Routes 96 & 318 Rural Corridor Study

Ontario & Seneca Counties, New York

REPORT #2:
Corridor Management Plan & Sub Regional Plans

March 2009

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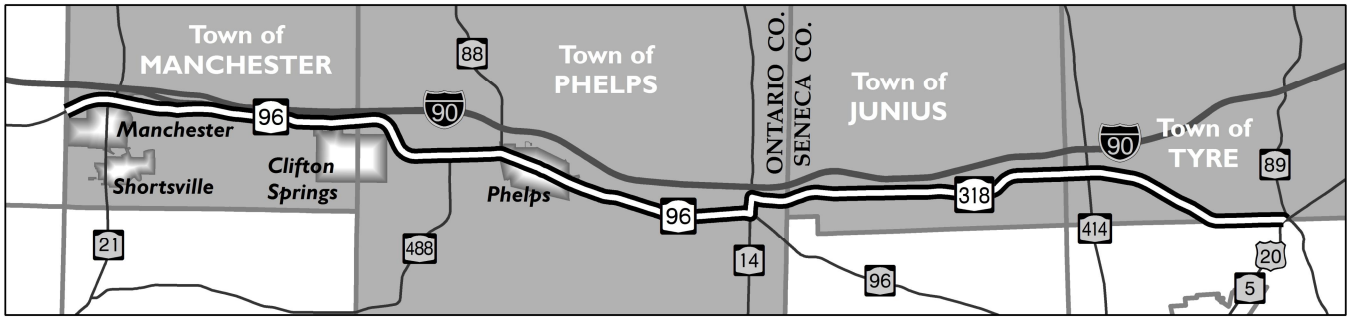
Executive Summary

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.

STUDY ORGANIZATION

Corridor Management Plan (CMP) Page Color
- ⇒ Corridor-wide Vision, Goals & Objectives
- ⇒ Corridor-wide Land Use and Transportation Recommendations
- ⇒ Area Specific Conceptual Plans

Sub Regional Plans (SRPs) Page Colors
- ⇒ Future Land Use Plan
- ⇒ Transportation Recommendations
- ⇒ Action Plan

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.

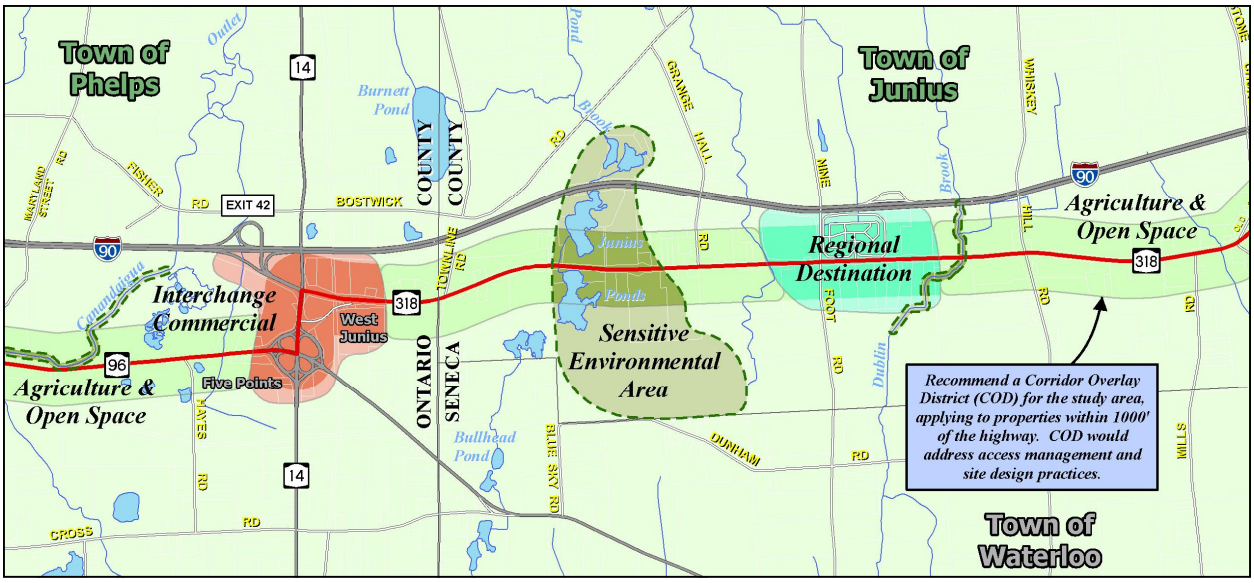
Goal Area #6: Sustainable Land Use and Design

- 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.

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

Potential New Construction

Existing Building

N

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.

Report #2: Table of Contents

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

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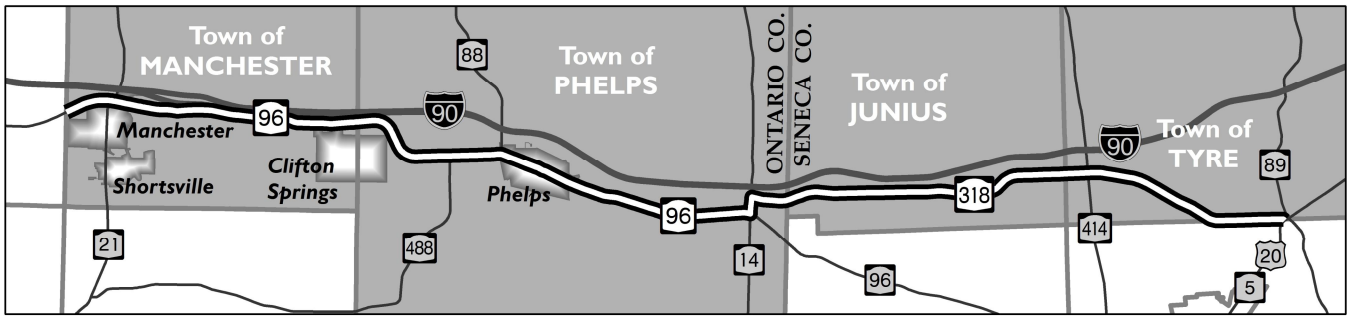
Introduction

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	Focus Group 2	Focus Group 3
Village of Manchester	Village of Phelps	Town of Junius
Village of Shortsville	Town of Phelps	Town of Tyre
Village of Clifton Springs		
Town of Manchester		

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 existing 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.

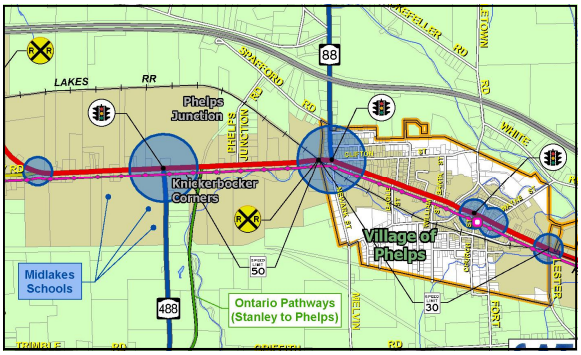
- Agricultural
- Single-Family Residential
- Two-Family Residential
- Multi-Family Residential
- Mobile Home Park
- Institutional
- Small Scale Commercial
- General Commercial
- Business/Office
- Light Industrial
- General Industrial
- Land Conservation


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

STUDY ORGANIZATION

Corridor Management Plan (CMP) Page Color
- ⇒ Corridor-wide Vision, Goals & Objectives
- ⇒ Corridor-wide Land Use and Transportation Recommendations
- ⇒ Area Specific Conceptual Plans

Sub Regional Plans (SRPs) Page Colors
- ⇒ Future Land Use Plan
- ⇒ Transportation Recommendations
- ⇒ Action Plan

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.


Agricultural field on Black Brook Road in Tyre

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.


Single family home near Phelps

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

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

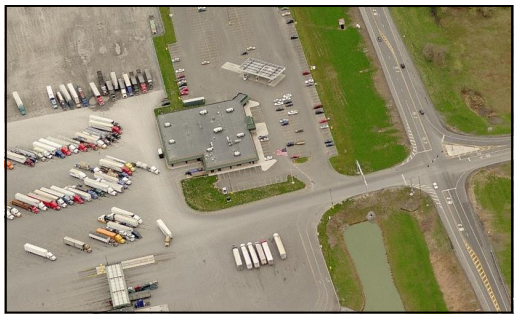
The Study Area contains three primary villages, including Manchester, Clifton Springs and Phelps. The Villages of Shortsville, Waterloo, and Seneca Falls are just outside the Study Area to the south. As a group, villages within the corridor consist of an urbanized commercial core with single and multi-family 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.

