lanes, and cross field access points. Such infrastructure should be mapped as part of the review process to ensure impacts are mitigated.

Zoning

Establish a minimum lot size for residential uses at one acre and set a maximum density limit for each parcel. The one acre lot size could be increased only in cases where it is necessary to accommodate a septic system or to include adjacent areas that are considered non-farmable. For example, if the lot abutted a stream corridor, the parcel line could be continued to include the property between the lot and the creek. In the Town of Seneca, the maximum density limit is currently set at one residential unit per 50 acres. Under this scenario, a 100 acre farm would be allowed to subdivide two, one acre lots to build two residential units.

* Note that these recommendations are intended to be a guide when developing local regulations, and are consistent with the regional planning perspective outlined in this Study. Ultimately, each municipality should determine which regulations are appropriate for their circumstances.

PARKING

No parking should be permitted in the front yard of commercial establishments. Side and rear yard parking shall be permitted. The lack of front yard parking, combined with the front setback will create continuous green space along the corridor within the AO District.

The current parking requirements for the municipalities in the corridor can generally be described as very high. For example, restaurants typically are required to provide from six to ten parking spaces per 1,000 square feet of floor space. By comparison, Manchester requires 25 parking spaces per 1,000 square feet. In the Town of Phelps, parking requirements are determined by the Zoning Board of Appeals. It is recommended that the town and village revise and reduce their parking requirements when dealing with proposed developments.

NON-RESIDENTIAL ARCHITECTURAL STANDARDS

It is recommended that structures within the AO District be constructed to mimic the appearance of building types typically found in rural landscapes. These include but are not limited to farmhouses, barns, stables, and country stores. This is accomplished through the use of building materials, roof lines, and decorative treatments. In addition, ground and roof mounted HVAC units must be screened from view with a treatment that is integral with the design of the building (i.e. parapet wall, mansard roof or garden wall). Dumpsters should also be screened from view using materials and colors that are consistent with the building that it serves (i.e. a brick building must have a dumpster screened with brick walls).

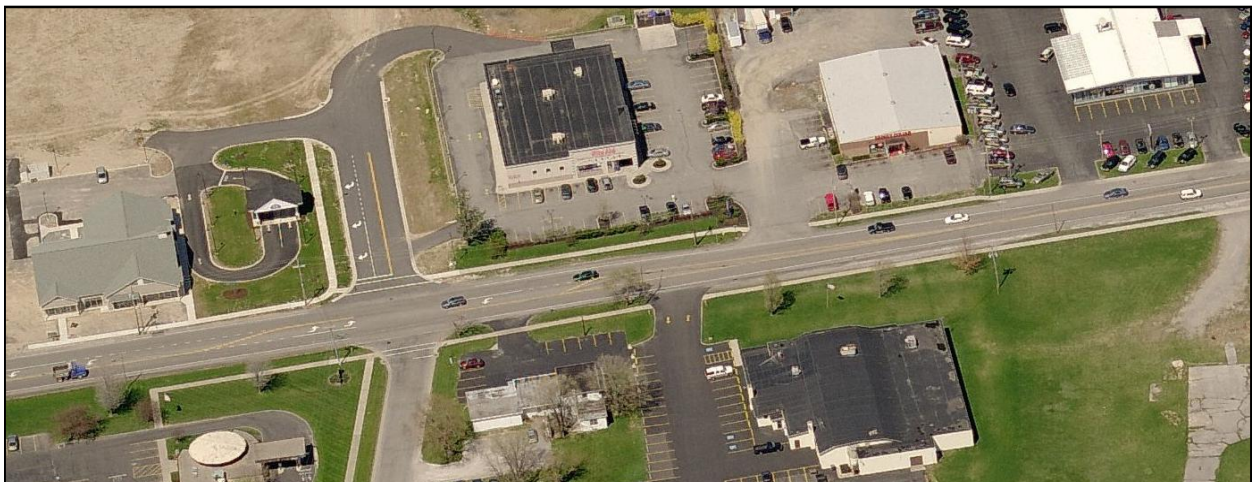
Gateway Transitional (GT)

OVERVIEW

The Gateway Transitional land use area shown on the Future Land Use Plan (Map 12) provides a transition between the Village of Phelps and the rural character of the surrounding area. This land use designation can be found on both the west and east ends of the village, with the western portion designed large enough to tie the Midlakes School campus with the Village of Phelps.

It is recommended that these areas strive for the character of a village gateway rather than a typical suburban sprawl environment. This approach involves inclusion of more pedestrian amenities, consistent setbacks, rear or side yard parking and context-sensitive architecture. It also entails allowing and encouraging a mix of residential and commercial uses, rather than separating them into disconnected zoning districts. While residential areas are often hesitant to welcome commercial development, if both land uses are designed well with logical connections, the Gateway Transitional land use area can achieve some of the vibrancy found in the village core. The Gateway Transitional land use area in particular would benefit significantly from the access management and site design principles found in a Corridor Overlay District as depicted on page 34.

It is recommended that zoning and regulatory provisions are put in place within these areas that accommodate additional residential and commercial development which compliments the existing downtown businesses. In particular, the Gateway Transitional area west of Phelps should allow for the inclusion and expansion of light industrial uses that are an important employment center for the region. This area contains existing light industrial businesses, has access to the Finger Lakes Railroad, and enjoys a favorable location between two Thruway interchanges. It is recommended that this pattern continue, with additional care given to the design of both the site and the buildings.



Examples from outside the corridor of desirable land use types and designs

The Town of Phelps should review the following code elements and determine which are most appropriate to achieve their individual community vision.

PURPOSE

The purpose of the Gateway Transitional (GT) District is to support the goals, objectives, and policies contained in the local planning documents. More specifically, the GT District is intended to foster the creation of a moderately dense node of activity with a wide variety of uses including residential, commercial, and light industrial activity that serves the daily needs of local residents and the traveling public. In order to accomplish this, the GT District regulates the location, design and use of structures and land to create a cluster of activity in a nodal fashion and to ensure the safe and efficient movement of vehicles along the corridor.

PERMITTED USES*

The following uses are permitted within the GT District:

1. Retail and service operations
2. Professional and medical offices
3. Personal services
4. Funeral homes
5. Public and semi-public uses
6. Single-family residential
7. Multi-family residential units
8. Light industrial (west of Phelps only)

SPECIALLY PERMITTED USES*

The following uses are to be allowed by special permit within the GT District:

1. Drive through facilities as a stand alone operation or in conjunction with a permitted use
2. Eating and drinking establishments
3. Automobile sales & repair
4. Car washes
5. Gas sales
6. Nursing homes and assisted living facilities
7. Light industrial (east of Phelps only)

DIMENSIONAL REQUIREMENTS*

- Minimum Lot Size - ½ to 1 acre
- Minimum Lot Width - 100 to 125 feet
- Maximum Lot Coverage - 60% to 70%
- Minimum Front Yard Setback - 50 to 75 feet

* Note that these recommendations are intended to be a guide when developing local regulations, and are consistent with the regional planning perspective outlined in this Study. Ultimately, each municipality should determine which regulations are appropriate for their circumstances.

- Minimum Side Yard Setback - 15 feet/100 feet from residential
- Minimum Rear Setback - 15 feet/100 feet from residential

PARKING & SITE ACCESS

Large front yard parking lots should be discouraged within the GT District. Two rows of convenience parking (a total of 64 feet of pavement) can be considered for the front of smaller buildings. The remainder of the parking should be to the side or rear of the building. The limitation on front yard parking will serve to place the building closer to the street than in the AO district. As a result, pedestrian and bicycle activity from the adjacent population centers can be readily accommodated with appropriate elements such as sidewalks and bike racks.

As previously stated, the parking requirements for the communities can generally be described as very high. Typically, a mix of land uses in close proximity to each other has lower parking requirements than stand alone uses. This can be attributed to the fact that visitors will park once and walk to multiple destinations, so long as sidewalks are provided. As a result, the communities should consider developing a second set of parking requirements for the GT District and/or adopting a shared parking ordinance. A description of a shared parking ordinance is as follows:

Shared parking may be applied when land uses have different parking demand patterns and are able to use the same parking spaces/areas throughout the day. Shared parking is most effective when these land uses have significantly different peak parking characteristics that vary by time of day, day of week, and/or season of the year. In these situations, shared parking strategies will result in fewer total parking spaces needed when compared to the total number of spaces needed for each land use or business separately. Land uses often used in specific shared parking arrangements include office, restaurants, retail, colleges, churches, cinemas, and special event situations. Shared parking is often inherent in mixed-use developments, which include one or more businesses that are complementary, ancillary, or support other activities (courtesy, Stein Engineering).

The intent of the GT District is to provide for a mix of employment, neighborhood retail and residential development that is linked to the broader community by a multi-modal transportation network. Patrons of businesses in the GT District should be able to access the area by car, on foot, or on bicycle. In order to accomplish this, pedestrian accommodations and connections should be required throughout the GT Districts.

NON-RESIDENTIAL ARCHITECTURAL STANDARDS

It is recommended that structures within the GT District be constructed to mimic the appearance of building types typically found in rural landscapes. These include but are not limited to farmhouses, barns, stables, and country stores. This is accomplished through the use of building materials, roof lines, and decorative treatments. In addition, ground and roof mounted HVAC units must be screened from view with a treatment that is integral with the design of the building (i.e. parapet wall, mansard roof or garden wall). Dumpsters should also be screened from view using materials and colors that are consistent with the building that it serves (i.e. a brick building must have a dumpster screened with brick walls). Maximum square footage of the principal structure is a 10,000 to 18,000 square foot building footprint.

Village Core (VC)

OVERVIEW

The downtown district in the Village of Phelps is the most densely developed area within the Study Area. The core of the village consists of a variety of uses in close proximity to each other on relatively small lot sizes with little or no front setbacks. The built environment found on Main Street (Route 96) and surrounding streets includes sidewalks and crosswalks, pedestrian-scale lighting, on-street and rear parking, multi-story buildings close to the street, and historic architecture. In order to ensure new and in-fill development complement the existing character of this area, the village should consider creating a Village Core District. This is demonstrated in concept by the Village Core land use area designated on the Future Land Use Plan. Consideration could be given to maintaining the village's current districts, wherein the commercial core of Main Street is a separate district from the surrounding residential areas. In either case, the Village of Phelps should review the following code elements to consider strengthening its current zoning districts to better preserve the character of the village.

PURPOSE

The purpose of the Village Core (VC) District is to support the goals, objectives, and policies adopted as part of the Village Comprehensive Plan. More specifically, this district is intended to foster the development of a small-scaled, mixed use area for convenient shopping and services that cater to the community in a manner that is consistent with the pedestrian-oriented and historical character of the downtown area. In order to accomplish this, the VC District regulates the location, design and use of structures and land to foster a dense concentration of activity with a high degree of amenities that create a comfortable environment for visitors arriving on foot, bicycle, or by motor vehicle.

