

TOWN OF IRONDEQUOIT, NEW YORK

TOWN CENTER MASTER PLAN

August 2003



Prepared for the

The Town of Irondequoit

Prepared by

Wilbur Smith Associates
Robert Orr & Associates
Carrie Makover, AICP
Joel Russell, Land Use Attorney &
Seth Harry, AIA



TOWN OF IRONDEQUOIT, NEW YORK

TOWN CENTER MASTER PLAN

August 2003



Early Irondequoit

1. Titus Avenue
2. Hudson Avenue
3. Cooper Rod
4. Irondequoit's first high school that stood where the Lincoln First Bank now stands at Titus and Cooper
5. Our first high school athletic field, a few worn paths in what a few years earlier had been a meadow
6. Irondequoit's first church with its own minister, now the front section of the Sunday school wing of the Irondequoit United Church of Christ
7. The 1926 very big addition to the original church building
8. The Grange Hall, then the center of Irondequoit's social life and now the House of Guitars
9. Muxworthy's hardware store, first in Irondequoit
10. Weigand's gas station, a few worn and unpaved tracks across a grassy corner
11. Ben Barnet Cleaners, then the Klem service station
12. Star Market and various other stores
13. The homes and stores which had disappeared beneath suburban homes
15. One of the very few surviving farms in the area covered by this photo
16. Some more homes in another subdivision moving in from the west on that little old farm at No. 15
17. The west end of the subdivision replacing the early Titus farms along to Titus Avenue
18. Greenhouses still being "farmed" today
19. Farm fields that show what all of Irondequoit once looked like. But soon this farm too gave way to suburbanization and became the first section of the Irondequoit Shopping Plaza

As described by Town Historian Walter Sassaman in *The Irondequoit News* in the late 1970's
-Photo by Henry Wolfe circa late 1940's

TABLE OF CONTENTS

I. INTRODUCTION 1
 OVERVIEW 1
 ORGANIZATION OF THE REPORT 1
 PURPOSE AND OBJECTIVES OF THE PLAN 2
 STUDY AREA FOCUS AND RELATIONSHIP TO THE TOWN 3
 THE PLANNING PROCESS 3

II. TITUS/COOPER HUDSON TOWN CENTER DESIGN PLAN 5
 INTRODUCTION 5
 BUILDINGS 5
 PARKING 5
 TITUS AVENUE 5
 TITUS AVENUE PLAZA 6
 UNION PARK 6
 COOPER ROAD 7
 CHURCH/LIBRARY/BANK PARKING 7
 GRANGE PLACE & STRANAHAN PARK 7
 HUDSON AVENUE 8
 VACANT PARCEL 8
 ADJACENT ROADS 8

III. TITUS/COOPER/HUDSON TOWN CENTER DESIGN GUIDELINES 10

IV. TITUS/COOPER/HUDSON TOWN CENTER ZONING AMENDMENTS 11

V. IMPLEMENTATION 12
 INTRODUCTION 12
 FINANCIAL METHODS 12
 Potential Public Funding Options 12
 Federal Funds 12
 State Funds 14
 Local Financial Input 14
 PUBLIC PRIVATE ACTIONS 15
 REGULATORY METHODS AND OTHER TOWN ACTIONS 17

TABLES

- Table 1 – Evaluation Criteria
- Table 2 – Suitability/Responsibility Matrix
- Table 3 – Town Center Implementation Milestones

FIGURES

- Figure 1 – The Town of Irondequoit
- Figure 2 – The Town Center Study Area

APPENDICES

- Appendix 1 – Master Plan Design Plan
- Appendix 2 – Titus/Cooper/Hudson Town Center Design Guidelines
- Appendix 3 – Titus/Cooper/Hudson Town Center Zoning Amendments
- Appendix 4 – The Master Planning Process Record
- Appendix 5 – Shopper’s Survey
- Appendix 6 – Economic Analysis
- Appendix 7 – Credits and Acknowledgements

I. INTRODUCTION

OVERVIEW

In the last few years, the Town of Irondequoit (the Town) has begun to focus efforts on upgrading the area around the intersections of Titus and Hudson Avenues and Cooper Road. Figure 1 shows the location of this area in relation to the entire Town. The upgrading efforts led to the desire to develop the area as a real Town Center for Irondequoit. The concept of a Town Center has been incorporated into the long-range plans of the Town, but there have been no reports focused specifically on creating a Town Center. Thus, the Town secured funding for such an effort and solicited assistance in developing a Master Plan for the Titus-Cooper-Hudson Town Center (Center). After a national search for consultants, the town chose a team consisting of Wilbur Smith Associates, Robert Orr & Associates, Carrie Makover, AICP, Joel Russell, Land Use Attorney and Seth Harry, AIA, to work on the Town Center Master Plan (the Plan).

This report summarizes the results of the Town's efforts working with the Project Team. It consists of:

- A Design Plan, which shows & describes the physical layout of the proposed Center;
- Design Guidelines, which provide guidance on how development in the Center should proceed;
- Suggested changes to the Town Zoning Law to create the Center;
- A list of implementation options to help the development of the Center;
- Support material that helped in the development of the Plan; and
- A record of the study process followed to produce the Plan.

ORGANIZATION OF THE REPORT

After this Introduction, the final report of the Titus/Cooper/Hudson Master Plan describes the process by which the Plan was developed as well as the purpose of the study and the geographic focus of the work in Section I. Section II, III and IV present the three main components of the Plan: the Design Plan, the Design Guidelines and the Zoning Amendments. The discussion of each section not only briefly describes the specific elements of each component, but also outlines why they have been developed and how they are meant to work with the other elements of the plan. Section V, the final section of the main report, provides information on how the various organizations, individuals, boards and commissions can begin to implement the ideas and recommendations presented in this Plan.

PURPOSE AND OBJECTIVES OF THE PLAN

The Plan’s purpose is to create a guide for the Town and the land and business owners in the designated area to use in developing a Center for Irondequoit. During the course of creating the Plan, the Town’s residents helped in creating the objectives of the study against which prospective plans would be measured. Table 1 outlines these objectives.

TABLE 1 – EVALUATION CRITERIA

Initial Ideas Generated by the Project Team, the Local Advisory Committee (LAC) and Help Irondequoit Plan for Progress (HIPP)	Additional Comments Generated at the Public Work Session
Beautiful and varied architecture & signs.	Respect the rights of residents.
Pedestrian-scale buildings.	“Improve” traffic impacts.
Pedestrian-safe access & linkages to residential areas & Town Hall (particularly Hudson Ave. & the Cooper-Titus corner).	Build up, don’t tear down.
Safe automobile access with sufficient, but hidden, parking.	Pedestrians should have primacy.
Development dissimilar to Ridge Road	Include trees, shrubs, and greenery.
A commercially-viable/successful business district with multiple unique shops, offices and restaurants (many & small vs. few & large).	Adaptable architecture that can meet multiple needs.
A mix of residential lofts and apartments and commercial activity.	Design conveys a sense of security.
Outdoor commons area for civic events.	Kid-friendly, ADA-compliant development.
A sense of place that defines the Center for Irondequoit.	Lighting to enhance safety but with limited impacts on “dark skies.”
	Minimal maintenance required (to avoid litter, etc.).

The Project Team used the objectives in the evaluation of the different alternatives developed during the planning process, as summarized in the comparison matrix in Table A. (See Appendix 4)

STUDY AREA FOCUS AND RELATIONSHIP TO THE TOWN

The primary focus of the Plan was the section of Titus Avenue between Hudson Avenue and Stranahan Park and the land north to the library and south to the vacant parcel fronting on Hudson Avenue, as shown in Figure 2. The Town also wanted to consider how this Center related to the surrounding neighborhoods, and included a larger area to be considered as an important adjacent area, also shown in Figure 2. Ultimately, the focus of this study has been the primary focus area as well as the commercial areas immediately surrounding it.

THE PLANNING PROCESS

At the beginning of the project, the Town created a Local Advisory Committee (LAC) consisting of local residents, property and business owners, Town staff and officials. The LAC's role was to work closely with and provide guidance to the Project Team in the development of the Plan. After meeting with the LAC to finalize the work to be done, the Project Team gathered information on existing conditions in the study area and talked to local property and business owners to develop a clearer picture of the Study Area. They also conducted an economic analysis of the Study Area, which included an informal Shopper's Survey (See Appendix 5).

At the end of January 2002, the first part of the existing condition analysis was completed and the Project Team began work on a three-day design charrette, which:

- Examined the Study area and its issues and opportunities in detail,
- Developed potential alternatives,
- Met with the public at open work sessions to discuss suggested ideas, and
- Developed a preliminary plan for the new Center.

In the subsequent months, the project team worked with the LAC, the Town staff and local land and business owners to refine the Plan and finalized the economic analysis (see Appendix 6). The LAC and the Project Team also held a meeting with property and business owners to determine what they liked and did not like about the Plan and their recommendations to improve it.

In August 2002, the Project Team held a third public work session to review the updated Plan and to encourage discussion about what it presented. Following that meeting, the LAC and the project team refined the plan further and designated it as the Design Plan, to address, as appropriate, the comments from the work session. At this time the Project Team also:

- Initiated work on Town Center Design Guidelines,
- Proposed changes to the Town’s Zoning Law, and
- Began an Implementation Plan.

In January of 2003, the LAC and Project Team presented the Plan to the Town Board and public during a public hearing to gather the last round of comments before requesting the Town Board to officially adopt the Plan. The public was invited to comment during the hearing or write letters to the Town conveying their views. Additionally, the Monroe County Department of Transportation (MCDOT) was consulted to confirm the feasibility of the street design and vehicular traffic flow elements. MCDOT’s recommendations for changes to the Titus Avenue and Cooper Road areas were reviewed with the affected property owners and incorporated into the Plan in the spring of 2003.

The revised Plan was presented to the Town Board and the public again in the summer of 2003. The Town Board adopted the Plan on (provide date).

II. TITUS/COOPER/HUDSON TOWN CENTER DESIGN PLAN

INTRODUCTION

The Design Plan graphically shows the proposed Center layout (see Appendix 1) and includes:

- New roadway configurations,
- Potential new and expanded building locations,
- Parking and vehicular access layouts,
- Street tree locations,
- Pedestrian spaces, and
- Amenities.

Key features of the Design Plan include the following.

BUILDINGS

The Design Plan encourages buildings to be two stories, with residential or office uses on the second floor. The second story increases density within the Center, helping to create the number of people living and/or working in the Center to make it successful. The Design Plan highlights locations where existing buildings can be expanded or redeveloped to create larger buildings that are closer to the street and to each other, both of which are the types of development preferred in the Center.

PARKING

The Design Plan acknowledges the importance of adequate parking, but works to minimize the negative impacts that large parking areas could have on the Center. Parking is provided, as much as possible, along the side streets as parallel parking. Several larger parking areas are also included and shown in the Design Plan. These parking areas are centrally located and easy to access.

TITUS AVENUE

The Design Plan shows Titus Avenue within its current footprint, but with some modifications to travel and turning lane designations, which will improve the efficiency of both through-traffic and destination traffic to the Center. It proposes the removal of Union Park and its signal and, instead, extends Cooper Road south to Stranahan Park, as described in a later section.

The Design Plan replaces the angled parking that currently exists on the south side of Titus between Grange Place and Stranahan Park with pockets of parallel parking spaces.

This arrangement not only maintains street front access to the shops and restaurants, but also allows the sidewalk to be widened to between 20 and 30 feet, creating a “pedestrian plaza”, that can accommodate street trees, outdoor eating areas, informational kiosks, and pedestrian-scaled lighting fixtures.

UNION PARK

Union Park and its signal are removed, replaced by the Cooper Road Extension, as described in a later section. The right of way is used to offset the development areas lost by the extension of Cooper Road.

COOPER ROAD EXTENSION TO STRANAHAN PARK, SOUTH OF TITUS AVENUE

One of the central features of the Design Plan is the creation of a direct and aligned connection between Cooper Road and Stranahan Park by extending Cooper Road south through the intersection with Titus Avenue. The property and development potential consumed by this new road is replaced by the removal of Union Park. This “four corners” concept provides improved opportunities for redevelopment, particularly at the two southern corners of the new four-way intersection.

The Cooper Road extension starts with a set of curb bulb-outs at the Titus Avenue pedestrian plaza (described in a previous section). Special vertical elements, such as statues, kiosks or large planters can serve as focal points for this entry. The road is constructed of street pavers and can be closed to vehicles for special, pedestrian-only events. Most of the road is lined with mixed-use buildings, supported by on-street parallel parking and larger, centralized parking areas behind the buildings, which are accessed from Grange Place and Stranahan Park. The sidewalk width of the Titus Avenue pedestrian plaza is maintained down the Cooper extension at 20 feet, thereby providing a continuation of pedestrian amenities. The street is edged with flowering and shade trees. Buildings are placed directly on the new property line, at the edge of the 20-foot sidewalk.

The historic house on the west side of the Cooper extension, currently fronting on Union Park, is maintained and redeveloped for retail use. The deep frontage created by the removal of Union Park is redeveloped into a courtyard where benches, landscaping and perhaps a water feature are provided as a small gathering place for pedestrians. On the east side of the Cooper extension, across from this courtyard, is a small pocket park and pedestrian access walk to the centralized parking area behind the redeveloped buildings.

GRANGE PLACE and STRANAHAN PARK

These side streets in the Town Center are lined with multi-use buildings served, in part, by parallel and angled on-street parking. The travel lanes on the streets themselves are narrower than they are now to keep traffic moving, but at a slower, steadier pace, and to provide room for the on-street parking. Stranahan Park, at the intersection with Titus Avenue is two-way, but Grange Place is one-way going south to maintain access into the southern circulation loop and to avoid potentially hazardous left-hand turns from Grange Place onto Titus Avenue. Vehicular traffic flows onto Titus are routed as much as possible through the 4-way signalized intersection of Cooper Road and Titus Avenue.

Street trees line the roadways, and hard and soft landscaping treatments screen the central parking areas. Special vertical elements are placed in key locations on the south edge of Stranahan Park, aligned with the north-south roadways, as visual focal points. Pedestrian crosswalks are provided at all intersections as well as from the parking lots to the storefronts and sidewalks.

A potential connection to Hudson Avenue from the southern end of Grange Place is also part of the future plans for the Town Center. The access could go south to a new access point on the vacant parcel across the lot currently occupied with apartments if and when the front portion of the property is upgraded or redeveloped. An alternative access could take the connection through one of the parcels between Grange Place and Hudson Avenue. In either case, the feasibility and specific alignment of such a connection will require further study.

COOPER ROAD, NORTH OF TITUS AVENUE

The Design Plan calls for few changes to Cooper Road north of Titus Avenue. The largest modification is the addition of shade trees to supplement those already along the side of the road. The current parking area on private property in the northeast corner of the Cooper Road, Titus Avenue intersection is removed and the area converted to pedestrian space.

CHURCH/LIBRARY/BANK PARKING

The three separate but adjacent parking areas for the Town Library, the Chase Bank and the United Church of Christ are combined into a more efficient single parking area. The redesign also creates spaces for shade trees within the parking area and rearranges the way the access points are used. The new arrangement includes:

- One way in from Ganado Road, intersecting the street further north than the current drive and linking to parking area on the Library property;
- One way out from the Church property to Titus Avenue;
- One way out from the Bank drive-through to Titus Avenue;

- One way into the Bank drive-through from Cooper Road;
- Two way access to Cooper Road from the Library property; and
- Special paving in strategic locations to slow vehicular movement within the parking lot and minimize the potential for cut-through traffic.

Internal connections will allow easy vehicular movement between the three properties. The drop off for the Church will be moved slightly north from its existing location to allow vehicles to turn into the bank property to park after dropping pedestrians at the Church.

HUDSON AVENUE

Hudson Avenue becomes a grand Boulevard leading into the Town Center. To accomplish this, the center turn lane is, over time, converted to a center, tree lined median. A large flagpole, clock tower or other grand, tall structure creates a focal point at the northern terminus of the Boulevard.

Parking adjacent to the roadway on the properties fronting Hudson Avenue is moved further from the edge of the roadway to allow the creation of a wider greenway and pedestrian space. These parking areas are also interconnected to allow consolidation of access points. The wider greenway contains an eight-foot wide sidewalk and street trees. Buildings are placed just behind the single row of parking, so that they have a greater presence on the street.

VACANT PARCEL

The largest parcel of land in the Town Center is currently vacant. The Town Center Design Plan designates the front of the parcel for mixed-use development and the rear for multi-family residential development. Interconnections between this parcel and the adjacent apartment building complex are strongly encouraged. The Design Plan shows the potential for these two parcels to share an access point.

The southern edge of the site provides an opportunity to create a natural greenway around the edge of the Town Center, with the development of a community park along the sides of the small ravine. The park can also be incorporated into the residential community created on this site, while still providing the rest of the Town with a beneficial amenity.

The Design Plan does not provide a specific layout for this site. It is felt that the Town Center Design Guidelines discussed in Section III, provide sufficient direction toward the development of a site plan for this property that will meet the goals of the Town Center.

ADJACENT ROADS

The improvements to the roadways in the Town Center should increase vehicular traffic flow through the Town Center. Even so, the modifications could encourage motorists to use the adjacent side streets to move through the area. To discourage this type of cut-through movement on the surrounding roadways, the Design Plan recommends examining the use of several traffic calming techniques on the side streets surrounding the Town Center. In particular, these particular techniques should be considered:

- Smaller turning radii at the intersections (with mountable curbs for trucks and school buses),
- More street trees,
- Raised crosswalks at important intersections, and
- And curb bulb-outs associated with crosswalks and pedestrian crossing areas.

III. TITUS/COOPER/HUDSON TOWN CENTER DESIGN GUIDELINES

The *Titus/Cooper/Hudson Town Center Design Guidelines* (the Guidelines) are intended to provide information on ways that land or buildings can be developed, expanded or improved within the Center so that they compliment and support the concepts embodied in the Plan (See Appendix 2).

The Guidelines can be useful to both the public and the private sectors involved in the development process in the new Center.

The Guidelines are intended to show how the development community can implement the Center concepts by large or small-scale real estate development projects. Additionally, they are intended to help the Town staff and officials understand what to look for when reviewing and approving development proposals within the Center. Finally, they are also intended to show planners, designers or developers what elements to include in their plans to promote the Center design.

IV. TITUS/COOPER/HUDSON TOWN CENTER ZONING AMENDMENTS

In order to allow the type of development called for in the Design Plan, as well as to encourage the types of businesses called for in the Center, the Town must modify its existing zoning law. To create a single source for the Center regulations, the Plan proposes the creation of a new Town Center Zoning District (See Appendix 3). The Town Center Zoning District provides developmental regulation specific to each area in the Center. It also defines the types of land uses that are allowed in the District; all land uses allowed in the current C-commercial zone are allowed in the Center unless specifically eliminated or prohibited due to their incompatibility with the Center principles. There are no conditional uses in the proposed Town Center Zoning District.

V. IMPLEMENTATION

INTRODUCTION

Several different methods of implementing the Plan are available to Irondequoit. These methods are not mutually exclusive and can be pursued concurrently. The options presented here fall into three categories:

Financial Methods,
Partnerships, and
Regulatory Methods and other Town actions.

FINANCIAL METHODS

There are various public and private funding sources that could be used to help realize the Plan. Public sources are most appropriate for the changes sought to the public right-of-ways and infrastructure within the proposed Center.

Potential Public Funding Options

Public funding sources include federal, State, County and Town. The lists and information below should not be considered exhaustive, as funding source eligibility, restrictions, amounts, and requirements change from year to year. The Town should continually consult various sources of grants and other funding on a regular basis to ensure that it has the most current information.

Federal Funds

- A. Surface Transportation Program (STP)** funds have the most flexible uses of any federal transportation funds. STP funds may be used for highway, transit, and non-motorized facility construction and improvements related to the Plan. The Genessee Transportation Council (GTC) and State must classify any recommended facilities as eligible for federal-aid, although sidewalk projects on local roads that are not on the federal-aid system may also be eligible. The non-federal match requirement is 20 percent.
- B. Transportation Enhancement Program** funds are another potential source of federal funds for transportation projects. In New York State, the final decisions on Enhancement funding are made by NYSDOT, and the GTC must endorse and prioritize candidate Enhancement projects in Monroe County before consideration by the NYSDOT. Generally, Enhancement funding awards are made once per year through a competitive application process. The non-federal match requirement is 20 percent.

- C. The “Transportation and Community and System Preservation” (TCSP)** pilot grant program could also provide federal funding for transportation related portions of the Plan. In 1998, under the new TEA-21 legislation, Congress established the TCSP competitive grant program to provide funding to states, regions, and localities for planning and implementing transportation projects that improve the efficiency of the transportation system, reduce environmental impacts of transportation, reduce the need for costly future public infrastructure investments, ensure efficient access to jobs, services and centers of trade, and examine development patterns and identify strategies to encourage compatible private sector development patterns. Applications are accepted once per year, typically in late January, with awards made toward midyear by the Federal Highway Administration (FHWA). Applications must be endorsed by and submitted through the GTC. It should be noted that for the last three years, virtually 100 percent of all TCSP grants across the country have been made through the Congressional earmarking process, despite the original stated intent that this be an open competitive process. Thus, the direct involvement of one or more members of Irondequoit’s congressional delegation would be necessary for an application from the region to have a chance of success. Although matching funds are not required, priority is given to projects that leverage non-federal funds and take advantage of in-kind contributions, such as maintenance agreements, land donations, and volunteer time.
- D. Federal Transit Administration (FTA)** funds are another potential source of federal funding for public transportation project components of the Plan. FTA funds, through its “New Starts” program, have been a source of capital financing for a variety of transit-supportive facilities. It should be noted that the New Starts funds for numerous facilities were secured in large part through the direct efforts of a State’s Congressional delegation through the “earmarking” process during the annual federal appropriations cycle. The non-federal matching requirement varies depending on the precise source of funds, but typically averages at least 20 percent.
- E. The Congestion Mitigation and Air Quality (CMAQ)** program provides federal funding for roadway modifications on Titus and Hudson Avenues and Cooper Road. In general, federal law requires that CMAQ funds be targeted for addressing congestion problems and associated vehicle emissions that result in air quality problems, primarily in urban areas. A 20 percent non-federal match is required.
- F. Community Development Block Grant (CDBG)** funding is available for a wide variety of community development projects. Some are administered by the states; others are administered by the federal government. Other related programs provide a wide area of potential funding sources. Check www.cfda.gov for additional information on the types of grants that may be available.

State Funds

The State of New York usually has various funding sources available that could assist in the development of the Center. At the moment, the only active funding that has been found is offered by the Governor's Office for Small Cities.

G. Main Street New York Downtown Development Initiative, sponsored by the State of New York, through the Governor's Office for Small Cities (GOSC) offers yearly grants to New York State communities through a competitive award process. The grants can address beautification projects, main street restoration, sidewalk construction, municipal park improvements, parking enhancements, and street lighting. This program would have significant application to the Plan.

H. Empire Opportunity Fund is also sponsored by the GOSC. Initiated in 2002, this fund offers grants and loans for Center commercial projects and enhancements to tourism. In 2002, this fund is soliciting applications for up to \$100 million in assistance. There are special eligibility requirements for this program, which may eliminate its applicability to Irondequoit. However, the Town should look closely at these requirements. Further information regarding this program can be found at www.nysmallcities.com.

I. Historic Preservation Program provides matching grants for the acquisition and/or rehabilitation of properties listed on the National or State Registers of Historic Places. Funds are available to municipalities and not-for-profit organizations. Funded projects must be available to the general public for a specified period of years

J. Land and Water Conservation Fund Program provides matching grants for the acquisition, development and/or rehabilitation of outdoor park and recreation facilities. Funds are available to municipal public agencies and funded projects must reflect the priorities established in SCORP and be available to the general public. Funds are from the National Park Service but administered by the State.

Local Financial Input

The Town can directly fund portions of the right-of-way and other infrastructure improvements planned as part of the Plan, but it would be advisable to use other funding sources and rely on indirect funding options as the local input. Two possible options are presented below.

K. Tax Stabilization allows the Town to make arrangements with individual land or business owners to stabilize and maintain a certain tax rate (Town and County) for some set time into the future in exchange for property upgrades in compliance with

the Plan. This option can be used to encourage improvements to private property that is in compliance with the Plan.

L. Improvement Grants can be provided by the Town to encourage building owners to update and rehabilitate serviceable buildings, in accordance with Center design guidelines. This participation could be in conjunction with other State or federal programs, like the Community Development Block Grant (CDBG), or the New York State Parks, Recreation and Historic Preservation Grant, both of which have already been successfully utilized for beautification and façade improvement efforts with the Center.

M. Tax-Increment Bonds can be issued by the Town. These bonds are retired with the incremental increases in taxes that the Town will receive as a result of the redevelopment and subsequent increase in the assessed values.

PUBLIC PRIVATE ACTIONS

The public costs of implementing elements of the Plan may outpace available public funding, particularly the Town’s own funds. Innovative approaches to paying for the implementation of the various features of the Plan, both on public and private property therefore need to be developed. One such approach entails creative partnerships between the public and private sectors. The common thread in any such partnership is that all involved parties receive some benefit from their contributions. While these partnerships may not fund 100 percent of the features of the Plan, they could represent an important piece of the overall funding framework.

N. Public-Private Development Agreements: The Town can work directly with businesses and developers to ensure that key elements of the Plan are incorporated into development plans and funded, at least in part, by the developers and/or their tenants. Examples of such elements are the proposed park along the ravine, the pedestrian plaza adjacent to Union Park, and the shared parking lot behind the Titus shops. The benefit for the developers would be enhanced features for their tenants or features that will draw customers, while the Town benefits by the creation of the park or the plaza.

O. Business Improvement District: The Town could authorize the organization of a “Business Improvement District (BID)” or “Town Center Development Authority (TCDA).” These are quasi-governmental agencies that can conduct a number of activities that may not be possible by the Town, and yet collect tax dollars to carry out their work. Several of the activities that could be conducted by a BID or TCDA include:

- Retail recruitment; in other words, acting like a shopping mall developer and identifying missing components and actively recruiting them;

- Buying and redeveloping vacant or underused parcels;
- Providing assistance to individual landowners or businesses to help upgrade or improve their property, and
- Assisting the merchants in the District in creating a retail environment that complement the nearby “big box” stores by being significantly “different” from them.

BIDs or TCDA's are generally funded, at least in part, by special tax assessments or the properties in the District. The BID or TCDA could also extend beyond the limits of the Center to include business establishments located on the west side of Hudson or further east on Titus.

P. Town Center Marketing Association: The Town can encourage the organization of a Town Center Marketing Association (MA). Such an association would be funded by dues. It would focus on:

- Marketing the Center to the rest of Irondequoit and the Rochester metropolitan area;
- Providing support and assistance to special improvement projects; and
- Sponsoring special events in the Center.

An MA for the Irondequoit Center could include businesses beyond the limits of the Center, since these businesses would most likely benefit from its work. This would also increase the ability of the MA to do significant marketing or sponsor regionally attractive events.

Q. Location Efficient Mortgages: While not currently available in the Rochester area, the Location Efficient Mortgage, or LEM, is an innovative, new mortgage product, that could potentially fund residential purchases in and near the Center in the future. LEMs are designed to meet the needs of people who would like to purchase a home in an urban neighborhood and who would be willing to rely on public transportation and to use locally available services and amenities rather than own a personal vehicle. *Location efficiency* is the ability to live in a neighborhood where the goods and services people need and want are either close by or within easy access by public transportation. Location efficiency, which can be measured, converts into financial savings when compared with living in a less efficient neighborhood. The savings that result can be used toward a mortgage. Until recently, this idea was only a concept. However, under a two-year, \$100 million mortgage underwriting experiment sponsored by Fannie Mae, the LEM is being implemented, enabling participating mortgage lenders to recognize the savings and then “stretch” their standard debt-to-income ratios.

The big difference between the LEM and a traditional mortgage is that it takes into consideration the transportation-related savings that are achieved by an urban household that uses public transportation and relies on local services such as shops, stores, schools, as well as entertainment and recreation amenities. For many households, the LEM can mean thousands of dollars of additional home buying power. The LEM is currently available in Chicago, Seattle, the San Francisco Bay Area, and Los Angeles County, with additional locations in the planning stages. More information can be found at the Location Efficient Mortgage website at www.locationefficiency.com.

REGULATORY METHODS AND OTHER TOWN ACTIONS

The typical method of implementing a Plan such as Irondequoit's for the Titus – Cooper – Hudson area is to regulate it. If done correctly, this can help a great deal to ensure that the Plan will be implemented. Regulation can take several forms; all of the following are recommended and probably necessary for the successful implementation of the Center.