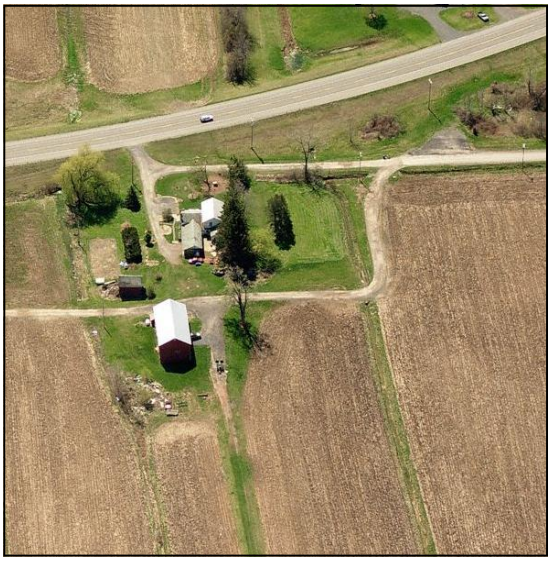
Villages

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.

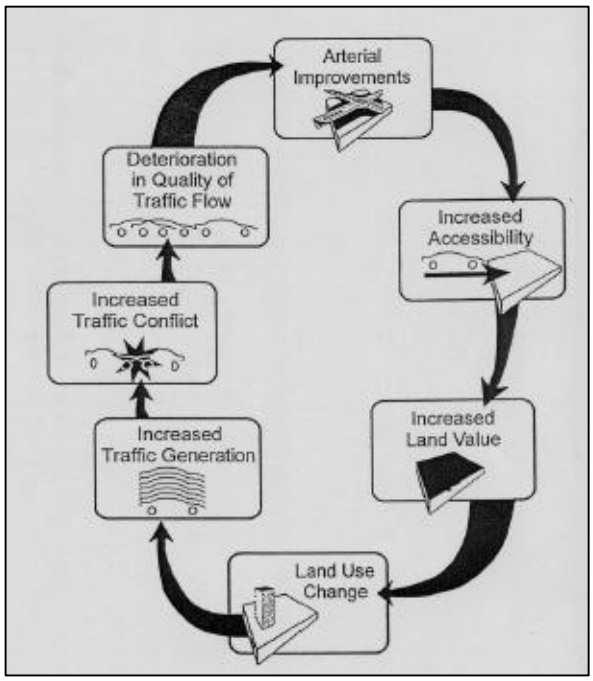


Figure 1: The Transportation and Land Use Cycle

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

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 they 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 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

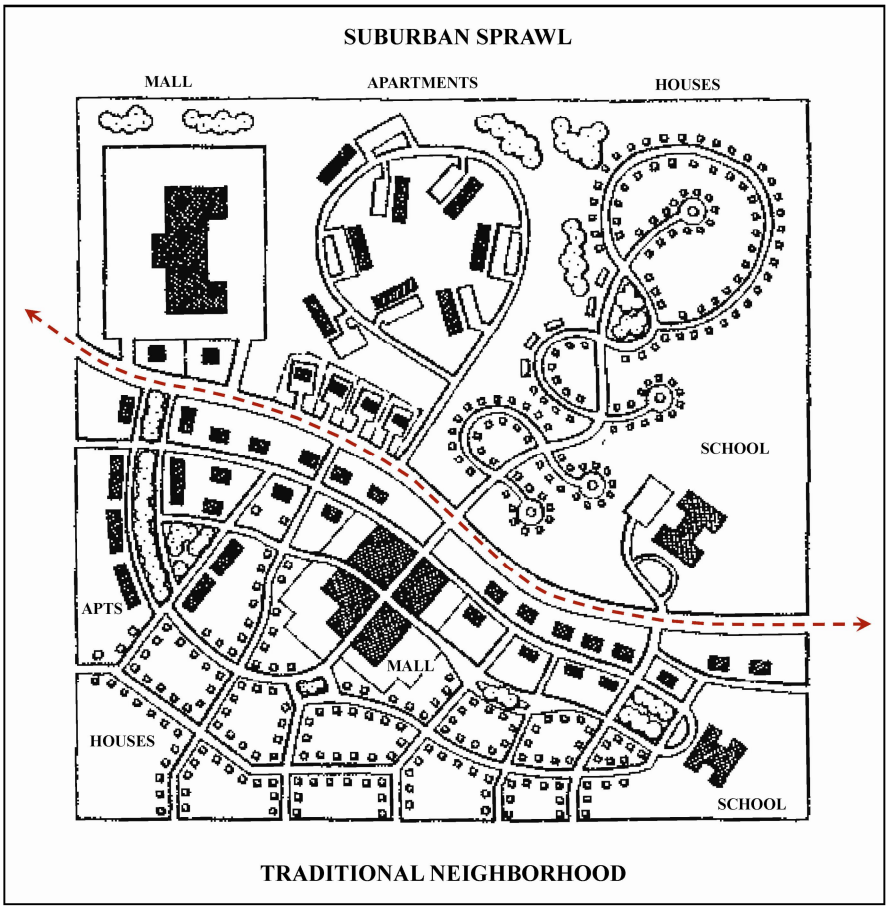
The ability to create and enact local land use controls is one of the most far-reaching powers New York State has passed down to individual municipalities. The manner in which municipalities regulate the use of land has a profound impact upon all aspects of a community, including the economy, taxes, 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.



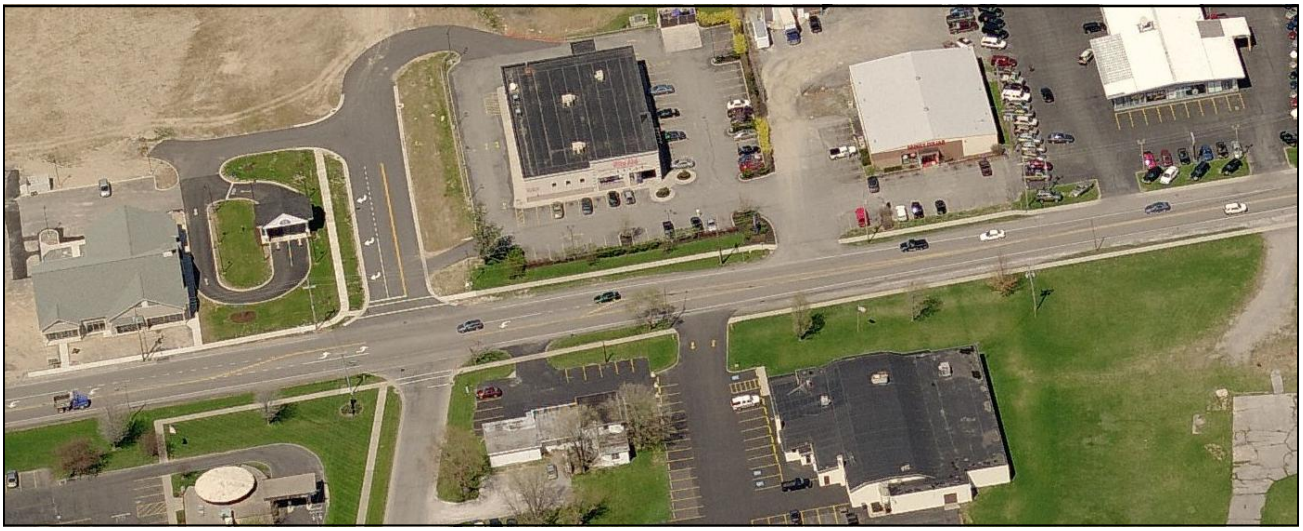

Examples from outside the corridor of desirable land use patterns and design

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. Its 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

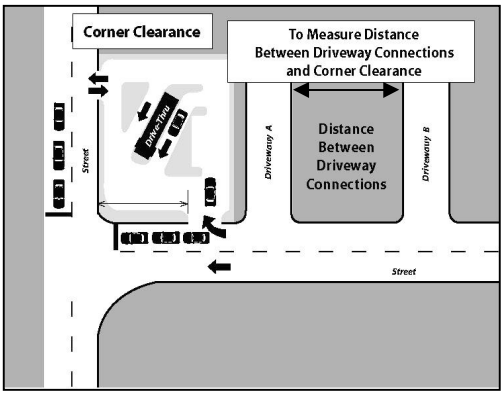
Minimum driveway spacing is to be measured from the closest edge of the driveway to the closest edge of the nearest driveway (see figure below). All direct access connections to Routes 96 and 318 shall meet or exceed the minimum connection spacing requirements, excluding single-family residences, listed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



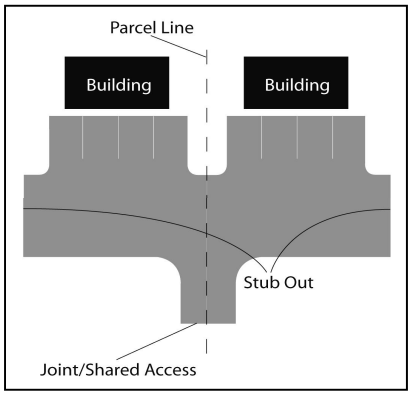
Corner clearance & driveway spacing

- 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.



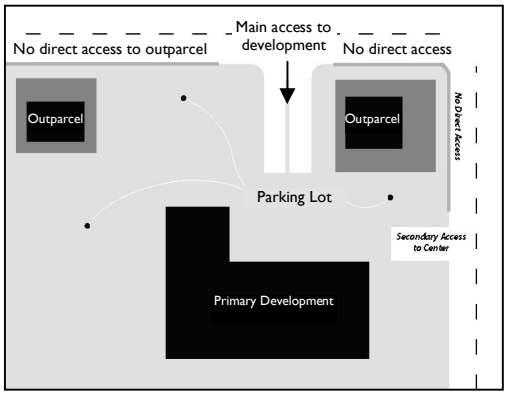
Cross access stub-outs

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.