PERMITTED USES*

The following uses are permitted within the Village Core District:

1. Retail and service operations
2. Professional and medical offices
3. Personal services
4. Eating and drinking establishments, excluding drive-in and drive-thru restaurants
5. Artisan and craftsman studio in conjunction with a retail operation
6. Dance, art, and music studio
7. Theaters



Examples from outside the corridor of desirable land use types and designs

SPECIALLY PERMITTED USES*

The following uses are to be allowed by special permit within the Village Core District:

1. Public and semi-public uses
2. Hotels and motels
3. Residential uses in conjunction with a permitted use or a specially permitted use

DIMENSIONAL REQUIREMENTS*

- Minimum Lot Size - determined through site plan review
- Minimum Lot Width - determined through site plan review
- Maximum Lot Coverage - 70% to 80%
- Front Yard Setback (commercial core)
 - Minimum - 0 feet
 - Maximum - 5 feet
- Front Yard Setback (residential core)
 - Minimum - 5 feet
 - Maximum - 30 feet
- Side Yard Setback
 - Minimum - determined through site plan review
 - Maximum - determined through site plan review
- Rear Setback
 - Minimum - determined through site plan review
 - Maximum - determined through site plan review

NON-RESIDENTIAL ARCHITECTURAL STANDARDS

It is recommended that structures within the VC District be constructed to mimic the appearance of building types typically found in the historic village. This is accomplished through the use of building materials, roof lines, window arrangement and transparency, and decorative treatments. In addition, ground and roof mounted HVAC units must be screened from view with a treatment that is integral with the design of the building (i.e. parapet wall, mansard roof or garden wall). Dumpsters should also be screened from view using materials and colors that are consistent with the building that it serves (i.e. a brick building must have a dumpster screened with brick walls). The Village may want to consider developing more detailed architectural standards that address building material and façade composition in the VC District.

* Note that these recommendations are intended to be a guide when developing local regulations, and are consistent with the regional planning perspective outlined in this Study. Ultimately, each municipality should determine which regulations are appropriate for their circumstances.

Interchange Commercial (IC)

OVERVIEW

The Thruway interchange located at Route 14, along with the interchange at Route 414, provides access to the towns and villages in the Study Area as well as the entire Finger Lakes Region. As a result, there is a large volume of vehicles utilizing these interchanges on a daily basis. In order to ensure that the operational capacity and overall safety of the interchanges is preserved, the Town of Phelps should consider creating an Interchange Commercial (IC) District. This concept is demonstrated by the Interchange Commercial future land use areas designated on Map 12. In addition to safety and operational concerns, these areas around the interchange are important gateways to the corridor and the Finger Lakes. As such, it is recommended that a more strategic approach be taken to address the design of commercial development in these areas.

While these areas are not located in walking distance from residential concentrations, a healthy mix of retail and service businesses should include pedestrian amenities in their design. Patrons to these “off the interstate” areas are typically passing through, but do enjoy the convenience of different business types. Therefore, visitors who may be using a combination of a hotel, gas station, restaurant, gift shop, or convenience store should be given the opportunity to walk between these destinations. This would result in an internal sidewalk/walkway network that is not necessarily connected to the surrounding areas.

The design and layout of buildings is equally important, as is landscaping on both private property and in the public right of way. Architectural and landscaping treatments, while not necessarily having the fine detail of a village setting, should be sufficiently unique among interchange areas so that they distinctly mark the entrance to the Finger Lakes Region. Wherever possible, they should mimic the appearance of the surrounding rural landscape. This might include references to farmhouses, barns, stables, and country stores. The design of the Clifton Springs Travel Plaza on the NYS Thruway partially reflects this approach. With respect to landscaping, this might include vineyards, split rail fences, and the restoration/preservation of deciduous woodlots.

The recommended IC District shown below, in conjunction with the Corridor Overlay District (see page 34), will serve to implement land use policies that emphasize the safe and efficient movement of vehicles and the importance of gateway design. The Town of Phelps should review the following code elements and determine which are most appropriate to achieve their individual community vision.



Examples from outside the corridor of desirable land use types and designs

PURPOSE

The purpose of the Interchange Commercial (IC) District is to support the goals, objectives, and policies contained in local planning documents. More specifically, the IC District is intended to provide for the placement of commercial and industrial facilities while preserving the interchange's ability to carry traffic to and from the freeway in a safe and expeditious manner. In addition, the IC District will ensure safe ingress and egress to land developments through control of access points on the state and local highway system that services the interchange.

PERMITTED USES*

The following uses are permitted within the IC District:

1. Retail & service operations
2. Professional and medical office
3. Public & semi-public uses
4. Warehousing
5. Light industrial uses
6. Gas sales
7. Terminal facilities
8. Car washes
9. Eating & drinking establishments
10. Lodging
11. Drive through facilities as a stand alone operation or in conjunction with a permitted use

SPECIALY PERMITTED USES*

The following uses are to be allowed by special permit within the IC District:

1. Multi-family residential units
2. Automobile repair

DIMENSIONAL REQUIREMENTS*

- Minimum Lot Size - 1 acre
- Minimum Lot Width - 150 to 175 feet
- Maximum Lot Coverage - 50% to 60%
- Minimum Front Yard Setback - 50 to 75 feet
- Minimum Side Yard Setback - 20 feet / 150 feet from residential
- Minimum Rear Setback - 20 feet / 150 feet from residential



Example of quality site design with landscaping, shared access, sidewalks, and architectural detailing

* Note that these recommendations are intended to be a guide when developing local regulations, and are consistent with the regional planning perspective outlined in this Study. Ultimately, each municipality should determine which regulations are appropriate for their circumstances.

PARKING

Large front yard parking lots should be discouraged within the IC District. When larger areas of parking are situated in the front yard, they should be well landscaped to reduce the visual impact on the traveler. Outparcels can also be used to break up large expanses of front yard parking. Two rows of convenience parking (a total of 64 feet of pavement) can be considered for the front of smaller buildings. The remainder of the parking should be to the side or rear of the building. The limitation on front yard parking will serve to place the building closer to the street, helping define the edges of the district and creating a sense of place as a gateway. In addition, the town may want to utilize shared parking provisions within the IC District.

NON-RESIDENTIAL ARCHITECTURAL STANDARDS

It is recommended that sites within the IC District have a minimum level of design that meets the following standards.

1. Designs should mimic the appearance of the surrounding rural landscape, as mentioned at the beginning of this section.
2. Ground and roof mounted HVAC units must be screened from view with a treatment that is integral with the design of the building (i.e. parapet wall, mansard roof or garden wall)
3. Dumpsters must be screened in with materials and colors that are consistent with the building that it serves (i.e. a brick building must have a dumpster screened with brick walls).



Clifton Springs Travel Plaza on the NYS Thruway

Transportation Recommendations — Focus Area 2

PURPOSE

Whereas the Corridor-Wide Transportation Plan found on page 32 contains general recommendations (repeated at right) for the overall roadway, this portion of the Sub Regional Plan contains recommendations for improvements at specific locations. These recommendations are conceptual in nature and other alternatives may result from a more detailed engineering analysis. In all cases, improvements should be coordinated with the New York State Department of Transportation (NYS DOT) as well as county/town/village highway departments when applicable. The NYS DOT has jurisdiction over Routes 96 and 318. As a result, they are responsible for all permitting and maintenance of the roadway. The town and village should actively engage NYS DOT in all planning and regulatory activities within the corridor. This will ensure that the communities are aware of NYS DOT's roles and responsibilities as well as to make NYS DOT aware of the local economic and land use vision.

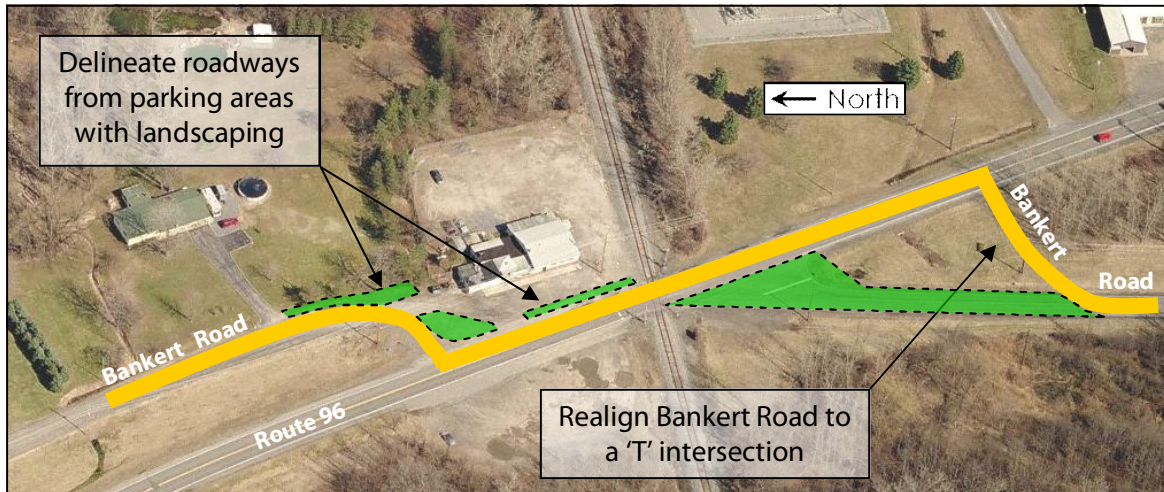
The roadway and intersection recommendations on the following pages and Map 13 are the result of public input, accident screening, planning-level operations analysis, and field observations. Recommendations at this point in the planning process remain somewhat generalized, as actual improvements will only result from detailed engineering studies that may follow this Study. In addition, Map 13 contains multiple recommendations for multi-use trail concepts.

GENERAL RECOMMENDATIONS FOR ACCESS MANAGEMENT & SITE ACCESS:

- Access points (driveways and intersections) should be more defined. This involves reducing unnecessary widths where an access point connects to the highway, forming perpendicular intersections whenever possible, and maintaining consistent shoulder widths.
- Access points should be limited and consolidated whenever possible. This is addressed in detail in the COD.
- Access points should be kept out of intersections. The COD addresses recommended intersection clearance distances.
- Access points should not be larger than necessary to accommodate driveway traffic.
- Parking for commercial businesses should be accommodated on site and not on roadway shoulders (except for on-street parking in the villages).
- Limit parking on roadway edges, enforce property setbacks.
- Consider designation of shoulders as multi-purpose spaces (bike lanes with bike symbols, emergency pull-offs and snow storage).
- Maintain striping to ensure clarity for drivers.
- Review intersection sight distances. Add "intersection ahead" or "signal ahead" warning signs as necessary.
- Maintain appropriate corner clearances within village settings.

ROUTE 96 & BANKERT ROAD

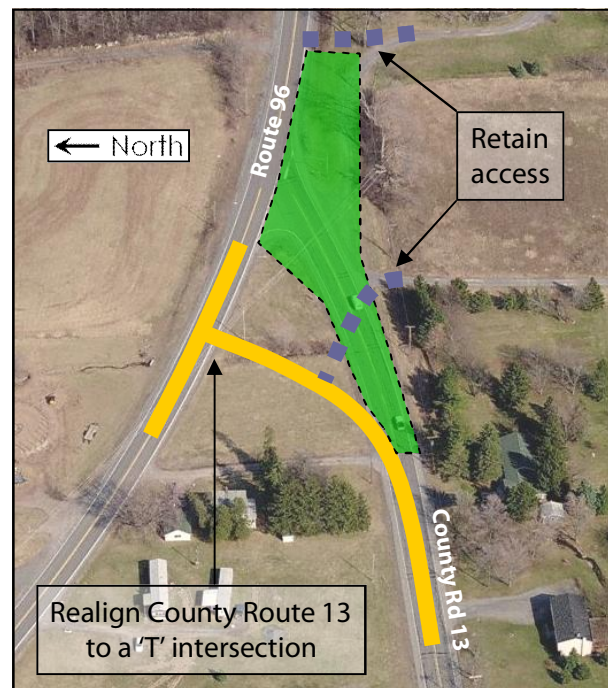
- Realign Bankert Road's sharp angle approaches to improve line of sight. Provide better delineation between northern approach and commercial parking lot. (*)



Note: Alignments shown are conceptual. Actual geometry would require detailed engineering analysis.