- R. The Town Zoning Law** will need to be updated to allow the types of development planned in the Center. A new Town Center Zoning District is recommended, rather than modifying the existing districts within the boundaries of the Center. The proposed Town Center Zoning District encourages dense, mixed-use development. The limits of the proposed Town Center (TC) Zoning District are included on the proposed Regulatory Plan. Adjacent properties along Titus and Hudson Avenues, which are outside of the proposed TC Zoning District boundaries, may be eligible for inclusion in the TC Zoning District via the Town's normal change in land-use procedure if they demonstrate conformance to the standards of the proposed TC Zoning District (Proposed as Article VIIIA to the Town's Zoning Law). The adjacent property owners should also be encouraged to refer to the Guidelines for site planning, building planning, and street and sidewalk design when engaging in redevelopment projects, so as to maintain and extend the look, feel and other conditions of the Center in each direction.
- S. Expedited Reviews** Once the new zoning law and design manual tools are in effect, applicants should find the review process more efficient, as they will be able to consult these new tools ahead of time and develop plans that will be in compliance with the Plan.
- T. Planning Support and Advice** from one group to another can be useful in refining the course of action or the desired designs. It also allows those groups that do not have a direct say in some actions to remain involved in the overall process.
- U. Direct Action** by any organization in either implementing or undertaking an action to facilitate the advancement of the Center is always effective.

V. Economic Development Coordinator. Along the same vein as the BID or TCDA, the Town can also consider the creation of an Economic Development Coordinator (EDC). The Coordinator functions as a member of the Town staff, and would have Town-wide responsibilities, not just limited to the Center. The roles may include retail recruitment, assisting merchants in the creation of retail environments appropriate for the specific area within the Town, and assuring that interested development parties are directed to the proper place within the Town that complements their and the Town’s interests. Additionally, the EDC can develop expertise and be the source for information about potential funding options for redevelopment projects built in the Center.

W. Official Town Map. Adopt an “Official Municipal Map” to identify future locations of roadways, including the proposed Cooper Road extension, potential new connections between Hudson Avenue and Stranahan Park. and between Stranahan Park and Plaza Drive. An official map identifies where the Town envisions future public improvement, including rights-of-way and easements. It also helps protect these designated areas from encroachment by other uses.

Table 2 provides an informational matrix indicating recommended implementation techniques to be used for specific elements of the Center Plan, and which group or groups could take responsibility for the work.

Table 3 provides a proposed timetable for the implementation of various plan recommendations.

TABLE 2 – TOWN CENTER IMPLEMENTATION STRATEGIES
Shown by Task and Responsibility

Task	Town Board	Planning Board*	Land Owners	Private Groups	Town Center Marketing Assoc.	Business Improvement District	Monroe County DOT	RGR Transp. Authority	Genesee Transp. Council
<i>ELEMENTS of INFRASTRUCTURE IMPLEMENTATION</i>									
Titus Avenue Reconstruction	A, C, F	T					A, C		A, C
Titus Avenue Parking Plaza	B, F, G, M, O, R, V	T	K, L			B, G, L	B, G		B, G
Hudson Avenue Median	B, G, M, N, O	T	N			B, G, N	B, G		B, G
Hudson Avenue Sidewalks	B, G, K, L, M, N, O, V	K, T	K, L, N	L, N		B, G, L, N	B, G		B, G
Cooper Road Extension	A, B, C, F, G, L, M, N, O, R, V, W	T, S	N	L, N		B, G, L, N	A, B, E		A, B
Side Street Upgrading	B, F, G, N, O, R	T				B, G, N			B
Transit Stops	A, B, D, F, G, N, V	S, T	N			A, B, D, G, N, U	A, B	A, B, D, N, U	
Upgrading Transit Transfer Station	D, F, N							A, B, D, N, U	
Neighborhood Traffic Calming	A, B, C, F	T					A, B, C		A, B, C
Kiosks/Focal Points	B, G, N, O, P, R, V	S, T	N, S	L, N, U	L, N, U	B, G, L, N, U			
Second Connection to Hudson Avenue	E, W								
<i>ELEMENTS of PROPERTY REDEVELOPMENT IMPLEMENTATION</i>									
Property Redevelopment/Upgrades	K, L, R	S	I, K, L, U			I, L, U			
Parking Revisions	K, L, R	S	I, K, L, N, U			I, L, U			
Interconnected Off-Street Parking	K, L, R	S	K, L, N, O, S			L, U			
Increased Housing	R	S	S, U		T	F, U			
Live/Work Development	R	S	K, L		P				
<i>COMMON ELEMENTS for INFRASTRUCTURE & PROPERTY REDEVELOPMENT</i>									
Street Trees	B, G, N, O, P, R, V	T, S	N, S	L, N, U	L, N, U	B, G, L, N, U			
Benches	B, G, N, O, P, R, V	T, S	N, S	L, N, U	L, N, U	B, G, L, N, U			
Lighting	B, G, N, O, P, R, V	T, S	N, S	L, N, U	L, N, U	B, G, L, N, U	B, L, U		
Artwork	B, G, N, O, P, R, V	T, S	N, S	L, N, U	L, N, U	B, G, L, N, U			
Pocket Parks/Open Space	B, J, N, O, R	S	N, S	L, O, S, U		L, N, U			B
Public Facility Maintenance	O, U		U	U	T, U	T, U			

*Irondequoit Architectural Review Committee is included within the responsibilities of the Planning Board.

Implementation Strategies:

- | | |
|---|---|
| A. Surface Transportation Program Funds | L. Local Improvement Grant |
| B. Transportation Enhancement Program Funds | M. Tax-Increment Bonds |
| C. Transportation and Community System Preservation Funds | N. Public-Private Development Agreement |
| D. Federal Transit Administration Funds | O. Business Improvement District |
| E. Congestion Mitigation and Air Quality Funds | P. Town Center Marketing Association |
| F. Community Development Block Grant | Q. Location Efficient Mortgage |
| G. Main Street New York Downtown Development Initiative Funds | R. Zoning Law |
| H. Empire Opportunity Funds | S. Expedited Review |
| | T. Planning Support and Advice |

- I. Historic Preservation Program
- J. Land and Water Conservation Funds
- K. Local Tax Stabilization

- U. Direct Action
- V. Economic Development Coordinator
- W. Official Town Map

TABLE 3 - TOWN CENTER IMPLEMENTATION MILESTONES

Major Milestones	Leadership Responsibility	Timing
<p>Adopt Master Plan Design Plan, Design Guidelines, Zoning District, Zoning Ordinance, & Implementation Plan</p> <p>Consider a short term moratorium until new standards can be implemented</p>	Town Board	Adoption Date
<p>Communicate & Implement new standards associated with the Master Plan Roll-out to Planning Staff, Planning Board, Zoning Board & Architectural Review Committee (including development of additional user tools & processes as appropriate, especially for initial applications)</p> <p>Post new standards to official Town documents and website</p> <p>Define feedback mechanism for Town resources and applicants to utilize so new standards can be measured for effectiveness</p>	Dept. of Planning & Zoning	Adoption + 1 month
<p>Create Implementation Plan for Infrastructure Improvements Assign resources to develop the infrastructure detailed plan</p> <p>Assign resources to evaluate and recommend specific funding options</p>	Town Board to appoint Team/Leader including resources from: DPW Planning & Zoning MCDOT Town Engineers Community	Adoption + 3 mos.
Begin Infrastructure Improvements	Town Board and MCDOT	Adoption + 1 year (subject to results of Implementation Plan)
<p>Set up Organization(s) for Property Redevelopment Improvements Assign resources to proactively work with current private property owners on redevelopment plans</p> <p>Assign resources to market the plan and solicit private investors, where needed</p>	Town Board	Adoption + 1 year

APPENDIX 1
MASTER PLAN DESIGN PLAN



Titus-Cooper- Hudson Town Center

Town of Irondequoit, NY



In Association With:
Robert Orr & Associates;
 Carrie Makover, AICP; Seth Harry, AIA;
 and Joel Russell, Land Use Attorney

LEGEND

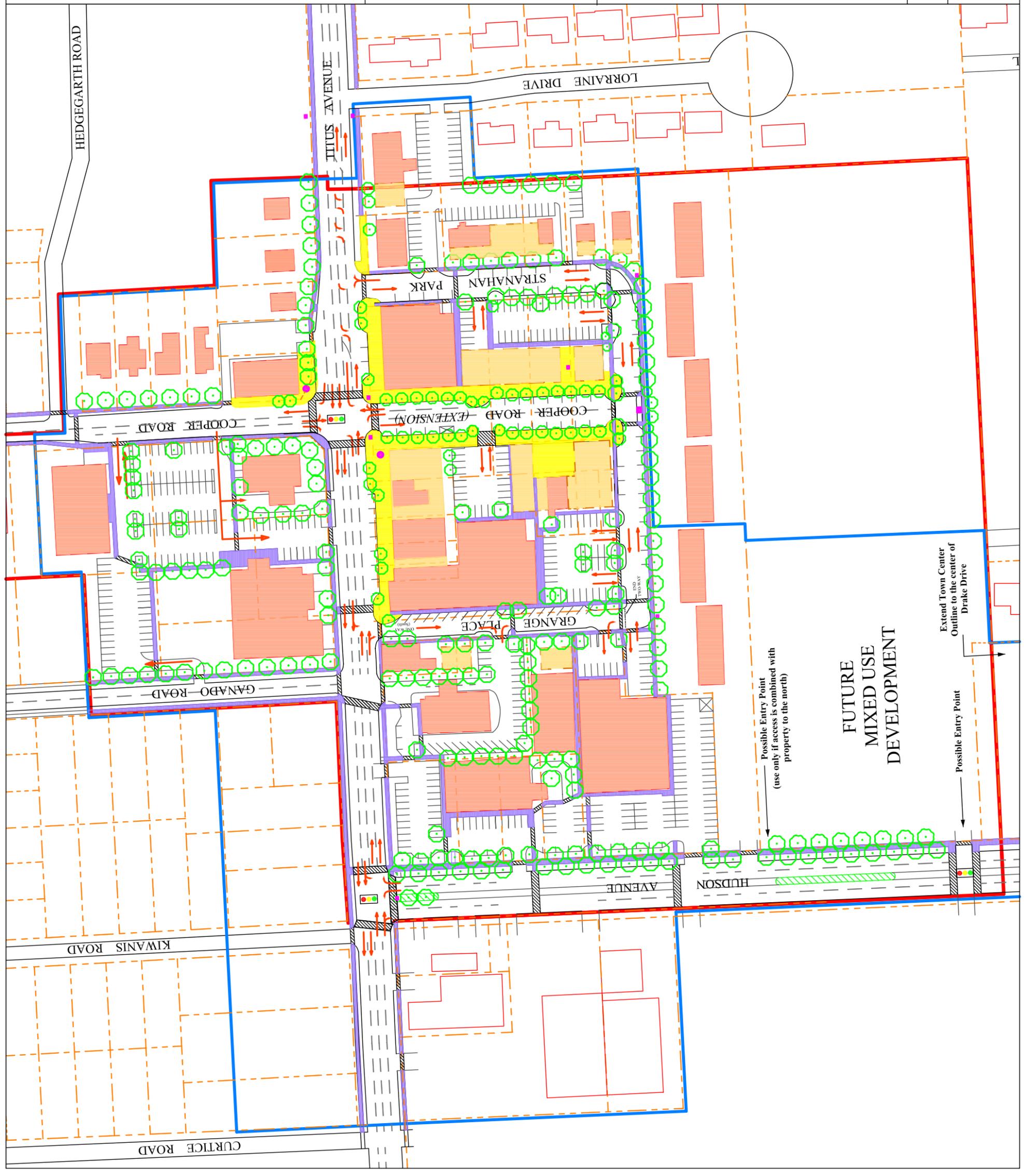
- Property Line
- Center Road Median
- Present Building
- Potential New Building
- Town Center Zoning
- District Boundary
- Study Area Outline
- Kiosk/Focal Point
- Street Tree
- Traffic Signal
- Pedestrian Plaza Paving
- Sidewalk
- Direction of Traffic Flow

DRAWING NOT TO SCALE

Town Center

Design Plan

AUGUST 2003



APPENDIX 2
TITUS/COOPER/HUDSON TOWN CENTER DESIGN GUIDELINES



IRONDEQUOIT'S TITUS/COOPER/HUDSON TOWN CENTER DESIGN GUIDELINES

August 2003



Published by

The Town of Irondequoit

Prepared by

Wilbur Smith Associates
Robert Orr & Associates
Carrie Makover, AICP
Joel Russell, Land Use Attorney &
Seth Harry, AIA



TABLE OF CONTENTS

I. INTRODUCTION	1
PURPOSE.....	1
PROPOSED USERS.....	1
ORGANIZATION	1
II. TOWN CENTER DESIGN PRINCIPLES	2
III. TOWN CENTER OBJECTIVES	2
GENERAL OBJECTIVES	2
TITUS AVENUE/COOPER ROAD ENVIRONMENT	
OBJECTIVES	4
HUDSON AVENUE ENVIRONMENT OBJECTIVES	4
TYPICAL SIDE STREET ENVIRONMENT OBJECTIVES	4
ADJACENT NEIGHBORHOODS OBJECTIVES	4
IV. TOWN CENTER DESIGN GUIDELINES.....	5
SITE PLANNING, SITE LAYOUT AND SITE DESIGN.....	5
BUILDING PLANNING AND DESIGN.....	10
STREET AND SIDEWALK DESIGN.....	12
APPENDIX	17
A. STREET TREE RECOMMENDATIONS	
B. PHOTO ILLUSTRATIONS	
C. TYPICAL CROSS SECTIONS	

I. INTRODUCTION

PURPOSE

The *Titus/Cooper/Hudson Town Center Design Guidelines* (Guidelines) are intended to provide information on ways that land or buildings can be developed, expanded or improved within the Titus Cooper Hudson Town Center (Town Center) to compliment or support the concepts embodied in the Town Center Master Plan.

PROPOSED USERS

The Guidelines have been developed to be useful to both the public and the private sectors involved in the land development process in Irondequoit. As such, these Guidelines can be useful to Town staff, the Planning Board, the Architectural Review Committee (IARC); professional planners, architects, landscape architects, engineers and roadway designers; and County, State and regional transportation authorities.

Use of the Guidelines by any of these groups can help improve the livability and economic viability of Irondequoit.

The Guidelines are intended to show how the development community can implement the town center concepts by large or small-scale real estate development projects. They are intended to help staff and officials understand what to look for when reviewing and approving development proposals within the Town Center. They are also intended to show planners and designers what elements to include in their plans to promote town center design.

As it is impossible to include all possible scenarios that would result in satisfactory developments in these Guidelines, potential applicants are encouraged to bring ideas forward to the Town staff for discussion, and those that meet the spirit of these Guidelines will be given consideration.

ORGANIZATION

After this introduction, this text is divided into three sections:

- Town Center Design Principles;
- Town Center Objectives; and
- Town Center Design Guidelines.

The first two sections provide basic information on what the development of the Town Center is meant to do for the Town of Irondequoit. The last section provides the Guidelines themselves. The Guidelines are divided into three sub-sections:

- Site Planning, Site Layout and Site Design;
- Building Planning and Design; and
- Street and Sidewalk Design.

Within each subsection, the Guidelines focus on the three portions of the Town Center:

- The Titus Avenue/Cooper Road Environment,
- The Hudson Avenue Environment, and
- The Typical Side Street Environment.

The basic information pertaining to each topic is presented first under a bold heading. These general guidelines are followed by those that are particular to one of the three environments, which are *italicized*.

II. TOWN CENTER DESIGN PRINCIPLES

The Guidelines in this manual extend from a few general principles of town center design. These principles are based on research and analysis of successful town centers, both new and old, to determine what factors contribute to their success. In summary, these principles include the following:

- Identifiable center and defined edges;
- An inter-connected network of streets and walkways;
- Mixed-use development;
- A design scale orientated to pedestrians;
- Community participation in the ongoing development of the Center; and
- Easy access to transit facilities.

An identifiable center helps to create and define the image of the Town Center to both local residents and visitors. The image is important in that it generates a sense of place and memory of the Center. It creates a unique identity that helps to bring people to the Town Center for the first time and on return trips. The Town Center can thus become “a place to go.”

III. TOWN CENTER OBJECTIVES

GENERAL OBJECTIVES

Promote higher-density residential and mixed-use development within the Town Center. A town center plan is meant to encourage a mix of land uses that include residential, retail, personal and professional services, and recreational uses. Higher-density residential and mixed-use development within a town center helps create a lively, active area.

Higher-density residential uses within the Town Center also help to ensure that there will be people in and around the center 24 hours a day. Such a presence increases the level of security felt by those visiting the area, and helps to create a need for evening gathering places. They also provide a core of consumers to support the various commercial

establishments in the Town Center. The wider the variety of uses in the Town Center, the more the Town Center's residents' needs will be met, minimizing their need to travel outside of the Town Center other than for work, if it happens to be elsewhere. The greater the variety of uses and services provided in the Town Center, the greater the chance that the local residents will also work in the Town Center.

A broad mix of residential types, including first- or second-floor apartments or condominiums, small single- and two-family homes, and efficiency units, is also important to the Town Center. Such a mix of residential units can provide homes for a variety of community residents and help minimize the use of automobiles. Mixed-use developments provide an easy way to provide rental units on second floors over first-floor retail or business uses. Typically, it is easier to provide a variety of housing types when higher density housing is provided.

The maximum benefit to the Town Center is gained when a significant number of residences are located within 1/4 to 1/2 mile of the center. It is counterproductive to the Town Center concept to use these areas for functions that do not generate significant pedestrian activity or demand. Consequently, commercial enterprises in the Town Center should be oriented to non-automobile related endeavors. Personal-service businesses, as well as those that provide opportunities for customers to interact with each other, are particularly appropriate for the Town Center.

The Town can create comfortable transitions from the higher densities in the Town Center to adjoining neighborhoods by a reduction of densities and commercial uses at the limits of the Town Center, by the extension of pedestrian travel ways and by the generous use of street trees.

Provide or improve pedestrian connectivity. Encourage people to enjoy the streets in the Town Center. Make the experience of walking a pleasant one, with changing patterns and opportunities for chance meeting. Consider human scale as a primary component in the design of streetscapes and buildings. Provide safe pedestrian connections. When walking becomes an enjoyable experience, people are more likely to do so. Consider not only those walking from homes to the Center or from one business to another, but also those walking to or from bus stops in the Town Center. Consider the realities of walking in Irondequoit. Designers of sidewalks and walkways should consider windbreaks, shelters, and alcoves for both summer and winter use. Snow storage and wind tunnel effects are additional considerations for winter use. Consider pedestrian routes as linear rooms, with consideration to the floor (paving patterns), walls (buildings and vertical landscape elements), ceilings (tree canopies), street furnishings, lighting, and artwork.

Allow adequate provisions for winter maintenance of public facilities, including pedestrian access to sidewalks, transit stops, entry areas and parking. Winter in Irondequoit brings snow, and inadequate snow removal can make pedestrian movement unsafe and/or impossible. Snow plowed from roadways or parking areas is often piled on sidewalks or in front of bus stops or entry areas, forcing pedestrians to climb over snow

mounds or walk in the street to reach their destination. Regular pedestrian use requires that facilities be available year round, making proper winter maintenance critical.

Keep every building, whether new or old, well maintained and attractive. Well-maintained properties convey a sense of care and pride in the community, as well as protect the owners' investments. When it is clear that property owners are interested and committed to the Town Center, people will be attracted to it and to its businesses.

Encourage adaptive re-use of existing buildings with historic or social importance. Several structures within the Town Center district boundaries have preservation or historic landmark status and their uses must respect this legal protection. In the case where a historic or socially important structure is without this legal protection, assure adaptive re-use is fully considered ahead of demolition as a way to preserve the unique fabric of the Town Center, and assure it will retain an identity unique to the Town's history.

TITUS AVENUE/COOPER ROAD ENVIRONMENT OBJECTIVES

The objectives of the Master Plan for the Titus/Cooper portion of the Town Center are to:

- Create a small-scale, mixed-use concentration of buildings, fronting on a pleasant pedestrian space with opportunities to stroll or sit.
- Increase the use of second-story space for residential or office space. (New structures are required to have a habitable second story - See Zoning Amendment, Section 235-30.4)
- Improve pedestrian circulations and connections both within the Town Center area and to the adjacent neighborhoods, schools, and Town Hall.
- Create a central gathering space for appropriate outdoor activities.
- Enhance the existing green space along the street.
- With the exception of the Cooper Road extension, which is described in detail in the Design Plan (See page 5 of the Master Plan), work with the existing rights-of-way and lot layouts, with no significant change in the amount of long-term publicly-owned land.
- Maintain or improve vehicular traffic flow on both Titus Avenue and Cooper Road.
- Maintain short-term parking that is discernible and accessible from Titus Avenue and Cooper Road.

HUDSON AVENUE ENVIRONMENT OBJECTIVES

The objectives of the Master Plan for the Hudson Avenue portion of the Town Center are to:

- Create a Grand Boulevard as an entrance to the Town Center from the south.
- Create a mix of uses in the buildings fronting on Hudson Avenue, including residential and office space, preferably with limited amounts of short-term parking between the buildings and Hudson Avenue.

- Encourage the use of second-story space for residential or office space. (New structures are required to have a habitable second story -- see Zoning Amendment, Section 235-30.4)
- Enhance pedestrian circulation across Hudson Avenue, between Hudson Avenue and the properties fronting it and between properties.
- Improve vehicular circulation on Hudson Avenue.
- Improve inter-property vehicular circulation.
- Enhance the existing green space along the road.
- Work with the existing rights-of-way and lot layouts, with no significant change in the amount of long-term publicly-owned land.

TYPICAL SIDE STREET ENVIRONMENT OBJECTIVES

The objectives of the Master Plan for Grange Place, Stranahan Park and any new side streets that may be created, connecting to Titus or Hudson Avenues or Cooper Road are to:

- Create a mix of uses, including residential and office space.
- Increase the use of second-story space for residential or office space. (New structures are required to have habitable second story - See Zoning Amendment, Section 235-30.4)
- Enhance pedestrian circulation along the streets and between properties.
- Improve vehicular circulation between the side streets and Hudson Avenue, Titus Avenue or Cooper Road.
- Improve inter-property vehicular circulation.
- Enhance parking with minimal placement of parking between the buildings and the public rights-of-way.
- Increase the opportunity for on-street parking.
- Work with the existing rights-of-way and lot layouts, with no significant change in the amount of long term publicly-owned land other than the acceptance of donated roadway rights-of-way.

ADJACENT NEIGHBORHOODS OBJECTIVES

While not part of the Irondequoit/Hudson/Titus Town Center, the adjacent neighborhoods are still linked to the Center by proximity. As the Town Center develops, the Town and landowners can help to integrate the Town Center into the surrounding neighborhood by:

- Maintaining pedestrian connections.
- Considering traffic-calming mechanisms on residential side streets.

IV. TOWN CENTER DESIGN GUIDELINES

SITE PLANNING, SITE LAYOUT AND SITE DESIGN

Front Setbacks

Unique for Titus Avenue and Cooper Road

- Match the front setback of new, rehabilitated or expanded buildings along Titus Avenue with the setback of the buildings on either side of it; if the setbacks vary, the setback that is closer to the street should be used.
- Limit maximum setback to no greater than 65 feet from the edge of the right-of-way. (The Regulatory Plan provides more information on the appropriate setbacks for the various conditions along Titus Avenue in the Study Area.)
- Set buildings back a maximum of 25 feet from the edge of the right-of-way on Cooper Road north of Titus Avenue and 0 feet from the edge of the right-of-way south of Titus Avenue.
- In addition to the actual dimensional requirement, provide physical continuity of the pedestrian walkways, and visual continuity with the existing adjacent structures.

Unique for Hudson Avenue

- New, rehabilitated or expanded buildings along Hudson Avenue must be set back far enough from the right-of-way to accommodate the streetscape design.
- Although there is not a specific dimensional maximum setback requirement along Hudson Avenue, encourage new or rehabilitated structures to be located in ways that provide appropriate transitions to the existing structures, including physical continuity of the pedestrian walkways, parking and existing structures themselves.

Unique for Typical Side Street

- Set buildings back a minimum of zero feet and a maximum of 30 feet from the edge of the right-of-way along other public rights-of-way in the Town Center used for regular vehicular traffic (excluding Titus, Cooper or Hudson) unless noted otherwise on the regulatory plan).

Side and Rear Setbacks

- Provide rear yard setbacks as needed; there is no minimum or maximum rear yard setback for the properties within the Town Center unless properties back to residentially zoned property outside of the Town Center, in which case a minimum rear yard setback of 45 feet must be maintained.
- Visual and acoustical buffers, in the form of landscaping or fencing, are recommended when the rear or side lots back to residential areas.

Unique for Titus Avenue and Cooper Road

- Provide a total maximum of 40 feet of side setback, divided as needed between the two side yards, except as noted below (creating a possible range of maximum side setbacks of 40 feet on one side and zero feet on the other to 20 feet on either side).
- Provide a maximum of five feet of side setback on either or both sides of a building along Titus Avenue in the Town Center east of Grange Place and along Cooper Road Extension.

Unique for Hudson Avenue

- *Provide a total maximum of 20 feet of side setback, divided as needed between the two side yards, (creating a possible range of side setbacks of 20 feet on one side and zero feet on the other to 10 feet on either side) except that a setback of up to 60 feet could be allowed if only used to provide one double loaded row of parking.*

Unique for Typical Side Street

- *Provide a total maximum of 30 feet of side setback, divided as needed between the two side yards, (creating a possible maximum range of side setbacks of 30 feet on one side and zero feet on the other to 15 feet on either side).*

Off Street Parking and Vehicular Circulation

- Place off-street parking and vehicular maneuvering areas at the rear of the properties or along the side of the building in those situations when the maximum side setbacks allow room for parking.
- Design parking entries to be no more than 24 feet wide when accommodating two-way traffic, and no more than 15 feet wide when accommodating one-way traffic.
- Provide cross-access between parking areas on adjoining properties.
- Combine vehicular entry points on adjacent properties whenever possible.
- Eliminate drive-through facilities for all streets within the Town Center District boundaries.

Unique for Titus Avenue and Cooper Road

- *Use the parking requirements in the Town Zoning Law within the Town Center, with the provision that the Planning Board may reduce the requirements by as much as 50 percent for the parcels along Titus Avenue and Cooper Road in the Town Center.*
- *Meet the parking requirements by the use of shared, off-site parking, adjacent on-street parking, on-site parking or a combination of the three, with on-site parking being the least preferred for properties on Titus Avenue.*
- *Locate entry points to parking areas on side streets or use an existing entry point for properties on Titus Avenue; create no new vehicular site entries on Titus Avenue in the Town Center.*
- *Design parking entries to be no more than 24 feet wide when accommodating two-way traffic, and no more than 15 feet wide when accommodating one-way traffic.*
- *Require 10-15 percent of the lot area to be used for landscaping to screen and/or soften parking lots that front on Titus Avenue and Cooper Road.*

Unique for Hudson Avenue

- *Use the parking requirements in the Town Zoning Law within the Town Center, with the provision that the Planning Board may reduce the requirements by up to 25 percent for parcels along Hudson Avenue.*
- *Allow parking requirements to be met by the use of shared parking, off-site parking, adjacent on-street parking, on-site parking, or some combination of the four.*

- *Allow parking between buildings and along Hudson Avenue as shown on the Regulatory Plan.*
- *Encourage the location of entry points to parking areas on side streets or use an existing entry point for properties on Hudson Avenue except where new access points are shown on the Regulatory Plan.*
- *Require 10–15 percent of the lot area be used for landscaping to screen or soften side yard parking lots.*

Unique for Typical Side Street

- *Use the parking requirements in the Town Zoning Law within the Town Center, with the provision that the Planning Board may reduce the requirements by up to 50 percent for the parcels along the side streets in the Town Center.*
- *Meet parking requirements by the use of shared, off-site parking, adjacent on-street parking, on-site parking or a combination of the three, with on-site parking being the least preferred.*
- *Allow parking between buildings on the side streets in the Town Center only as shown on the Regulatory Plan.*

Pedestrian and Bicycle Circulation

- Provide a direct connection for pedestrians to the public sidewalk from each front or side building entrance.
- Accommodate direct pedestrian access to adjacent properties with pedestrian walkways when possible.
- Use interesting paving material, other than concrete or asphalt, for the pedestrian areas to help delineate the pedestrian space and to reinforce the pedestrian scale.
- Encourage bicycle access by placing bicycle storage spaces near at least one entrance to each building block.
- Extend pedestrian connections to and through parking areas to adjacent streets or buildings.
- Provide a visible edge for pedestrian ways throughout the Town Center, such as buildings or a row of trees to create a sense of personal security.
- Create pedestrian spaces that are safe and easily monitored by police or security.
- Provide places/amenities as incentives for people to congregate along the street, such as sidewalks, benches, water features, street trees, artworks, merchandise or restaurant seating.
- As possible, orient pedestrian routes to a landmark or clearly delineated new or existing focal points in the Town Center to facilitate orientation and way finding.

Unique for Titus Avenue and Cooper Road

- *Provide larger pedestrian spaces, such as green areas, open plazas, or wide walkways at least 12 feet wide, in the Titus/Cooper area for outdoor activities and visual relief. The walkways are at least 20' wide along the Titus Avenue pedestrian plaza and along both sides of the Cooper Road Extension.*

Lighting

- Provide lighting for parking areas and pedestrian ways that instills a sense of personal security without producing glare or negatively affecting adjacent properties or vehicular traffic.

