

Town of Penfield Transit Supportive Mixed Use Development District

Scope of Work

A. Objective

The objective of this project is to create two new mixed use zoning districts at LaSalles Landing and in the Four Corners area of the Town of Penfield that will support multi-modal and transit-supportive real estate developments to provide safe and sustainable pedestrian, cycling, and transit options; deal with existing traffic and development concerns; alleviate additional future traffic impacts; and provide a choice of housing.

B. Background

The Town of Penfield adopted its fifth comprehensive plan in February of 2011. The planning process demonstrated strong public support for new mixed use/ transportation supportive districts in several areas of the Town, including LaSalles Landing District along Empire Boulevard and around the Four Corners District at the intersection of Five Mile Line Road and Penfield Road. The plan expressed the public's desire for a mix of housing options within walking distance of employment, commercial and entertainment uses. These two districts are major urban arterial roads that, under current zoning, have development potential that will drastically impact the functionality of the corridor if access management, traffic circulation, safe multi-modal elements, appropriate interconnections, lighting, landscaping, and community character are not coordinated in advance. The significant motor vehicle traffic volumes and speeds in these areas, coupled with the potential for future development, presents a unique opportunity to create transit supported mixed use communities.

The proposed study areas are located on the west side of Penfield. LaSalles Landing, District begins at the Irondequoit/Penfield town line, on the south end of Irondequoit Bay, and continues approximately 1 mile east along both sides of Empire Boulevard. The Four Corners District is centered at the intersection of NYS Route 441/Penfield Road and County Road 18/Five Mile Line Road.

Both routes are high-volume, high-speed roads that can be very congested. The GTC AADT numbers are 25,000 cars a day for Empire Boulevard, 31,000 for Rt. 441, and 18,000 cars a day for Five Mile Line Road. Empire Boulevard is not pedestrian friendly, lacking sidewalks and interconnections between properties for vehicles to avoid using the main road when moving from business to the business along the corridor. The Four Corners area has sidewalks and some cross connections but, overall, inadequate accommodations for modes other than the car.

The LaSalles Landing area encompasses about 130 acres and the Four Corners area about 90 acres. In the LaSalles area, the Town is currently entertaining a 358 unit apartment complex proposal on the north-side of Empire Boulevard, a 69 unit townhouse/apartment development on the south-side a 24 unit townhouse plan, and has heard from other developers regarding the possibility of a hotel. The Four Corners area is considered the historic center of the Town of Penfield. While there is still some

area for new development, a lot of the changes in this area are in the redevelopment of existing buildings or reuse of previously developed parcels.

The most recent studies for Four Corners and LaSalles Landing were completed in 2000 and 1997, respectively, and are dated. Since these documents were adopted, the Town has had an increased demand for both alternative housing options and alternative transportation options—needs that are documented in the recent Comprehensive Plan and incorporated into the Future Land Use Plan. In accordance with the Comp Plan, two mixed-use zoning districts are being created in the Town, along NYS Rt. 250 and around Manitou Lake, with the support of UPWP funds. Each of the four districts have a different character and the potential to help make the regional economy more resilient by satisfying different unmet needs of the real estate market. The mixed-use districts will also help the Town implement more of the recommendations of its Bicycle Facilities Master Plan, drafted with the support of UPWP funds and adopted in December 2008.

The Town of Penfield has a large and growing population that would benefit from mixed-use communities, which reduce the need for dependency on automobiles for everyday transportation. Mixed-use communities could provide basic services with less need for a car, which would greatly benefit the older and younger residents and all those who may not have access to a vehicle or may prefer not to drive and have need of alternative housing options.

The proposed zoning district could become a model of economic resiliency and good planning for other communities in the region

C. Tasks

1. Upon approval of this Scope of Work, an Advisory committee will be formed consisting of the Town Supervisor, Town staff, and a GTC representative.
2. The Advisory committee will develop the RFP to enlist a consultant to assist in this effort.
3. A scope of services will be developed with the best qualified applicant to generate the products identified in the product section below (See Section D).
4. The Town Board will appoint a steering committee to assist in the consultant-led, Town-staff-assisted, and community-supported project.
5. A project webpage will be created on the town's website, with associated public outreach.
6. Following consultant input, an initial public informational meeting will be held to introduce the project intent, mixed use development components; and to seek input on the identification of goals and objectives, issues, concerns, opportunities, etc.
7. SEQRA initiated
8. Draft products will be generated (See Section D)
9. Products will be presented to the Town Board
10. Town Board Public Hearing will be held to review the draft documents, findings, recommendation and give the public the opportunity to provide feedback before finalizing the study.
11. SEQRA will be completed