ROUTE 96 & CR 13

- Consider realigning eastern end of County Road 13 to a 'T' intersection with Route 96. Motorists are able to travel from Route 96 westbound to CR 13 at accelerated speeds (treating the intersection like a slip ramp), which may make it difficult for a motorist on the CR 13 approach to judge oncoming traffic speed and distance prior to making a maneuver. It should be noted that such a realignment may introduce a different problem in that motorists traveling Route 96 westbound, turning at the realigned CR 13 intersection, would have to slow down for a 90-degree left turn. This adjusted behavior may increase the risk of rear end accidents for motorists accustomed to vehicles treating the intersection like a slip ramp. Therefore, this intersection would require a detailed engineering study prior to any improvements being made. (*)



Note: Alignments shown are conceptual. Actual geometry would require detailed engineering analysis.

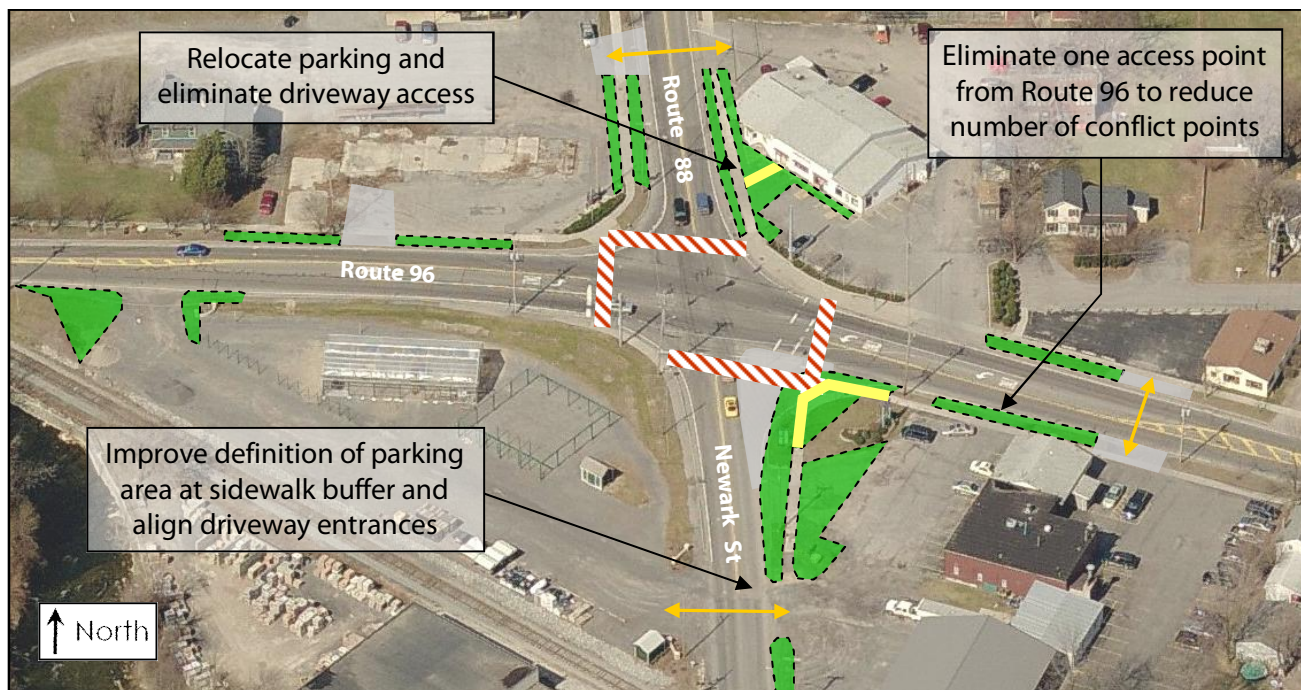
* Recommended improvement is a best-case design scenario and may not be warranted in the near future. Local, county and state officials should monitor these locations to see if future safety conditions or development pressures would warrant proceeding with the recommendation. **Any improvements to a state facility will require NYS DOT to perform the appropriate analysis in order to determine the transportation benefits and cost. If the project is justified by documented benefits and meets the agency's goals, it is then eligible to compete and be selected for funding on a region-wide basis.**

ROUTE 96 & ROUTE 488

- Evaluate placement of westbound signal heads on spanwire as they appear to be too close to each other.

ROUTE 96 & ROUTE 88

- Lane delineation should be made more clear; striping should be redone.
- Parking lot entrances at the intersection are poorly defined. Each should be redesigned to clearly delineate an entry and exit, using only the minimum width to accommodate these movements. Adoption of access management standards, as outlined in the Corridor Overlay District in this Study, would address these issues.
- Consider removal of slip ramp and raised median on northbound approach of Newark Street. (*)
- Restore all crosswalks, complete with appropriately sized and marked ADA-compliant ramps to sidewalks.
- Establish striped shoulders to accommodate bicycle use into and out of the village.
- Enforce the prohibition of advertising materials in the right-of-way, such as on sidewalks, to reduce visual clutter at the intersection.



Note: Alignments shown are conceptual. Actual geometry would require detailed engineering analysis.

* Recommended improvement is a best-case design scenario and may not be warranted in the near future. Local, county and state officials should monitor these locations to see if future safety conditions or development pressures would warrant proceeding with the recommendation. **Any improvements to a state facility will require NYS DOT to perform the appropriate analysis in order to determine the transportation benefits and cost. If the project is justified by documented benefits and meets the agency's goals, it is then eligible to compete and be selected for funding on a region-wide basis.**

ROUTE 96 & CHURCH STREET / FORT HILL ROAD

- Re-stripe the roadway to reduce visual distraction created by excessive crack filling.
- Lane delineation should be made more clear on Church Street northbound approach; striping should be redone.
- Evaluate corner clearances at both intersections as motorists permitted to park close to crosswalks and intersections. This may limit visibility of pedestrians and turning movements.

ROUTE 96 & LESTER ROAD

- Evaluate need for sight line improvements at approach to Lester Road. Visual impairments may include railroad trestle abutments, roadside vegetation and advertisement signage.

ROUTE 96 & PREEMPTION ROAD (CR 6)

Accident screening identified intersection as a hot spot.

- Perform detailed evaluation of the intersection in order to identify a correctable accident pattern.

ROUTE 96 & 14 INTERCHANGE

Accident screen identified intersection as a hot spot.

- Perform detailed evaluation of the intersection in order to identify a correctable accident pattern.
- Consider an alternate intersection control other than a cloverleaf interchange, as it is an unexpected design within the corridor. The interchange requires considerable investment in maintenance which appears to be disproportionate with the significance of the intersection. A simplified intersection control, such as a four-way signal or a roundabout, may significantly reduce long-term costs including bridge maintenance. Additionally, it may present opportunities for gateway landscaping and signage and new development parcels. See page 47 for a conceptual sketch. (*)
- Redesign the southern entrance to the motel/gas station on east side of Route 14. This entrance serves as an informal park and ride location and is dangerously close to the northbound on-ramp from Route 96, creating a blind access point. This point is also the location where northbound traffic on Route 14 merges from two lanes to one, creating multiple movements and conflict points. See page 47 for a conceptual sketch.

ROUTE 14 & ROUTE 318 AND NYS THRUWAY

Accident screen identified intersection as a hot spot.

- Perform detailed evaluation of the intersection in order to identify a correctable accident pattern.
- Consider consolidating all route designation signs on westbound approach on to one sign structure similar to eastbound approach to improve clarity of navigation.

* Recommended improvement is a best-case design scenario and may not be warranted in the near future. Local, county and state officials should monitor these locations to see if future safety conditions or development pressures would warrant proceeding with the recommendation. **Any improvements to a state facility will require NYS DOT to perform the appropriate analysis in order to determine the transportation benefits and cost. If the project is justified by documented benefits and meets the agency's goals, it is then eligible to compete and be selected for funding on a region-wide basis.**

Action Plan — Focus Area 2

VISION STATEMENT

The Towns and Villages of the Routes 96 & 318 Rural Corridor Study will incorporate policies of “smart growth,” preserving rural and farmland areas while promoting economic development near existing population and commercial centers. These policies will include a progressive planning approach to a variety of issues, including community character, natural and historic resources, sustainable land use and design, transportation systems, and regional context and cooperation.

GOAL AREA I:

COMMUNITY CHARACTER

The Routes 96 and 318 Rural Corridor Study reflects the quality of life residents and visitors enjoy. The variety of character areas, including open space and farmlands, villages, natural and cultural resources, neighborhoods, and commercial centers, should be maintained and enhanced in the future.

Objective 1.1

Preserve rural character and encourage long-term viability of agricultural operations and protection of farmland resources.

Action Items

- A) Adopt Site Plan Review regulations in the Town of Phelps to ensure appropriate scale and design for new developments. Over time, a series of unregulated individual residences may collectively work against the goals expressed in this Study.
- B) Adopt subdivision regulations in Town of Phelps, which address land development issues such as traffic management, protection of open spaces and environmental features, and provision of infrastructure. A well-crafted subdivision law can ensure future development will respect the character of a given area of the Town.
- C) In the Town of Phelps, revise the dimensional requirements of the R-AG Agricultural Residential District to better protect rural, scenic, and active farms from residential development. This may include increasing the minimum lot size from 1 acre to 10 acres, effectively reducing development density and reducing the need for future sewer and water infrastructure.
- D) Consider supplementing these improved land use regulations by implementing agricultural protection programs, such as Purchase of Development Rights (PDR), Area Allocation Method (AAM), or cluster subdivision design.
- E) Initiate a County-wide program whereby local farms can sell products directly to village and city residents, reinforcing the concept of “town and country.”
- F) Ensure that any development on the south side of Route 96 east of the Phelps/Manchester town line preserves the view from the roadway of the Village of Clifton Springs.

Objective 1.2

Enhance mixed-use, commercial, and industrial areas.

Action Items

- A) Establish commercial design guidelines for the Town's C-1 Commercial District that enhance the aesthetic and functional gateways to the Village of Phelps.
- B) Amend zoning ordinances to ensure future developments use appropriate lighting techniques that reduce night glare and spillover to adjacent properties. This is also known as "Dark Sky Compliant."
- C) Work with the NYS DOT to explore ways to reduce truck traffic on Main Street in Phelps. The traffic has various negative impacts including noise, pollution, congestion, roadway deterioration and high speeds.
- D) Install signage near Exit 42 indicating entrance to the Town of Phelps, along with directional signage leading to the Village of Phelps.
- E) During future road improvements in the Village, consider the possibility of placing utilities underground.
- F) Develop a set of design guidelines for the Northern Finger Lakes Gateway along Route 14 between Route 96 and Route 318. These design guidelines should promote the region's agricultural and rural aesthetic, and should include recommendations for design elements such as landscaping, signage, lighting, site design, architecture, and visitor amenities.
- G) Enforce the prohibition of advertising materials in the right-of-way, such as on sidewalks, in tree lawns, and along drainage swales to reduce visual clutter throughout the corridor.