- Meet the minimum recommendations of the Illuminating Engineering Society of North America (IESNA) for parking area lighting on properties along Titus Avenue.

Utilities

- Locate both refuse and loading/unloading services in the rear of the buildings or at the side of the buildings accessible from a side street for buildings along Titus Avenue in the Town Center.
- Place loading/unloading areas so that when in use, they do not interfere with pedestrian or bicycle circulation.
- Orient refuse/recycling facilities so that they are screened from pedestrian spaces, in keeping with the town code.

Building Location

- Orient the buildings toward the main street of pedestrian access.
- Locate buildings with at least one primary, working entrance facing the street.
- Direct retail and service land uses towards pedestrian needs, especially on Titus Avenue, while still acknowledging the need and use of automobiles by both residents and visitors to the Town Center.

Unique for Titus Avenue and Cooper Road

- *Locate buildings as close to the Titus Avenue or Cooper Road rights-of-way as possible.*

Unique for Hudson Avenue

- *Minimize side yards as much as possible.*

Unique for Typical Side Street

- *Locate buildings as close to the right-of-way as possible.*

Landscaping

- Provide landscaping or small outdoor commercial uses designed to benefit or cater to pedestrians in the front setback areas.
- Add water features, even if small, to add sound and movement to pedestrian spaces.
- Eliminate the use of chain link fences.
- Continue the visual wall of buildings along the setback line by the use of street trees, hedges or low walls or fences in open spaces between buildings along streets in the Town Center. (See Appendix B photo illustration, pg. 18)

Signs

Unique for Titus Avenue and Cooper Road

- *Minimize the use of additional freestanding signs along Cooper Road and Titus Avenue, and eliminate their use along the south side of Titus Avenue between Grange Place and Stranahan Park. (See the next section for information on Building Signs.)*
- *Use occasional portable signs to add interest to the pedestrian space and provide information on local businesses.*
- *Locate portable signs so as to not impede pedestrian or vehicular movement.*

- *Place portable signs outside only when the business is open; do not permanently affix the portable sign to any outside structure.*
- *Use portable signs that are a maximum of two feet wide and four feet tall.*

Unique for Hudson Avenue

- *Discourage the use of freestanding signs over 15 feet, and encourage the use of ground-mounted signs vs. pole-mounted for freestanding signs shorter than 15 feet.*

Unique for Typical Side Street

- *Eliminate the use of freestanding signs along the side streets in the Town Center where the sidewalk is within five feet of the front of the building. (See the next section for information on Building Signs.)*
- *Discourage the use of freestanding signs over four feet, and encourage the use of ground-mounted signs vs. pole-mounted.*
- *Use occasional portable signs to add interest to the pedestrian space and provide information on local businesses.*
- *Locate portable signs so as to not impede pedestrian or vehicular movement.*
- *Place portable signs outside only when the business is open; do not permanently affix the portable sign to any outside structure.*
- *Use portable signs that are a maximum of two feet wide and four feet tall.*

Artwork

- Use artwork to enhance pedestrian activity areas and building facades.
- Involve the local community in the process of developing public art to provide inspiration to the artists and foster a sense of appreciation of the final products.
- Consider requiring the inclusion of some art in most public or private development projects within the Town Center. (See Appendix B photo illustration, pg. 20 and 27)

BUILDING PLANNING AND DESIGN

Orientation

- Orient buildings so that the front faces the street and has at least one functioning main entrance.
- Place entrances close to the corners of buildings located on corner lots.
- Use secondary side and rear entrances as needed to access parking areas or pedestrian spaces.

Scale, Height and Mass

- Encourage the development of buildings with at least two stories, either through additions and renovations to existing buildings or the creation of new structures that blend with the existing character of the area. (New structures are required to have a habitable second story - See Zoning Amendment , Section 235-30.4)
- Use second-floor space for either residential or business purposes.
- When economics do not allow for full second stories on existing structures, consider façade enhancements that will add frontage height to gain the street corridor effect. (See Appendix B photo illustration, pg. 23)

- Emphasize building corners on properties fronting on two streets.
- Encourage distinctive roof forms, profiles and cornices on the fronts of buildings with distinct character and varying heights. (See Appendix B photo illustration, pg. 22 and 25)
- Discourage the use of borrowed historic roof forms such as false mansard style roofs.
- Limit the use of sloping roofs to only situations where no other options are feasible.

Unique for Typical Side Street

- *Provide buildings that are at least 18 feet high.*

Entrances and Fenestration

- Encourage distinctive ground-floor entrances facing the street for every first- or second-floor business or residential use in the building (See Appendix B photo illustration, pg. 22 and 24)
- Recess doorways as possible to provide a small pedestrian sheltering space and to avoid doors opening directly onto the pedestrian way.
- Provide entry doors that are at least 50 percent glass to provide visual interest.
- Encourage the use of bow/bay windows on second floors to add interest and allow a 180-degree view of the street from the interior.
- Maintain between 1.5 and 2.5 feet between the sidewalk and the bottom of first-floor windows.

Unique for Titus Avenue and Cooper Road

- *Discourage high, blank walls along sidewalks. Doors and window openings, (fenestration) should comprise at least 75 percent of a building's first-floor front facade and at least 33 percent of a building's first-floor side facade when permanently visible.*

Unique for Hudson Avenue

- *Discourage high, blank walls along sidewalks. Doors and window openings, (fenestration) should comprise at least 50 percent of a building's first-floor front facade and at least 33 percent of a building's first-floor side facade when permanently visible.*

Unique for Typical Side Street

- *Discourage high, blank walls along sidewalks. Doors and window openings, (fenestration) should comprise at least 50 percent of a building's first-floor front facade and at least 33 percent of a building's first-floor side facade when permanently visible.*
- *Use structured areas at the doorways, such as porches or stoops, in the residential areas to encourage activity near the front door, making sure that ADA standards are maintained.*

Facades, Awnings and Canopies

- Distinguish the first-floor façade from the upper floors through architectural treatments and material selected to create a visual base for the buildings and an intimate scale for pedestrians.

- Add visual interest to the street through the use of display windows, window boxes, awnings, interesting textures and patterns, and other features built into the adjacent structures.
- Design awnings or other projections to provide at least seven feet of clearance off the pavement.
- Discourage use of backlit awnings.
- Encourage adaptive re-use of existing buildings with historic or social importance to the Town.

Unique for Titus Avenue and Cooper Road

- *Use exterior materials that are historically present in the other buildings along Titus Avenue and Cooper Road.*

Signs

- Encourage use of business signs on buildings that include only the business name, address, function and logo.
- Coordinate the placement of signs with the building design and the signs on adjacent buildings, utilities and vegetation.
- Locate wall-mounted signs between the top of the first-floor openings and the second-floor windowsills.
- Eliminate the use of interior-lit signs because they produce glare and uncomfortable light levels for pedestrians.
- Discourage use of building colors and façade treatments that “brand” the building, or use the structure as a form of a sign. (See Appendix B photo illustration, pg. 25)

Unique for Titus Avenue, Cooper Road, and Typical Side Street

- *Encourage use of signs that project perpendicularly from the façade of the building as possible, but limit the projection to five feet or one-third of the width of the sidewalk, whichever is less and maintain at least an 8-foot clearance to the sidewalk . (See Appendix B photo illustration, pg. 26)*
- *Use mounting systems that are simple and unobtrusive.*

Lighting

- Integrate building-mounted lights into the architectural character of the building, in terms of both the level of illumination and the type of fixture used.
- Orient building lights towards the building to highlight permanent signs, window displays and architectural features without creating glare or bright lights for pedestrians or motorists.
- Use only light fixtures that shield the light source from direct view.

Utilities

- Locate building utilities on the roofs of buildings or in well-ventilated attics.
- Screen rooftop utilities and equipment from nearby ground-level views.

STREET AND SIDEWALK DESIGN

Vehicular Circulation

- Eliminate as many private vehicular curb cuts as possible along Titus, Hudson and Cooper, and do not construct new ones.
- Designate loading/unloading areas with limited hours of use in the off-street parking areas that, when in use, still keep the travel way open; use the loading space for parking at other times.

Unique for Titus Avenue and Cooper Road (See Appendix C Cross Section, pg. 29).

- *Provide 11-foot wide travel lanes on Titus Avenue and Cooper Road.*

Unique for Hudson Avenue (See Appendix C Cross Section, pg. 30)

- *Maintain the existing travel lane widths on Hudson Avenue.*
- *Create coordinated off-street parking areas along both sides of Hudson Avenue within the zoning district.*
- *Create a center median on Hudson between Titus Avenue and Drake Drive by intermittently removing the center turn lane, leaving turning lanes only at major access points.*

Unique for Typical Side Street (See Appendix C Cross Section, pg. 31)

- *Provide 10-foot wide travel lanes on the side streets meant for vehicular traffic in the Town Center.*
- *Provide parallel on-street parking in as many locations as possible along the side streets used for vehicular traffic in the Town Center.*
- *Designate on-street loading zones as needed but limit the time available for loading, making the space available for parking at other times.*
- *Combine existing driveways as possible to minimize curb cuts.*
- *Require new access points on the side streets in the Town Center to serve at least two adjacent or back-to-back properties.*

Pedestrian Circulation

- Use interesting paving material, other than concrete or asphalt, as possible, for the pedestrian areas to help delineate the pedestrian space and to reinforce the pedestrian scale. (See Appendix B photo illustration, pg. 18 and 19)
- Use current ADA-acceptable sidewalk design standards when providing new or upgraded sidewalks.
- Provide well-marked crosswalks at key existing or planned pedestrian crossings.
- Emphasize the significance of pedestrian movement at the intersections along Titus Avenues by increased crosswalk width of eight feet or greater, the use of distinctive material, and/or the installation of visible crosswalk signals.
- Use low-maintenance and skid-resistant crosswalk materials that provide high visibility during the day as well as the night
- Avoid the use of just paint on asphalt as a crosswalk material on Titus Avenue, Hudson Avenue and Cooper Road because it wears away quickly in high traffic locations.
- Provide adequate space for the easy storage of snow so that it will not interfere with use of pedestrian facilities, sidewalks or normal pedestrian movement.

Unique for Titus Avenue and Cooper Road

- *As the rights-of-way allow, maintain a minimum of four feet of separation between pedestrian sidewalks and the travel lanes of Cooper Road and Titus Avenue when there is no parallel parking.*
- *Coordinate the location of crosswalks with pedestrian spaces in the vehicular parking areas on the south side of Titus Avenue, with street tree plantings and with other traffic calming measures that may influence pedestrian movement.*

Unique for Hudson Avenue

- *Provide a minimum of ten feet of green space separation between pedestrian sidewalks and travel lanes on Hudson Avenue.*

Unique for Typical Side Street

- *As the rights-of-way allow, maintain a minimum of four feet of separation between pedestrian sidewalks and travel lanes when there is no parallel parking.*
- *Use bulb-outs at crosswalk in areas with parallel parking to minimize the length of the crosswalk.*

Bicycle Circulation

Unique for Titus Avenue and Cooper Road

- *Create wide shoulder space on Titus Avenue as possible to accommodate bicycle travel.*

Unique for Hudson Avenue

- *Incorporate storage facilities, for bicycles and/or equipment at the bus transfer stop.*

Landscaping

- Provide street trees as space allows, using the Master Plan Design Plan as a guide to appropriate locations.
- Select trees based on their hardiness, stress resistance, salt tolerance, maintenance requirements, the scale of the space and their ultimate height/crown width, shading, seasonal changes, street litter and visual interest (Appendix A provides a list of trees appropriate for street use in Irondequoit.)
- Do not use trees that are listed on the New York State invasive plant list. (Appendix A provides a list of potential street trees that are on the invasive list.)
- Specify trees with a minimum caliper of 2 ½ to 3 inches to provide immediate effectiveness.
- Do not use trees that drop heavy or squishy seeds in high pedestrian use areas.
- Locate trees out of the direct travel path of major pedestrian routes.
- Coordinate tree plantings with the design of building signs, streetlights, utilities, benches and other street furniture.
- Consider the growing needs for trees in high-traffic locations with minimal care; provide adequate room and proper soil for root growth.
- Prune tree limbs as they grow to provide a minimum clear walking space of eight feet below their canopy.
- Consider how trees can be decorated for seasonal displays in key locations.
- Assure landscaping has adequate maintenance plans, particularly for watering requirements

- Grade spaces to direct water away from pedestrian and bicycle areas.

Street Lighting

- Extend the use of uniform street lighting that currently exists on Titus Avenue throughout the entire Town Center, maintaining the scale and height of the existing fixtures (The style may be changed to accommodate new street design plans).

Street Furniture (See Appendix B photo illustration, pg. 20, 27, and 28)

- Design streetscape facilities with long-term maintenance in mind.
- Work with local artists in the design and fabrication of streetscape elements.
- Exercise caution in the selection and use of banners hung within the Town Center, encouraging those that promote the Center as a whole, or as artwork. When sponsored banner programs are approved, designs should be approved for appropriateness to the Town Center Guidelines.
- Design bus stops and shelters, light poles, benches, plazas and other public street furniture for ease of summer and winter maintenance, avoiding the need for extraordinary measures.
- Grade spaces to direct water away from pedestrian and bicycle areas.
- Select materials that can withstand the rigors of constant daily use in exposed locations; avoid the use of construction materials that can be easily damaged.
- Consider the use of anti-graffiti coatings to facilitate the removal of unwanted messages on exposed surfaces.
- Adopt a policy of regular maintenance inspections to limit the spread of abuse or vandalism if it starts.
- Encourage landowners to become involved in summer and winter facility monitoring and maintenance to benefit both the landowners and users.
- Provide paved access to benches.
- Coordinate the placement of street furniture with storefronts, crosswalks, light standards, tree plantings and other elements of the streetscape.
- Provide coordinated trash containers that can be easily emptied and maintained at each bench location.
- Coordinate the design and placement of public signs to minimize confusion and clutter.

Unique for Titus Avenue and Cooper Road

- *Add an information kiosk on both sides of Titus Avenue.*
- *Provide special “entry” focal points along Titus Avenue along the south side of the street close to the intersection with the Cooper Road Extension.*
- *Provide four- to six-foot long benches along Titus Avenue an average of every 150 feet with at least one located close to the kiosks.*
- *Provide four- to six- foot long benches along the Cooper Road Extension on an average of every 100 feet.*
- *Incorporate the pedestrian pocket park concept in front of the historic house on the west side of the Cooper Road extension, and the pedestrian access walk to the central parking lot across the road.*

Unique for Hudson Avenue

- *Provide a special focal point at the northern end of Hudson in the new center median, such as a large flagpole, sculpture or clock tower.*
- *Provide four- to-six-foot long benches along Hudson Avenue an average of every 200 feet within the new pedestrian space.*

Unique for Typical Side Street

- *Provide special focal points at the end of significant pedestrian access ways, especially at the southern ends of Grange Place, Stranahan Park and the Cooper Road Extension.*

Bus Facilities

- Orient freestanding bus shelters to avoid directly facing the street, to protect riders from splashed rain/snow, while still allowing views of oncoming buses.
- Grade the surface of bus stops, crosswalks and sheltering building entrances for positive pitch away from snow storage areas, to avoid build-up of ice or spring puddles.
- Site bus stops in locations that are visible from numerous locations and are easily monitored by the police.
- Provide a minimum of three feet between shelters and the curb line for bus stops.
- Use consistency in design of bus stops, signs and sign placement to aid in user orientation and way-finding.

Unique for Titus Avenue and Cooper Road

- *Provide at least one bus stop in each direction along Titus Avenue between Hudson Avenue and Stranahan Park, coordinated with bench locations to provide seating for riders in a freestanding structure or under adjacent buildings features.*

Unique for Hudson Avenue

- *Provide direct pedestrian connections to the bus transfer point on the west side of Hudson Avenue.*

Appendix A: Street Tree Recommendations

Select Street trees based on their hardiness, stress resistance, salt tolerance, maintainability, the scale of the space and their ultimate height/crown width, shading, seasonal changes, street litter and visual interest as it relates to the particular street. Landscape plans with trees not on this list that are stamped by a licensed New York State Landscape Architect will be considered. Otherwise, applicants should draw from this list or the “the official town listing of approved street trees” as it is kept up to date.

SUGGESTED LIST OF TREES
Autumn Blaze Maple, (<i>Acer x freemanii</i> ‘Jeffersred’)
Red Maple (<i>Acer rubrum</i>)
Red Horsechestnut (<i>Aesculus x carnea</i>)*
Hackberry (<i>Celtis occidentalis</i>)
Yellowwood (<i>Cladrastis kentukea</i>)*
White Ash (<i>Faximus americana</i>)
Sweet Gum (<i>Liquidamber styracifolia</i>)*
Swamp White Oak, (<i>Quercus bicolor</i>)*
Red Oak (<i>Quercus rubra</i>)*
American Linden (<i>Tilia americana</i>)
American Elm (<i>Ulmus Americana</i> ‘Princeton’) (or other Dutch Elm Disease resistant cultivar)
Japanes Zelkova (<i>Zelkova serrata</i>)

* These trees can have large seeds or pods and should be used with caution close to sidewalks or parking areas.

Do not use trees that are listed on the New York State invasive plant list, which currently include:

Norway Maple (<i>Acer platanoides</i>)
Tree of Heaven (<i>Ailanthus altissima</i>)
White Poplar (<i>Populus alba</i>)
Black Locust (<i>Robinia pseudoacacia</i>)

APPENDIX B: PHOTO ILLUSTRATIONS



Short fence and hedgerow separate parking area from pedestrian walkway (Lewiston, N.Y.) photo courtesy of H.I.P.P.



Charlotte, NY photo courtesy of H.I.P.P.

The use of alternate materials, colors, and heights will visually and physically delineate space intended for pedestrians vs. space intended for automobiles. The addition of black ballards in the images above and below further enhances the separation.



Raised bed and hedgerow separate parking area from pedestrian walkway (Lewiston, NY) photo courtesy of H.I.P.P.



Boca Raton, FLA photo courtesy of Romeo Land Development, LLC

Copyright © 2002 Romeo Land Development, LLC

Using alternate materials for crosswalks will improve their visibility (as compared to painted crosswalks), and will help to slow traffic near them. As demonstrated in the images to the right and below, careful attention to material selection can also provide a unique design statement to the Town Center.



Boca Raton, FLA



Crosswalk (University Avenue, Rochester, NY)



Street medians can be enhanced with the addition of tree and flower plantings, as this crossing island demonstrates (University Avenue, Rochester, NY)



photo courtesy of H.I.P.P.

Taking advantage of local artists, these "benches" were designed to provide a visual focal point in addition to being a pedestrian amenity -- the ones shown above sit outside of a coffee shop (University Avenue, Rochester, NY)



Copyright 2002 Romeo Land Development LLC

photo courtesy of Romeo Land Development, LLC

The beautiful pattern in the pavers provides a source of "art underfoot" in this sidewalk (Boca Raton, FLA)



photo courtesy of H.I.P.P.

Provisions for pedestrian amenities in the form of benches, clearly marked walkways and street trees will add function and character to the Town Center; they can also be a palette for public art, as these examples demonstrate.



photo courtesy of Wilbur Smith & Associates



On a sidewalk "bump-out" in front of a store (Lewiston, NY)

photo courtesy of H.I.P.P.



Created between two street-front buildings (Lewiston, NY)

photo courtesy of H.I.P.P.



Fenced-in, across the street from shopping (St. Augustine, FLA)

photo courtesy of H.I.P.P.

Because most of the land within Irondequoit's Town Center is already developed, space for a central, dedicated park is limited. However, there is plenty of opportunity for "pocket parks", places the customers and community members can use for gathering, resting, or eating food purchased from a Town Center business. Scattered placement of pocket parks like the ones shown on this page can provide a significant increase in the amount of landscaping and green space development within the Center.



photo courtesy of H.I.F.P.

Visual interest can be provided through undulations in the street front of the building, as this 2-story box bay window demonstrates (Saugatuck, MI)



photo courtesy of H.I.F.P.

Although they share the same building structure, using separate entrances allows each of the businesses to have a unique identity, created by the signage, awning, and display windows (Glen Ellyn, I.L.)



photo courtesy of Rick Zempel

These newly constructed townhouses were designed with interesting rooflines, dormers, and streetfront porches, all keeping within the character of the surrounding neighborhoods (Chautauqua, N.Y.)



photo courtesy of Architecture Architects

Varying rooflines, heights and architectural styles can provide a lot of visual interest to a street front, even if the buildings are old (Chagrin Falls, O.H.)



photos courtesy of H.L.P.P.

A single story building with a raised facade provides comfortable vertical scale to pedestrian environment. Also note how the inset doorways provide architectural interest to an otherwise flat-fronted structure. (Lewiston, NY)

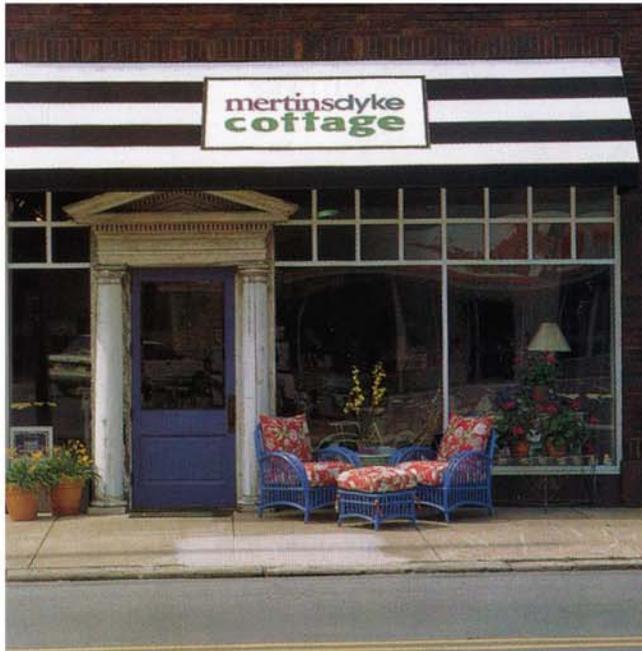


Although it is always preferable to have tenants occupying the second or third floors of a structure, financial constraints can sometimes limit this from occurring. However, it is still possible to gain the desired pedestrian scale a second story provides through the facade techniques shown in these examples.



photo courtesy of Architectura Architects

These buildings make use of false-height facades to add architectural mouldings and enhance the pedestrian scale of the street (Chagrin Falls, O.H.)



An extended awning (above) and roofline (below) will provide pedestrians protection.

images courtesy of H.I.P.P.



photo courtesy of H.I.P.P.
Use of awnings and entrance indentations provide protection in this village (Glen Ellyn, IL)

In order for the pedestrian access improvements to succeed year round in a location with inclement weather, it is important to provide some level of protection from sun, snow and rain. The examples shown here use a variety of techniques aimed at doing just that, in areas that are notorious for difficult weather conditions year round.



photo courtesy of H.I.P.P.

The continuous overhang of the buildings provide protection from the elements for the pedestrian walkway. Also note how the unique design of the clock tower provides a focal point for the commons area (SUNY @ Buffalo, Amherst, N.Y.).



Chicago UNO in a newly-constructed street of shops (Cincinnati, OH)

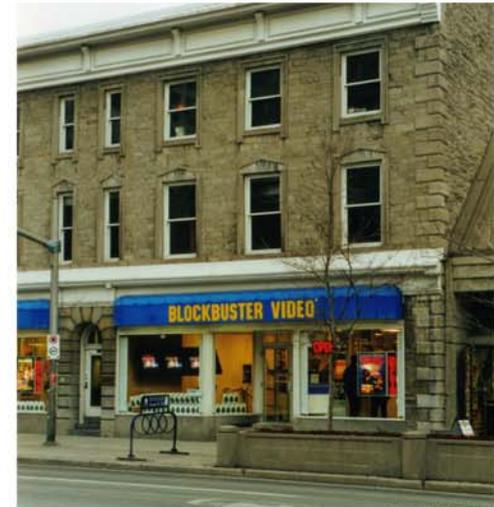
image courtesy of H.I.P.P.



McDonald's in historic village building (Lewiston, NY)

photo courtesy of H.I.P.P.

As these four examples demonstrate, National chains can sometimes be persuaded to reside in non-signature buildings, thereby providing the community their service, while maintaining consistency with the scale and style of the existing neighborhood.



Blockbuster in existing neighborhood building (Ottawa, ON)

photo courtesy of H.I.P.P.



McDonald's in newly-constructed building (Toledo, OH)

photo courtesy of H.I.P.P.



This shop, converted from an existing residence, uses appropriately-scaled signage and landscaping to mark out the street entrance (Chagrin Falls, O.H.)



The additions of shutters, window boxes, potted flowers and a bench go a long way toward enhancing the street face of this antiques shop (Gettysburg, P.A.)



Adding the lighthouse logo to these street signs helps give the area a unique identity (Charlotte, N.Y.)



This bracket-mounted sign, hung perpendicular to the building, provides this merchant with excellent visibility to both pedestrians and automobiles, yet is aesthetically pleasing as well. (Chagrin Falls, OH)

Paying attention to the details of signage and streetfront aesthetics can provide significant impacts on the unique identity and character of a neighborhood, as these samples demonstrate.



Water Fountain

image courtesy of NLRP



Public Restroom, painted with Suerat mural (Seaugusuck, ME)

photo courtesy of NLRP



Clock Tower (Historic District, Jamestown, N.Y.)

photo courtesy of NLRP

Satisfying functional requirements with carefully designed features can provide unique focal points for the town center, as these images demonstrate.



Kiosk (Paris, France)

photo courtesy of NLRP



photo courtesy of H.L.P.P.

Careful placement of well-designed public amenities like this bulletin board, can provide a public service, and also reduce the amount of paper noise posted to street signs and lamps (University Ave., Rochester, N.Y.)



photo courtesy of H.L.P.P.

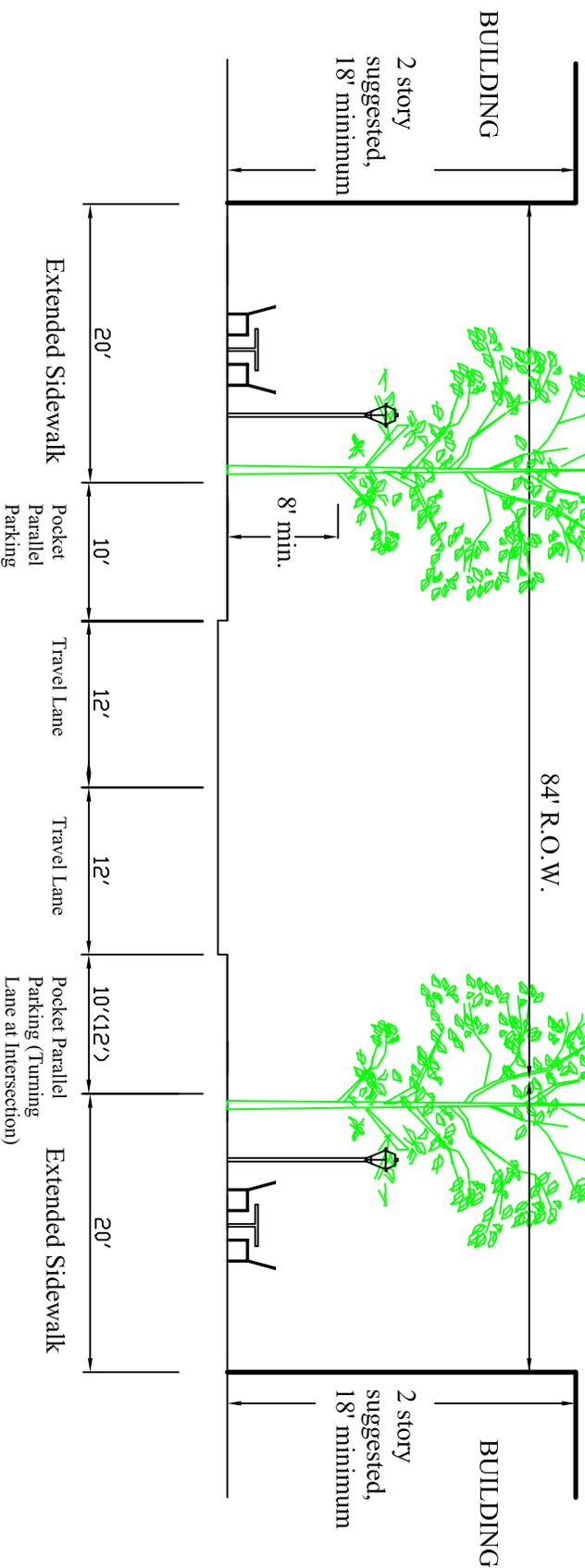
The new sidewalk is built around the existing tree, protecting it's root system, and taking advantage of existing, mature growth (University Ave., Rochester, NY)



photo courtesy of H.L.P.P.

Benches are built right into this concrete raised planter, providing a shady rest area for strollers (Long Point Park, Beamus Point, N.Y.)

Coordinate tree placement with light standards to keep light standards away from trees and avoid conflicts.