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:

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

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.

Example of inappropriately sized freestanding sign

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

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)

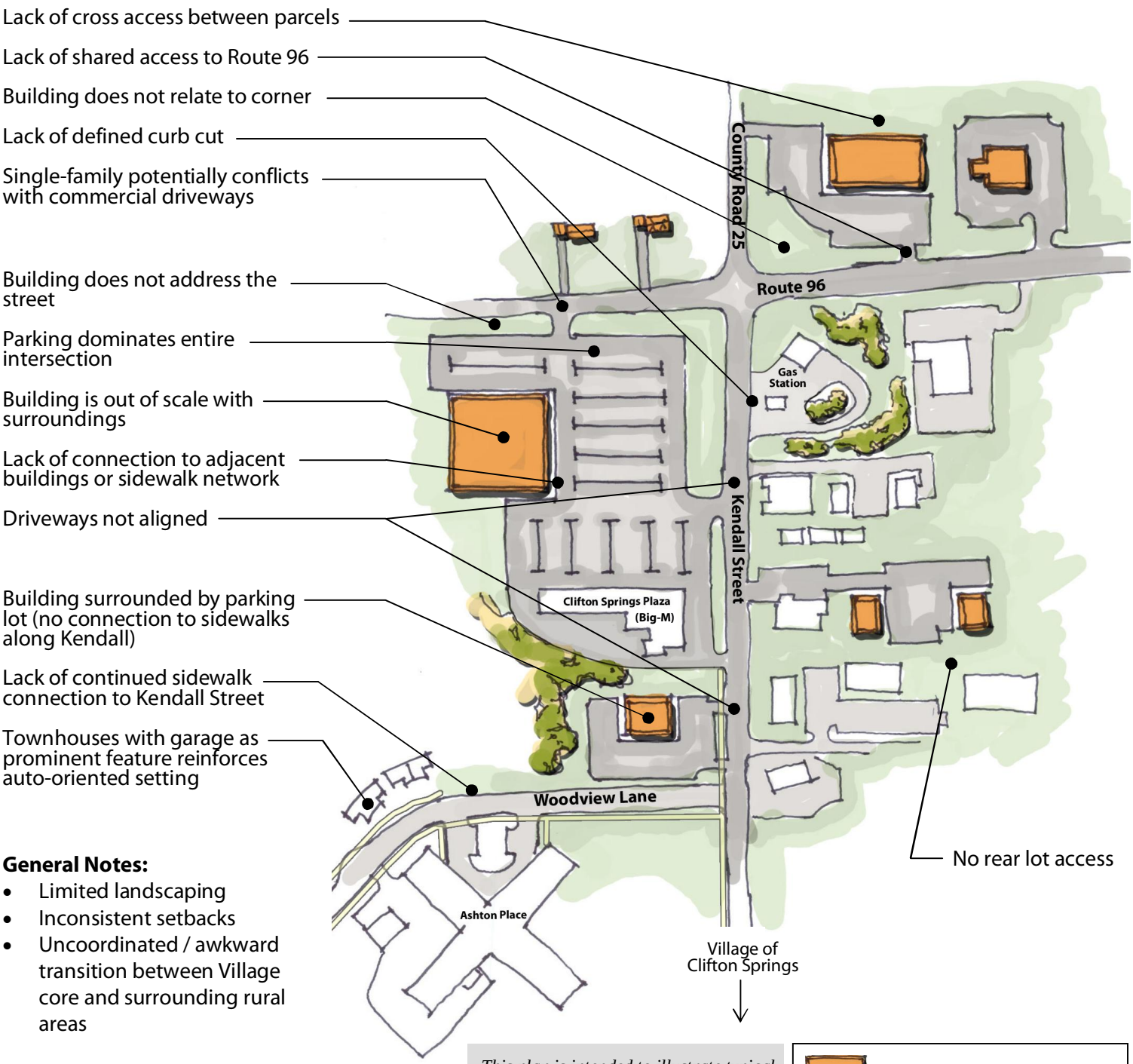
For each of the five selected locations, two Conceptual Plans are included. The first is based on conventional commercial/residential design, using existing zoning and land use regulations as parameters. This scenario represents how a series of disconnected and uncoordinated developments might lay out 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*



General Notes:

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

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

N

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.

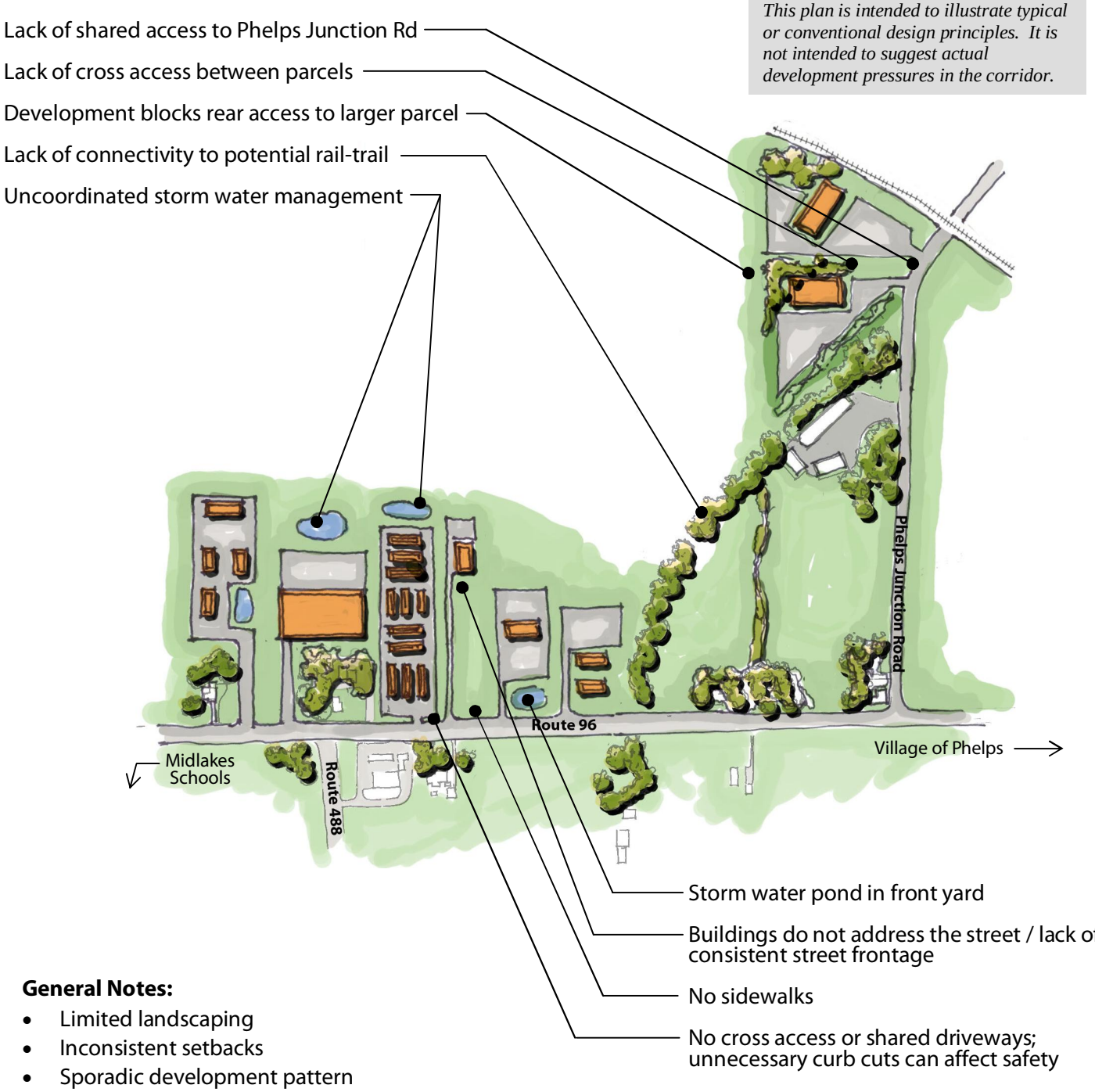
1) Gateway treatments at intersection promote entrance to Village
2) Building provides visual definition to intersection
3) Parking setback behind building line
4) Pedestrian connectivity between buildings
5) Parking lot landscaping breaks up monotony and views
6) Connections to sidewalks along Kendall Street
7) Townhouses continue village character and pedestrian connectivity
8) Rear access garages and front porches improve the streetscape
9) Retention of agriculture lands
10) Aligned driveways and curb cut reductions
11) Rear lot access between parcels

General Notes:

- Intersection of Route 96 and Kendall Street acts as gateway to the village
- Enhanced landscaping
- Consistent setbacks and building frontage along streets
- Parking lots behind buildings
- Pedestrian connections between buildings and street
- Extension of historic village character

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.