GOAL AREA 2:**SAFE AND EFFICIENT TRANSPORTATION**

Routes 96 and 318 are important corridors for commercial, residential, agricultural, industrial and tourism uses. For this reason, it must provide for the safe and efficient movement of through and local traffic as well as access to businesses and services. It must also accommodate public transportation that serves the needs of residents and visitors alike.

Objective 2.1

Improve vehicular safety throughout the corridor.

Action Items

- A) Adopt a Corridor Overlay District, using the model code found in this Study as a base.
- B) Realign Bankert Road's sharp angle approaches to improve line of sight.
- C) To reduce the speed of westbound left turns onto County Road 13 from Route 96, consider realigning the intersection so that County Road 13 is perpendicular to Route 96. Consider expanding the shoulder space on the north side of the intersection to accommodate vehicles passing on the right side of left-turning vehicles.

- D) Work with the NYS DOT to examine the need for a protected left turn signal at Routes 96 and 488, especially during hours of school bus operation. Evaluate the placement of westbound signal heads at this location.
- E) Consider the removal of the slip ramp and raised median on the northbound approach of Newark Street and Route 96.
- F) Striping and lane delineations around the Route 96 and Church Street/Fort Hill Road intersections should be made to improve clarity and reduce visual distractions.
- G) Evaluate corner clearances and sight distances at the Route 96 and Church Street/Fort Hill Road intersections; consider the restriping of on-street parking spaces to improve motorist and pedestrian visibility.
- H) Evaluate opportunities for sight line improvements at the Route 96 and Lester Road intersection.
- I) Perform a detailed evaluation of the Route 96 and Pre Emption Road (County Road 6) intersection to identify opportunities to decrease accidents.
- J) Perform a detailed evaluation of the Route 96 and Route 14 interchange to identify opportunities to decrease accidents.
- K) Consider an alternate intersection configuration for Route 96 and Route 14 other than a clover-leaf interchange to reduce long term investment and maintenance costs.
- L) Work with the NYS DOT to consider inclusion of the Route 96 and Route 14 interchange in its plans for redesigning the Routes 14 and 318 intersection.
- M) Consider revising subdivision regulations to encourage a single access point for multiple adjacent residential driveways.

Objective 2.2

Ensure existing and future commercial developments utilize best practices for access management.

Action Items

- A) Incorporate access management provisions into the existing zoning or subdivision regulations, utilizing the corridor overlay district contained in this Study as a base.
- B) Provide training to the various review boards on the benefits of and techniques available to implement access management.
- C) Avoid high traffic generators in the Agricultural and Open Space designation of the Future Land Use Plan.
- D) Improve the delineation between roadway and commercial driveway entrances at Route 96 intersections with Bankert Road and Route 88. Entrances and exits should be clearly defined and driveways should be the minimum width to accommodate turning movements.

- E) Redesign the southern entrance to the motel/gas station along the east side of Route 14 near the Route 96 interchange to include a dedicated truck entrance and to eliminate blind access points and the multiple conflict points associated with the current driveway and lane configurations. See page 47 for a conceptual sketch.
- F) Work with NYS DOT to reconfigure a safe and accessible location for a Park-n-Ride lot adjacent to the NYS Thruway Exit 42 toll area that is not in conflict with corridor truck traffic. This lot would replace the lot south of the motel that is currently being used as an informal Park-n-Ride lot.

GOAL AREA 3:**BICYCLE AND PEDESTRIAN ACCOMMODATIONS**

The provision of safe and accessible bicycle and pedestrian networks should be considered throughout the Study Area. Recreational and non-recreational systems should be interconnected, providing linkages between neighborhoods, business districts, and natural areas.

Objective 3.1

Expand opportunities for recreational biking and hiking.

Action Items

- A) Work with the Genesee Transportation Council to explore opportunities for connecting the two Ontario Pathways trails in the Town of Phelps (Stanley to Phelps trail east of Routes 96 and 488; Phelps to Arcadia trail north of the Village near Marbletown Road). Consideration should be given to a direct link between the new trail connection and the Village, either along Route 96 or along Flint Creek.
- B) Work with the Genesee Transportation Council to explore a multi-use trail opportunity along the Canandaigua Outlet, starting at the Ontario Pathways trail (Phelps to Arcadia), traveling west to Manchester.
- C) Work with the Genesee Transportation Council to explore a rails-to-trails opportunity along the abandoned Finger Lakes RR line between Manchester/Shortsville and Geneva, passing through Phelps.
- D) Work with the Genesee Transportation Council to explore a multi-use trail opportunity along the utility easement south of the Village of Phelps, traveling east into Seneca County to Route 89.
- E) Establish a working group to advance the various multi-use trail concepts in this Study. Consider involving Ontario Pathways in this endeavor.

Objective 3.2

Improve pedestrian and bicycle safety in the corridor.

Action Items

- A) Expand the sidewalk system on the south side of Route 96 in the Village from Flint Creek, through the park and connecting to the sidewalk on Ontario Street.
- B) Work with the NYS DOT to ensure continuous adequate shoulder space along Route 96 to accommodate bicyclists and pedestrians, especially in the Village of Phelps.
- C) Coordinate with the Town of Phelps, the Midlakes School District and regional trails groups to develop a path that connects the school campus with the sidewalk systems in the Villages of Phelps and Clifton Springs.
- D) Restore all crosswalks, complete with appropriately sized and marked ADA-compliant ramps to the sidewalk network around the Routes 96 and 88 intersection.

Objective 3.3

Encourage bicycling and walking to and between commercial uses.

Action Items

- A) Ensure commercial development along the corridor incorporates an on-site pedestrian circulation system as well as pedestrian connections between developments.
- B) Require new developments to provide a direct connection to an existing sidewalk system.
- C) Require bike racks be placed at new commercial establishments.

GOAL AREA 4:**ECONOMIC DEVELOPMENT**

Future economic development should be encouraged within the Routes 96 and 318 corridor in a manner that minimizes impacts to rural character and the function of the transportation system. Communities in the corridor will also strive to maximize redevelopment opportunities for underutilized or vacant properties, consistent with the corridor's Future Land Use Plan.

Objective 4.1

Capitalize on the presence of historic and cultural assets adjacent to the corridor.

Action Items

- A) Explore rehabilitation and re-use opportunities for the former grist mills in the Village.
- B) Within the core of the Village, pursue the development of upper story apartments and offices so as to increase the density and foot traffic of the Central Business District.

Objective 4.2

Encourage sustainable business development that meets the needs of residents and expands the employment base.

Action Items

- A) Upon the potential reconfiguration of the Route 96 and Route 14 interchange, work with the NYS DOT to provide land and access points for new development adjacent to the interchange.
- B) Develop a master plan for the re-use of inactive mines and gravel pits in the town, including consideration for private development, community services, and public space. New development should be consistent with the Future Land Use Plan found in this Study.
- C) Encourage the formation of Community Supported Agriculture (CSAs) that will invest in local agriculture while providing healthy food options for residents of the region.
- D) Examine the potential for developing a business incubator space in the Town, perhaps in the Phelps Junction area or a smaller scale facility in the heart of the Village.

Objective 4.3

Support agriculture-based economic development initiatives.

Action Items

- A) Adopt land use policies that are compatible with agricultural operations. Such policies include refining agriculture-based zoning districts to reflect the standards set forth in the AO designation of the Future Land Use Plan (see page 2.3), adopting a Corridor Overlay District (see page 34), and considering a Purchase of Development Rights program.

GOAL AREA 5:**REGIONAL COOPERATION**

The Routes 96 and 318 Rural Corridor Study should be utilized as a tool for encouraging cooperation and consideration for projects that may influence the function of the corridor. As the corridor is a collection of small towns, the communities should leverage their collective assets and continue the intermunicipal approach to managed growth established by this Study.

Objective 5.1

Ensure this Study is utilized by developers, municipal officials, and residents alike.

Action Items

- A) Identify a “Corridor Liaison” from each of the participating municipalities. After the completion of this Study, these liaisons would meet periodically to discuss the progress of specific action items and potential developments that would impact the corridor. This would also serve as an advisory forum, where liaisons can learn about policies and techniques used in neighboring communities.
- B) Amend local zoning ordinances to recognize this Study, requiring that future development be consistent with the vision and goals expressed herein.

Objective 5.2

Continue the regional and collaborative approach to planning established by this Study.

Action Items

- A) Whenever planning-related efforts (such as comprehensive plans, zoning ordinances, farmland protection plans, design standards, etc.) are initiated or amended, consider involving adjacent municipalities in these efforts. This may be in the form of a courtesy review or a joint effort with shared resources.
- B) Pursue grant opportunities through the NYS Department of State's Shared Municipal Services Incentive (SMSI) program, which provides technical assistance and competitive grants to municipalities for the development of projects that will trim costs and promote shared services among two or more localities.
- C) Engage the NYS DOT early on in the review process when considering development proposals that involve curb cuts.

Objective 5.3

Leverage the corridor's status as a significant gateway to the Finger Lakes Region.

Action Items

- A) Develop a branding campaign that will identify Thruway Interchange 42 at Route 14 as the Northern Finger Lakes Gateway and promote high quality visitor services, and clear, distinct orientation to the region.
- B) Create an ongoing partnership between corridor communities and the two Counties to market development sites consistent with the Future Land Use Plan and with identified gaps in products and services (see Retail Market Analysis in Report #1).

GOAL AREA 6:**SUSTAINABLE LAND USE AND DESIGN**

Future development in the Routes 96 and 318 corridor should strive for sustainable land use and design practices that maximize the use of existing infrastructure, minimize the practice of over-zoning and reduce impacts to the natural environment. Together, the towns and villages must approach future development in a manner that recognizes the relationship between land use and traffic.

Objective 6.1

Enhance access to and preservation of important natural features.

Action Items

- A) Ensure all land use regulations, both existing and future, are designed to reduce impacts to Montezuma National Wildlife Refuge (MNWR). The entire Route 96 & 318 Rural Corridor Study Area drains into MNWR, an invaluable resource with regional and continental significance.
- B) Provide incentives, such as an incentive zoning program, to developers to achieve Leadership in Energy and Environmental Design (LEED) certification through the use of sustainable building practices (reuse of materials, energy-efficient systems, renewable energy sources, etc.).

Objective 6.2

Target growth to areas where sufficient transportation and water/sewer infrastructure is already present.

Action Items

- A) Refine zoning district maps to be more consistent with the Future Land Use Plan included in this Study.
- B) Consider the use of impact fees to help fund infrastructure projects made necessary by new development.
- C) In the Town of Phelps, reduce the size of the C-1 Commercial District between the Villages of Phelps and Clifton Springs to focus commercial development closer to the Village where water and sewer are available. This will also serve to protect the rural and agricultural character between the Villages.
- D) In the Town of Phelps, reduce the size of the C-1 Commercial District on the east side of town to commercial development near the interchange area.
- E) Consider the development of water and/or sewer service near the Exit 42 and cloverleaf area, targeting this part of town for commercial growth.
- F) As an economic development incentive, work with the County Department of Community Development and Planning, and/or other appropriate agencies, to develop integrated stormwater management facilities at targeted locations for use by future development.

Implementation Plan

OVERVIEW

There are numerous options available to corridor communities to achieve the Vision and Goals outlined in this Study. Ideally, each community would adopt a consistent set of regulations throughout the corridor. This will enhance the safety and functionality of Routes 96 and 318, as well as work towards various quality of life objectives identified in the Study. Each community has the option of pursuing any given combination of initiatives identified below, each of which will move the corridor closer to the goals identified through this publicly-driven project. Certain items are found in the Corridor Management Plan (CMP) while others can be found in the Sub Regional Plan (SRP). Implementation options are grouped into land use and transportation categories.