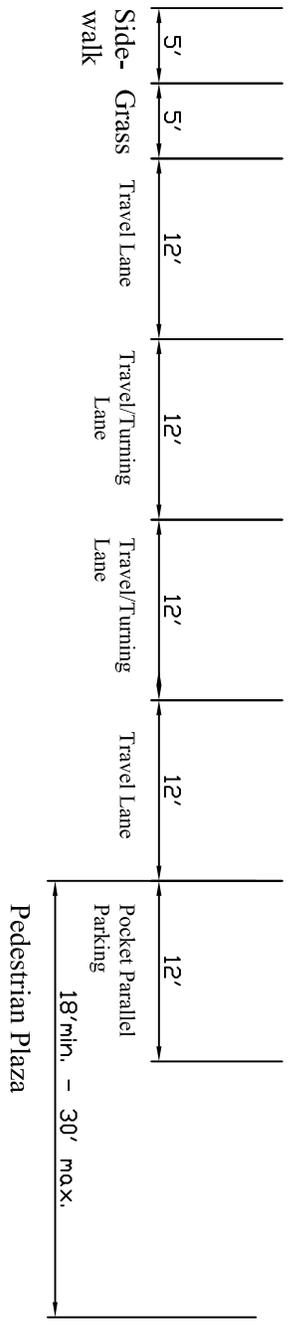
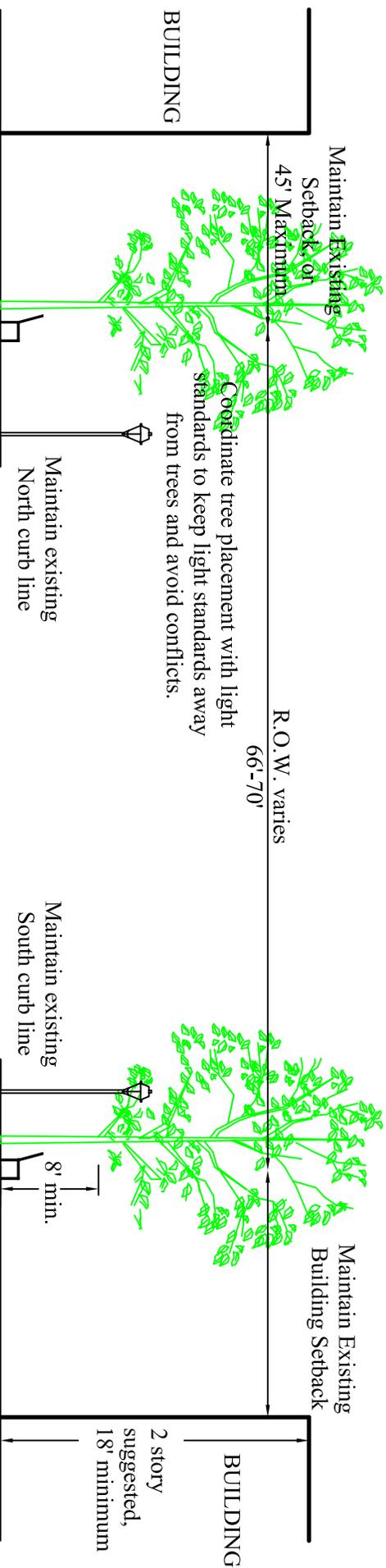
**Titus-Cooper-
Hudson Town
Center**

**Corridor Improvement
Concept Plans**

Town of Irondequoit, NY



**CROSS SECTION:
Cooper Extension**

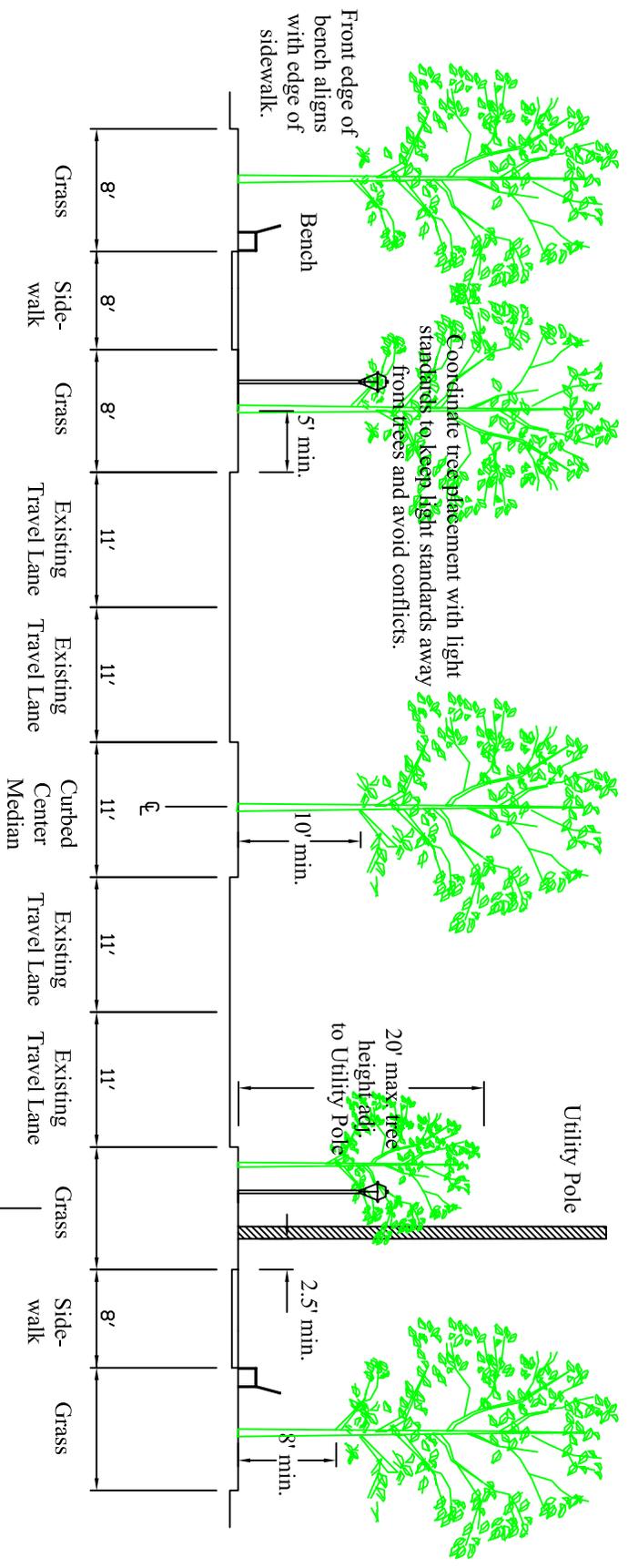


Titus-Cooper-Hudson Town Center

Corridor Improvement Concept Plans
Town of Irondequoit, NY

Wilbur Smith Associates
ENGINEERS PLANNERS ECONOMISTS
50 Years
August 2003

CROSS SECTION:
Titus Avenue



Width varies depending on location of utility pole.

Titus-Cooper-Hudson Town Center

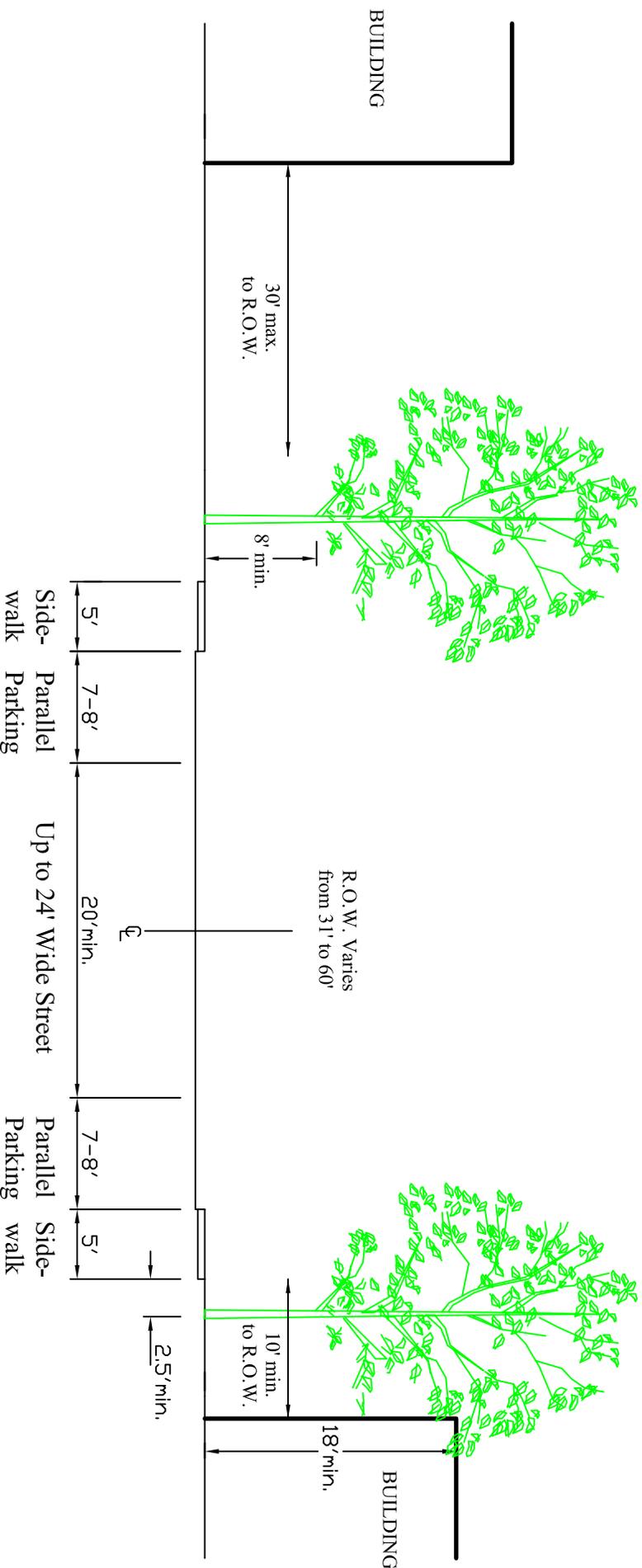
Corridor Improvement Concept Plans

Town of Irondequoit, NY



August 2003

**CROSS SECTION:
Hudson Avenue**



NOTES:

- Sidewalks can be separated from roadway if maintenance of green space can be a high priority (to avoid bare dirt adjacent to the road); separation should be a min. of 4 feet.

- Prune trees to create 8' clearance over sidewalks over time.

- Distance between the outside edge of the sidewalk and the right of way will vary. Use 7' width for parking within narrow right of ways.

Titus-Cooper-Hudson Town Center

Corridor Improvement Concept Plans

Town of Irondequoit, NY



CROSS SECTION: Typical Side Street in Town Center Used for Vehicles

APPENDIX 3
TITUS/COOPER HUDSON TOWN CENTER ZONING AMENDMENTS



Town of Irondequoit
Proposed Amendment to the Current Zoning Law to Create a Town
Center Zoning District

1. Renumber existing Section 235-30 as Section 235-29.
2. After Section 235-29 (as renumbered) add a new heading entitled Article VIIIA, Town Center District, and create a new Section 235-30 as follows:

Article VIIIA

Town Center Zoning District (TC District)

235-30.1 General

- A. Purpose.** The purpose of the Town Center Zoning District is to create a traditional mixed-use area that is scaled to the pedestrian and can serve as a gathering place and community center. This concept is more fully described in the Irondequoit Town Center Master Plan and accompanying Design Guidelines, adopted by the Town Board on (date). *(Note: this reference will be to the final product produced by this project, which would ideally be adopted by the Town Board as an amendment to the Town's comprehensive plan)*
- B. Boundaries.** The boundaries of this district are as shown on the Zoning Map, as amended concurrently with the adoption of this Article VIIIA.
- C. Applicability and Effect.** The provisions of this Article VIIIA shall apply within the boundaries of the T C District and shall supersede any conflicting provisions in the Town of Irondequoit Zoning or Land Subdivision regulations.
- D. Goals.** The goals of this Article are:
 1. To implement the concept described in the Town Center Master Plan.
 2. To create an economically viable core with a mixture of retail, office, residential, and service uses, built on a small-scale that is conducive to pedestrian activity.
 3. To create an aesthetically pleasing public realm of streets and sidewalks framed by building facades, enhanced by street trees, plazas, parks, natural and recreational areas, and other public amenities.
 4. To make available sites for civic uses, such as small-scale public events, post office; churches; meeting halls; and theaters.

5. To make the Town Center an area that is safe and appealing for pedestrians and bicyclists, where the need to move traffic through is balanced against the need to make the pedestrian experience safe and enjoyable.
6. To create a place with a distinctive identity similar in pattern and form to traditional villages in the Rochester area.

235-30.2 Town Center Regulatory Plan and Design Guidelines

- A. Regulatory Plan.** A plan map labeled “Irondequoit Town Center Regulatory Plan” is hereby adopted as part of this Article VIIIA and made a part hereof. This Regulatory Plan will be referred to in some of the Sections that follow. The Regulatory Plan illustrates the Town Center concept and has regulatory effect. It shall supersede any conflicting provisions of the Town of Irondequoit Zoning Law or Subdivision Regulations. In particular, street layouts and dimensions shown in the Regulatory Plan shall supersede any conflicting requirements in the Subdivision Regulations. The Regulatory Plan shall supersede textual provisions of Article VIIIA only where the text of Article VIIIA so indicates.
- B. Design Guidelines.** The Town Center Design Guidelines (hereinafter “the Design Guidelines”), adopted by the Town Board as non-binding recommendations for development in the TC District, shall serve as a guide to the interpretation of this Article VIIIA and shall be used by the Town’s Planning Staff, applicants, and the Planning Board to assist in the preparation and review of detailed plans for development in the TC District. In the event that the Design Guidelines allow a use of land, building location, or other land alteration or development that is prohibited by the Town of Irondequoit Zoning or Subdivision regulations, such prohibition shall be superseded by the Design Guidelines. However, nothing in the Design Guidelines shall be deemed to be mandatory unless it is also required by this Article VIIIA of the Zoning Law or the Regulatory Plan.

235-30.3 Permitted, Required and Prohibited Uses

The TC District is a mixed-use district, in which a variety of uses are permitted and encouraged within close proximity. Except as listed below, any use listed as a permitted use or as a use allowed by Special Permit in any residential or commercial zoning district in the Town of Irondequoit is permitted in the TC District, with site plan approval by the Planning Board, provided that it complies with all of the requirements of this Article VIIIA. Where the Regulatory Plan specifies a use for a lot or parcel, only that use shall be permitted. Where indicated on the Regulatory Plan, the street level of buildings shall

be used only for retail, personal service businesses, restaurants, or other uses that depend upon walk-in pedestrian traffic and use storefront windows to attract their clientele.

The following uses are specifically prohibited in the TC District:

- A. Any use in which goods or services are dispensed from a drive-up window or device.
- B. Adult uses.
- C. Any use involving a building with a footprint area exceeding 8,000 square feet or up to 15,000 square feet with bonuses (See Section § 235-30.7 and § 235-30.8).
- D. Any use which does not comply with § 235-39, which addresses hazardous materials and pollutants.
- E. Any use involving the continuous use or outdoor storage of construction equipment.
- F. Communications tower as defined in § 235-125.
- G. Funeral homes.
- H. Mini storage facilities, contractor storage yards or landscaping and nursery uses.
- I. Gasoline service stations.
- J. Private or commercial outdoor swimming pools.
- K. Laboratories.
- L. Animal hospitals, dog kennels and stables.
- M. Car washes.
- N. Automobile, boat, recreational vehicle and motorcycle sales, service, repair, storage and impounding facilities.
- O. Motels.

235-30.4 Dimensional Standards

The following dimensional standards shall apply in the TC District.

- A. Minimum lot area: none.
- B. Minimum street frontage: 24 feet, except as may be otherwise specifically indicated in the Regulatory Plan.
- C. Front setback: As shown on the Regulatory Plan.
- D. Side and Rear Setback requirements: no requirements. See the Design Guidelines for suggested standards.
- E. Maximum Building Footprint: 8,000 square feet without bonuses (see § 235-30.7 and § 235-30.8), up to a maximum of 15,000 square feet with bonuses.
- F. Minimum Building Height: Two stories of habitable space for new structures. Eighteen feet for pre-existing structures as of the date of this amendment. Pre-existing structures can use a false front to achieve minimum height without adding a second floor of habitable space.
- G. Maximum Building Height: Three stories or 35 feet.

- H. Minimum frontage build-out (defined as the percentage of the lot frontage occupied by a building's front façade): 70 percent.
- I. Maximum impervious surface coverage per lot: 75 percent without bonuses, 100 percent with bonuses (see § 235-30.7 and 235-30.8).

235-30.5 Additional Dimensional and Design Considerations

The non-binding Design Guidelines referenced in Section 235-30.2 shall supplement the provisions of this Article VIIIA.

235-30.6 Parking Requirements

- A. **Purpose.** The purpose of this section is to control the impact of large and highly visible parking areas, which damage the historic character and built fabric of town center areas, harm the natural environment and visual character of the community, interfere with pedestrian safety and accessibility, and reduce the quality of life. However, inadequate parking can diminish the economic viability and quality of life in a town center by creating traffic congestion, safety hazards, and inconvenience. The Town therefore seeks to balance the need for adequate parking with the need to minimize harm resulting from the provision of parking, and to avoid the negative impacts of excessive amounts of parking in inappropriate locations. Because the parking requirements of the Zoning Law are designed for an automobile-oriented suburban setting rather than a town center, this Section establishes significantly different requirements than those that apply elsewhere in the Town of Irondequoit.
- B. **Applicability of Article XIV.** The parking requirements in Article XIV shall not apply in the TC District except to the extent specifically indicated in Section 30.6. Any new use in an existing structure shall be permitted without adding additional parking spaces, provided that the anticipated parking demand from the new use will not be more than 10 percent of parking demand for the existing use.
- C. **Minimum Parking for Residential Uses.**
 - 1. For single-family or two-family dwelling: Two spaces per dwelling unit.
 - 2. For multiple dwelling or apartment: One-and-one-half spaces per dwelling unit.
 - 3. These requirements may be reduced for dwelling units with less than 1,000 square feet of floor space, senior citizen housing, mixed-use development, or other appropriate circumstances if the Planning Board determines that such reductions are warranted.

D. Parking for Non-residential Uses.

1. Required Parking.

- a.** The number and layout of parking spaces for non-residential uses shall be based on the need to protect public safety and convenience while minimizing harm to the character of the community and its historic resources.
- b.** The parking requirement shall be 50 percent of the requirements listed in Section 235-79 of the Zoning Law, except that for properties fronting on Hudson Avenue the requirement shall be 75 percent of such requirements.
- c.** Parking for uses in the Town Center District shall, to the extent feasible, be provided in parking lots open to the public rather than on individual lots restricted to customers or clients of each use. Where such parking is made available to the public, the parking requirement shall be reduced by an additional 30 percent. (See Subsection 30.7 below.)
- d.** The Planning Board may reduce the required parking if the applicant can demonstrate that the use, as it will actually operate, will not generate the parking demand assumed by Subsection b above. Lack of availability of on-site space for parking shall not be a valid reason for reducing the parking requirement, which can be satisfied by the availability of off-site spaces or payment of a fee (see 2 below).

- 2. Fee in Lieu of Providing Required Parking Spaces.** Where the required spaces are not currently available on the street and/or in municipal parking lots and cannot be provided on-site in a manner that satisfies the requirements of this section, the applicant shall pay a fee in lieu of one or more required spaces, in an amount established by the Town Board sufficient to cover the estimated cost of providing additional public parking spaces in the Town Center. Such fee shall be kept in a dedicated fund for municipal parking purposes in the Town Center and shall be used for such purposes.

- 3. Location of Parking.** Parking requirements may be satisfied by the use of shared parking by different uses on the same site, off-site public or private parking, adjacent on-street parking, payment of a fee in lieu of providing parking, on-site parking, or a combination of these five options. On-site, private parking is generally the least preferred solution and shall be allowed in quantities of more than ten spaces only on large parcels where there is insufficient publicly accessible parking on the street or within 500 feet.

- E. Design and Layout of Parking Areas.** All off-street parking shall be located behind or to the side of a building, except as shown otherwise on the Regulatory Plan. Parking spaces located in a side yard shall be screened from public view. All parking areas shall be landscaped with trees and shrubs and shall provide at least one shade tree per ten parking spaces.

- F. Cross Access and Curb Cut Management.** Vehicular access between lots is desired and preferred over parcel-dependent curb cuts. Adjoining parking areas should be connected directly to one another or to a service road or alley to reduce turning movements onto roads. The exact location and extent of cross access between lots shall be subject to review and approval by the Planning Board.

235-30.7 Mixed-Use and Parking Incentives

The following incentives shall be provided to applicants who satisfy the requirements indicated. These incentives and those in § 235-30.8 may be combined.

- A. Mixed-Use.** If a building contains both residential and non-residential uses (at least 25 percent of the floor area of the building must be devoted to each type of use), the following incentives shall be provided:
1. One additional story of height*.
 2. 10 percent increase in the otherwise permitted impermeable surface coverage.
 3. 10 percent reduction in the total parking requirement .
- B. Parking.** If land used for parking on a lot is either conveyed to the Town for public parking or permanently posted as being available for public use:
1. One additional story of height*.
 2. 30 percent reduction in the parking requirement.
 3. 10 percent increase in the otherwise permitted impermeable surface coverage.

** Note: The height bonuses are not cumulative beyond the maximum building height.*

235-30.8 Civic Space and Public Improvement Incentives

The following incentives shall be provided to applicants who satisfy the requirements indicated. These incentives and those in § 235-30.7 may be combined.

- A. Civic Space.** For every 1,000 square feet of land dedicated to public use for pedestrian plazas, squares, greens, parks, playgrounds, or trails, as shown on the Regulatory Plan, 100 square feet of additional impervious surface coverage shall be permitted.
- B. Public Improvements.** If an applicant agrees to install off-site public improvements shown on the Town Center Plan attached to the Design Guidelines (on-site improvements shall be required as a condition of approval) for every \$1,000 spent on such public improvements, 100 square feet of additional impervious surface coverage shall be permitted.

235-30.9 Pre-Existing Non-Conforming Structures and Uses

Existing structures and uses that do not conform to the requirements of Article VIIIA shall be permitted to continue as they existed on the date of enactment of Article VIIIA until such time as they are abandoned. Any expansion, enlargement, or change in use shall bring the structure or use more closely into conformity with the requirements of this Article. Non-conforming parking lots shall be brought into conformity with Subsection 235-30.6(E) to the extent practical, whenever an application is filed for an expansion, enlargement, or change of the use.

235-30.10 Pedestrian Requirements

- A. Purpose.** The purpose of this subsection is to require site designs that encourage pedestrian movement within the Town Center, consistent with the purposes of this Article VIIIA. Because inadequate pedestrian circulation can diminish the economic viability and quality of life in a town center, the Town seeks to promote pedestrian movement by establishing requirements for pedestrian connections between private properties and between the public right-of-way and private properties.
- B. Required Pedestrian Facilities.** Site plans submitted for approval by the Planning Board shall show:
1. A direct pedestrian connection to the public sidewalk from each front or side building entrance.
 2. Direct pedestrian access to all adjacent properties with pedestrian walkways whenever possible.
 3. Pedestrian walkways from buildings to parking areas, with extension of such walkways through the parking areas to adjacent streets and buildings.

APPENDIX 4
THE MASTER PLANNING PROCESS RECORD



INTRODUCTION

The Town of Irondequoit engaged Wilbur Smith Associates, in conjunction with Robert Orr & Associates, Carrie Makover, AICP and Joel Russell, to develop a plan for a new town center in the Titus/Cooper/Hudson Avenues area of the Town. This paper (Working Paper #1) is a summary of the planning process from its initiation to the end of the weekend design charrette. The study focuses on the area within a 1/4 mile radius of the Titus & Hudson Avenues intersection. A smaller focus area looked at the land directly around the intersections of Titus, Hudson and Cooper Avenues, as Figure A shows.

STUDY PROCESS

To begin the project, WSA met with the Irondequoit Planning Office staff and the Steering Committee. At the meetings, WSA and the Town finalized the project scope and schedule and the other items listed in the Scope of Work in the contract for the kick-off meeting. The most important outcome of the meeting was the decision to undertake a design charrette to accomplish much of the work of Tasks 3 and 4 in the Scope of Work.

During subsequent correspondence, the charrette was scheduled for the first weekend in February 2002. The Town and the Project Team developed participation invitations to landowners and residents, and worked with the press to publicize the event. Attachment A contains copies of some of the publicity generated for the charrette. During January 2002, WSA conducted interviews with property and business owners in the study area. They also talked to Town officials to get their input on issues and ideas for the area.

The project team assembled in Irondequoit on the evening of January 31 to begin working together in reviewing the gathered information. Friday morning, the team began to familiarize themselves personally with the study area and define its opportunities and issues. Through out the day, team members also talked to additional community members about their concerns, wishes and knowledge of the study area.

On Friday evening, the project team assisted the Town in hosting a community work session. The session was meant to give Irondequoit residents more information on what the project and particularly the charrette was meant to accomplish and to allow the project team the chance to gather information from the public on what they thought about the project and the study area. As part of the initial presentation, Robert Orr provided the audience with a general discussion of "Traditional Neighborhood Design" (TND). The presentation discussed the general concepts associated with TND, as well as the financial success associated with projects that followed the concepts. Attachment B contains a copy of the presentation Robert made.

The Project Team assembled again on Saturday morning and began to review the information gathered the previous day and to synthesis the issues and opportunities that the proposed Town Center Plan should address. After reviewing the various ideas generated individually by the team members, the team worked to consolidate the concepts into three to

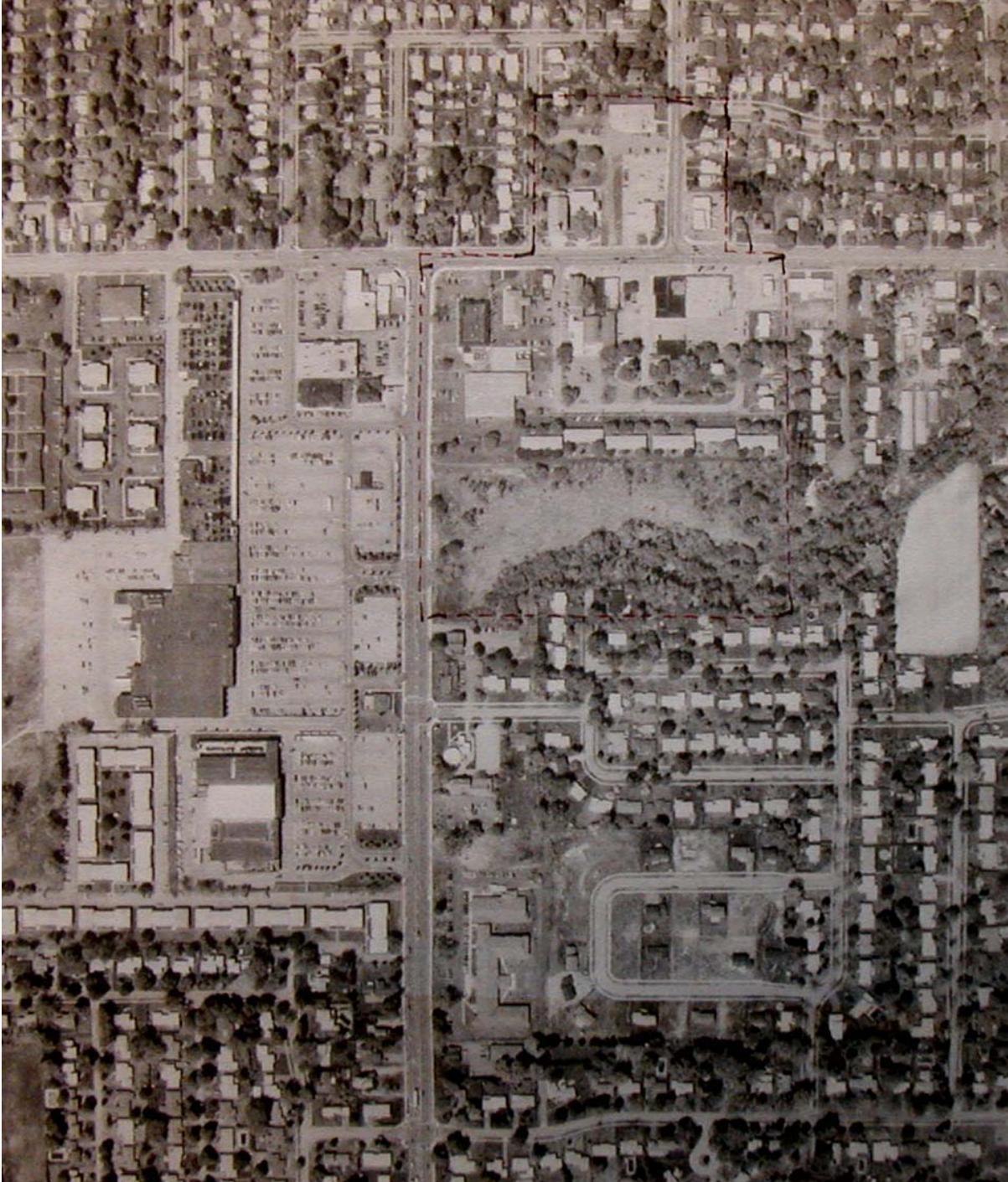


Figure B

four plans that could be presented to the public for their reactions and comments. The second public workshop of the charrette began on Saturday afternoon. The project team presented the three concepts to the public to get comments on and reactions to the different schemes. After which they used the comments to create a single plan with more details. The Project team presented this plan to the LAC on Sunday to discuss its suitability to the area and the Town. At the end of the LAC discussion, the team dismantled the design studio in the basement of the Church and returned to their offices to finalize the recommended plan.

