



DEWEY AVENUE CORRIDOR STUDY

FINAL REPORT TO
THE TOWN OF GREECE, NY

Prepared For:
The Town of Greece
Monroe County, New York

Prepared By:
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MARCH 2007

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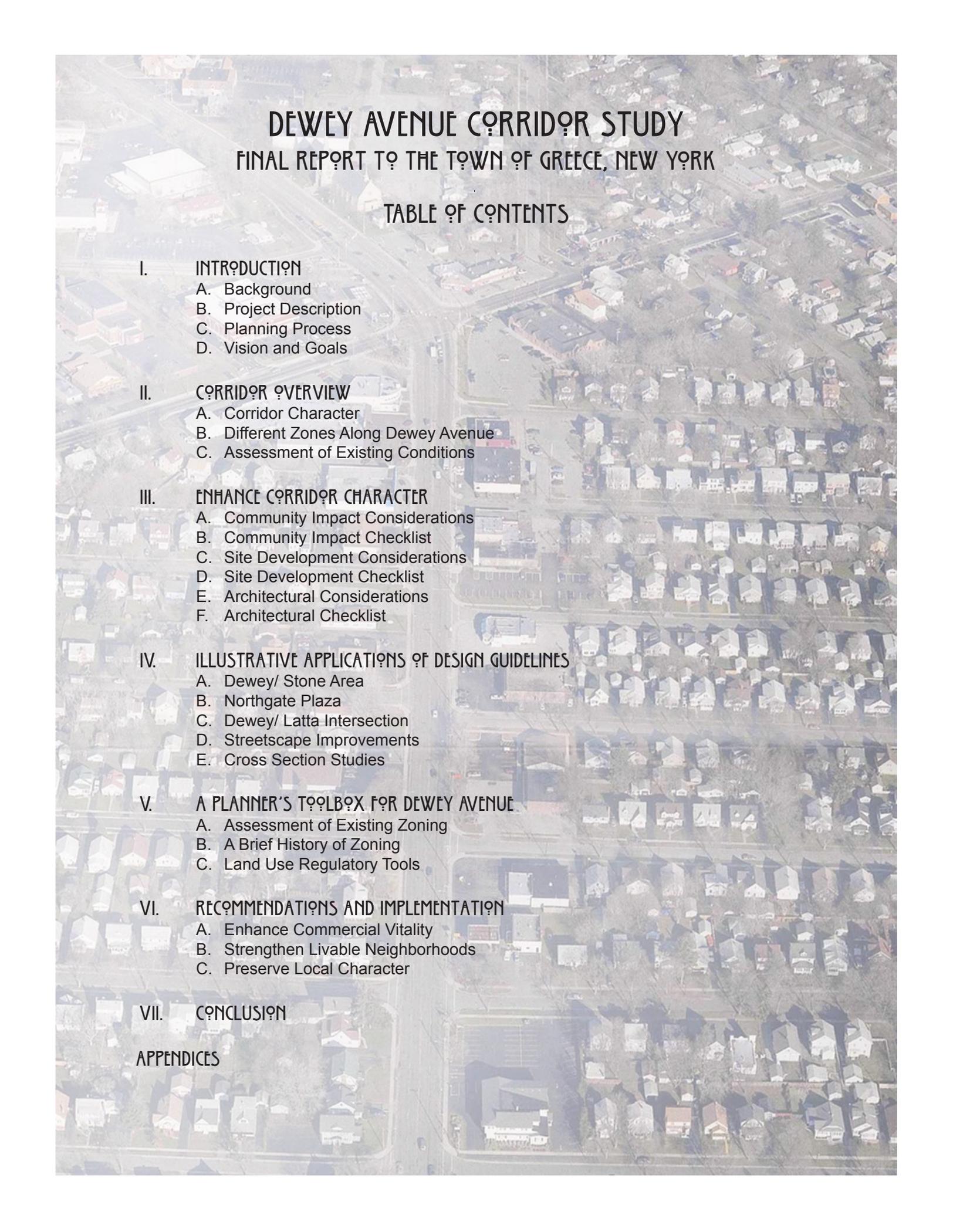
REVITALIZING DEWEY AVENUE

A consulting firm “Environmental Design and Research” has been hired to come up with a plan to revitalize the Greece area from Stone Road to Latta Road. I’m quite familiar with this area as I drive it at least twice a day and my children go to school at Catherine McAuley Catholic School on the corner of Maiden Lane and Dewey Avenue.

I recall a few years ago when they tore down the businesses that were on the corner of Stone Road and Dewey Avenue. A Karate studio, Archery Outfitters, Tiny Talents Dance Studio and Olympia Restaurant were there at the time. All three of my daughters took dance classes at Tiny Talents. My family and I loved to go to dinner at Olympia because the owner would walk to every table and say “hello”. You don’t find that many places anymore. After dinner we would walk next door and watch the kids practice karate and then go down to Archery Outfitters to visit the giant stuffed bear. When my children were small my husband would come home on Fridays and ask if I wanted to go to Olympia by myself and have a nice quiet dinner. Of course I always took him up on the offer. I know it wasn’t like going on vacation but we made a lot of fun memories there. It was quaint and familiar, sort of like a meeting place for neighbors...

Petrena Hayes
Greece Resident

Source: Democrat and Chronicle website, April 2, 2006.
Petrena Hayes is the town blogger for the Town of Greece.



DEWEY AVENUE CORRIDOR STUDY

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I. INTRODUCTION

Over the past thirty years, the Town of Greece has worked to understand the needs and opportunities that exist along the Dewey Avenue Corridor. Between 1979 and 1980, a study of the corridor was undertaken at the Town's request. This first corridor study focused on making the commercial districts more attractive to shoppers, and establishing a better relationship between the commercial areas and adjacent residential neighborhoods. Many of the recommendations of this study were implemented in the 1980s and 1990s.

In 2001, the Town completed an update of their Community Master Plan. In order to implement the recommendations contained in this update, the Greece Town Board adopted a new Zoning Ordinance and Official Zoning Map in 2003. However, no major changes were made in the Dewey Avenue area because the Master Plan Update recognized Dewey Avenue as an area with special characteristics that was in need of further study, and the Town Board did not want to delay the overall, town-wide zoning effort. As a result of recommendations made in the Master Plan Update, the Town Board formed a task force to examine the existing conditions in the Dewey Avenue area and determine courses of action to take in order to preserve and enhance the corridor's vitality.

In the 2006 Interim Development Law, the Town Board identified the need to formulate new and unique zoning standards that would be particular to the Dewey-Stone Road Corridor. Such new standards would be intended to preserve the unique historical, developmental, and structural characteristics of this corridor and the Dewey Avenue area in general, and to encourage future development in the area that is sensitive to preserving these historical, developmental, and structural characteristics. In order to protect the public interest, the Town Board used this law for an interim period to limit non-single family residential construction on land in the Dewey-Stone Corridor.

This study was initiated in 2006, during the moratorium. The Town is experiencing development along the corridor that does not support the vision that is held by local residents for this area. The community anticipates further development, particularly in the commercial districts, and would like to ensure that any future development strengthens community character. Instead of an update of the earlier study, the Town requested a more comprehensive and in-depth evaluation of Dewey Avenue. The Final Report of the Dewey Avenue Corridor Study is the summary of the effort to create a more comprehensive work plan for preserving and revitalizing this area.

A. BACKGROUND

The process of analyzing Dewey Avenue through a comprehensive corridor study was initiated to address changes that have negatively impacted the corridor and the surrounding residential neighborhoods in the Town of Greece. This corridor study is designed to preserve and enhance the physical environment of Dewey Avenue by addressing the following objectives:

1. Fill vacant and underutilized commercial spaces;
2. Improve and preserve the surrounding neighborhood's aging housing stock;
3. Revitalize the corridor's commercial districts;
4. Enhance the characteristics of the residential neighborhood; and
5. Replace outmoded public infrastructure systems and facilities.

Based on these objectives, the Dewey Avenue Corridor Study will provide tools for the residents of Greece to strengthen community character in a way that will make Dewey Avenue and the surrounding neighborhoods a more livable, sustainable community.



B. PROJECT DESCRIPTION

The corridor analysis focused on a study area defined by representatives from the Town's Central Dewey Avenue Corridor Revitalization Task Force ("Task Force"). The study area consists of the Dewey Avenue Corridor, which is defined as the properties on either side of Dewey Avenue from the city line to Latta Road, and both sides of Stone Road between Beaumont and Willis Avenue.

Key issues to address as defined by the Task Force:

1. An aging housing stock,
2. Obsolete commercial and retail structures,
3. A relatively high commercial vacancy rate,
4. A decrease in the number of area homeowners,
5. Inadequate public infrastructure systems and facilities, and
6. A negative perception of the area.

These concerns, and other issues that arose during the study, are addressed in the following pages of design considerations, illustrative examples, planning tools, and implementation recommendations.

C. PLANNING PROCESS

The planning process used in developing the Dewey Avenue Corridor Study was based on the foundation laid by other planning studies and initiatives, and also utilized the input and knowledge of local residents involved in the Task Force.

Relationship to Other Plans and Studies

The Dewey Avenue Corridor Study builds on the following previously completed planning initiatives:

2006 Interim Development Law of the Town of Greece, New York – Pending studies of matters that relate to development or redevelopment of properties along or in the vicinity of Dewey Avenue, this law provided an interim measure to protect the public interest by limiting non-single-family residential construction on land that is in the Dewey-Stone Corridor. The law established the Dewey Avenue Interim Overlay District for the purposes of enforcing this law.

Dewey Avenue Revitalization Study – This study, prepared in 1980 by Erdman Anthony Associates and Architect John Fayko, was undertaken at the Town's request. The aim of this study was to make the three commercial districts located within the corridor more attractive to shoppers and to establish a more congenial relationship between these business districts and the residential neighborhoods that abut them. The study resulted in recommendations for improving vehicular and pedestrian circulation systems, off-street parking facilities, and the condition of commercial properties. Many of the recommendations were implemented in the 1980s and 1990s.

Community Master Plan & Generic Environmental Impact Statement for the Town of Greece – This Master Plan Update, completed in 2001 by Clough, Harbour and Associates, revised the Community Master Plan that was originally completed in 1992. This plan provides an extensive inventory and analysis of the existing conditions in the Town of Greece, and describes the vision, goals and objectives that have been laid out by town residents. The plan also includes recommendations, alternatives and an implementation plan for achieving the community vision.

Town of Greece Local Waterfront Revitalization Program – This report was prepared for the NYS Department of State in 1988 by Sear-Brown Associates, PC. The report focuses on the Lake Ontario waterfront areas of the Town of Greece and sets forth waterfront revitalization program policies and implementation strategies.

Transportation Project Report: Design Report, Dewey Avenue, Phase II – This report was prepared in 1992 by the NYS Department of Transportation regarding the rehabilitation, with safety and capacity improvements, of a 3.3 mile section of Dewey Avenue in the Town of Greece, NY. The report discusses deficiencies within the existing highway corridor and makes recommendations for improvements to the existing pavement to alleviate problems found within the area.

Dewey Avenue Parking Facilities, Town of Greece – This study was prepared in 1992 by Erdman Anthony Consulting Engineers for the Monroe County Department of Engineering. The report addressed the existing parking problems on Dewey Avenue in the vicinity of the Dewey-Stone Road business district. The report discusses deficiencies within the existing highway corridor and makes recommendations for improvements to alleviate the transportation problems found within the Dewey Avenue study area.

Regulations, Local Laws and Ordinances – Rules affecting land use and development in the Town of Greece, such as Zoning (Chapter 211) of the Town of Greece Code.

Public Input

Public participation was an important component of the Dewey Avenue Corridor Study. Involvement in the planning process primarily came through the contributions of the Task Force members.

Dewey Avenue Bus Tour – The Central Dewey Avenue Corridor Enrichment Task Force took a bus tour of the corridor on May 18, 2006 with consultant representatives and Town of Greece staff members, to provide input into the strengths and weaknesses of the corridor. This public input was important in helping to shape the concerns addressed by this study, and the recommendations that are proposed for strengthening the corridor.

Northgate Plaza Public Meeting – The Northgate Neighbors organized a neighborhood meeting on June 28, 2006 regarding the proposal to build a Wal-Mart Supercenter Store at Northgate Plaza in Greece. The meeting was not specifically focused on the corridor study but was open to the general public, and provided an excellent forum for EDR representatives to hear the neighbors' thoughts about the proposed development.



December Task Force Meeting – The Central Dewey Avenue Corridor Enrichment Task Force convened on December 14, 2006 to hear the proposed design solutions recommended by EDR. The Task Force and guests were given the opportunity to ask questions and voice concerns regarding the recommendations for the corridor.

Residents Against Wal-Mart at Northgate Plaza (RAW) Public Meeting – Residents Against Wal-Mart at Northgate Plaza organized a neighborhood meeting on January 16, 2007 regarding the proposal to build a Wal-Mart Supercenter Store at Northgate Plaza in Greece. The meeting was not specifically focused on the corridor study but provided an excellent forum for EDR representatives to hear the neighbors' opinions about the proposed development. The neighbors discussed why they feel a Wal-Mart Supercenter is wrong for this location and the desire to revitalize Northgate Plaza.

Public Drop-in Session - The Central Dewey Avenue Corridor Enrichment Task Force invited the general public to attend a drop-in session in April 2007 to review the proposed design solutions recommended by EDR. The Task Force and members of the public were given an opportunity to ask questions and voice concerns about the recommendations for the corridor.

D. VISION AND GOALS

An overarching vision of revitalizing the Dewey Avenue Corridor guided this study. Residents want to strengthen the character of Dewey Avenue and the surrounding neighborhoods by preserving and enhancing the physical environment.

Vision

Dewey Avenue will be a vibrant, safe and active traditional mixed-use neighborhood. The Dewey Avenue Corridor will be home to a sustainable and attractive balance of residential, commercial and institutional land uses. The neighborhood will respect and respond to traditional patterns of use, and will strive to support and retain established neighborhood businesses. Dewey Avenue will be a walkable community that balances automobile use with pedestrian accessibility and safety. The Dewey Avenue Corridor will utilize a mix of renovation, revitalization and redevelopment to provide commercial developments of appropriate quality and scale and a diversity of housing types. The Dewey Avenue Corridor will be an authentic place, with an integrated and balanced mix of uses that is designed not just for how it looks, but for how residents live, work and play.

Enhancing the character of the Dewey Avenue Corridor should be done at both the land use level as well as the built, architectural level. Corridor character at the land use level in the Town of Greece includes better organization of parking areas, improved pedestrian amenities, and enhanced streetscape treatment, as well as other site planning issues. Architectural character should be considered in both the design of new structures, as well as the rehabilitation of older or historic buildings.

Goals

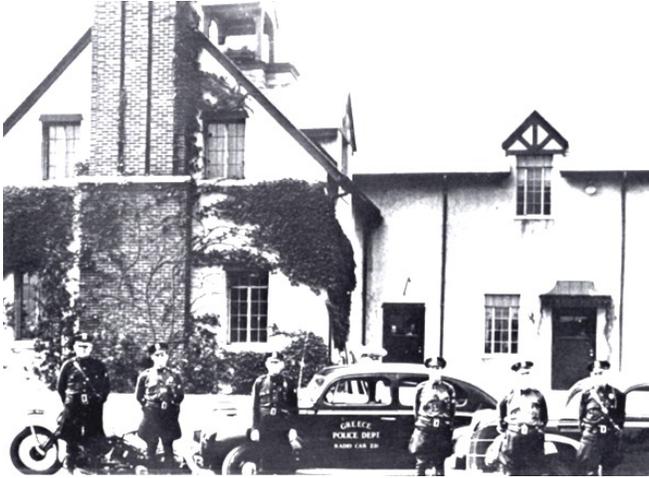
Three goals support the overarching vision of revitalizing the Dewey Avenue Corridor. These goals address commercial vitality, livable neighborhoods, and preservation of local character. The community of Greece wishes to:

Enhance commercial vitality by filling vacant and underutilized commercial spaces, and retaining long-established neighborhood businesses. Dewey Avenue has long been a street with a healthy mixture of land uses where commercial and retail use bring much of the life to the street. The presence of Dewey Avenue's commercial development is not considered a detriment to the residential areas, instead it is the image and condition of this development, as well as a perceived pattern of deterioration, that are of concern. Careful revitalization of the corridor's commercial districts will enhance the sense of identity and reinforce the desired mixed-use character.

Strengthen livable neighborhoods to retain responsible homeowners in this area. By improving and preserving the aging housing stock along the corridor and in the surrounding neighborhoods, the community will enhance the characteristics of the residential areas. Improved streetscape amenities and pedestrian connections will provide better access for neighborhood residents to local services, and will enhance the appearance and walkability of the area. A commitment is needed to not only improve the commercial and residential structures, but also to honor the public domain, and establish appropriate transitions to residential neighborhoods. Mixed-use development that provides a balanced combination of retail, office, cultural, and residential uses should be encouraged.

THE DEWEY AVENUE
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Preserve local character to retain a sense of place and a sense of history. Preserving character is a delicate balance of retaining old structures, and blending new, appropriately designed features. Whether the neighbors undertake an initiative to improve and preserve the aging housing stock, or replace outmoded public infrastructure systems, the impacts to the corridor's distinct character should be considered. Design standards should be adopted by the Town and used to guide all future development proposals. For example, future development should have buildings placed close to the sidewalk, oriented to Dewey Avenue, with pedestrian-scale street frontage and articulated ground floor retail. Buildings should be placed close together to form a continuous "street wall" characteristic of established urban environments. Parking in front of buildings should be minimized, and instead placed in rear or side lots, or in parking structures. The scale and location of buildings and parking, and their ability to blend with existing features, will impact the character of the corridor.

II. CORRIDOR OVERVIEW

The Town of Greece is located in Monroe County, and was officially established in 1822. Situated due west from the City of Rochester, the residents of Greece have long benefited from their location along the Lake Ontario shoreline. For more than 100 years, the Town was home to many farms, nurseries, and orchards. Agriculture was the principal land use in the area due to well-drained glacial deposits that made for an easily tilled, fertile soil, and a long growing season resulting from the moderating influence of the lake. Shortly after World War II, however, demand for inexpensive housing caused by a booming population and new job opportunities drove a rapid subdivision of farms throughout the Town (Tomkiewicz and Husted, 1984). Fifty years later, the Town of Greece is nearing build out (G/FLRPC, 2006).

A. CORRIDOR CHARACTER

From the earliest days, Dewey Avenue received better maintenance than other streets, and as such, the corridor functioned as a thoroughfare for farmers bringing their produce to market in Rochester (Greece Historical Society, 2007). Dewey begins at Lyell Avenue in the City of Rochester and runs for 8 miles to the Town's northern border near Lake Ontario. Within the Town of Greece, Dewey Avenue varies in width from two to five lanes and runs about five miles through the heart of one of the oldest areas in the town. The study area for this report covers approximately 2.5 miles from the city line near Barnard Street to the intersection of Dewey Avenue with Latta Road. Dewey Avenue is also known as New York State Route 18.

In general, the Dewey Avenue area consists of businesses and residential neighborhoods that are within about one half mile of the street, and contains some of the oldest commercial and residential development in the Town. This area has special historical, developmental and structural characteristics that distinguish it from other areas of Greece that were developed more recently (Community Master Plan, 2001). The neighborhoods in the study area fall into the larger boundaries of planning district #2, as defined in the 2001 Community Master Plan. Planning districts are areas in the Town of Greece that share common problems, issues and opportunities.

Planning district #2 consists predominantly of high density, small-family residential parcels that were developed before World War II (Community Master Plan, 2001). During the late 1800's, Eastman Kodak developed a plant in the southeastern corner of the town, creating new job opportunities and an increase in housing demand (Tomkiewicz and Husted, 1984). In 1920, Sunrise Park was one of the first residential developments along Dewey Avenue, at the southeast corner of the Dewey-Stone intersection. The housing was advertised to potential buyers as the "tract with a thousand peach trees" (Greece Historical Society, 2006). This planning district is part of the early, urbanized part of Greece and is nearly fully developed in a largely grid-like pattern, with few vacant parcels (Community Master Plan, 2001).

Historically, most of the commercial development in the eastern part of town was concentrated along Dewey Avenue and Ridge Road. Today, Ridge Road is the most active commercial corridor in Greece, while Dewey Avenue primarily serves neighborhood and community markets. The Community Master Plan (p. II-5) describes these uses as:

"...serving an important role in the town, and residents in proximity to such uses benefit from the convenience. However, those same residents also face the impact of commercial uses through increased traffic, increased runoff from large parking areas, and a lack of suitable pedestrian facilities. Such land use conflicts contribute to the erosion of neighborhood character which, as recent studies show, have encouraged people to move out of established neighborhoods in search of less congested areas."

In the Dewey-Stone Corridor, this commercial pressure has also resulted in the conversion of former residential buildings and lots to commercial uses. Residential uses often adjoin non-residential uses, typically with no transition or buffering between them. When most of the structures in the Dewey Avenue area were built, the standards pertaining to setbacks, parking, lot sizes, building sizes, infrastructure, and other similar elements of development were different than the current standards in the Town. In many cases, it is not practicable to comply with current Town standards in the Dewey Avenue area, particularly in the Dewey-Stone Corridor. (2006 Interim Development Law)

B. DIFFERENT ZONES ALONG DEWEY AVENUE

Dewey Avenue has a variety of land uses along the corridor, with little transition from one use to another. The corridor can be broken down into seven different land use zones, with very different character from one to another. See Figure 1 for a corridor map.



Zone One

This section of Dewey Avenue can be found between the City/Town line and Haviland Park. Within this zone, a variety of residential and commercial uses exist. Commercial development is close to the street in comparison to other commercial development along Dewey Avenue. Many of the residential structures have been converted to commercial use.

Zone Two

Moving north along the corridor, the Dewey-Stone area is the next distinct sector, located at the intersection of Dewey Avenue, Stone Road and Maiden Lane. This area is almost exclusively small-scale commercial development, with drug stores, restaurants and gas stations. A significant landmark in this area is the St. Charles Borromeo Roman Catholic Church complex, which includes both the current church building and the old church structure, which is now used for a parish center. This intersection is now known as “Dewey-Stone”, but was formerly known as “Barnard”.

Zone Three

The open, graceful campus of St. Joseph’s Villa defines the next zone along the corridor. St. Joseph’s Villa helps at-risk youth overcome emotional and behavioral challenges, and is situated on a campus that was previously used as a vegetable and flower bulb farm by Vick Quality Seeds. St. Joseph’s Villa contains some of the oldest trees, most attractive architecture, and well-maintained grounds along the Dewey Avenue corridor. On the western side of the street are well-maintained residences fronted by a large tree lawn where the road curves.

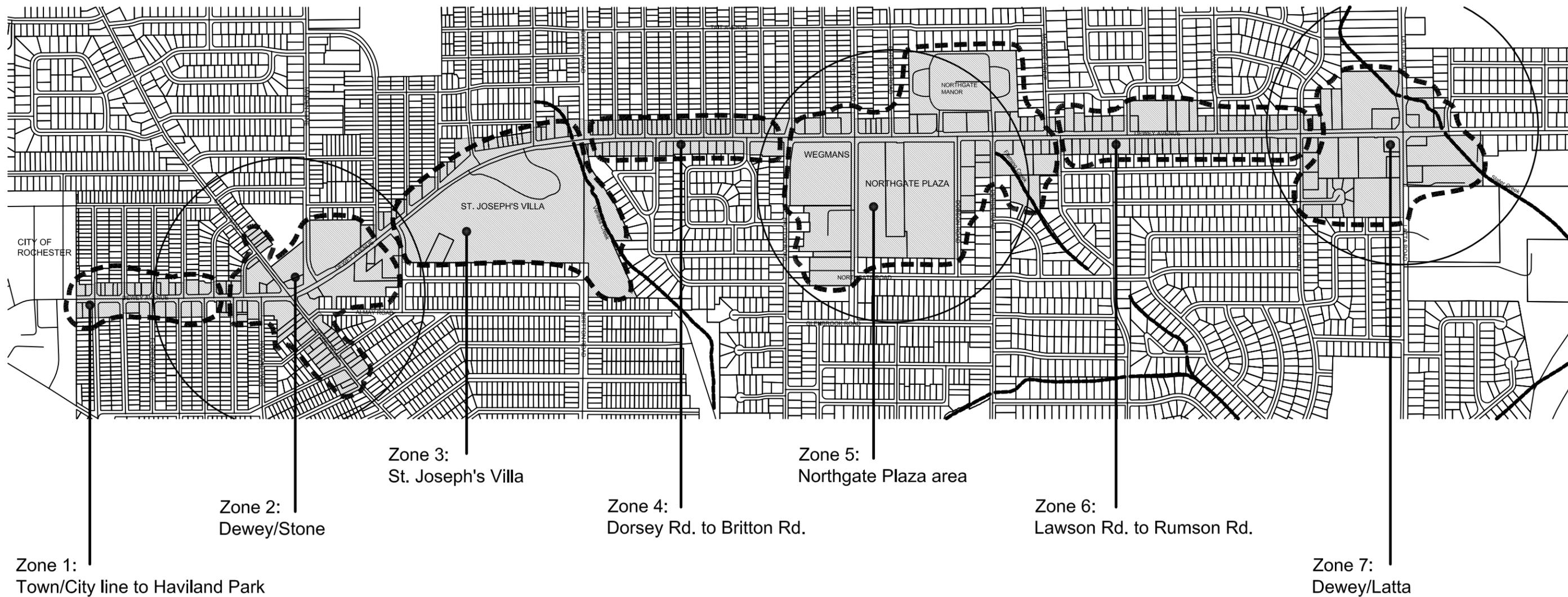


Zone Four

Zone four begins near Veness Creek and Dorsey Road, and is comprised of a residential area that continues along Dewey up to DiRosato’s and the HSBC bank at Britton Road. This residential area has a more varied collection of architectural styles than the other residential sectors along the corridor, and the houses are situated closer to the street than in other residential areas.

Zone Five

Zone five is the Northgate Plaza area, which contains a variety of large and small commercial uses. The Wegman’s Plaza is situated between Britton and English Roads, and Northgate Plaza sits between English and Dobson Roads. Discount retailer Big Lots anchors Northgate Plaza and is flanked by a number of smaller commercial spaces, several of which are currently vacant. On the western side of



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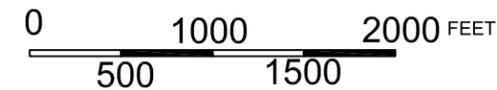
Base Map: AUTOCAD drawings
 Supplied By: Town of Greece

 Dewey Avenue Corridor
 Project Area

Dewey Avenue Corridor Study

Town of Greece, NY

Figure 1: Character Zones



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Dewey Avenue, across from the Wegman's and Northgate Plazas, are a number of smaller commercial businesses. These smaller businesses, which include Goodyear, Advance Auto Parts, Wendy's, Kwik Fill, and Dunkin' Donuts, are sited closer to the street than Wegman's and Northgate Plaza, which are separated from the corridor by large parking areas.

Zone Six

North of this major commercial area, zone six contains another residential area. Near McGuire Road, a well-maintained residential zone begins and continues on to Rumson Road. The homes located in this area are small, and set back a bit further from the street than in other residential areas along Dewey Avenue. Aldersgate United Methodist Church is situated in this segment of the corridor, with a church facility on the same property that is under construction.

Zone Seven

The final zone along Dewey Avenue is the Dewey-Latta area. Between Rumson and Latta Road, the uses along Dewey Avenue are exclusively commercial. Several plazas can be found in this sector, as well as some chain stores and restaurants, such as Eckerd Drug and Burger King. The plazas and businesses in this area are well maintained, but have significant setbacks and large amounts of asphalt. Eckerd Drug, which is situated on the southwest corner of the Dewey-Latta intersection, is notable in the lack of windows on both the side of the building that faces Dewey and the one that faces Latta Road.

C. ASSESSMENT OF EXISTING CONDITIONS

The existing conditions of the Dewey Avenue Corridor were important in considering strategies for enhancing and preserving the physical environment. These existing conditions can be seen in site features such as the spatial framework, natural features, built features, and circulation, as well as in the demographics, economics, and land use patterns of the area.