LAND USE REGULATIONS

- Adopt/revise a **zoning ordinance**, addressing permitted uses and other regulations consistent with the Future Land Use Plan. Future infrastructure investments such as water and sewer improvements should also be consistent with the Future Land Use Plan. *See page SRP 2.2 and Map 12.*
- Adopt/revise **subdivision and site plan review** regulations to be consistent with the Goals and Objectives outlined in this Study. *Various sections.*
- Adopt/revise residential and/or commercial **design guidelines**. *Illustrated by Area Specific Conceptual Plans on page 41 of the CMP and the Future Land Use Plan on page SRP 2.2.*
- Adopt **Planned Development District** (PDD) regulations or develop a **master plan** to ensure desirable development of large parcels or multiple adjacent parcels. *Illustrated by Area Specific Conceptual Plans on page 41 of the CMP.*

TRANSPORTATION IMPROVEMENTS

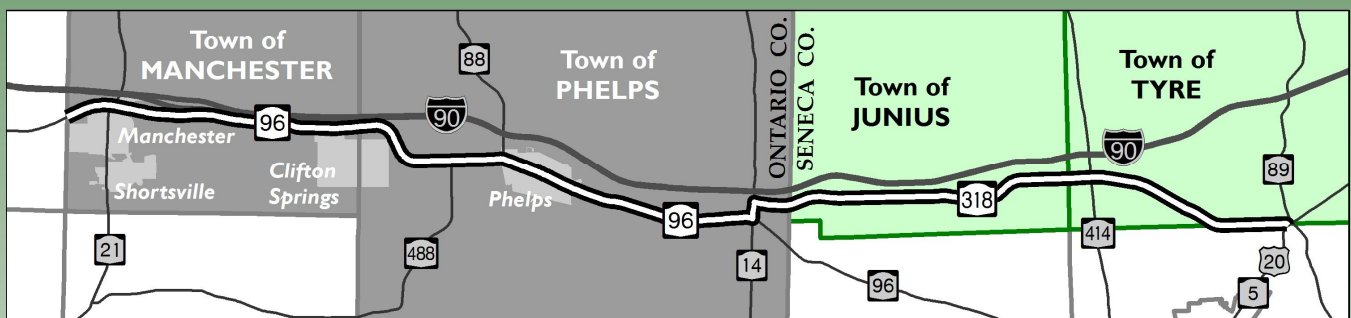
- Adopt a **Corridor Overlay District** (COD), using the example provided in the Study as a base. The COD addresses access management, building setbacks, signage, and landscaping. *See page 34 of the CMP.*
- Work with NYS DOT to pursue the various **roadway and intersection improvements**. *See page SRP 2.15.*
- Pursue projects identified in the **Transportation Plan**, including pedestrian enhancements and various multi-use trail projects. *See Map 13.*

ADDITIONAL INITIATIVES

- Review **Area Specific Conceptual Plans** which illustrate a variety of techniques and initiatives that can achieve quality site design and access management principles. *See page 41 of the CMP.*
- Pursue specific items identified in the **Action Plan**, which are organized into six Goal Areas. *See page SRP 2.18.*
- Establish a **“Corridor Liaison”** from each of the participating municipalities. Liaisons would meet periodically to discuss the progress of specific action items and potential developments that would impact the corridor. This would also serve as an advisory forum, where liaisons can learn about policies and techniques used in neighboring communities.

Routes 96 & 318 Rural Corridor Study

Ontario & Seneca Counties, New York



Sub Regional Plan Focus Area 3

Town of Junius
Town of Tyre

March 2009

Prepared by:



Sub Regional Plan — Focus Area 3

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OVERVIEW

The Routes 96 and 318 Rural Corridor Study is separated into two parts: a **Corridor Management Plan (CMP)** and a set of three **Sub Regional Plans (SRPs)**. The CMP contains a corridor-wide vision and set of goals and objectives that provide the framework for general recommendations. The SRPs break the corridor into manageable segments and include a greater level of detail regarding implementation steps. The Focus Area 3 SRP covers the Seneca County Towns of Junius and Tyre. These communities comprise roughly a third of the Study Area on the eastern end.

A primary component of the Routes 96 and 318 Rural Corridor Study is the recommended **Future Land Use Plan**. Land use and the corresponding transportation network are closely intertwined patterns of infrastructure and investment. These two elements have far reaching ramifications on issues such as community character, the economy, and the general quality of life for corridor communities. As such, an entire section of the SRP has been devoted to these critical corridor elements.

The Future Land Use Plan for Focus Area 3 can be found on the next page. Although the vision for each land use category in the Plan is consistent with the Corridor-Wide Future Land Use Plan (page 25) this section contains a greater level of detail for recommendations related to permitted uses and dimensional requirements.

The Sub Regional Plan for Focus Area 3 also contains a **Transportation Recommendations** section that, once again, is consistent with the goals and objectives outlined in the CMP, but outlines specific improvements that can be made within this Focus Area. Finally, the Sub Regional Plan contains an **Action Plan** that lists the specific steps necessary to achieve the vision, goals and objectives found in the CMP. Each of these sections has a certain degree of overlap in their content, as is the case between the CMP and the SRPs. They are organized in this fashion to allow communities to use this as a workbook, wherein each section addresses a specific issue, yet is consistent with and reinforced by the remainder of the document.

Financial assistance for the preparation of this report was provided in part by the Federal Highway Administration. The Ontario County Planning and Research Department and the Seneca County Planning and Community Development Department are solely responsible for its content. The views and opinions expressed herein do not necessarily reflect the official views or policy of the U.S. Department of Transportation. Transportation recommendations included in this report are conceptual in nature and other alternatives may result from a more detailed engineering analysis. In all cases, improvements should be coordinated with the New York State Department of Transportation (NYS DOT) as well as county/town/village highway departments when applicable.

Future Land Use Plan — Focus Area 3

PURPOSE

This section presents a Future Land Use Plan specific to Focus Area 3, which includes the Towns of Junius and Tyre in Seneca County. Section 1 of the Routes 96 and 318 Rural Corridor Study contains a Corridor-Wide Future Land Use Plan (see page 25), which addresses land use recommendations from a broader perspective. The Sub Regional Future Land Use Plan contained in this section is consistent with the future land use areas identified at the corridor level, but contains additional detail related to permitted uses, specially permitted uses, dimensional requirements and parking standards. This information is presented in a code-ready format that can be customized by localities to suit their needs. In order to achieve the preferred development pattern in the corridor, it is recommended that municipalities consider incorporating some or all of the following recommendations into their existing regulatory framework.

As shown on Map 14, the preferred development pattern for Sub Regional Focus Area 3 consists of four distinct categories, as follows:

- Agriculture and Open Space (AO)
- Regional Destination (RD)
- Interchange Commercial (IC)
- Gateway Transitional (GT)

For each of these categories, recommendations are presented for the desired vision, appropriate land uses, and design regulations. While zoning regulations are tied to specific parcels, the edges of the future land uses categories are intentionally drawn irrespective of property lines. The refinement of the land use edges, as well as finalizing the list of permitted uses, is a more detailed exercise that communities should engage in when updating their zoning ordinance.

In addition to these four categories, the Future Land Use Plan identifies a Sensitive Environmental Area (SEA) around the Junius Ponds complex and other environmental features. Shown in green on the map, this designation should be considered an overlay district to the underlying land use designation in this part of the corridor. An additional level of site plan review is recommended above and beyond other land use regulations in order to preserve and protect the important environmental features found in these areas.

Agriculture & Open Space (AO)

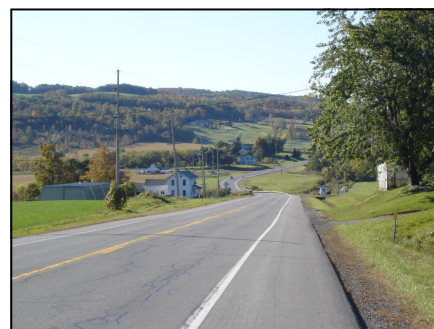
OVERVIEW

The areas recommended for the Agriculture and Open Space designation include Route 318 from the western county line to the area around Waterloo Premium Outlets, from east of the outlet center to the Junius/Tyre town line, and from just east of the Route 318 and 414 intersection to just west of the intersection with Routes 5 and 20 (see Map 14). Although these areas are largely farmland and open space, there are numerous single-family homes that create a rural residential feel along the corridor. The proliferation of this pattern over time can lead to the loss of this character as well as negative impacts on traffic and safety. Additional residential and commercial development should be carefully considered, if not avoided, to reduce impacts on traffic operations and the rural character in general.

It is recommended that zoning and regulatory provisions are put in place that preserve the low density of land development within these areas. In order to accomplish this, the towns should consider creating an Agriculture & Open Space District. Individual municipalities should study in greater detail the specific parcels to be included in this district, as the Future Land Use Plan is intended to be a general guide. It should be noted that the Town of Tyre currently has an agricultural zoning classification as part of their regulatory framework. Both towns should review the following code elements and determine which are most appropriate to achieve their individual community vision.

JUNIUS CORNERS

This portion of the corridor also contains a small hamlet, Junius Corners, around the Stone Church Road intersection. While the character of this node is somewhat different than the surrounding rural areas, it was not identified as its own future land use category. The hamlet contains a small concentration of residences and a few businesses along an 'S' curve in the road. When Route 318 was developed as a state highway, the angles of the curves were smoothed in order to accommodate higher speeds. Most of the driveways for existing properties remained on the previous alignment, now known as Old State Road, reducing conflict points along the state highway. Consistent with this design, it is recommended that additional access points along 318 in Junius Corners be discouraged.



Examples from outside the corridor of desirable land use patterns and design

PURPOSE

The purpose of the Agriculture & Open Space (AO) District is to support the goals, objectives, and policies contained in local planning documents. More specifically, the AO District is intended to allow the development of a limited number of uses including farming, residential, and limited commercial activity in a manner that preserves the undeveloped nature of certain areas along Route 318. In order to accomplish this, the AO District regulates the location, design and use of structures and land to create a low concentration of activity in a rural setting and to ensure the safe and efficient movement of vehicles along the corridor.

PERMITTED USES*

The following uses are to be permitted within the AO District:

1. Farming & agricultural operations
2. Roadside stands
3. Greenhouses
4. Public & semi-public uses
5. Parks, recreational facilities, etc
6. Single-family residential
7. Golf courses

SPECIALLY PERMITTED USES*

1. Kennels
2. Veterinary clinics
3. Two-family residential
4. Places of worship

DIMENSIONAL REQUIREMENTS FOR NON-RESIDENTIAL USES*

- Minimum Lot Size - 1 to 2 acres
- Minimum Lot Width - 175 to 200 feet
- Maximum Lot Coverage - 20% to 25%
- Minimum Front Yard Setback - 75 to 100 feet
- Minimum Side Yard Setback - 25 feet
- Minimum Rear Setback - 50 feet

* Note that these recommendations are intended to be a guide when developing local regulations, and are consistent with the regional planning perspective outlined in this Study. Ultimately, each municipality should determine which regulations are appropriate for their circumstances.

Subdivision

Subdivision regulations can be used to implement the transportation and safety objectives of the Corridor Overlay District (see page 34) and maintain the agricultural land base along the corridor.