12. Adoption of a manual, design guidelines for each district and the Mixed Use Zoning Ordinance for each district
13. Implementation of the adopted manual

D. Products

Anticipated Deliverables for each District:

1. Visual Preference Study to determine the types of materials, architectural styles, massing, etc. that would be appropriate for the district
2. Design Standards
3. Pattern book of concept level transportation and development layouts
4. District ordinance that will be incorporated into the Town Mixed Use Manual (form-based hybrid or good neighbor performance standards)
5. A photo-copy ready executive summary of the project report and its findings.

The Town of Penfield plans to adopt the TSMUD ordinance into its municipal code upon project completion. An application process for permit approvals and site plan reviews will also be incorporated.

E. Public Participation Plan

The Town Board will appoint a vast cross section of residents to three committees to help guide the project. The first will be the Four Corners Sub-committee made up of representatives within the project area. The second will be the LaSalles Landing Sub-committee made up of representatives within the project area. The third is the Core Committee which will attend both sub-committee meetings and serve as an umbrella over the process. The Core Committee is anticipated to consist of residents, business owners, design professionals, a NYS Department of Transportation representative, a County Department of Transportation representative, a GTC representative, a Town Board member, and staff. NYS Department of Transportation representative. Sub-committees role is to provide recommendations to the Town Board for their review, consideration, and eventually approval.

The Town believes that in order to create a successful mixed use district, the property owners and stakeholders, should be involved in the creation and implementation of the district's vision. All steering committee meetings will be open to the public and advertised on the Penfield Cable TV and the Town's website.

The Town will create a webpage on its website to keep interested individuals informed on the project. Meeting dates and any other relevant project documents generated will be posted on the website. An e-mail distribution list will be created to distribute any notifications, including notifications of updates to the webpage, throughout the process. Anyone may request to be placed on the e-mail distribution list.

There will be at minimum one public information meeting and one public hearing. One public information meeting will be geared towards the property owners within the proposed study area the other being a Town wide meeting. Both will explain the project and solicit public comment. The town wide meetings will be advertised on the town's website and

video taped. All videos are available for viewing on Penfield Cable TV and the Town's website. Written comments are welcomed to be submitted anytime throughout the project.

The Town of Penfield Town Board is very supportive of these district creations as seen through the adoption of the 2010 Comprehensive Plan and the NYS Route 250 and Manitou Lake transit-supportive mixed-use districts that we are currently underway, thanks to the GTC funding received last year. We are looking to capitalize on the excitement and momentum gained from that project to extend mixed use to two additional areas of the Town. "It is the policy of Town to foster changes in land uses throughout the community that are consistent with the Future Land Use Map." (Comprehensive Plan, p. 8).

F. Schedule

Draft timeline for the project:

May 9, 2013

- Submit Scope of Work to GTC for approval

May 23, 2013

- Present Scope of Work to GTC Planning Committees

June-September 2013

- The Advisory Committee is established
- Prepare and issue the RFP for distribution to perspective consultants

October 2013

- Advisory Committee reviews submitted proposals

November 2013

- Select a consultant

December 2013

- Town Board resolution to authorize selected consultant to commence work
- Town Board appoints project Steering Committee

January 2014

- Initiate the public participation plan (See Section E)

February-June 2014

- Consultant will generate the deliverables as reference in Sections C and D

July 2014

- Schedule a Town Board public hearing on the Mixed Use Development Manual and proposed Mixed Use Zoning District

August 2014

- Complete SEQRA process

September 2014

- Town Board adoption and implementation

G. Project Budget

Sources of Funds		Uses of Funds	
	<u>FY 2012-13</u>		<u>FY 2012-13</u>
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$40,000	Staff	\$0
FTA	0	Contractual	0
Subtotal	<u>\$40,000</u>	Subtotal	<u>\$0</u>
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	\$10,000	Contractual	\$45,000
Local (Cash)	\$5,000	In-kind Exp.	\$10,000
Subtotal	<u>\$15,000</u>	Subtotal	<u>\$55,000</u>
<u>Total</u>	<u>\$55,000</u>	<u>Total</u>	<u>\$55,000</u>