**"A STREET IS A SPATIAL ENTITY AND NOT THE RESIDUE BETWEEN BUILDINGS."
ANONYMOUS**

Spatial Framework

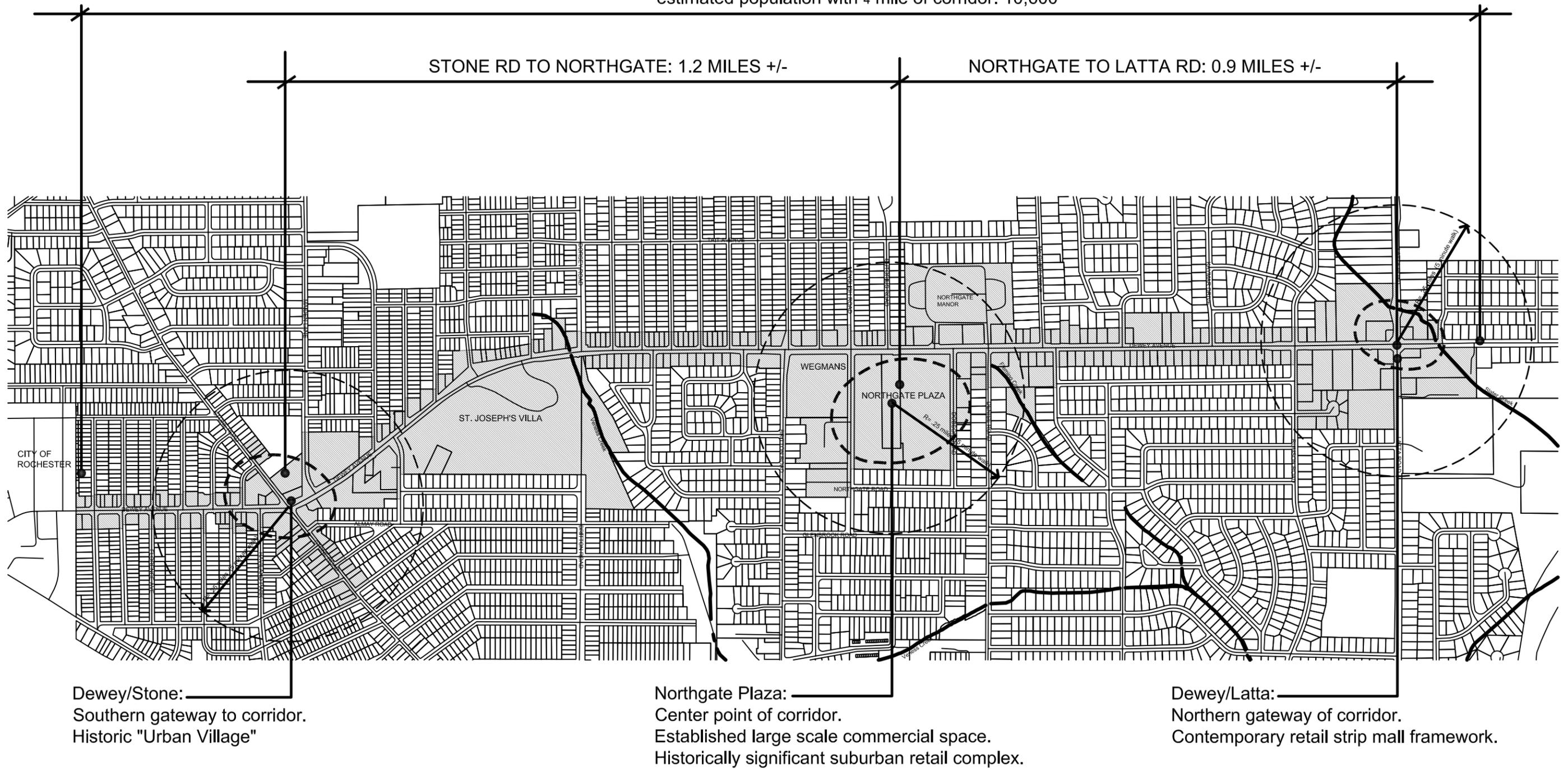
As described in the earlier section about different zones, the corridor is arranged spatially in a series of commercial nodes interspersed between residential and other uses. The distance between each node varies. Between the Dewey-Stone commercial area and the Dewey-Northgate node, about two-thirds of a mile of residential and institutional campus land uses exist, including St. Joseph's Villa. Between the St. Joseph's Villa campus and the Dewey-Northgate commercial area, there is approximately one-third of a mile of residential development. Between the Dewey-Northgate commercial node and the Dewey-Latta commercial node, there is approximately one-half mile of residential development. This spatial framework is illustrated in Figure 2.

A number of residential neighborhoods directly interface with the avenue, and provide a population of people to utilize a pedestrian network and accessible public spaces. Using a rough calculation, it was estimated that 10,605 people live within a ¼ mile of the Dewey Avenue Corridor. Approximately 2,580 of those people live with a ¼ mile of the commercial nodes. 420 people live in the vicinity of Dewey Avenue and Latta Road, 900 people live within a ¼ mile of Dewey Avenue and Denise Road (Northgate Plaza area), and 1,260 people live near the Dewey-Stone intersection. The greatest density can be found near the Dewey-Stone area.

CORRIDOR LENGTH: 2.1 MILES +/-

CORRIDOR AREA: 268 ACRES +/-

estimated population with $\frac{1}{4}$ mile of corridor: 10,600



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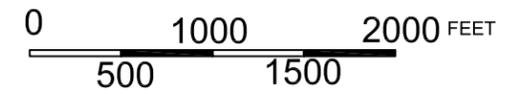
Base Map: AUTOCAD drawings
Supplied By: Town of Greece

 Dewey Ave Corridor
Project Area

Dewey Avenue Corridor Study

Town of Greece, NY

Figure 2: Spatial Framework



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Natural Features

The Dewey Avenue Corridor is considered “built out”, with little land left to develop. In some cases, streams have been hidden by this development, and most of the vegetation has been removed. Some natural features, however, still do exist. Three streams enter the study area: Veness Creek, Fleming Creek, and Slater Creek. Veness Creek flows along the northern boundary of the St. Joseph’s Villa property. After flowing through a culvert below Dewey Avenue, Veness Creek travels through a scenic gully and away from Dewey Avenue in a northeast direction. Fleming Creek appears near the intersection of Denise Road and Dewey Avenue, and also flows to the northeast away from Dewey Avenue. After meandering through a residential area, Slater Creek flows under Latta Road, behind commercial buildings at the Dewey-Latta intersection, below Dewey Avenue and northeast into a wooded area. Outside of the study area, Veness Creek flows into Fleming Creek, which then flows into Slater Creek. All of the streams flow away from the ridge and become one water body, which eventually empties into Lake Ontario near Little Pond.



The ridge is a well-known geographic feature in the Town of Greece, and along most of the southern coastline of Lake Ontario. The uneven erosion that forms the ridge was created by retreating glaciers, and is known as the Niagara Escarpment. The escarpment formed over millions of years through a process of differential erosion of rocks of different hardnesses. Most people in the Rochester area know the ridge because of Ridge Road, a significant commercial corridor, that runs nearby. The study area is on the northern side of the ridge.

The Dewey Avenue Corridor was mostly agricultural land prior to development. Not much vegetation remains, but a few areas are worthy of mention. The St. Joseph’s Villa campus has a number of mature trees and areas of well-maintained lawn that make for an attractive green space. At the northern edge of the campus, a wooded area surrounds Veness Creek, and provides a glimpse of natural vegetation to people passing by. A small, wooded green space exists behind Northgate Plaza, providing a buffer between the busy commercial area and a residential neighborhood. This area runs between English and Dobson Roads, and is valued by adjacent residents. Another small wooded area exists behind the Hess Station near the Dewey-Latta intersection. A final vegetated area exists behind the shopping plaza at the southwest corner of the Dewey-Latta intersection, creating a wooded buffer between the developed areas and Slater Creek.

Circulation

Dewey Avenue has been optimized for vehicular traffic flow, often at the expense of pedestrians, residents, and commercial businesses. For most of the study area, the corridor has four to five lanes of traffic. The width of the corridor gives it the feel of a highway, but traffic flow is broken up by curb cuts for residential driveways and traffic lights for commercial business. The Community Master Plan classifies this section of Dewey Avenue as an “urban minor arterial”, with average daily traffic volumes of 13,000-21,000 vehicles per day. Motorists will find an abundance of parking in most areas of the corridor; however, the parking lots have room for improvement. Many of the large parking areas are too large, and place the building too far from the street. Many of the small parking lots are disorganized and have too much pavement.



Pedestrian circulation functions moderately well within the corridor. However, the current pedestrian experience is only that - one of function, not comfort. Sidewalks are present on at least one side, if not both sides, of Dewey Avenue throughout the entire study area. In many areas, sidewalks abut the roadway curb, with nothing to provide a buffer between four lanes of traffic and the pedestrian. In some areas, a narrow strip of grass provides some distance, but no buffer. Street trees, when planted, are often on the outside edge of the sidewalk, instead of between the sidewalk and the road, where they could act as a buffer and provide a sense of enclosure. In many areas, the parking lot is immediately adjacent to the sidewalk, sandwiching the pedestrian between a busy road and a parking lot. Lighting along the street is at vehicular scale, instead of the smaller pedestrian scale. Many of the quiet residential streets that adjoin the corridor have sidewalks that connect to Dewey Avenue, forming a pedestrian network. Unfortunately, however, the distance between seating and resting areas along the corridor is significant. A pedestrian may be able to physically traverse the street, but in many areas, the walk is not a pleasant one.

For local residents looking for an alternative method of transportation, the public transit system offers a better option than riding a bicycle. Dewey Avenue is not conducive to bicycle use, as the corridor has few amenities for bicyclists. Bike racks are rare, and bike lanes are non-existent. Two Regional Transit Service (RTS) bus routes run along Dewey Avenue in the Rochester Genesee Regional Transportation Authority (RGRTA) system. Route 10, "Dewey", travels back and forth between downtown Rochester and the intersection of Dewey and Latta Road. Along the route, the bus travels along Dewey for most of the way, making two loops onto side roads. Route 15, "Latta", also travels between downtown Rochester and the Dewey/Latta intersection, but has a more complex series of loops along the way. Both bus routes travel the study area on a regular basis.



Built Features

The architecture of the Dewey Avenue Corridor is a mix of mostly vernacular styles, but in the Dewey-Stone area, several historic properties still remain. The Town of Greece used the list, 'Sites of Historic/Architectural Significance' that had been prepared by the Landmark Society of Western New York, to identify areas within the Town where historic properties are concentrated and might need some type of special designation. One of these three areas is in the Dewey Avenue Corridor. The Dewey-Stone area contains eleven historic properties, including St. Joseph's Villa, the former St. Charles Church, and the Barnard Fire Department. These historic properties are some of the most interesting architectural styles in the corridor, and create a desirable neighborhood character in this part of the study area.

In between the historic properties are other buildings that were built around them in the years since they were originally constructed. Many of the small commercial buildings in this area and elsewhere along the corridor are rather non-descript, functional buildings. A few are in regrettable condition, while a few are quite well maintained. Most are in decent condition, but the urban fabric that the buildings create is actually more desirable than most of the buildings themselves, save for a few newer or better architectural examples. The residential areas are similar; most homes are in decent condition, and some are even quite well maintained. Again, in general, the homes are most valuable as neighborhood fabric. A handful of homes have noteworthy architecture, but most are typical one-story 1940's and 1950's architecture.

Demographics and Economics

To analyze the demographic characteristics of the study area, two subsets of the Census 2000 data from the U.S. Census Bureau were generated and analyzed by EDR. The Census Bureau organizes houses into census blocks, and census blocks are combined to form census block groups. Census block groups are lumped together to form census tracts. The study area along Dewey Avenue is contained within the following census tracts: 136.01, 137.02, 138, and 139.01. Fifty-three census blocks touch the study area within those four census tracts, and all 53 were analyzed for this first set of demographic analysis. This information was taken from the Summary File One, which uses 100 Percent Data.

The total population included within the selected census blocks is 4,507. Of this group of people, 92.7% are white, 3.3% are black or African-American, 1.2% are Asian, 1.2% are another unspecified race, 1.2% are two or more races, and 0.3% are American Indian or Alaska Native. 2.7% of the people in the study area are Hispanic or Latino, leaving 97.3% who are not. The people who live in the study area are of all ages: 6.1% are younger than five years old, 20.4% are school age children between 5 and 17 years old, 21.7% are between 18 and 34, 22.5% are between 35 and 49, 12.8% are between 50 and 64, and 16.5% are 65 years or older.

The 4,507 people in the study area live within 1,827 households. 34.6% of these households have one or more children under the age of 18 years old. 30.4% have one person that is 65 years of age or older, 47.5% of which are one-person households. That is, nearly half of all households that have at least one senior citizen present are a senior citizen living alone. The 1,827 households fill the 1,827 occupied housing units in the study area, leaving 85 units, or 4.4%, vacant. Of the occupied units, 73.6% are owner-occupied, and renters occupy the remaining 26.4% of the units. Of the renters, 30.4% are householders who are 65 years of age or older.

The data for some demographic characteristics was not available at the census block level, and instead was only available at the census block group level. The next set of statistics was developed by assessing data from the 13 block groups that touch the Dewey Avenue study area. This data also differs from the first statistics listed because it is taken from a different data set in the Census 2000 data: Summary File Three, which uses random sample data. Therefore, the next statistics describe a similar, but not exactly the same, set of people and houses in the study area.

In the Dewey Avenue area, most (61.7%) of the housing units were built between 1940 and 1959. Another 18.3% were built prior to 1939, 17.0% were built between 1960 and 1979. It is rare to see newer construction in this area, as a mere 3.1% of the housing units were built in the years since 1980. Of the people living in these homes, only 4.3% live below the poverty level. Only two-thirds of the people living in the study area are in the labor force, and of these people, 95.9% are employed.

Of the people over 25 years old, the educational attainment varies significantly. 15.0% of people surveyed had less than a high school education, and another 35.1% had attained a high school education (or equivalent). 23.5% of this population has completed some college, and 12.2% have attained an Associate's or Professional degree. 11.1% of the people in the sample have received a Bachelor's degree, and the remaining 3.2% have attained a Master's or Doctoral degree.

The household income earned by the people surveyed in the study area also varies. 3.5% of households earn less than \$10,000 a year, and 11.0% earn between \$10,000 and \$19,999. 13.5% of households earned between \$20,000 and \$29,999, 19.5% earned between \$30,000 and \$39,999, and 15.7% earned between \$40,000 and \$49,999. 23.5% of households earned between \$50,000 and \$74,999, 9.9% earned between \$75,000 and \$99,999. 2.4% of households earned between \$100,000 and \$124,999, and the remaining 1.1% earned more than \$125,000 per year.

III. ENHANCE CORRIDOR CHARACTER

The following chapter includes three sections, Community Impact Considerations, Site Development Considerations, and Architectural Considerations. Each section describes various details and issues that should be considered when proposing or reviewing new development. These details comprise a body of ideas that can be used in three different ways.

The first way to implement these ideas is to use them as “considerations”. These considerations are non-binding, and can be used informally to encourage appropriate development and to informally perform site plan review. The second way in which these ideas could be used is as “guidelines”. In this scenario, the ideas carry more weight, and are described as the preferred way to do development in the corridor. The guidelines can be implemented more formally by using incentives or other positive methods. The third option that could be used to implement these ideas is to view them as “standards”. The standards could be formally adopted as a part of an overlay zone or material that could be integrated into a set of form-based codes. The standards would not be optional, and would be the standard for development along the corridor. The choice would be determined by the Town of Greece, with input from local residents and business owners.

A. COMMUNITY IMPACT CONSIDERATIONS

Development along the Dewey Avenue Corridor will impact local residents, whether the development takes the form of demolition, renovations to an existing structure, or new infill construction. Any type of development will affect the image of the community, and the way in which people perceive the neighborhood. Any development in the commercial districts will impact the mixture of services that are provided to local residents and will affect the way in which neighbors can use the corridor. Community residents have expressed concern that future development could negatively impact established businesses, might not fit with the character they desire to see in the area, and might not provide services that the community deems necessary or useful.



When evaluating the suitability of development proposals, feedback from neighborhood residents should be solicited and given adequate consideration in the review process. The services that will be provided by a proposed business and the possibility that new development might displace long-standing, locally owned businesses should be considered simultaneously with the architectural design and site development characteristics of the new facility.

A recent situation occurred in Greece that illustrates the need to assess the impact of development on the local community. Town residents voiced concern over the proposed demolition of a building at Stone Road and Dewey Avenue that contained the Olympia Family Restaurant and several other businesses. Demolition was proposed in order to build an Eckerd Drug store on the same site.



The restaurant was forced to relocate out of the neighborhood, and the drug store quickly went out of business after being built across the street from an existing Rite Aid. Neighbors lost a well-used, long-established neighborhood-gathering place and are left instead with a vacant drug store. Local residents do not want to see such a drastic, negative change in the neighborhood occur again, and would like to preserve and enhance the existing mixture of uses in the area.

COMMUNITY IMPACT CHECKLIST

As Town boards evaluate proposals for development and redevelopment along Dewey Avenue, the following checklist can be used to assess the proposal's fit with the desired character of the corridor.

Yes	No	<i>Assessment of Community Impact</i>
<input type="checkbox"/>	<input type="checkbox"/>	1. Does the proposed development avoid displacing any local businesses that have been established for 10 or more years?
<input type="checkbox"/>	<input type="checkbox"/>	2. Is the proposed business locally owned and operated?
<input type="checkbox"/>	<input type="checkbox"/>	3. Does the proposed development avoid establishing large scale, single-use sprawling clusters (i.e. more than 20,000 SF in one use)?
<input type="checkbox"/>	<input type="checkbox"/>	4. Has public input been solicited and received for the proposed project?
<input type="checkbox"/>	<input type="checkbox"/>	5. Have public comments about the proposed project been positive overall?
<input type="checkbox"/>	<input type="checkbox"/>	6. Does the proposed development fit with the desired corridor character? Does it match with the Vision statement described in this report?
<input type="checkbox"/>	<input type="checkbox"/>	7. Does the proposed development provide a service that is desired by residents of the neighborhood?

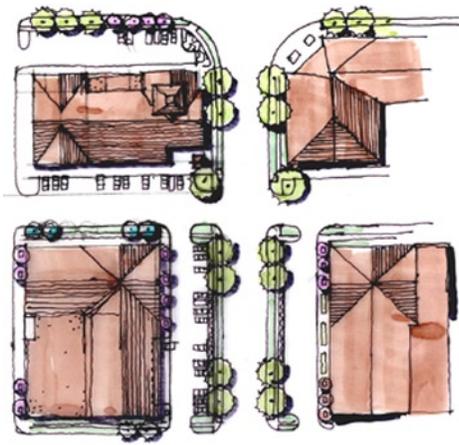
B. SITE DEVELOPMENT CONSIDERATIONS

Site Issues

Site issues include building siting, mass, and height, as well as vehicular issues such as parking and circulation, and other issues of vegetation, lighting, and signage.

1. Building Siting

Appropriate siting and visual elements create attractive commercial centers that reflect the desired neighborhood character. New buildings should be located close to the public street. Small parking areas may be located in front of commercial buildings, but any additional parking should be located behind the businesses. Buildings and plantings should form an attractive visual edge to the roadway instead of a dominance of pavement and parking lots. Variety in building types, massing and small variations in setbacks should be encouraged, yet the general consistency of a building edge at either an 18' or 55' setback from the curb should be maintained in commercial areas.



An 18' setback allows for an 8' tree lawn, a 5' sidewalk, and a 5' planting strip between the curb and the building. A 55' setback allows for those same features, as well as one 20' row of parking, a 12' drive aisle to access the parking, and another 5' planting strip in front of the building façade. The 18' setback will foster a more comfortable pedestrian experience by allowing the buildings to define a corridor edge and provide a better sense of enclosure. The 55' setback will allow for the classic Dewey Avenue parking pattern to co-exist with new streetscape amenities. In general, the buildings should be built close to the sidewalk at intersections. In the middle of the block, parking in front is acceptable using the 55' setback. New construction should attempt to respect the common setback distance of the neighboring buildings or be sited at one of the described setbacks.

Distances between buildings/building clusters should be minimized to create a connection between uses. A more pleasant experience can be created with an interesting façade and window scheme designed to stimulate pedestrian interest, as opposed to a blank wall or parking lot. Any new proposed buildings should work with the pre-existing patterns in the neighborhood, such as splayed or rounded corners. Paying attention to these details will enhance both the attractiveness and economic vitality of the businesses present.

Lines of sight should end on important visual elements such as significant structures, fountains, towers, archways, or turrets. The line of sight should never end on a blank wall. Garbage dumpsters, air handling units and other mechanical elements should be screened by vegetation or a fence and not visible from the street. Corner buildings should be designed to wrap the corner by continuing design elements like horizontal bands of cornices. With large structures, building components should be broken into smaller masses, which should be in scale with the streetscape.

For major new developments and redevelopments, buildings should be arranged in a logical pattern, designed after successful, classic examples of New Urbanist planning. Major buildings can be placed as a terminus to major interior streets, or otherwise properly placed on the site. Minor buildings can be placed along this street or as connectors between more dominant buildings. Infill buildings within commercial plazas should be placed along a main internal street. Several smaller buildings can be placed opposite each other along these streets and at intersections to create a feeling of enclosure and a sense of place.

2. Building Mass

In order to form a strong architectural and visual grouping, buildings should be located close to the sidewalk and facing the street. Commercial buildings facing Dewey Avenue should be built at a setback of 18 or 55 feet from the sidewalk. Any new construction or renovations in the residential areas should respect the existing setback in the sector. Plantings or entry features are desirable within these setback distances. In commercial areas, this will allow for screening of rear parking and vacant spaces, and will make the storefronts more pedestrian friendly. New buildings should be scaled down into smaller, human-scaled environments. Strategic openings in building lines should be provided to allow access to important vistas and public spaces. Building facades should be built parallel to the principal frontage line and along a minimum of 70% of its length.

3. Building Height

Two and sometimes three-story buildings should be encouraged in commercial areas. Three-story buildings can be located along the corner lots. Single-story commercial structures, typical of newer construction, often do not create the strong sense of enclosure that is so inviting in older areas, and unnecessarily consume the landscape. The height of the proposed building should also take into account the heights of buildings in the neighboring area. The proposed height should be as tall as the lower of the two neighboring buildings. In areas where more height is desired, using strong vertical elements on the facade can imply additional height.

4. Traffic Calming

To reduce the adverse impacts of vehicular traffic on pedestrian traffic, several methods may be applied. A first option is to create clear vehicular movement patterns, which upgrade pedestrian movement to an equal priority with vehicle movement, and minimize pedestrian conflicts and driver confusion, thus optimizing safety for both. Another option is to reduce the traffic flow to 3 travel lanes and one parking lane. Traffic would have one designated lane in each direction, with a center turning lane. A street can hold the maximum traffic volume when the vehicles travel at 30 miles per hour. Safety for motorists and pedestrians is also optimized at this speed. Traffic calming could also be achieved by installing bump outs at intersections where there are on-street parking lanes.

“ANY TOWN
THAT DOES NOT
HAVE SIDEWALKS
DOES NOT LOVE
ITS CHILDREN.”
MARGARET MEAD

5. Linkage and Curb Cuts

Adjacent commercial buildings are encouraged to share parking areas and curb cuts, and to provide connections between them. This will reduce traffic problems caused by drivers having to pull into roadway traffic to access multiple establishments. Excessive curb cuts also create conflict between pedestrian and vehicular traffic. These points of conflict could be eliminated by consolidating curb cuts, reducing their number, and by providing alternative back street access for movement of vehicular traffic. Depending on the shape of future redevelopment, Northgate Plaza presents an opportunity for such back street access. Some definition, however, should be given to parking lots in commercial zones, where parking areas are linked in some instances, but not well defined.

6. Pedestrian and Non-motorized Traffic

Developing attractive pedestrian-oriented environments is important. Sidewalk corridors should be scaled to the pedestrian, not to the automobile, through careful placement of buildings and plantings. Building sidewalks to current performance standards increases pedestrian safety and accessibility for the physically challenged. Walks should be expanded near buildings to highlight the entry, link streets and parking lots, and provide safe and obvious pedestrian ways. Non-motorized transportation access should be considered with each commercial project. For example, a crosswalk is needed to link the residents of Northgate Manor to the existing Wegman’s Plaza. Creating connections between existing

and proposed trails and sidewalks is particularly important. To increase safety, crosswalks should be highlighted by constructing them in a different material than the pavement or by striping the pavement in a prominent way. Pedestrian crossing signals should be installed wherever required. A strength of the Dewey Avenue Corridor is that existing pedestrian crossings are well marked and signaled. This is a pattern that should be continued.

7. Parking

Parking should be subservient to the buildings and pedestrian system. When possible, parking should be located behind, or occasionally along the side of commercial structures to visually screen it from the road, and to create a more interesting streetscape. In some instances, a single row of parking is appropriate and desirable in front of commercial buildings that have been built to a 55-foot setback from the curb. In all cases, smaller parking areas are preferable to large lots. Creating additional side and back entrances to buildings will render side and back parking lots more attractive to customers. Establish the maximum number of parking spaces required, and design the parking lot for average parking demand, not peak demand. Currently, the Town of Greece has established minimum parking requirements in the Town Zoning, (i.e. 3 spaces per 1000 square feet for retail/office use). By also establishing maximum parking requirements, the Town will prevent unnecessary parking lots from being constructed along the corridor.

“Backyard” development such as utilities, dumpsters, service areas, and parking should respect adjacent residential uses. Parking bays and driveways should have both minimum and maximum widths to ensure safety and flow while avoiding excessive pavement, which is not environmentally or visually sensitive.

8. Internal Circulation

Internal circulation should be logically configured to serve the buildings. The drive lanes should be designed to link and unify the uses in a project and provide pedestrian and vehicular connections to the public realm along existing frontage streets. Main streets within a commercial project should include the amenities associated with a pedestrian-scale environment. These may include curbing, trees, sidewalks, and lighting.

9. Transit

Transit opportunities should be identified and implemented to reduce the number of automobile trips in and through Greece. Wherever possible, existing transit routes should be enhanced. In some areas, pedestrian resting areas along the corridor can be combined with bus stops. Park-and-Ride lots, bus shelters, and other commuter services should be planned into the construction and rebuilding of larger commercial areas. These strategies will be essential as part of a regional solution to the traffic problem.

10. Landscaping

Adding vegetation to parking areas would enhance many areas along the corridor. Landscaping would provide visual relief, shade, and a buffer between adjoining uses. Trees, shrubs, flowers, and ground covers should be used as appropriate. Large areas of asphalt should be divided into smaller units through the use of landscaping or other techniques, and planting islands should be large enough to support mature plantings. Planting islands should be provided at a minimum of every 22 parking spaces. However, if planting islands are not practical, the use of strategically placed, tasteful container plantings is encouraged. Landscaping is also recommended in residential areas, where it can be used to frame views of each home and improve residential character.

11. Street Trees

Street trees are an essential component in the streetscape, and are vital in creating a welcoming, unified neighborhood character. The addition of street trees is recommended to shade and enclose

the street and to define the edge of the public realm and private space. The addition of street trees also reduces and defines the scale of the pedestrian space. They should be planted in a tree lawn between the walkway and the street, to create a sense of place and feeling of security for the user. The tree lawn should be a minimum of four feet wide for trees to thrive.

Species selected for planting should be hardy for the Rochester region and the microclimate of the setting. Examples of appropriate street trees can be found in the Master Tree List in the Town of Greece Forestry Plan, included in Appendix A of this report. Planting design and material selection can permit strategic visual access to building entrances and signage, and can address a number of other opportunities, such as the need to provide shade. Selective pruning and an active feeding and fertilization program for the street trees is encouraged to maintain the form and health of the trees. More information on tree maintenance can also be found in the Town Forestry Plan.



In the few areas along Dewey Avenue where a tree lawn is not feasible, a tree grate may be used instead. Tree grates should be of a contemporary style, with a simple radial slot pattern. Grates should be constructed of high quality cast iron, and left unfinished or painted black in color. Natural unfinished cast iron will develop an attractive rust patina that is structurally sound and maintenance free. Grates should be uniform, square and either 36 or 48” in width. Grates must be ADA compliant. If tree grates are already in use, new grates should conform to the existing materials.

12. Stream Corridors

As future redevelopment is considered, the three stream corridors in the area, Fleming Creek, Slater Creek, and Veness Creek, should be preserved. Streams are primary habitat for different species of plants, fish and animals, and provide educational and linkage opportunities. The community has a unique opportunity to build up the resources of its stream crossings by reintroducing them into the streetscape. For example, Veness Creek flows under Dewey Avenue and along the northern border of St. Joseph’s Villa. This scenic gully presents an opportunity for the neighbors to work with St. Joseph’s Villa to explore the potential of developing at least visual access to the creek, or possibly even a physical connection to the streetscape.

13. Open Space and Amenities

Creating active and attractive pedestrian-oriented open space would enhance the character of the corridor. In existing commercial strips, thoughtful expansion of green space and planting areas can improve the aesthetic nature of the area. In new projects, open space should be an integral component of the design scheme, rather than a remnant of the development process. Open space should be strategically placed near the residential areas on the corridor. The thoughtful designation of open space to serve multiple purposes greatly enhances the quality of life for Greece residents.



In addition, open space effectively buffers different uses. For example, open space can serve as a buffer between commercial service areas and residential neighborhoods. The provision of plazas, outdoor dining courts, fountains, sculpture and other amenities at key locations in these areas creates an attractive, “human-scale” sense of place for the user in commercial projects.

14. Lighting

Pedestrian-level lighting should be on fixtures not exceeding fifteen feet in height. These can be freestanding fixtures located along the sidewalks. Street lamps without cutoffs are acceptable for

pedestrian-level lights. The fixture and luminaire should fit the design palette of the project, while complementing other nearby architectural styles that are considered acceptable examples by the Town. Lighting fixtures for parking lots should be between 15 and 25 feet in height. Parking and circulation lighting fixtures should include a cutoff type luminaire to prevent spillage of direct light above the fixture. Shields or hoods should screen all outdoor lighting to prevent glare onto adjacent premises. Using more light poles of a smaller size can reduce intensity levels of individual fixtures. In small pedestrian areas, incandescent lights and high-pressure sodium lights with a warm yellow glow can be used to improve the quality of lighting. Metal halide lights should be avoided as they emit harsh blue light.

15. Signs and Awnings

A Town standard for all signs (Public, Parking, Exit, Enter, etc.) should be established to promote consistency. The current zoning addresses movement, illumination, number, location, height and size, but not design issues. In addition, directories should be placed in suitable locations within the corridor. For example, a directory could be located in the Dewey-Stone area, or in Northgate Plaza after redevelopment. The directory could contain a map directing pedestrians to points of interest in the community, such as historic landmarks and local businesses.

Visual communications or signs used as design elements are important components of the developed environment. Commercial signs should be at a scale appropriate to the use and volume of the facility, but must also fit with neighborhood, not highway, scale. Commercial use requires a greater signage level than office or other limited use commercial facilities. Public signs can help unify a commercial district or corridor, and create a positive image regarding the goods and services available within. Both commercial and public signage must be managed to avoid visual blight and to provide a fair and competitive economic environment. The addition of signage should be selective and not cumbersome to the streetscape.