General Notes:

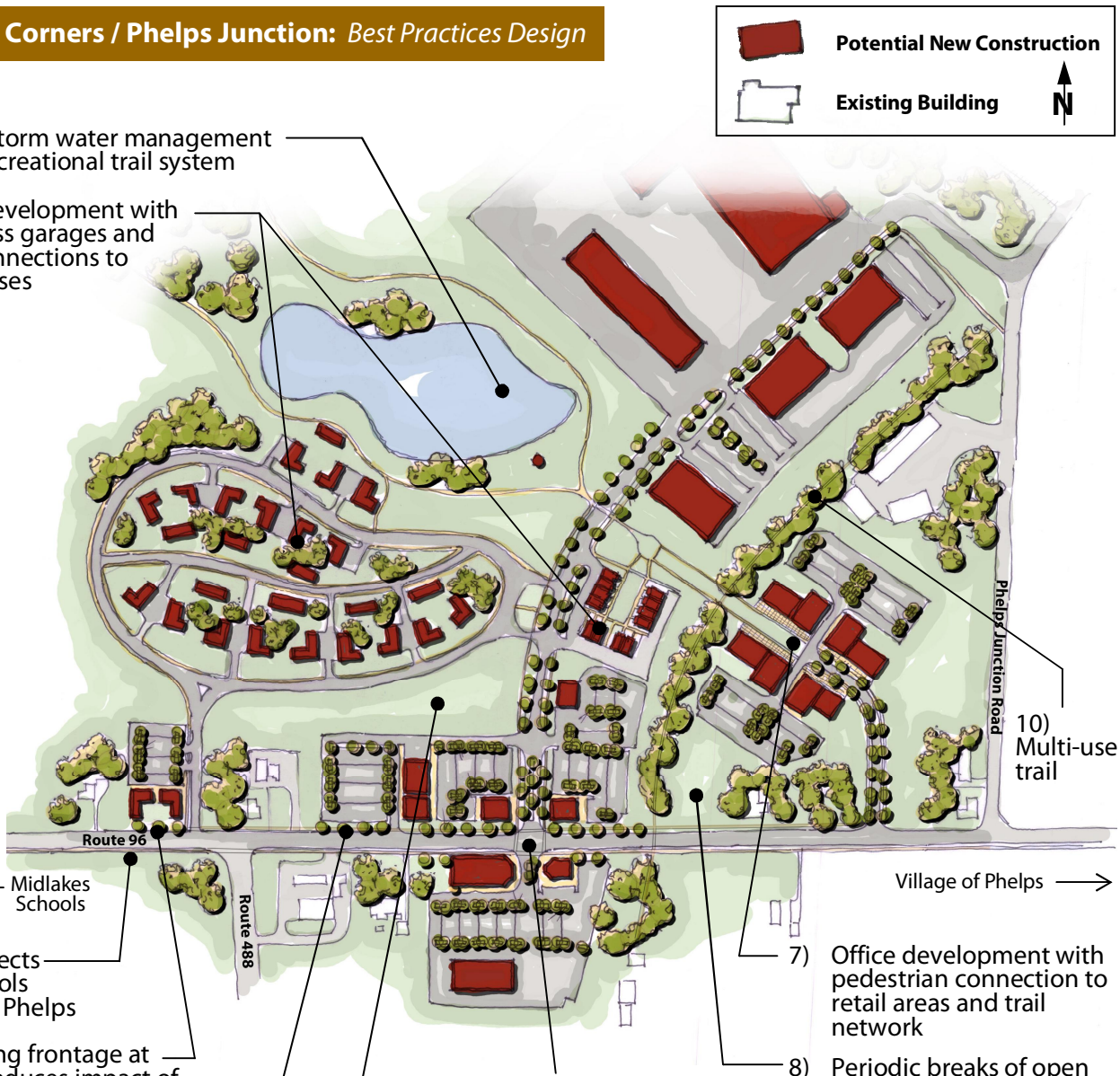
- Limited landscaping
- Inconsistent setbacks
- Sporadic development pattern
- No formal entrance or gateway to Village of Phelps
- Inefficient storm water management practices

Potential New Construction

Existing Building

N

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*

10) Multi-use trail

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

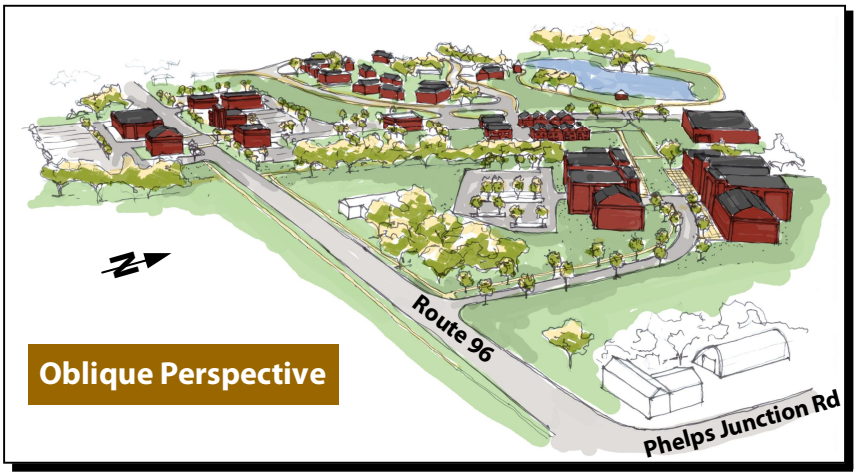
7) Office development with pedestrian connection to retail areas and trail network

8) Periodic breaks of open space reduce density to retain elements of rural character

9) Buildings provide definition to new intersection and promote the gateway to the village

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

City of Geneva

General Notes:

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

Potential New Construction

Existing Building

N

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.

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

Potential New Construction

Existing Building

N

Regional Shopping Destination: *Conventional Design*

Lack of pedestrian linkages between development parcels

Lack of cross access between parcels

Inconsistent frontage and setbacks

Parking in front yards and between building and roadway

Development and access management does not relate to Waterloo Premium Outlets

Flag-lots cause multiple/redundant driveways onto Route 318

General Notes:

- Limited landscaping
- Inconsistent setbacks
- Corridor lacks a cohesive feeling for destination retail
- Lack of a coordinated development pattern diminishes the character and quality of surrounding areas
- Inefficient development pattern and lack of cross-access requires heavy use of Route 318

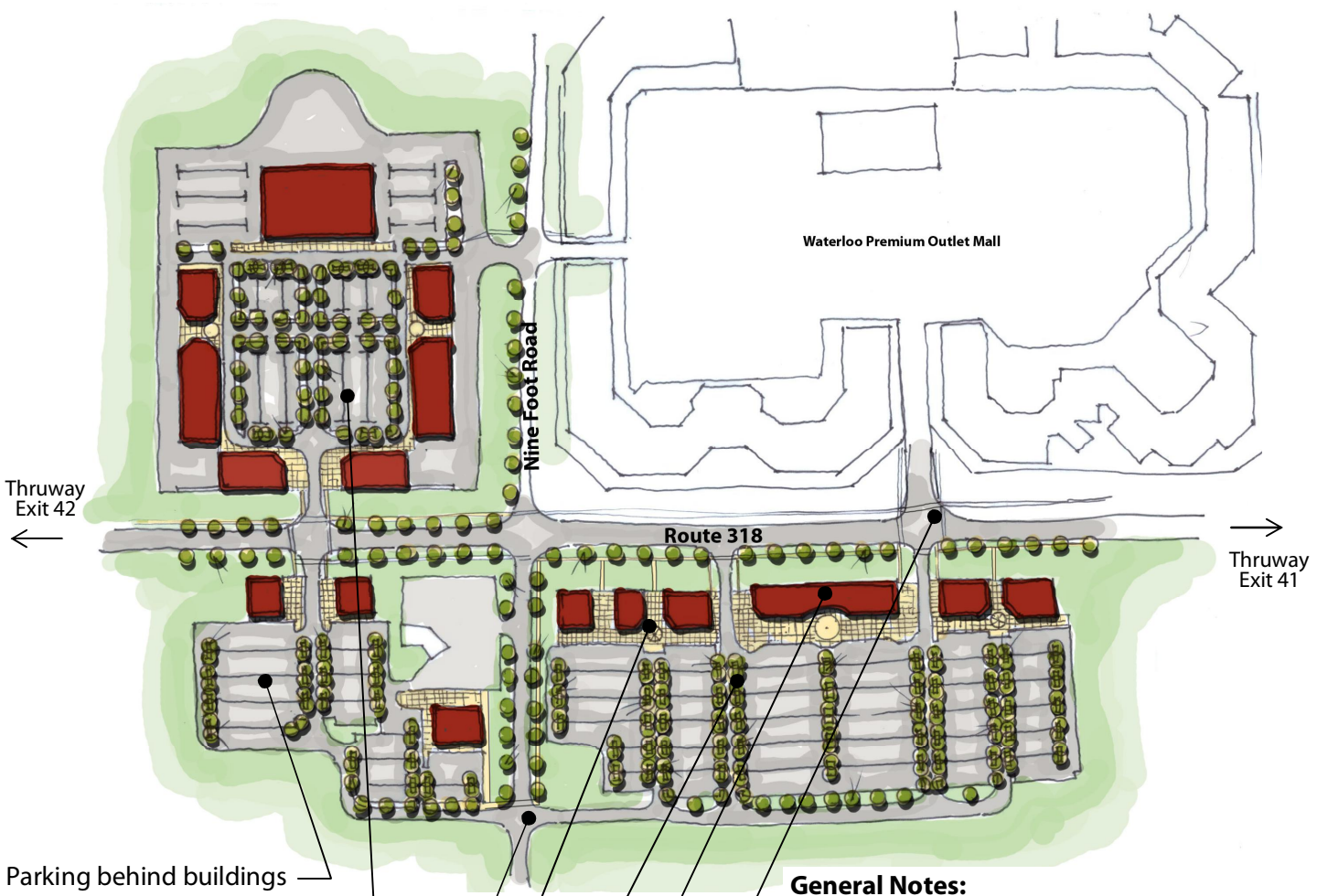
This plan is intended to illustrate typical or conventional design principles. It is not intended to suggest actual development pressures in the corridor.