BASE CONDITIONS, OPPORTUNITIES, AND ISSUES

BASE MAP INFORMATION

In the weeks before the charrette, team members also gathered background and base condition information on the study area, including:

- Previous plans and studies for the Study Area,
- Prior plans for the Town of region with implications for the Study Area,
- Roadway widths and alignments,
- Sidewalk location and condition,
- Street tree location and health,
- Updated Land Use,
- Building location and style,
- Demographics of the Town of Irondequoit, and
- Economic information and spending patterns for the Town's population.

INTERVIEW INFORMATION

The information gathered in the initial interviews, as well as those conducted during the first day of the charrette, are summarized in Table 1.

A junior/senior class from Irondequoit High School visited the charrette studio to discuss the study area and what they would like to see there. Jim and Carrie worked with them for an hour to develop a list of likes, wishes, dislikes and suggestions for the study area. Table 2 summarizes the information contributed by the high school students. (*Note: Table 2 is still in production and not included in this draft.*)

COMMUNITY WORK SESSION

On Friday evening, the project team assisted the Town in hosting a community work session to gather information from the public on what they thought about the project and the study area. After an initial presentation, the audience broke into seven smaller groups to address specific questions:

- What do you like about Irondequoit?
- What do you like about the Titus/Hudson/Cooper neighborhood?

Table 1 Interview Results

What Is Loved	To Improve Outdoor Spaces	To Add/Enhance Community Life	Specifics: Establishments
Great schools	Develop pedestrian experience: <ul style="list-style-type: none"> • Clear paths and destinations • Brick walkways • Coordinate lighting • Night-time safety • Mitigate litter • Improve crosswalk signals • Provide character, Irondequoit identity <ul style="list-style-type: none"> ○ History of agriculture ○ Ethnic backgrounds of residents 	Keep parks open later	Ice cream shop (open at night, too)
Residential neighborhoods Street trees	Gathering places Improve “clogged” car traffic	Keep businesses open later Have more community events (like July 4 th)	Coffee shop Book store
Durand Park	Calm traffic	Allow use of school grounds for activities	Café/pub/corner tavern
H.O.G.	Places for teens	Enforce noise ordinances	Boutique shops: clothing, jewelry
I Hots	Improving buildings: <ul style="list-style-type: none"> • Alleviate “Hodge Podge” • Maintain variety 	Make area feel safe at night	Toy store (like Kaleidoscope)
Romeo’s	Pedestrian links to town offices	Develop tools that Zoning could use to promote and help good development	Specialty food stores
Ability to walk around			Upscale restaurants
			mid-scale restaurants
			24-hour diner
			Video rental store close by
			Craft store (like Jo-Ann Fabrics, Michael’s)
			Bowling alley
			Community youth rec center
			Post office
			Professional offices

- How would you like it to change?
- What should stay the same?
- What should be done about circulation? (Auto/Bike/Pedestrian)
- What would you like to see added to the community?

Tables 3 highlight the responses to these questions provided by the residents at the work session. Table 3, which covers several pages, is included at the end of this paper.

The information provided by both the high school students during the day and the residents and business owners during the evening session were surprisingly similar. Both called for:

- More restaurants and stores to provide a well rounded,
- Improved pedestrian mobility in the study area,
- A community recreation center serving the children in the community,

There were a few significant differences as well, primarily centered on the places in the Town Center area that the students could go. The Adults mentioned the Library as a good community asset, but the students noted that the library served only younger children and adults and held little of interest for high school students. They also indicated that they wanted a place just to gather and “hang out” but many adults were leery of creating such a place, unless it was a special designated teen center. The students also pointed out a dilemma they believe they face – since there is nowhere to go, they often just walk around the area, but when they are just walking around, they perceive that they are “harassed” by the police.

EVALUATION CRITERIA

At the end of the initial presentation at the Friday evening work session, the audience as a whole refined a list of criteria that they thought should be used to evaluate the improvement plans and recommendations for the Town Center. Table 4 outlines the evaluation criteria initially presented to the audience for their consideration as well the additional ideas they developed.

PRELIMINARY PLAN ALTERNATIVES

The Project Team assembled again on Saturday morning and began to review the information gathered the previous day and to begin to synthesis the issues and opportunities that the proposed Town Center Plan should address. Figure 1 contains the sketch graphic prepared at the charrette to convey this information.

For the first part of Saturday morning at the charrette, the project team worked individually or in pairs to develop initial concepts to address the issues and opportunities for the study area. By 11 AM, they had developed seven different concepts, shown in Figures 2 and 3, each of which was presented to the group for questions and discussion. The unifying themes of the plans

Table 4: Evaluation Criteria

Initial Ideas Generated by the Project Team, the LAC and HIPP	Additional Comments Generated at the Public Work Session
Beautiful and varied architecture & signs.	The plan should respect rights of residents.
Pedestrian-scaled buildings.	“Improve” traffic impacts.
Pedestrian-safe access & linkages to residential areas & Town Hall (particularly Hudson Ave. & the Cooper-Titus corner).	Build up, don’t tear down.
Safe automobile access with sufficient, but hidden, parking.	Pedestrians should have primacy.
Development dissimilar to Ridged Road	Include trees, shrubs, and greenery.
A commercially-viable/successful business district with multiple unique shops, offices and restaurants (many & small vs. few & large).	Adaptable architecture that can meet multiple needs.
A mix of residential lofts and apartments and commercial activity.	Design conveys sense of security.
Outdoor commons area for civic events.	Kid-friendly, ADA-compliant development.
A sense of place that defines the town center for Irondequoit.	Lighting to enhance safety but with limited impacts on “dark skies.”
	Minimal maintenance required(to avoid litter, etc.).

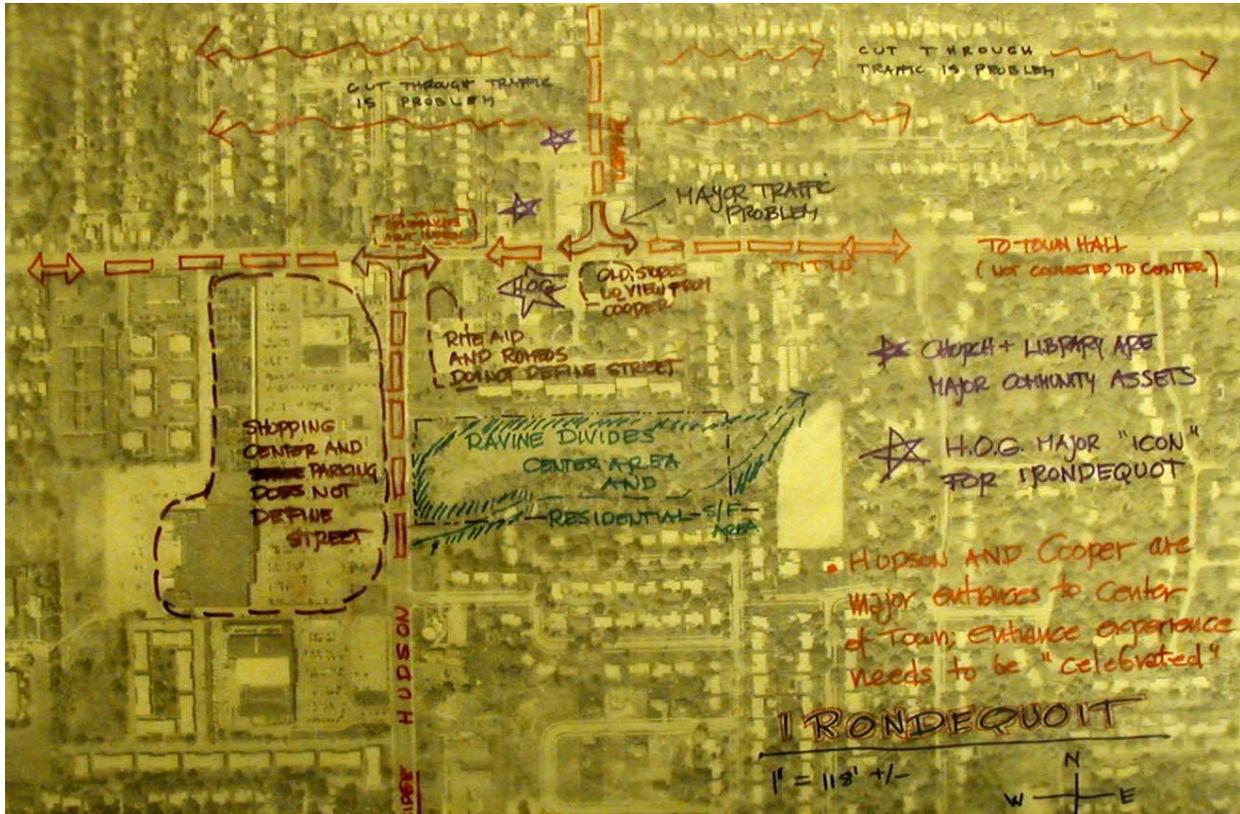
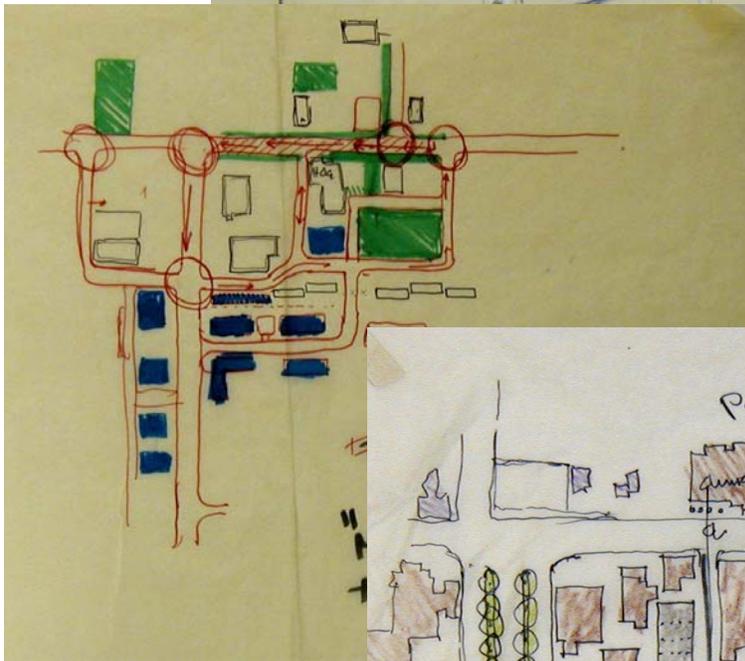
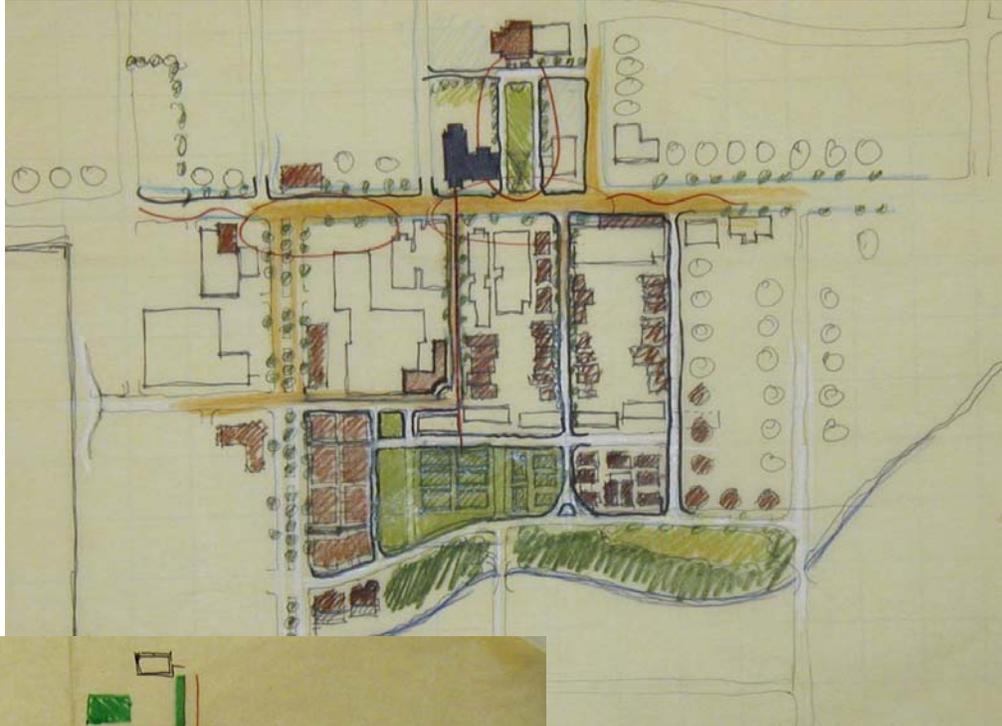


Figure 1

focused on one or more of the following ideas:

- Converting Hudson Avenue into a grand boulevard between Titus Avenue and Drake Street or Brookview Drive/Diane Parkway;
- Creating a community green at the northern end of Hudson Street bordered by Titus Avenue on the north and the north and south bound lanes of Hudson Avenue on the east, west and south sides;
- Creating a community park along the ravine at the south end of the project center;
- Adding a new access road between Hudson Avenue and the southern ends of Stranahan Park and Grange Place so as to create a one way loop west on Titus west of the Cooper Street intersection, south on Hudson Avenue to the new access road, east on the connector road between Hudson Avenue and the southern end of Stranahan Park and north on Stranahan Park and adding on street, parallel parking to each street with the unused traffic lanes;
- Creating a new Town Green between the Chase Bank and the Irondequoit United Church of Christ, with parking around the outside perimeter;
- Creating a new Town Green between Cooper Street and the Irondequoit United Church of Christ, using the Bank building as a community center and providing parking for the Church and the Library (with a new second story and south facing entrance) around the edges of the Green;
- Creating a new Town Green behind the south side of the buildings on the south side of

This scheme focused on upgrading Titus Avenue, infilling buildings south of Titus and creating a green between the Church and Chase Bank.



This scheme created a one way loop around the Town Center, as shown by the arrows on the streets. It added a green south of Titus Avenue and added parallel parking along Titus.

This scheme created a wide tree-lined boulevard out of Hudson Avenue and focused new housing on the vacant parcel, facing onto a new park.

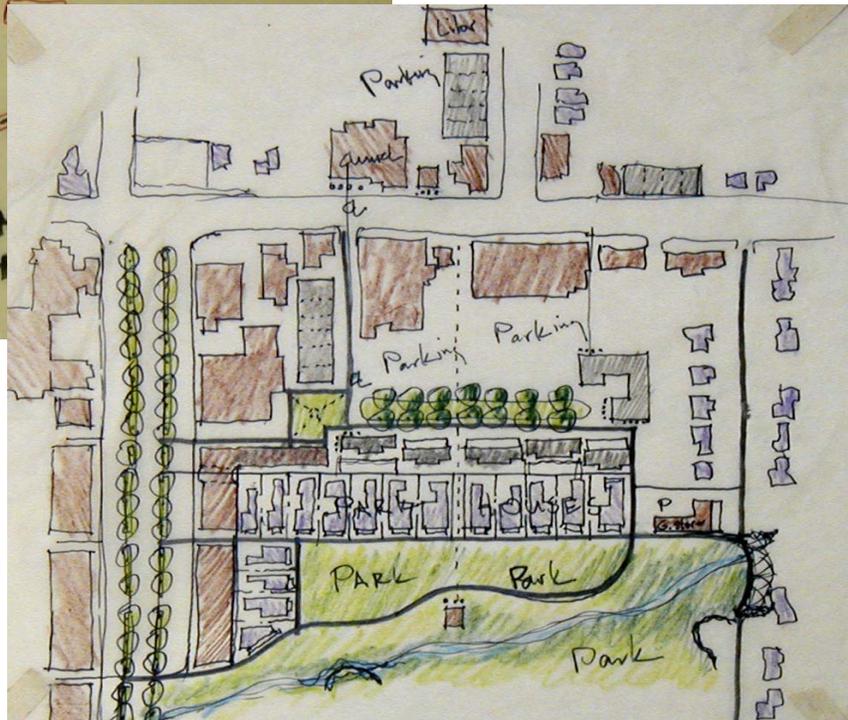


Figure 3

- Titus Avenue and north of the apartments between Grange Place and Stranahan Park;
- Converting Union Park to a pedestrian street and extending it to connect with new open space along the ravine on the vacant parcel south of the apartments;
- Developing a new single family or multi-family residential neighborhood on the vacant parcel, with two story professional office buildings along Hudson Avenue; and
- Adding a center median to Titus Avenue between Curtice Road and Lorain Drive and converting Titus Avenue to a two-lane road with a center median and turning lanes between Lorain Drive and the Town Offices.

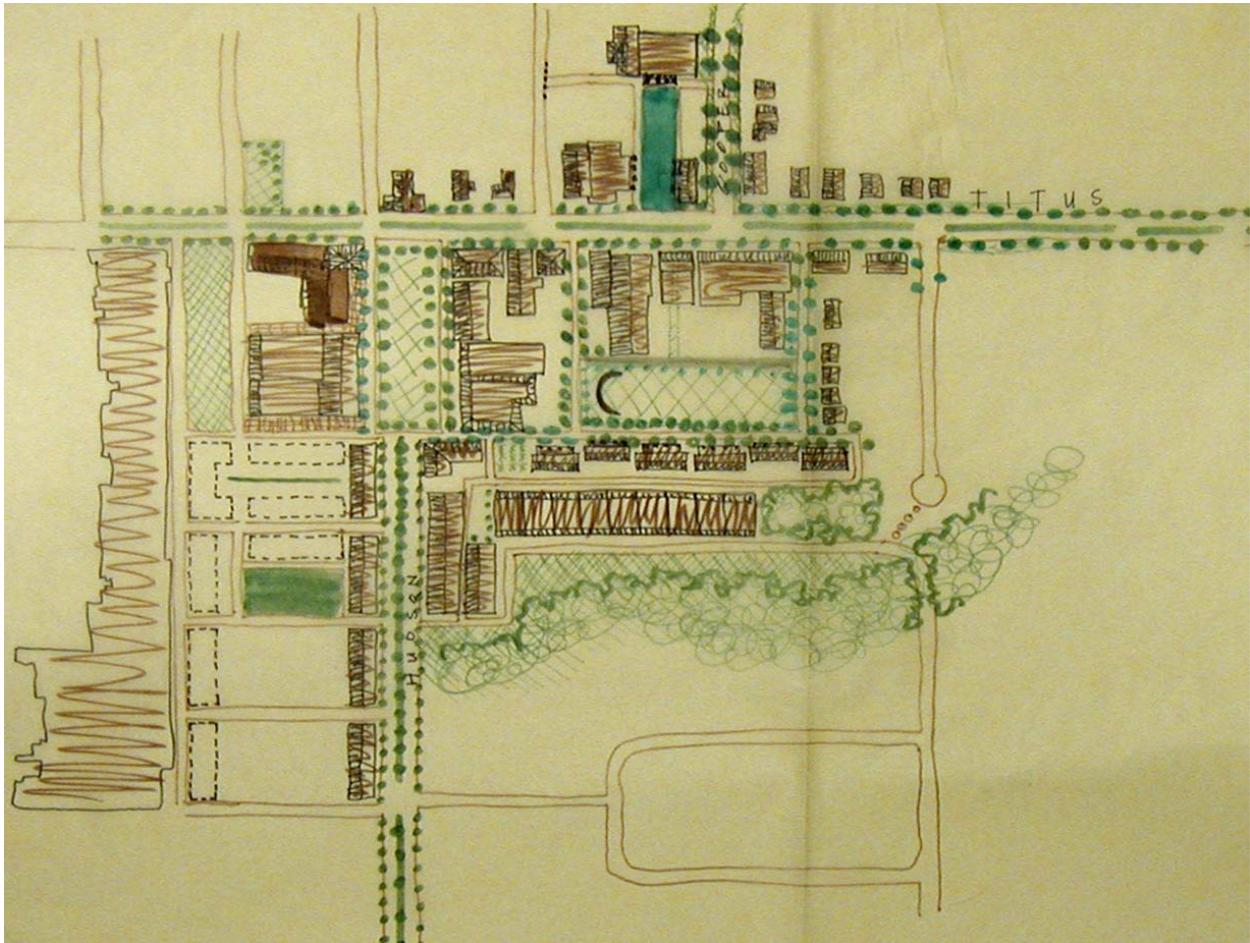


Figure 5

The team then worked to consolidate the ideas into three to four plans that could be presented to the public for their reactions and comments.

The first scheme, shown in Figure 5, centered on two new greens, one at the north end of Hudson Street and the other between the Irondequoit United Church of Christ (the Church) and the Chase Bank. It also focused many of its ideas on addressing the overall traffic flow into and around the study area. Other guiding principles included:

- Forcing vehicular traffic to move more slowly but more steadily;
- Creating sense of arrival;

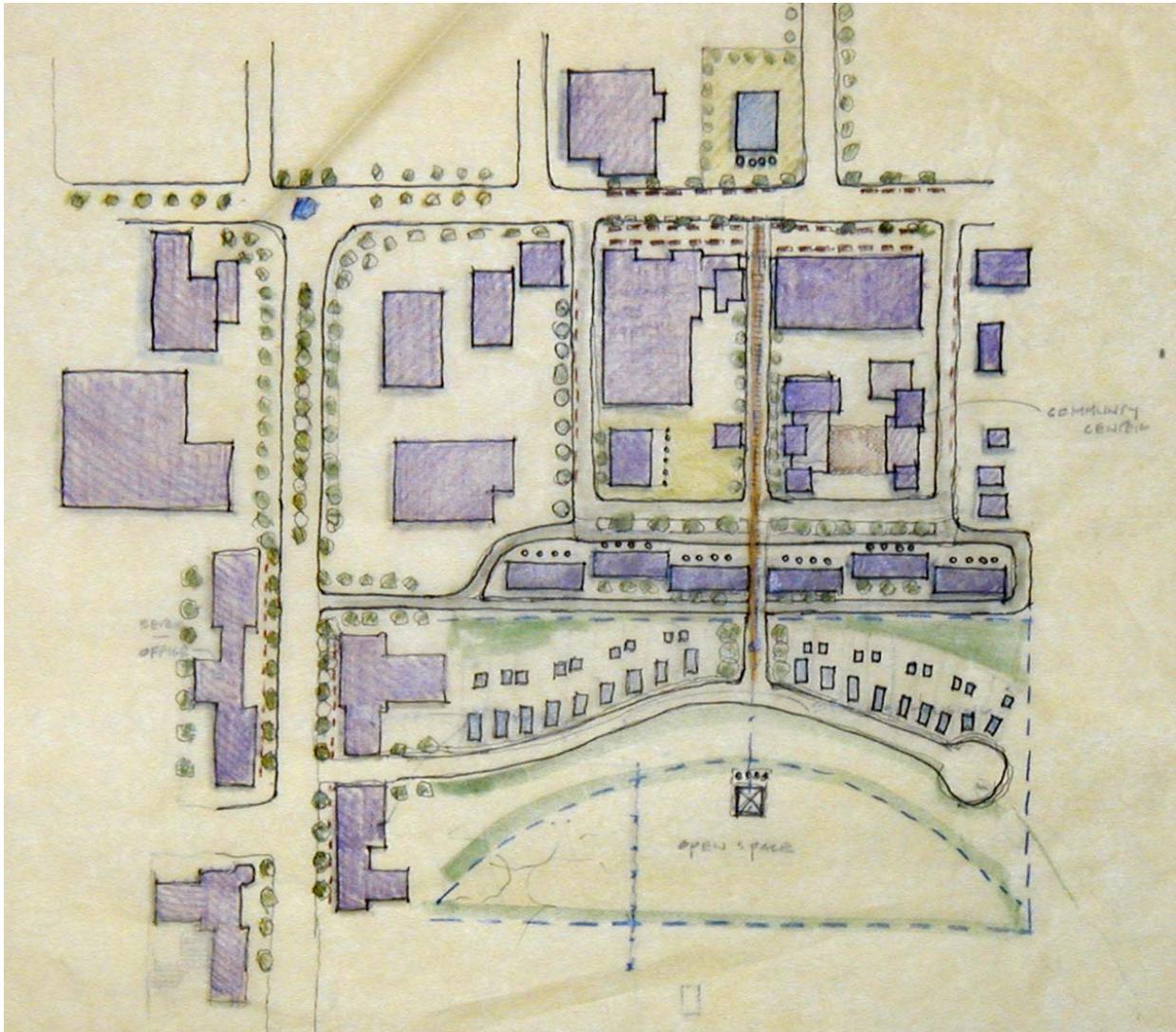
- Focusing on the premise of not tearing down buildings;
- Widening the street to move it towards the buildings;
- Creating a linkage between Titus Cooper Hudson and the Town Hall;
- Create a focal point as one approaches the intersection northbound; and
- Creating “inviting” areas.

Key elements of Plan 1 included:

- A green at the northern end of Hudson Avenue;
- Splitting traffic flow on Hudson Avenue around the new formal town green;
- Developing Hudson Avenue into a tree-lined boulevard;
- Create on Street parking along Hudson Avenue;
- Converting Titus Avenue into a Boulevard with a center median between Hudson Avenue and the Town Offices;
- Small-scale retail along the Hudson Avenue to break up the Titus Plaza parking lot;
- A new roadway connection to the southern end of Grange Place from Hudson Avenue;
- A pedestrian connection to Lorraine Drive and North Point Trail and/or Daleside Road across the Ravine;
- Converting Union Park to a pedestrian walks;
- A new green space between the Church and Chase Bank;
- Reversing the orientation of the apartments so that the entries face north;
- Creating a park area between Union Park and Stranahan Park; and
- Add new housing to the vacant parcel facing the ravine, with a service road between the new housing and the existing apartments.

The second plan, shown in Figure 6, was based on retaining the buildings in the study area, as well as taming the traffic on the roadways in and around the Study Area, especially in the Project Center. The elements of this plan included:

- The relocation of Chase Bank and the conversion of the building to a civic use;
- An expansion of the library;
- Parallel parking along Titus;
- Tree planting through the Project Center;
- A safe, kid-friendly environment in between Grange Place and Stranahan Park behind the business;
- Teenage oriented facilities near the House of Guitars;
- Reorientation of apartment buildings so the entries are to the north;
- A new tree-lines median on Titus Avenue to slow traffic and to improve the visual environment;
- The use of frontage streets or secondary streets so cars do not back into traffic;
- Empty nester housing facing the park area;
- A new median on the northern portion of Hudson Avenue with trees in the median;
- Enhance Grange Place to enhance views of the Church; and



- Create small shops on Titus, including Ice cream shops and coffee shops.

Figure 6

The third plan, which was actually a combination of two similar plans developed earlier in the morning, focused on upgrading Hudson Avenue as the center of the neighborhood by taking advantage of the wide paving and creating a great street and gateway into the Project Center, modeled after streets in Paris. Plan #3, shown in Figure 7, also focused on:

- Making the entire area more pedestrian friendly;
- “Swaddling” the streets by adding trees, filling gaps in building rows, and narrowing lanes so that traffic moves slower;
- Creating a sense of arrival, of excitement and of pride;
- Building on the amenities currently in the study area, including the great neighborhoods, the ravine, and the Church; and

- Create a cloister or other small building between the Church and the library to close the west side of the green.
- Parking on both sides of Titus and Hudson Avenues and very wide (up to 18') sidewalks, thus shortening the crossing distance for pedestrians; and
- Public parking modeled after the parking arrangements in Skaneateles, with common parking behind buildings close to the street to be located between Grange Place and Stranahan Park;
- A new public street to the south of the existing apartments, with a connecting street to Grange Place, to bring the apartments into the fabric of the community;
- Townhouses on the opposite side of the new street (opposite the apartments);
- Trails in and around ravine
- Pedestrian connection between new community center and street
- Develop coffee bars (and ice cream shop)
- Create a service and small-scale retail district on Hudson Avenue with buildings close to the road on both sides (in the Irondequoit Plaza parking and at the west end of the vacant parcel).

At the end of the presentation, the public was invited to discuss the three plans and express what they liked and did not like about the various proposals. Comments and discussion focused on:

- Support for a grand entrance on Hudson Avenue with a converted center lane to continuous median all the way to Titus Avenue;
- Trees, lights along the length of Titus Avenue between the Town Center and the town Hall;
- Concerns that changing the traffic flow through the Titus Avenue/Cooper Avenue intersection could force more traffic through the neighborhood north of Titus Avenue;
- Possible focal point at the end of Hudson Avenue on public property;
- Use of a boulevard cross section for Hudson and Titus Avenues;
- Minimizing public access to the Ravine to limit trespassing and damage on adjacent properties;
- Keeping the neighborhood south of the ravine disconnected from the area to the north of the ravine;
- Making sure that there is somewhere for the kids to go;
- Providing adequate parking to accommodate the residences and business in the area; and
- There was nothing in the plans to limit the amount of cut-through traffic on the adjoining neighborhood streets.