Tasteful building design and appropriate signage can play an important role in identifying a business, while also contributing positively to community character. Special consideration should be taken when developing architectural treatments as they may serve a function similar to signage. Street numbers should be clear, simple and located directly above or next to the entrance door.

“THE DESIRE FOR
COMMUNITY IS A
CONSTANT OF
HUMAN NATURE”
STEVEN PRICE

Primary signs should be restricted to displaying the name of the business. They should be simple and easy to read from a distance and located directly above the door or on one side near the door, or on the awning face. Secondary signs, such as details about the business or hours of operation, should be located at pedestrian level. Signage lettering should be applied to the building facade itself instead of onto a sign that is tacked on. Colors of the lettering should be kept to a minimum, and should complement the facade of the building.

Exterior illuminated signs can be utilized as long as they do not throw off more light than required. Exterior box-type backlit, moving, flashing and neon lights are discouraged. Exterior façade lighting is encouraged as long as the light is directed straight up or down the facade.

SITE DEVELOPMENT CHECKLIST

As Town boards evaluate proposals for development and redevelopment along Dewey Avenue, the following checklist can be used to assess the proposal's fit with the desired character of the corridor.

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	<i>Buildings</i>
<input type="checkbox"/>	<input type="checkbox"/>	1. Do the buildings and plantings form an attractive edge to the roadway?
<input type="checkbox"/>	<input type="checkbox"/>	2. Is there variety in building types, massing and small variations in setbacks?
<input type="checkbox"/>	<input type="checkbox"/>	3. Does the new construction respect the common setback distance of the neighboring buildings or work with the desired setback?
<input type="checkbox"/>	<input type="checkbox"/>	4. Does the proposed building work with any pre-existing patterns in the neighborhood (e.g. splayed or rounded corners)?
<input type="checkbox"/>	<input type="checkbox"/>	5. Are distances between buildings/building clusters minimized to connect uses?
<input type="checkbox"/>	<input type="checkbox"/>	6. Is an interesting façade or window scheme used to create a pleasant pedestrian experience?
<input type="checkbox"/>	<input type="checkbox"/>	7. Do lines of sight avoid ending on a blank wall and instead end on important visual elements such as significant towers, fountains, archways, or turrets?
<input type="checkbox"/>	<input type="checkbox"/>	8. Are corner buildings designed to wrap the corner by continuing design elements like horizontal bands of cornices?
<input type="checkbox"/>	<input type="checkbox"/>	9. Are buildings facing the street and located appropriately within the setback?
<input type="checkbox"/>	<input type="checkbox"/>	10. Are rear parking and vacant spaces screened?
<input type="checkbox"/>	<input type="checkbox"/>	11. Are new buildings scaled down into smaller, human-scaled environments?
<input type="checkbox"/>	<input type="checkbox"/>	12. Are there strategic openings in building lines to allow access to important vistas and public spaces?
<input type="checkbox"/>	<input type="checkbox"/>	13. If in a commercial area, does the building have two or three stories?
<input type="checkbox"/>	<input type="checkbox"/>	14. Is the proposed height as tall as the lowest of the two neighboring buildings, but not less than two stories?
Yes	No	<i>Major New Developments and Redevelopments (If Appropriate)</i>
<input type="checkbox"/>	<input type="checkbox"/>	15. Are buildings arranged in a logical pattern?
<input type="checkbox"/>	<input type="checkbox"/>	16. Are major buildings placed as a terminus to major interior streets, or otherwise properly placed on the site?
<input type="checkbox"/>	<input type="checkbox"/>	17. Are minor buildings placed along the street or as connectors between dominant buildings?
<input type="checkbox"/>	<input type="checkbox"/>	18. In commercial plazas, are infill buildings placed along a main internal street?
<input type="checkbox"/>	<input type="checkbox"/>	19. Are smaller buildings placed opposite each other along these streets and at intersections?
Yes	No	<i>Traffic Calming</i>
<input type="checkbox"/>	<input type="checkbox"/>	20. Are there clear vehicular movement patterns?
<input type="checkbox"/>	<input type="checkbox"/>	21. Are bump outs and pedestrian crossing signal lights used at key intersections?
Yes	No	<i>Linkage and Curb Cuts</i>
<input type="checkbox"/>	<input type="checkbox"/>	22. Are adjacent commercial areas planning to share parking areas and curb cuts?
<input type="checkbox"/>	<input type="checkbox"/>	23. Have curb cuts been avoided that would be too numerous or too close together?
<input type="checkbox"/>	<input type="checkbox"/>	24. Is back street access available as an alternative for vehicular traffic?
Yes	No	<i>Pedestrian and Non-motorized Traffic</i>
<input type="checkbox"/>	<input type="checkbox"/>	25. Are sidewalk corridors scaled to pedestrians through carefully placed buildings and plantings?
<input type="checkbox"/>	<input type="checkbox"/>	26. Are sidewalks built to current standards for increased safety and accessibility for pedestrians, including the physically challenged?
<input type="checkbox"/>	<input type="checkbox"/>	27. Are sidewalks expanded near buildings to highlight the entry, link streets and parking lots, and provide safe and obvious pedestrian ways?

- | | | |
|--------------------------|--------------------------|---|
| Yes | No | |
| <input type="checkbox"/> | <input type="checkbox"/> | 28. Are crosswalks highlighted by use of materials or prominent stripes? |
| <input type="checkbox"/> | <input type="checkbox"/> | 29. Has non-motorized access been considered for commercial projects? |
| <input type="checkbox"/> | <input type="checkbox"/> | 30. Have connections been created between a) existing and proposed trails and sidewalks, and b) residential neighborhoods and neighborhood services? |
| <input type="checkbox"/> | <input type="checkbox"/> | 31. Have resting points for pedestrians been provided at reasonable intervals? |
| Yes | No | <i>Parking</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 32. Are parking lots friendly to pedestrians? Are parking lanes oriented to building entrances and planting islands used to break up large parking areas? |
| <input type="checkbox"/> | <input type="checkbox"/> | 33. Is parking located a) behind buildings, b) within the 55-foot front setback, or c) along the side of the building? |
| <input type="checkbox"/> | <input type="checkbox"/> | 34. Have additional side and back building entrances, and/or alleyways to the front been created to make side and back parking lots more attractive to customers? |
| <input type="checkbox"/> | <input type="checkbox"/> | 35. Is the parking lot designed for average parking demand, not peak demand? Is the parking area as small as possible? |
| <input type="checkbox"/> | <input type="checkbox"/> | 36. Does backyard development such as utilities, dumpsters, service areas, and parking respect adjacent residential uses? |
| <input type="checkbox"/> | <input type="checkbox"/> | 37. Do parking bays and driveways meet minimum and maximum widths to ensure safety and flow while avoiding excessive pavement? |
| <input type="checkbox"/> | <input type="checkbox"/> | 38. Has the potential for shared or community parking been explored? |
| Yes | No | <i>Internal Circulation</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 39. Is internal circulation logically configured to serve the buildings? |
| <input type="checkbox"/> | <input type="checkbox"/> | 40. Do the drive lanes link and unify the uses in the project? |
| <input type="checkbox"/> | <input type="checkbox"/> | 41. Do the drive lanes provide pedestrian and vehicular connections to the public realm along existing frontage streets? |
| <input type="checkbox"/> | <input type="checkbox"/> | 42. Do the main streets within a commercial project include pedestrian amenities such as curbing, trees, sidewalks, and lighting? |
| Yes | No | <i>Transit</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 43. Have transit options been identified to reduce the number of automobile trips? |
| <input type="checkbox"/> | <input type="checkbox"/> | 44. Have Park-and-Ride lots, bus shelters, or other commuter services been planned into the construction and rebuilding of larger commercial areas? |
| Yes | No | <i>Landscaping</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 45. Will landscaping be included in parking areas? |
| <input type="checkbox"/> | <input type="checkbox"/> | 46. Will planting islands be provided at a minimum of every 22 parking spaces? |
| <input type="checkbox"/> | <input type="checkbox"/> | 47. Will the landscaping provide visual relief, shade, and a buffer between uses? |
| <input type="checkbox"/> | <input type="checkbox"/> | 48. Are trees, shrubs, flowers, and ground covers used as appropriate? |
| <input type="checkbox"/> | <input type="checkbox"/> | 49. Are large areas of asphalt broken up by landscaping or other techniques? |
| <input type="checkbox"/> | <input type="checkbox"/> | 50. Are planting islands large enough to support mature plantings? |
| <input type="checkbox"/> | <input type="checkbox"/> | 51. If that is not practical, will strategic, tasteful container plantings be used? |
| Yes | No | <i>Street Trees</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 52. Will existing shade trees be preserved? |
| <input type="checkbox"/> | <input type="checkbox"/> | 53. Is a planting strip planned for the space between the walkway and the street? |
| <input type="checkbox"/> | <input type="checkbox"/> | 54. Will street trees be planted in the space between the walkway and the street? |
| <input type="checkbox"/> | <input type="checkbox"/> | 55. Are the selected plant species hardy for the region and the microclimate of the setting? Are street trees selected from the Town of Greece Master Tree List? |
| <input type="checkbox"/> | <input type="checkbox"/> | 56. Does the planting design address opportunities presented by the site? |
| <input type="checkbox"/> | <input type="checkbox"/> | 57. Do the planting design and selected material permit strategic visual access to building entrances and signage? |

- | Yes | No | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <i>Open Space and Amenities</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 58. Will active and attractive pedestrian-oriented open spaces be created? |
| <input type="checkbox"/> | <input type="checkbox"/> | 59. In existing commercial strips, will green space and plantings be used to improve site aesthetics? |
| <input type="checkbox"/> | <input type="checkbox"/> | 60. In new projects, is open space an integral component of the design scheme, rather than a remnant of the development process? |
| <input type="checkbox"/> | <input type="checkbox"/> | 61. Is open space thoughtfully designated to serve multiple purposes? |
| <input type="checkbox"/> | <input type="checkbox"/> | 62. Are plazas, outdoor dining areas, fountains, sculpture or other amenities provided to create an attractive, "human-scale" sense of place for users in commercial projects? |
| <input type="checkbox"/> | <input type="checkbox"/> | 63. Does the proposed development take advantage of opportunities to link new and existing open spaces? |

- | Yes | No | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <i>Lighting</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 64. Are pedestrian-level light fixtures less than fifteen feet in height? |
| <input type="checkbox"/> | <input type="checkbox"/> | 65. Does the pedestrian-level lighting consist of freestanding fixtures located along the sidewalks? |
| <input type="checkbox"/> | <input type="checkbox"/> | 66. Do the fixtures and luminaires fit the design palette of the project and complement other acceptable architectural styles nearby? |
| <input type="checkbox"/> | <input type="checkbox"/> | 67. Is there a unified lighting scheme within each district? |
| <input type="checkbox"/> | <input type="checkbox"/> | 68. Are the parking lot light fixtures between 15 and 25 feet in height? |
| <input type="checkbox"/> | <input type="checkbox"/> | 69. Are the parking and circulation light fixtures a cutoff type luminaire that prevents spillage of direct light above the fixture? |
| <input type="checkbox"/> | <input type="checkbox"/> | 70. Do shields/hoods screen outdoor light & prevent glare on adjacent premises? |
| <input type="checkbox"/> | <input type="checkbox"/> | 71. Are smaller light poles used in higher quantities to reduce intensity levels of individual fixtures? |
| <input type="checkbox"/> | <input type="checkbox"/> | 72. In small pedestrian areas, will incandescent or high-pressure sodium lights be used to improve the quality of lighting? |
| <input type="checkbox"/> | <input type="checkbox"/> | 73. Will the harsh blue light of metal halide lights be avoided? |

- | Yes | No | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <i>Signs and Awnings</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 74. Is there a Town standard for all signs (Public, Parking, Exit, Enter, etc.)? Do the signs meet this standard? |
| <input type="checkbox"/> | <input type="checkbox"/> | 75. Are commercial signs at a scale appropriate to the use/volume of the facility? |
| <input type="checkbox"/> | <input type="checkbox"/> | 76. Do commercial signs comply with neighborhood, not highway, scale? |
| <input type="checkbox"/> | <input type="checkbox"/> | 77. For commercial uses, is there an appropriate amount of signage? |
| <input type="checkbox"/> | <input type="checkbox"/> | 78. Do the public signs help unify the commercial district or corridor, and create a positive image regarding the goods and services available? |
| <input type="checkbox"/> | <input type="checkbox"/> | 79. Is the addition of signage selective and not cumbersome to the streetscape? |
| <input type="checkbox"/> | <input type="checkbox"/> | 80. Are street numbers clear, simple and located directly above or next to the entrance door? |
| <input type="checkbox"/> | <input type="checkbox"/> | 81. Are primary signs restricted to displaying the name of the business? |
| <input type="checkbox"/> | <input type="checkbox"/> | 82. Are signs simple and easy to read from a distance? |
| <input type="checkbox"/> | <input type="checkbox"/> | 83. Are signs located either a) directly above the door, b) on one side near the door, or c) on the awning face? |
| <input type="checkbox"/> | <input type="checkbox"/> | 84. Are secondary signs, such as business hours, located at the pedestrian level? |
| <input type="checkbox"/> | <input type="checkbox"/> | 85. Is the lettering applied to the building facade itself instead of onto a sign that is tacked on? |
| <input type="checkbox"/> | <input type="checkbox"/> | 86. Have colors been kept to a minimum? Do they complement the facade? |
| <input type="checkbox"/> | <input type="checkbox"/> | 87. If using exterior illuminated signs: Do they avoid throwing off more light than necessary? |
| <input type="checkbox"/> | <input type="checkbox"/> | 88. Have exterior box-type backlit, moving, flashing and neon lights been avoided? |
| <input type="checkbox"/> | <input type="checkbox"/> | 89. With exterior façade lighting: Is light directed straight up or down the façade? |

C. ARCHITECTURAL CONSIDERATIONS

Architectural Planning

The Town needs to ensure that the architectural considerations are adhered to when practical, and should be contacted prior to physical changes to a structure. Architectural proposals for any physical changes to a building should first begin with the issues of massing, scale and spatial definitions (also see *Site Development* section), and end with the development and refinement of architectural details. Special attention should be paid to adjacent buildings and the context of the project site with its surroundings, particularly when these are historic or of otherwise redeeming design value. Commercial and institutional structures should be oriented to the sidewalk, pedestrians and the street.

Architectural Considerations for New Construction

New construction should adhere to the following guidelines, which address building design, rooflines, scale, proportion, rhythm, fenestration, storefronts, and materials.

1. Building Design

Building design should creatively reflect appropriate elements of the neighborhood. Main entrance doors should face the main streets. Retail and other active uses should be incorporated on the first floor. Diversity that is in tune with the massing, proportion, decorative design elements, and street relationships of traditional buildings should be encouraged. Clusters of buildings with internal open spaces are desired, rather than single buildings separated by vast expanses of parking lots. Old and new structures should appear as a consistent sequence in size and shape. Architectural detailing can be used to create variety and interest on new buildings.

2. Roof Lines

A variety of roof types, heights and gable orientations in proportion with the volume of the building will help to retain the corridor's diverse character. Extensive use of very steep, flat or very low-pitched roofs should generally be avoided. Sloping roofs can be broken up by the use of dormers and gables to give the façade more visual prominence. Longer buildings should provide fluctuations in the roofline that would break up the façade, and make entryways more prominent. Antennas, air handling units and other mechanical equipment should not be visible from the street.

3. Building Scale

New building facades should be coordinated with datum lines of the adjacent buildings. The base of the façade should sit on a plinth, and a cornice or other architectural device should be large enough to provide a visual cap. The overall façade scale should be small and in scale with buildings on the street that are reflections of the Town's desired character. A small-scale impression can also be achieved by breaking down the façade elements into smaller portions. Windows and bays should complement the size and scale of the neighboring buildings. Materials such as brick, stone and wood that are smaller in scale and that complement the character of the street are encouraged instead of metal or glass panels. Large areas of blank walls are strongly discouraged, and the use of decorative designs and ornamentation are encouraged to make the façade more interesting and pedestrian friendly. Garage doors, service areas and vehicle entries should not face the main street.

4. Building Proportions

New construction should complement the proportions of the adjacent buildings or be in scale with the smaller structure. Windows and bays should be of a consistent proportion and size especially at the street level. Buildings with strong horizontal elements are discouraged in new construction. Vertical elements on the façade can give the impression that a building is taller than it actually is. The proportion of window grouping should also conform to the adjacent buildings. Long rows of windows give a strong horizontal impression, which would be offset by grouping the windows vertically. Columns, posts and pilasters should not appear too thin to carry the weight above them.

5. Rhythm

The rhythm of the façade should be of a clear and simple pattern. It should be relatively consistent, but may deviate in places to highlight entryways or corners. The façade could have a strong but simple pattern along the main corridor, but need not be rigidly structured for side street elevations. Smaller patterns should be used on upper levels to reinforce a base, middle and top composition.

6. Fenestration

The proportion and the placement of windows are important in terms of blending new construction with the old. In commercial buildings, ground-floor windows should permit pedestrian views. A variety of traditional windows can be used to create new concepts. Windows should be designed and placed in proportion to the general scale and mass of the building. Window areas for display with appropriate lighting, awning canopies, window boxes and the overall creation of store identity are strongly encouraged.

The surface of fenestration in a façade should be roughly equal to the area of fenestration in the adjoining buildings. The ground floor façade area should provide the highest amount of fenestration and depth so as to be inviting to the pedestrian. Decreasing percentage of window openings on the higher floors is encouraged. Windows set back in the wall to highlight them is encouraged, instead of mounting them flush to the wall.

7. Store Fronts

The storefront is one of the most important street-level architectural features of commercial buildings. Storefronts that are similar in design create a strong visual image for a commercial district. The design of the storefront on the ground floor should be complementary to the façade layout on the upper floors. If buildings are built right to the sidewalk edge, the storefront entrance should be recessed to allow the door to swing out without obstructing the sidewalk.

THE STOREFRONT IS ONE
OF THE MOST IMPORTANT
STREET-LEVEL
ARCHITECTURAL FEATURES OF
COMMERCIAL BUILDINGS.

8. Building Materials

Surface qualities of structures like color, texture, patterns and their impact on the entire project or district are extremely important. The use of traditional materials, such as painted or stained wood clapboards and trim, natural brick, shingles and stone, should be encouraged to create connection with existing buildings that represent the desired character. Examples of inappropriate façade materials are vinyl siding, enameled steel panels, artificial stone, and cement block.

A single material should be used as the dominant theme for the façade, with secondary materials used as highlights. Use of multiple materials should be separated by a boundary such as a ledge or a groove. Natural materials should be used around pedestrian areas.

Renovating Existing Structures

Creative improvements to existing, non-historic buildings can enhance the vitality of the project and commercial district. Consider the historic content of the neighborhood architecture when proposing renovations such as: additions of appropriate window and entry architectural elements, construction of second floors, and provision of additional entrances in side and back buildings. Coordinate building improvements with site improvements, such as walkways and plantings. Materials used in renovating historic structures should be consistent with the materials used when the structure was originally built, and original details should be preserved and restored whenever possible.

Identification and Restoration of Historic Properties and Buildings

The Bartholf House, the Vaness House, and some of the buildings at Saint Joseph's Villa are the oldest remaining structures within the study area. The residences, at 2809 and 3343 Dewey Avenue, were constructed in 1852. The historic buildings at St. Joseph's Villa were constructed in the mid-19th century as a part of the flower and vegetable farm, Vick Quality Seeds. Examples of other historic properties include the Barnard Fire Department, Barnard School, and many of the churches along Dewey Avenue. It is important to examine all of the historic structures for their potential for façade restoration. The restoration should take into consideration the original construction details and architectural statements. Details such as porches, pilasters, lintels, dentils, and distinctive chimneys should be accurately preserved and restored. Whenever possible, reuse and rehabilitation of existing structures that are a part of the corridor's historic fabric is encouraged.

The materials used for façade revitalization should be consistent with the construction practices of the existing 19th and 20th century architectural styles, to revive the character of the period and to create a new architectural vocabulary by using signage, color coordination and lighting. A cohesive fusion of the old and new traditions will go a long way in reviving the essential character of the Dewey Avenue Corridor.

ARCHITECTURAL CHECKLIST

As Town boards evaluate proposals for development and redevelopment along Dewey Avenue, the following checklist can be used to assess the proposal's fit with the desired character of the corridor.

Yes	No	<i>Building Design</i>
<input type="checkbox"/>	<input type="checkbox"/>	1. Does the building design reflect desired character of the neighborhood?
<input type="checkbox"/>	<input type="checkbox"/>	2. Do the main entrance doors face the main street?
<input type="checkbox"/>	<input type="checkbox"/>	3. Are retail and other active uses incorporated on the first floor?
<input type="checkbox"/>	<input type="checkbox"/>	4. Is the building in tune with the massing, proportion, decorative design elements, and street relationships of traditional buildings?
<input type="checkbox"/>	<input type="checkbox"/>	5. Are the buildings clustered, with internal open spaces, rather than arranged as single buildings separated by vast expanses of parking lots?
<input type="checkbox"/>	<input type="checkbox"/>	6. Do old and new structures appear as a consistent sequence in size and shape?
<input type="checkbox"/>	<input type="checkbox"/>	7. Is architectural detailing used to create variety and interest on the new building?
Yes	No	<i>Roof Lines</i>
<input type="checkbox"/>	<input type="checkbox"/>	8. Are a variety of roof types, heights and gable orientations used?
<input type="checkbox"/>	<input type="checkbox"/>	9. Are the roof types, heights and gable orientations in proportion with the volume of the building?
<input type="checkbox"/>	<input type="checkbox"/>	10. Does the building avoid a roof that is a)very steep, b)flat or c)very low-pitched?
<input type="checkbox"/>	<input type="checkbox"/>	11. Are dormers or gables used to break up a sloping roof and make the façade more prominent?
<input type="checkbox"/>	<input type="checkbox"/>	12. Are fluctuations in the roofline used to break up the façade on long buildings?
<input type="checkbox"/>	<input type="checkbox"/>	13. Are antennas, air handling units, & mechanical equipment hidden from street?
Yes	No	<i>Building Scale</i>
<input type="checkbox"/>	<input type="checkbox"/>	14. Does the building façade coordinate with lines of adjacent buildings?
<input type="checkbox"/>	<input type="checkbox"/>	15. Is a cornice or other architectural device used to provide a visual cap?
<input type="checkbox"/>	<input type="checkbox"/>	16. Is the overall façade small and in scale with buildings on the street that reflect the neighborhood's architectural heritage?
<input type="checkbox"/>	<input type="checkbox"/>	17. Are façade elements broken down into smaller portions?
<input type="checkbox"/>	<input type="checkbox"/>	18. Are materials such as brick and wood used instead of metal or glass panels?
<input type="checkbox"/>	<input type="checkbox"/>	19. Are large areas of blank walls avoided?
<input type="checkbox"/>	<input type="checkbox"/>	20. Are garage doors and service areas kept from facing the main street?
Yes	No	<i>Building Proportions</i>
<input type="checkbox"/>	<input type="checkbox"/>	21. Does the new structure complement the proportions of the adjacent buildings? Or, is it in scale with the smaller structure?
<input type="checkbox"/>	<input type="checkbox"/>	22. Are windows/bays of a consistent proportion & size, particularly at street level?
<input type="checkbox"/>	<input type="checkbox"/>	23. For new construction: Does the building avoid strong horizontal elements?
<input type="checkbox"/>	<input type="checkbox"/>	24. Does the building use vertical elements to make the building look taller?
<input type="checkbox"/>	<input type="checkbox"/>	25. Are the windows grouped in proportion to adjacent buildings?
<input type="checkbox"/>	<input type="checkbox"/>	26. Are long horizontal rows of windows offset by grouping the windows vertically?
<input type="checkbox"/>	<input type="checkbox"/>	27. Do columns, posts and pilasters avoid appearing too spindly to carry the weight above them?
Yes	No	<i>Rhythm</i>
<input type="checkbox"/>	<input type="checkbox"/>	28. Does the rhythm of the façade have a clear and simple pattern?
<input type="checkbox"/>	<input type="checkbox"/>	29. Is the rhythm relatively consistent, deviating only in places to highlight entryways or corners?
<input type="checkbox"/>	<input type="checkbox"/>	30. Is a smaller pattern used on upper levels to reinforce a base, middle and top composition?

- | Yes | No | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <i>Fenestration</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 31. Do the proportion & placement of windows blend new construction with the old? |
| <input type="checkbox"/> | <input type="checkbox"/> | 32. Do the ground-floor windows permit pedestrian views? |
| <input type="checkbox"/> | <input type="checkbox"/> | 33. Are a variety of traditional windows used to create new concepts? |
| <input type="checkbox"/> | <input type="checkbox"/> | 34. Are the windows placed in proportion to the general scale/mass of the building? |
| <input type="checkbox"/> | <input type="checkbox"/> | 35. Do the display window areas have appropriate lighting? |
| <input type="checkbox"/> | <input type="checkbox"/> | 36. Do the display windows have awning canopies and window boxes that enhance store identity? |
| <input type="checkbox"/> | <input type="checkbox"/> | 37. Is the surface of fenestration in the façade roughly equal to the area of fenestration in the adjoining buildings? |
| <input type="checkbox"/> | <input type="checkbox"/> | 38. Does the ground floor façade have a high amount of fenestration and depth? |
| <input type="checkbox"/> | <input type="checkbox"/> | 39. Is there a decreasing percentage of window openings on the higher floors? |
| <input type="checkbox"/> | <input type="checkbox"/> | 40. Are the windows set in the wall, instead of mounting them flush to the wall? |
| <input type="checkbox"/> | <input type="checkbox"/> | 41. Are arches/lintels used over doors & windows? |
| Yes | No | <i>Store Fronts</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 42. Are the storefronts similar in design, creating a strong visual image for the commercial district? |
| <input type="checkbox"/> | <input type="checkbox"/> | 43. Does the storefront design on the ground floor complement the façade layout on upper floors? |
| <input type="checkbox"/> | <input type="checkbox"/> | 44. For buildings built to the sidewalk edge, is the entrance recessed, allowing the door to swing out without obstructing the sidewalk? |
| Yes | No | <i>Building Materials</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 45. Do the color, texture and pattern of the building materials positively impact the district? |
| <input type="checkbox"/> | <input type="checkbox"/> | 46. Are traditional materials, such as painted wood clapboards & trim, natural brick, shingles and stone, used to connect with desirable existing buildings? |
| <input type="checkbox"/> | <input type="checkbox"/> | 47. Are inappropriate façade materials such as vinyl siding, enameled steel panels, artificial stone, or cement block avoided? |
| <input type="checkbox"/> | <input type="checkbox"/> | 48. Is a single material used as the dominant theme for the façade? |
| <input type="checkbox"/> | <input type="checkbox"/> | 49. Are secondary materials used as highlights for the façade? |
| <input type="checkbox"/> | <input type="checkbox"/> | 50. If multiple materials are used, are they separated by a boundary such as a ledge or a groove? |
| <input type="checkbox"/> | <input type="checkbox"/> | 51. Are natural materials used around pedestrian areas? |
| Yes | No | <i>Renovating Existing Structures</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 52. Was the historic content of the neighborhood architecture considered when proposing renovations such as: a) additions of appropriate window and entry architectural elements, b) construction of second floors, and c) provision of additional entrances in side and back buildings? |
| <input type="checkbox"/> | <input type="checkbox"/> | 53. Were building improvements coordinated with site improvements, i.e. walkways and plantings? |
| Yes | No | <i>Identification and Restoration of Town Historic Properties and Buildings</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | 54. If historic, was the structure examined for potential façade restoration? |
| <input type="checkbox"/> | <input type="checkbox"/> | 55. Does the restoration preserve the original details and architectural statements? |
| <input type="checkbox"/> | <input type="checkbox"/> | 56. Are porches, pilasters, lintels, dentils, and distinctive chimneys accurately preserved and restored? |
| <input type="checkbox"/> | <input type="checkbox"/> | 57. If the structure is part of the corridor's cultural fabric, have reuse or rehabilitation been eliminated as a possibility prior to considering new construction? |
| <input type="checkbox"/> | <input type="checkbox"/> | 58. Do the choice of signs, colors and lighting revive the character of the period and create a new architectural vocabulary? |

IV. ILLUSTRATIVE APPLICATIONS OF DESIGN CONSIDERATIONS

The following pages illustrate the ways in which the design considerations could be used to redevelop and revitalize Dewey Avenue. The illustrations are not meant to advocate any particular design or propose any particular redevelopment. Rather, these illustrations are offering options and illustrating the implications of the guidelines.

A. DEWEY/STONE AREA

The neighborhood located at the intersection of Dewey Avenue, Stone Road and Maiden Lane presents an opportunity to create an urban village. Figure 3 illustrates the need for resting points, street trees, on-street parking and pedestrian improvements. This figure also indicates potential locations for adaptive re-use, building façade improvements, public spaces, infill development and parking improvements.

Figure 4 illustrates what the Dewey/Stone area would look like after using the design guidelines to redevelop the area. This figure focuses on streetscape improvements, and illustrates adding street trees, relocating the sidewalk, infilling underutilized lots, using appropriate setbacks, and locating parking behind the building.

B. NORTHGATE PLAZA

The commercial area around Northgate Plaza has a mixture of small and large commercial uses. Northgate Plaza itself is underutilized, and as of January 2007, the current owners were attempting to find a new anchor store for the plaza. Using the proposed design guidelines, the plaza could be redeveloped in a variety of different ways. Figure 5 shows the existing conditions of Northgate Plaza. Figures 6, 7, 8, and 9 show four conceptual designs that could be used to reconfigure the plaza. The proposed designs consider the layout of commercial, residential and public spaces, and attempt to create better linkages to the surrounding residential areas. All of the designs create a better street presence, improve the streetscape, provide on-street parking and locate on-site parking away from the pedestrian sidewalk along Dewey Avenue.