Potential New Construction

Existing Building

N

Regional Shopping Destination: *Best Practices Design*



1) Parking behind buildings
2) Courtyard style development with parking rooms limits the size of uninterrupted expanses of parked cars
3) Rear lot access from Nine Foot Road improves viability of additional lands
4) Coordinated and unified pedestrian linkages between development parcels and buildings
5) Shared parking and vehicular connectivity between development parcels
6) Consistent frontage and setbacks along Route 318 enhances visitor experience; mimics pattern of outlet mall across the road
7) Coordinated access management with Waterloo Premium Outlets

General Notes:

- Coordinate development district to create a sense of place for regional visitors
- Enhance corridor landscaping to provide a sense of arrival at destination
- Limit the use of front yards to retain a clean and uncluttered appearance in this segment
- Create pedestrian connections between buildings and across Route 318 to Outlet Mall
- Limit development of service and gas stations to rear lots away from Route 318 corridor

Peak hour trips generated by potential new construction: *1,450*

Potential New Construction

Existing Building

N

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

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

N

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.

Potential New Construction

Existing Building

N

Magee: *Conventional Design*

Lack of shared access to Route 414

Curb cuts do not align

Lack of pedestrian and vehicular linkages between development parcels

Access drive to rear parcel does not benefit adjacent development parcels

Lack of building frontage along the right-of-way

Parking in front yards and between building and roadway

General Notes:

- Limited landscaping
- Inconsistent setbacks
- Lack of a coordinated development pattern diminishes the character and quality of corridor
- Inefficient development pattern and lack of cross-access requires heavy use of Routes 318 & 414
- Lack of pedestrian safety measures along and across the corridor
- **See Oblique Perspective images on following pages**

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

N

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

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

8) Shared access driveways aligned across corridor
9) Rear access connector roads limit short trips on Route 318

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*

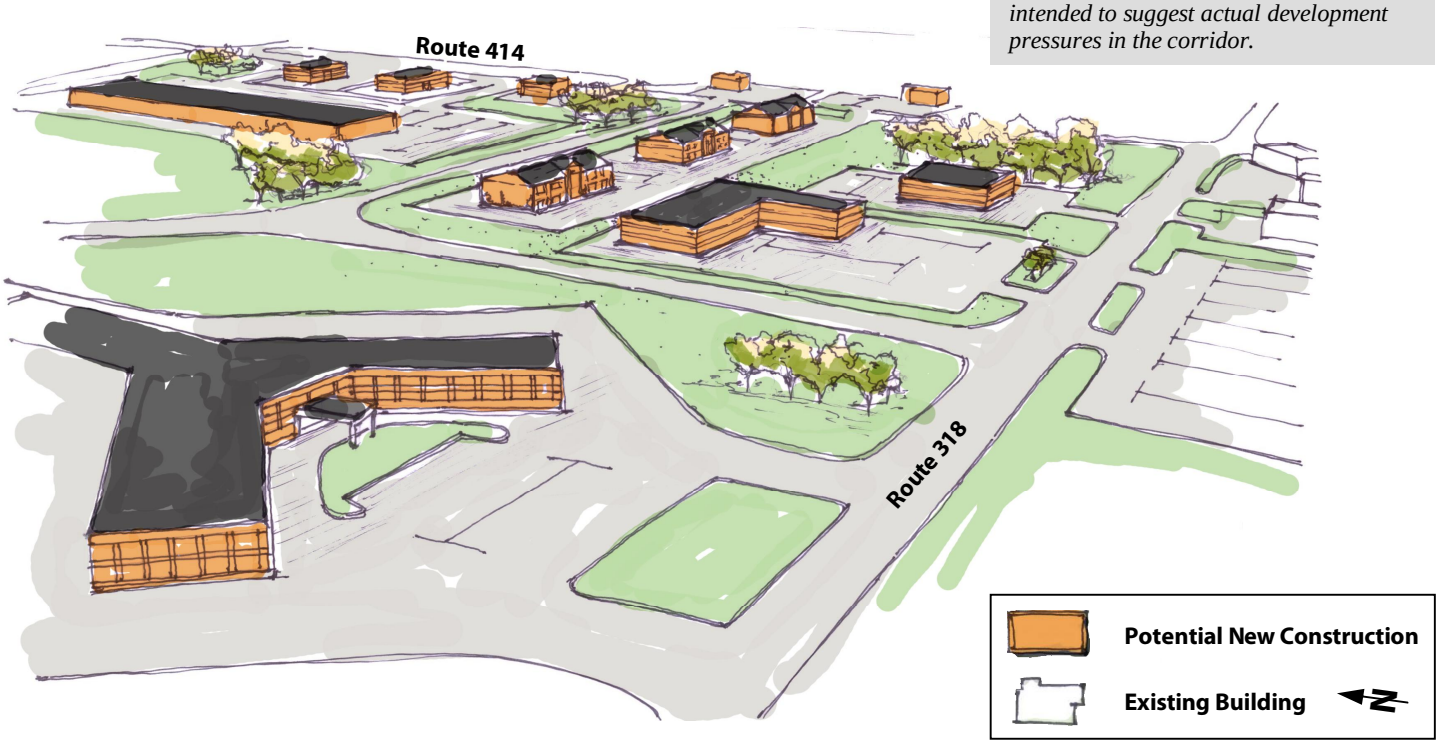
Potential New Construction

Existing Building

N

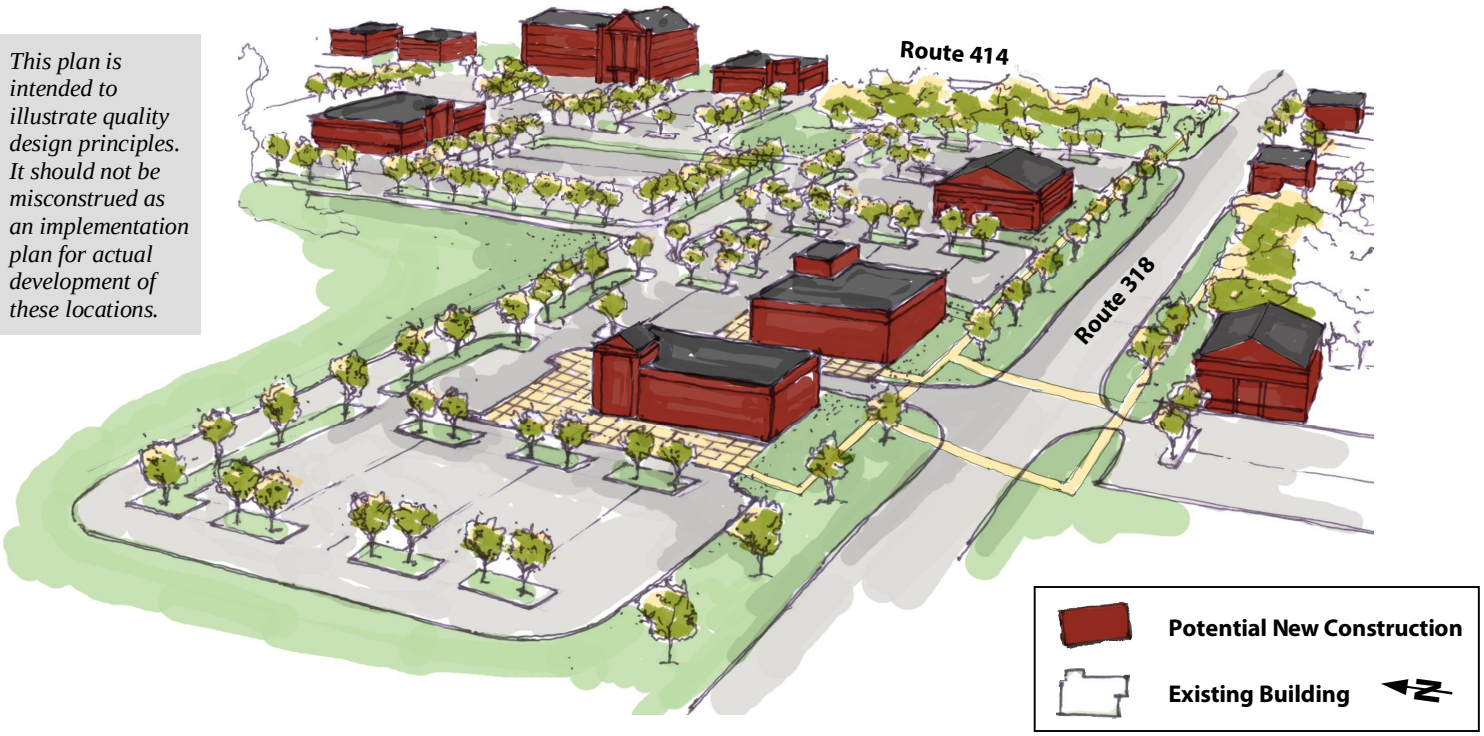
Magee: *Conventional Design (Oblique Perspective)*