Access Management

The long term fragmentation of the corridor that results in unsafe turning movements and poor access can be addressed during subdivision review. All subdivision regulations for localities along the corridor should provide requirements for the appropriate access management tools as listed in the Corridor Overlay District. All subdivisions, regardless of size or number of resulting parcels, within 500 feet of the centerline of the corridor, should be required to have subdivision approval by the Planning Board. This will help address the land use and transportation impacts that a series of independent, adjacent subdivisions can have on the corridor over time.

Agriculture

In order to preserve large blocks of agricultural land and maintain viable agricultural operations within the AO District, the localities should consider impacts to agricultural infrastructure which include surface and subsurface stormwater management systems, equipment lanes, and cross field access points. Such infrastructure should be mapped as part of the review process to ensure impacts are mitigated.

Zoning

Establish a minimum lot size for residential uses at one acre and set a maximum density limit for each parcel. The one acre lot size could be increased only in cases where it is necessary to accommodate a septic system or to include adjacent areas that are considered non-farmable. For example, if the lot abutted a stream corridor, the parcel line could be continued to include the property between the lot and the creek. In the Town of Seneca, the maximum density limit is currently set at one residential unit per 50 acres. Under this scenario, a 100 acre farm would be allowed to subdivide two, one acre lots to build two residential units.

PARKING

No parking should be permitted in the front yard of commercial establishments. Side and rear yard parking shall be permitted. The lack of front yard parking, combined with the front setback will create continuous green space along the corridor within the AO District. Regarding parking requirements, it is recommended that the Towns develop or revise parking requirements such that proposed developments do not include unnecessarily large parking lots.

NON-RESIDENTIAL ARCHITECTURAL STANDARDS

It is recommended that structures within the AO District be constructed to mimic the appearance of building types typically found in rural landscapes. These include but are not limited to farmhouses, barns, stables, and country stores. This is accomplished through the use of building materials, roof lines, and decorative treatments. In addition, ground and roof mounted HVAC units must be screened from view with a treatment that is integral with the design of the building (i.e. parapet wall, mansard roof or garden wall). Dumpsters should also be screened from view using materials and colors that are consistent with the building that it serves (i.e. a brick building must have a dumpster screened with brick walls).

Regional Destination (RD)

OVERVIEW

Waterloo Premium Outlets is located at the Route 318 and Nine Foot Road intersection in the Town of Junius. Dozens of shops and restaurants make up this complex, which attracts patrons from all over New York, Canada, and beyond. The area is served by water and sewer infrastructure that is well below its handling capacity. Therefore, the outlet center could serve as an anchor for additional commercial development. In order to foster this new development, the town should create a Regional Destination District. This is demonstrated in concept by the Regional Destination land use area designated on the Future Land Use Plan. The Town of Junius should review the following code elements and determine which are most appropriate to achieve its overall community vision for this area.

PURPOSE

The purpose of the Regional Destination (RD) District is to support the goals, objectives, and policies contained in local planning documents. More specifically, the RD District is intended to provide for the placement of commercial uses that cater to patrons from across western New York and beyond. Non-commercial uses will be limited within the RC District.

PERMITTED USES*

The following uses are permitted within the RD District:

1. Retail and service operations
2. Professional and medical office
3. Gas sales
4. Car washes
5. Eating & drinking establishments
6. Lodging
7. Drive through facilities as a stand alone operation or in conjunction with a permitted use
8. Theaters



Examples from outside the corridor of desirable land use types and designs

SPECIALLY PERMITTED USES*

The following uses are to be allowed by special permit within the RD District:

1. Multi-Family Residential Units
2. Automobile Repair

DIMENSIONAL REQUIREMENTS*

- Minimum Lot Size - 1 acre
- Minimum Lot Width - 150 to 175 feet
- Maximum Lot Coverage - 50% to 60%
- Minimum Front Yard Setback - 50 to 75 feet
- Minimum Side Yard Setback - 25 feet/150 feet from residential
- Minimum Rear Setback - 25 feet/150 feet from residential

PARKING

Large front yard parking lots should be discouraged within the RD District. Waterloo Premium Outlets provides a substantial amount of parking, yet it is well screened by building placed close to the highway. This arrangement should be encouraged to maintain a consistent theme in the district. When larger areas of parking are situated in the front yard, they should be well landscaped to reduce the visual impact on the traveler. Outparcels can also be used to break up large expanses of front yard parking. Two rows of convenience parking (a total of 64 feet of pavement) can be considered for the front of smaller buildings. The remainder of the parking should be to the side or rear of the building. In addition, the town may want to utilize shared parking provisions within the RD District.

NON-RESIDENTIAL ARCHITECTURAL STANDARDS

It is recommended that structures within the RD District be constructed to mimic the appearance of building types typically found in rural landscapes. These include but are not limited to farmhouses, barns, stables, and country stores. This is accomplished through the use of building materials, roof lines, and decorative treatments. In addition, ground and roof mounted HVAC units must be screened from view with a treatment that is integral with the design of the building (i.e. parapet wall, mansard roof or garden wall). Dumpsters should also be screened from view using materials and colors that are consistent with the building that it serves (i.e. a brick building must have a dumpster screened with brick walls). Maximum square footage of the principal structure is a 10,000 to 18,000 square foot building footprint.

* Note that these recommendations are intended to be a guide when developing local regulations, and are consistent with the regional planning perspective outlined in this Study. Ultimately, each municipality should determine which regulations are appropriate for their circumstances.

Interchange Commercial (IC)

OVERVIEW

The Thruway interchange located at Route 414, along with the interchange at Route 14, provides access to the towns and villages in the Study Area as well as the entire Finger Lakes Region. As a result, there is a large volume of vehicles utilizing these interchanges on a daily basis. In order to ensure that the operational capacity and overall safety of the interchanges is preserved, the Town of Tyre should consider creating an Interchange Commercial (IC) District. This concept is demonstrated by the Interchange Commercial future land use areas designated on Map 14. In addition to safety and operational concerns, these areas around the interchange are important gateways to the corridor and the Finger Lakes. As such, it is recommended that a more strategic approach be taken to address the design of commercial development in these areas.

While these areas are not located in walking distance from residential concentrations, a healthy mix of retail and service businesses should include pedestrian amenities in their design. Patrons to these “off the interstate” areas are typically passing through, but do enjoy the convenience of different business types. Therefore, visitors who may be using a combination of a hotel, gas station, restaurant, gift shop, or convenience store should be given the opportunity to walk between these destinations. This would result in an internal sidewalk/walkway network that is not necessarily connected to the surrounding areas.

The design and layout of buildings is equally important, as is landscaping on both private property and in the public right of way. Architectural and landscaping treatments, while not necessarily having the fine detail of a village setting, should be sufficiently unique among interchange areas so that they distinctly mark the entrance to the Finger Lakes Region. Wherever possible, they should mimic the appearance of the surrounding rural landscape. This might include references to farmhouses, barns, stables, and country stores. The design of the Clifton Springs Travel Plaza on the NYS Thruway partially reflects this approach. With respect to landscaping, this might include vineyards, split rail fences, and the restoration/preservation of deciduous woodlots.

The recommended IC District shown below, in conjunction with the Corridor Overlay District (see page 34), will serve to implement land use policies that emphasize the safe and efficient movement of vehicles and the importance of gateway design. The Town of Tyre should review the following code elements and determine which are most appropriate to achieve their individual community vision.



Examples from outside the corridor of desirable land use types and designs

PURPOSE

The purpose of the Interchange Commercial (IC) District is to support the goals, objectives, and policies contained in local planning documents. More specifically, the IC District is intended to provide for the placement of commercial and industrial facilities while preserving the interchange's ability to carry traffic to and from the freeway in a safe and expeditious manner. In addition, the IC District will ensure safe ingress and egress to land developments through control of access points on the state and local highway system that services the interchange.

PERMITTED USES*

The following uses are permitted within the IC District:

1. Retail & service operations
2. Professional and medical office
3. Public & semi-public uses
4. Warehousing
5. Light industrial uses
6. Gas sales
7. Terminal facilities
8. Car washes
9. Eating & drinking establishments
10. Lodging
11. Drive through facilities as a stand alone operation or in conjunction with a permitted use

SPECIALY PERMITTED USES*

The following uses are to be allowed by special permit within the IC District:

1. Multi-family residential units
2. Automobile repair

DIMENSIONAL REQUIREMENTS*

- Minimum Lot Size - 1 acre
- Minimum Lot Width - 150 to 175 feet
- Maximum Lot Coverage - 50% to 60%
- Minimum Front Yard Setback - 50 to 75 feet
- Minimum Side Yard Setback - 20 feet / 150 feet from residential
- Minimum Rear Setback - 20 feet / 150 feet from residential



Example of quality site design with landscaping, shared access, sidewalks, and architectural detailing

* Note that these recommendations are intended to be a guide when developing local regulations, and are consistent with the regional planning perspective outlined in this Study. Ultimately, each municipality should determine which regulations are appropriate for their circumstances.

PARKING

Large front yard parking lots should be discouraged within the IC District. When larger areas of parking are situated in the front yard, they should be well landscaped to reduce the visual impact on the traveler. Outparcels can also be used to break up large expanses of front yard parking. Two rows of convenience parking (a total of 64 feet of pavement) can be considered for the front of smaller buildings. The remainder of the parking should be to the side or rear of the building. The limitation on front yard parking will serve to place the building closer to the street, helping define the edges of the district and creating a sense of place as a gateway. In addition, the town may want to utilize shared parking provisions within the IC District.

NON-RESIDENTIAL ARCHITECTURAL STANDARDS

It is recommended that sites within the IC District have a minimum level of design that meets the following standards.

1. Designs should mimic the appearance of the surrounding rural landscape, as mentioned at the beginning of this section.
2. Ground and roof mounted HVAC units must be screened from view with a treatment that is integral with the design of the building (i.e. parapet wall, mansard roof or garden wall)
3. Dumpsters must be screened in with materials and colors that are consistent with the building that it serves (i.e. a brick building must have a dumpster screened with brick walls).