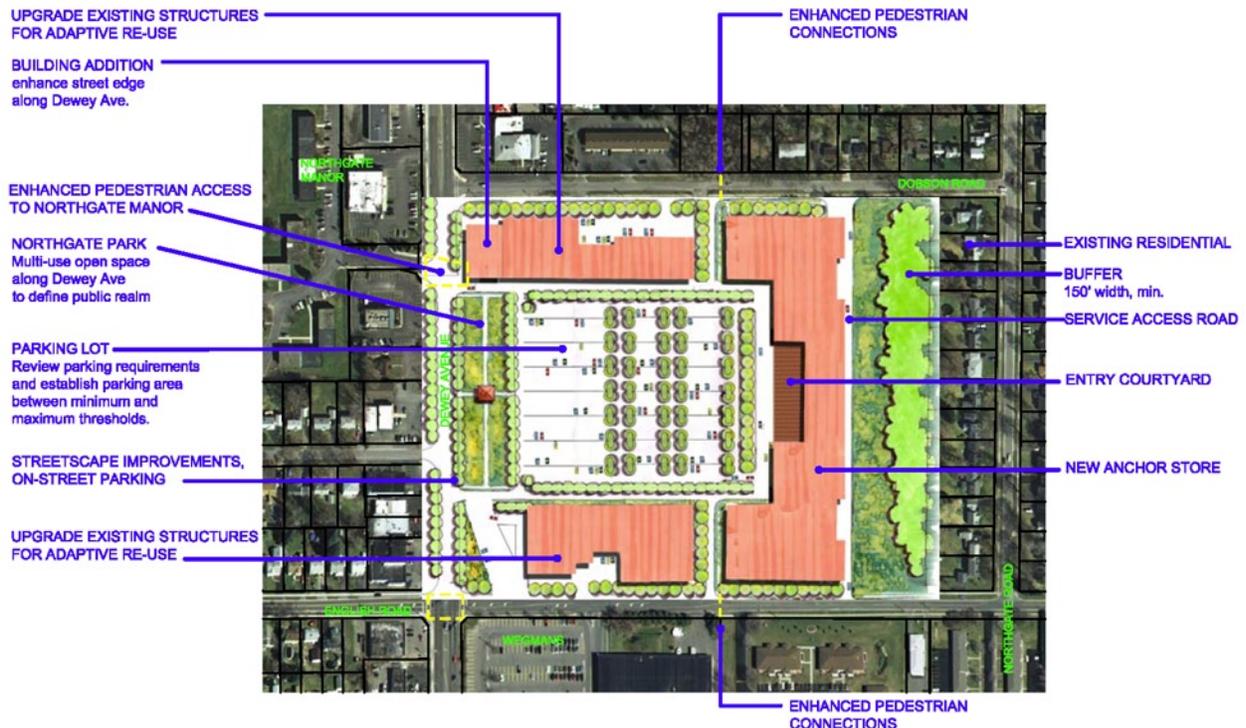


Figure 6 shows smaller buildings along Dewey Ave, with mixed retail frontage on the ground floor and office space above. Accessible from Dewey Avenue, and just to the rear of the small buildings, is a large anchor store. Parking is located inside the parcel, enclosed by smaller mixed use and apartment buildings that front along Dobson and English Roads. Existing residential areas are buffered by green space, and a new road provides connections to the plaza.

Figure 7 shows a small new park as the centerpiece of the plaza, flanked by small buildings with mixed retail and office along Dewey. The parcel is filled with a variety of housing options: apartments, townhouses, and single-family residences. Again, buildings front along Dobson and English Roads. Parking is broken up to serve the various smaller buildings.

Figure 8 maintains the existing building configuration, but creates a street presence by adding a small park along Dewey Avenue. The existing buildings are upgraded for adaptive re-use, and are broken up to enhance pedestrian connections to the surrounding residential areas. A new anchor store is suggested, with an attractive entry courtyard. Parking is located inside the parcel, enclosed by the buildings built at the edge of the parcel.

Figure 9 shows a much different approach. An anchor store is shown along Dewey Avenue, with senior living condos and a roof garden on the second floor above the store. A park is shown next to the anchor store, fronting on Dewey Avenue. The northern edge of the parcel has mixed-use live/work buildings and townhouses fronting on Dewey Ave and Dobson Road. Apartments are shown along English Road. Parking is located inside the parcel, enclosed by the buildings built at the edge of the parcel. New single-family residential is also included along a new road.

C. DEWEY/ LATTA INTERSECTION

The Dewey/Latta intersection has a much different feel than the Dewey/Stone area, and will require a much different application of the design guidelines. Figure 10 shows a redevelopment concept for this area. The illustration shows new commercial and mixed-use buildings that front along both Dewey Avenue and Latta Road. The design guidelines recommend two different setbacks for commercial areas, and both are shown here. One setback allows for a small amount of parking in front of the buildings, as is common practice in the corridor. With an improved streetscape, this parking will not detract from the pedestrian experience. The other setback places the building much closer to the sidewalk, and creates a stronger sense of enclosure, which will calm traffic and even further improve the pedestrian experience along the corridor. The parking is placed to the rear of the buildings, where it is screened by the buildings. Architecture is used at all four corners of the intersection to enhance the sense of enclosure and improve the experience for pedestrians and vehicles.

D. STREETSCAPE IMPROVEMENTS

Streetscape improvements recommended for the Dewey Avenue Corridor include street trees, generous sidewalks, planting areas and pedestrian scale streetlights. Figure 11 illustrates the existing conditions and the proposed improvements in the area in front of the Wegman's Plaza. The streetscape in this area is much better than in other areas along the corridor, and has existing assets upon which to build. The existing parking lot is separated from the sidewalk by a well-maintained parking rail and shrubs. The concrete sidewalk is also in good condition, and a planting strip provides some separation between the street and the sidewalk.



The proposed improvements would provide a better pedestrian experience, and would encourage traffic calming. Street tree plantings provide a vertical edge to the road, and help define the pedestrian realm. Trees provide a number of benefits, which are outlined in the Recommendations section. Pedestrian scaled street lamps establish neighborhood character and enhance both the perceived and actual safety of the corridor.

E. CROSS SECTION STUDIES

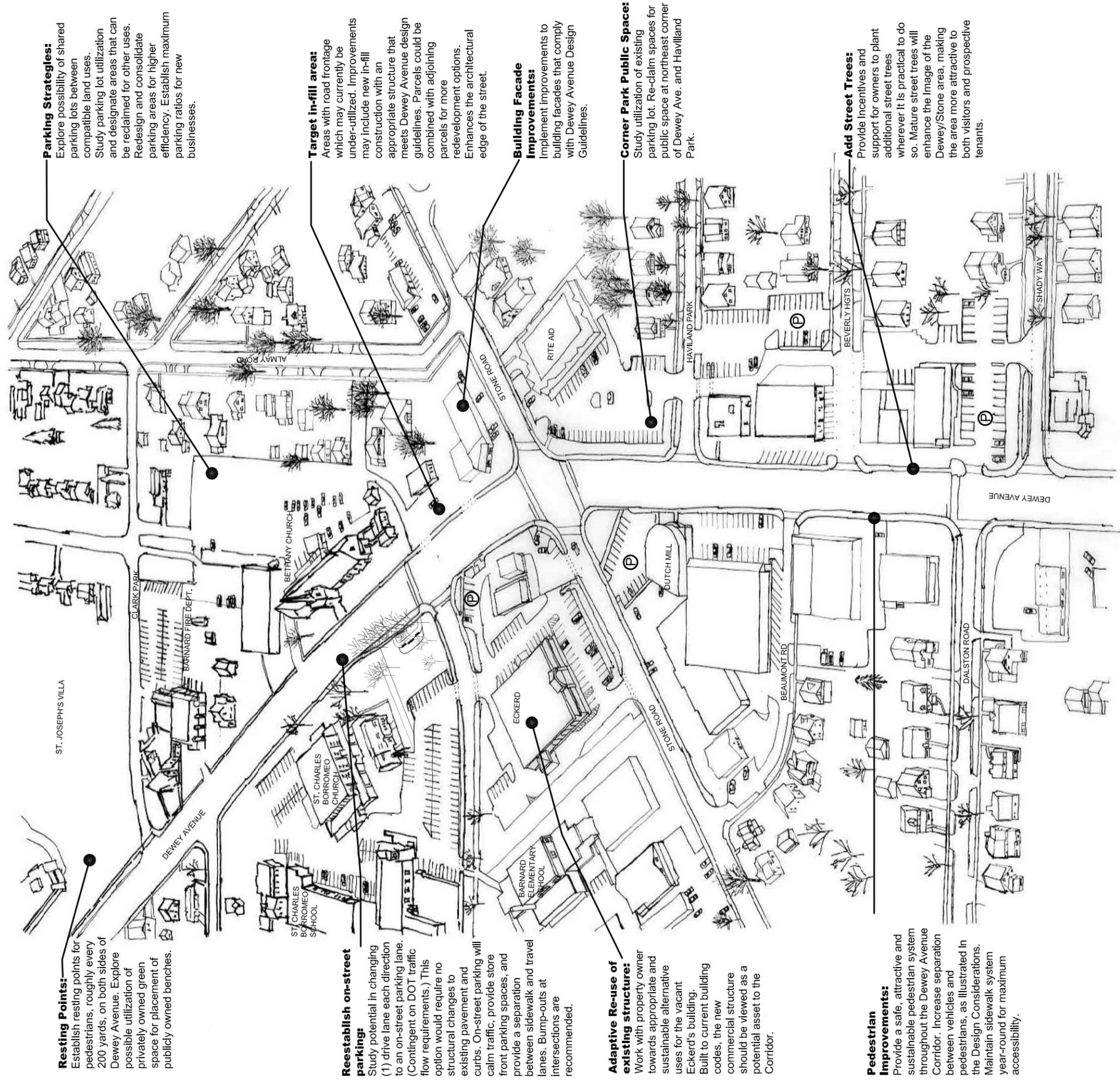
The setbacks and streetscape conditions vary significantly along Dewey Avenue, making it difficult to apply rigid setbacks to the entire corridor. The cross section studies illustrated in Figure 12A show three different options for improving the public realm. Option 1 moves the sidewalk from the roadway edge to the front of the buildings, bringing pedestrians nearer to shops and other destinations. The existing sidewalk becomes a tree lawn that is planted with street trees. The parking lot changes very little, with slightly smaller perpendicular parking spaces and a two-lane drive aisle.

Option 2 further enhances the pedestrian realm. The existing sidewalk becomes a planting strip with street trees, and a sidewalk is created adjacent to the planting strip. A walkway is also created in front of the buildings, similar to Option 1. An on-street parking lane is created on Dewey, and the parking lot is reconfigured. One lane of perpendicular parking remains, and an 8' lane of parallel parking is created for employee parking in the lot. The two-lane drive aisle remains.

Option 3 would require significant redevelopment. A new two-story, mixed-use building would be constructed at the sidewalk edge, replacing the existing structure. A generous sidewalk and entry area would sit between the planting strip and the building. The planting strip would be planted with street trees. A parking lane on Dewey would provide on-street parking opportunities. On-site parking would be provided at the rear of the building, and plantings would buffer the parked cars from the adjacent residential areas.

Figure 12B provides a cross section of the proposed Sketch 4 development for Northgate Plaza. This cross section study shows a different perspective on a proposed design that maximizes retail and housing opportunities through appropriate vertical integration of mixed use. The design proposes increased open space areas, and an improved public realm. Through the creation of shared access and parking, the development has increased efficiency and improved circulation.

DEWEY/STONE : REVITALIZING THE URBAN VILLAGE



Resting Points:
Establish resting points for pedestrians, roughly every 200 yards, on both sides of Dewey Avenue. Explore possible utilization of privately owned green space for placement of publicly owned benches.

Parking Strategies:
Explore possibility of shared parking lots between compatible land uses. Study parking lot utilization and designate areas that can be reclaimed for other uses. Redesign and consolidate parking areas for higher efficiency. Establish maximum parking ratios for new businesses.

Reestablish on-street parking:
Study potential in changing (1) drive lane each direction to an on-street parking lane. (Contingent on DOT traffic flow requirements.) This option would require no structural changes to existing pavement and curbs. On-street parking will provide a separation between sidewalk and travel lanes. Bump-outs at intersections are recommended.

Target in-fill area:
Areas with road frontage which may currently be under-utilized. Improvements may include new in-fill construction with an appropriate structure that meets Dewey Avenue design guidelines. Parcels could be combined with adjoining parcels for more redevelopment options. Enhances the architectural edge of the street.

Adaptive Re-use of existing structure:
Work with property owner towards appropriate and sustainable alternative uses for the vacant Eckerd's building. Built to current building codes, the new commercial structure should be viewed as a potential asset to the Corridor.

Building Facade Improvements:
Implement improvements to building facades that comply with Dewey Avenue Design Guidelines.

Corner Park Public Spaces:
Study utilization of existing parking lot. Re-claim spaces for public space at northeast corner of Dewey Ave. and Haviland Park.

Pedestrian Improvements:
Provide a safe, attractive and sustainable pedestrian system throughout the Dewey Avenue Corridor. Increase separation between vehicles and pedestrians, as illustrated in the Design Considerations. Maintain sidewalk system year-round for maximum accessibility.

Add Street Trees:
Provide incentives and support for owners to plant additional street trees wherever it is practical to do so. Mature street trees will enhance the image of the Dewey/Stone area, making the area more attractive to both visitors and prospective tenants.

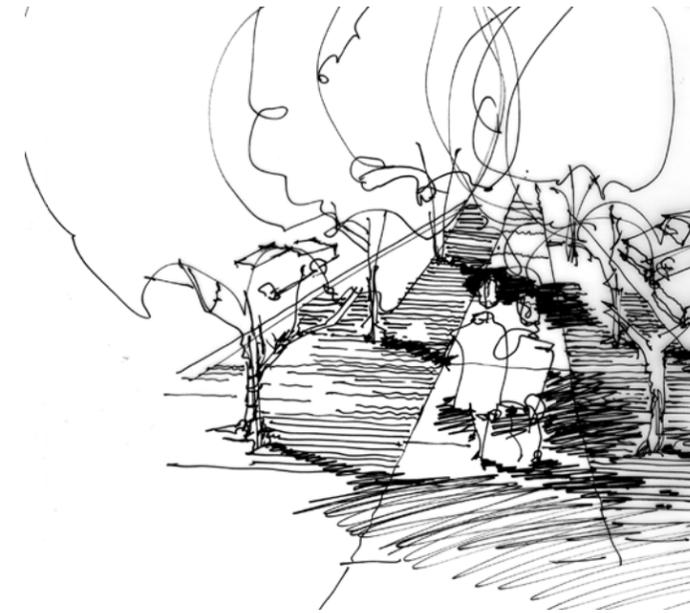
Town of Greece Dewey Avenue Corridor Study 2006



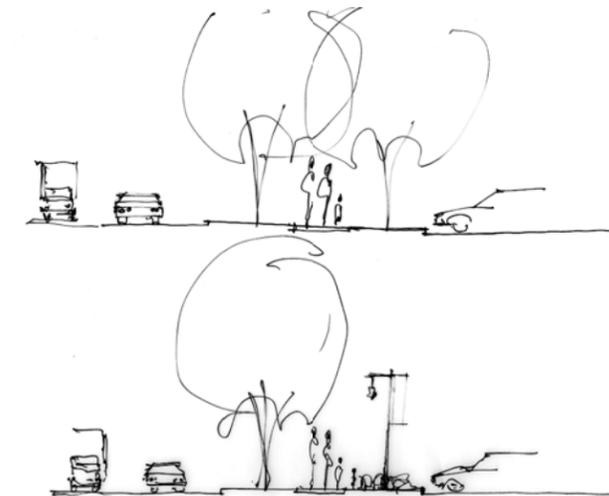
Enhance streetscape to emphasize significant architecture.

In-fill structure on under-utilized lot, placed at recommended build-to line. Parking located behind building.

Where applicable, relocate sidewalk to provide separation for pedestrians from travel lanes and parking lots.

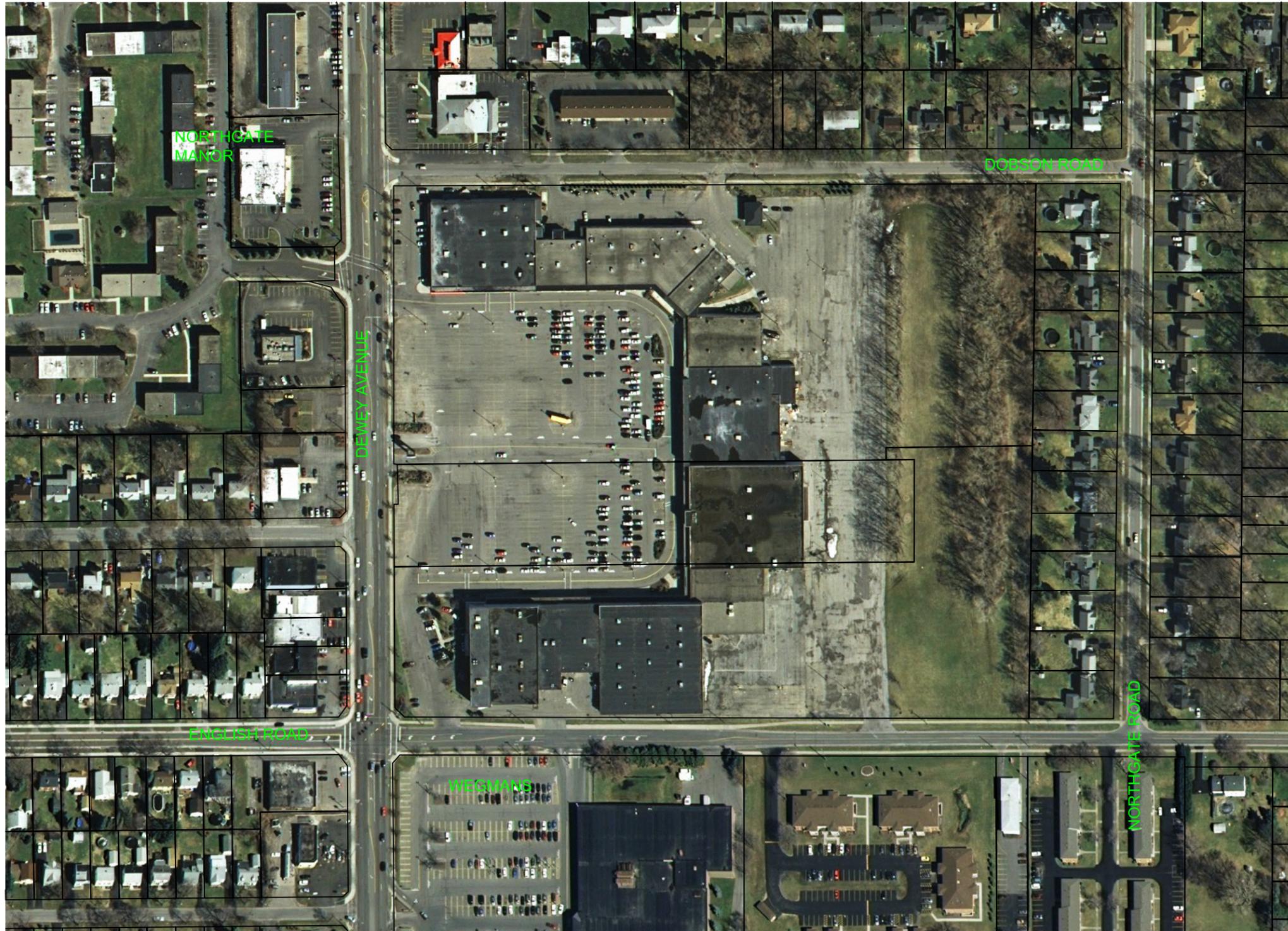


CONCEPTUAL STREETSCAPE SKETCH Not to Scale



CONCEPTUAL STREETSCAPE CROSS-SECTION Not to Scale

**DEWEY/STONE SKETCH I:
APPLICATION OF CORRIDOR DESIGN GUIDELINES**



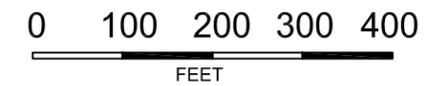
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EDR
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Base Map: AUTOCAD drawings
Supplied By: Town of Greece

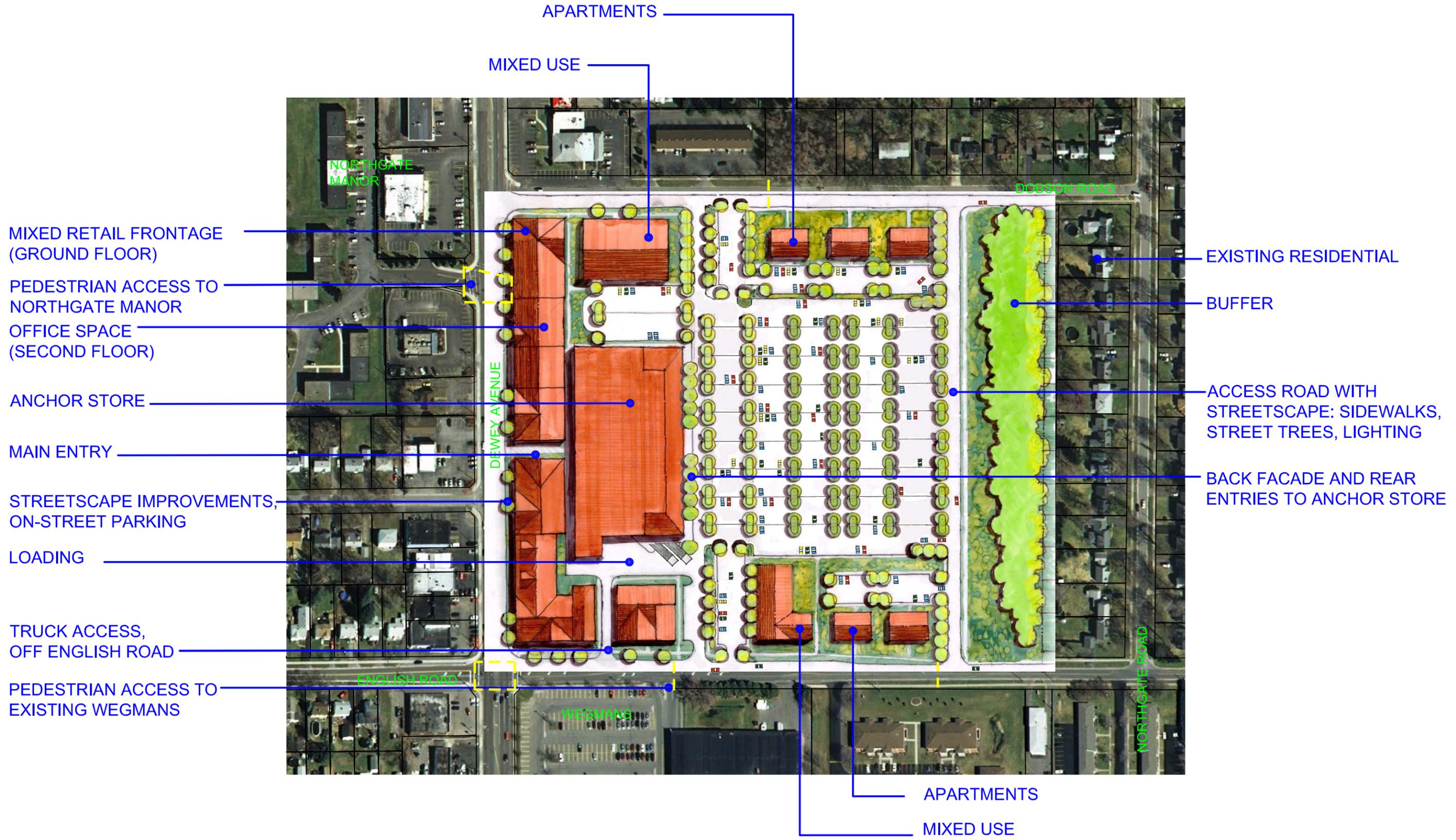
Dewey Avenue Corridor Study

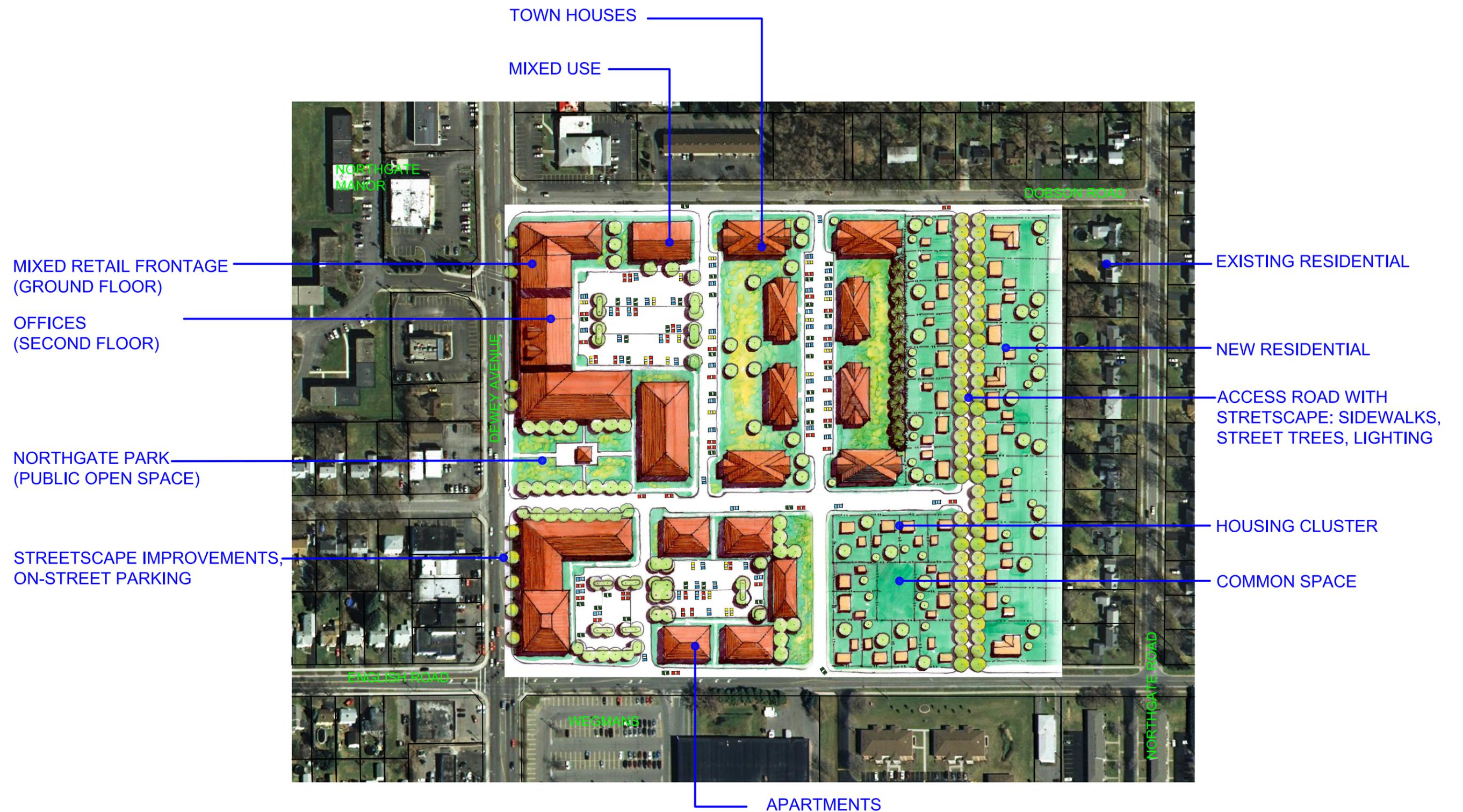
Town of Greece, NY

Northgate Plaza: Existing Conditions



August, 2006





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 Supplied By: Town of Greece

Dewey Avenue Corridor Study

Town of Greece, NY

Northgate Plaza: Sketch 2



August, 2006

UPGRADE EXISTING STRUCTURES FOR ADAPTIVE RE-USE

BUILDING ADDITION
enhance street edge along Dewey Ave.

ENHANCED PEDESTRIAN ACCESS TO NORTHGATE MANOR

NORTHGATE PARK
Multi-use open space along Dewey Ave to define public realm

PARKING LOT
Review parking requirements and establish parking area between minimum and maximum thresholds.

STREETScape IMPROVEMENTS, ON-STREET PARKING

UPGRADE EXISTING STRUCTURES FOR ADAPTIVE RE-USE

ENHANCED PEDESTRIAN CONNECTIONS



EXISTING RESIDENTIAL

BUFFER
150' width, min.