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

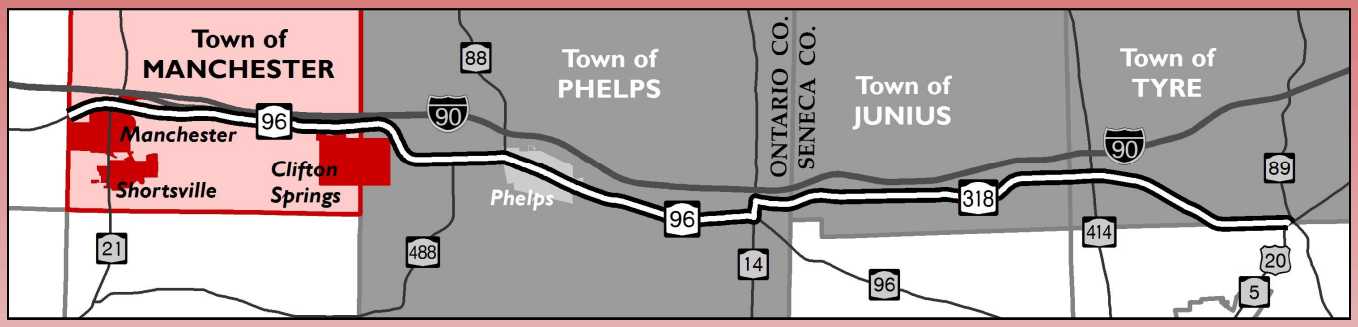
Item 1
Incorporate the lot size and parking placement standards contained within the Interchange Commercial District described on page 3.8 of the Sub Regional Plan for Focus Area 3.

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 1

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

March 2009

Prepared by:

Bergmann associates

FISHER ASSOCIATES

Steinmetz Planning Group

Sub Regional Plan — Focus Area 1

TABLE OF CONTENTS

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 1

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).

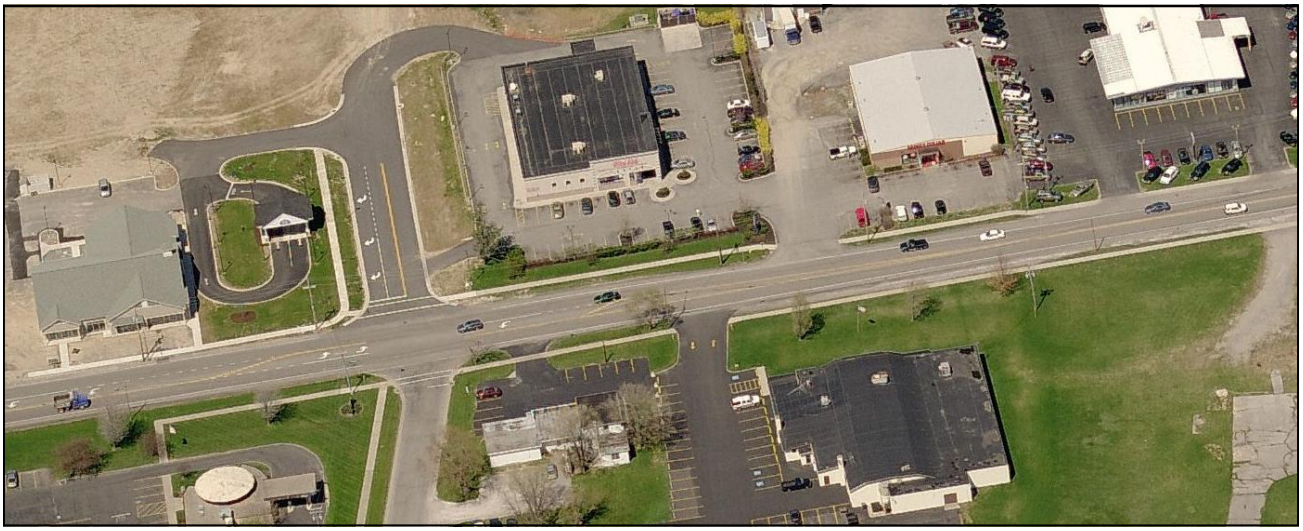
Gateway Transitional (GT)

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 1

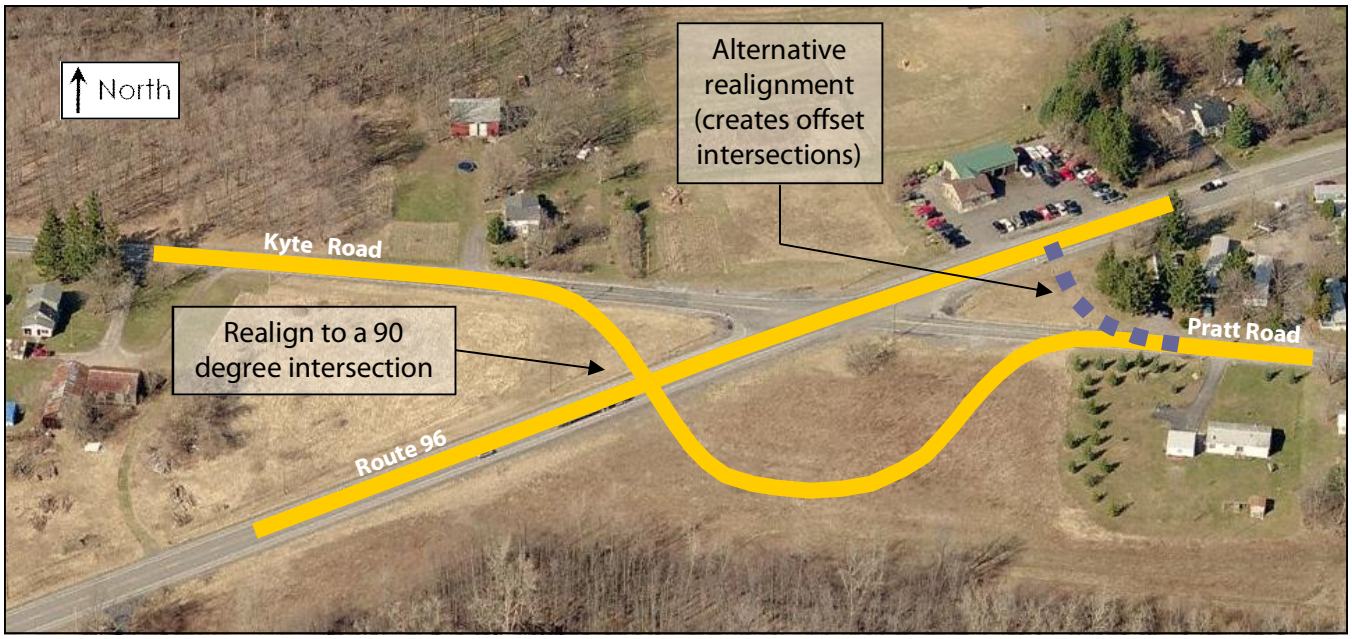
PURPOSE

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)