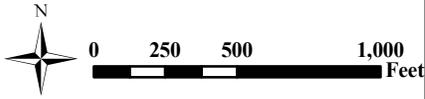


Town of Penfield

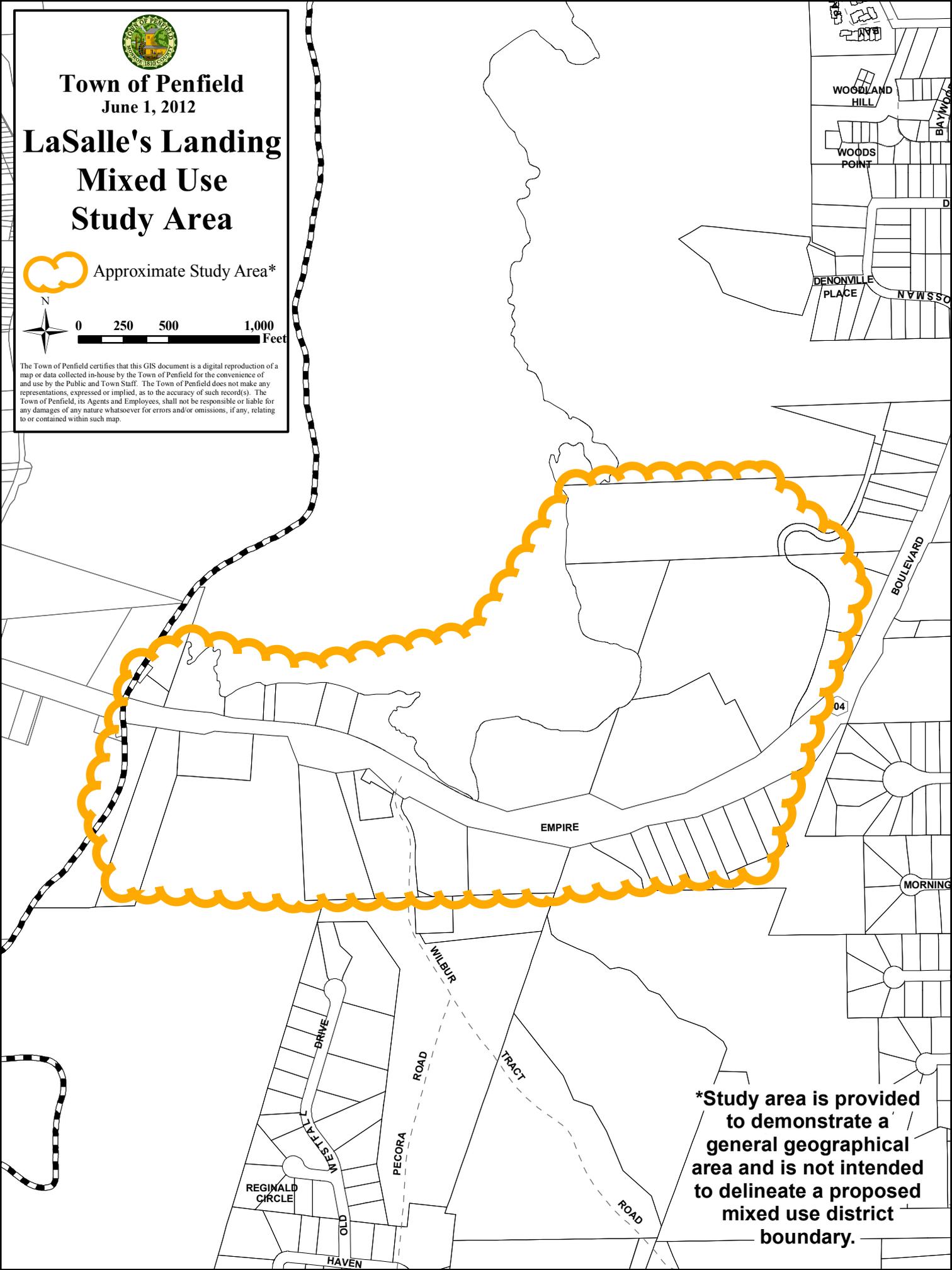
June 1, 2012

LaSalle's Landing Mixed Use Study Area

 Approximate Study Area*



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***Study area is provided to demonstrate a general geographical area and is not intended to delineate a proposed mixed use district boundary.**