SERVICE ACCESS ROAD

ENTRY COURTYARD

NEW ANCHOR STORE

ENHANCED PEDESTRIAN CONNECTIONS

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Dewey Avenue Corridor Study

Town of Greece, NY

Figure 8 Northgate Plaza: Sketch 3



March 2007

MIXED USE/ LIVE-WORK COMPLEX
GROUND FLOOR OFFICE,
SECOND FLOOR APTS

TOWN HOUSES



PEDESTRIAN ACCESS TO
NORTHGATE MANOR

STREETScape IMPROVEMENTS,
ON-STREET PARKING

NORTHGATE PARK
(PUBLIC OPEN SPACE)

ANCHOR STORE, BELOW
(GROUND FLOOR)

SENIOR LIVING CONDOS
(SECOND FLOOR)

ROOF GARDENS
(PRIVATE OPEN SPACE
FOR CONDO OWNERS)

PEDESTRIAN ACCESS TO
EXISTING WEGMANS

EXISTING RESIDENTIAL

WOODED BUFFER/GREEN SPACE

NEW RESIDENTIAL

ACCESS ROAD WITH
STRETScape: SIDEWALKS,
STREET TREES, LIGHTING

APARTMENTS

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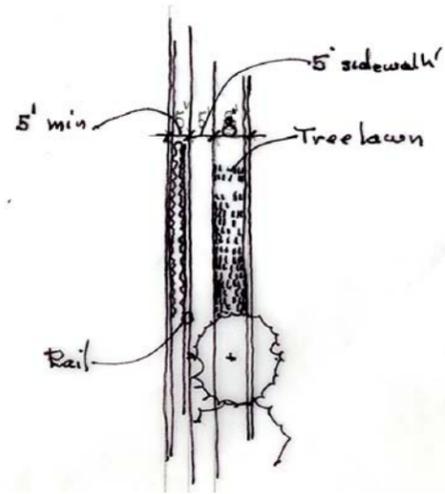
Dewey Avenue Corridor Study

Town of Greece, NY

Figure 9 Northgate Plaza: Sketch 4



August, 2006

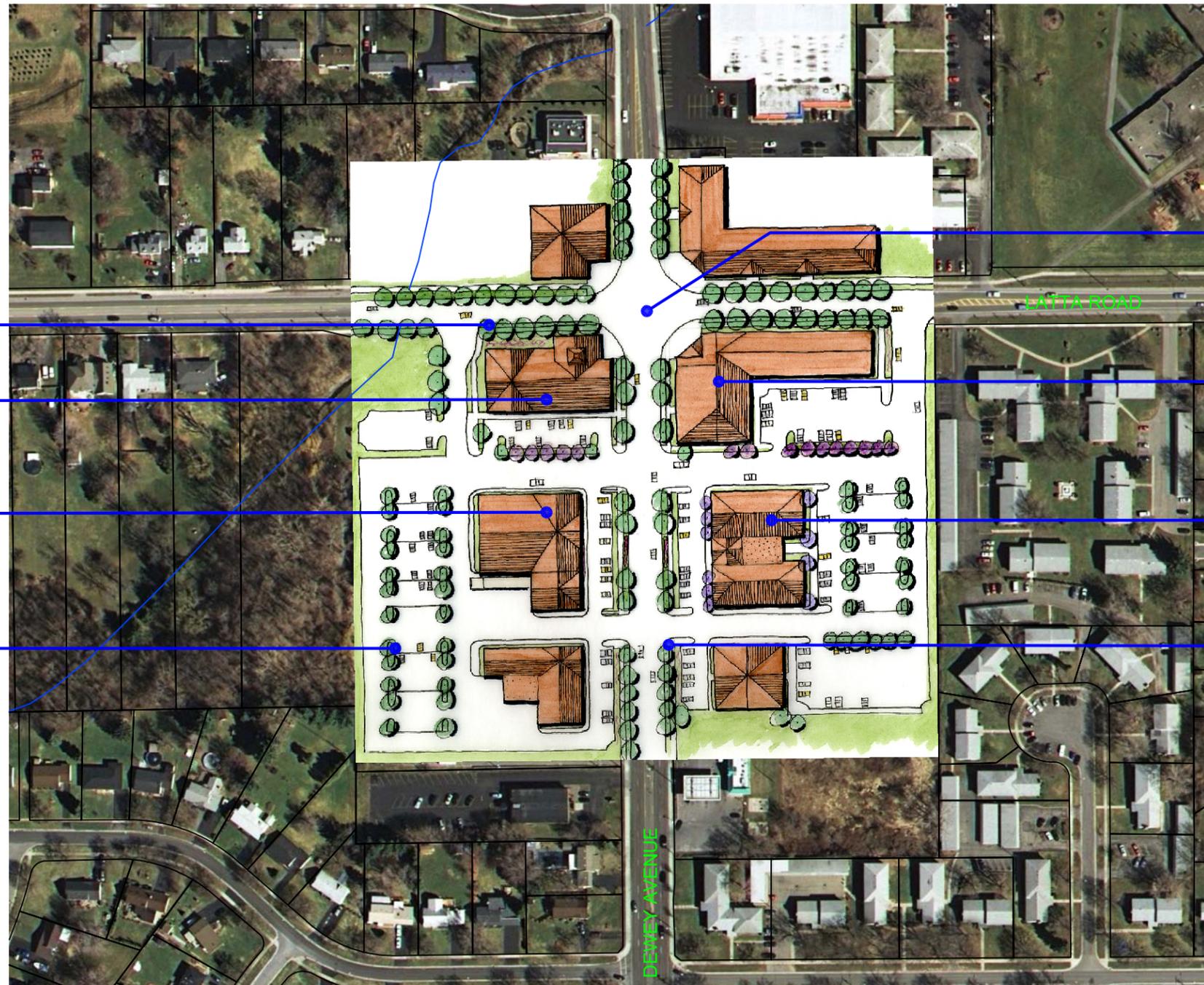


STREETSCAPE IMPROVEMENTS

NEW COMMERCIAL BUILDING,
BUILT TO 18' SETBACK

NEW COMMERCIAL BUILDING,
BUILT TO 55' SETBACK TO ALLOW
FOR ONE ROW OF PARKING

ADDITIONAL PARKING LOCATED
BEHIND THE BUILDINGS,
ORIENTED TO MAIN BUILDING

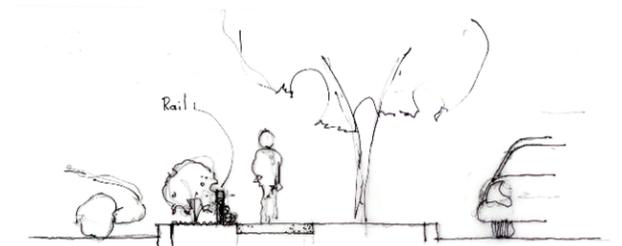


UTILIZE ARCHITECTURE AT ALL
FOUR CORNERS OF THE
DEWEY-LATTA INTERSECTION

NEW COMMERCIAL BUILDING,
BUILT TO STREET ALONG BOTH
DEWEY AND LATTA

NEW COMMERCIAL BUILDING,
BUILT TO 55' SETBACK TO ALLOW
FOR ONE ROW OF PARKING

STREETSCAPE IMPROVEMENTS:
STREET TREES, GENEROUS
SIDEWALKS, PLANTING AREAS,
STREET LIGHTS





Existing streetscape assets:

Parking lot separation

Concrete sidewalk

Lawn strip

Proposed streetscape improvements

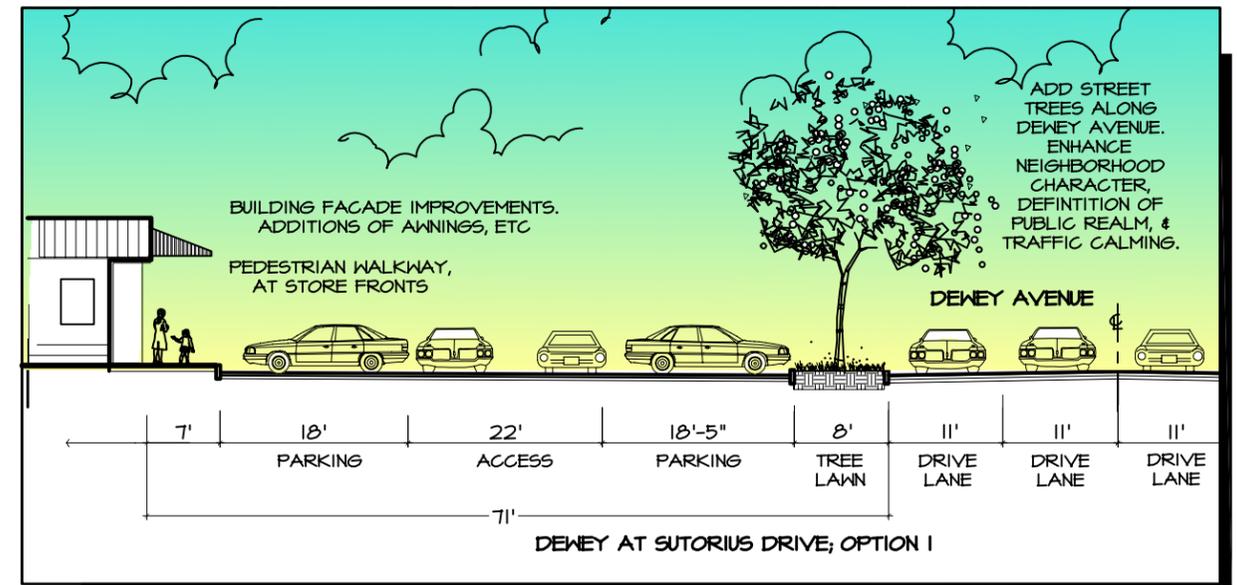
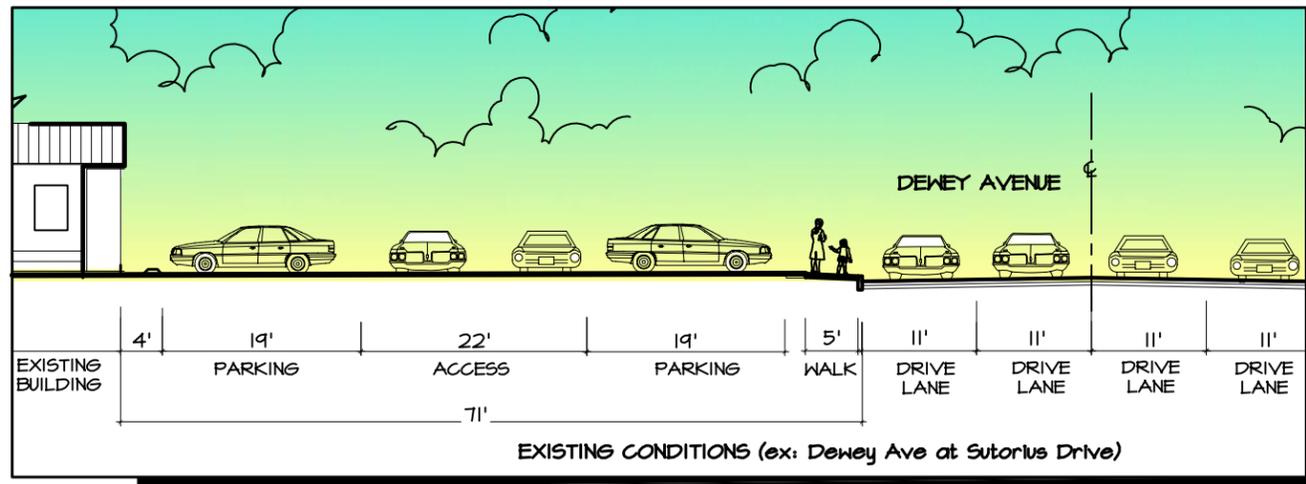


Existing conditions: Dewey Ave at Britton Rd.

Street tree plantings provide a vertical edge to the road and help define a pedestrian realm. Trees moderate temperature extremes, provide shade and wind break, and enhance air quality.

Pedestrian-scaled street lamps establish neighborhood character and enhance the perceived and actual safety of the corridor.

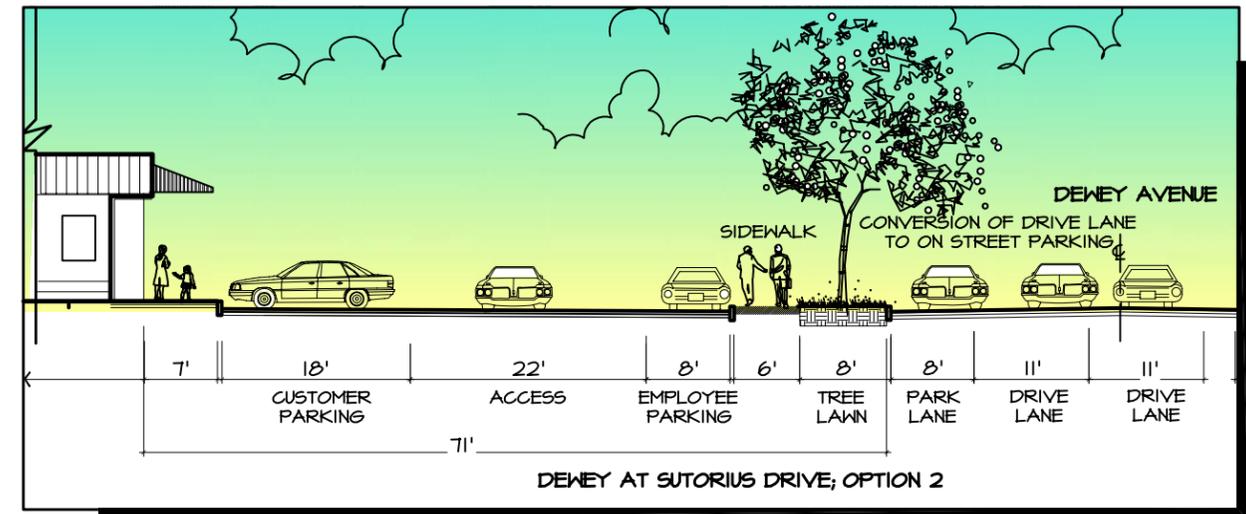
Streetscape elements provide a separation between pedestrians and vehicles and tend to reduce vehicle speeds in travel lanes.



EXISTING CONDITIONS

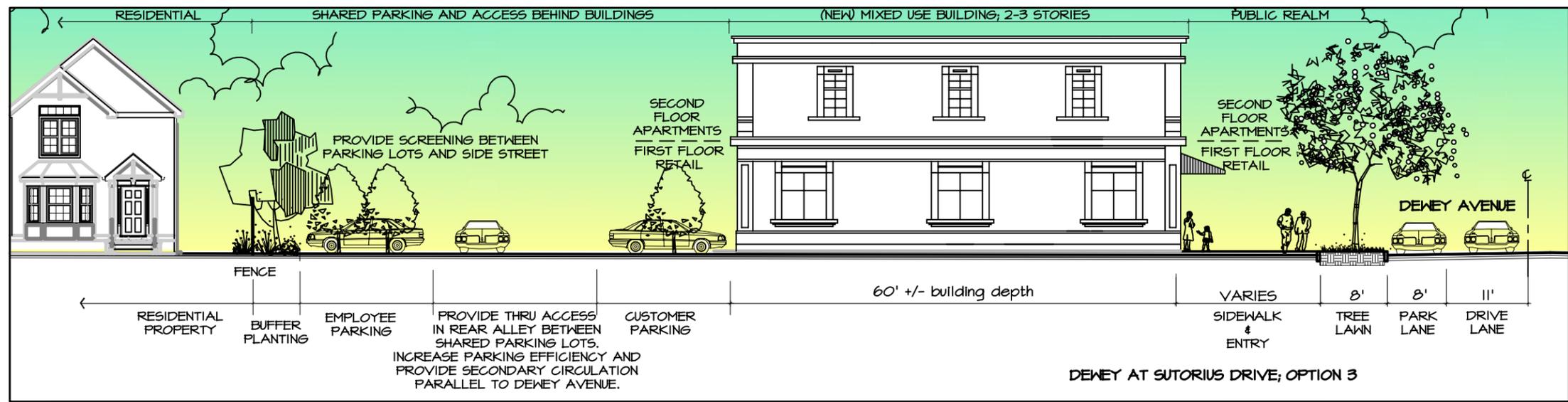


EXISTING CONDITIONS



CROSS-SECTION STUDIES:

- * IMPROVE PUBLIC REALM
 - NEIGHBORHOOD CHARACTER
 - PEDESTRIAN FRIENDLY
 - TRAFFIC CALMING
- * SHARED ACCESS AND PARKING FOR INCREASED EFFICIENCY AND IMPROVED CIRCULATION
- * IMPROVED COMMUNITY IMAGE AND PEDESTRIAN ENVIRONMENT AS AN INCENTIVE FOR ECONOMIC DEVELOPMENT

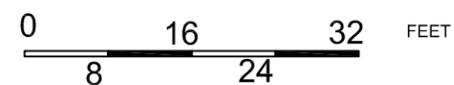


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Base Map: AUTOCAD drawings
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Dewey Avenue Corridor Study
 Town of Greece, NY

Figure 12A: Cross Section Studies



January 2007



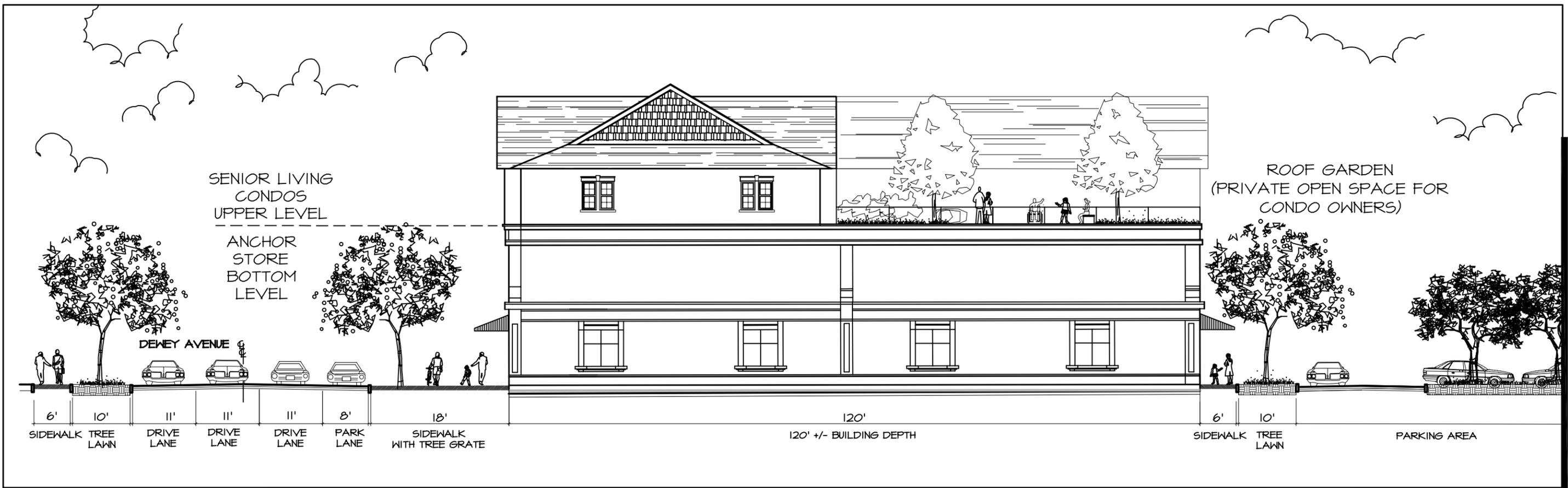
NORTHGATE PLAZA: SKETCH 4 PLAN WITH SECTION LINE (NOT TO SCALE)



EXISTING CONDITIONS

NORTHGATE PLAZA CROSS-SECTION STUDY:

- * MAXIMIZED RETAIL AND HOUSING OPPORTUNITIES THROUGH APPROPRIATE VERTICAL INTEGRATION OF MIXED-USE
- * INCREASED OPEN SPACE AREAS
- * IMPROVED PUBLIC REALM
 - NEIGHBORHOOD CHARACTER
 - PEDESTRIAN FRIENDLY
 - TRAFFIC CALMING
- * INCREASED EFFICIENCY AND IMPROVED CIRCULATION THROUGH SHARED ACCESS AND PARKING
- * IMPROVED COMMUNITY IMAGE AND PEDESTRIAN ENVIRONMENT AS AN INCENTIVE FOR ECONOMIC DEVELOPMENT



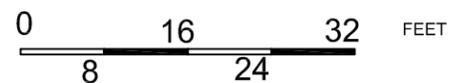
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Dewey Avenue Corridor Study

Town of Greece, NY

Figure 12B: Northgate Plaza Sketch 4 - Cross Section



January 2007

V. A PLANNER'S TOOLBOX FOR DEWEY AVENUE

The residents of Greece have a number of options for revitalizing the Dewey Avenue Corridor, and most of the options involve changing the land use regulations that address the corridor.

A. ASSESSMENT OF EXISTING ZONING

The existing zoning in the Dewey Avenue Corridor has several shortcomings as a land use tool. While these shortcomings are not unique to the zoning for Dewey Avenue, or to Greece in general, the Town should consider correcting these shortcomings to help guide development that fulfills the goal and vision that the Town has for the Dewey Avenue Corridor.

In general, the main problems with the current zoning law are:

1. The absence of a mixed-use district in the zoning law,
2. Unnecessary complexity of the zoning law, and
3. Inappropriately scaled area requirements.

Absence of Mixed Use Zoning

Many communities have come to realize that the separation of uses that traditional, Euclidean zoning sets forth has unintended and negative consequences. Vibrant, active, safe, walkable communities thrive on a mix of uses in reasonably close proximity to each other. Zoning laws that separate uses can lead to, when implemented, communities that feel very sterile and empty.

This separation of uses creates greater distances between each use (e.g. office uses are separated from retail uses). This distance between uses discourages walking and encourages driving. For example, when office uses are separated from retail uses, office workers must usually drive to restaurants or stores to buy lunch or run errands. Communities that are built to discourage walking have consequences from a personal activity, health, and financial standpoint, as well as a public health and traffic congestion standpoint.

Under the existing zoning code in Greece, there is no provision for a mixed-use area. The Town should amend its zoning code to include a mixed use district, perhaps called a "Mixed Use" (MU), or "Town Center" (TC) zoning district. Careful application of this new district can encourage mixed-use developments in appropriate areas. The geography and built form of the Dewey Avenue corridor suggests that three of these are the Dewey-Latta, Northgate Plaza, and Dewey-Stone areas.

Zoning need not be as dry and tediously written as it typically has been. Careful wordsmithing can help the average citizen understand the zoning code and the rationale behind certain zoning regulations. Nowhere is this more important than in the naming of zoning districts. Calling a new zoning district a "Mixed Use" district is technically correct and does describe its purpose.

However, by naming a new zoning district a "Town Center" district helps people understand its true intent. By designating certain areas as "Town Center" districts, the Town of Greece is showing a commitment to creating the high quality, mixed use, pedestrian friendly environment that many people immediately associate with the center of the classic American small town.

In addition, all zoning districts, not only the new one, should begin with a short narrative description of purpose. This helps clarify the distinctions between districts and provides an opportunity for the Town to state its goals for establishing land use regulations.

An example of such narrative for the proposed Mixed Use district is:

This district is established to encourage high quality mixed use development within areas of the community that are historic nodes of development or that are along major roadways and are envisioned as future activity centers. The regulations are intended to guide development that is pedestrian oriented and is focused on the public realm of streets, sidewalks, squares, parks, and plazas. This development should include retail, office, institutional, and residential aspects.

It is important to note that the zoning codes should be changed not only to *allow* mixed use developments, but should *encourage* mixed-use developments. Sometimes, communities will *allow* mixed use by making residential uses a “special use” in a business or office district. This approach, while technically allowing mixed uses to occur, does not make it easy for developers nor signal that the Town is actively encouraging mixed use development.

Examples on how a zoning code can *encourage* mixed-use development include:

- having retail, office, institutional, and residential uses all be “permitted uses” in the proposed Mixed Use district
- carefully crafting parking regulations that address the needs of mixed use developments
- carefully crafting landscaping, buffering, setback and area regulations for mixed use developments, which may be very different from single-use districts

Complexity of the Zoning Code

Land use regulations can and should be able to be read, even by people unschooled in the arcane language of zoning. Especially in communities that are already developed where new investment is needed, local governments should revise outdated regulations to attract new development. Regulations should set the bar high so that good developers can feel confident that their investment is protected (*Planning*, 14).

This is especially true in the Dewey Avenue Corridor. This part of the Town is older, less affluent, and because it is already developed, may be attracting less investment than newer, wealthier parts of the Town. Therefore, the Town must do all it can to remove obstacles to new development by streamlining its regulations. The Town of Greece has eighteen different standard zoning classifications, plus three additional special waterfront districts. This includes six different single-family residential districts, three different multiple-family residential districts, and five different business districts. Nine districts are in use in the 2.5 mile study area: BG (General Business), BR (Restricted Business), BP-1 (Professional Office), BP-2 (Professional Office), PL (Public Land), R1-E (Existing Residential), R1-8 (Single Family Residential - 8,000 SF), R1-12 (Single Family Residential - 12,000 SF), and RMH (Multi-Family Residential - High Density).

This proliferation of districts is a particular problem with conventional zoning. As the number of districts grows, it becomes harder to distinguish among them; as the distinctions become less clear, the purpose of any given district becomes blurred, and the formal distinctions become less defensible. An increase in the number of districts results in fewer uses being permitted in any single district. This decreases the likelihood that an available site will be properly zoned to meet a developer’s needs. This, in turn, increases the probability that a zoning variance will be sought (*Urban Land*, 24-27). Repeated application for, and granting of, variances weakens the overall strength of the zoning law. In addition, the proliferation of districts encourages an almost parcel-by-parcel zoning application, as is seen at the Dewey-Latta, Northgate Plaza, and Dewey Stone areas.

To address this situation, and because of the geography and community form in the Dewey Avenue corridor, the Town should consolidate the zoning designation in the Dewey-Latta, Northgate Plaza, and Dewey-Stone areas. The current different zoning districts should be abolished and replaced with a single “Mixed Use” zoning district. The areas between Dewey-Latta and Northgate, and Northgate and Dewey-Stone, remain largely residential. The zoning in these two areas should remain single family residential to protect these enclaves.

Inappropriately Scaled Area Requirements

Greece, like most municipalities, has area requirements as part of its zoning code. These regulate the lot size and height and setbacks of the structures. However, as with most municipalities, the required dimensions, when applied, create poorly designed communities.

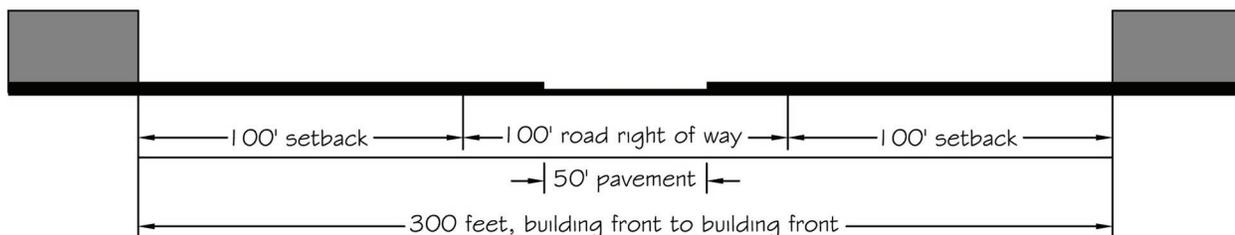
Humans prefer to be in spaces that enclose them, and seek out spaces with pleasing proportions (Kunstler, 139). The designers of Disney World’s ‘Main Street, USA,’ most indoor shopping malls, and more recently, the proliferating “lifestyle centers,” understand this concept (*Newsweek*, 60). Most zoning codes, due in large part to their area requirements, fail to produce built environments with these same pleasing proportions.

For example, the minimum setback for buildings in the General Business district (BG) is 100 feet. This means that new buildings in this district have to be placed *at least* 100 feet back from the edge of the public street right-of-way. Applied over and over, to each development that comes before the town for review, this regulation helps to create an un-walkable community.

Encouraging walking means doing much more than just providing sidewalks. It also has a lot to do with building placement and building façade. If a store is placed 100 feet from the sidewalk, this makes it very difficult for the pedestrian to reach the front door. Likely, this 100-foot setback is used for a parking area, meaning the pedestrian must negotiate between parked and moving vehicles to reach the structure.

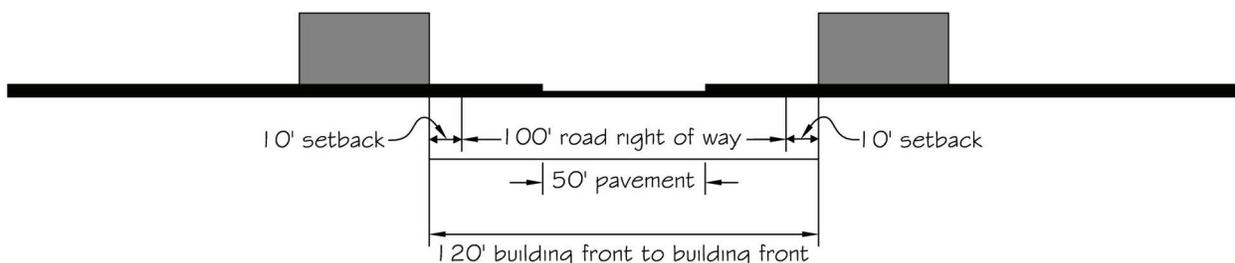
Again, looking at the cumulative effect of these zoning requirements on a streetscape such as Dewey Avenue, the effect is a 100-foot setback on the west side, a 100-foot wide publicly owned right-of-way for the roadway and sidewalks, and a 100-foot setback on the east side. This creates a 300-foot wide space from building front to building front (see Figure 13a, below). Spaces like this do not create the sense of enclosure noted previously.

Figure 13a



However, if the setback requirements were changed to 10-foot setbacks, new buildings would be built much closer to the street, parking would be located next to or behind the building, and the spatial characteristics of the street would begin to feel much more enclosed (see Figure 13b, below).

Figure 13b



It is important to note that setbacks should be regulated with both a *minimum* setback, as has been traditional, as well as a *maximum* setback. It is important that the buildings are constructed to frame the space of the street, and without requiring a maximum setback, a developer could construct a building situated far back on a lot and ruin the sense of enclosure.