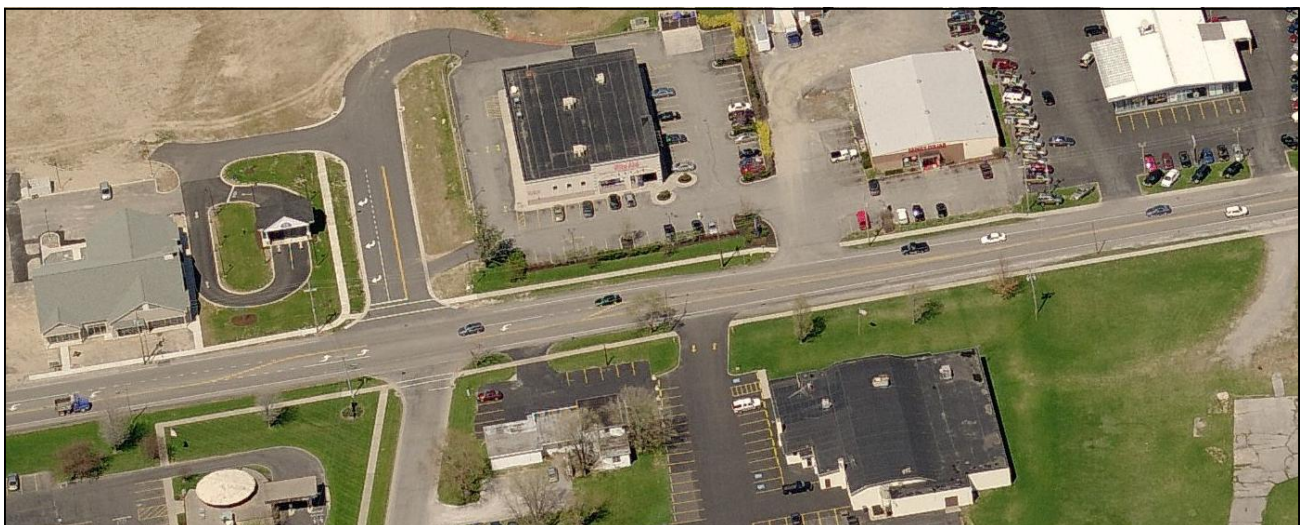
Clifton Springs Travel Plaza on the NYS Thruway

Gateway Transitional (GT)

OVERVIEW

The Gateway Transitional land use area shown on the Future Land Use Plan (Map 14) provides a transition between the edge of the Routes 5 and 20 corridor and the rural character of the surrounding area. This small node contains a few small businesses, some homes, and a community center (Vince's Park). Although the recommendations for this future land use designation are similar to other Gateway Transitional areas in the corridor, it is recognized that the character of this area is somewhat different. The convergence of Routes 318, 5 and 20, and 89 in this area creates a substantial regional crossroads that is different in character from the other crossroads at the Thruway interchanges. The 5 and 20 corridor has a style and heritage that pre-dates the interstate highway system, and is more closely tied to the historic character of its small towns. The intersection of Routes 318 and 5 and 20 in particular is an important crossroads between Waterloo/Seneca Falls and the City of Auburn. Given this context, the intersection is an important gateway to the 96 and 318 corridor as well as the Village of Seneca Falls.

The vision for this small gateway area is to allow for a healthy mix of retail, office, residential, and community services that mark the entrance to both the Study Area as well as Seneca Falls. Buildings should be placed closer to the street than what is typically found in conventional suburban development. Pedestrian amenities, consistent setbacks, rear or side yard parking and context-sensitive architecture will contribute to this character. The Gateway Transitional land use area in particular would benefit significantly from the access management and site design principles found in a Corridor Overlay District as depicted on page 34.



Examples from outside the corridor of desirable land use types and designs

The town should review the following code elements and determine which are most appropriate to achieve their individual community vision.

PURPOSE

The purpose of the Gateway Transitional (GT) District is to support the goals, objectives, and policies contained in the local planning documents. More specifically, the GT District is intended to foster the creation of a moderately dense node of activity with a wide variety of uses including residential, commercial, and community services activity that meets the daily needs of local residents and the traveling public. In order to accomplish this, the GT District regulates the location, design and use of structures and land to create a cluster of activity in a nodal fashion and to ensure the safe and efficient movement of vehicles along the corridor.

PERMITTED USES*

The following uses are permitted within the GT District:

1. Retail and service operations
2. Professional and medical offices
3. Personal services
4. Public and semi-public uses
5. Single-family residential

SPECIALLY PERMITTED USES*

The following uses are to be allowed by special permit within the GT District:

1. Multi-family residential units
2. Drive through facilities as a stand alone operation or in conjunction with a permitted use
3. Eating and drinking establishments
4. Automobile sales & repair
5. Car washes
6. Gas sales
7. Nursing homes and assisted living facilities

DIMENSIONAL REQUIREMENTS*

- Minimum Lot Size - ½ to 1 acre
- Minimum Lot Width - 100 to 125 feet
- Maximum Lot Coverage - 60% to 70%
- Minimum Front Yard Setback - 50 to 75 feet
- Minimum Side Yard Setback - 15 feet/100 feet from residential
- Minimum Rear Setback - 15 feet/100 feet from residential

* Note that these recommendations are intended to be a guide when developing local regulations, and are consistent with the regional planning perspective outlined in this Study. Ultimately, each municipality should determine which regulations are appropriate for their circumstances.

PARKING & SITE ACCESS

Large front yard parking lots should be discouraged within the GT District. Two rows of convenience parking (a total of 64 feet of pavement) can be considered for the front of smaller buildings. The remainder of the parking should be to the side or rear of the building. The limitation on front yard parking will serve to place the building closer to the street than in the AO district. As a result, pedestrian and bicycle activity from the adjacent population centers can be readily accommodated with appropriate elements such as sidewalks and bike racks.

As previously stated, the parking requirements for most communities in the corridor can generally be described as very high. Typically, a mix of land uses in close proximity to each other has lower parking requirements than stand alone uses. This can be attributed to the fact that visitors will park once and walk to multiple destinations, so long as sidewalks are provided. As a result, the town should consider developing a second set of parking requirements for the GT District and/or adopting a shared parking ordinance. A description of a shared parking ordinance is as follows:

Shared parking may be applied when land uses have different parking demand patterns and are able to use the same parking spaces/areas throughout the day. Shared parking is most effective when these land uses have significantly different peak parking characteristics that vary by time of day, day of week, and/or season of the year. In these situations, shared parking strategies will result in fewer total parking spaces needed when compared to the total number of spaces needed for each land use or business separately. Land uses often used in specific shared parking arrangements include office, restaurants, retail, colleges, churches, cinemas, and special event situations. Shared parking is often inherent in mixed-use developments, which include one or more businesses that are complementary, ancillary, or support other activities (courtesy, Stein Engineering).

The intent of the GT District is to provide for a mix of employment, neighborhood retail, residential and community services development that is linked to the broader community by a multi-modal transportation network. Patrons of businesses in the GT District should be able to access the area by car, on foot, or on bicycle. In order to accomplish this, pedestrian accommodations and connections should be required throughout the GT District.

NON-RESIDENTIAL ARCHITECTURAL STANDARDS

It is recommended that structures within the GT District be constructed to mimic the appearance of building types typically found in rural landscapes. These include but are not limited to farmhouses, barns, stables, and country stores. This is accomplished through the use of building materials, roof lines, and decorative treatments. In addition, ground and roof mounted HVAC units must be screened from view with a treatment that is integral with the design of the building (i.e. parapet wall, mansard roof or garden wall). Dumpsters should also be screened from view using materials and colors that are consistent with the building that it serves (i.e. a brick building must have a dumpster screened with brick walls). Maximum square footage of the principal structure is a 10,000 to 18,000 square foot building footprint.

Transportation Recommendations — Focus Area 3

PURPOSE

Whereas the Corridor-Wide Transportation Plan found on page 32 contains general recommendations (repeated at right) for the overall roadway, this portion of the Sub Regional Plan contains recommendations for improvements at specific locations. These recommendations are conceptual in nature and other alternatives may result from a more detailed engineering analysis. In all cases, improvements should be coordinated with the New York State Department of Transportation (NYS DOT) as well as county/town/village highway departments when applicable. The NYS DOT has jurisdiction over Route 318. As a result, they are responsible for all permitting and maintenance of the roadway. The towns should actively engage NYS DOT in all planning and regulatory activities within the corridor. This will ensure that the communities are aware of NYS DOT's roles and responsibilities as well as to make NYS DOT aware of the local economic and land use vision.

The roadway and intersection recommendations on the following pages and Map 15 are the result of public input, accident screening, planning-level operations analysis, and field observations. Recommendations at this point in the planning process remain somewhat generalized, as actual improvements will only result from detailed engineering studies that may follow this Study. In addition, Map 15 contains multiple recommendations for multi-use trail concepts.

GENERAL RECOMMENDATIONS FOR ACCESS MANAGEMENT & SITE ACCESS:

- Access points (driveways and intersections) should be more defined. This involves reducing unnecessary widths where an access point connects to the highway, forming perpendicular intersections whenever possible, and maintaining consistent shoulder widths.
- Access points should be limited and consolidated whenever possible. This is addressed in detail in the COD.
- Access points should be kept out of intersections. The COD addresses recommended intersection clearance distances.
- Access points should not be larger than necessary to accommodate driveway traffic.
- Parking for commercial businesses should be accommodated on site and not on roadway shoulders (except for on-street parking in the villages).
- Limit parking on roadway edges, enforce property setbacks.
- Consider designation of shoulders as multi-purpose spaces (bike lanes with bike symbols, emergency pull-offs and snow storage).
- Maintain striping to ensure clarity for drivers.
- Review intersection sight distances. Add "intersection ahead" or "signal ahead" warning signs as necessary.
- Maintain appropriate corner clearances within village settings.

ROUTE 318 & NINE FOOT ROAD (WATERLOO PREMIUM OUTLETS)

- Lane delineation should be made more clear; striping should be redone.
- Examine congestion issues at the Nine Foot Road intersection and the outlet center traffic signal.

ROUTE 318 & STONE CHURCH ROAD

- Evaluate the appropriateness of passing through this 'S' curve section.

ROUTE 318 & BIRDSEY AND BURGESS

- Lane delineation should be made more clear; striping should be redone.

ROUTE 318 & ROUTE 414

Accident screening identified intersection as a hot spot.

- Perform detailed evaluation of the intersection in order to identify a correctable accident pattern.
- Evaluate need for left turn phasing or signal timing adjustments, especially for the eastbound approach.

ROUTE 318 & GRAVEL ROAD

- Evaluate the intersection, which is immediately adjacent to a blind curve, to address safety and visibility concerns for all movements.

ROUTE 318 & ROUTES 5/20

- If rear-end type accidents materialize, evaluate need for a left turn pocket on northbound approach on Routes 5 and 20. (*)
- A sharp curve occurs at the approach to a stop sign on the eastern end of Route 318. To improve stopping distance, consider realigning the this to a wider curve. (*)

* Recommended improvement is a best-case design scenario and may not be warranted in the near future. Local, county and state officials should monitor these locations to see if future safety conditions or development pressures would warrant proceeding with the recommendation. **Any improvements to a state facility will require NYS DOT to perform the appropriate analysis in order to determine the transportation benefits and cost. If the project is justified by documented benefits and meets the agency's goals, it is then eligible to compete and be selected for funding on a region-wide basis.**

Action Plan — Focus Area 3

VISION STATEMENT

The Towns and Villages of the Routes 96 & 318 Rural Corridor Study will incorporate policies of “smart growth,” preserving rural and farmland areas while promoting economic development near existing population and commercial centers. These policies will include a progressive planning approach to a variety of issues, including community character, natural and historic resources, sustainable land use and design, transportation systems, and regional context and cooperation.

GOAL AREA I:

COMMUNITY CHARACTER

The Routes 96 and 318 Rural Corridor Study reflects the quality of life residents and visitors enjoy. The variety of character areas, including open space and farmlands, villages, natural and cultural resources, neighborhoods, and commercial centers, should be maintained and enhanced in the future.

Objective 1.1

Preserve rural character and encourage long-term viability of agricultural operations and protection of farmland resources.

Action Items

- A) Expand the Site Development Plan Review process in Junius to apply to new single-family residential construction within the corridor. Over time, a series of unregulated individual residences may collectively work against the other goals expressed in this Study.
- B) Adopt subdivision regulations in both Towns, which address land development issues such as traffic management, protection of open spaces and environmental features, and provision of infrastructure. A well-crafted subdivision law can ensure future development will respect the character of a given area of the Town.
- C) Consider the development of zoning or land use regulations for Junius.
- D) As part of a new zoning code or land use regulations for Junius, establish districts for low-density residential and agricultural areas. The agricultural district should limit residential development in order to protect active farms. The low-density residential district should have a limited presence in the Route 318 corridor, reducing the impact of traffic on the system.
- E) As part of an updated Tyre zoning code, limit low-density residential development to the Residential district, enabling the Agricultural district to more effectively protect farmlands.
- F) Initiate a County-wide program whereby local farms can sell products directly to village residents, reinforcing the concept of “town and country.”