Town of Penfield

June 1, 2012

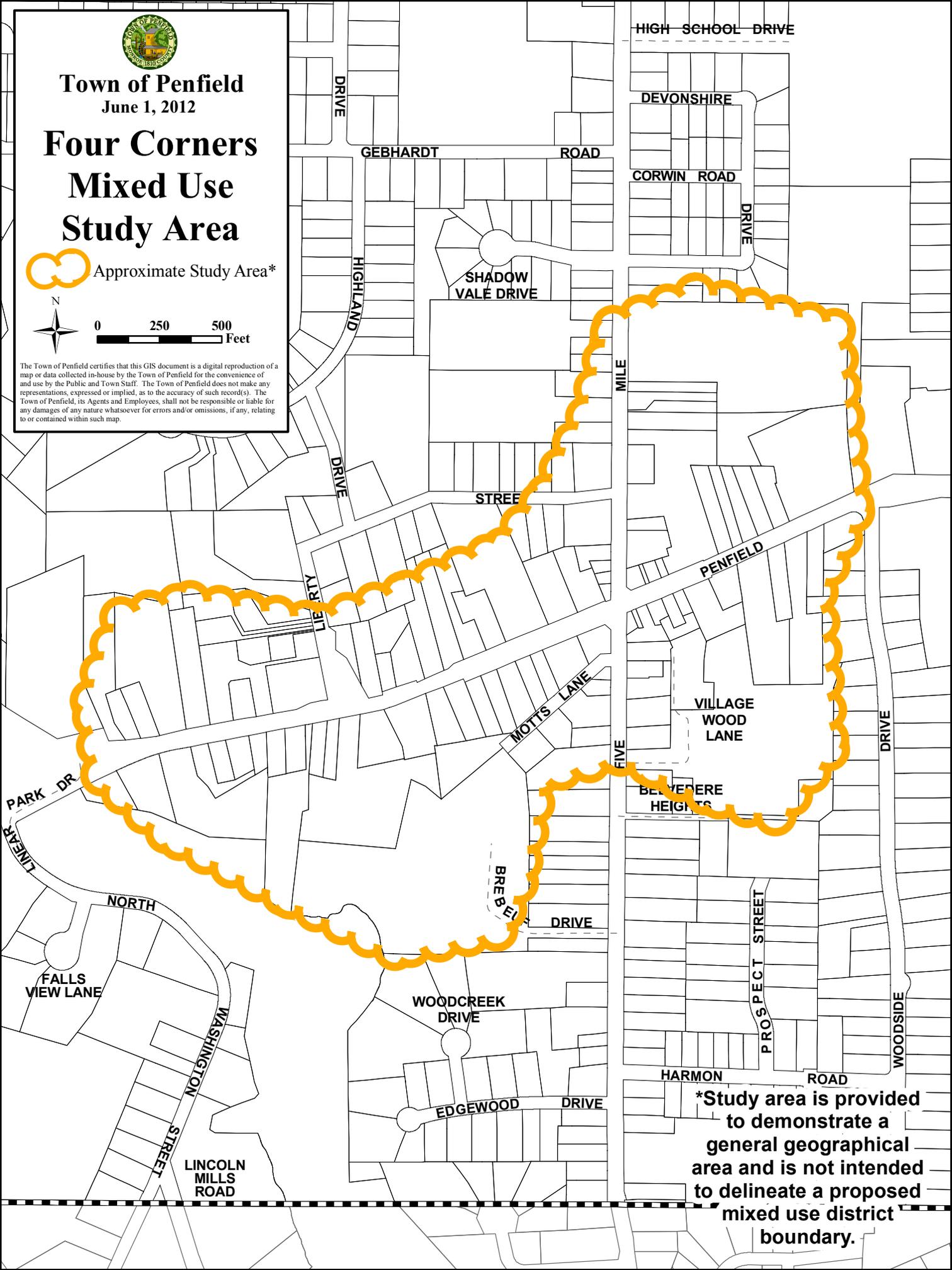
Four Corners Mixed Use Study Area

 Approximate Study Area*



0 250 500 Feet

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