The area, setback, and lot coverage regulations must be amended for this area. By creating a new

mixed-use zoning district for the Dewey-Latta, Northgate Plaza, and Dewey-Stone areas, the Town can easily do this without having to change the area, setback, and lot coverage regulations for other areas of the Town where such regulations may be more desirable.

Parking Requirements

Parking requirements are one of the most common yet least understood components of zoning law. Parking requirements in most zoning regulations are not founded on an empirical analysis of what any land use will require to meet patrons' needs, but appear to have been "handed down" from one community to another (Transportation Planning, 3-11). As a result, most parking requirements are little more than a collective hunch (Shoup, 28).

To illustrate this, during 2006 the Genesee/Finger Lakes Regional Planning Council (G/FLRPC) conducted a survey of parking requirements included in municipal land use regulations in and around the Genesee-Finger Lakes Region. These requirements vary widely, yet are difficult to compare because different uses are defined differently in different municipalities. To address this problem, G/FLRPC selected a common, if hypothetical, development proposal: a 15,000 square foot chain drugstore. Using this example to illustrate and "make real" the various parking regulations, G/FLRPC found that on-site parking requirements for this development would vary between 30 spaces and 150 spaces, depending on where this project was. If this project were in the Town of Greece, 75 spaces would be required.

Clearly, parking requirements need much additional study and analysis, both regionally and nationally. What the Town of Greece should acknowledge is a healthy skepticism for existing parking regulations. Being able to address the issue of on-site parking requirements is outside the scope and resources of this project, yet is a pressing need. The Town may wish to approach the Genesee Transportation Council, the American Planning Association Upstate Chapter, the New York Planning Federation, or the Congress for New Urbanism to conduct research on updating parking regulations.

To address the issues of parking in the three proposed mixed-use areas, Dewey-Latta, Northgate Plaza, and Dewey-Stone, there are models for mixed use parking requirements and alternative parking tools that should be considered. These include, but are not limited to:

- researching the actual parking provided for other medium-to-large scale, mixed use developments (e.g. Corn Hill Landing (Rochester), Armory Square (Syracuse), Hanley Station (Brentwood, MO), Excelsior and Grand (St. Louis Park, MN).
- allowing on-street parking
- codifying **maximum** parking requirements
- continue constructing municipally-owned parking lots
- continue promoting shared parking
- continue promoting transit use, with methods such as the Park-n-Ride at Dewey and Stone

The shared parking and maximum parking requirements are perhaps the easiest to implement, as they are just another addition to the parking regulations as they pertain to the proposed new "Mixed Use" zoning district. Such a district would have relatively low *minimum* parking requirements, to encourage development that is walkable and focused on public spaces, rather than the automobile. Including a *maximum* parking requirement is important as it prevents developers from circumventing the intention of low minimum parking requirements.

For example, a minimum parking requirement could be set at 2 spaces per 1000 square feet of retail or office space and 1.5 spaces per residential unit. A development of 70,000 square feet of retail space, 20,000 square feet of office space, and 100 residential units would require 280 parking spaces. However, a developer who did not value the intentions of the mixed-use district may propose much more parking than 280 spaces. Current Greece parking regulations would require 575 spaces. Thus,

it is in the best interest of the Town to stipulate minimum and maximum parking requirements.

Promoting shared parking and transit use in mixed-use developments can be implemented through parking credits. The hypothetical project above requires 140 spaces for the retail component, 40 spaces for the office component, and 100 spaces for the residential component. However, the use of the office space is highest during the day, when it is likely that many residents will be away at their own jobs. Therefore, office employees and residents can share the parking spatial requirements because their temporal requirements are different (i.e. office workers, 9-5, residents, evenings and weekends). Thus the developer could be offered a shared parking credit of 20 spaces (50% of the office requirement and 20% of the residential requirement). This credit reduces the overall parking requirement to 260 spaces. If this hypothetical project is located on a transit route, an additional credit may be granted, further reducing the need for on-site parking.

B. A BRIEF HISTORY OF ZONING

Zoning was developed in the early 20th century in the United States as a response to the industrial city. 19th century industry was at a scale never before seen in human history and due to its need for large numbers of workers in a single place (i.e. a factory), the industrial city quickly developed problems associated with this crowding: a lack of sanitation and green space. In addition to the problems of overcrowding, the industry itself was often harmful to human health. Industry was noisy and gave off noxious smoke and waste products. Zoning was developed in an effort to separate industry from the places where people lived to protect them from the ill effects of industrial operations and preserve the property values of residential dwellings.

In 1926, the Supreme Court of the United States confirmed the right of local governments to adopt zoning and regulate private property in the landmark case *Village of Euclid versus Ambler Realty*. This case created the term “Euclidean Zoning,” after the Village of Euclid, Ohio, which won the case. “Euclidean Zoning,” also sometimes called “conventional” or “traditional” zoning divides a community into different geographic areas (i.e. “zones”) and variously allows different uses, site layout requirements, and building characteristics in these zones. For example, in a zone for commercial uses, one might expect that larger and taller buildings are allowed than in a zone for residential uses.

Zoning was conceived and developed with the best of intentions, but has resulted in unintended consequences. In the years since 1926, many communities have taken the original notion of separating land uses to illogical extremes. Zoning laws have grown into hundred page tomes, densely written in language full of jargon and difficult to understand. As a community building tool, zoning is one of the bluntest, broadest instruments. It proscribes what cannot be done, but it cannot make anything happen (Levy, 121, 131). Zoning’s excessive separation of uses can produce a sterile environment whereas some of our most valued communities (Park Avenue, Pittsford, Fairport) were developed before zoning laws were put in place. In most municipalities, the pleasing look, form, and function of these places would be impossible to replicate today due to poorly written zoning laws.

Traditional zoning typically consists of regulations controlling development by dividing a municipality into separate districts (separating uses) and then establishing lot, area, setback, height, lot coverage, and other similar types of development standards. While this type of zoning is effective in protecting established areas such as residential neighborhoods, it may lack the element of flexibility necessary for a particular municipality to fully realize its planning goals and vision for the future.

In some communities, the basic use and density separation provided by traditional zoning is all that is necessary to achieve municipal development goals and objectives. However, many communities desire development patterns which traditional zoning only partially achieves. For example, a particular municipality may wish to strongly encourage a particular type of development in a certain area, or may

wish to limit new development to infrastructure capacity.

Use of one or more special zoning techniques can serve to encourage and “market” the type of development and growth a municipality desires, more closely linking a municipality’s comprehensive plan with the means to achieve it.

Among the zoning techniques available are:

1. Traditional zoning
2. Site plan review
3. Special use permits
4. Incentive zoning
5. Overlay zoning
6. Planned unit developments
7. Form based zoning
8. Performance zoning
9. Floating zones
10. Transfer of development rights

C. LAND USE REGULATORY TOOLS

The following sections outline the zoning tools and techniques that are available for regulating land use. Each one can be used to create the type of character that is desired in a particular place, such as the Dewey Avenue Corridor. Each section first describes the tool, and then illustrates how the technique might be useful in the corridor.

Traditional zoning

Zoning regulates the use of land, the density of land use, and the siting of development. Zoning is a land use technique that operates prospectively to help implement a municipality’s comprehensive plan. It is the most commonly and extensively used local technique for regulating use of land as a means of accomplishing municipal goals.

Zoning commonly consists of two components: a zoning map and a set of zoning regulations. The zoning map divides a municipality into various land use districts, such as residential, commercial, and industrial or manufacturing. The land use districts that a municipality establishes can be even more specific, such as high, medium and low density residential, general commercial, highway commercial, light industrial, heavy industrial, or other. Mixed-use districts may also be appropriate, depending upon local planning and development goals as set forth in a comprehensive plan.

Zoning regulations commonly describe the permissible land uses in each of the various zoning districts identified on the zoning map. They also include dimensional standards for each district, such as the height of buildings, minimum distances (setbacks) from buildings to property lines, and the density of development. These are referred to as “area” standards, as opposed to “use” standards. Zoning regulations will also set forth the steps necessary for approval by the type of use, the zoning district involved, or by both. For example, a single-family home is often permitted “as-of-right” in a low-density residential zoning district. “As-of-right” uses, if they meet the dimensional standards, require no further zoning approvals, and need only a building or zoning permit in order for construction to begin. (NYS DOS, 2000)

“IT IS DIFFICULT TO
DESIGN A PLACE THAT
DOES NOT ATTRACT
PEOPLE. WHAT IS
REMARKABLE IS HOW
OFTEN THIS HAS BEEN
ACCOMPLISHED.”
WILLIAM H. WHYTE

Traditional zoning is the primary existing land use regulatory system for the Dewey Avenue Corridor. A Zoning Ordinance has been in place since August 1, 1928. Over the past several decades, the zoning has been modified and grown more and more complex. Also, over this period, some of the key shortcomings of traditional zoning have become evident. These include:

1. A focus on the use of the parcel/structure, rather than the form of the structure
2. Setback and height regulations that encourage or even enforce poor community design
3. Parking requirements that may or may not be based on any empirical evidence
4. Residential zoning designations that differ only in the minimum lot size and/or minimum square footage required for single-family homes. This zoning practice promotes a community that is hyper-segregated by housing size and thus by extension, economic status

Despite these shortcomings, traditional zoning does have advantages, not the least of which is a long legacy in the community as a land use tool with which the community is generally familiar. Traditional zoning should be retained and revised for the Dewey Avenue Corridor. These revisions should include:

1. Create a new “mixed-use” zoning district for the commercial nodes along the Dewey Avenue Corridor (Dewey-Latta, Northgate Plaza, and Dewey-Stone areas) that allows, as of right, commercial, office, and residential uses.
2. Include height and setback requirements within this new district to promote an emphasis on the form of the building, rather than the use
3. Include front entrance requirements and wall permeability requirements within this new district to promote an emphasis on the form of the building and balance the needs of the pedestrian and automobile
4. Include parking requirements in this new district to bring them more in line with other municipalities that focus on mixed use areas (e.g. City of Rochester, City of Ithaca)
5. Revise existing zoning districts to reduce their complexity and exclusivity.

Site Plan Review

Site plan review is concerned with how a particular parcel is developed. A site plan shows the arrangement, layout and design of the proposed use of a single parcel of land. Site plan review can include both small and large-scale proposals, ranging from gas stations, drive-through facilities and office buildings, to complex ones such as shopping centers, apartment complexes, and industrial parks. Site plan review can be used as a regulatory procedure standing alone, but is also often required in connection with other needed zoning approvals such as special use permits.

The authority to require site plan review is derived from the state enabling statutes (General City Law §27-a; Town Law §274-a; Village Law §7-725-a). A local site plan review requirement may be incorporated into the zoning law or ordinance, or may be adopted as a set of separate regulations. The local legislative body has the power to delegate site plan review to the planning board, zoning board of appeals, or another board. Alternatively, the legislative body may retain the power to exercise site plan review itself.

The local site plan review regulations or local zoning regulations determine what uses require site plan approval. Uses subject to review may be (1) identified by the zoning district in which they are proposed; (2) identified by use, regardless of the zoning district or proposed location within the community; or (3) located in areas identified as needing specialized design restrictions by way of an overlay zone approach, such as a flood zone or historic preservation district.

Site plan issues should be addressed through a set of general or specific requirements included in the local site plan review regulations. As an alternative to the installation of required infrastructure and improvements, the site plan statute allows a municipality to require the applicant to post a performance

guarantee to cover their cost. (NYS DOS Local Government Handbook, 2000)

Site plan review is a land use regulatory tool that currently exists in Greece and has been used for the Dewey Avenue Corridor. This potentially powerful tool has been in place for several decades, but has not been used to its full extent.

Site Plan Review should be retained and revised for the Dewey Avenue Corridor. These revisions should include:

1. Revise Site Plan Review code language in Greece to coordinate with the proposed new “mixed use” zoning district for the commercial nodes along the Dewey Avenue Corridor.
2. The revised Site Plan Review language, as applied in the mixed use zoning district should require the Planning Board to review site plans with regard to building placement, form, pedestrian, bicycle, and transit access, in addition to more “typical” Site Plan Review requirements related to parking, vehicular access, landscaping, buffering, and lighting.
3. Utilize the site development and architectural checklists included in this document to accomplish the desired corridor character.

Special Use Permits

Special use permits (sometimes referred to as conditional uses, special permits or special exceptions) are a common technique for allowing a municipality to review a proposed development project in order to assure that the project is in harmony with the zoning and will not adversely affect the neighborhood. In most municipal zoning regulations, many uses are permitted within a zoning district “as-of-right,” with no discretionary review of the proposed project. Certain uses, on the other hand, require closer examination.

If special circumstances are met, a use may be allowed through a special use permit, in which case the municipality’s planning board or zoning board of appeals, or in a few cases, the legislative body, reviews the individual project.

The special use permit is granted by the board if the proposal meets the special use permit standards found in the zoning regulations. Typically, the standards are designed to avoid possible negative impacts of the proposed project with adjoining land uses or with other municipal development concerns or objectives, such as traffic impacts, noise, lighting, or landscaping.

The special use permit standards established by a municipality should depend upon its planning objectives. For example, if a municipality is concerned about protecting visual access to an important lake, but also wishes to encourage and accommodate specific commercial development adjacent to the water body, it could provide for such uses by special use permit. Among the standards to be met by the applicant might be “protection of visual access to the lake” from public roads. For example, commercial buildings could be situated so as to preserve the view. The extent to which a proposed project complies with a general standard would have to be determined by the board reviewing the special use permit. Communities may also make such special use permit standards more specific.

The State enabling statutes contain a procedure that must be followed when a board receives an application for a special use permit. A public hearing must be held, and must be properly noticed in the newspaper. In some instances, applications may need to be referred to the county or regional planning agency for review and recommendation. (NYS DOS)

Special use permits are a land use regulatory tool that currently exists in Greece and have been used for the Dewey Avenue Corridor. This tool has been in place for several decades, and can be used to encourage desirable development. Unfortunately, many municipalities use it to frustrate undesirable development, which is not its intended purpose.

Special use permits should be used for the relatively few uses that are deemed desirable, but require additional oversight by the municipality. Some examples might be bars and gas stations. Any use that is specifically desired, such as mixed use development, should not be required to obtain a special use permit, as this regulatory procedure is viewed by developers as yet another obstacle that must be overcome before development.

Uses such as bars, gas stations, car washes, auto-service businesses, and drive-throughs, are good candidates for special use permits, however. These type of businesses have the potential to negatively impact nearby residential areas (as in the case of bars), and/or detract from the mixed use, walkable environment envisioned for Dewey Avenue (as in the case of drive-throughs and auto-oriented uses). Therefore, requiring a special use permit would be appropriate. As noted previously, special use permits can be a good land use tool when used properly. They should be retained for the Dewey Avenue Corridor.

Incentive (Bonus) Zoning

The authority to incorporate incentive zoning into a municipality's zoning regulations in New York State is set forth in the State planning and zoning enabling statutes. The zoning enabling statutes set out a specific procedure to be followed when the local legislative body decides to adopt incentive zoning.

Incentive zoning is an innovative and flexible technique. Conceptually, it allows developers to exceed the dimensional, density, or other limitations of zoning regulations in return for providing certain benefits or amenities to the municipality. Incentive zoning can be very effective in encouraging desired types of development in targeted locations. A classic example of incentive zoning would be an authorization for a developer to exceed height limits by a specified amount, in exchange for the provision of public open space, such as a plaza.

“IF YOU PLAN
CITIES FOR CARS
AND TRAFFIC, YOU
GET CARS AND
TRAFFIC. IF YOU
PLAN FOR PEOPLE
AND PLACES, YOU
GET PEOPLE AND
PLACES.”
FRED KENT

By themselves, zoning regulations do not insure that development will occur. It can be said that zoning, by its nature, acts prospectively by indicating what uses will be allowed in the future. If a municipality wants a certain type of development in particular locations, it can usually only wait to see if a developer will find it economical to build. Incentive zoning changes this dynamic by providing economic incentives for development that may, without the incentive, not occur.

Incentive zoning is also a method for a municipality to obtain needed public benefits or amenities in certain zoning districts through the development process. Local incentive zoning laws can even be structured to require cash contributions from developers in lieu of physical amenities. For example, the square footage of a proposed store in the central business district may be increased if adequate funds are contributed towards the construction of a municipal parking garage.

Incentive zoning can provide an array of public benefits to a municipality. For instance, communities can use incentive zoning to provide various public amenities such as affordable housing, public access to a water body's edge, public park improvements, and a host of other public benefits specified in the municipality's incentive zoning provisions.

Whatever system of incentive zoning a municipality adopts, it must be in accordance with the local comprehensive plan. Incentive zoning can be an effective means of implementing many of the goals of a comprehensive plan. (NYS DOS, 2000)

Incentive zoning is a land use regulatory tool that has not been used in the Dewey Avenue Corridor. This tool can be used to encourage the type of mixed-use, more pedestrian oriented development that is envisioned for the nodes along the Dewey Avenue Corridor (Dewey-Latta, Northgate Plaza, and Dewey-Stone areas).

Because the real estate and development market may not be accustomed to providing the types of buildings desired for these areas (mixed-use, pedestrian oriented, high quality, perhaps multi-story), Incentive zoning can be used to encourage this market niche. In the proposed mixed-use zoning district, additional square footage could be allowed for developments that address the public realm of the sidewalk. For example, the proposed mixed-use zoning district might have a building area requirement of 50,000 square feet maximum. In exchange for an enhanced façade that is of interest to the pedestrian (display windows fronting on the sidewalk, an articulated façade broken up into discreet sections), and a building style and form that helps frame the street (a height of 35 feet rather than 20 feet), the developer would be allowed to build a 200,000 square foot building.

Therefore, including Incentive zoning as an option within the proposed new mixed use district is recommended.

Overlay Zoning

The overlay zoning technique is a modification of the system of conventionally mapped zoning districts. An overlay zone applies a common set of standards to a designated area that may cut across several different conventional or ‘underlying’ zoning districts. The standards of the overlay zone apply in addition to those of the underlying zoning district. Some common examples of overlay zones are the flood zones administered by many communities under the National Flood Insurance Program, historic district overlay zones, areas of very severe slopes, a waterfront zone, or an environmentally sensitive area.

For example, flood plain overlay zone regulations would address such matters as flood proofing of development, elevation of structures, or anchoring of mobile homes. These “overlay” requirements do not replace the underlying zoning district regulations, but are in addition to them. There are no specific procedures in the State zoning enabling statutes dealing with overlay zoning. Overlay requirements may be enacted or amended in the same manner as other zoning regulations. (NYS DOS)

Overlay zoning is a land use regulatory tool that has not been used in the Dewey Avenue Corridor. This land use tool has its place and is perhaps most effective when used to protect environmentally sensitive areas. However, it adds another layer of complexity to the existing zoning. In a situation like the Dewey Avenue Corridor, where the existing zoning is already quite complex, and in fact needs to be simplified, the imposition of an overlay zone would add to the complexity.

Many of the same objectives that the Town may wish to achieve through an overlay zone can be accomplished more simply by enacting the proposed mixed-use zoning district for the commercial nodes along the Dewey Avenue Corridor (Dewey-Latta, Northgate Plaza, and Dewey-Stone areas).

Planned Unit Developments

Planned unit developments, or PUDs as they are commonly called, describe a zoning technique allowing development of a tract of land (usually a large tract of land, but not always) in a comprehensive, unified manner and in which the development will be built as a “unit.” As a mapping designation, they are also known as planned development districts (PDD), and are often a form of floating zone in that they are not made a part of the zoning map until a PUD project is approved. PUDs that are shown on a zoning map may require approval by special use permit.

The PUD concept allows a combination of land uses, such as single and multiple-family residential, industrial, and commercial, on a single parcel of land. It also may allow a planned mix of building types and densities. For example, a single project might contain dwellings of several types, shopping facilities, office space, open areas, and recreation areas.

There is no specific enabling legislation in New York State for creating PUD districts. In creating one, a municipal legislative body would need to follow the procedure for amending zoning to create a new zoning district or to establish special use permit provisions. An application for a PUD district is typically reviewed by the planning board, and a recommendation is made to the legislative body, which may then choose to rezone the parcel(s). (NYS DOS)

“THE ROLE OF
THE STREET
IS SOCIAL
AS WELL AS
UTILITARIAN.”
ANDRES
DUANY

Planned Unit Development is a land use regulatory tool that has not been used in the Dewey Avenue Corridor. This land use tool has its place and is perhaps most effective when used in highly developed areas for the redevelopment of single large complexes (for example, the former Genesee Hospital site or the former Iola Campus in the City of Rochester). This situation is not truly present along the Dewey Avenue Corridor. Although Northgate Plaza may at first seem like a good candidate for Planned Unit Development, many of the same objectives can be achieved through the proposed new mixed use zoning district and the careful application of a revised site plan review process. It is usually better if an existing land use regulatory tool can fulfill the needs of the community before introducing a new and potentially complicating one.

Much like Overlay Zoning, Planned Unit Development adds another layer of complexity to the existing zoning. In a situation like the Dewey Avenue Corridor, where the existing zoning is already quite complex, and in fact needs to be simplified, the imposition of a Planned Unit Development would add to the complexity. Another disadvantage of Planned Unit Development, at least as currently used by many municipalities in Upstate New York, is that the “PUD” designation is variable and not on any zoning map until it is in place. Therefore, it often raises the ire of nearby residents, who, rightly so, claim that they did not know this zoning change would be a possibility.

Form Based Zoning

Form based zoning is a method of regulating development to achieve a specific urban form. Form-based codes create a predictable public realm by controlling physical form primarily, with a lesser focus on land use, through city or county regulations.

Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in form-based codes, presented in both diagrams and words, are keyed to a *regulating plan* that designates the appropriate form and scale (and therefore, character) of development rather than only distinctions in land-use types. This is in contrast to conventional zoning’s focus on the segregation of land-use types, permissible property uses, and the control of development intensity through simple numerical parameters (e.g., FAR, dwellings per acre, height limits, setbacks, parking ratios). Not to be confused with design guidelines or general statements of policy, form-based codes are regulatory, not advisory.

Form-based codes are drafted to achieve a community vision based on time-tested forms of urbanism. Ultimately, a form-based code is a tool; the quality of development outcomes is dependent on the quality and objectives of the community plan that a code implements.

Form-based codes commonly include the following elements:

- Regulating Plan. A plan or map of the regulated area designating the locations where different building form standards apply, based on clear community intentions regarding the physical character of the area being coded.
- Building Form Standards. Regulations controlling the configuration, features, and functions of buildings that define and shape the public realm.
- Public Space/Street Standards. Specifications for the elements within the public realm (e.g., sidewalks, travel lanes, street trees, street furniture, etc.).
- Administration. A clearly defined application and project review process.
- Definitions. A glossary to ensure the precise use of technical terms.

Form-based codes also sometimes include:

- Architectural Standards. Regulations controlling external architectural materials and quality.
- Annotation. Text and illustrations explaining the intentions of specific code provisions.

Source: Form-Based Codes Institute (<http://www.formbasedcodes.org/definition.html>)

Applicability of Form Based Codes for the Dewey Avenue Corridor

Form Based Code language can be integrated into existing traditional zoning codes with much success. Though some Form Based Code proponents would argue this is only half-measures, many municipalities find it is easier to accomplish this than a full re-codification of their existing zoning law into a Form Based Code.

The City of Rochester's 2003 Zoning Law provides an excellent and nearby example on how this can be done. The zoning remains, for the most part, traditional zoning based on use, but it also includes city wide design standards that mandate certain design features throughout the city, especially in commercial districts. In certain areas, notably the City Center and Harbortown Village (Charlotte), the code is weighted even more heavily towards form and less towards use requirements.

The proposal for a new zoning district in Greece, the mixed use district, follows this model. For areas designated with this new zoning, such as Dewey-Latta, Northgate Plaza, and Dewey-Stone areas, area requirements (setbacks, height) and door and window requirements would be emphasized; uses would be relatively unregulated (i.e. most any commercial retail, office, or multi-family residential use would be allowed as of right). The site plan review process for this new zoning district would also emphasize the building form and placement.

With this proposed mixed-use zoning district, the Town of Greece can test the concepts of form based zoning in a specific area and without major revision of its entire zoning code.

Additional Zoning Tools

For more information on form based codes, and descriptions of performance zoning, floating zones, and transfer of development rights in the Dewey Avenue Corridor, please see Appendix C at the rear of the document.

VI. RECOMMENDATIONS AND IMPLEMENTATION

A number of detailed recommendations for improving the Dewey Avenue Corridor were developed after establishing an overall vision. These recommendations are the specific ways in which the vision and goals should be implemented in the neighborhood. The recommendations have short, mid, and long-term phases, which are broken down in the priorities matrix. However, before any significant corridor improvements can occur, the neighbors and business owners need to consider how to best develop the capacity to implement the recommendations of this study. Public/private partnerships will be critical to the process. Town officials will be able to assist the neighbors in small ways, but the responsibility for changing the corridor rests with the residents and business owners.

Revitalization efforts could be coordinated through a business association or a business improvement district. A business improvement district (BID) is a formal public/private partnership in which property and business owners elect to make a collective contribution to the maintenance, development, and promotion of their commercial district. A BID is typically formed to improve business conditions in a specific area, attract and retain businesses, generate jobs, and improve the quality of life for those who use the district. A BID enables stakeholders to decide which services to provide in order to meet the district's unique needs. BID programs and services are funded by a special assessment collected from property owners in the district, and would require the agreement of these property owners.

Prior to the creation of a BID, a less formal business association could be established as an offshoot of the Chamber of Commerce or a neighborhood association like the Northgate Neighbors. An effective organization that is specifically focused on corridor revitalization could be developed by partnering the business expertise of the Chamber with the local knowledge of the neighborhood association(s). Over time, a business association would be able to communicate the usefulness of a business improvement district, and slowly transition into a more formal BID arrangement if the desire is present to do so. For now, a basic business association is recommended to get the momentum started in the corridor.

A. ENHANCE COMMERCIAL VITALITY

A key component in revitalizing the Dewey Avenue Corridor is the need to improve the three individual commercial districts. Each commercial district has a somewhat different character, and will require a mix of the following actions.

Improve Building Façades

Many of the buildings along the Dewey Avenue Corridor were built in the mid-20th century, and are in need of façade improvements and updates. Needed façade changes include: improved signage and lighting, repairs to older materials, new paint and/or assistance in selecting an appropriate paint color. To the extent possible, façade improvements should conform to the new design standards included in this report. Recommended building changes could include adding additional stories to some of the buildings in order to create the desired sense of enclosure in the commercial districts.

Facade improvements will support the other recommendations listed below (i.e. fill underutilized spaces). Improving the facade on a vacant business will increase the possibility of filling such spaces, and cleaning up the façade on an existing business will make the facility more attractive, which is likely to increase business and further attract other new businesses to the corridor.



Possible Action Steps:

- Establish a Dewey Avenue Business Association for business owners to work together, and consider the possibility of establishing a Business Improvement District
- Enhance connections between neighborhood associations and the Chamber of Commerce

- Business association to work with property owners to apply for funding for façade improvements, from organizations such as the NYS Division of Housing and Community Renewal
- Develop resources for business owners, such as an informational packet containing a list of design professionals willing to assist in façade improvements, before and after pictures, a copy of the design standards, and potential funding sources (loans, grants, incentives)
- Establish incentives for business owners who participate in a façade renovation program
- Business owners to consider various funding options, such as low-interest loans, a revolving loan fund, grants, incentives, buying materials in bulk, or coordinating volunteer labor
- Work with the property owners of unattractive buildings to consider possible improvements
- Chamber of Commerce to market and increase awareness of the existing local tax incentives that are available to industrial and commercial property owners in the corridor, such as the Local Industrial and Commercial Real Property Tax Incentive Law

Fill Underutilized Spaces

Dewey Avenue has many small commercial spaces, in addition to a number of larger shopping centers like Northgate Plaza. Unfortunately, a number of existing commercial spaces along the corridor are currently vacant or underutilized. Vacant storefronts are one problem. Vacancies could be addressed by attracting new businesses, renovating the building, or by renovating and combining smaller spaces to make larger spaces available. If certain buildings have been chronically vacant, these commercial buildings might serve the neighborhood more adequately in an alternate use. For example, the corridor has very few parks or open space opportunities, and a well-located park might serve the community better than a vacant commercial space.

Underutilized lots are another problem. Some of these lots would benefit from infill development, while others might also benefit from a change in use. Some of the larger shopping centers have storefronts set far from the street behind a sea of parking spaces. A parking analysis might reveal that these large parking areas could be reconfigured. New infill development could be built along the sidewalk, and parking could be located to the rear or the side. The existing shopping center could remain, change in use, be renovated, or demolished to suit the needs of the new development. The enormous parking lots and significant setbacks present a clear opportunity for a new type of development along the corridor. Other lots may require a change in use, from commercial to residential or institutional, which may require new construction.

Possible Action Steps:

- Neighborhood associations to inventory vacant and underutilized commercial spaces, and identify chronic vacancy issues
- Neighborhood associations and local residents to determine what neighborhood services and land uses are needed along the corridor (i.e. open space, senior housing, entertainment)
- Chamber to work with the business association to fill vacant spaces through indirectly marketing desirable spaces and directly approaching potential business owners or developers
- Chamber of Commerce and business association to work with the property owners of underutilized spaces to consider possible locations for the desired services or land uses

Retain Long-Established Businesses

Mom and pop businesses are not uncommon along the corridor; one might even say that these small businesses add a lot of charm to Greece, and in some ways, define the character of the corridor. With many large national chain stores throughout Greece and throughout the region, these small businesses have more and more trouble staying profitable. Many residents have articulated their strong desire to retain the long-established businesses in the neighborhood. Such long-standing businesses include: Jackson's Bakery, Davies Seafood, and The Dutch Mill. A number of different strategies can be utilized to support these long-established businesses.