At the end of the discussion, there was no real consensus as to which plan was best suited to serve as the Town Center, so there was a quick "popularity vote" of the audience. With the possibility of voting for more than one plan, the overwhelming majority favored Plan #3.

After the public work session, the project team discussed the plans themselves and the comments made by the public. In their discussion, they echoed the public sentiment that Plan #3 provided the most appropriate starting point for the Town Center Plan. After a second site

walk around the study area, the project team finished their work for the day.

PRELIMINARY PREFERRED PLAN

On Sunday morning, the project team took a quick look at some of the other areas of the Town that were mentioned at the Public Work Sessions, including Sea Breeze and St. Paul Avenue. Back in the basement Studio, the Project Team began to focus on the details of the preferred plan, including a closer look at:

- The specific changes to Hudson Avenue to create the grand avenue;
- Parking layouts for the new Town Green area to maintain or increase the amount of parking that is now there;
- The means of adding a median to Titus Avenue;
- The façade improvements that are possible along Titus Avenue;
- The layout of the new residential area on the vacant parking; and
- The organization and layout of the public parking area south of Titus and the connection to Hudson Avenue.

The final plan was presented to the Local Advisory Committee (LAC) at a Sunday afternoon meeting. The presentation opened with a description of the demographic and economic information gathered to date by Carrie on the Town and the Study Area. Attachment C contains a copy of the presentation.

At the end of the presentation, a LAC member expressed concern that the past trends might not carry forward and that the trends are changing since the population goes through cycles. These concerns were noted.

Carrie then moved on to present a site analysis figure that summarized the issues, problems and opportunities that the plan was addressing. She then presented a simple bubble diagram that highlighted a generalized description of the team members' responses:

- Upgrade aesthetics of the Study Area;
- Create arrival experience along Titus, Hudson and Cooper Avenues;
- Create a connection to the Town Hall along Titus Avenue;
- Creating a public space or building at the corner of Titus and Cooper;
- Façade improvements along Titus and Hudson Avenues;
- Parking changes to relocate and increase the parking areas;
- Professional offices, with some front parking and some behind

The second diagram led the way to the presentation of the preferred plan to come out of the charrette. Jim and Robert summarized the main points of the plan, shown in Figure 8:

- A grand entrance to the Town Center on Hudson Avenue;
- A focal point at the north end of Hudson Avenue;

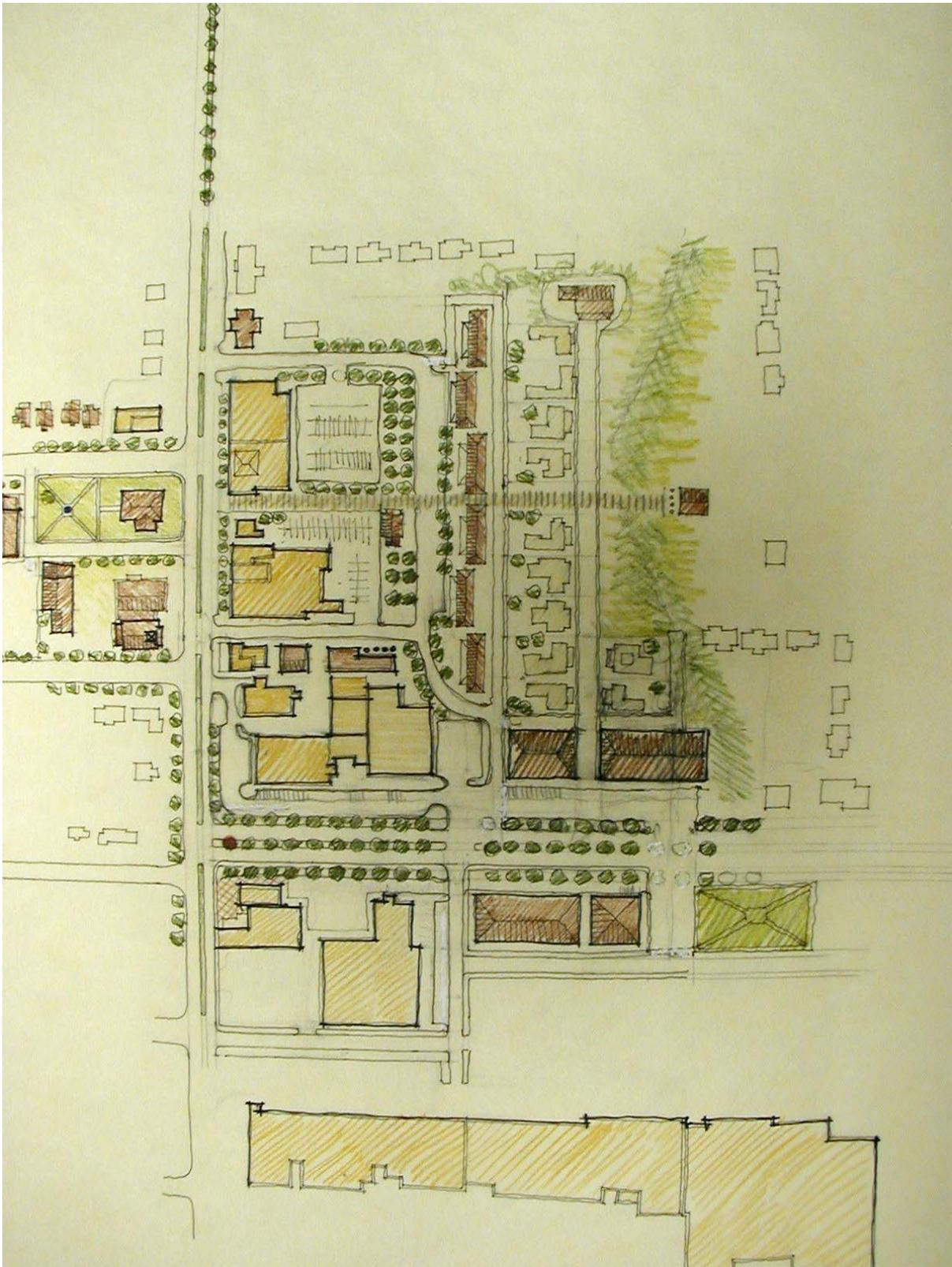


Figure 8 (Rotated)

- Parking lanes divided from Hudson by a wide pedestrian and green space;
- A center median on Titus Avenue from Hudson Avenue to the Town Hall;
- A conversion of the Chase Bank into a public building and locating the bank into a newly constructed building elsewhere in the Project Center;
- A new Town green between the library and the Church with parking around the edges;
- A new pedestrian walkway created from Union Place, stretching from Titus Avenue to the Apartment buildings;
- A new parking area behind the buildings on the south side of Titus Avenue, created by removing the existing older residences, except the old farm house on the west side of Union Park and tying into the parking for the apartments;
- New Townhouse development on the vacant parcel, with the fronts facing south to the ravine;
- The reversal of the front and back of the apartments, so the backs face the backs of the new townhouses;
- Reorganization and relocation of current land uses rather than the end; and
- Improved two story structures along Titus Avenue.

Recognizing that the issue of parking around the Church and Library would need to be addressed, the Project Team compared the existing number and layout of parking in this area with the potential number and layout of parking around the new Town Green, as shown in Figures 9 and 10.

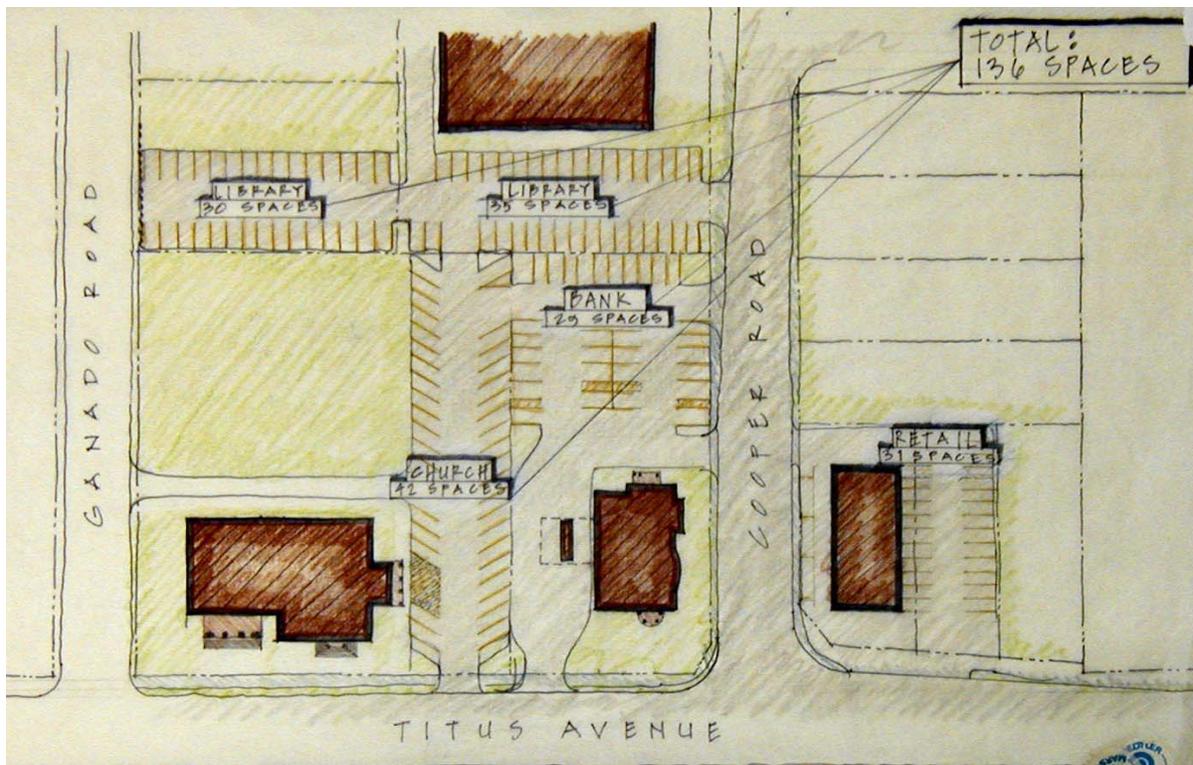


Figure 9

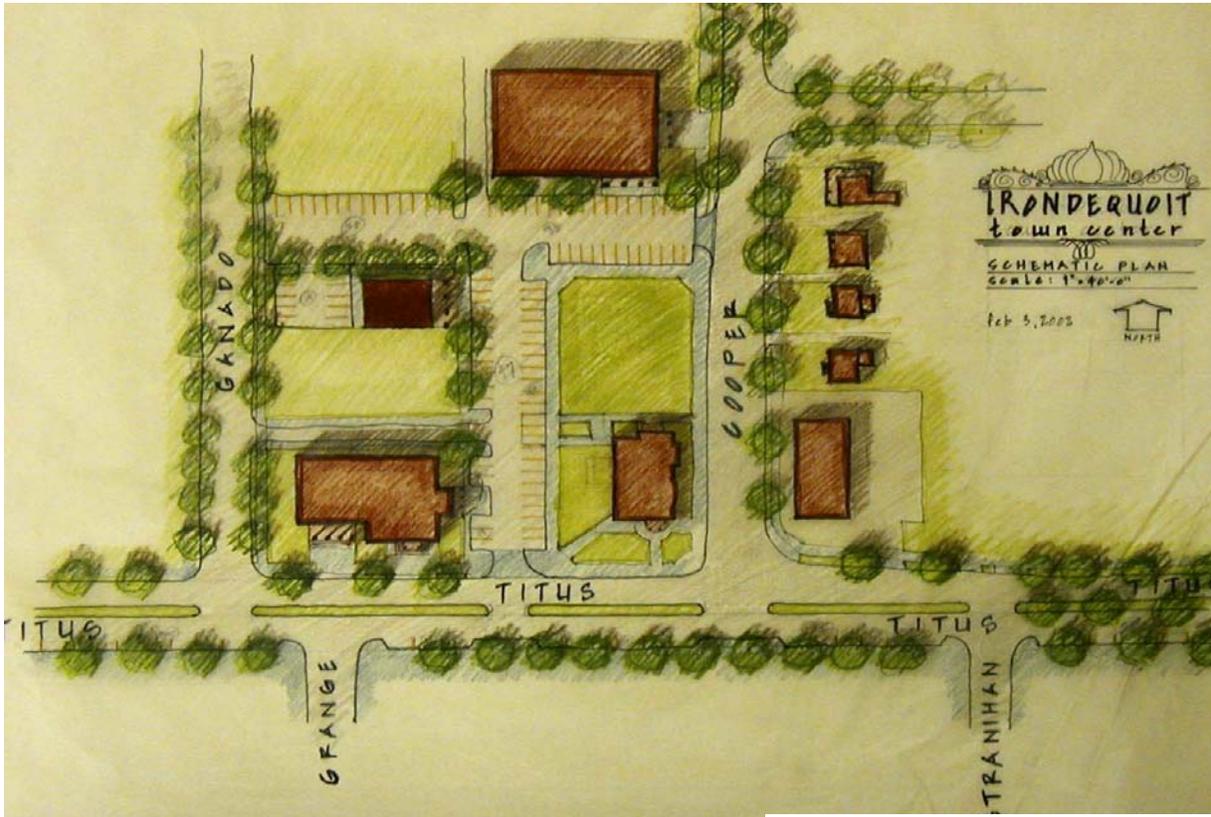


Figure 10

Team members also looked at potential improvements to the facades along Titus Avenue and created a sketch of what it could look like if second stories were added to some of the structures, as Figure 11 depicts. Other team members created sketches of what the area could look like, as Figure 12 shows.

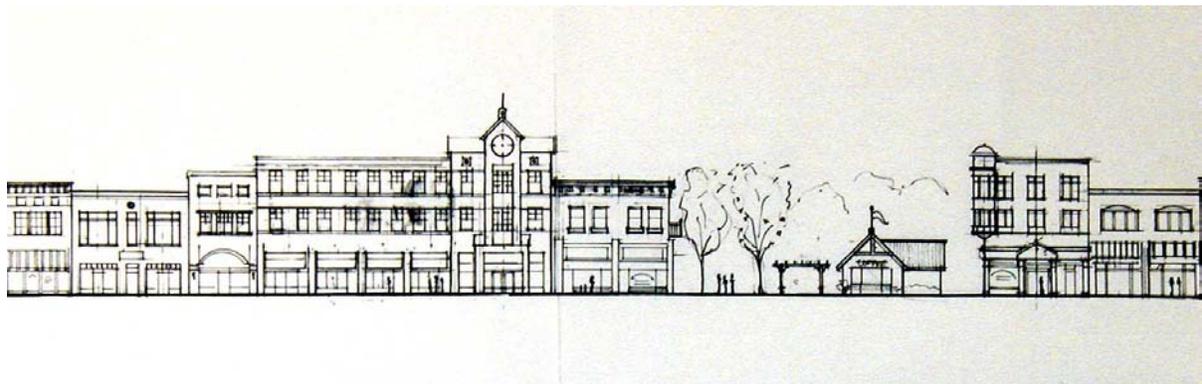


Figure 11

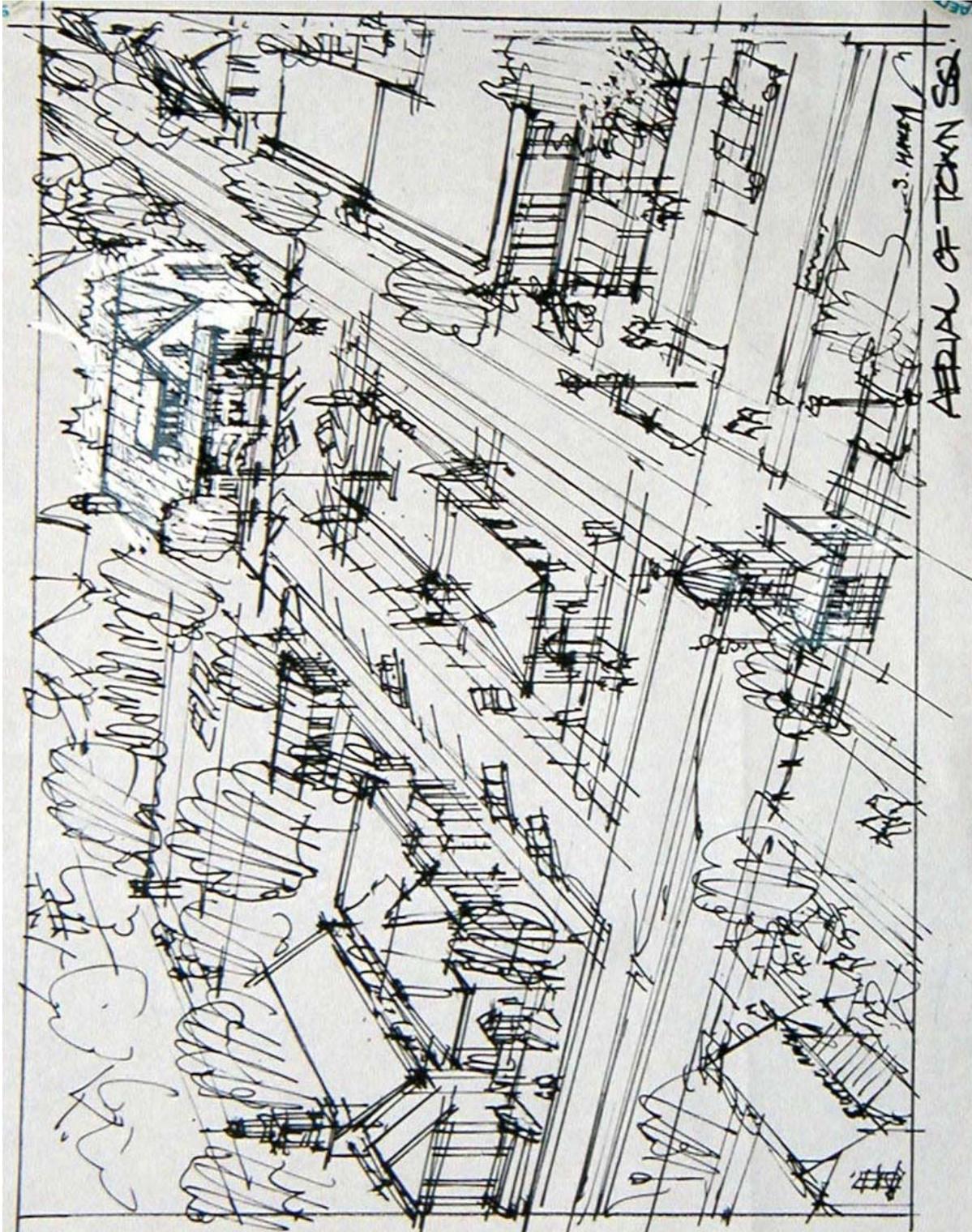


Figure 12

After the presentation, there were questions from the LAC:

- What compensation is provided to Rite Aid for the possible loss of parking spaces?
- How does the current parking code match with reality?
- How will the parking demands of the area be met?
- Do the ideas need to be run by the County Department of Transportation?
- Why are there single family residences suggested rather than town houses?
- How can narrowing the roadway increase
-

There was not clear ending to the meeting, but there were a few clear points that the Project Team took from the LAC meeting.

- Parking is a significant issue and the plans need to show that there will be a least no reduction in the number of parking spaces and at best there will be an increase in the overall parking.
- Town homes and condominiums seem to be preferred to new single-family units or additional apartments.
- The Hudson Avenue Boulevard concept has general support.
- The creation of a Town Green at the corner of Cooper and Titus Avenues, with a relocated Citi Bank, is not an unworkable concept.
- The connection of the Town Center to Town Hall via a tree lined Median is appealing.
- Parking can be consolidated behind the buildings on the South Side of Titus Avenue.
- In-fill development on Hudsons Avenue in the Irondequoit Plaza parking lot will help the area.

The project team is currently working on revising the preferred plan to address comments and concerns raised at the LAC meeting.

Table 3: Results of the Public Work Session

What do you like about Irondequoit?	
<u>Comment</u>	# of times
Mainly residential	2
Accessibility	
location to rest of county	1
close to Rochester	1
close to park	2
close to hospital	1
conveniences (bus schedules, churches, shopping, walk to church shops)	3
close to county parks and green spaces	1
location! center of county	1
convenient to places, yet separate	1
close proximity to library, stores, etc.	2
Early 20 th century architecture	2
Close proximity to water	5
trail along river – nature center	1
Sense of history	
Great schools	5
Mix of residents	1
old and young collaboration	1
Great neighborhoods	4
Quietness of neighborhoods	1
Varied homes –always something to look at	1
Temperature way cooler in summer	1
Sidewalks	4
Biking	1
Diversity – at Wegmans (people from city)	2
Mix of socio-economic groups	2
Movies	1
Safety	1
Bank, barber, services, bagel shop	1
basic needs-plenty of variety-choice	1
George Eastman house	1
Sea Breeze	1
House of Guitars	1
Pier	1
Fishing on Coast Guard Pier	1
Durand Eastman Park	1
Bateau Terrace Tot Lot	1

Table 3: Results of the Public Work Session (cont)

What do you like about Irondequoit?	
<u>Comment</u>	# of times
Marge's and Lakeside Culver Road	1
Iron. Bay	1
Flats	1
O'Laughlins & Schooners	1
Best 4 th of July celebration	1
Big trees	4
"homey" feeling	1
much more "neighborly" than other towns	1
community	1
affordable, reasonable housing	1
active churches young people coming in – lots of kids value youth	1
family- oriented	1
	1
beautiful terrain	1
lots of deer (plus & minus!)	1
not ostentatious, non-pretentious	1
long-established suburb	1
Keenan's Building	1
People grow up here, move out, then return	1
Older homes, settled	1

Table 3: Results of the Public Work Session (cont.)

What do you like about Titus/Hudson/Cooper neighborhood?	
<u>Comment</u>	# of times
Closeness of buildings (town feel)	3
Beautiful church (to become historic landmark)	4
Pedestrian activity at portions of day	1
Walkable	1
Miss hardware store	1
like the Town Lounge and Bagel Bin and Cooper Deli (congregation spots to meet neighbors)	4
like the library	5
large trees and hanging greenery during summer	1
green edging and trees on Hudson-Titus Corner	1
green space at corner of Curtice Road	1
Love architecture of <u>some</u> buildings	2
Proud of “House of Guitars”	6
Good restaurants (Romeo’s)	1
nice size sidewalks but too broken by curb cuts	1
Cost of housing	1
Day care	1
Shoe store	1
Shoe repair	1
Aesthetics of Bagel Bin & Rite Aide	1
Small businesses – know business owners	1
Summer (flowers)	2
Christmas decorations	1
Brick edging	1
Has potential	1
Grid streets	1
DMV office	1
Accessibility of many retail types	2
Employs teens	1

Table 3: Results of the Public Work Session (cont.)

How would you like it to change?	
<u>Comment</u>	<u># of times</u>
Improve <u>terrible</u> traffic!	4
Slow down traffic!!	3
Recreational activities – bikers, rollerblading, skateboarding	1
Change Town Center to more “boutique” and unique stores with multi-use to attract out-of-towners – “maybe rip down some buildings”	1
Shops along Hudson (in front of shopping center)	
Facade improvements on Plaza and Titus strip	1
Make attractive to young adults	2
Improve aesthetics – use good wooden village look – awnings, outside dining	1
Little shops (France as a model)	1
	1
Turn Wegmans Plaza inside out	1
Safer crosswalks	2
Pedestrian safety on Titus/Cooper/Hudson	2
Safety south of ridge (iron. mall)	1
More space for green space	1
Formal green space (town square)	1
Garbage and litter improvement (governmental and wastebins)	1
More gov’t bldgs/functions into area (town hall)	1
Focal point (clock tower) or sun dial	1
Fountain	1
Incorporate Native American heritage	1
Patio senior living (low maintenance) structures – vacant parcel on Hudson?	1
Moderate income for seniors	1
Town recreation center – <u>kids through seniors</u>	1
Youth center	1
Pedestrian linkage to the <u>right</u> places	1
No sidewalks on Titus across from Cooper	1
Make pleasantly walkable	2
Consolidate curb cuts along Titus (too many)	1
Awnings or covered pedestrian walks at storefronts	1
Realign streets to remove “jog”	1
Better sidewalks	1
Connect plazas for pedestrians	2
maximize for autos	1
Rite-Aide location at corner of Hudson/Titus – not good vehicle access	1
Streets have become barriers	1
	1

Table 3: Results of the Public Work Session (cont.)

Need “something” to unify both sides of town	1
Better street lighting, benches, street art	1
Apply for more historic landmarks	1
Don’t tear down former Keenan’s Bldg	1
Businesses to take care of property	1
Outdoor seating	1
Need restaurant w/ outdoor seating /other things to do	1
more nice restaurants	1
Need clothing store	1
Book store	1
Small post office	1
Ice cream shop	3
Porches	1
More commercial	1
need wider range of quality of retail items	1
Second stories?	2
window boxes	1
Condominiums	1
Plaza upgrade	1
Trees	1
Plants	1
Sound pollution control	1
Behind Hudson Plaza scary	1
Drugstores	1
No <u>banners</u>	1
Bike lanes/racks	1
people (kids) riding bikes on private prop. (cutting across lawns, etc.)	1
Trash control/trash receptacles	1
Police presence (on foot) and bike	1
Kiosk for town and community information (at library)	1
Community bulletin	1
Add municipal parking	2
allow shared parking – no guardrails	1
Extend Cooper through block –make park	1
Gourmet take-out instead of dollar stores	1
Movie theaters	1
Too many ways into plaza	1
Make new businesses viable	1

Table 3: Results of the Public Work Session (cont.)

What should stay the same?	
<u>Comment</u>	<i># of times</i>
Small scale stores	1
Variety	1
Don't stray from "residentiality"	2
Neighborhoods	1
No more large commercial	1
Any business that's doing well should be maintained (like House of Guitars)	2
Varheussy's Fruit Market	1
Keep open space where it is so no buildings will be torn down	1
Work with existing businesses	1
Library	1
Keep traffic down/out	1
Flowers at eye level "visual interest"	1

Table 3: Results of the Public Work Session (cont.)

What should be done about circulation?	
<u>Comment</u>	# of times
Calm traffic	3
Biker friendly	1
Dedicated bike paths and racks	1
Wider sidewalks	2
Town Hall linkage?	1
Re-route some traffic from Cooper/Titus	1
Move cautiously on one-way streets	1
Cooper Road is cut-through to Statson	1
More pedestrian-oriented and less auto-oriented	1
Safe intermingling of people and cars	1
Cooper/Titus: improve safety crossing street	1
Enforce crosswalk law	1
Need more pedestrian controls for safety	1
Meridian as safety island	1
“gateway” idea for area identity	1
landmark for identity	1
“Welcome to Irondequoit” signage	1
logo for this new town center	1
Uniformity of signage – complementary	1
No plastic banners – good quality fabric	1
Satellite post office	1
Cobblestone streets	1
Brick & pillars – similar to church architecture	1
Light fixtures (colonial type)	1
Main Street in Anandaiga – possible model	1
Shopping is diverse, in concentrated area	1
You want to get our of your car	1
Break up the asphalt in big parking lots with trees, berms, etc.	1
Create alleyways	1
Avoid parking of larger vehicles to not <u>block</u> storefront	1
“tight” at entrance to Cooper from Titus (Bank Drive thing), add lane?	1
Functions too close to intersection	1
“trolley bus” transit – neighborhoods to town center	1
solar powered?	
Serve elderly?	
Add benches	1

Table 3: Results of Public Work Session (concluded)

What would you like to see added to community (destinations)?	
<u>Comment</u>	<i># of times</i>
High-end restaurant	1
“street” of shopping	1
Commons	1
Coffee shops	1
UNIQUE	1
Enough car obstacles to get people to walk rather than drive Pedestrian walkways that go up and over the street	1
Widen the sidewalks	1
Narrow the road meridian?	1
Briarwood to Cooper – beyond	1

APPENDIX 5
SHOPPER'S SURVEY



Town of Irondequoit Shopper's Survey

During the first few months of 2002, the Project Team asked residents/shoppers to respond to an on-line survey posted on the Town of Irondequoit web site. Over 110 people responded. The statistical results were informative and the variety of comments and ideas suggested were exciting. The questions asked are repeated below, together with a chart or narrative summarizing the response.