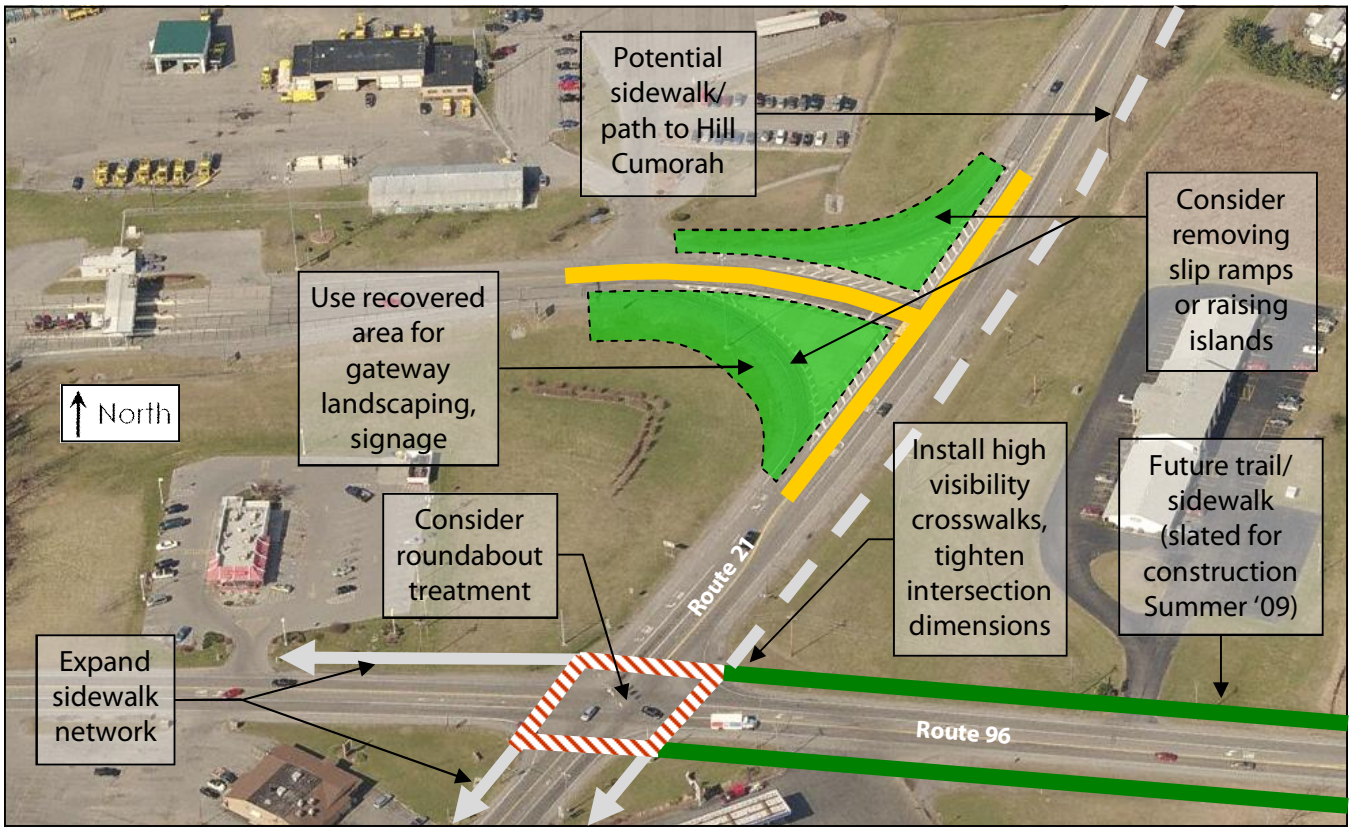
Accident screening identified intersection as a hot spot

- 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 1

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 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.

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

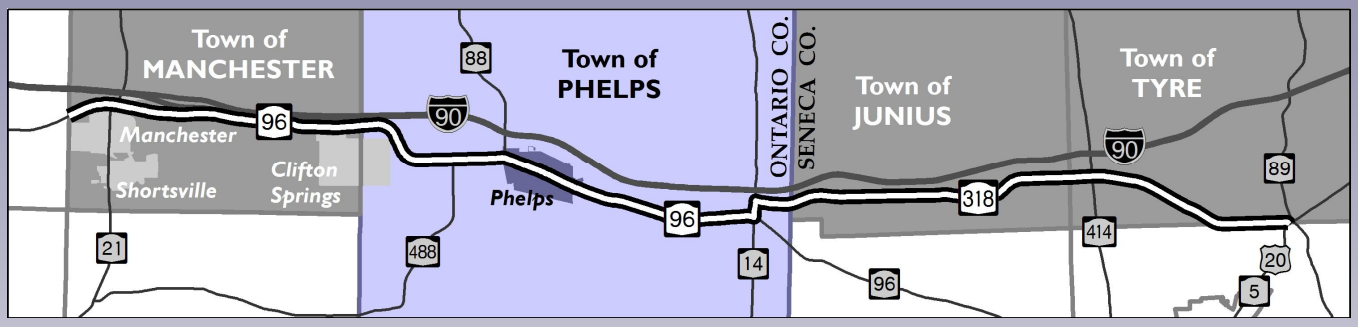
- Review **Area Specific Conceptual Plans** which illustrate a variety of techniques and initiatives that can achieve quality site design and access management principles. *See page 41 of the CMP.*

- 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:

Bergmann associates

FISHER ASSOCIATES

Steinmetz Planning Group

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).

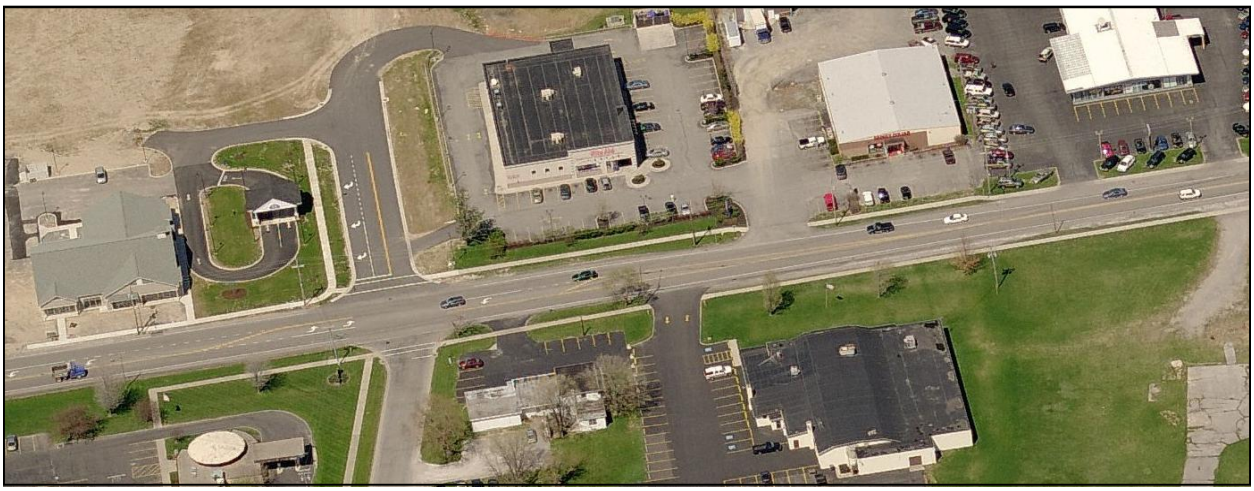
Gateway Transitional (GT)

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.

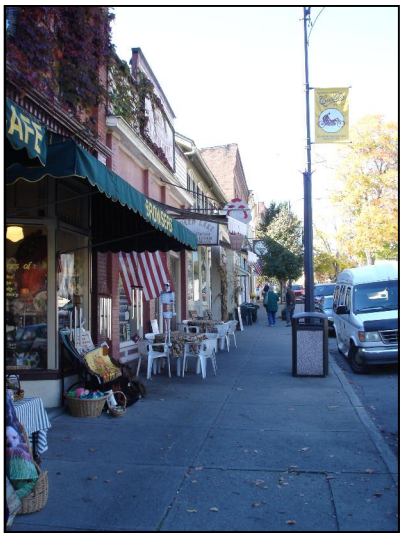
PURPOSE

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 area 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

Example of quality site design with landscaping, shared access, sidewalks, and architectural detailing

SPECIALLY 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

* 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.

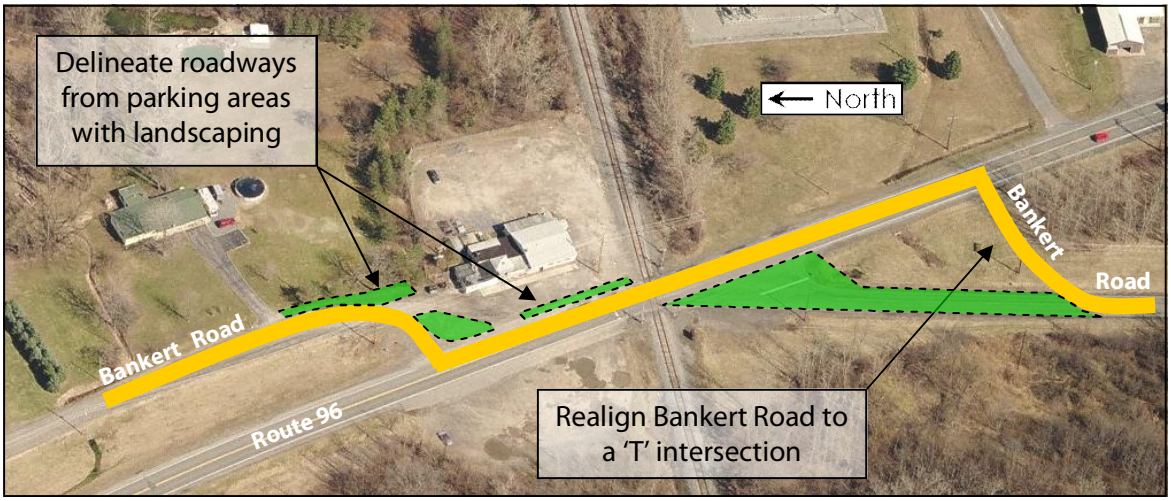
The roadway and intersection recommendations on the following pages and Map 13 are the result of public input, accident screening, planning-level operations analysis, and field observations. Recommendations at this point in the planning process remain somewhat generalized, as actual improvements will 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