Possible Action Steps:

- Informational campaign by the Chamber of Commerce and business association to publicize the long-established businesses and encourage consistent patronage from local residents
- Provide special incentives to these business owners to help with façade renovations, marketing their services, site improvements
- Consider impact on long-standing businesses when filling vacancies and/or attracting new development to the corridor; strive to attract complementary businesses
- Business association to work with local real estate community, the media, and others to promote long-standing businesses as a community asset
- Neighborhood associations to work with long-established business owners to identify their concerns and ideas, and utilize this information to improve the corridor

Replace Outmoded Public Infrastructure Systems and Facilities

This study did not identify the public infrastructure needs, but the Task Force identified this issue as one that is important for the Dewey Avenue Corridor. Additional studies should be done to identify problems and assess needs, but according to Town officials, the infrastructure is mostly in good shape. A general recommendation for any major infrastructure project is that the community should prepare to plan. This planning should consider the possibility of timing construction in a way that allows for multiple infrastructure changes at once.

For example, if Dewey Avenue needs to be resurfaced, the Town should consider any changes that might be needed to the water and sewer lines. If the community wants to bury the utilities, realign the sidewalk, plant street trees, or do any other major changes that might require ripping up the road or sidewalk, this work should be coordinated so that streetscape improvements can remain in place once complete. The prospect of burying the utilities might be more realistic if a road improvement project is already scheduled and the road is already scheduled to be ripped up. A good resource that addresses these issues is the forthcoming report, *Preparing Village "Main Streets" for Planning* available from the Genesee/Finger Lakes Regional Planning Council (<http://www.gflrpc.org>). Expected publication is in April 2007, and will be available on their website.

B. STRENGTHEN LIVABLE NEIGHBORHOODS

The commercial areas are surrounded by dense residential development, both along the corridor and in the adjacent neighborhoods. Approximately 10,605 people live within walking distance of the corridor. By preserving and enhancing the area, the residents of these neighborhoods will enjoy the benefits of residing in a livable community. Three ways to strengthen livable neighborhoods are by improving streetscape amenities, enhancing the characteristics of the residential areas, and by encouraging mixed-use development.

Improve Streetscape Amenities

Dewey Avenue currently has some existing streetscape features, but these amenities are not consistent along the length of the corridor, and have room for enhancement. Needed streetscape amenities include street trees, streetlights, and resting areas.

Street Trees

Street trees are needed to make the street more walkable and attractive. Aside from the obvious aesthetic benefits, trees within the urban forest improve the air, protect the water, and save energy. Trees can also enhance traffic calming measures. Tall trees make a street feel narrower, and closely spaced trees give passing drivers the perception of speed, both of which have the effect of slowing motorists. Conversely, a treeless street enhances the perception that the street is wide and free of hazard, thereby increasing speeds and the frequency of accidents. Trees also provide a buffer between vehicles and pedestrians, making the sidewalks safer for people to walk along the corridor.

Trees can also improve economic sustainability. The scope and condition of a community's trees is usually the first impression that a community projects to its visitors. Studies have shown that trees enhance community economic stability by attracting businesses and tourists, and that people linger and shop longer along tree-lined streets. Studies have also shown that apartments and offices in wooded areas rent more quickly and have higher occupancy rates. Trees can also increase real estate values. Property values generally increase between 5 and 15 percent when compared to properties without trees, although a recent study in a Rochester suburb found that trees added more than 18 percent to the average sale price of a home. (Information on tree benefits compiled from various published sources on <http://www.coloradotrees.org/benefits.htm>)

The Town of Greece has a Forestry Plan and a tree-planting program. Examples of appropriate street trees can be found in the Master Tree List in the Forestry Plan, included in Appendix A. Recommended trees fall into three size categories, and trees of all three different sizes should be planted along the corridor. At street intersections, larger trees should be used to highlight these transitions. Smaller trees should be used under power lines, or in front of commercial businesses that are set near the sidewalk. As specified in the Town Forestry Plan, tree sizes should also be determined based on the width of the planting strip.

The Forestry Plan recommends spacing trees at the following intervals: 30' apart for small trees, 40' apart for medium trees, and 50' apart for large trees. Tree spacing in each zone should relate to the desired character for the zone, and the degree of enclosure needed. The intervals recommended by the Forestry Plan should be reviewed prior to planting, and adjustments made if the spacing recommended by the plan will not create the desired character.

The existing tree-planting program in Greece relies on the interest and commitment of Greece property owners. Along the Dewey Avenue Corridor, a different, more aggressive approach to planting street trees is needed. Currently, the Town will obtain the trees, but each property owner is required to pay for their own tree. The Town will plant and mulch the trees, but the property owner is expected to water, protect and care for their tree. Proper maintenance of the street trees is specified in the Forestry Plan. The initiative and responsibility required of property owners may discourage their participation in the tree-planting program. This may result in areas that lack trees, and will disrupt the desired steady rhythm of the streetscape.

Possible Action Steps:

- Identify areas that need street trees
- Identify whether the area requires planting strips or tree grates
- Work with property owners who are lacking street trees to identify barriers to planting trees
- Create special incentive for property owners who plant trees
- Town or Business Association to share cost of planting trees in Corridor
- Informational campaign to property owners to inform them of the tree planting program and how they might get involved, as well as any incentives to participate
- Offer assistance in selecting appropriate trees, or contact local landscape architects for help in coordinating tree planting scheme

Street Lights

The existing lighting along the Dewey Avenue Corridor is of a highway scale, utilizing a cobra-head style light. This type of lighting is not conducive to a pedestrian environment, and does not create the desired neighborhood character. Taller lights (greater than 15') encourage faster vehicular speeds, which reduces pedestrian safety. Pedestrian scale lighting (less than 15') alerts motorists to a different type of driving environment, and reminds them that they are not on a highway. A specific lighting plan was not developed as a part of this report, but appropriate lighting is highly recommended, and the design guidelines described appropriate styles and heights. Pedestrian-scale lighting is of particular

importance in the residential areas.

Possible Action Steps:

- Develop a unified lighting scheme for the corridor that complements the desirable lighting styles already in use in the Town of Greece
- Work with a design professional to identify appropriate spacing and locations for new lighting
- Coordinate plans for lighting improvements with other plans for streetscape improvements
- Business and neighborhood associations to consider funding possibilities such as the NYS Department of Housing and Community Renewal, as well as public/private partnerships

Resting Areas

The Dewey Avenue Corridor has a significant lack of seating and resting points. Adequate seating is a critical streetscape feature in livable communities and in walkable neighborhoods. Senior citizens and adults with young children, as well as people of all abilities, at times need to sit and rest. Seating areas should be available at a maximum of 300-foot intervals, and should minimally have benches. Other amenities, such as trash receptacles, drinking fountains, plantings, public art, and interpretive signage, are desirable at resting areas, if planned for the corridor. Added amenities can transform a bench into a pedestrian destination that not only facilitates resting, but also encourages pedestrian activity. Pedestrian activity translates into business for stores and restaurants, as well as safety for residents. The Dewey Avenue Corridor could develop a reputation throughout Greece and the larger area as a safe, enjoyable place to walk.

Possible Action Steps:

- Neighbors to assess the need for seating and resting areas along the corridor
- Develop a plan that outlines appropriate locations for seating and other amenities
- Work with design professional to select benches and trash receptacles that complement the desired character, and correspond to the bench styles already in use in Greece
- Coordinate plans for seating and resting areas with street tree planting plan
- Work with business owners and/or Business Association to prioritize seating locations
- Consider possible interpretive signage and public art, and coordinate with other Town efforts
- Work with St. Joseph's Villa to consider feasibility of seating/resting area by Veness Creek

Enhance Characteristics of Residential Neighborhoods



As previously described, the residential component of the Dewey Avenue Corridor is comprised of several zones along Dewey Avenue, as well as the many streets that adjoin Dewey. The proportion of homeowners in this area has changed over time, and local residents would like to see an increase in the number of homeowners. Two ways to achieve a resurgence in homeownership are retaining responsible homeowners, and making the neighborhoods more desirable. The other corridor improvements described elsewhere in these recommendations will help in meeting these objectives.

Businesses will thrive if the neighborhoods are thriving, and rental properties play a visible role in the cycle of neighborhood deterioration. Year-round rental properties often have problems with deteriorated buildings, overcrowding, litter, overgrown yards, noise, transient population, and little emotional investment of tenants in the neighborhood. Rental properties, when poorly maintained, discourage investment from potential and existing homeowners. A number of tools are available to address absentee ownership, which include state tools, such as the NYS Uniform Building Code and NYS Public Health Law, as well as local regulations, such as zoning, property maintenance laws, housing registries, and enforcement. For a more detailed explanation of the resources available to communities dealing with rental properties, please see Figure 14 on the following page.

FIGURE 14: RESOURCES FOR ADDRESSING RENTAL PROPERTIES AND ABSENTEE PROPERTY OWNERS

Resource	Provision or Requirement
NYS Uniform Building Code, Property Maintenance	Minimum space required per bedroom per occupant (§404.4)
	Structures in severe disrepair may not be occupied (§108)
	Maximum number of junk cars is one (§302.8)
NYS Public Health Law	Ability to investigate complaints of health violations [garbage, cats, infestations (§1303, §1304)]
	Ability to correct nuisance and charge back costs to owner or occupant (§1306, §1307)
Municipal Zoning	Adjust zoning to reduce density
	Amortize (eliminate over time) certain uses
	Define “family” so use of single-family homes is clearer: 1. Establish the number of unrelated persons sharing a dwelling unit who are not the functional equivalent of a family, and 2. Use physical evidence – number of kitchens, entrances to each unit, utility meters, etc.
	Define “lodging facility”
	Establish Special Use Permit standards: 1. Specify that the residential appearance of the property must be preserved, and 2. Establish restrictions on parking of vehicles.
Parking Restrictions	Consider requiring off-street parking
	Limit parking in front yard
	Require fencing or screening to buffer lots from neighbors’ view
Inspections and Enforcement	Inspections for alterations
	Inspections for change in occupancy
	Annual inspections for single-family, non-owner-occupied rental properties
	NYCRR Part 1203 - Title 19 requires fire safety and maintenance inspections of all buildings, except for owner occupied 1- and 2- family dwellings
	Provide code enforcement officials authority to issue citations for deterioration of details that could lead to interior or structural damage, compromising the integrity and future of the building
	Provide flexibility for repair schedule
	Enforce local building laws (Town Law §130-16, Municipal Home Rule Law §10)
Property Maintenance Laws	Anti-demolition-by-neglect laws to prevent emergency demolitions resulting from intentionally irresponsible property owners
	Nuisance abatement laws to establish a point system for violations; after a certain number of points are accumulated, the building may be declared a nuisance and closed.
Rental Registry	Establish rental registry; allows greater monitoring and enforcement of rental properties by opening channels of communication. Establishes a list of rental properties that can be used for regular inspection programs.
Municipal Repair of Private Property	Municipalities may commence special proceedings to recover costs of demolition and legal expenses associated with demolishing unsafe buildings. (General Municipal Law §78-b)
	Municipalities may claim insurance proceeds on tax-delinquent, fire-damaged properties. (General Municipal Law §22)
	Towns can require owners to mitigate dangerous or unsightly conditions or remedy problems and replace liens for recovery of costs. [Town Law §64 (5-a)]
	Municipalities can bond to cover costs of emergency repairs/demolition (Local Finance Law, §11)
	Municipalities generally foreclose on properties that have not paid taxes for three years. Properties can be: a) offered to local development agencies and not-for-profit developers, b) rehabilitated and sold, or c) demolished, allowing the lot to be sold, or a new building to be built.

Source: *Absentee Ownership and Maintaining Community*, LGW Presentation, NYS Dept. of State, Division of Local Government, November 2006.

A key component of enhancing the characteristics of the residential neighborhoods is improving and preserving the housing stock. Figure 14 is a table that lists a number of actions that can be used to improve the housing stock, as well as the ways in which the housing stock is managed and utilized.

Possible Action Steps:

- Town to continue addressing some of these issues through the County HOME consortium
- Identify rental property problem areas and issues specific to those properties
- Analyze list of resources and determine which tools would be most appropriate to address problems with rental properties
- Develop incentives targeted at keeping homeowners in the area - reduced cost landscaping, free street tree, reduced cost at local businesses (Dewey Avenue “Pass” - like an entertainment book that has coupons for certain businesses)
- Offer assistance to people interested in purchasing a home in the area – low interest loans, help covering closing costs, reduced cost landscaping, free street tree
- Provide informational packet and/or session with local architects to discuss ways for homeowners to deal with small size of homes
- Consider small home size an asset and market directly to empty nesters and single people

Encourage Mixed-Use Development

Mixed-use development is the cornerstone of a livable neighborhood, and is defined by the Urban Land Institute as an appropriate combination of multiple uses, inside a single structure or place within a neighborhood, where a variety of different living activities (live, work, shop, and play) are in close proximity (walking distance) to most residents. The main uses that typically comprise mixed-use development are residential, retail and office space. Additional uses could be hotels, entertainment, civic, and cultural spaces. (See Figure 15).

Current approaches to mixed-use development include: increase intensity of land uses, increase diversity of land uses, and integrate segregated uses (Grant, 2002). In addition, many desirable neighborhoods, both in the area and throughout the country, have successfully combined mixed-use development with attractive streetscape features to create neighborhoods that are not only livable for residents, but also functional and attractive destinations for visitors.

The Dewey Avenue Corridor has many opportunities to enhance the mixed-use nature of the neighborhood. Mixed-use development could be achieved through zoning changes, appropriate infill development, and filling vacant spaces. Dewey Avenue already has a large residential population within walking distance, but options for other types of residential development could be explored through an emphasis on mixed-use development. For example, some of the 2-story commercial buildings have underutilized space in the second story. These buildings could be renovated to create attractive rental spaces upstairs, with useful retail and office space on the first floor.

The Dewey Avenue Corridor also has room to increase the intensity and diversity of land uses (see Appendix B). Some areas of the corridor have appropriate density, but other areas have large sprawling plazas that contain too few uses. The density of uses should be intensified, with public spaces and parks included in the mix of uses. The diversity of land uses is a specific area where the corridor could be improved, and should be addressed with input from the local neighborhood residents.

The corridor has room for new development and room for new uses in underutilized spaces, but the community should carefully consider the mix of uses that is planned for the corridor. There is little value in duplicating services and uses that already exist (i.e. a grocery store). By encouraging different uses, the neighborhood residents along the Dewey Avenue Corridor will benefit from an improved mix of services, and businesses will benefit from increased customer traffic attracted by additional uses. All of this will serve to make the Dewey Avenue Corridor a more livable, sustainable community.

Possible Action Steps:

- Amend zoning code to include a mixed-use district that encourages mixed-use development
- Identify possible areas for mixed-use development in commercial nodes, and work with property owners to develop ideas that fit the desired character of the corridor
- Neighborhood associations to identify neighborhood land uses that are desired and needed by local residents (i.e. movie theater, restaurant, park)
- Coordinate efforts at mixed-use development with streetscape improvement efforts to effectively use both to achieve the desired character
- Offer incentives to developers who are willing to undertake mixed-use development projects
- Chamber of Commerce to market and increase awareness of the existing local tax incentives that are available to industrial and commercial property owners in the corridor, such as the Local Industrial and Commercial Real Property Tax Incentive Law

C. PRESERVE LOCAL CHARACTER

Efforts to preserve local character are necessary to retain a sense of place and a sense of history. Molding the desired character is a delicate balance of retaining old structures, and blending new, appropriately designed features. Whether the community undertakes an initiative to improve and preserve the aging housing stock, or replace outmoded public infrastructure systems, the impacts to the corridor's distinct character should be considered. Virtually every recommendation made in this report will affect local character. In addition, local character would be enhanced by implementing the proposed land use vision, integrating the design guidelines, considering a road diet for Dewey Avenue, analyzing parking issues, and improving the perception of the area.



Implement Land Use Vision

The primary intervention that needs to occur in the Dewey Avenue Corridor is the implementation of a land use vision. This report outlines modifications to the zoning that currently regulates the land use patterns on Dewey Avenue. To achieve the character desired for the corridor, the Town needs to implement these modifications. The recommended zoning changes are:

1. Create a new "mixed-use" zoning district for the commercial nodes along the Dewey Avenue Corridor (Dewey-Latta, Northgate Plaza, and Dewey-Stone areas) that allows, as of right, commercial, office, and residential uses.
2. Include height, area, lot coverage, and setback requirements within this new district that promote an emphasis on the form of the building, rather than the use.
3. Include front entrance requirements and wall permeability requirements within this new district to promote an emphasis on the form of the building and balance the needs of the pedestrian and automobile.
4. Include parking requirements in this new district to bring them more in line with other municipalities that focus on mixed-use areas.
5. Revise existing zoning districts to reduce their complexity and exclusivity.
6. Consider the other zoning techniques profiled in this report, and determine if the Town desires any of these tools for the Dewey Avenue Corridor. Recommended techniques include: revise the existing site plan review, include incentive zoning in the new mixed-use district, and integrate form based code language into the new district regulations.

The land use vision for the corridor is articulated within this report, and the steps outlined here define a path forward. The changes recommended are essential in pursuing this land use vision.



NEIGHBORHOOD LAND USE CATEGORIES:

COMMERCIAL:

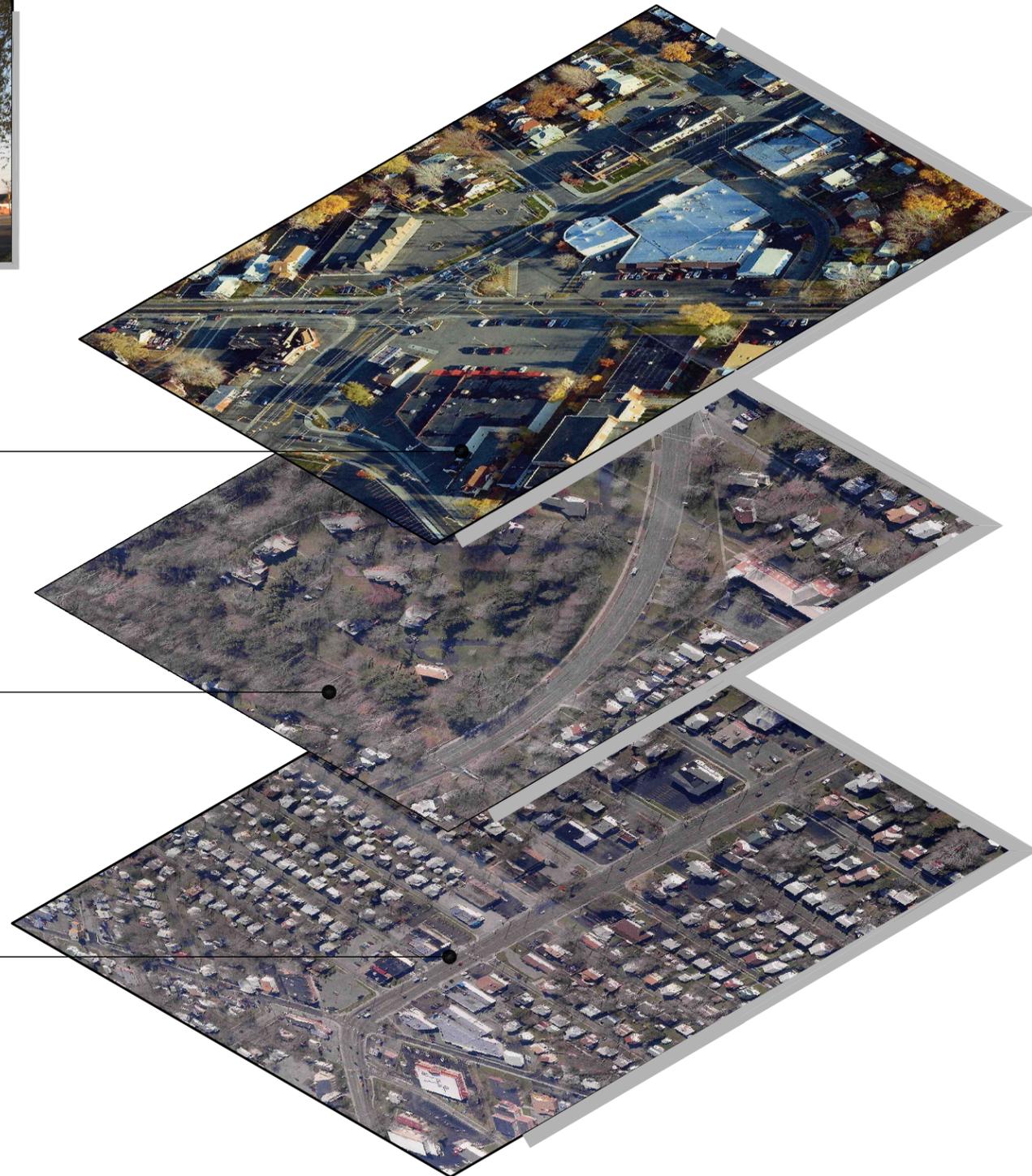
- * RETAIL
- * SERVICE
- * OFFICE

INSTITUTIONAL:

- * CHURCHES
- * SCHOOLS
- * ST. JOSEPH'S VILLA

RESIDENTIAL:

- * SINGLE FAMILY
- * MULTIFAMILY



SUSTAINING A MIXED-USE NEIGHBORHOOD:

DIVERSITY

BALANCE

QUALITY



TOWN OF GREECE

DEWEY AVENUE CORRIDOR NEIGHBORHOOD STRUCTURE

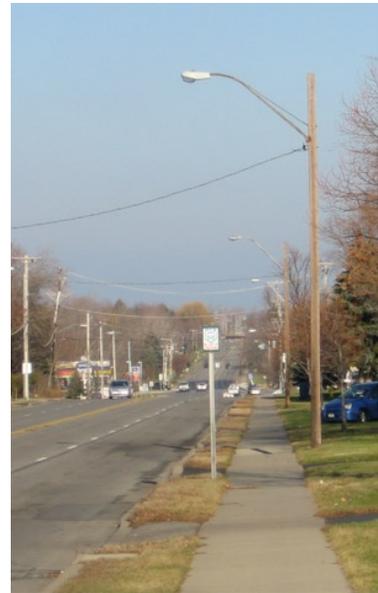
A MIXED USE NEIGHBORHOOD, RESULTING FROM A STABLE AND ATTRACTIVE BALANCE OF RESIDENTIAL, COMMERCIAL AND INSTITUTIONAL LAND USES.

Possible Action Steps:

- Neighborhood associations to solicit input of neighbors and business owners on land use vision and potential zoning changes
- Town to implement recommended zoning changes
- Business Association to publicize mixed-use districts and utilize as a marketing tool to attract desired development in the corridor

Integrate Design Guidelines

The design considerations included in this report should be adopted by the Town and used to guide all future development proposals. The design standards address community impacts, site development and architectural character. These standards can be distributed to interested developers and business owners to guide the decisions they will make in redeveloping property along the Dewey Avenue Corridor. The checklists can be utilized in various ways, as described on page 12.



Possible Action Steps:

- Town to adopt the design guidelines as an advisory tool for the Dewey Avenue Corridor
- Business Association to include design guidelines in an informational packet that is distributed to a) existing business owners who are interested in renovating or redeveloping their property, and b) to potential developers who express interest in the corridor
- Town to adopt and use the checklists as a component of the site plan review process

Consider Road Diet

The existing road layout combined with current traffic demands on Dewey Avenue lead to a preliminary conclusion that a “road diet” might be appropriate for the study area. Thomas Welch, Director of the Office of Transportation Safety in the Iowa Department of Transportation describes a road diet in the following way,

“In recent years, many traffic engineers have advocated converting four-lane undivided urban streets to three-lane two-way left-turn facilities. A number of these conversions have been successfully implemented. Accident rates have decreased while corridor and intersection levels of service remained acceptable. This conversion concept is yet another viable “tool” to place in (the) urban safety/congestion toolbox.” (F-4, 1)

Welch states that while it may seem counterintuitive to transportation engineers and planners, road diet conversions have proven effective in urban corridors with less than 20,000 vehicles per day. Road diets are a cost-effective approach that have the advantages of improved vehicular and pedestrian safety, traffic calming, and improved emergency response time. Advantages also include improved livability and quality of life, as well as a way to achieve economic and community goals, such as enhanced street life activity. Disadvantages include a slight increase in travel delay, increased delay at driveways, and loss of passing opportunities.

Welch concludes that the positive community reactions to past roadway conversions and the fact that none of the previous conversions had been converted back to a four-lane undivided roadway support the conclusion that a road diet is appropriate for many communities. Other research has been done that analyzes road diet conversions around the world, and the results are positive. A roadway conversion for Dewey Avenue appears to be feasible, but more in-depth study is needed.

Possible Action Steps:

- Town to work with NYSDOT and traffic engineer to determine if a road diet is feasible
- Town to apply for funding from the Genesee Transportation Council for feasibility study
- Town to review other studies to determine if a road diet is appropriate for Dewey Avenue
- Neighborhood associations to solicit input from local residents to determine the public opinion of such a change

Analyze Parking Issues

Parking is another key issue in preserving local character. The desired mixed-use character will depend on how the community decides to deal with parking issues. Currently, there is not a lack of parking; in fact, in areas, there is too much parking and excess pavement. However, if changes are made to the streetscape, and redevelopment occurs in a way that eliminates surface parking lots, there will be a need to re-structure parking. On-street parking, municipal lots, shared parking strategies and code changes will all be potential tools.

The value of an on-street parking space to local businesses, estimates Donovan Rypkema of Place Economics, is \$3,000 to \$5,000 per year. On-street parking is not only good for business, but provides a buffer between pedestrians on the sidewalk and vehicles on the roadway. A road diet could potentially be used to create on-street parking along the Dewey Avenue Corridor. Other parking strategies have been described in detail earlier in this report.

“THE VALUE OF AN ON-STREET PARKING SPACE TO LOCAL BUSINESSES IS \$3,000 TO \$5,000 PER YEAR.”
DONOVAN RYPKEMA

Possible Action Steps:

- Research parking provided in other successful mixed-use developments
- Neighborhood association to initiate a parking analysis of the Dewey Avenue Corridor
- NYSDOT to structure and allow on-street parking
- Town to consider constructing additional municipal lots
- Business association to explore and promote shared parking strategies
- Town to codify changes to minimum/maximum parking requirements.

Improve Perception of the Area

The recommendations listed in this report, if carefully implemented, will improve the perception of the Dewey Avenue Corridor. However, perception can be helped along by strategic efforts. This area has received significant publicity over the past year due to the Wal-Mart proposal and subsequent lawsuit against the Town. This focus on Dewey Avenue can potentially be used to draw attention to the other improvements planned for the area, and on the commitment to revitalizing the corridor.

Perception is a mental image, an idea that a person has in their mind about a particular place. The task force does not need to complete every last recommendation before the mental image will change. For some people, all it will take are a few positive steps forward, and the knowledge that people are trying to improve the area. That positive energy will perpetuate itself and feed a positive perception of the corridor. Other people may have more deeply ingrained ideas about the area, or just a healthier dose of skepticism, and will need substantial changes before they change their mind.

Possible Action Steps:

- Implement a few noticeable, easy-to-do improvements
- Market the strengths of the neighborhood to attract new homeowners and business owners
- Work with media to get positive publicity for the corridor
- Work with local real estate agents to enlist their help in communicating the strengths of the Dewey Avenue Corridor

VII. CONCLUSION

The Dewey Avenue Corridor presents a variety of interesting challenges, as well as a number of unique opportunities. Traveling along the corridor, it becomes apparent to even the casual observer that the standard “Main Street” revitalization strategies are not appropriate in this context. Dewey Avenue does not have a collection of historic commercial buildings that just need to be rented and renovated, or a streetscape that simply needs some decorative banners. Dewey Avenue has a much different sense of place, and requires a different approach. Appropriate strategies, which fit the needs of the residents and businesses on the corridor, have been outlined in this report.

The revitalization strategies fall into three overlapping categories: enhance commercial vitality, strengthen livable neighborhoods, and preserve local character. To enhance commercial vitality, the community needs to improve building facades, fill under-utilized spaces, retain long-established businesses, and replace outmoded public infrastructure systems and facilities. To strengthen livable neighborhoods and preserve existing housing stock, the corridor needs improved streetscape amenities, such as street trees, streetlights and resting areas. Livable neighborhoods would also be strengthened by enhancing the character of the residential areas, and by encouraging mixed-use development. To preserve local character, the community needs to implement the land use vision, integrate the design guidelines, consider a road diet, analyze parking issues, and improve the perception of the area.

The recommendations section of the report provides action steps that accompany every one of these suggestions. This report also has a variety of tools to implement the recommendations. Tools include: checklists for assessing the suitability of new development proposals, and drawings that illustrate the design guidelines. Drawings illustrate the possibilities for redeveloping commercial parcels, such as Northgate Plaza, as well as the potential for improving the streetscape.

The most critical issues to be considered in the near future are the implementation of the design considerations, and the revisions to the zoning for the corridor. However, both of these actions will not make the corridor look different very quickly, which could leave the Town vulnerable to criticism. It is recommended that the Town review the other action steps suggested in the recommendations section, and select one or two that will have more immediate visible impact on the corridor. These short-term projects will provide assurance to the community that things are changing for the better, and that the Corridor Study will guide future development decisions in a positive way.

The vision for Dewey Avenue talks about being vibrant and attractive, but also authentic and respectful of traditional patterns of use. The vision describes the corridor as home to residential and commercial development that is of appropriate quality, scale and diversity, but also a place that strives to support and retain established neighborhood businesses. The vision talks about pedestrians and walkability, but also automobile use. The vision is about balance.



The recommendations contained in this report are designed to help the residents of Greece restore balance to the Dewey Avenue Corridor, whether the balance of land use, the balance of users, the balance of old and new, or the balance of vision and reality. Effective revitalization strategies are a careful balancing act, and the revitalization efforts undertaken in the Dewey Avenue Corridor will be no different.