Objective 1.2

Enhance mixed-use, commercial, and industrial areas.

Action Items

- A) As part of a new zoning code or land use regulations for Junius, consider adopting a corridor district that reflects the guidelines of the Corridor Overlay District found in this study. In order to establish a town-wide zoning ordinance, the remainder of the town could be designated as a separate zoning district.
- B) Develop a set of design guidelines for the Waterloo Premium Outlets area along Route 318 and Nine Foot Road. These design guidelines should promote the surrounding agricultural and rural residential character, including recommendations for building form, site design, parking placement, and pedestrian connectivity. Such standards should reflect the existing design of the outlet center as well as the rural vernacular in this area.
- C) Continue the development of signage regulations in the Town of Junius.
- D) In the Town of Tyre, consider the development of signage regulations consistent with those developed in Junius.
- E) Consider placing restrictions on the location of adult uses in the Towns of Junius.

GOAL AREA 2:**SAFE AND EFFICIENT TRANSPORTATION**

Routes 96 and 318 are important corridors for commercial, residential, agricultural, industrial and tourism uses. For this reason, it must provide for the safe and efficient movement of through and local traffic as well as access to businesses and services. It must also accommodate public transportation that serves the needs of residents and visitors alike.

Objective 2.1

Improve vehicular safety throughout the corridor.

Action Items

- A) Adopt a Corridor Overlay District, using the model code found in this Study as a base.
- B) Examine congestion issues at the Nine Foot Road intersection and the outlet center traffic signal.
- C) Examine visibility and safety issues at the intersection of Route 318 and Whiskey Hill Road.
- D) Evaluate the appropriateness of permitting passing through the 'S' curve portions of Route 318 at Stone Church Road.
- E) Improvements to lane delineations and restriping should be done for areas adjacent to the intersections of Route 318 with Nine Foot, Birdsey, and Burgess Roads.
- F) Work with the NYS DOT to examine the safety and efficiency of the Route 318 and Route 414 intersection. Specific attention should be given to the potential need for a protected left turn signal at the intersection.

- G) Evaluate the Route 318 and Gravel Road intersection, which is immediately adjacent to a blind curve, to address safety and visibility concerns for all movements.
- H) Work with the NYS DOT to examine ways to improve stopping and sight distances at the Route 318 and Routes 5 & 20 intersection, which has a sharp turn approximately 250 feet before a stop sign.
- I) Evaluate the need for a left turn pocket on the northbound approach of Routes 5 and 20 to the Route 318 intersection if future accident data depicts an increase in rear-end type collisions.

Objective 2.2

Ensure existing and future commercial developments utilize best practices for access management.

Action Items

- A) Incorporate access management provisions into the existing zoning or subdivision regulations, utilizing the corridor overlay district contained in this Study as a base.
- B) Provide training to the various review boards on the benefits of and techniques available to implement access management.
- C) Avoid high traffic generators in the Agricultural and Open Space designation of the Future Land Use Plan.

GOAL AREA 3:**BICYCLE AND PEDESTRIAN ACCOMMODATIONS**

The provision of safe and accessible bicycle and pedestrian networks should be considered throughout the Study Area. Recreational and non-recreational systems should be interconnected, providing linkages between neighborhoods, business districts, and natural areas.

Objective 3.1

Expand opportunities for recreational biking and hiking.

Action Items

- A) Work with the Genesee Transportation Council to advance a multi-use trail concept along the utility easement that traces the southern boundaries of Junius and Tyre.
- B) Work with the Genesee Transportation Council to advance a multi-use trail concept connecting Seneca Falls to the Erie Canal along the western edge of Montezuma National Wildlife Refuge.
- C) Establish a working group to advance the various multi-use trail concepts in this Study.

Objective 3.2

Encourage bicycling and walking to and between commercial uses.

Action Items

- A) Ensure commercial development along the corridor incorporates an on-site pedestrian circulation system as well as pedestrian connections between developments.
- B) Require new developments to provide a direct connection to an existing sidewalk system.
- C) Require bike racks be placed at new commercial establishments.

GOAL AREA 4:**ECONOMIC DEVELOPMENT**

Future economic development should be encouraged within the Routes 96 and 318 corridor in a manner that minimizes impacts to rural character and the function of the transportation system. Communities in the corridor will also strive to maximize redevelopment opportunities for underutilized or vacant properties, consistent with the corridor's Future Land Use Plan.

Objective 4.1

Capitalize on the presence of the Waterloo Premium Outlets to attract additional commercial development to adjacent properties.

Action Items

- A) Consistent with the Regional Destination area of the Future Land Use Plan, expand the use of the sewer district serving the outlets to attract additional development.
- B) Develop a master plan for the area around the outlets to attract development and ensure high quality site design and appropriate land uses.

Objective 4.2**Action Items**

Encourage sustainable business development that meets the needs of residents and expands the employment base.

- A) Encourage the formation of Community Supported Agriculture (CSAs) that will invest in local agriculture while providing healthy food options for residents of the region.

Objective 4.3

Support agriculture-based economic development initiatives.

Action Items

- A) Adopt land use policies that are compatible with agricultural operations. Such policies include refining agriculture-based zoning districts to reflect the standards set forth in the AO designation of the Future Land Use Plan (see page 3.3), adopting a Corridor Overlay District (see page 34), and considering a Purchase of Development Rights program.

GOAL AREA 5:
REGIONAL COOPERATION

The Routes 96 and 318 Rural Corridor Study should be utilized as a tool for encouraging cooperation and consideration for projects that may influence the function of the corridor. As the corridor is a collection of small towns, the communities should leverage their collective assets and continue the intermunicipal approach to managed growth established by this Study.

Objective 5.1

Ensure this Study is utilized by developers, municipal officials, and residents alike.

Action Items

- A) Identify a “Corridor Liaison” from each of the participating municipalities. After the completion of this Study, these liaisons would meet periodically to discuss the progress of specific action items and potential developments that would impact the corridor. This would also serve as an advisory forum, where liaisons can learn about policies and techniques used in neighboring communities.
- B) Amend local zoning ordinances or land use regulations to recognize this Study, requiring that future development be consistent with the vision and goals expressed herein.

Objective 5.2

Continue the regional and collaborative approach to planning established by this Study.

Action Items

- A) Whenever planning-related efforts (such as comprehensive plans, zoning ordinances, farmland protection plans, etc.) are initiated, consider involving adjacent municipalities in these efforts. This may be in the form of a courtesy review or a joint effort with shared resources.
- B) Integrate this Study into the joint municipal board training underway between Seneca and Wayne Counties.
- C) Pursue grant opportunities through the NYS Department of State’s Shared Municipal Services Incentive (SMSI) program, which provides technical assistance and competitive grants to municipalities for the development of projects that will trim costs and promote shared services among two or more localities.
- D) Engage the NYS DOT early on in the review process when considering development proposals that involve curb cuts.

Objective 5.3

Leverage the corridor’s status as a significant gateway to the Finger Lakes Region.

Action Items

- A) Create an ongoing partnership between corridor communities and the two Counties to market development sites consistent with the Future Land Use Plan and with identified gaps in products and services (see Retail Market Analysis in Report #1).

GOAL AREA 6:**SUSTAINABLE LAND USE AND DESIGN**

Future development in the Routes 96 and 318 corridor should strive for sustainable land use and design practices that maximize the use of existing infrastructure, minimize the practice of over-zoning and reduce impacts to the natural environment. Together, the towns and villages must approach future development in a manner that recognizes the relationship between land use and traffic.

Objective 6.1

Enhance access to and preservation of important natural features.

Action Items

- A) Develop an Environmental Protection Overlay District (EPOD) for the Junius Ponds complex, mitigating negative impacts caused by adjacent development.
- B) Ensure that the protection of the Junius Ponds complex is addressed in the Town's Farmland Protection Plan.
- C) Ensure all land use regulations, both existing and future, are designed to reduce impacts to Montezuma National Wildlife Refuge (MNWR). The entire Route 96 & 318 Rural Corridor Study Area drains into MNWR, an invaluable resource with regional and continental significance.
- D) Provide incentives, such as an incentive zoning program, to developers to achieve Leadership in Energy and Environmental Design (LEED) certification through the use of sustainable building practices (reuse of materials, energy-efficient systems, renewable energy sources, etc.).

Objective 6.2

Target growth to areas where sufficient transportation and water/sewer infrastructure is already present.

Action Items

- A) Refine zoning district maps to be more consistent with the Future Land Use Plan included in this Study.
- B) Consider the use of impact fees to help fund infrastructure projects made necessary by new development.
- C) As an economic development incentive, work with the County Department of Community Development and Planning, and/or other appropriate agencies, to develop integrated stormwater management facilities around the Waterloo Premium Outlets or the Exit 41/Magee area for use by future development.

Implementation Plan

OVERVIEW

There are numerous options available to corridor communities to achieve the Vision and Goals outlined in this Study. Ideally, each community would adopt a consistent set of regulations throughout the corridor. This will enhance the safety and functionality of Routes 96 and 318, as well as work towards various quality of life objectives identified in the Study. Each community has the option of pursuing any given combination of initiatives identified below, each of which will move the corridor closer to the goals identified through this publicly-driven project. Certain items are found in the Corridor Management Plan (CMP) while others can be found in the Sub Regional Plan (SRP). Implementation options are grouped into land use and transportation categories.

LAND USE REGULATIONS

- Adopt/revise a **zoning ordinance**, addressing permitted uses and other regulations consistent with the Future Land Use Plan. Future infrastructure investments such as water and sewer improvements should also be consistent with the Future Land Use Plan. *See page SRP 3.2 and Map 14.*
- Adopt/revise **subdivision and site plan review** regulations to be consistent with the Goals and Objectives outlined in this Study. *Various sections.*
- Adopt/revise residential and/or commercial **design guidelines**. *Illustrated by Area Specific Conceptual Plans on page 41 of the CMP and the Future Land Use Plan on page SRP 3.2.*
- Adopt **Planned Development District (PDD)** regulations or develop a **master plan** to ensure desirable development of large parcels or multiple adjacent parcels. *Illustrated by Area Specific Conceptual Plans on page 41 of the CMP.*

TRANSPORTATION IMPROVEMENTS

- Adopt a **Corridor Overlay District (COD)**, using the example provided in the Study as a base. The COD addresses access management, building setbacks, signage, and landscaping. *See page 34 of the CMP.*
- Work with NYS DOT to pursue the various **roadway and intersection improvements**. *See page SRP 3.15.*
- Pursue projects identified in the **Transportation Plan**, including pedestrian enhancements and various multi-use trail projects. *See Map 15.*

ADDITIONAL INITIATIVES

- Review **Area Specific Conceptual Plans** which illustrate a variety of techniques and initiatives that can achieve quality site design and access management principles. *See page 41 of the CMP.*
- Pursue specific items identified in the **Action Plan**, which are organized into six Goal Areas. *See page SRP 3.16.*
- Establish a **“Corridor Liaison”** from each of the participating municipalities. Liaisons would meet periodically to discuss the progress of specific action items and potential developments that would impact the corridor. This would also serve as an advisory forum, where liaisons can learn about policies and techniques used in neighboring communities.