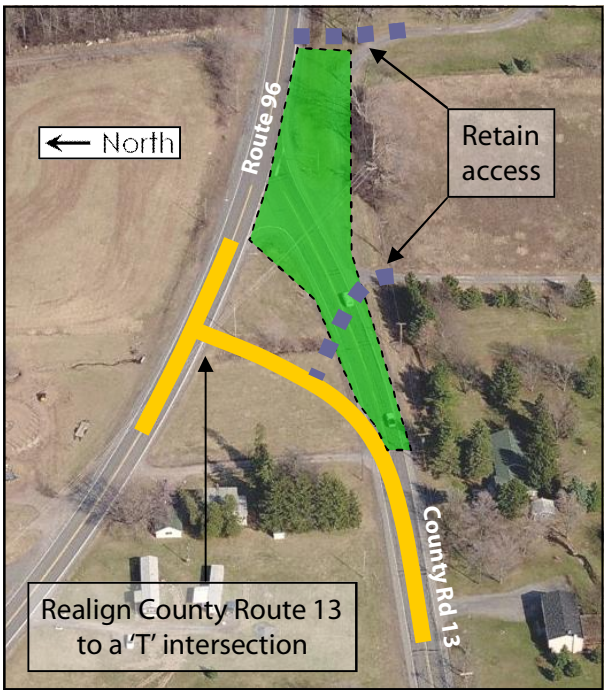
- Realign Bankert Road's sharp angle approaches to improve line of sight. Provide better delineation between northern approach and commercial parking lot. (*)



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.

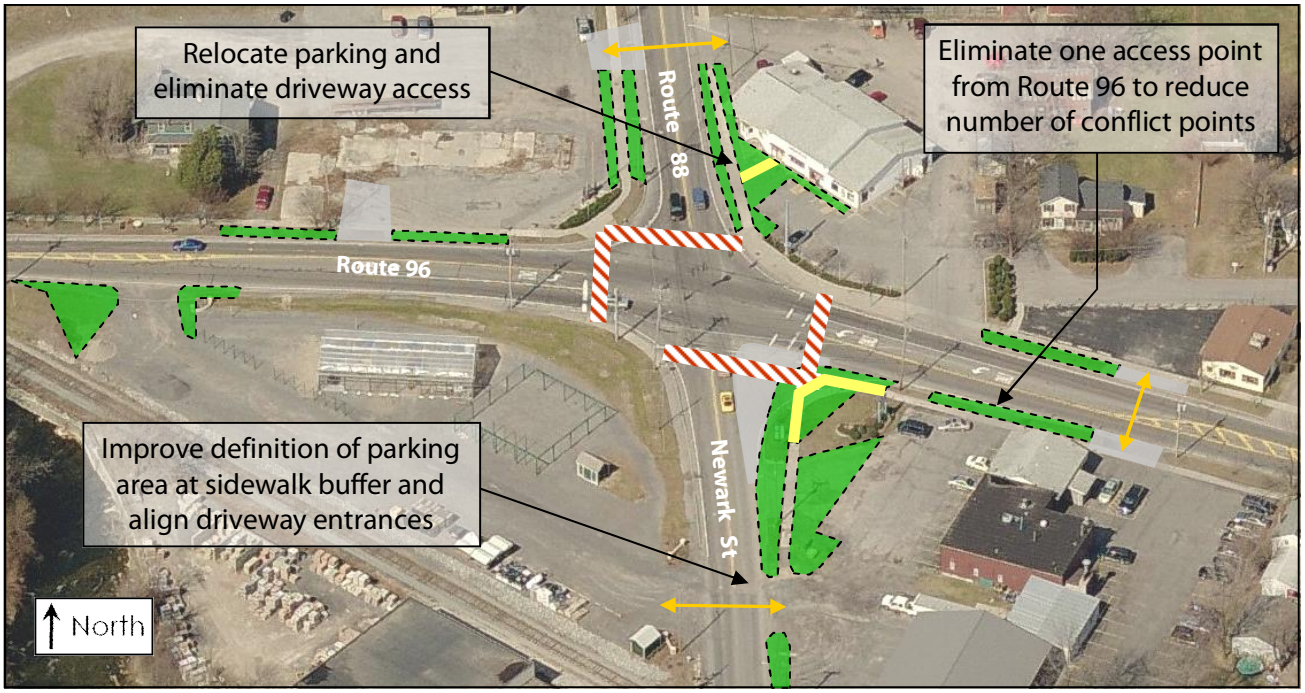
* Recommended improvement is a best-case design scenario and may not be warranted in the near future. Local, county and state officials should monitor these locations to see if future safety conditions or development pressures would warrant proceeding with the recommendation. **Any improvements to a 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 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.

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

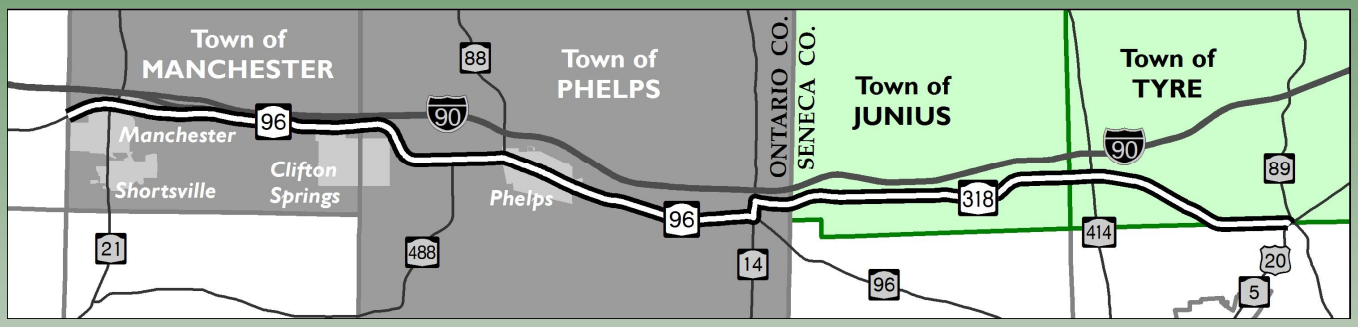
- Review **Area Specific Conceptual Plans** which illustrate a variety of techniques and initiatives that can achieve quality site design and access management principles. *See page 41 of the CMP.*

- 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:

Bergmann associates

FISHER ASSOCIATES

Steinmetz Planning Group

Sub Regional Plan — Focus Area 3

TABLE OF CONTENTS

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 area 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

Example of quality site design with landscaping, shared access, sidewalks, and architectural detailing

SPECIALLY 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

* 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).

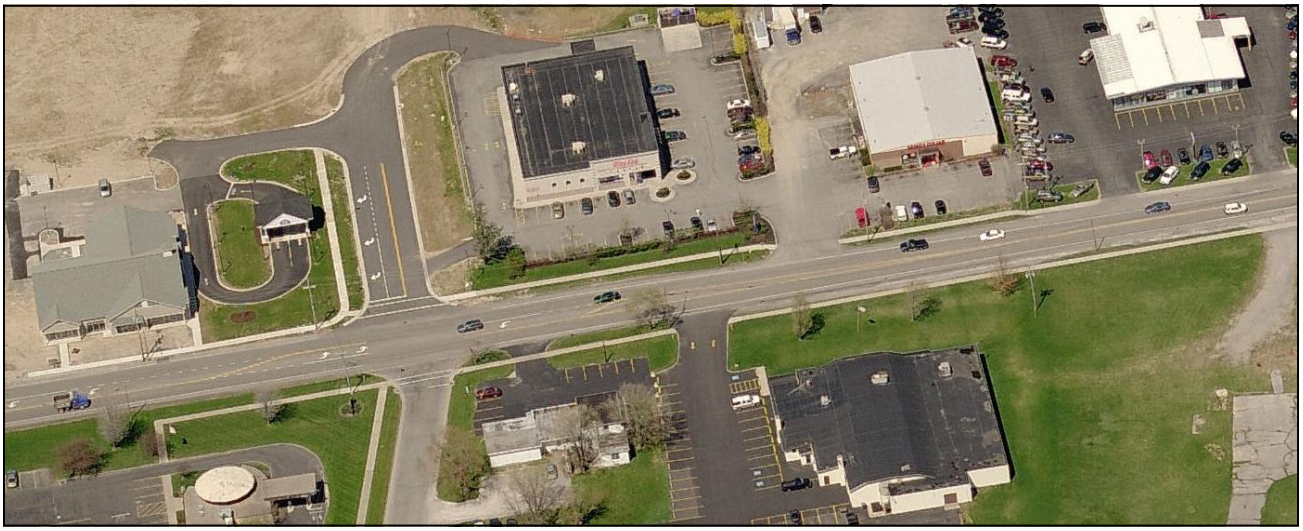
Clifton Springs Travel Plaza on the NYS Thruway

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 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.

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.