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Appendix A: Town of Greece Master Tree List

Recommended trees for under power lines or for tree lawns that are 4-6 feet wide.

<u>Common Name</u>	<u>Latin Name</u>
Thornless Cockspur Hawthorn	Crataegus crusgalli 'Inermis'
Washington Hawthorn	Crataegus phaenopyrum
Winter King Hawthorn	Crataegus viridis 'Winter King'
Robin Hill Serviceberry	Amelanchier x grandiflora 'Robin Hill'
Spring Snow Crab	Malus 'Spring Snow'
Centurion Crab	Malus 'Centurion'
Red Spire Pear	Pyrus calleryana 'Red Spire'
Cleveland Select Pear	Pyrus calleryana 'Cleveland Select'
Aristocrat Pear	Pyrus calleryana 'Aristocrat'
Choke Cherry	Prunus virginiana 'Canada Red'
Accolade Cherry	Sargentii x subcordata 'Accolade'
Japanese Tree Lilac	Syringa reticulata 'Ivory Silk'
Paper Bark Maple	Acer griseum

Recommended trees for tree lawns 6-8 feet wide

Imperial Honeylocust	Gleditsia triacanthos inermis 'Imperial'
Honeylocust	Gleditsia triacanthos inermis 'Shademaster'
Skyline Honeylocust	Gleditsia triacanthos inermis 'Skyline'
Armstrong Maple	Acer x freemanii 'Armstrong'
Hedge Maple	Acer campestre
Crimson King Maple	Acer platanoides 'Crimson King Maple'
Cleveland Maple	Acer platanoides 'Cleveland'
American Hornbeam	Carpinus caroliniana
Pyramidal European Hornbeam	Carpinus betulus 'Fastigata'
European Hornbeam	Carpinus betulus
Ironwood or Hophornbeam	Ostrya virginiana
Marshall Seedless Green Ash	Fraxinus pennsylvanica 'Marshall Seedless'
Sargent Cherry	Prunus sargentii 'Columnaris'
Miyabe Japanese Maple	Acer Miyabei Maxim
Korean Mountain Ash	Sorbus alnifolia
Golden Raintree	Koelreuteria paniculata

Recommended for tree lawns 8 feet and greater

River Birch	Betula nigra
Turkish Filbert	Corylus colurna
Green Ash (Cimmaron)	Fraxinus pennsylvanica 'Cimmaron'
Crimean Linden	Tilia x euchlora
Silver Linden	Tilia tomentosa
Frontier Elm	Ulmus x 'Frontier'
Legacy Maple	Acer saccharum 'Legacy'
Autumn Blaze Maple	Acer x freemanii
Sugar Maple	Acer saccharum 'Seneca Chief'
Sugar Maple	Acer saccharum 'Arrowhead'
Red Maple	Acer rubrum
Hackberry	Celtis occidentalis 'Prairie Pride'
Japanese Zelkova	Zelkova serrata
Ginkgo	Ginkgo biloba
Autumn Purple Ash	Fraxinus americana 'Autumn Purple'
Empire Ash	Fraxinus americana 'Empire'
Tuliptree	Liriodendron tulipifera
Bloodgood London Plane	Platanus x acerifolia 'Bloodgood'
Kentucky Coffeetree	Gymnocladus dioicus
European Beech	Fagus sylvatica 'Riversi'

Corn Hill Landing Rochester, New York



Our goal is to recapture the charm of the European village and update it with the finest comforts of modern luxury. We hope to provide a living environment that is unmatched in this region.... A magnificent view of the Rochester city skyline is just the first of many highlights you'll notice at Corn Hill Landing. The location features boutique shops and services on premises, as well as unique dining opportunities. Amenities include private underground parking, modern effective security, a fitness center, a harbormaster and access to boat docks.



Located almost in the shadow of the new Troup- Howell Bridge, this new construction includes 127 apartments, 15,000 square feet of office space and 14,000 square feet of retail and restaurant space. Some of the current occupants include an optometrist, three restaurants, a dry cleaner, liquor store, ice cream shop, and fitness center.

Winter Park Village

From Mall to Main Street



The dead mall in 1997

Winter Park Mall, located in the heart of Winter Park, Florida, was hailed in the 1960s as a symbol of progress. The Mall was designed to compete directly for customers with nearby Park Avenue, the City's traditional Main Street. During the 1980s and early 1990s, however, Winter Park Mall steadily declined in sales and lost tenants, while Park Avenue maintained its vitality and grew stronger. Park Avenue is now known as "the Main Street that killed the Mall."

In 1997, a consultant team from Dover, Kohl & Partners, Glatting Jackson, et al., and Gibbs Planning Group devised a plan for the redevelopment of the Mall. Created on the City's behalf, this plan was worked out in consultation with the prospective developer. The developer has since constructed the first phase, transforming the Mall into the new Winter Park Village.



Winter Park Village in 1999

1

The Mall in 1997



The Dead Mall

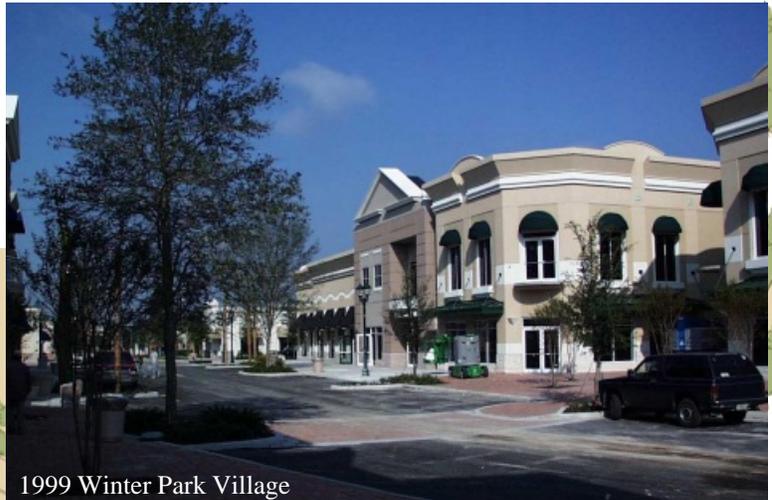
Winter Park Mall was a vintage example of 1960's single-use retail planning. Its low-slung, mostly one-story structure was set in the midst of a huge unbroken expanse of asphalt. Its stores faced inward, presenting blank walls to the public realm. An urgent objective during redevelopment was to establish an urban sense of place; the interior of the development in the near-term scenario was designed to function like a normal part of an urban village.



1997 Winter Park Mall

Shaping Public Space

Even though it is focused in only a small area in the near-term scenario, the plan established coherent, legibly shaped public space between the buildings. The fronts of buildings were deliberately placed in certain locations to generate a sense of spatial enclosure. This sense of shaped public space is a constant feature of successful urban villages.



1999 Winter Park Village



2

1999 Redevelopment



1999 Winter Park Village

3

Long Term Prospects

Fronts and Backs

In the plan, care was given to create a “public side” and a “private side” to each building site, wherever possible. This is because, in the real world, buildings do have *fronts and backs*. The fronts are for things like doors and storefronts; the backs are for loading and mechanical rooms and dumpsters and, where appropriate, midblock parking courts.

The front side is the *presentation face* of the building, so it should face the streets! It sounds simple, but this principle is often ignored.



Interconnecting the Street Network

The plan showed how to reweave the circulation pattern originally intended for this area of the city. An interconnected network of streets and rationally shaped blocks is now being built. The new streets that divide the parking lots and mall site into blocks are detailed as “real street-like streets.” This means they are constructed with sidewalks, street trees, onstreet parking and curbs, with urban cross-sections, and their intersections have pedestrian-friendly, small corner radii. Practically speaking, some of these streets will function like drive aisles in parking lots during the near-term phase, but their urban appearance will have a traffic calming effect and will make infill proposals possible.



1999 Winter Park Village

Most cities have at least one "ghost mall", a once thriving enclosed mall turned boarded up eyesore...

- New Urban News

Winter Park Village

Location: Winter Park, Florida

Client: The City of Winter Park

Developer: Don Casto Organization

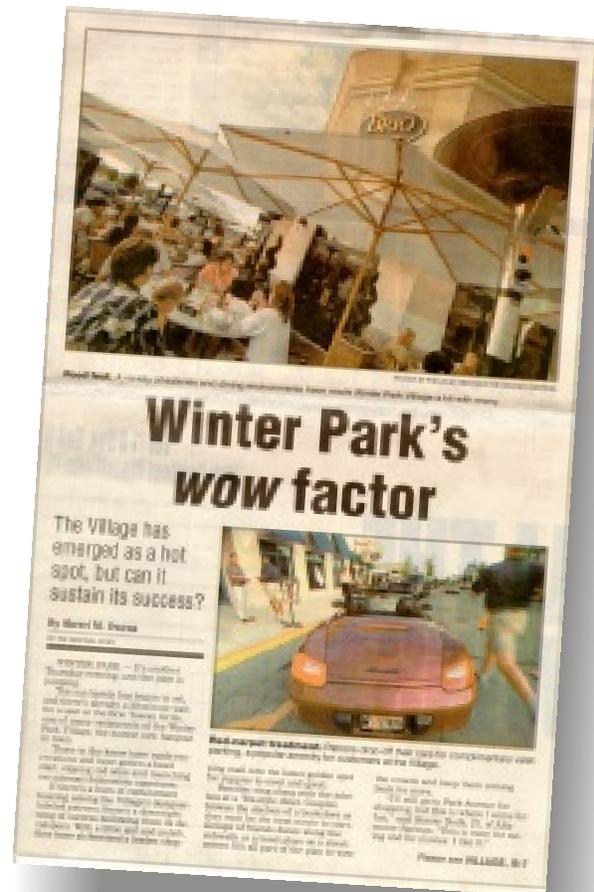
Charrette Team: Victor Dover, James Dougherty, Dana Little, Geoff Ferrell, Troy Russ, Walter Kulash, Don Martin, Alberto Vargas, Arnold Gitten, Brett Hutchens

Consultants: Glatting Jackson et al
Gibbs Planning Group

Illustrations: James Dougherty

Status

Phase I nearing completion, 100% leased.
Phase II in permitting. Winter Park Village was recently featured in the April 23, 2003 edition of *USA Today*, entitled "Makeovers Bring Life to New Malls".



DOVER, KOHL & PARTNERS
town planning

1571 Sunset Drive Coral Gables, FL 33143
tel: (305) 666-0446 fax: (305) 666-0360 <http://www.doverkohl.com>

Excelsior & Grand

Location

3820 Grand Way
Saint Louis Park, Minnesota

Building Use

Residential apartments/
condominiums, retail

Size

Phase I:

338 apartments, 64,000
square feet of retail

Phase II:

124 condominiums, 4,500
square feet of retail

Phase III:

86 condominiums, 14,000
square feet of retail

Phase IV:

96 condominiums, 5,500
square feet of retail

Site

16 acres

Completion Date

Phase I: 2002

Phase II: 2004

Phase III: 2006

Phase IV: 2007

Architect

ESG Architects

Contractor

BOR-SON Construction

KRAUS-ANDERSON



Excelsior & Grand is a 16-acre redevelopment project located on Excelsior Boulevard, just east of Highway 100, in St. Louis Park, Minnesota. This multi-phased project features 644 housing units and 88,000 square feet of retail space. Total project cost is estimated at \$160 million. Phase I and II, which include 338 apartment units, 124 residential condominiums, and 68,500 square feet of retail space, are 98% leased and/or sold out. Phase III opened spring 2006 with 86 lofts above a Trader Joe's grocery store. Phase IV will add 96 condominiums and 5,500 square feet of retail space summer 2007.

TOLD Development Company was selected by the City of St. Louis Park in July 2000 after the initial developer withdrew from the project. When TOLD Development Company assumed the development rights to the project, the plan proposed by the previous developer was not financially feasible. TOLD quickly assembled a team and addressed the complexities of the project. The resulting revisions balance the benefits of vertical mixed-use with the financing challenges involved with such projects. TOLD Development Company is developing all components of the project: apartments, condominiums, and retail.

"TOLD Development Company's project is a major step toward reaching the goal of the city and community of creating a focal point for the City of St. Louis Park."

- Tom Harmening
City Manager
St. Louis Park



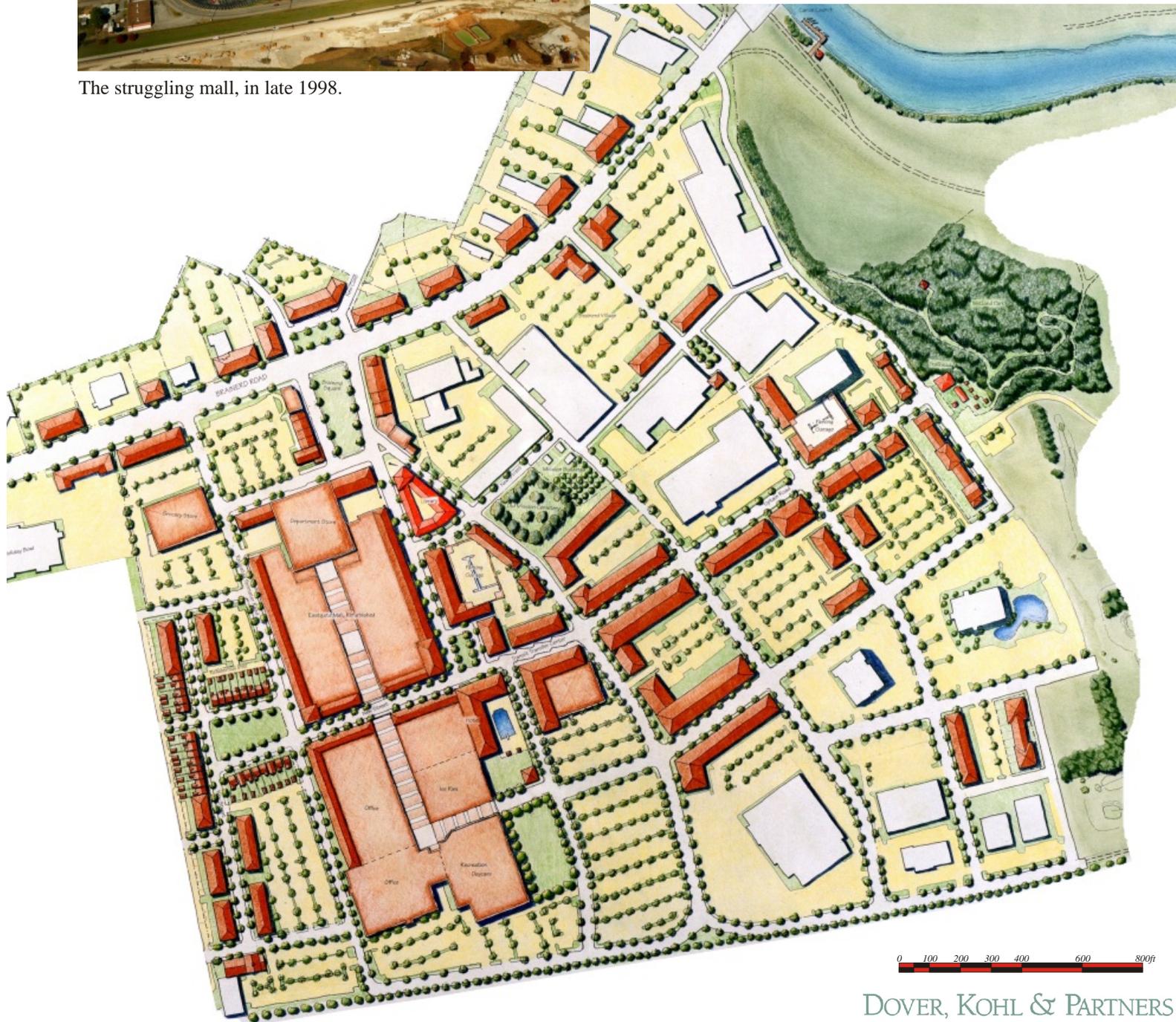
Eastgate Mall Redevelopment

Brainerd's New Town Center



The struggling mall, in late 1998.

The Chattanooga-Hamilton County Regional Planning Agency, at the direction of the Mayor of the City of Chattanooga, commissioned a planning study to revitalize an older suburb centered on the Eastgate Mall, a 1960s-vintage shopping mall. Through a collaboration of public and private interests, including the mall owner, the community chose Dover, Kohl & Partners to facilitate the design and implementation of a master redevelopment plan. The consensus plan is rooted in a substantial reconfiguration of the mall property, infill development within the surrounding surface parking areas, and new development to reconnect the shopping center to the surrounding neighborhood and nearby office park. The mall is now being transformed into a real town center for the Brainerd area.



1998 Conditions



Initial Projects

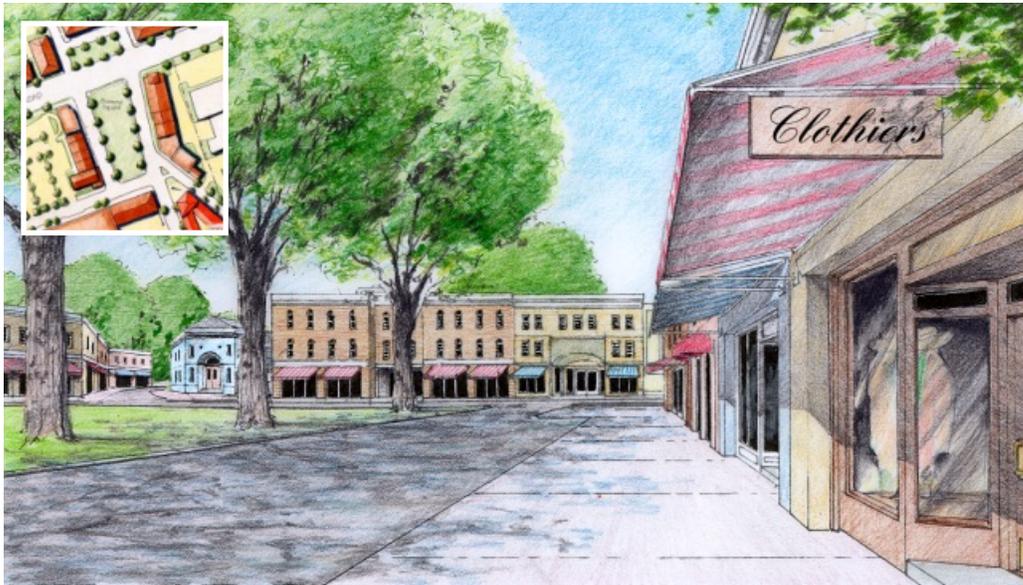


In Our Generation



Long Term Prospects





Brainerd Town Square

Design for Change Over Time

- > A network of interconnected streets and blocks
- > Buildings front streets & public spaces, with parking in the rear
- > Special sites for civic buildings
- > Special public spaces
- > Mixed-use buildings
- > Pedestrian-friendly connections to adjacent neighborhood areas
- > Greenway extends to major trail
- > Adaptable to future transit opportunities



Residential Square

Approach:

Dover, Kohl & Partners conducted a week-long public *charrette* inside the vacant mall, with the participation of over 300 local residents. Plans were created based on the advice and input of property owners, city officials, retail experts and traffic consultants. Gibbs Planning Group performed a void analysis to determine untapped market potentials and which new tenant mixes would be most feasible. Glatting Jackson performed a multi-modal transportation analysis examining automobile, transit, bicycle, and pedestrian opportunities. An emphasis was placed during the design process on creating a plan that could be implemented in incremental phases responding to market demand. The mall is to be gradually replaced with normal, time-tested mixed use building types found in the best traditional town centers. Buildings will be arranged to form high quality, well-defined public streets and spaces, creating higher real estate values. Each new piece should add to making the picture more complete.



Osborne Office Park

*Today, the smart business way
to restore the economic engine
is to create a traditional town center.*

Eastgate Town Center

Location: Chattanooga, Tennessee

Sponsors: Chattanooga-Hamilton County
Regional Planning Agency

Charrette Team: Victor Dover, Joseph Kohl, Robert
Gray, James Dougherty, & Dora
Garzon

Consultants:

Glattig Jackson: Walter Kulash, Troy Russ, Tim
Palermo

Gibbs Planning Group: Robert Gibbs, Dana Little, &
Barbara Stahlburg

Illustrations: James Dougherty & Dora Garzon

Status

The master plan received immediate acclaim and was adopted by the City in 1998. Developers, business owners and government officials promptly began redevelopment following the plan. Already, construction is being completed for the new town square and three defining buildings, businesses are leasing storefront space on the square, and the mall has re-leased one of the empty department stores as a large telemarketing center. In the first nine months, the shopping center properties went from less than 25% leased to more than 90% leased. The property was bought for approximately \$30 million, then refinanced after completion of the master plan for approximately \$52 million – an astonishing turnaround in only nine months. In July 1998, the monthly journal of the Urban Land Institute published extensive coverage describing this city-led success story. The plan and process were recently showcased by the Tennessee chapter of the American Planning Association as a model for other communities.



Turning the Mall Inside Out

A two-story office building is created from the blank walls of a Former department store.



Brainerd Town Square, 1999

The signature public space, seen here at the onset of construction; the square replaces part of the oversized parking lot, bringing the Town Center up to Brainerd Road.



A Two Story Schlotsky's

Multi-story buildings help anchor the sides of Brainerd Town Square. Businesses in taller buildings benefit from greater visibility.

DOVER, KOHL & PARTNERS
town planning

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APPENDIX C: ADDITIONAL ZONING TOOLS

Form Based Zoning (Continued from page 41)

Eight Advantages to Form-Based Codes

Source: Peter Katz, Form-Based Codes Institute (<http://www.formbasedcodes.org/advantages.html>)

1. Because they are prescriptive (they state what you want), rather than proscriptive (what you don't want), form-based codes (FBCs) can achieve a more predictable physical result. The elements controlled by FBCs are those that are most important to the shaping of a high quality built environment.
2. FBCs encourage public participation because they allow citizens to see what will happen where, leading to a higher comfort level about greater density, for instance.
3. Because they can regulate development at the scale of an individual building or lot, FBCs encourage independent development by multiple property owners. This obviates the need for large land assemblies and the megaprojects that are frequently proposed for such parcels.
4. The built results of FBCs often reflect a diversity of architecture, materials, uses, and ownership that can only come from the actions of many independent players operating within a communally agreed-upon vision and legal framework.
5. FBCs work well in established communities because they effectively define and codify a neighborhood's existing "DNA." Vernacular building types can be easily replicated, promoting infill that is compatible with surrounding structures.
6. Non-professionals find FBCs easier to use than conventional zoning documents because they are much shorter, more concise, and organized for visual access and readability. This feature makes it easier for non-planners to determine whether compliance has been achieved.
7. FBCs obviate the need for design guidelines, which are difficult to apply consistently, offer too much room for subjective interpretation, and can be difficult to enforce. They also require less oversight by discretionary review bodies, fostering a less politicized planning process that could deliver huge savings in time and money and reduce the risk of takings challenges.
8. FBCs may prove to be more enforceable than design guidelines. The stated purpose of FBCs is the shaping of a high quality public realm, a presumed public good that promotes healthy civic interaction. For that reason compliance with the codes can be enforced, not on the basis of aesthetics, but because a failure to comply would diminish the good that is sought. While enforceability of development regulations has not been a problem in new growth areas controlled by private covenants, such matters can be problematic in already-urbanized areas due to legal conflicts with first amendment rights.

Resources for Form-Based Codes

Local Government Commission. "Form-Based Codes: Implementing Smart Growth."

http://www.lgc.org/freepub/PDF/Land_Use/fact_sheets/form_based_codes.pdf

Form-Based Codes Institute (<http://www.formbasedcodes.org/definition.html>)

Performance Zoning

Some communities have enacted zoning regulations that establish performance standards, rather than strict numerical limits on building size or location, as is the case with conventional zoning. Performance zoning, as it is commonly called, regulates development based on the permissible effects or impacts of a proposed use, rather than by the traditional zoning parameters of use, area and density. Under performance standard zoning, proposed uses whose impacts would exceed specified standards are prohibited unless the impacts can be mitigated.

Performance zoning is often used to address municipal issues concerning noise, dust, vibration, lighting, and other impacts of industrial uses. This land use tool is also used by communities to regulate environmental impacts, such as stormwater runoff, scenic and visual quality impacts, and defined impacts on municipal character. The complexity and sophistication of these performance standards vary widely from one municipality to another, depending on the objectives of the program and the capacity of the locality to administer it. In some communities throughout the country, performance zoning has actually replaced traditional zoning districts and the dimensional standards of traditional zoning.

At times, performance zoning is used in combination with a point system. Under such a scheme, a proposed project must amass a minimum number of points in order to receive a permit. In contrast to the self-executing nature of traditional zoning, where a landowner can determine if a project is permissible by reading the zoning map and zoning text, point systems require case-by-case review to determine if a specific land use is permissible. (NYS DOS)

Performance zoning is a land use regulatory tool that has not been used in the Dewey Avenue Corridor, the Town of Greece, or most municipalities in Upstate New York. This land use tool has its place and is perhaps most effective when used in highly developed areas with very strong real estate markets, such as New York City or San Francisco.

The potential complexity of this zoning tool, as well as its limited applicability in this part of the country, suggests that it would not be a good tool for the Dewey Avenue Corridor. As noted, it is usually better if an existing land use regulatory tool can fulfill the needs of the community before introducing a new and potentially complicating one.

Floating Zones

Floating zones allow a municipality to have flexibility in the location of a particular type of use and allow for a use of land that may not currently be needed, but which is desired in the future. The floating zone is also a way of scrutinizing significant projects for municipal impacts, as the local legislative body must approve floating zones.

The standards and allowable uses for a floating zone are set forth in the text of the municipality's zoning regulations, but the actual district is not mapped; rather, the district "floats" in the abstract until a development proposal is made for a specific parcel of land and the project is determined to be in accordance with all of the applicable floating zone standards. At that time the municipality maps the floating zone by attaching it to a particular parcel or parcels on the zoning map. For example, communities that wish to provide for a future industrial park may use the floating zone technique.

Because the floating zone is not part of the zoning map until a particular proposal is approved, the establishment of its boundaries on the zoning map constitutes an amendment to the municipal zoning regulations, which requires the approval of the local legislative body. (NYS DOS)

Similar to Planned Unit Development, a disadvantage of the Floating Zone is that, by its very nature,

the zone is variable and is not on any zoning map until it is in place. Therefore, it can raise the ire of nearby residents, who, rightly so, claim that they did not know this zoning change would be a possibility.

The Floating Zone would add another layer of complexity to the existing zoning. In a situation like the Dewey Avenue Corridor, where the existing zoning is already quite complex, and in fact needs to be simplified, the imposition of a Floating Zone would add to the complexity of the zoning law. Furthermore, any of the objectives a Floating Zone might achieve can be implemented through other, more familiar methods.

Transfer of Development Rights

Transfer of development rights (TDR) is an innovative and complex growth management technique. It is based on the concept that ownership of land gives the owner a “bundle of rights,” each of which may be separated from the rest. For example, one of the “bundle of rights” is the right to develop land. With a TDR system, landowners are able to retain their land, but sell the development rights for use on other properties.

TDR has been most often applied for preservation of farmland in New York. Under common TDR systems, a farmer is able to keep the land in agriculture by selling the property’s development rights, which are then used on non-agricultural land.

Under the State zoning enabling statutes, areas of the municipality which have been identified through the planning process as in need of preservation (e.g., agricultural land) or in which development should be avoided (e.g., municipal drinking water supply protection areas) are established as “sending districts.” Owners of land in these designated areas may sell the rights to develop their lands, and those development rights may be transferred to lands located in “receiving districts.”

Those rights usually take the form of a number of units per acre, or gross square footage of floor space, or an increase in height. The rights are used to increase the density of development in the receiving district.

Receiving districts are those areas that the municipality has determined are appropriate for increased density based upon a study of the effects of increased density in such areas. For example, a town may determine that it is appropriate to preserve prime agricultural land, which it designates as a sending district, and that its unincorporated hamlet area may be developed at a higher density and designated as a district where development rights can be used to increase density above what is allowed by right.

In this manner, owners of land in sending districts are able to realize a level of economic return while the municipal goal of preserving the land is achieved. The TDR system will be successful, however, only where there is a demand to increase development in the receiving districts and where the municipality does not undermine the incentive to purchase development rights by rezoning receiving districts to higher densities which will alone meet market demand.

The State zoning enabling statutes require that land from which development rights are transferred are subject to a conservation easement limiting the future development of the property. The statutes also require that the assessed valuation of properties be adjusted to reflect the change in development potential for real property tax purposes.

TDR is a sophisticated land use management tool that requires a high degree of municipal staff experience and resources to initiate and maintain. It should be considered in that light, and only after a municipality has undertaken a thorough study of its implications. (NYS DOS)

As with several of the land use regulatory tools reviewed in this report, Transfer of Development Rights or “TDR” has its place but that place is not the Dewey Avenue Corridor. In New York State, it has been generally used for farmland protection. It is also a very complex land use regulatory tool. If Greece were to explore this option, the Dewey Avenue Corridor would make an ideal “receiving district” in a TDR plan and direct growth in the as yet undeveloped western and northern portions of the Town to the Dewey Avenue Corridor. However, as the above review notes, TDR works best when the real estate market deems the receiving district “desirable”. This is most likely not the case with the Dewey Avenue Corridor, although further study of this option may be warranted.

Therefore, it is a qualified recommendation that Greece, if it wishes to implement a TDR program, study the implications and utilize the existing infrastructure and infill opportunities in the Dewey Avenue Corridor as a “receiving district.” This may be a longer-term option that would work well with the shorter-term recommendation of the new mixed-use zoning district.