[What is your age group?](#)

[What is your occupation?](#)

[What is your gender?](#)

[Where do you work?](#)

[How many are in your household?](#)

[What is your household income?](#)

[What types of retail development would you like to see in Irondequoit?](#)

[What comes to mind when you think of Irondequoit's Titus/Hudson/Cooper Business Area?](#)

[What level of retail would you like to see in the Town of Irondequoit or in Titus/Hudson/Cooper?](#)

[Where else do you shop besides Irondequoit or Titus/Hudson/Cooper?](#)

[What days of the week would you most likely do your retail shopping?](#)

[What hours would you most likely do your retail shopping?](#)

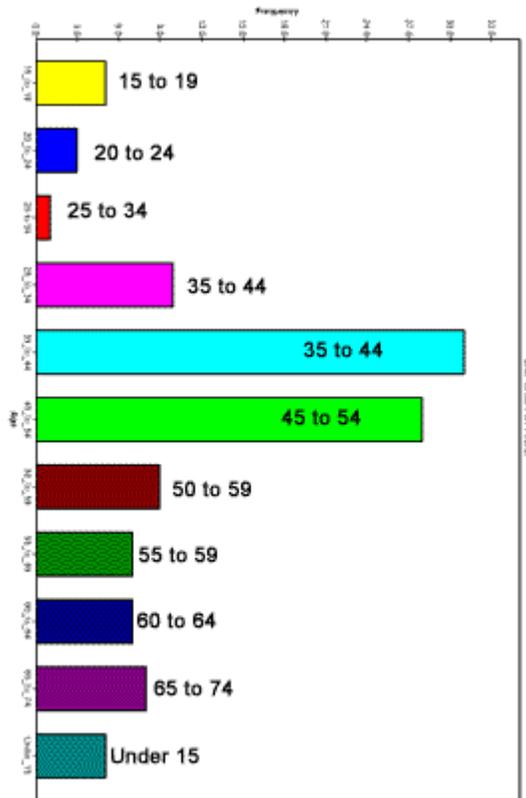
[How would you most likely travel to do your retail shopping?](#)

[How often do you shop?](#)

[Additional Comments and Suggestions](#)

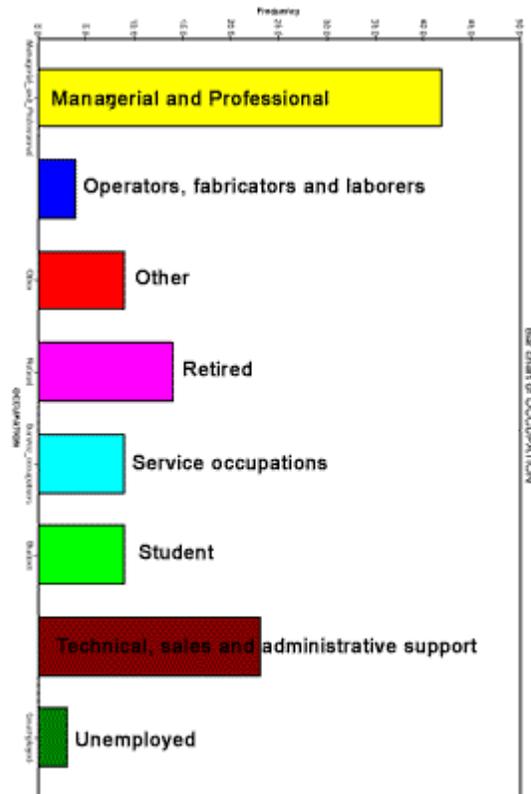
What is your age group?

Not surprisingly, the majority of residents who responded to the questionnaire were in the 35 to 54 age group: Prime family years. Although quite a few students responded to the questionnaire, surprisingly few 25 to 34 year olds responded, because there are few residents in this age range in Town.



What is your occupation?

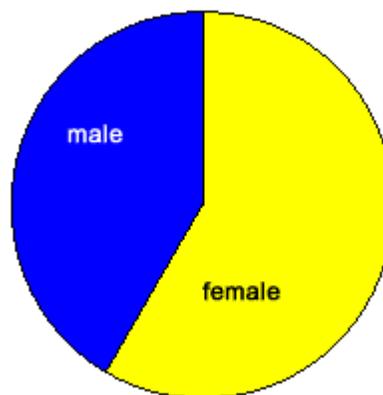
As reflected in the 2000 census data, Irondequoit in a community of professionals. The three top occupations are managerial and professional, technical sales and administrative support, and "retired."



What is your gender?

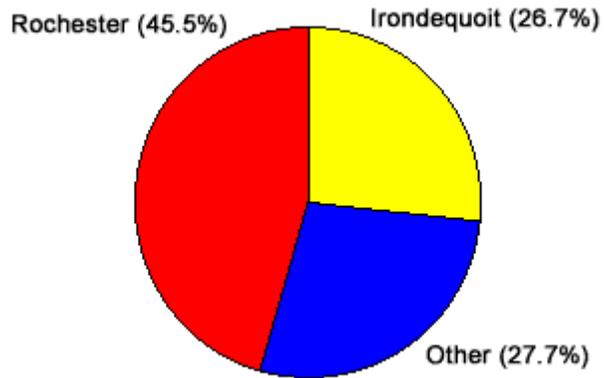
- Male
- Female

58.4% of those taking the survey were female; 41.6% were male.



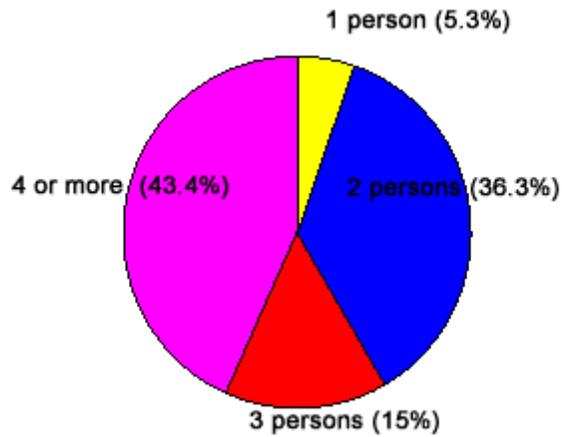
Where do you work?

- Rochester
- Irondequoit
- Other



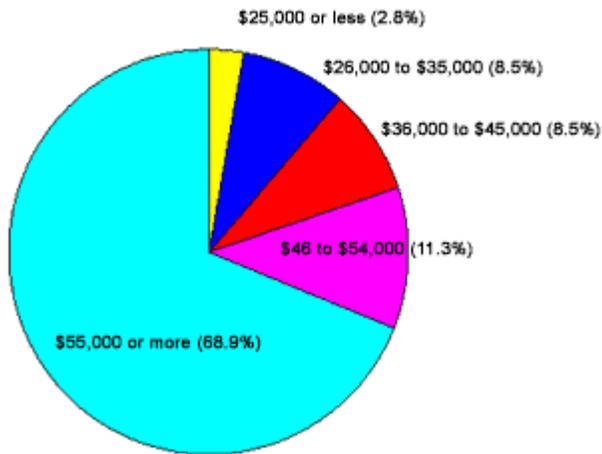
How many are in your household?

- 1 person
- 2 persons
- 3 persons
- 4 or more



What is your household income?

- \$25,000 or less
- \$26,000 to \$35,000
- \$36,000 to \$45,000
- \$46,000 to \$55,000
- \$55,000 or more



What types of retail development would you like to see in Irondequoit?

We asked residents to rate the types of retail outlets they would like to see in the Titus/Cooper/Hudson area. The choices were Clothing, Shoes, Apparel/Accessories, Jewelry, Bed and Bath, Books, Sporting goods, Office, Supply, Toys Home Improvement, Hardware, Houseware, Appliances, Furniture, Automotive, Gardening, Electronics, Music, Gifts, Pets.

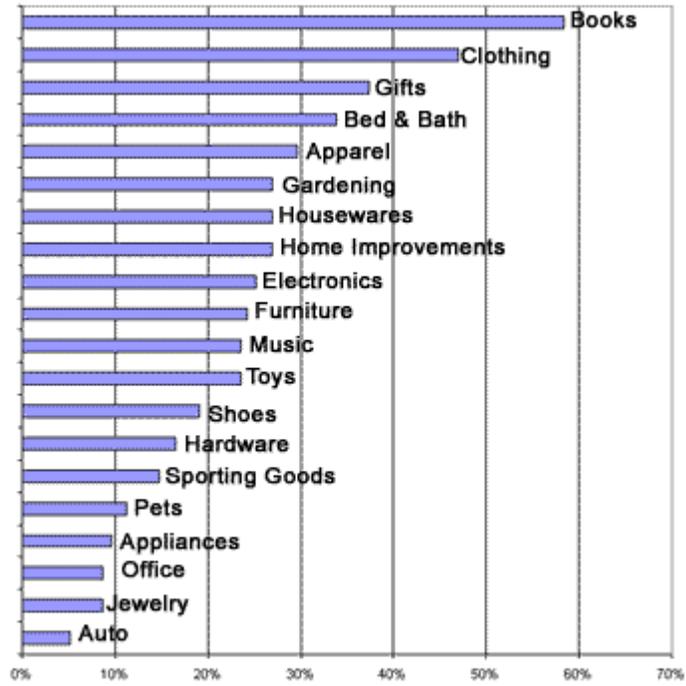
Not surprisingly, the top five choices were books, clothing, gifts, bed and bath, and apparel, with gardening, housewares and home improvements right behind. Automobiles, jewelry, and office supplies are at the bottom of the list.

This reflects the income and education level of Irondequoit, and that residents would like to see smaller and more unique stores. The popularity of a bookstore as the highest-rated category may include a desire for the positive aspects of a store such as Barnes and Noble or Borders as a destination, with a cafe, and a place to go for an hour or two.

Town of Irondequoit – Titus/Cooper/Hudson Town Center

Shoppers Survey

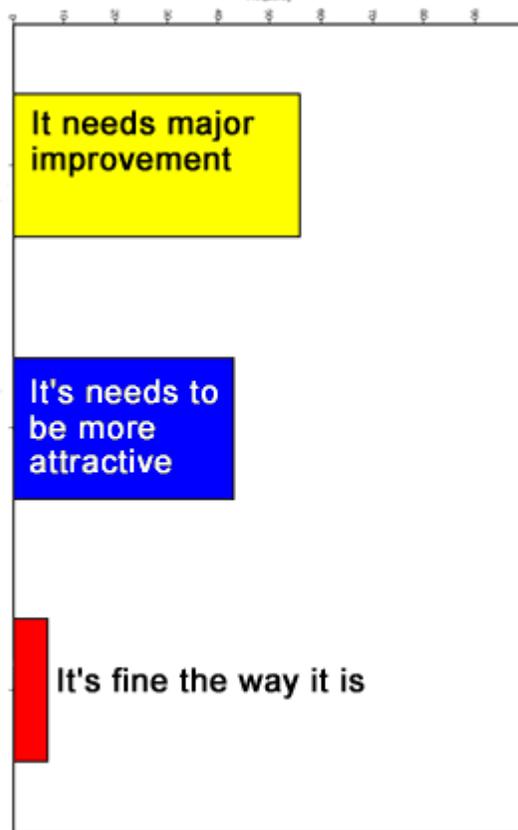
Page 6 of 12



What comes to mind when you think of Irondequoit's Titus/Hudson/Cooper Business Area?

- It needs major improvement
- It needs to be more attractive
- It's fine the way it is.

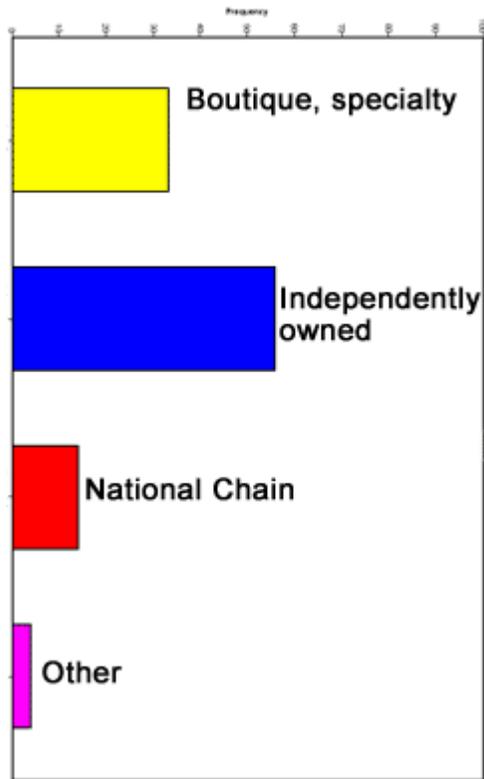
Not surprisingly, the overwhelming majority of residents felt that the Titus/Hudson/Cooper area needed "major improvement."



What level of retail would you like to see in the Town of Irondequoit or in Titus/Hudson Cooper?

- National Chain
- Independently-Owned
- Boutique / Specialty
- Other

There was a clear preference for independently owned stores, perhaps in recognition that the size and scale of the Titus/Hudson/Cooper area does not lend itself to National Chains. Boutiques were a second preference, but not as strong. This may also be indicative of the lack of younger residents/shoppers (25 to 34)



Where else do you shop besides Irondequoit or Titus/Hudson/Cooper?

The results of this open-ended question were informative. Many respondents mentioned the more upscale towns and shopping centers in the greater Rochester area, including Pittsford, Eastview. **This was a typical sentiment:** "Usually we can't find what we want here so we go to Eastview, Pittsford, Greece, Marketplace."

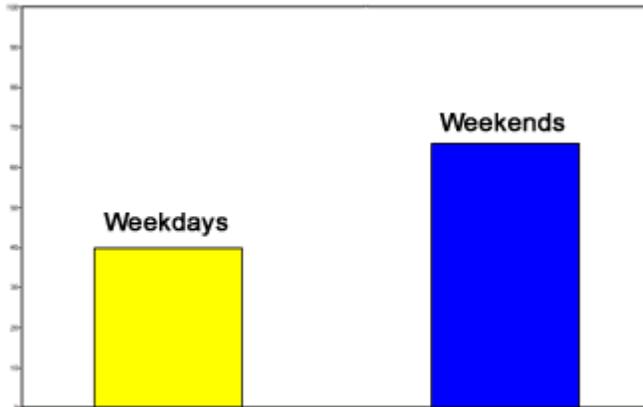
One person noted: " I shop primarily in Greece for clothing/household. It's convenient, clean and has all the National Chains you would ever want. I shop in Pittsford for specialty items (lighting, gardening, gifts) because they have some unique shops. Ridge Road East at the Irondequoit border is very seedy looking. The building's look hodge-podge. Parking lots and roads are littered with trash constantly. Vegetation is often overgrown. In addition , I don't feel safe in this part of town. **Titus/Hudson/Cooper has a lot of potential. With the older buildings it could be a very quaint and inviting specialty shopping area.** It could really attract the residents that are turned away from the East Ridge Road area. It should be done however, in a way that is respectful of the residential area that surrounds it."

What this indicates: The feelings expressed indicates:

- **Many people cannot find what they need in Irondequoit**, especially in the more upscale retail categories of clothing and household accessories.
- **People react to their environment:** If something doesn't feel safe and attractive, and well-cared-for, it will not attract customers. Customers often make judgments about whether a place will meet their needs by its aesthetic impression.

What days of the week would you most likely do your retail shopping?

- Weekdays
- Weekends



What hours would you most likely do your retail shopping?

- Morning
- Afternoon
- Evening



How would you most likely travel to do your retail shopping?

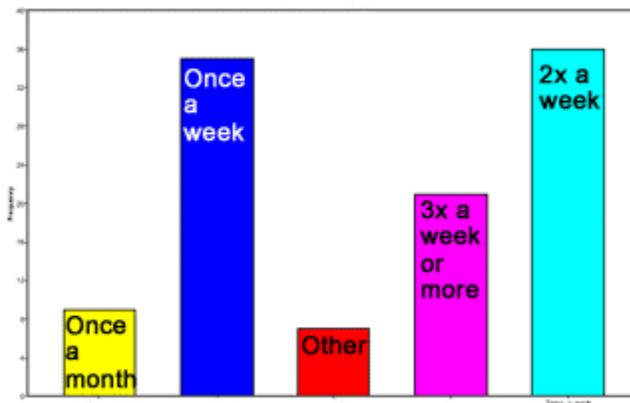
- Automobile
- Walk
- Bus
- Bicycle
- Other

People were allowed to choose up to two modes of transportation. Not surprisingly, automobile was the most preferred, by 87% of those responding. 40.9% selected walking; and only 1.2% chose the bus.

It's important to remember that although 40.9% chose walking as one of their likely modes of travel, they will do walk unless the environment is conducive to walking, which means that there must be an attractive pedestrian environment.

How often do you shop?

- Once a week
- Twice a week
- Three times a week, or more
- Once a month



Additional Comments and Suggestions: The responses to this section were free-form and not limited in length. There was, however, general consensus about what needs to happen in Irondequoit:

- Coffee shops and ice cream stores.
- Variety of stores
- A better mix of retail and specialty stores
- Gift shopping opportunities
- "Higher end" retail
- More gathering places
- No more wide roads
- Existing stores need a facelift.
- No more "big boxes"
- Upscale apartments are needed
- Capitalize on limited warm season with outdoor cafes
- Slow down traffic
- Needs to be positive, upscale, convenient with a "village" look
- "The Town should play to its strengths.....needs to be more pedestrian friendly and more eye-pleasing."

APPENDIX 6
ECONOMIC ANALYSIS



Irondequoit: Creating a Town Center

This report describes the demographic character and retail setting of the Titus/Hudson/Cooper area of Irondequoit, New York, in order to provide the Town with direction for improving the retail climate of the study area. The “character” of Irondequoit, as expressed in its public presence, buildings, and streetscape, influences the retail climate. The demographics of Irondequoit are also important when determining retail strategies.

The Monroe County Department of Planning and Development has characterized Irondequoit as one of the four “inner ring” suburbs of Monroe County. This older, settled town of 54,280 is immediately adjacent to the city of Rochester. Ridge Road, one of the major east-west routes serving both Rochester and Irondequoit is a primary location for typical suburban shopping strips. Although the Town of Irondequoit has its own government and school system, it has a Rochester zip code. The area surrounding Town Hall—West Irondequoit, in which the study area is located—is known as Rochester, NY 14617. Other zip codes include 14622 and 14621.

Irondequoit has many of the characteristics of older suburbs that were developed in the early part of the 20th century, and have now become the “Inner Ring” suburbs that surround most major American cities. These suburbs are often perceived to be less desirable than newer suburbs with larger lots developed on land that is further from the city. Yet, Irondequoit has many desirable assets. It continues to function as an attractive and convenient bedroom community for Rochester. It has tightly configured walkable residential neighborhoods (which many newer suburbs lack), an excellent school system, and good recreational opportunities.

The 2000-2005 Consolidated Plan and 2000 Action Plan of the Monroe County Department of Planning and Development noted:

“The economic development needs of Greece and Irondequoit are distinct and reflect the towns’ traditional employment and land use patterns. Irondequoit has functioned as a bedroom community for large industries, like Kodak and Xerox, located in other parts of the metropolitan area. Employment opportunities within Irondequoit, other than those provided by the public sector, have been primarily retail in nature and concentrated within the Ridge Road East Corridor. Because of the developed nature of the town and the age of many of its commercial districts, Irondequoit’s challenge will be to redevelop these areas in such a way as to continue their economic viability as sources of local employment and tax revenue. The town will also need to work closely with the owners of the Irondequoit Mall to insure the continued economic health of that large retail employer. A further challenge will be to take advantage of the town’s location and transportation system, including its proximity to the City of Rochester and to some of the area’s major medical facilities.”

Issues Facing the Titus/Cooper/Hudson Business District

The Titus/Cooper/Hudson business center lacks a central focus. It also lacks a sense of “places to go and things to do.” Town Hall is a mile west; there are a few scattered restaurants and eating places, Irondequoit Plaza with Wegmans, the Church, and the House of Guitars, but there is not enough connection between these elements to make it a true “town center.”

Lack of retail and service establishments: There is not a “lack of retail” in Irondequoit itself, but the type of retail/service establishments that exist do not form a cohesive critical mass within the study area. The competition that exists is regional. The Irondequoit Mall and other large stores located on Ridge Road, as well as the other malls in adjacent towns, draw Irondequoit residents for their major shopping needs, with the exception of the food market, well served by Wegmans located within the study area.

As of 1997, the Census bureau reported over 200 retail and service establishments within the Town. A 1998 Chamber of Commerce business directory indicates that there are over 400 “establishments” (including institutional establishments) in the Town of Irondequoit, not including the Mall or Ridge Road.¹

Regional and National Retail Trends: Some significant retail trends that must be considered include:

1. **Less time shopping:** As people become busier, less time is devoted to shopping. The aging of the population further influences this decline in shopping. Older Americans tend to spend less on retail goods and services.² They also prefer to spend on home improvement and repair, and home entertainment, rather than clothing.
2. **“Nesting” at home:** There is a new emphasis on home as a comfort zone, particularly since 9/11. More people are spending time with family and friends. Americans have achieved record levels of home ownership, have spent over \$164 billion on home renovations and expansions and the housing market remains relatively strong. This has implications for the home furnishings market.
3. **Growth of moderately priced stores:** More and more, people shop at discount and moderately priced stores, such as Kohl’s and Target. These chains have both experienced significant growth over the past year. These stores serve the same customer—a two income family with kids at home, but their merchandise emphasis is different: Kohl’s features “soft lines” such as clothing, and Target features “hard lines” such as household goods. Both stores sell national and well-known brands at discounted prices.

¹ Irondequoit Council, Greater Rochester Metro, Chamber of Commerce, Irondequoit Business Directory, November 1998.

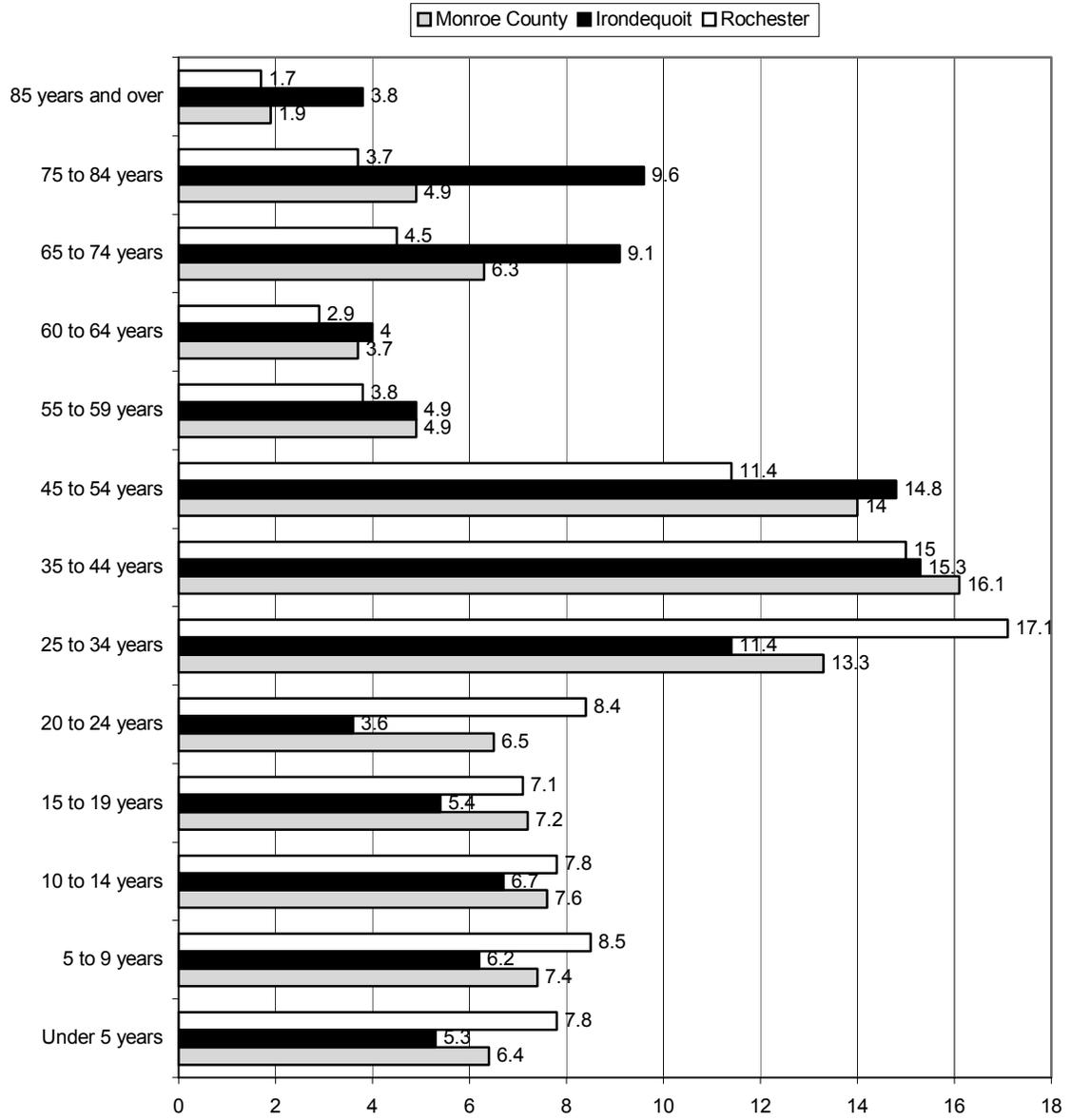
² Nina J. Gruen, “Revolutionary Changes in Retailing”, *Economic Development Review*, Spring 1995, page 7.

4. **Specialized Niches:** Specialty stores, such as Talbot's, American Eagle Outfitters, and others, cater to a specific niche of the clothing market. These stores are typically found in malls, although they will locate in certain freestanding establishments.
5. **Casual as a life style:** Consumer preferences for lower-priced, casual establishments in clothing, home furnishings, and lifestyle choices have become dominant.
6. **A decline in small "mom and pop" retail outlets and continued growth of the big chains:** Big retailers such as Wal-Mart, Target, and Home Depot benefit from sophisticated inventory and logistics techniques and economies of scale. These retailers and others like them are all located close enough to Irondequoit to impact its retail market.

Monroe County, City of Rochester, and Town of Irondequoit Demographics

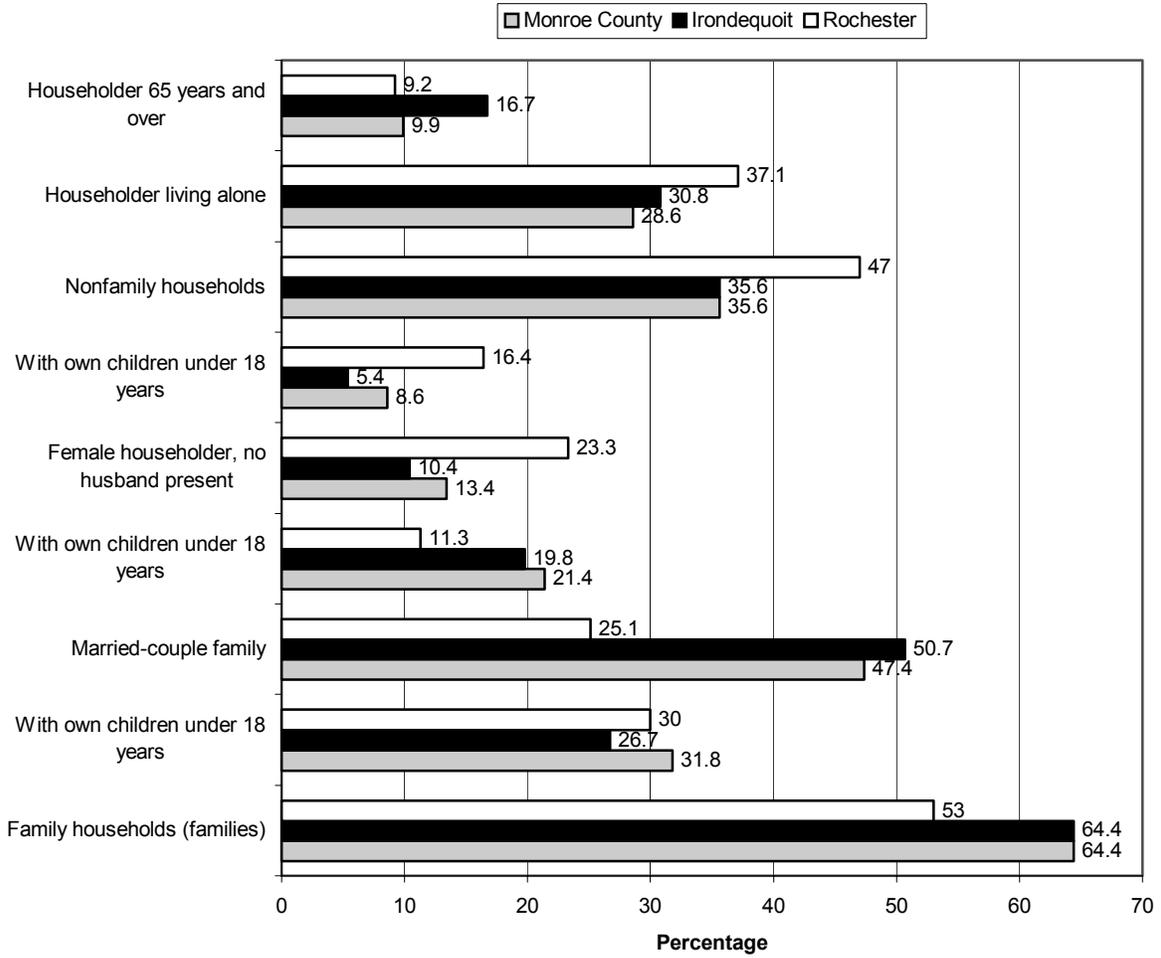
The charts on the next few pages indicate the differences between Irondequoit, the City of Rochester, and Monroe County, and are based on the 2000 Census (with the exception of Educational Attainment).

Age of Population

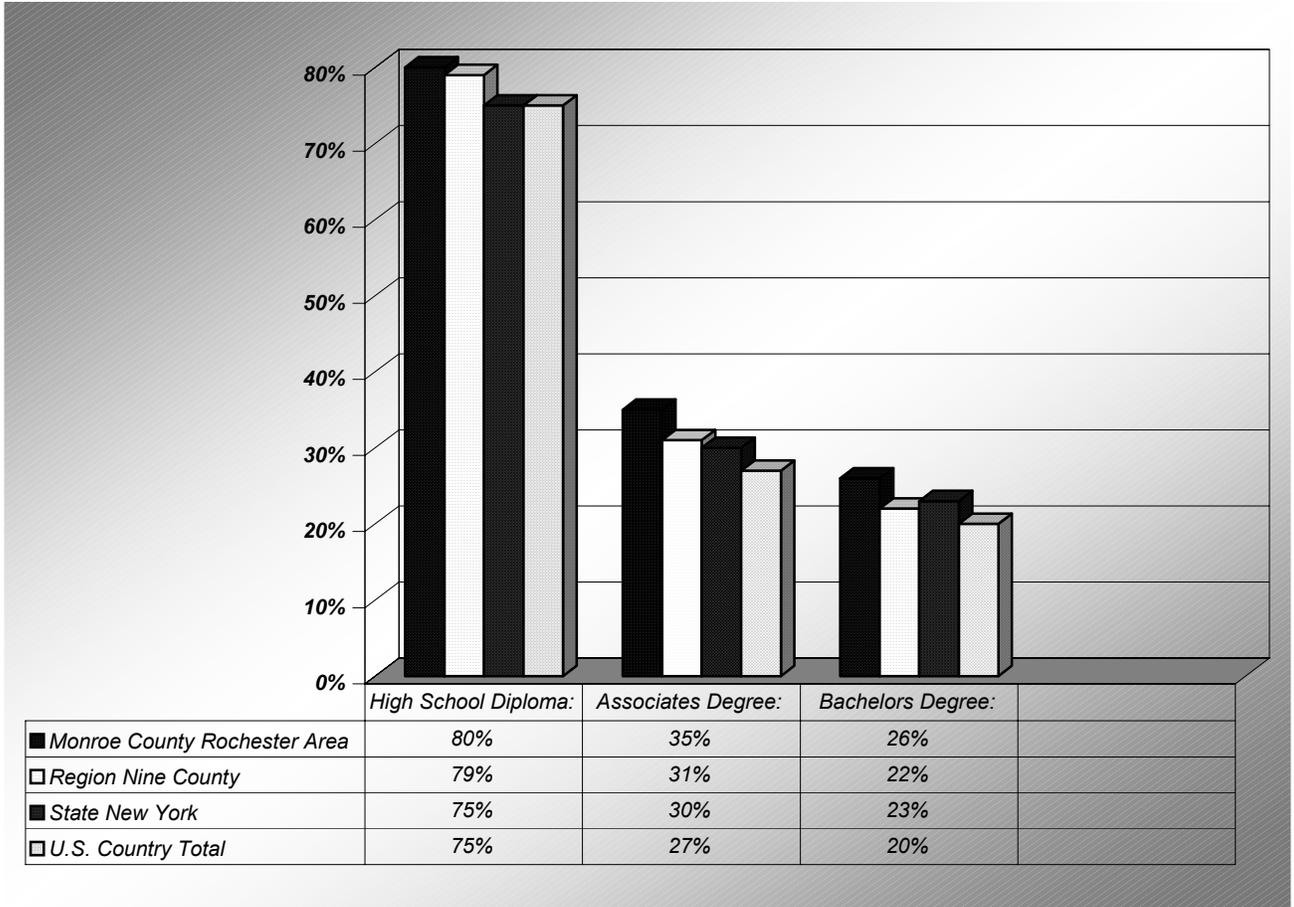


Source: U.S. Census 2000

Household Types



Educational Attainment



Source: Genesee /Finger Lakes Regional Planning Council

- Rochester residents tend to be younger and living in a non-family setting. Irondequoit residents tend to be older and married, with a significant population among the 65-and-over age group.
- The educational attainment of the region is higher than the United States. No separate data was located for the Town, but it is assumed that the educational level for Irondequoit would be at the higher end, and that majority of current residents 25 y.o. and over would have some college education, based on lifestyle characteristics and income.

The following points are not illustrated on charts, but have been derived from other planning documents.³

- Irondequoit has remained the third largest municipality in the region, just behind Rochester and Greece. This was also its position in the 1990 census.
- There has been a regional decline in the numbers of employable young adults between 1990 and 2000. Many young people raised and educated in the region have left.
- As is true nationally, the fastest-growing regional employment opportunities between 1990 and 2000 have been in the service sector.

ACORN Cluster Analysis

Psychographics is a method of demographic analysis in which people are grouped together by lifestyle. There are several companies that collect, analyze and provide this data to the marketing universe; one of the largest is CACI Marketing Systems' ACORN[®] (A Classification Of Residential Neighborhoods) neighborhood segmentation system. The methodology of this system is described as follows:

“A range of multivariate statistical methods was applied to create the ACORN system.

“First, the most pertinent consumer characteristics were identified from a wealth of data using principal components analysis and graphical methods. ESRI BIS carefully analyzed and sorted the country’s 226,000 neighborhoods by 61 unique lifestyle characteristics, such as income, age, household type, home value, occupation, education, and other key determinants of consumer behavior.

“Next, the market segments were created by a combination of cluster analytic techniques. The techniques were selected to produce statistically reliable solutions and to handle an immense amount of information. The combination provides a complementary match of the strengths of each technique.

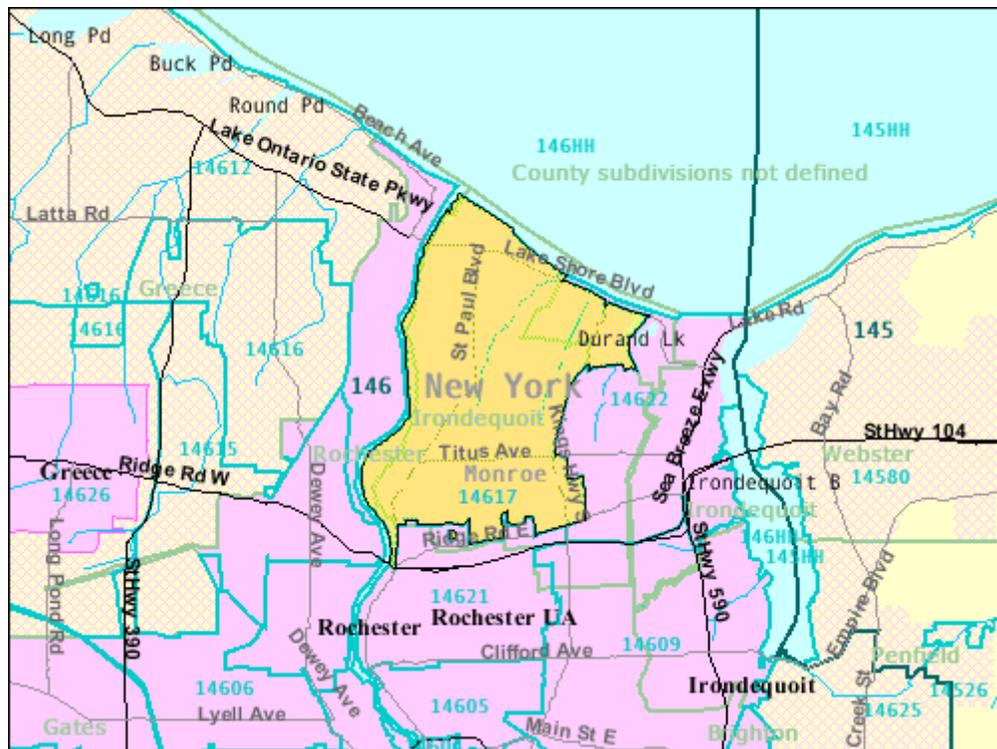
“Verification procedures follow the cluster analysis to ensure the stability and validity of the market segments. Stability is checked by replicating the clusters with independent samples. Validity is checked through the use of external variables -- characteristics not used to generate the clusters. Linking the ACORN system to the latest consumer survey data is the critical test. A market segmentation system must be able to distinguish consumer behavior -- spending patterns and lifestyle choices -- as expected.”⁴

³ Comprehensive Economic Development Strategy Update, June, 2001; Genesee/Finger Lakes Regional Planning Council

⁴ Business Information Systems (formerly CACI) website, February 2002. Website link is <http://www.infods.com/methodology/#lifestyle>

ACORN's neighborhood segments are divided into clusters. Each named cluster has several attributes, which describe the lifestyle and buying characteristics of that particular group of people. The underlying concept of this type of segmentation is that "you are where you live" and that each zip code will contain a few of the lifestyle clusters, which will be the primary marketing target. No one zip code is likely to contain all of the clusters. There will be 3 or 4 predominant ones, and a scattering of other clusters. Marketers using this information for a variety of purposes, including determining what stores and services will do well in a particular area.

For Irondequoit, a cluster analysis was obtained for zip code 14617 and zip code 14622, which is the zip code of the study area and area immediately surrounding. The area of the zip codes is shown on the map below. Note that it includes a large portion of the Town of Irondequoit, but not the entire Town.



The general demographic profile for these two areas, compared to the national profile is:

Subject	ZIP 14617	ZIP 14622	National
Total Population	23811	11,953	285,412,400
Number of Households	9,906	5,213	107,079,466
White	94.7%	95.2%	74.7%
Black	2.4	2.3%	12.4%
Asian Pacific Islander	1.1%	0.8%	3.9%
Other	0.8%	0.8%	6.6%
Male	46.9%	46.8%	49.1%
Female	53.1%	53.2%	50.9%
Median HH Income	\$53,059	\$48,391	\$41,369
HH Income under \$50K	46.8%	51.4%	58.8%
HH Income \$50K-\$100k	38.9%	37.1%	29.1%
HH Income over 100K	14.3%	11.5%	12.1%
2001 Average Home Value	\$115,518	\$103,326	\$165,558

Irondequoit's psychographics

According to CACI, the Irondequoit "ACORNs" for zip code 14617 are:

Acorn Number	Acorn Description	2000 Households	% of 2000 Households	National Household Index⁵
1c	Upper Income Empty Nesters	1,296	13.1	575
1F	Semi-Rural Lifestyle	189	1.9	37

⁵ The National Household Index is a comparison of the percent of households in the market area with the percent of households in the United States that fall into a particular lifestyle segment category.

Acorn Number	Acorn Description	2000 Households	% of 2000 Households	National Household Index⁵
2A	Urban Professional Couples	7	0.1	2
2E	Older, settled married couples	1,094	11.1	250
4B	Active Senior Singles	1,331	13.5	493
4C	Prosperous Older Couples	5,475	55.5	1601
6C	Newly Formed Housholds	246	2.5	49
7F	Rustbelt Neighborhoods	235	2.4	64

Source: Acorn Profile, prepared 1/24/2002, by CACI. See copy of report attached to this document

The ACORNs for zip code 14622 are:

Acorn Number	Acorn Description	2001 Households	% Households	2001 National Household Index
2E	Older, settled married couples	591	11.3	270
4B	Active Senior Singles	910	17.5	647
4C	Prosperous Older Couples	2925	56.1	1729
6C	Newly Formed Households	201	3.9	79
7F	Rustbelt Neighborhoods	586	11.2	314

Source: Acorn Profile, prepared 7/9//2002, by ESRI BIS (formerly CACI). See copy of report attached to this document

As described by ESRI BIS, the dominant ACORNs for the two studied ZIP codes of Irondequoit are:

Consumer Type 4C: Prosperous Older Couples

Demographic: Their median age is 43.2 years, but nearly half are 55 years of age or older. Most are married; few have younger children, although some families still have adult children living at home. With its population that is more than 90 percent white, this market lacks diversity.

Socioeconomic: “Prosperous Older Couples” enjoy a comfortable living; their median household income is \$45,200 and their median net worth is \$88,900. Retirement is prevalent, but not dominant. Many householders are evidently planning for their retirement with investments and savings. More than half receive income from interest, dividends, or rental properties.

Residential: They own suburban, single-family houses with a median value of \$99,000, slightly lower than the national average. These homes are in older, established neighborhoods. The geographic distribution is somewhat more urban, but otherwise similar to the U.S. population distribution by region. The states with the highest number of these households are New York, Pennsylvania, Illinois and Ohio.

Preferences: “Prosperous Older Couples” are enthusiastic investors with diverse portfolios that include certificates of deposit, IRAs, stocks, savings accounts and other investments. Typically, they own luxury cars, use coupons, make contributions and recycle. They enjoy diverse interests that include golf, needlework, outdoor gardening and gambling in casinos and playing the lottery. They watch TV; read senior, health and home magazines; and listen to news/talk radio.

The next group is:

Consumer Type 4B: Active Senior Singles

Demographic: This mature market has a median age of 43 years. Nearly 25 percent are aged 65 or older; many are widowed. Single-person households make up over 40 percent of these households. Although younger families live in these neighborhoods, there are few children. With over 85 percent of the population white, this market ranks below average in diversity.

Socioeconomic: Representing 2.8 percent of U.S. households, “Active Senior Singles” are one of the largest senior markets. Their median household income is below average at \$36,200, but many of them are retired. Poverty and unemployment rates are low. They are fairly well educated; nearly 50 percent have attended college or higher. They are slightly more inclined to save than to invest.

Residential: Most “Active Senior Singles” live in apartments. Two-thirds of these housing are multi-unit, built before 1970. At \$117,400, the median home value is above the U.S. median. Neighborhoods are naturally higher density, located in urban areas with a disproportionate share in the Mid-Atlantic and Northeast.

Preferences: “Active Senior Singles” enjoy traveling, usually taking foreign trips, gambling at the casino, playing the lottery, attending concerts, visiting museums, and going to their health clubs. They are active volunteers and involved in political campaigns. Their heavy expenditures for imported wine, champagne and bottled water reflect their taste for premium products. They own a variety of investments such as long-term certificates of deposit, savings accounts, IRAs, bonds and stock.

An additional demographic ACORN category found in ZIP 14617 is:

Consumer Type 1C: Upper Income Empty Nesters

Demographic: They are usually empty nesters: married couples with no children living at home. They also are predominantly white and middle-aged. Almost 50 percent of the householders are between the ages of 45 and 64; their median age is 42.4 years.

Socioeconomic: These couples are prosperous, with a median household income of \$68,400. Two-thirds of them receive income from dividends, interest, or rental properties. They are usually business owners or managers. With approximately 20 percent receiving retirement or pension income, early retirement is common. They are also highly educated, which is atypical of their generation. Over 90 percent of the adults aged 25 years and older finished high school; more than 40 percent hold a college or graduate degree.

Residential: They own their single-family homes with a median value of \$157,300, nearly 60 percent above the national average. These neighborhoods are primarily suburban, but range from urban areas to smaller, non-metropolitan communities scattered throughout the U.S. High concentrations are found in Pennsylvania, New York, Texas, Illinois and Ohio.

Preferences: They play a variety of sports including golf, racquet, and sidewalk sports. They also enjoy traveling, preferring foreign travel to domestic trips; visiting museums, and attending concerts. They own PCs, pianos, swimming pools and luxury cars at above-average rates. They are avid readers, usually two or more daily newspapers, along with metropolitan and business-related magazines.

* * *

Retail Spending Report: A demographic analysis by ESRI Business Information Solutions (formerly CACI) analyzes the total dollars spent by Irondequoit Zip 14617 residents on retail and retail services during the course of the year. The report shows that Irondequoit residents spend substantially on many categories of retail and services, and in no case do they spend less than the national average in all categories. In certain categories, spending is close to the national average. These categories include automobile loans, infants and children’s apparel, moving and storage services, telephone services, and automotive “aftercare.” (See “The Retail Spending Report,” attached.) This data is consistent with the general demographic data: an older community, fairly well to do, but a community that is not generally in the household formation stage, with young children, at least at the present time.

What all of this indicates is that marketers looking at Irondequoit as a potential location for retail and service outlets should consider the following:

- The potential purchasing power of Irondequoit residents is high, but few are in the household formation stage.
- Few new homes are being constructed, although the age of many of the residents does indicate that homes will be turning over to newer (and younger) families.
- People are likely to prefer to spend their funds on services or experiences, such as financial services, or travel and travel planning.
- Except for the student population, there are not many young people in Irondequoit. People move to Irondequoit once they are in their family-forming stage of life, and beyond.

Marketers should also consider that while Irondequoit is a separate town, the easy access to the highway system as well as the contiguous nature of the suburbs and the city (Greece, Rochester, Irondequoit) means that local shopper loyalty plays little part in determining where people shop. They will patronize the stores that meet their needs, whether it is convenience, good prices, or location.

The Impact of the Big Stores: Irondequoit Mall and Wal-Mart

The Irondequoit Mall is a regional mall serving the northeast quadrant of Monroe County, including Irondequoit, Webster and Penfield, and a portion of Wayne County. The mall has at times hosted 125 stores and shops and is anchored by Kaufmann's, The Bon-Ton, Sears and JCPenney. Located adjacent to Route 104, mall traffic has immediate access to east and westbound roads at a point where Route 104 intersects with I-590.

The 125 potential stores are typically those that can be found in any regional mall across the country. There is nothing particularly unique about these stores. They provide a convenient shopping location for the usual needs, but as with any mall, there is little that provides a sense of place or community character.

There are four Wal-Mart stores located within ten miles of Irondequoit. There is a fifth Wal-Mart under construction just beyond the southern boundary of the Town of Irondequoit, within Rochester. This store, which is expected to open in mid-August of 2002, will be over 200,000 square feet, and will have a full-line grocery store with discount merchandise. Wal-Mart also provides a range of other services, including banking services, vision centers, and beauty services. These have been the type of services located in a community town center.

Wal-Mart will have a significant effect on existing retail outlets within the Town of Irondequoit and greater Rochester. It draws from a regional market and it is the largest company in the nation, based on sales. Demographics of the Wal-Mart shoppers include: Median income, \$37,000; Households with children under 19, 39%; College graduates, 31%; and Ages 25-44, 48%.⁶ While Irondequoit residents are generally older and

⁶ Source: Sanford C. Bernstein (demographics) in a chart in the New York Times, Sunday, 2/24/02

wealthier, the nearby location of Wal-Marts coupled with its discount pricing, can be expected to attract retail dollars from Irondequoit. It will also be a challenging competitive force for the nearby Wegmans.

Shopper's Survey Analysis/ Needs and Desires

As part of this study, an informal on-line survey was conducted of Irondequoit shoppers/residents. The study was not a controlled study, but rather, a survey of residents who have Internet access, and felt comfortable completing such a questionnaire on-line. As such, it is more useful for the opinions and trends observed in the survey, rather than any particular statistical findings. A copy of the survey is attached.

The following summarizes the most relevant data:

1. The primary age group responding was the 35 to 54 age range.
2. The three top occupational groupings identified were managerial and professional, technical sales and administrative support, and "retired."
3. 58.4% of those completing the survey were female.
4. 45.5% of those employed worked in Rochester; 26.7% worked in Irondequoit, and 27.7% worked in other locations.
5. The household size of a majority of those responding was two and three persons.
6. The top five choices in desired retail were books, clothing, gifts, bed and bath, and apparel, with gardening, housewares and home improvements right behind.
7. A great majority of those responding felt that the Titus/Hudson/Cooper area either needed "major improvement" or needed to be "more attractive."
8. The preferred level of retail was "independently owned" or "Boutique, specialty."
9. When asked, "where else do you shop besides Irondequoit or Titus/Hudson/Cooper" the response was generally the more upscale towns and shopping malls in the greater Rochester area, including Pittsford, and Eastview, and Greece. One respondent noted: *"I shop primarily in Greece for clothing/household. It's convenient, clean and has all the National Chains you would ever want. I shop in Pittsford for specialty items (lighting, gardening, gifts) because they have some unique shops. Ridge Road East at the Irondequoit border is very seedy looking. The buildings look hodge-podge. Parking lots and roads are littered with trash constantly. Vegetation is often overgrown. In addition, I don't feel safe in this part of town. Titus/Hudson/Cooper has a lot of potential. With the older buildings it could be a very quaint and inviting specialty shopping area. It could really attract the residents that are turned away from the East*

Ridge Road area. It should be done however, in a way that is respectful of the residential area that surrounds it."

10. Slightly more people shop on weekends rather than weekdays.
11. The most popular shopping time was afternoons.
12. Automobile and walking were the preferred modes of transportation. Very few chose bus as a preferred means of transportation.
13. Additional Comments and Suggestions: The responses to this section were free form and not limited in length. There was, however, general consensus about what needs to happen in Irondequoit:
 - a. Coffee shops and ice cream stores.
 - b. Increased variety of stores
 - c. A better mix of retail and specialty stores
 - d. Gift shopping opportunities
 - e. "Higher end" retail
 - f. More gathering places
 - g. No more wide roads
 - h. Existing stores need a facelift.
 - i. No more "big boxes"
 - j. Upscale apartments are needed
 - k. Capitalize on limited warm season with outdoor cafes
 - l. Slow down traffic
 - m. Needs to be positive, upscale, convenient with a "village" look
 - n. "The Town should play to its strengths.....needs to be more pedestrian friendly and more eye-pleasing."

Underserved Retail

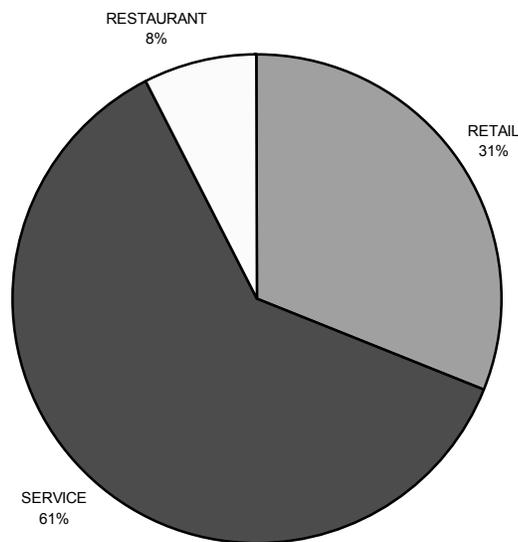
What residents appear to want in a town center for Irondequoit are the types of stores that provide unique retail goods (books, clothing, apparel, gifts) the opportunity for food and socializing (coffee, ice cream and other restaurants, but also the large book stores such as Barnes and Noble or Borders), a place that has an identity as a "village" and is

aesthetically attractive. Residents are aware of the “disconnect” between their socio-economic status, and the types of stores and shops that are located in the Titus/Hudson/Cooper area.

Large-scale retail is provided by the big boxes on Ridge Road, the regional shopping malls, and Wal-Mart, which will open in August of 2002.

Smaller scale retail generally means services such as travel agents, beauty salons, barbers, real estate agents, tailors, etc. These types of stores are not always found in malls, although they can be, and are generally “owner-operated” and not franchises. Existing stores in Irondequoit are typically smaller establishments that provide a variety of services. An analysis of existing establishments that are currently located along Titus, Hudson and Cooper, shows that the majority are service establishments with the exception of supermarkets and banks.

Type of Establishment - Titus Hudson Cooper Area



Land Use Recommendations

During the charrette, the design team looked at five questions. The first was “Who are our customers?” Census 2000 and the Irondequoit ACORN demographics indicate that the Irondequoit residents are older, wealthier, and will support higher end retail establishments, as seen in their willingness to travel greater distances to more attractive shopping areas.

The second question was “What are their needs?” The “needs” seem to be for the Titus/Hudson/Cooper to provide a sense of place, for socialization and identity. There is a strongly expressed need for places to go as a family, and as individuals. For shoppers, the need appears to be for more unusual retail products (for instance, gift items) than those that will be found at Wal-Mart or the Irondequoit Mall.

The third question was “What niche could we develop?” Several people suggested an “antiques” niche. This type of niche has been developed and marketed successfully in other towns such as Putnam, CT, which has a “downtown antique district” with many shops and eating places. Another “niche” could be the “value-added” retailer, where a knowledgeable salesperson is critical to helping the customer. Typical “value-added” retailers are custom florists, high-end jewelers, or retailers of electronic/audio equipment.

The fourth question was “what about promotion?” Developing the Titus/Hudson/Cooper area as a destination with a unique identity will require successful promotion and marketing. One place to start exploring community promotion and marketing is the National Main Street Center, which is a division of the National Trust for Historic Preservation. Another resource is the International Downtown Center. Both of these organizations have web sites for further information.

The last question was “What’s right for Irondequoit?”

The answer to that question was made clear during the charrette, and in the survey results. The residents know what the problems are and what the desired outcome should be. Town officials are also aware of the challenges that are likely to accompany the implementation of desired outcomes. These desired outcomes can be summarized as follows:

- Place making that knits together the disparate elements of the Titus/Hudson/Cooper area into a whole, using the tools of urban design.
- A retail mix that can be marketed to the Town’s residents and the greater Rochester community.
- The creation of an “identity” for the Titus/Hudson/Cooper area that is based upon a sense of place and retail establishments.

Tools to promote change

There are a variety of tools that can be used to bring about the desired improvements.

1. Amendment of the Zoning regulations to permit the design of buildings that will support the desired “Traditional Neighborhood Design” image. This may involve amending or prescribing such standards as floor area, floor area ratio, height, setbacks, parking standards and parking location. Suggested amendments are part of this study.

2. Subsidies in the form of grants, matching funds, or tax relief, should be developed to encourage building owners to update and rehabilitate serviceable buildings, in accordance with the design guidelines.
3. Organization of a “Business Improvement District (BID)” or “Town Center Development Authority (TCDA)”. BIDS and TCDA’s identify missing components of an area and actively recruit them. BIDS/TCDA’s are funded by special tax assessments. A third type of organization is a downtown marketing association, which is funded by dues, and is focused on marketing and special events.

Conclusion

The issues of the Titus/Hudson/Cooper area cannot be addressed solely by the principles of “Traditional Neighborhood Design (TND). TND can help create a place that is attractive to retailers, residents, and shoppers. The Town should consider:

- Financial incentives to landlords to encourage upgrades to their buildings, in accordance with adopted plans or guidelines.
- Providing administrative and/or technical support to help create either a Business Improvement District, or a Downtown Development Authority.
- Financing infrastructure improvements that will support the desired vision of the Titus/Hudson/Cooper area.
- Assisting the merchants in creating a retail environment that complements the nearby “big box” stores by being significantly “different” from them.

APPENDIX 7
CREDITS AND ACKNOWLEDGEMENTS



CREDITS AND ACKNOWLEDGEMENTS

Community Development Block Grant Funds provided support for the development of the Town of Irondequoit Town Center Master Plan.

It's development was supported by the **Town of Irondequoit Town Board** Members:

Supervisor David W. Schantz
Councilman Rudi Cali
Councilman Paul Failing
Councilwoman Graceann Frederico
Councilman Michael J. Garbin

The Master Plan was developed with the assistance and guidance of the Town of Irondequoit **Local Advisory Committee** (LAC) Members:

Mark Colangelo	Commissioner of Public Works
Nick Colasurdo	Architectural Review Committee Chairperson
Paul Failing	Councilman, Irondequoit Town Board
Krishan Mago, AICP	Director of Planning and Zoning
Frank Romeo	Property Owner/Developer
David W. Schantz	Supervisor, Town of Irondequoit
Bob Spatola	Planning Board Chairperson
Steven G. Walther	Property/Business Owner
Diane Zaccarine	Help Irondequoit Plan for Progress (H.I.P.P.) Boardmember

The Town Board, LAC and the Project Team would like to acknowledge the tremendous contribution towards the development of this plan made by the Irondequoit **United Church of Christ** for allowing the three day use of their meeting hall and kitchen for the Design Charrette. They would also like to acknowledge the work of **Donna Martello**, Town of Irondequoit Planning Assistant, in the organization and running of the Design Charrette and the development of this plan.

The Master Plan was developed by:

Wilbur Smith Associates

With assistance from:

Robert Orr & Associates, on the Design Plan and Design Guidelines
Carrie Makover, AICP, Principal Author of the Economic Analysis
Joel Russell, Land Use Attorney, Principal Author of the Zoning modifications, and
Seth Harry, AIA, on the Design Plan and sketches.

The final report was written by:

Jim Donovan, ASLA, AICP

With editing assistance from:

Diane Zaccarine,
Kris Mago, AICP,
Kim Johnson,
Peter Plumeau,
Leslie Creane, AIA,
Ellen Cartee, and
Stephanie Zehler, E.I.

Graphics were prepared by Stephanie Zehler, E.I., Diane Zaccarine and Jim Donovan, ASLA, AICP.

Historic photos courtesy of the Town Historian and/or the Irondequoit Historical Society.
Other un-credited photos by Jim Donovan.